



Annual Review 2023 - 2024

You can view all of our Annual Reviews online by visiting www.ageuk.org.uk/northtyneside/about-us/annual-reviews or by scanning the QR code to the right.



Our Vision and Mission

Our Vision is a world where everyone enjoys later life.

This is supported by our Mission, to help people make more of life.

In order to achieve our Vision and Mission, and as part of our 2020 - 2025 strategy, we set six strategic aims.

These aims are:

Aim One

To improve our financial sustainability and contribution to the local economy

Aim Two

To improve the lives of people in later life

Aim Three

To be leaders in providing high quality services

Aim Four

To be a partner of choice

Aim Five

To be an employer of choice

Aim Six

To make North Tyneside an age-friendly borough

Aim One

To improve our financial sustainability and contribution to the local economy



We increased turnover by **19%** from £8.2 million to **£9.77 million**



We planned to achieve a surplus of £152,000 we reported a surplus of **£374,000**



EveryDay Care & Support maintained its profit to the Charity with **£580,000**



We invested **£72,000** in Everyday Homes as it works to achieve Registered Social Housing Provider status



We exceeded our income generation target of £110,000, reaching **£252,000**



We increased our cash reserves from £1,300,000 to **£1.5 million**

Aim Two

To improve the lives of people in later life



We met with **685** customers in their own homes against a target of 642



We encouraged customers to be involved with more than one service within our Group portfolio. **1580** customers took up this offer against a target of 960



Referring **4,037** people into services compared with 3,600 set as the target



We increased our online presence with a social media following of **12,382** against a target of 10,310. Our website attracted **65,023** users against a target of 40,500.



We supported **1011** individuals to claim **£1.9 million** in unclaimed benefits



We worked to address social isolation and loneliness with:

- **50** befriending customers supported on a weekly basis
- **6,788** older people in prisons attending meaningful activities
- **165** people attending our Wellbeing Centres each week
- **2,736** Extra Care Housing customers
- **2598** people attending our social groups

Aim Two

To improve the lives of people in later life



We worked to safeguard people in their own homes with reporting **131** safeguarding incidents



We provided a holistic approach within the Integrated Care System with **267** Care Point referrals, **2025** Strength & Balance sessions delivered, and averaging **269** customers supported by our Admiral Nurses per month



We supported more people through Everyday with **350,000** hours of care delivered, an increase of **12%** from 308,244



Our Dementia Activities provision remained unchanged, and we saw **2716** attendances against a target of 2688



We were commissioned by the ICB through our Admiral Nurse service to provide personalisation support and training to GPs in the borough. This project saw **119** professionals take up the offer against a target of 40.



We helped more people improve their physical and mental wellbeing with:

- **14** activity groups with **179** participants
- **2025** Strength & Balance sessions
- **1,044** participants in housing activities

Aim Three

To be leaders in providing high quality services



We maintained a high level of customer satisfaction, with results from quarterly customer evaluations averaging **9/10**



839 customers successfully achieved their goals



We maintained a high level of customer service with an average rating **9/10**



We sign posted **1,384** customers to partner services and made **4,319** referrals, compared to the previous year the numbers recorded were 850 and 3,368.



We achieved external recognition as a quality provider of services and maintained **CHAS, ISO9001, DSPT, and CQS**



We made **40,613** contacts and had a total of **4,745** new customers.

Aim Four

To be a partner of choice



We worked to strengthen our offer to our customers and our ambition to be a One Stop Shop for older people by adding **18** new partners and their services to our Menu of Services, taking our total number of partners to **75**



We worked to alleviate the climate crisis in North Tyneside by replacing 2 petrol vehicles with **2** hybrid vehicles and using **70%** of suppliers be local to us, increased from 68%



We worked collaboratively to improve the lives of our customers including being a member of the following strategic boards:

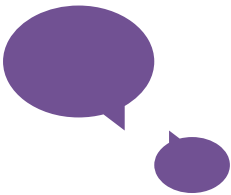
- **North Tyneside Council Cabinet**
- **North Tyneside Health & Wellbeing Board**
- **Mental Wellbeing & Later Life Board**
- **Age UK Board of Trustees**
- **Ageing Well/Living Well Board**
- **Digital Strategy North Tyneside**
- **Age UK Brand Partner**
- **Our Shared Future**

Aim Five

To be an employer of choice



We are supporting **335** staff and **28** volunteers in total



We regularly communicated and engaged with our staff and volunteers through monthly **Chief Executive Briefings** and a quarterly **Employee Engagement Forum**



We continue to be a **Real Living Wage Employer**



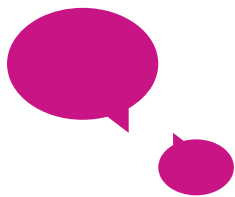
Through Better Health at Work we achieved **Ambassador status**, continued to work with Anxious Minds and Able Futures to support staff with their mental health, and continued to support our **8** Mental Health First Aiders



We completed our mandatory training, staff appraisals, promoted **3** staff into new roles, and supported **25** staff to complete professional development training

Aim Six

To make North Tyneside an age-friendly borough



We strengthened the voice of older people by supporting people to engage with the **May elections, North Tyneside Council budget process** and **North Tyneside Housing Strategy**.



We campaigned to **End Loneliness & Isolation**, raised awareness of Fraud, Scams, Carbon Monoxide, Cost of Cold and Cost of Living Crisis, Elder Abuse and promoted Age UK's "**know what to do**" campaign



We worked on developing a **Housing Strategy** which will be delivered by our subsidiary company EveryDay Homes

The Age UK North Tyneside Group was established in 1972 and has grown to become the largest local voluntary organisation in the borough. We have over 300 staff and volunteers providing a wide range of services for older people in North Tyneside.



Age UK North Tyneside is a local charity working in the community to support older people, their families and carers. We want everyone to be able to love later life.

Our services include:

- Free and confidential information and advice
- Specialist dementia support
- Fitness classes and social groups
- Support for veterans
- Older LGBTQ+ support
- Help at home
- Will writing

And much more...

To find out more about our services, call **0191 280 8484** or visit www.ageuk.org.uk/northtyneside.



EveryDay is a social enterprise wholly owned by Age UK North Tyneside. We support adults over 18 and families in North Tyneside and Newcastle to live independently and make more of life. We're able to offer a little extra support in the short term or help over a longer period of time where necessary. All of our profits go back to supporting the incredible work carried out by Age UK North Tyneside.

Our services are varied and range from care at home, respite for carers, specialist dementia care, companionship, support around the home, and domestic cleaning, through to specialist healthcare for long-term conditions and end of life care.

To find out more about our services, call **0191 287 7028** or visit www.everydayuk.org.