

# What's Happening - In Brief

## A Note from Amanda Allen (CEO of Age UK NorthWorcs) - July 2025

- There have been several announcements this month that will impact the communities that we support. At the beginning of July the Government launched the **NHS ten-year plan**, setting out their roadmap for reforming the NHS. The headline proposal in the plan is the development of Neighbourhood Health Services, with the aim of bringing together a range of health and care professionals, based in the community, to better meet people's needs. Other key proposals include increased use of technology, including expanding the functionality of the NHS App. Whilst welcoming the benefits that a Neighbourhood Health Service will bring to older people, in posting its [response](#) to the plan, the **National Age UK team** also raised its concerns about ensuring that no one is left behind, including the many millions of older people who are not online and who often want and need to use more traditional means of contact (including face-to-face and telephone support). It is quite timely, therefore, that at the end of this month, Age UK's Campaign Team is planning to deliver its [Offline & Overlooked Petition](#) to 10 Downing Street. With over 6 million older people across the county who either don't have the internet or can't use it successfully and safely, the team have been campaigning to ensure that those who can't or chose not to be online are not locked out of essential service - at the time of writing, over 160,000 signatures have been collected on the petition
- Following the changes to our name and our boundary areas, I have been attending various network groups and meetings with the aim of raising our profile across North Worcestershire. Meetings held in connection with supporting people living in the Droitwich, Wychbold and Hartlebury areas have all been very positive and we are also looking at Retail opportunities in Droitwich, which would help us to establish a physical presence, as well as helping to raise funds to enable us to expand our work

## £10k for I&A - Tesco (Kidderminster) Collection & Bromsgrove Carnival!

- Totals are currently in the process of being finalised but, with the Tesco (Kidderminster) Bucket Collection and the stall at Bromsgrove Carnival, over £2,000 has now been raised for our **£10k for I&A** campaign! Thank you to everyone who gave their time to support the events and to everyone that donated prizes for our 'Mega Tombola' at the Carnival. Details of more fundraising events will follow soon, but if anybody has any fundraising ideas, please contact **Emma, Kate or Jo**



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## Name Change Updates

- We are continuing the updates to reflect our new trading name of **Age UK North Worcestershire** (our JustGiving and easyfundraising sites have both recently been updated) and on **5th August** we will be updating our Retail eproductive system so our Age UK North Worcestershire logo will be displayed on the Tills and on the Till Receipts. Large items (such as signage) will be updated when they are due to be replaced and/ or when we have the funds but if you spot something that you think should have been changed but hasn't please contact **Jo Hughes**



## Don't forget to Nominate



- 9 nominations have been received so far for our **2025 Volunteer of the Year!** This year, thanks to the [Room to Reward scheme](#), our winner will receive a special 'thank-you-gift' of a one-night stay in a hotel!



- To nominate please visit the [Volunteering section](#) of our website or, if you prefer, you can request a paper copy of the form from our Windsor Street office. You can nominate more than one volunteer (but please complete a separate form for each person). Nominations close on **1st September 2025**, with the winner being announced in December

## Tools To Make A Difference



- When relocating the Bromsgrove Shed from Stoke Prior to its new home in Finstall at the end of last year it became evident just how many tools had been donated to the Shed over the years and that a lot weren't being used! Follow [this link](#) (or go to the News section of our website) to find out how **Bromsgrove Men in Sheds** have linked up with **Redditch Rotary** to support an initiative that collects unwanted tools and sends them to Africa

## Volunteers Needed



## A Big Knit Thank You!

- Thank you for all the incredible support for The Big Knit Campaign! We almost made our 6,000 Hat target (we were 80 short!) but we should raise **£1,776** from the hats we have sent off to help support our work across North Worcestershire!



- We currently have a waiting list of people living in **Wyre Forest** who want face-to-face Befriending visits
- If you know anybody that can give their time to regularly visit someone living in Wyre Forest, please encourage them to visit the [Volunteering section](#) of our website or to call our office on 01527 570490 to find out about **Befriending!**

**Any News? Please contact Jo Hughes on [Jo.Hughes@ageuknorthworcs.org.uk](mailto:Jo.Hughes@ageuknorthworcs.org.uk)/ 01527 868855**