

2024-2025

SOCIAL IMPACT REPORT



**Changing the lives of older
people across Northumberland**

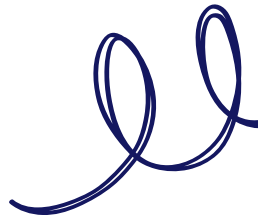
Making life better for older people in Northumberland

During the past year, older adults have encountered a unique set of challenges that have tested their resilience, health, and social well-being. From the lingering effects of the pandemic to rising living costs and increasing digital dependence, many older individuals have found themselves navigating an increasingly complex world.

Isolation, limited access to healthcare, and economic insecurity have only deepened existing vulnerabilities, making it more important than ever that we understand, support, empower and address the issues that our older people face.



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 2023
TO MARCH 2024

5,166

PEOPLE SUPPORTED



APRIL 2024
TO MARCH 2025

5,428

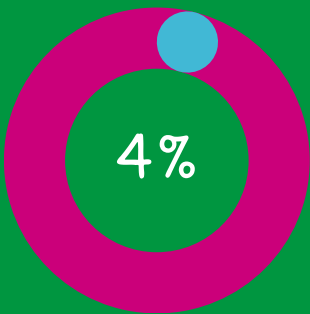
PEOPLE SUPPORTED

5%

INCREASE
IN SUPPORT PROVIDED
YEAR ON YEAR

“At the heart of our mission is the belief that growing older should be a journey marked by dignity, connection, and opportunity. We are committed to ensuring that every older person feels valued, supported, and empowered to live life to the fullest.”

Amy Whyte, Chief Executive



Increase in number of contacts from 2023/2024 to 2024/2025



Individual clients supported



Number of contacts with clients



Groups and services were running during 2024/2025

Projects	Details	Outcome	Impact
Advocacy	Giving people a voice, ensuring their wishes are heard and needs met	<ul style="list-style-type: none">• Clients were supported with issues such as housing, social care, tribunals, medical diagnosis and benefits appeals.	123 Clients supported
Bereavement Counselling	Therapies to help people overcome the loss of a loved one	<ul style="list-style-type: none">• Supported clients with 12-weeks of counselling sessions• Provided 100 hours of training for 11 volunteer counsellors	61 Clients supported
Day Care	Activities and companionship for older people who need a little extra support	<ul style="list-style-type: none">• Daily activities including exercises, dementia groups, crafts and music	67 Clients supported



Projects

Details

Outcome

Impact

Dementia Groups - Maintenance Cognitive Stimulation Therapy

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

- 5 weekly groups running in Alnwick, Ashington, Morpeth, Ponteland and Cramlington
- Providing respite and support to carers

34

Clients supported

Friendship Line

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

- 102 clients received a regular call from their volunteer befriender
- The service was supported by 26 volunteers

19%

Increase on 2023-2024 figures

Gym

A small and welcoming gym

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

54

Members registered

Health and Wellbeing

Weekly exercise classes running throughout the county tailored for older people

- 17 qualified volunteer exercise instructors
- The Health and Wellbeing team supported over 240 clients with fitness support

11,455

Contacts during the year

Homecare

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

- Supported 545 clients with care services including personal care, cleaning and enabling services

29,846

Care calls completed during the year

Information and Advice

Helping people to maximise income, plan for the future, apply for blue badges, and access support with social care, housing and general advice

- The team supported 2,163 clients during 2024/2025
- Accessed £2,931,700 in benefits for clients across the county

19%

Increase on 2023-2024 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

1,548

Contacts during the year

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

1,290

Clients supported

Social Groups

10 social groups throughout Northumberland providing friendship, activities and support

- 247 members regularly attending groups
- Arranged trips to Hexham, Holy Island and Keswick.

7,331

Contacts during the year

Veterans Support

Support for veterans across the county, connecting them with services

- Support connecting Veterans with services
- Launched a Breakfast Group and Friendship Line service for Veterans

164

Clients supported

Warm Welcome

Helping out with a warm meal, essentials and access to a emergency funding

- Funded meal for those struggling with cost of living
- Anonymous help yourself shelf
- Clothing and items to keep warm

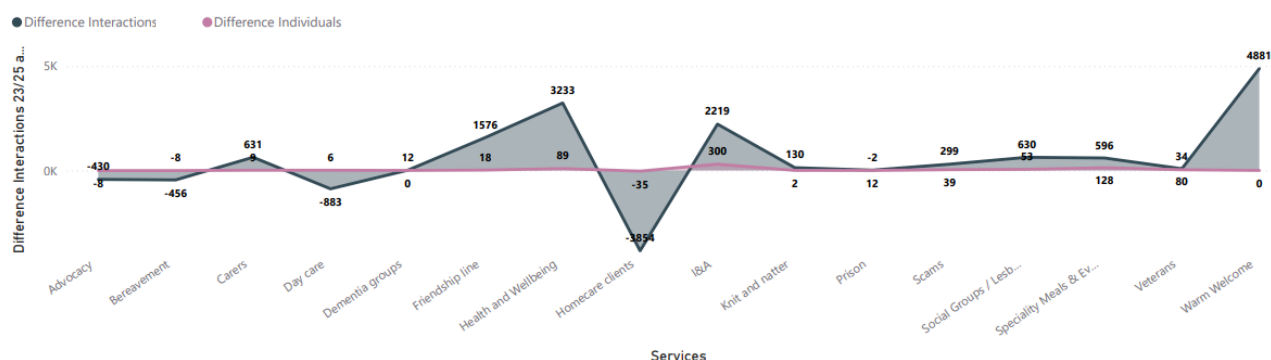
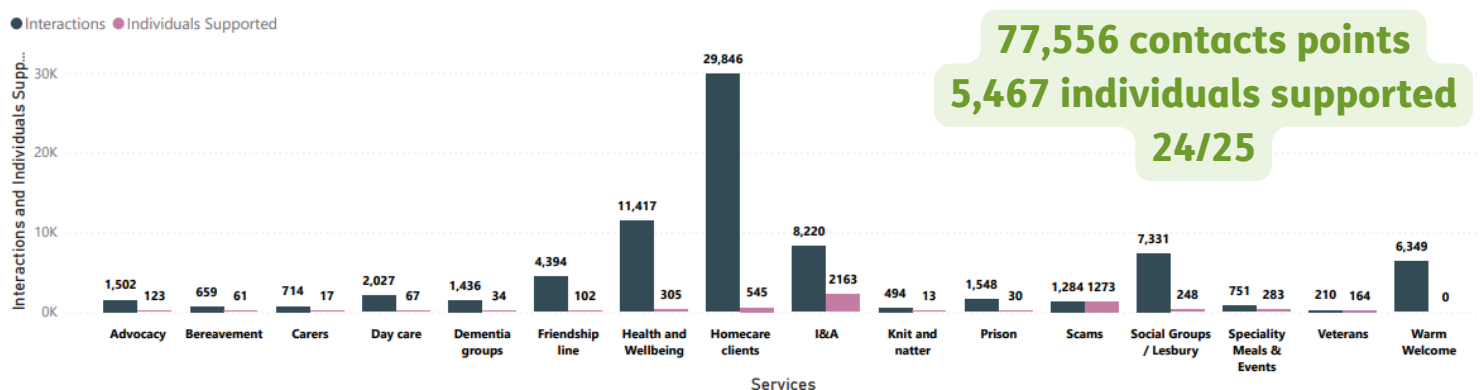
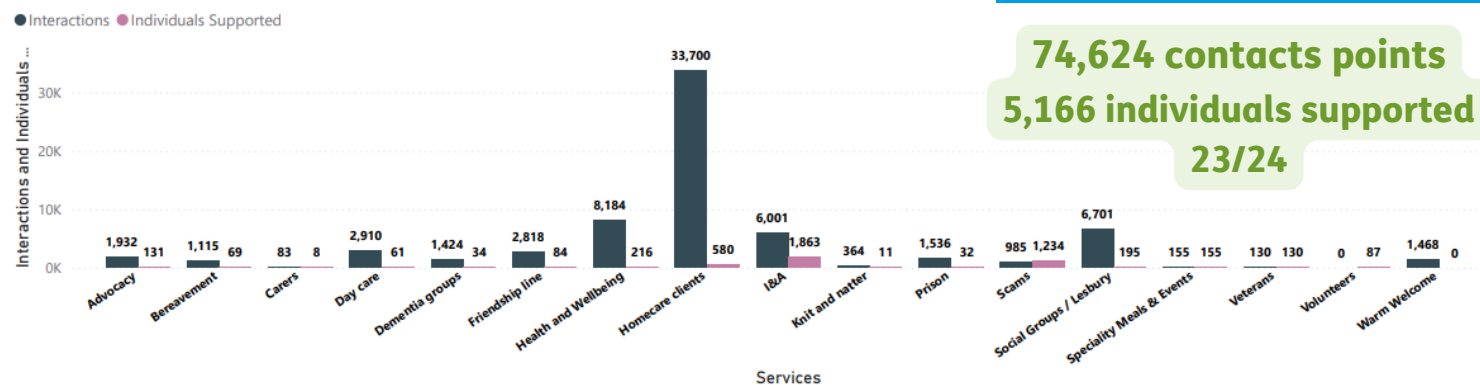
6,349

Meals provided



The impact of our services in the community

Showing comparison of 2023/2024 and 2024/2025 figures



Summary

Increase in
individuals supported

301

Increase in
contacts

2,932

The difference

Our Charitable Services team takes a holistic approach to service delivery, in order to understand each client's unique challenges and address these step by step. Our services are designed to support the needs of older people, offering home visits and access to compassionate teams who understand their unique needs.

"The form for AA was daunting which is why we contacted Age UK Northumberland for help. An advisor came to our house and was brilliant - he took all the stress and worry of tackling the form out of our hands and was reassuring throughout.

We received word that our claim was successful very quickly after that initial meeting".

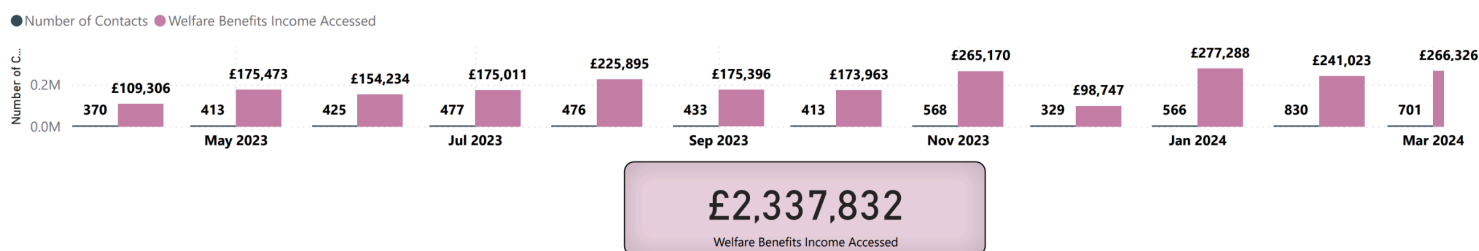
Welfare Benefits Accessed on behalf of clients by our Information and Advice Team

Showing comparison of 2023/2024 and 2024/2025 figures

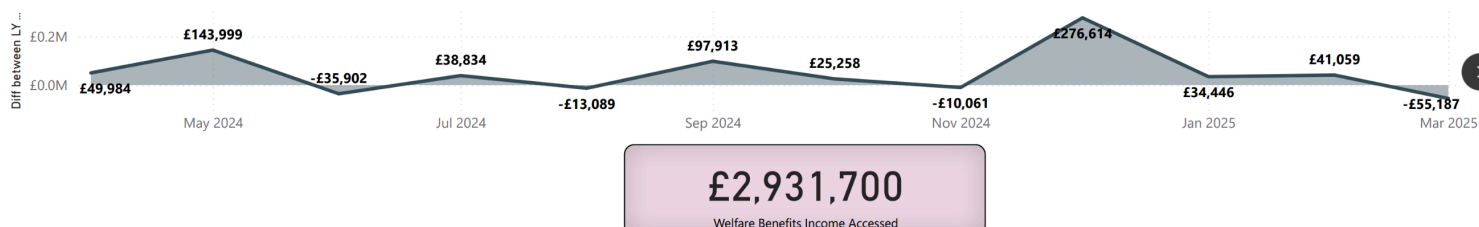


In 2024, the UK government restricted Winter Fuel Payments to pensioners receiving Pension Credit or other means-tested benefits. This decision affected approximately 70,000 older residents in Northumberland, many of whom had previously relied on the annual payment of £200–£300 to help cover heating costs during the winter months, this paired with increases in living costs forced many older adults to seek financial support that they had previously been "too proud" to claim. The impact has led to some dire consequences. For instance, a resident from Ashington expressed reluctance to use her gas fire due to cost concerns, and many older clients have quoted that they were choosing between heating and eating, highlighting the severe impact on daily life.

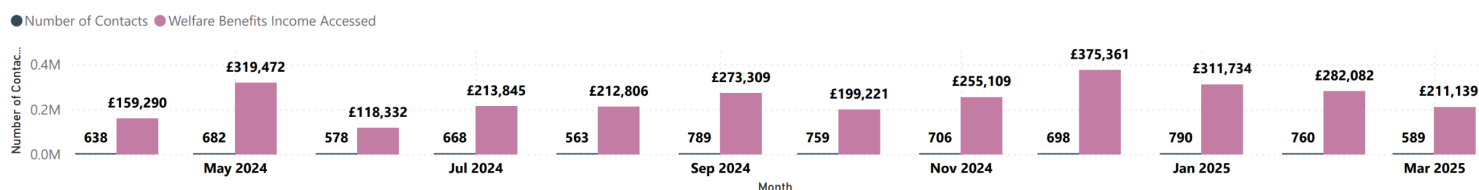
Welfare Benefits Accessed 23/24



Year on Year Difference



Welfare Benefits Accessed 24/25



Summary

2023/2024

£2,337,832

2024/2025

£2,931,700

% increase

20%

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 made a life changing difference to our clients' mental and physical health.

"We were totally unaware that financial help in time of disablement was available, so we were very impressed with the prompt attention we received, the understanding of our situation by the adviser, who was sympathetic and so helpful. It is comforting to know of such support."

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

Information & Advice Client

"Your adviser has made a difficult situation easier to cope with. She is very skilled at her job and makes you feel at ease. So grateful for her help. Thank you"

Bereavement Client

"The support, kindness and care has been just amazing. I feel I have been understood 100%. Thank you so much"

Social Group Client

"I love the friendships I've made and the days out make it even more special. Without the group I would be extremely lonely"

Health & Wellbeing Client

"I'm delighted with the improvement in my mobility. I no longer require a walking stick and can manage the stairs in my house. I feel a lot more confident."

Advocacy client

"Thanks to the support of the Advocacy team, I was able to move into a dry, warm home. I was so grateful for the support and I'm delighted with my new bungalow. I could never have achieved this without the support of Age UK Northumberland".

Our Social Groups

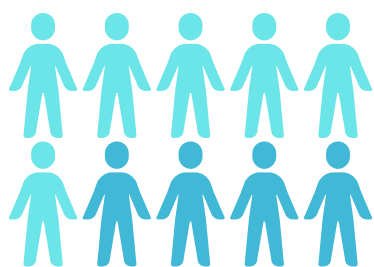
Thanks to the support of the Kellett Fund, we have continued to run our 10 social groups in Ashington, Amble, Bedlington, Blyth, Cramlington, Morpeth, Ponteland, Haltwhistle, Woodhorn and Lesbury.

Our members meet weekly to enjoy companionship, activities, speakers, outings and of course a cuppa and a chat with their friends.

One member said "I am so grateful for the group, activities, laughs and little treats. It's the highlight of my week! My family are so happy that I got up the courage to attend following the death of my husband".



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



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



Delivering 4,452 hours of care per week



373,577 home visits during the year

Home care client family

"We are so happy with the staff that have been in this week to see my Nana, she is so much calmer and has even been smiling. Grandad is much calmer too. The whole family are really happy."

Homecare Client Family

"They are both amazing lasses, the family can not speak highly enough of them both. They have bright and positive attitudes when they go in and always join in with the chat. They are both such a huge help in this tricky time and a credit to Age UK Northumberland. They've slotted in perfectly to the family and we couldn't be happier. Thank you to both carers"

Homecare Client

"My carer is wonderful and goes above and beyond, helping me in every way. She makes life better and is an absolute gem"

Homecare Client Family

"I would like to pass on my compliments to my two carers; they are gentle, professional, caring, absolutely fantastic carers. I would also like to thank the Management team who are doing a great job and I would like to pass this information or speak to CQC to tell them how much I appreciate what you do for me. Give yourselves a pat on the back"



Care at home

A heartfelt thank you to our incredible staff, volunteers, and supporters for your continued dedication and passion. Your unwavering commitment is making a real difference in the lives of older people across Northumberland.

Thank you to everyone who has supported our services this year. Whether you've made a donation, provided a grant, taken part in one of our events or fundraising activities, or generously given your time to help others — your support has made a profound difference to the lives of older people in Northumberland.

On behalf of our teams and the people we serve, we extend our heartfelt thanks.

We would also like to shine a spotlight on our incredible staff and volunteers. Their tireless dedication has ensured that older people across the county receive the care and support they need. We simply could not have achieved this year's outcomes without their commitment, compassion, and hard work.

Finally, thank you for taking the time to read this report. If you would like to find out more about our work or how to get involved, please don't hesitate to get in touch.



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