

# What's Happening – In Brief

## A Note from Amanda Allen (CEO of Age UK North Worcs) – May 2026

- On 14 May, members of the Board of Trustees and Senior Management Team came together to review our current strategy and explore our priorities for the years ahead. It was a really positive and productive session, providing a strong foundation for developing a shared 'direction of travel' over the coming months, which I look forward to sharing with you!
- I am incredibly proud and aware of the good work happening every day across our charity, but it's especially rewarding when others recognise it too! This month, at the Redditch District Collaborative, Anthony Pridding (Public Health Practitioner) took the time to praise our Winyates shop team. Anthony spoke about how staff and volunteers have gone above and beyond to support the local Winyates community (including contributing to a recent health project and the care and kindness shown to older people attending the local café). We know our shops are 'more-than-just-shops' but, in Anthony's words, the team have shown 'what supporting the community is all about'. A huge thank you and well done to Victoria and everyone involved!

## Boosting Gift Aid through our Charity Shops

### Choose Gift Aid



and make your donations go 25% further!

- This month, nearly 2,000 of our donors received a letter or email confirming the funds raised from items they donated to our charity shops over the past tax year, along with the **additional extra amount in Gift Aid** that we can claim from the Government from the sale of their items!
- Gift Aid is one of the simplest and most effective ways to increase the value of donations to our charity shops — at no extra cost to our supporters. When eligible donors sign up to Gift Aid, we can claim an additional 25p from HMRC for every £1 raised from the sale of their donated goods
- Across thousands of donations each year, this extra income makes a huge difference to the services and support we can provide. This year we anticipate that our claim will be around £32k which will be an increase from the previous year but, comparing our Gift Aid performance figures with those across the Charity Retail sector, we know that there is more that we can do to further increase this amount (so that it can, for example, fund the annual running costs of our Befriending service)!
- Over the coming months there are going to be a series of initiatives aimed at increasing the Gift Aid amount we raise through our charity shops:
  - Every Gift Aid conversation counts. Our Retail staff and volunteers play a key role in helping donors understand the scheme and encouraging sign-ups. Many donors are happy to participate once they know it's quick, simple, and at no cost - so it's essential our teams feel confident and have the training and tools they need to have these conversations
  - To improve the process for registering donors for Gift Aid, Emma Stenson is leading on a project to introduce new Tablet devices to all our shops
  - We will also focus on reducing administrative costs (765 Gift Aid letters were posted this month, costing in the region of £1k). By encouraging more donors to switch to email communications, we can ensure more Gift Aid income directly supports our local work
- Every Gift Aid sign-up helps turn donated stock into even greater support for the people and communities we serve across North Worcestershire, so let's 'Choose Gift Aid'!

## Return of Act Now Age Better!



- You may have seen that the Act Now Age Better campaign is back for 2026!
- New research released by the national Age UK team reveals that negative early PE experiences are one of the barriers stopping thousands of those aged 50-65 from being physically active. The campaign encourages mid-lifers to be active so they can live their best possible later life. With 28% of mid-lifers in the West Midlands saying that they have been put off exercise and sport for life by PE at school, the national Age UK team is bringing together the world of sport, physical activity and movement to inspire and encourage mid-lifers to give PE another go (and for those who used to enjoy it but may have fallen out of the habit, to rediscover the joy that sport can bring)!
- As well as showcasing a variety of sports and group activities, Age UK is offering practical tips and ideas to help even the most sport-sceptical give movement a go [www.ageuk.org.uk/get-involved/act-now/](http://www.ageuk.org.uk/get-involved/act-now/)

- To coincide with the announcement of the England Football Team, on 22nd May the charity launched **Team Age Better**, a new national team, made up of everyday people who are



actively adding years to their lives through movement and activity. We want to compliment this national team with our own **Team North Worcestershire Age UK**. We already have all the amazing members of our Move More community, but we would love to hear from anybody that might like to share their personal story and/ or details of any local clubs or activities that they are involved with so that we can look at how we can encourage North Worcestershire to Act Now Age Better! Please get in touch with **Jo Hughes**

## Next Digital Drop-In (3<sup>rd</sup> June)

- In partnership with AbilityNet, our Computer Clubs are hosting their next **Digital Drop-In** on **3rd June** with a focus upon how your phone or tablet can help you to look after yourself and prepare for emergencies – please help and share!

How your phone or tablet can help you to look after yourself and prepare for emergencies

Join us for a practical, easy to follow session about how your phones and smart devices can help to keep you safe and well. We will look at calling for help, sharing important information and other general ways to look after your health and wellbeing.

Free session - donations are welcome

- No need to book
- Bring your own phone or tablet
- Wednesday 3<sup>rd</sup> June, 1.30-3.30pm
- Amphlett Hall, Crown Close, Bromsgrove, B61 8DW

Working in partnership with AbilityNet and BT Group

Contact: 01527 570490 enquiries@ageuknorthworce.org.uk

## Thank You Fatima!

- A huge congratulations to Home Worker **Fatima Zahira** for completing the Birmingham Great 10k Run in an amazing 1hr 15 mins and thank you for raising over £500 to support our £10k for I&A campaign!



## Slipper Exchange Event

Slipper Exchange **FREE**

Thursday 21<sup>st</sup> May  
Amphlett Hall, Bromsgrove, B61 8DW  
10am - 12pm **DROP IN**

Are you over 65?  
Registered with a local GP?  
Have you suffered with falls?  
Living with a health condition?

You are invited to attend this event to have your feet measured for a **FREE** pair of slippers.

Humphries Shoes, will be providing staff to measure your feet accurately and precisely. They will be able to advise you which slippers will be a best fit.

You will then be invited to a collection morning to receive your slippers.

South Worcestershire ageUK



- On Thursday 21st May we hosted the Bromsgrove & District's PCN's **Slipper Exchange** event at Amphlett Hall!
- The event invited local older people to come and have their feet measured in order to receive a free pair of well-fitting slippers, with the aim of promoting foot health, helping older people to stay safe and mobile and reduce the risks of falls. In addition to the PCN and the team from Humphries shoes (who were measuring patients and ordering the slippers), the event was also attended by several other local organisations (including ourselves, Act on Energy, NEW Lifeline, Healthy Worcestershire and the Social Prescribing team) providing an opportunity for people to also find out about local support and services!

Did you know that we have **Community Foot Care Clinics** across North Worcestershire?

Call 01527 570490 or visit [www.ageuk.org.uk/north-worcs/our-services/](http://www.ageuk.org.uk/north-worcs/our-services/)

