



We are
Age UK Norfolk





Age UK Norfolk celebrates age and works with older people to improve quality of life and promote independence.

We know that the number of older people in Norfolk will increase dramatically. By 2026 over a quarter of the population in Norfolk will be aged 65 and over.*

As we grow older we look forward to enjoying a more relaxed and carefree life. But some older people may find they have limited access to services and support.

Together we campaign for the rights of people in later life and raise awareness of the issues affecting older people throughout the County.

Age UK Norfolk is dedicated to working with and for older people across Norfolk, to help make later life a fulfilling and enjoyable experience.

**Office for National Statistics*

We are **local**

Age UK Norfolk is an independent, Norfolk-based charity.

We have over 65 years experience dedicated to supporting and improving the lives of older people across Norfolk.

We provide a range of services that help people in later life stay independent, inspired, healthy and heard.



We care about you

Age UK Norfolk is committed to preventing and ending abuse of vulnerable older people.

A small but significant percentage of older people are subjected to abuse – often by a person in a position of trust. Abuse can occur anywhere and ranges from physical violence or financial exploitation to psychological cruelty or neglect.

If you feel that you, or someone you know, is being treated inappropriately please do not hesitate to contact Norfolk County Council confidentially for help and support on **0344 800 8020**

We are *in your community*

We recognise the diversity of communities and their different needs, choices, cultures and values.



At Age UK Norfolk we assist communities in responding to the needs of older people.

Age UK Norfolk centres and shops are located across the County providing local access points to all our services within the community and links to other local support.

Our centres and shops offer Age UK Norfolk information and advice services to help support older people and their families locally.

Age UK Norfolk Sheringham Shop
33 Station Road, Sheringham

Age UK Norfolk King's Lynn Shop
100 High Street, King's Lynn

Grays Fair Court, Norwich
Tel: 0303 3000 298*

Great House Training Centre, Norwich - Our Centre is fully equipped and ideal for training courses, conferences, workshops, business meetings and community groups.
Tel: 01603 785 210

*calls cost the same as calling a UK landline

We provide information and advice

Because growing older isn't always straightforward.

Age UK Norfolk offers expert information and advice on a wide range of issues.

Information and Advice

Our dedicated advisers provide information and advice on a range of issues via our telephone advice line, website, email or in person.

Care Home Finder service

Provides accurate information for people considering a move into residential care either permanently, for respite or for day care. Our website is updated daily with vacancy details.

Benefits service

Provides practical help and advice about entitlements and benefits for older people and their carers.

Money Matters

Supports older people with the day to day management of household finances and paperwork.

Housing and Care Options

Offers a free consultation around your housing and care options, whether it is adapting your home or relocating.

In addition, we now offer a fees

based service which can provide you with a range of practical support.

Advocacy service

Provides independent advocates to help older people speak up for themselves and assert their rights when decisions are being made that affect their lives.

Lasting Power of Attorney (LPA) Advisory service

Offers advice regarding LPA. Trained advisers can assist with completing the forms and the registration process.

NHS Complaints Advocacy service

Offers practical support to those making, or thinking of making, a complaint about NHS services or treatment. This service is completely independent of the NHS.

Whatever the question, please contact us (weekdays 10am–4pm) on

0300 500 1217

advice@ageuknorfolk.org.uk

*'Age UK Norfolk have been wonderful, help was always a phone call away. **Thank you for giving us our independence.'***



'I have been a carer for my husband for several years and started to find it a struggle to push him in his wheelchair – particularly on and off the bus. We stopped going on outings as the thought of the difficulties of getting him around would make me so anxious.

'I contacted Age UK Norfolk and through their help I was awarded a grant of £200 to pay towards a five day intensive driving lesson course.

'I passed my test first time! I was over the moon and the confidence it has given me has been amazing.

'My husband and I now have many outings; we don't have to ask anyone for help. My grandchildren can also come with us.

'Age UK Norfolk have been wonderful, help was always a phone call away. Thank you for giving us our independence. You don't know what this means to us.'

To help us continue providing information, advice and advocacy please consider making a valuable donation by calling:

01603 785 208

We offer local services

We provide a wide range of services aimed at improving the quality of later life. From help around the home to help with care, we have it covered.

At Age UK Norfolk we understand that people in later life have specific requirements and we are committed to providing beneficial services and support across the County of Norfolk.

Home support

Offers companionship, cleaning, shopping, home help, local transportation, meal preparation and other personal support at a fixed price across Norfolk.

For more information, call our Customer Service Advisers on **0303 3000 124*** or email **customerservice@ageuknorfolk.org.uk**

Day support centres

Day support offers a fun day out in friendly surroundings, allowing older people to socialise and take part in activities whilst receiving specialist help and support. We have day centres in Norwich and Diss.

Contact us on **0303 3000 296*** or email **customerservice@ageuknorfolk.org.uk**

Housing with support and care

Live independently in your own rented flat at Grays Fair Court, Norwich. With 24 hour support and care from the Age UK Norfolk care team to suit your individual needs and access to all facilities, including the restaurant.

For more information, call our Customer Service Advisers on **0303 3000 297*** or email **customerservice@ageuknorfolk.org.uk**

Respite and short-term care

Our respite centre is purposefully designed for holidays, short breaks and recuperation from an illness or hospital admission.

We offer high standards of 24 hour care in hotel style accommodation, with support provided by trained and qualified care staff.

Grays Fair Court,
New Costessey, Norwich
0303 3000 298*

*calls cost the same as calling a UK landline



Dementia Cafés – Pabulum

Support people with dementia and their carers in community based café-style settings.

Life story book – Pabulum

Volunteers visit people with dementia at home and together they build up a collection of memories which are turned into a book.

Telephone Befriending

This service offers people in later life companionship by phone with one of our dedicated local volunteers.

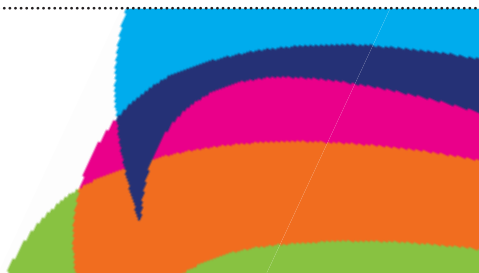
Our volunteers call once a week for a enjoyable and stimulating chat, helping to prevent loneliness and isolation.

For more information regarding any of our services contact

01603 787 111

advice@ageuknorfolk.org.uk

www.ageuknorfolk.org.uk



We are *in partnership*

We are committed to working in partnership as we believe that together we are stronger.

We work with Older People's Forums and other local age-related organisations across Norfolk, providing a platform for discussion and debate on issues affecting the lives of older people in Norfolk.

We also work in partnership with local businesses allowing us to gain a wide variety of expertise.

'Waitrose staff have done a lot of work with Age UK Norfolk in the past and we are very proud of our relationship with such an important charity. It's great to be able to give something back to the community in which we serve.'

Nick Leverett, Department Manager and Retail Support
Waitrose (Eaton Branch)

Businesses and organisations interested in developing a partnership with Age UK Norfolk can contact us on

01603 787 111
info@ageuknorfolk.org.uk



We campaign

Discrimination, funding cuts and experiences in hospital are just a few of the issues affecting older people.

Through our campaigns we enable the voices of older people to be heard. We challenge decision makers to listen and to take older people's issues seriously.

We work with and on behalf of older people, supporting them and ensuring they are not excluded from the decisions that affect them.

DID YOU KNOW?

60%

of older people in the UK agree that age discrimination exists in the daily lives of older people.

GET INVOLVED

Is your voice being heard?

If you would like to join us campaigning in Norfolk to make a difference and improve later life for us all, take part in one of our campaigns.



To help us campaign on the issues that affect you locally contact us on

01603 787 111
www.ageuknorfolk.org.uk



We need volunteers

‘Age UK Norfolk could not reach its goals without the hard work and support of our volunteers! They provide a vital role and their contribution is greatly valued.’

We are always looking for new volunteers!

Volunteering is a rewarding experience and provides opportunities to share existing talents and experience while gaining new skills.

If you enjoy meeting other people and have time to give we would love to hear from you.

We welcome volunteers of all ages and backgrounds.

We provide training and will reimburse out of pocket expenses.

We have a wide range of volunteering activities to meet the needs and aspirations of everyone. For example:

- Fundraising
- Telephone Befriending
- Administration
- Providing information and advice

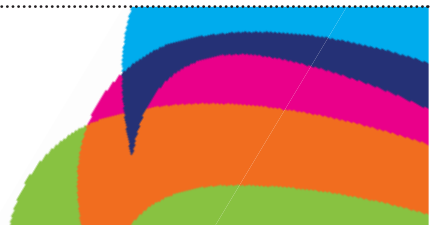
We are always looking to develop our volunteering roles and create new opportunities for those wanting to join the team!

“It’s rewarding knowing that my work is going to help a great cause”

Holly, Fundraising volunteer

To find out about volunteering contact us on

01603 785 241
recruitment@ageuknorfolk.org.uk



My story

*'Being an Age UK Norfolk volunteer has enriched my life. **I know I am making a difference**'*



'I'm a volunteer with the Money Matters team at Age UK Norfolk, and have been for nine years. I help older people with their personal administration, in other words if they have a financial muddle I will help them sort things out.

'I love doing this and get good support from Age UK Norfolk but I can also use my own initiative.

'I have met some very special people and being an Age UK Norfolk volunteer has enriched my life. I know I am making a difference.'

You can find out more about volunteering opportunities at Age UK Norfolk by calling

01603 785 241

We need you to get involved!

Together we can improve the lives of older people in Norfolk. As an independent charity, every penny you raise is spent supporting older people in Norfolk.

By working with individuals, groups, associations and companies in our community we can maintain and develop vital services that make a real difference in later life.

At Age UK Norfolk we work closely with our supporters to provide mutually beneficial partnerships and we help them to maximise their fundraising with ideas, materials and press releases.

We have a dedicated team of staff and volunteers who will help you to get involved. So get in touch if you would like to fundraise with us or if you have your own ideas for an event or activity – we'd love to help!

In Memoriam

If you would like to create a lasting tribute to a loved one and raise money for Age UK Norfolk - please visit:

tribute.ageuknorfolk.org.uk

Please remember Age UK Norfolk in your will – a gift that can make so much difference

After you have provided for family and friends you may wish to consider including a gift to Age UK Norfolk in your will.

We work in partnership with local groups and businesses

We are proud of our partnerships with groups and companies in Norfolk. Whatever the size of your organisation we can work together to raise vital funds for services that will help more older people in Norfolk maintain their independence.

You might like to learn more about opportunities for your organisation to work with us in a range of volunteering projects including befriending.

For more information on all fundraising activities:

please contact the fundraising team, call **01603 787 111** or email **fundraising@ageuknorfolk.org.uk**



'When we were asked to become involved in Golden Gardens we readily accepted and we soon became aware of the excellent work that Age UK Norfolk carries out. We would have no hesitation in becoming involved in another event with Age UK Norfolk.'

Guy Gowing MRICS, Managing Partner,
Arnolds Keys LLP

**To find out more about our events,
visit: www.ageuk.org/norfolk/events**

Please help support our vital work by making a donation.

We rely on the generosity of the general public and local businesses to continue providing free information, advice and services to older people in Norfolk.

Donate by telephone or post

To make a single donation over the phone by credit or debit card please call us on **01603 785 208** or send a cheque payable to Age UK Norfolk. If you would like to make regular monthly donations by standing order please telephone **01603 785 208**

Finance Department

Age UK Norfolk
300 St Faith's Road
Old Catton
Norwich NR6 7BJ



If you would like more information about ways of raising funds for Age UK Norfolk please call

01603 787 111

New furniture and more store!

Come and visit our new furniture and more store in Dereham.

The new store is by far the largest shop Age UK Norfolk has opened so far. It sells all the items you would expect to see in one of our charity shops, with the added extra of lots and lots of furniture, white goods and electricals. Parking is available and there is an easily accessible drop off point.

Age UK Norfolk
Furniture & More Store
31 Yaxham Road
Dereham, NR19 1HR
(we're opposite Roys)

Tel: **01362 694 596**

■ DONATE YOUR STOCK

Don't throw away any unwanted items

We can re-use your preloved items, in all of our shops (see page 3 for our other shops in Norfolk).

Your donation will help to raise vital funds to support older people living in Norfolk.

■ BOOK A HOME COLLECTION

We offer a free collection, to pick up large items from your home.

Contact us to book your collection:

Tel: **01603 785 207**



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300 St Faith's Road
Old Catton
Norwich NR6 7BJ

t 01603 787 111

e info@ageuknorfolk.org.uk
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