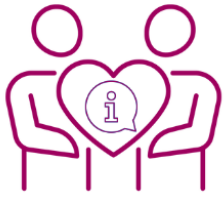


“ I cannot express enough my gratitude for the help I received from two members of your Team... I really appreciate the **kindness** shown to me as well as the **helpful and efficient service** offered ”

Our Information & Advice Service

At the heart of everything that we do



5,752

The number of enquiries received by our I&A service during 2024/25

In-depth advice provided to **2,770** people

56.5% of I&A clients were new to the charity

£1.215m



The amount in annualised benefits that clients were assisted to claim

Our At Home Service

Helping our communities to stay safe & independent



200

regular 'At Home' clients



8,100+ hours

of support from our Home Workers, Gardeners & Handypersons

547

Foot Care Appointments



Free Home Energy Checks

Befriending, Groups & Activities

Preventing & tackling loneliness & isolation

156



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



Av weekly attendance for **Groups & Activities** grew to

219

Our Retail Operations

More than shop

Information Hubs in all shops



119,194

The total number of visitors to our shops



29,674 bags of donations

Landfill Offset

417,214

KG

Two new Charity Shops : Winyates (Redditch) and Walter Nash Road (Kidderminster)

Delivering high quality local services and support for the over fifties, promoting independence and wellbeing

For more information, please contact us

01527 570490

www.ageuk.org.uk/northwocrs/



“ 2024/ 2025 has seen the continued rise in cost of living which has increased the financial pressures faced by us all. Thanks to the resilience and dedicated work of our staff and volunteers we continue to thrive ”

Dr Jonathan Shapiro, Chair of the Board of Trustees



The Charity continues to have a Board with a broad mix of skills and experience to support its work. At its March 2025 Board Meeting, the Trustees unanimously passed a resolution to change the charity's trading name from **Age UK Bromsgrove, Redditch & Wyre Forest** to **Age UK North Worcestershire**, and to extend the boundary areas to include the Wychavon wards of Droitwich, Dodderhill and Hartlebury

Our People



Trustees: 8



Staff Headcount: 91



Volunteers: 166

Financial Summary

Statement of Financial Activities (including Income and Expenditure Account)

	UF 2025	RF 2025	Total 2025	UF 2024	RF 2024	Total 2024
Income and endowments:	£	£	£	£	£	£
Donations and legacies	67,829	-	67,829	44,661	-	44,661
Charitable activities	258,071	205,825	463,896	270,027	56,076	326,103
Other trading activities	720,866	-	720,866	765,624	-	765,624
Investments	18,241	-	18,241	13,315	-	13,315
Other income	1,014	-	1,014	14,731	-	14,731
Total income	1,066,021	205,825	1,271,846	1,108,358	56,076	1,164,434
Expenditure on:						
Raising funds	796,838	84,347	881,185	724,125	61,476	781,730
Charitable activities	424,518	39,183	463,701	451,053	38,180	493,104
Total expenditure	1,221,356	123,530	1,344,886	1,175,178	99,656	1,274,834
Transfers between funds	22,044	(22,044)	-	15,412	(15,412)	-
Net movement in funds	(133,291)	60,251	(73,040)	(51,408)	(58,992)	(110,400)
Fund balances at 1 April 2024	1,090,223	78,606	1,168,829	1,141,631	137,598	1,279,229
Fund balances at 31 March 2025	956,932	138,857	1,095,789	1,090,223	78,606	1,168,829

- The main contributions to the Charity's finances for its services continue to be from its Retail Shops, At Home Service, Charitable Trusts and Local Authorities, Charitable giving also makes an important contribution to the Charity's services and activities
- During the year to 31 March 2025 the Charity received total income of **£1,271,846**, **£1,344,886** was spent in the pursuits of the Charity's objects, generating a deficit of **£73,040**

UF – Unrestricted Funds RF – Restricted Funds

- Although a deficit was forecasted and reported, there was an overall increase in income of £107k compared to the previous year (with growth in Donations and Legacies plus a notable increase in restricted funding through Charitable Activities). This increase in income, however, was not sufficient to cover rising expenditure levels (including the rise in the national minimum wages which resulted in an approximate 9% increase in salary costs)
- As at 31 March 2025, £139,320 was held in restricted funds and £956,669 was held as unrestricted funds

Plans for Future Periods

- A 3-year plan for the Charity has been agreed up to 2027. A key focus for the coming year will be to develop our retail operations to help fund our charitable work



Our Vision: Make North Worcestershire a better place to grow older

Age UK North Worcestershire is a trading name of Age UK Bromsgrove, Redditch & Wyre Forest; a charitable incorporated organisation, registered Charity Number 1165891. Registered Office: 51 Windsor Street, Bromsgrove, B60 2BJ