



# Social Impact Report 2023-2024

How your support has helped change the lives  
of older people in Northumberland.

# Everyone should have somebody

Whilst the year brought its challenges, our teams remained committed to enabling our older people to enjoy later life, through delivery of services that provide support and advice to clients across Northumberland, providing care at home, helping to maximise income, tackle loneliness and improve fitness.



# The year in review



Like so many charities, Age UK Northumberland has experienced unprecedented demand for services whilst operating within a challenging funding environment.

The cost-of-living crisis has impacted on all aspects of trading, from increased overheads and travel costs to greater competition for grant funding and supporter donations.

However, our teams have remained true to our vision; to ensure older people enjoy later life in Northumberland and to that end, we have explored new income streams, hosted events and run projects that will ensure our beneficiaries receive the services that they need to live well, with independence, respect and dignity.

APRIL 2022 TO MARCH 2023

3,972

PEOPLE SUPPORTED

APRIL 2023 TO MARCH 2024

5,166

PEOPLE SUPPORTED

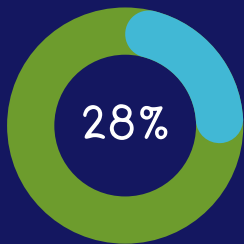
28%

**INCREASE**  
IN SUPPORT PROVIDED  
YEAR ON YEAR

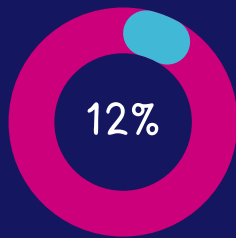


"I want people to live well as active, engaged and influential members of their community, safe in the knowledge that there is support available, when our clients need it."

Amy Whyte, Chief Executive



Increase in number of clients supported  
22/23 - 23/24



Increase in number of contacts  
22/23 - 23/24



Individual clients supported



Number of contacts with our clients



Individual services and groups were running during 2023/2024

Projects

Details

Outcome

Impact

Advocacy

Giving people a voice, ensuring their wishes are heard and needs met

- 131 clients were supported with issues such as housing, social care, tribunals, medical diagnosis and benefits appeals.

**58%** Increase on 2022-2023 figures

Bereavement Counselling

Therapies to help people overcome the loss of a loved one

- 12-weeks of counselling
- 9 volunteer counsellors supported the project

**74** Clients supported

Day Care

Activities and companionship for older people who need a little extra support

- Daily activities including exercise classes, dementia groups, crafts and music

**61** Clients supported

CONTACTS  
DURING THE  
YEAR

Projects

Details

Outcome

Impact

Dementia  
Groups -  
Maintenance  
Cognitive  
Stimulation  
Therapy

Groups for people living with mild to moderate dementia to improve mood, movement and memory

- 35 clients and 19 carers supported on a weekly basis
- 4 groups running in Alnwick, Ashington, Morpeth and Ponteland

**75%**  
Increase on  
2022-2023  
figures

Friendship Line

A weekly chat with a friendly volunteer for people who are lonely and isolated

- 84 clients received a weekly call from their volunteer
- Supported by 25 volunteers

**12%**  
Increase on  
2022-2023  
figures

Gym

A small and welcoming gym

- Support to help clients to develop strength, balance and overall fitness

**70**  
Members  
registered

Health and  
Wellbeing

Weekly exercise classes running throughout the county tailored for older people

- 9 qualified volunteer exercise instructors
- The health and wellbeing team supported over 200 clients with fitness support

**8184**  
Contacts  
during the  
year

Homecare

Care at home to enable people to live well and independently in their own home

- Supported 580 clients with care services ranging from personal care to cleaning and enabling services

**337,000**  
Care calls completed  
during the year

Information and  
Advice

Help for people to maximise income, future planning, blue badges, social care, mobility and housing advice – helping people access services they need

- The team supported 1,863 clients during 2023/2024
- Accessed £2,337,832 in benefits for clients across the county

**36%**  
Increase on  
2022-2023  
figures

## Projects

## Details

## Outcome

## Impact

### Prison Service Support

Supporting older prisoners and their family at HMP Northumberland

- Older prisoners and their family accessed – information and advice, dementia and health and wellbeing support

# 384

Clients supported

### Scams Awareness

Supporting people who have been a victim of a scam / helping to build awareness and resilience

- Supported clients across Northumberland with scams advice and support through one to one meetings and presentations

# 1016

Clients supported

### Social Groups

10 social groups throughout Northumberland providing friendship, activities and support

- Over 195 members regularly attending groups
- Arranged trips to York, Keswick, Beamish and Seahouses

# 93%

Increase in clients supported

### Veterans Support

Support for veterans across the county, connecting them with services

- 130 veterans supported

# 26%

Increase in clients supported

### Warm Welcome

Helping out with a warm meal and essentials

- Funded breakfast and lunch
- Anonymous help yourself shelf
- Clothing and items to keep warm

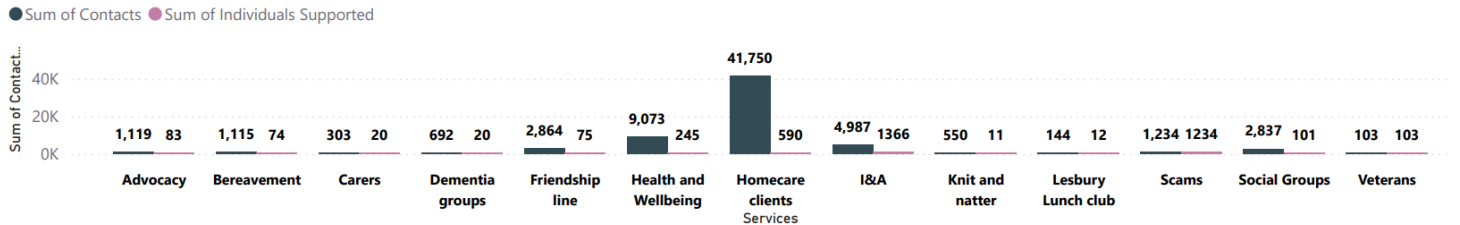
# 1468

Meals provided



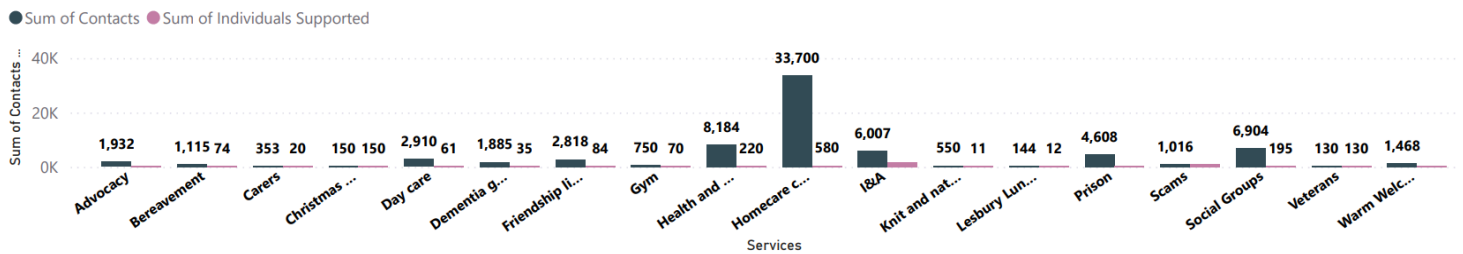
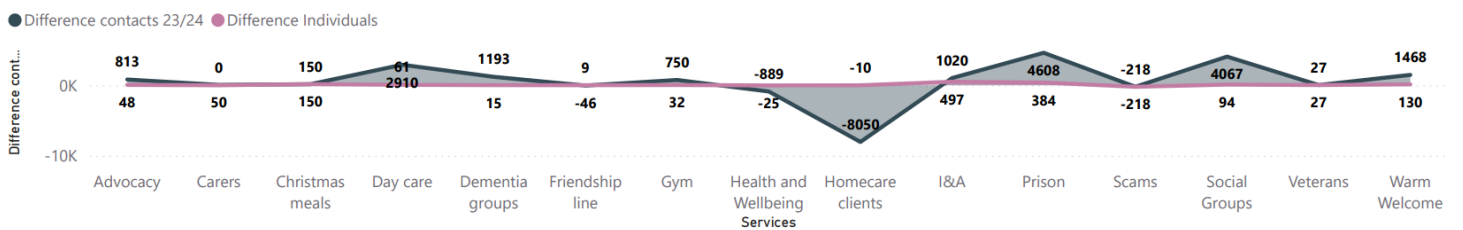
# Impact of our services in the community

Showing comparison of 2022/2023 and 2023/2024 figures



**66,771 contacts**  
**3,972 individuals supported**

## Year on Year Difference



**74,624 contacts**  
**5,166 individuals supported**

## Summary

Increase in individuals supported

**1,194**

Increase in contacts

**7,853**

## The difference

The Charitable services team take a holistic approach to service delivery, identifying the key issues challenging the client and working to support them to overcome these one by one. During the year 2023/2024, we have increased resources in Advocacy and I&A and added additional services in line with our strategic objective to increase impact.

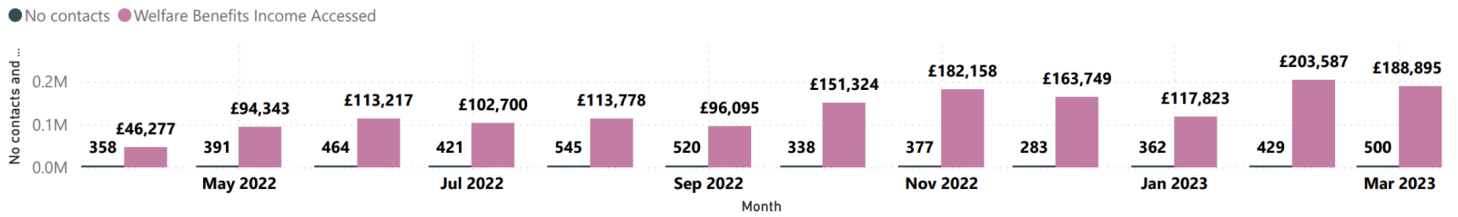
“On behalf of my mum and myself, I cannot thank Age UK Northumberland enough. The whole process was made easier by you all. Lisa was caring, supportive, friendly and very knowledgeable, we couldnt have done it without her. Lisa also suggested the Dementia group at Alnwick, which I have now started taking my mum to. She really enjoys it. David at the dementia group does a great job and my mum looks forward to going every week. Thank you to Age UK Northumberland, we will be happily donating for the service.”

# Welfare Benefits Accessed on behalf of clients by our Information and Advice Team

Showing comparison of 2022/2023 and 2023/2024 figures



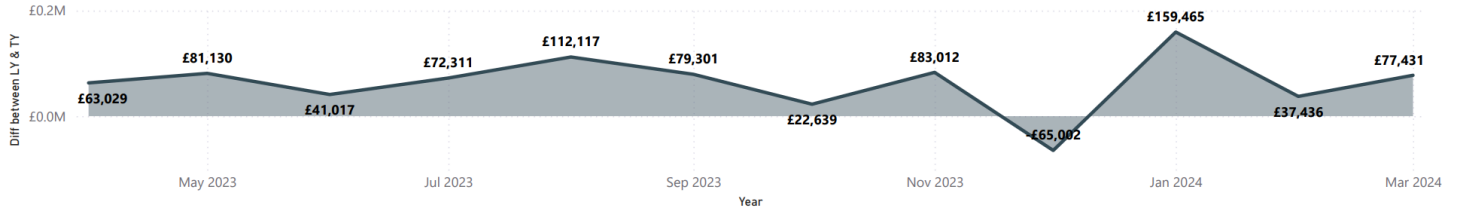
## Welfare Benefits Accessed 22/23



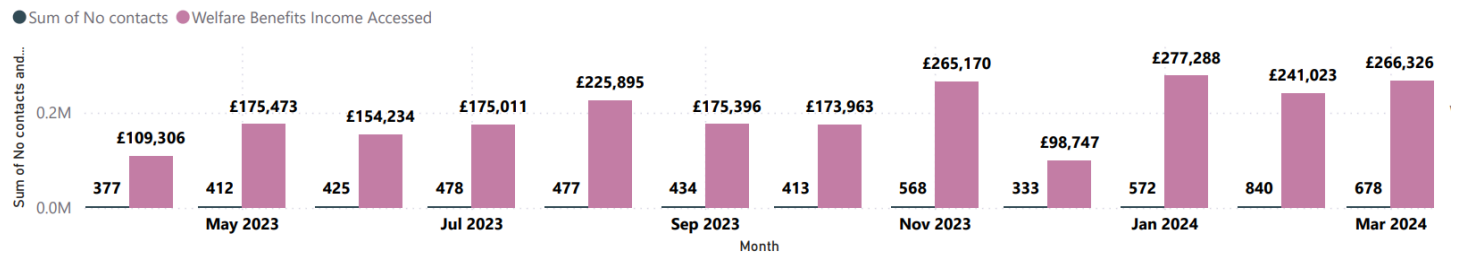
**£1,573,946**

Welfare Benefits Income Accessed

## Year on Year Difference



## Welfare Benefits Accessed 23/24



**£2,337,832**

Welfare Benefits Income Accessed

## Summary

2022/2023

**£1,573,946**

2023/2024

**£2,337,832**

% increase

**48.5%**

## The difference

The Information and Advice team support our clients from start to finish, completing a financial health check, identifying eligible benefits, and supporting clients to complete their application. These outcomes have had life changing results for the mental and physical health of our clients.

“The award has helped free me from worrying about paying towards our winter fuel bills, which are very high. Also have been able to go out more to buy a coffee now and then. I was constantly anxious about how to make ends meet, which didn’t help my health issues. The award has made a big difference to my situation. Thank you for your help, very appreciated”

# Here's what our Charitable Services clients had to say...

## Case study

**Florence joined our weekly Zoom exercise classes during Covid as she had noticed deterioration of her fitness since being unable to attend her weekly classes.**

At the time, Florence was 97 and lived alone; her husband passed away 20 years prior, and her children did not live locally. The sessions helped Florence to improve her muscle strength, mobility, and most importantly gave her the strength and confidence to climb the stairs of her home and return to sleeping in her bed rather than downstairs.

When discussing the classes Florence said, "Age UK Northumberland has helped me. I feel less stiff and really enjoy the classes, they are marvelous."

Earlier this year Florence celebrated her 100th birthday with a party, she still participates in two weekly Zoom classes per week and loves the interaction with other participants.

Advocacy client

"It felt someone was fighting my corner, that gave me confidence"

Advocacy client

"This service was the only one to listen and respond positively to our situation. After various offers of help, which merely petered out and didn't materialise, this service achieved the desired result for us. Thank you"

Information & Advice Client

"Since receiving this extra money, it couldn't have come at a better time, I am 91 and gradually getting less active. I have now been able to pay out a few hundred pounds to have grab rails in my home due to my recent falls and I can afford taxis to the GP when needed"

Information & Advice Client

"Thank you for the efficient way that you dealt with my case. Care and help is much appreciated when coping with disabilities. Life changes and you have to organise your life and plan your move forward. The assistance you gave, supported and gave hope for a big change in my lifestyle"

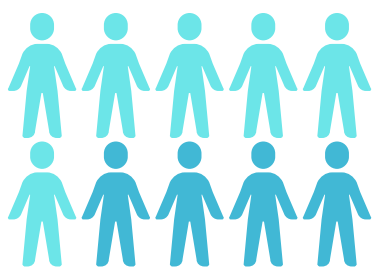
Bereavement Client

"I couldn't recommend the service highly enough, after 3 years of struggling, life makes sense again. I still miss them terribly, but thanks to my counsellor, I am no longer questioning everything. I am dwelling on the happy times we had the privilege to share"



Florence from Rothbury

# Here's what our Homecare clients had to say...



580 people enabled to live in their own home with support of enabling, cleaning, sitting and personal care services



Delivering 4,874 hours of care per week



408,740 home visits during the year

Home care client family

“On behalf of Nancy's family, we would like to pass on our many thanks to each and everyone of the carers who have looked after our much loved mam, grandma and great grandma. We are grateful for the trust and friendship that they built with Nancy enabling her to maintain her independence and live in the comfort of her own home until recently. It gave us peace of mind, knowing she was being looked after so well enabling us to spend quality time with her and our own family”

Homecare Client Family

“I would like to give extra special thanks to the Homecare team for the way that they handled my mam's concerns and the speedy efficient way that extra calls were put in place, not to mention the care and support that myself and my husband received. I would also like to thank the morning carer for their caring manner towards my dad, I shall be in touch as soon as I know more about his condition”

Homecare Client

“Natasha visits twice a week for enabling, she's great, I feel so calm when I'm with her and able to talk about how I'm feeling”

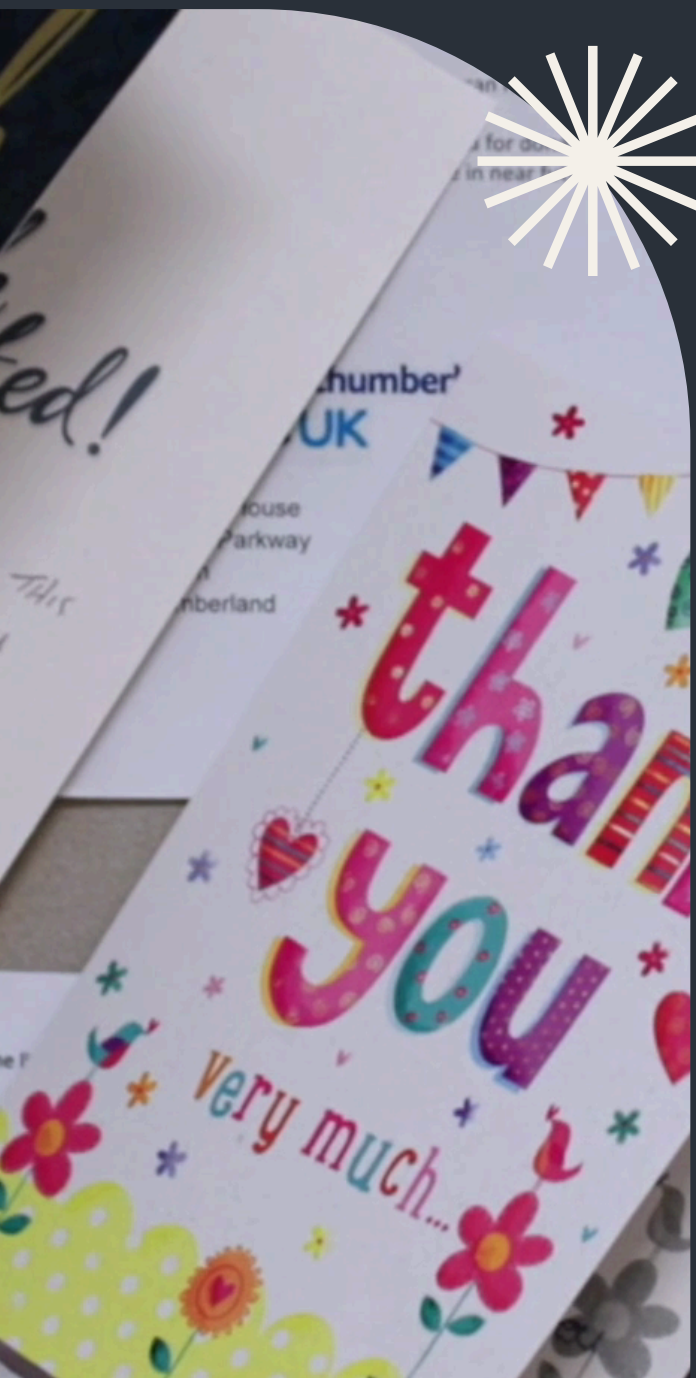
Homecare Client Family

“The carer who visited my grandma today was very supportive, she stayed over her time and nothing was too much bother, this greatly helped us both, and I just wanted to let you know that we are grateful for such a caring person attending my grandma's call”



Care at home

# Thank you to all of our supporters for their generosity and commitment



## Acknowledgements

We would like to say a very big thank you to everyone who has supported our services. Whether you have made a donation, supported us with a grant, taken part in one of our events or fundraising activities or given up your time to help others - you have made an enormous difference to the impact that Age UK Northumberland has had in Northumberland and on behalf of our teams and our beneficiaries, we'd like to say a massive THANK YOU!

We'd also like to shine a very large light on our staff and volunteers, who have worked tirelessly to ensure that older people across Northumberland are supported well. We really wouldn't have achieved this year's results without the commitment, hard work and care that these amazing individuals bring to our organisation.

Finally, thank you for reading this report and please don't hesitate to get in touch if you'd like to find out more about our work.



**01670 784 800**



**[info@ageuk-northumberland.org.uk](mailto:info@ageuk-northumberland.org.uk)**

