

What's Happening - In Brief

A Note from Amanda Allen (CEO of Age UK BRWF) - March 2025

- It has been another busy few weeks! You may have seen in the local newspapers/ social media that our Windsor Street office was visited by **The High Sheriff of Worcestershire**, Charles Moyle JP, along with Cllr Sam Ammar (Chairman of Bromsgrove District Council) and Cllr Karen May. The High Sheriff was very complimentary and supportive of our work across North Worcestershire! We've also had the official opening of **Walter Nash Road**, plus our Retail team are working hard to get our new High Street Shop ready for opening!
- From an Age UK National perspective, this month we were visited by Vikki Robinson, Age UK Network Engagement Manager - she too was very impressed by all that we do, so thank you to everyone that spoke with her and to the NewSong Move More class for giving both Vikki and I a full work out! I have also recently attended the Age UK Influencing Conference (where there was a focus upon the NHS 10 Year Plan) along with the Age UK Network Leadership Forum for CEOs
- Following approval by the Age UK National Team, at our March Board Meeting (27/03/25) the Trustees will be formally ratifying the decision to change the charity's name from Age UK Bromsgrove, Redditch & Wyre Forest to **Age UK North Worcestershire** and to extend our boundary areas to include Dodderhill, Droitwich and Hartlebury. Strategically this is a positive step for the charity (which formed in 2016, with the merger of the three district Age UKs), but if anybody does have any questions or concerns then please do not hesitate to contact me (T: 01527 868847 E: amanda.allen@ageukbrwf.org.uk)



Mayor of Kidderminster opens of our new Walter Nash Road Charity Shop!

- With the support of the **Mayor of Kidderminster**, **Cllr George Connolly**, the Chairman of Wyre Forest District Council, Cllr John Byng and Cllr Kevin Gale, on 7th March we formally celebrated the official opening of our new Walter Nash Road Charity Shop in Kidderminster!
- Manager **Lisa Chadwick** and Assistant Manager **Lisa Howard** have already received lots of positive feedback since opening! For more photos (and a short video) visit the [News section](#) of our website!
- As we enter a brand-new financial year, it's the perfect time to reflect on the incredible impact our Retail team has on the charity. In his speech at Walter Nash our **Chair, Jonathan Shapiro**, spoke about how, being local and self-funding, our shops are incredibly important, raising over 60% of the charity's funds, so that we can provide much-needed local services (like Information & Advice). In addition to the opening of new shops, members of the team are also taking on new roles! From 1st April **Sharon Stenson** is joining New Road (Rubery) as Manager, whilst **Shirley Parry** is joining Luke and the team at Providence Road (Sidemoor) - we wish both every success in their new roles!



WCC support for #MoveMore!

- This month our Matchborough **Move More** class was joined by Cllr David Ross (Worcestershire County Council Cabinet Member with Responsibility for Health and Wellbeing). The class (along with classes at **Cofton Hackett** and **Chaddesley Corbett**) has been made possible thanks to the support of a Public Health Grant as part of the Healthy Worcestershire Programme
- During the visit members shared their experiences of attending the class (and the difference that it makes) with Cllr Ross, which was also captured on video! To find out more and to watch the video, please follow [this link](#) to the County Council website! For more details of all of our Groups & Activities visit our [website](#)



New Mat for Group

- Following fundraising and donations, members of our Redditch Bowls Group are enjoying their new Bowls Mat!



Volunteers Needed

- We are currently seeking **Retail Volunteers** across all of our Districts. Please help and spread the word and if you know anybody that is interested to contact Kate Ware or visit our [website](#)

Dates for the Diary

- 28/03/25** - Cllr Sam Ammar is going to be performing the **'Official Opening'** of the **'New Shed'** following the Bromsgrove Shedders' move from Stoke Prior to Finstall
- 09/05/25** - As her final fundraising event as for Age UK BRWF, Cllr Sam Ammar is hosting a **Charity Golf Tournament & Dinner** at Bromsgrove Golf Centre



£5 £10 'Raise £10k for I&A!' £5 £10

- To help raise funds to support our core services, in April our **Fundraising Committee** is launching a 12-month challenge to **'Raise £10k for I&A!'** Plans are still evolving but confirmed activities so far include:
 - An Easter Raffle to officially launch the campaign
 - A stall at Bromsgrove Carnival (12th July)
 - Sue Harrison taking part in the Worcester 10k (with her friend running the Half Marathon!)
 - A campaign aimed at businesses/ organisations linked to Older People's Day
- Once the campaign is live, anybody can take part to help us to reach (and hopefully exceed) our target, so if you have any ideas/ would like to get involved then please contact **Kate Ware, Emma Stenson** or **Jo Hughes**
- From a wider fundraising perspective, we still need approx. **2,000** hats by June if we are to meet our target for **The Big Knit**. Every hat will raise 30p so please help! For more details contact Jo Hughes or visit our [website](#)



NOMINATE YOUR EMPLOYEE OF THE QUARTER

- To nominate a colleague who you believe has gone the extra mile for a client, gone out of their way to make a difference or always makes you smile, simply send a quick email to **Kate Ware** (kate.ware@ageukbrwf.org.uk) with the name of the person you are nominating and the reason why you think they deserve this recognition. You can nominate as many colleagues as you like during the quarter!