



Annual Review 2023

Making Norfolk a great place to grow older



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Introduction from CEO and Chair of Age UK Norfolk

There is never a dull moment in a Charity's world and Age UK Norfolk is no exception.

It is a myth to believe a Charity is immune to the everyday goings on of the world in which it operates, and a truism that most support services can only be provided if funding is available. That funding quite understandably is becoming harder to obtain no matter how noble the cause, and in our case despite every penny raised benefiting older people in Norfolk.

We at Age UK Norfolk of course, believe our cause to be more noble than most. We are as a society living longer and Norfolk has one of the larger populations of older people; North Norfolk in particular, has the oldest population in England and Wales. At Age UK Norfolk we continue to strive to improve the lives, experiences and opportunities of the Norfolk older generation.

Lockdown affected everyone, it brought about loneliness which then evolved into a fear of going out. It created a need for and reliance upon technology in order to “exist,” but many lacked the basic skills. The cost-of-living issues made it ever more important that older people understood their entitlements, claimed and received them. We are incredibly proud to have supported older people in Norfolk in claiming £4.4m in welfare benefits last year, a huge boost, not just to the people we support, but to the local economy..

The demand for our services, old and new, serving the above needs and many more, has stretched our ability to deliver and fulfil our objectives to the limit. Our enthusiastic and loyal staff and volunteers exceed our expectations in service delivery and really do go the “extra mile” for which the Board of Trustees are ever thankful.

In the financial year ending 2023 our income has been supported by legacies which we do not take for granted and for which we are eternally grateful.

We look forward to the coming year when we will build on our partnerships with both statutory and third sector organisations and communities, to make Norfolk a great place to grow old. This includes developing the concept of Age-friendly Communities in our market towns and rural villages – where people can stay living in their homes, participate in the activities they value, and contribute to their communities, for as long as possible.

In concluding it would be remiss of us not to request any reader of this report with sympathies to our cause to consider if and how they can help and support the work of Age UK Norfolk in improving the lives of the older people of Norfolk.



**Ann
Donkin**
Chief Executive



**Stephen
Drake**
Chair

Our strategic plan identified four priority areas for 2022/23



Informing and Advising

Helping older people to make informed choices and remain independent



Supporting and Enabling

Improving the health and wellbeing of older people



Maintaining and Developing

Ensuring our sustainability



Listening and Consulting

Valuing the contribution that older people make.

In identifying our strategic priorities, we have considered the following factors:

- **Norfolk has an older population** that is projected to increase at a greater rate than the rest of England. Almost all of the population increase over the last five years has been in those aged over 65.
- **Over the next ten years the total population is expected to increase by 50,700** with most of the increase expected in the 65 and over age bands.
- **By 2041, the population aged 85+ is estimated to double in size.** The area of Norfolk with the highest numbers of older people is North Norfolk, the highest in England.



Informing and Advising

In 2022-2023 the key objectives for this group of services were to:

- Maximise older peoples' income;
- Provide information and advice;
- Support older people to exercise their rights and have their voices heard.

Throughout the year we were able to:

- Enable 950 benefit appointments, resulting in the identification of, and securing, £4.4 million in benefit take-up for older people.
- Receive over 11,000 calls to our Advice Line. The top three enquiry reasons were Benefits, Community Care and Travel.
- Receive (or deal with) 153 referrals for the Care Navigation service. This service saw a sharp rise in complex cases being discharged from the Acute hospitals.



We assisted older people in claiming £4.4m in welfare benefits.

There was a key focus on mobilising the new Information and Advice contract with Norfolk County Council, of which Age UK Norfolk is the lead provider. The economic context and cost of living placed significant demands on staff and volunteers providing support via the benefits team to older people struggling to make ends meet.

Supporting and Enabling

In 2022-2023 the key objectives for this group of services were to:

- Reduce social isolation and feelings of loneliness;
- Support and promote opportunities for people to get together;
- Create Age Friendly communities.

Throughout the year we were able to:

- Support a total of 392 people through the Telephone Befriending Service
- Provide over 5,000 hours of befriending and made 14,709 calls.

- Support an average of 194 people per month with Money Matters and Advocacy services, receiving 290 referrals during the period.
- Receive 7,824 visits to our engAge website, an on-line activities and events resource for older people in Norfolk
- Provide 148 hours of direct support to service users of the Let's Get Digital project. The number of active users in the Let's Get Digital project increased from 19 to 53 which is an increase of 178% on the previous year
- Begin identifying keen and interested local partners to become an Age Friendly Community. Age Friendly Communities are places where people can lead healthy, happy and active lives.

We supported 30 older people to travel independently and take part in regular activities



Over 5,000 hours of befriending provided!

Maintaining and Developing

In 2022-2023 the key objectives for this group of services were to:

- Increase independent income;
- Invest in staff and volunteers;
- Ensure a commitment to quality.

Throughout the year we:

- were pleased to be awarded a significant contract with two statutory organisations, Norfolk County Council and the Norfolk & Waveney Integrated Care System (ICS) for Information and Advice services. The Charity is the principal in this contract, and subcontracts parts to other partners in the charity sector in Norfolk.



The Charity employed 49 staff and 257 volunteers. Many staff continued to be home-based, which met the Charity's commitment to family-friendly working.

- The Information and Advice Service continued to hold the AQS (Advice Quality Standard) and the Quality of Advice Assessment and Service Management Review from Age UK.



Listening and Consulting



In 2022-2023 the key objectives for this group of services were to:

- Involve older people in the design and delivery of our services;
- Provide opportunities for older people to share their knowledge and experience;
- Invite older people to get involved in our campaigning and awareness raising.

The Charity continued to explore the potential to develop Age Friendly Communities through learning about successes elsewhere via the UK network of Age Friendly Communities.

This is a growing movement, with over 60 places across the country committed to making their community a better place to age in. Almost 25 million people are living in an Age Friendly Community, including places like Greater Manchester and Cardiff.

The Centre for Ageing Better works with the Network to provide guidance, connect places and offer support to member communities as they work towards making their services and infrastructure more Age Friendly. This will be a new and unique challenge in the wider rural County of Norfolk.



Achievements Overview

We made
14,709
befriending
calls

Received over
11,000 calls
to our advice
line

We assisted
people in claiming
£4.4m
in welfare
benefits

Supported
194 people
per month with
Money Matters

Received
7,824 visits
to our engAge
website

Carried out
950
benefit
appointments

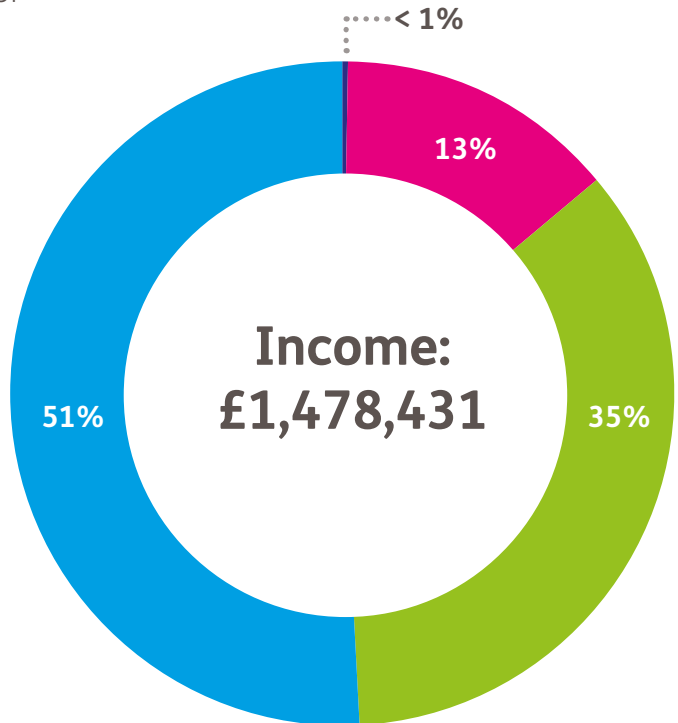
Financial Summary

Here's how we got our funding:

We receive much of our funding through grants and contract income.

We also receive support from one-off or regular donations and legacy income from those who remember us in their will. Many donors benefitted from our services and voluntarily give to the continuing work of the charity.

- Charitable activities £754,122
- Investment income £2,837
- Trading activities £201,895
- Donations and legacies £519,577



Here's how we spent our funds:

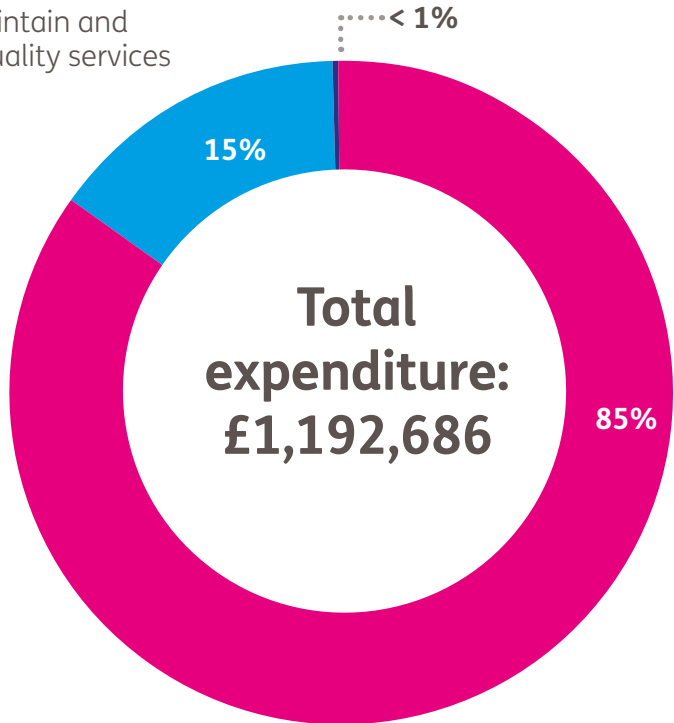
Funds are used to provide our key charitable activities of information and advice and supporting and enabling, benefiting thousands of older people and their carers across Norfolk.

All these activities are provided free of charge.

We continue to maintain and develop our high quality services

whilst supporting our staff and the functions and good governance of the charity.

- **Trading activities cost £173,793**
- **Fundraising costs £2,837**
- **Charitable activities £1,017,813**



Volunteering Spotlight

In 2022-2023:

- We had over 240 volunteers
- Our volunteers provided over 11,000 hours of support
- 60 of our volunteers have been with us for over 5 years!



Volunteer, Roger Parsons, has been supporting Age UK Norfolk as a Benefits Adviser since January 2014, and has a close insight into the real hardships facing older people.

“I moved towards doing benefit checks because my period as a generalist adviser gave me an insight into the real hardship that many people live with and the realisation that, for many people, there were additional benefits available and that these additional benefits could make a radical difference to people’s finances and hence their overall quality of life.”

Older people are often quite protective of their financial situation, and it is a real privilege to be allowed into their lives to the extent necessary to complete the benefit check process.

Conversations we have are very personal and can reveal extremely difficult circumstances. I frequently reflect on how on earth can anyone live on that amount of income.

I never grow tired of doing benefit checks because rarely are two alike. Each has its own nuances, and this makes every benefit check a new adventure and hopefully a new opportunity to improve lives.

The feeling at the end of the day is one of satisfaction, knowing that many of the people spoken to during the day will be looking forward to a better future than when they started the day.”

Roger Parsons – Benefits Adviser



Thank you to our president

We would like to say a huge thank you to Dr Peter Forster, our President, who is stepping down after 14 years of service to Age UK Norfolk.

Peter first joined our organisation in 2009 and since then has supported us in a variety of roles including Trustee, Vice Chair, Chair and lastly, President.

Thank you, Peter, for your dedication and commitment to Age UK Norfolk, we wish you the best of luck in your future endeavours.

If you feel inspired by Roger’s story and would like to find out more about volunteering for Age UK Norfolk or becoming a Trustee, **contact our Volunteer Coordinator on 01603 785 210, email volunteering@ageuknorfolk.org.uk or visit our website www.ageuknorfolk.org.uk**

Supporting our work

In May 2022, a number of staff and volunteers raised over £1,000 for Age UK Norfolk during our '75 miles in May' walking challenge to celebrate our 75th anniversary.

In June 2022, we raised over £400 at a charity gig night. Thank you to the Spixworth Social Club for hosting us and to our volunteer David's band 'So Last Century' for playing music to entertain us through the evening!



Big thanks also to Alive West Norfolk who raised over £150 for us at a charity Walking Football Tournament for over 50s.

Are you interested in fundraising for Age UK Norfolk? You can
▶ **download our Fundraising Guide** for more ideas and information or contact our fundraising team at fundraising@ageuknorfolk.org.uk

Supporting our work



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a gift in
your will

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Here



Start a
fund-raiser
for us

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Support us
as your charity
of the year

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Make a
donation

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Here



For more information, visit our website ageuknorfolk.org.uk, contact our fundraising team on 01603 787 111 or email fundraising@ageuknorfolk.org.uk



Age UK Norfolk

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