





You can view all of our Annual Reviews online by visiting www.ageuk.org.uk/northtyneside/about-us/annual-reviews or by scanning the QR code to the right.



Our Vision and Mission

Our Vision is a world where everyone enjoys later life.

This is supported by our Mission, to help people make more of life.

In order to achieve our Vision and Mission, and as part of our 2020 - 2025 strategy, we set six strategic aims.

These aims are:

Aim One

To improve our financial sustainability and contribution to the local economy

Aim Two

To improve the lives of people in later life

Aim Three

To be leaders in providing high quality services

Aim Four

To be a partner of choice

Aim Five

To be an employer of choice

Aim Six

To make North Tyneside an age-friendly borough

Aim One

To improve our financial sustainability and contribution to the local economy



We increased turnover by **6%** from £9.8 million to **£10.3 million**



We reported a surplus of £104,000



EveryDay Care & Support maintained its profit to the Charity with £373,000



The Group's cash reserves were reported at £1.5 million against a target of £1million, which is the level required to meet the financial obligations and liabilities of the Group.



We exceeded our income generation target of £174,000, reaching **£195,000**



We increased our cash reserves to £1.5 million

Aim Two

To improve the lives of people in later life



We met with **872** customers in their own homes, an increase from 700 last year



We encouraged customers to be involved with more than one service within our Group portfolio. 207 customers took up this offer



We restructured the physical activity provision within Health & Wellness following customer feedback to provide **14** follow on classes



We increased our online presence with a social media following of **12,774** against a target of 11,891. Our website attracted on average **4,000** users per quarter



We supported **1,284** individuals to achieve financial independence and secured **£1.65** million in unclaimed benefits



We worked to address social isolation and loneliness with:

- 29 befriending customers supported on a weekly basis
- 7,447 older people in prisons attending meaningful activities
- 519 people attending our social groups
- 80% overall attendance in our Wellbeing Centres

Aim Two

To improve the lives of people in later life



We worked to safeguard people in their own homes with reporting 126 safeguarding incidents



We provided a holistic approach within the Integrated Care System with **335** Care Point customers, **1,115** Strength & Balance participants, and averaging **366** customers supported by our Admiral Nurses per month



We supported people through EveryDay Care & Support with **330,856** hours of care delivered



Our Dementia Activities provision remained unchanged, and we saw **110** individuals access these against a target of 48



We increased the number of people accessing our Admiral Nurse service to a monthly average of **366** against a target of 310



We helped more people improve their physical and mental wellbeing with:

- **519** attendances at our Social Groups
- 1,115 Strength & Balance attendances
- 5,536 attendances at our Physical Activities

Aim Three

To be leaders in providing high quality services



We maintained a high level of customer satisfaction, with results from quarterly customer evaluations averaging **10/10**



756 customers successfully achieved their goals



We maintained a high level of customer service with **1,569** compliments received



We sign posted **1,384** customers to partner services and made **4,319** referrals, compared to the previous year the numbers recorded were 850 and 3,368



We achieved external recognition as a quality provider of services and maintained CHAS, ISO9001, DSPT, and published our Data Protection & Security Tool kit register



We made **42,247** contacts and had a total of **3,746** new customers

Aim Four

To be a partner of choice



We worked to strengthen our offer to our customers and our ambition to be a One Stop Shop for older people by adding 9 new partners and their services to our Menu of Services. As a result, referrals to and from partners was 2,157 for the year



We worked to alleviate the climate crisis in North Tyneside by using 70% of suppliers local to us



We worked collaboratively to improve the lives of our customers including being a member of the following strategic boards:

- North Tyneside Council Cabinet
- North Tyneside Health & Wellbeing Board
- Age Friendly North Tyneside Working Group
- Poverty Intervention Partnership Board
- Age Friendly Newcastle
- Age UK Brand Partner
- Newcastle City Hospitals Frailty Strategy Group
- Age UK Board of Trustees
- Age UK Network Committee
- Our Shared Future

Aim Five

To be an employer of choice



We recruited **145** new members of staff and **20** new volunteers



We regularly communicated and engaged with our staff and volunteers through monthly **Chief Executive Briefings** and a quarterly **Employee Engagement Forum**



We continue to be a Real Living Wage Employer



Through Better Health at Work we maintained our **Ambassador Status**, continued to work with Anxious Minds
to support staff with their mental health, and continued to
support our **7** Mental Health First Aiders



We completed our mandatory training and staff appraisals.

20 care staff were supported in completing their Level 2 in

Adult Care and 1 staff member was supported with their Level

5 career development. 38 employees completed professional development training



We ran the annual **Employee and Volunteer of the Year Awards** and recognised finalists and winners at a lunch event hosted by the Group Chief Executive.

Aim Six

To make North Tyneside an age-friendly borough



We strengthened the voice of older people by supporting and campaigning on 40 issues that affect older people.



We worked with **Healthwatch North Tyneside** to carry our an extensive stakeholder consultation to collaborate feedback on the **World Health Organisations Age Friendly Cities Framework**.



We worked on developing a **Housing Strategy** which will be delivered by our subsidiary company EveryDay Homes and worked towards Registered Provider status

The Age UK North Tyneside Group was established in 1972 and has grown to become the largest local voluntary organisation in the borough. We have over 300 staff and volunteers providing a wide range of services for older people in North Tyneside.



Age UK North Tyneside is a local charity working in the community to support older people, their families and carers. We want everyone to be able to love later life.

Our services include:

- · Free and confidential information and advice
- Specialist dementia support
- Fitness classes and social groups
- Support for veterans
- Older LGBTQ+ support
- Help at home
- Will writing

And much more...

To find out more about our services, call **0191 280 8484** or visit **www.ageuk.org.uk/northtyneside**.



EveryDay is a social enterprise wholly owned by Age UK North Tyneside. We support adults over 18 and families in North Tyneside and Newcastle to live independently and make more of life. We're able to offer a little extra support in the short term or help over a longer period of time where necessary. All of our profits go back to supporting the incredible work carried out by Age UK North Tyneside.

Our services are varied and range from care at home, respite for carers, specialist dementia care, companionship, support around the home, and domestic cleaning, through to specialist healthcare for long-term conditions and end of life care.

To find out more about our services, call 0191287 7028 or visit www.everydayuk.org.

