

“ There is no doubt that we are facing continuing, challenging times, but **our charity remains strong** because of the collective effort and commitment of everyone involved. Together, as a compassionate and caring community, we continue to make a positive difference for older people living in North Worcestershire, **helping people to feel supported, valued and connected** - *Amanda Allen, CEO of Age UK North Worcestershire* ”

Our Information & Advice Service

At the heart of everything that we do



5,004

The number of enquiries received by our I&A service during 2025/26

In-depth advice provided to **2,778** people



57.9% of I&A clients were new to the charity

£1.613m

The amount in annualised benefits that clients were assisted to claim

‘People also know that when they contact our team they will get someone that will take time to listen and who cares – it is such an important service, supporting people emotionally as well as with the practicalities of accessing benefits and services’ Age UK NW I&A Advisor

Our At Home Service

Helping our communities to stay safe & independent



240

regular ‘At Home’ clients



9,380+ hours

of support from our Home Workers, Gardeners & Handypersons



Free Home Energy Checks

200+



Foot Care Clients

Befriending, Groups & Activities

Preventing & tackling loneliness & isolation

164



The number of Referrals made to the **Befriending** service

300



The average number of people being supported by the **Befriending** service at any one time



Average weekly attendance for **269** **Groups & Activities**

Our Retail Operations

More than shop

Information Hubs in all Eight Shops



132,792

The total number of visitors to our shops



31,471 bags of donations

Landfill Offset

419,109



ebay
Online Sales



Collections & Deliveries

giftaid it

For more information, please contact us

01527 570490

www.ageuk.org.uk/northworcs/



North
Worcestershire
ageUK
Let's change how we age

Supporting
Your Local
Community

Our Vision: To make North Worcestershire a better place to grow older

“ 2025/2026 has seen the continued rise in cost of living that has increased the financial pressures faced by the people and communities we support. Thanks to the resilience and dedicated work of our staff and volunteers we are able to continue this support. ”
Dr Jonathan Shapiro, Chair of the Board of Trustees

Our People



Trustees: 8



Staff Headcount: 90



Volunteers: 174

‘The heartbeat of our charity is maintained by our volunteers. The time, care, talent, and commitment they bring create a meaningful and enduring impact for those we serve, and they are fundamental to achieving our mission across the community.’

Financial Summary

Statement of Financial (including Income and Expenditure Account)

	UF 2026	RF 2026	Total 2026	UF 2025	RF 2025	Total 2025
	£	£	£	£	£	£
Income and endowments:						
Donations and legacies	82,995	12,495	95,490	67,829	-	67,829
Charitable activities	325,457	190,489	515,946	258,071	205,825	463,896
Other trading activities	804,954	-	804,954	720,866	-	720,866
Investments	25,774	-	25,774	18,241	-	18,241
Other income	576	-	576	1,014	-	1,014
Total income	1,239,756	202,984	1,442,740	1,066,021	205,825	1,271,846
Expenditure on:						
Raising funds	863,247	100,922	964,169	796,838	84,347	881,185
Charitable activities	492,466	56,503	548,969	424,518	39,183	463,701
Total expenditure	1,355,713	157,425	1,513,138	1,221,356	123,530	1,344,886
Transfers between funds	-	-	-	22,044	(22,044)	-
Net movement in funds	(115,957)	45,559	(70,398)	(133,291)	60,251	(73,040)
Fund balances at 1 April 2025	956,932	138,857	1,095,789	1,090,223	78,606	1,168,829
Fund balances at 31 March 2026	840,975	184,416	1,025,391	956,932	138,857	1,095,789

- Total income during the year up until the 31 March 2026 was **£1,442,740** (an increase of £170,894 from £1,271,846 in 2025)
- Total expenditure was **£1,513,138**, compared with £1,344,886 in 2025, as the charity continued to deliver its objectives.
- The year ended with a **planned deficit of £70,398**, slightly lower than the £73,040 deficit recorded in 2025
- The main contributions to the Charity's finances for its services continue to be from its Retail Shops and its 'paid for' services

UF – Unrestricted Funds RF – Restricted Funds

- Income was supported by a legacy, fundraising and donations in addition to grants, including restricted grants received from Worcestershire Advice Network, The Eveson Trust and continued support from the Lottery
- The charity's costs rose mainly due to the rise in the National Minimum Wage, which led to an estimated 9% increase in salary costs. Although income increased, it did not fully cover the rising expenditure, contributing to the planned deficit
- At 31 March 2026, the charity held **£184,416 in restricted funds** (up from £138,857 in 2025) and **£840,974 in unrestricted funds** (down from £956,932 in 2025)

Plans for Future Periods

Age UK North Worcestershire is committed to supporting older people to live well, remain connected, maintain their independence, and access the practical advice and services they need to lead fulfilling lives. Our strategy for 2027-30 is built around four priorities for older people • Enabling Connection. • Sustaining Health and Wellbeing. • Supporting Financial Security. • Ensuring Digital Inclusion, while also harnessing digital innovation