

# Our 2025 Strategy Review



Celebrating our achievements in the 2025 Strategy  
with an evaluation of the impact of Age UK North Tyneside  
Group over the last five years.



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# Introduction

Our 2025 Strategy commenced on 1st April 2020 and ended on 31st March 2025, and it outlined our vision, mission, values and aims.

## Our Vision

A world where everyone  
**enjoys later life**

## Our Mission

To help people  
**make more of life**

## Our Values

Caring

Empowering

Inclusive

Influential

Optimistic

Responsive

Realistic

Respectful

# Our Aims

## Aim One

Improve our financial  
sustainability and  
contribution to the  
local economy

## Aim Two

Improve the lives of  
older people

## Aim Three

Deliver a high quality  
service and achieve  
customer excellence

## Aim Four

Be a partner of choice

## Aim Five

Be an employer of choice

## Aim Six

Make North Tyneside an  
age-friendly place



Aim One

Improve our financial sustainability and contribution to the local economy

We aimed to...



We achieved...

Turnover increased by 100% from **£5.1 million to £10.3 million**



Increased income from private paying customers by 71%, from **£180k to £622k**

INCREASE RESERVES

Reserves increased by 59% from **£615k to £1.5 million**

IMPROVE OUR ESTATE AND EQUIPMENT

**Invested £652k OVER 5 YEARS**

We aimed to...



We achieved...

Average salary increased by 35%, from **£15k to £23k** pay award averaged 9% over the 5 years

EMPLOY MORE **LOCAL STAFF**

Employee numbers increased by 20% **from 281 to 354**

Maintain core costs below



Core costs averaged **7%**

Increase use of **LOCAL SUPPLIERS**

★★★★★  
Using **68%** of local suppliers at **the end of 5 years**

INVEST IN NEW **BUSINESS OPPORTUNITIES**


We have developed and are operating:  
**1 new dementia care housing scheme**  
**3 new extra care schemes, and additional services at existing homes**, including step-down and respite care, and expanded care at home to Newcastle

Aim Two

Improve the lives of older people

We aimed to...

IMPROVE  
OUR   
ACCESS



Provide

**INFORMATION  
ADVICE  
AND GUIDANCE**


SUPPORT PEOPLE  
TO IMPROVE THEIR  
**FINANCIAL  
INDEPENDENCE**

We achieved...

**ENGAGED WITH 71% MORE**  
older people in their own home

Increased number of people calling  
**by telephone by 54%**

Increased digital access by **88%**

 Operating regularly from  
**6 COMMUNITY BASES**

.....

**968 older people**  
received this service, an increase of 49.61%

**178** CUSTOMERS ARE RECEIVING  
**MORE THAN ONE  
SERVICE FROM US**

.....

Regularly secured **£1.5 MILLION**  
**IN UNCLAIMED BENEFITS**

Supported an **average of 936**  
**OLDER PEOPLE EACH YEAR**

Secured an **AVERAGE OF £1,603**  
**INCREASE** in income per person

We aimed to...

**REDUCE ISOLATION  
AND LONELINESS**

**SAFEGUARD PEOPLE  
IN THEIR COMMUNITIES  
ALLOWING THEM TO FEEL  
SAFE IN THEIR  
OWN HOME**



Engage more people in  
**ACTIVITIES**  
to improve their  
physical wellbeing

We achieved...

**BEFRIENDED 223** OLDER PEOPLE  
and 18 LASTING FRIENDSHIPS

Across our 3 wellbeing centres,  
SUPPORTED AN AVERAGE OF  
**46 PEOPLE EACH DAY**

Raised awareness through  
**94 CAMPAIGNS**

Regularly invited key services to  
present to customers including  
**POLICE AND**   
**FIRE BRIGADE**

Supported and facilitated  
**6 SOCIAL GROUPS,**  
with **1,063** on average

Supported **5,734 individuals**  
through our **Strength  
and balance classes**



# Aim Two

## Improve the lives of older people

We aimed to...

Work within Integrated Care System to provide a **HOLISTIC APPROACH** to supporting people to continue to live at home with long term conditions



Support more people to remain independent and to continue to

 **LIVE AT HOME**

**PROVIDE CARER SUPPORT AND CARER RELIEF**

We achieved...

**Supported 1,319** individuals with high levels of frailty settle back at home through Care Point and reconnected with their community

In total, we delivered **1,429,487** hours of care and support to more than **2,100 individuals** across our 10 extra care housing schemes, at home care, and within the community

Supported **164 individuals** to return home following a short term stay in one of our extra care schemes

Referred **250 individuals** to our contractors to carry out a range of tasks in peoples own homes

Supported **2,512 individual carers** through our **Admiral Nurse service**

Supported **1,225 families and their loved ones** to take advantage of our **wellbeing service**



# Aim Three

Deliver a high quality service and achieve customer excellence

We aimed to...



**TO REGULARLY IDENTIFY AND REVIEW**  
older people's needs and aspirations

We achieved...

FACILITATED **177 EVENTS**  
TO ENGAGE WITH OLDER PEOPLE  
Engaged with 153,061 people over five years ★★★★★  
Key outcome was the **2030 STRATEGY**

MAINTAIN A  
**HIGH LEVEL**  
OF CUSTOMER SATISFACTION

Completed  
**372 CUSTOMER SATISFACTION SURVEYS/FORUMS**  
AND ENGAGED WITH **11,535** CUSTOMERS  
**RECEIVED 2,966** compliments and 115 complaints  
Lost **3 customers** through poor service

We aimed to...

To consistently achieve  
**HIGH CUSTOMER OUTCOMES**

To maintain a  
**HIGH LEVEL**  
of customer service



To achieve external recognition as a  
**quality provider**  
of services



We achieved...

Set outcomes and goals for  
**5,312 OLDER PEOPLE**  
**SUPPORTED 78%**  
to complete their goals

819 new customers scored us  
**9/10**  
**FOR CUSTOMER SERVICE**



We received CHAS, ISO 9001, and all Age UK  
**QUALITY MARKS**





# Aim Four

## Be a partner of choice

We aimed to...

To identify and consolidate the number of organisations working on behalf of older people in North Tyneside, to strengthen the offer to our customers

To work to

# ALLEVIATE THE Climate Crisis in NORTH TYNESIDE

Work collaboratively to



# IMPROVE THE LIVES OF OUR CUSTOMERS

We achieved...

IDENTIFIED 84 ORGANISATIONS that added their services to our menu of services

RECEIVED 10,739 referrals from partners



Referred 3,833 individuals to partners

Invested in 7 hybrid vehicles

Achieved Silver Award in Carbon Reduction Scheme

Shared 18 “green” articles with staff and volunteers through CE Briefing

Use 68% local suppliers

Engaged in an average of 34 KEY NETWORKS FOR OLDER PEOPLE

Worked on average with 33 PARTNERS EACH YEAR IN COLLABORATION





Aim Five  
Be an employer of choice

We aimed to...

To recruit, induct and support  
**NEW STAFF AND VOLUNTEERS**  
TO GIVE THEM THE BEST  
POSSIBLE START

We achieved...

Recruited, inducted and trained  
**556 NEW STAFF AND 161 NEW VOLUNTEERS**  
Maintained staff turnover  
below the industry average

.....  
 To invest in the  
**TRAINING AND PERSONAL DEVELOPMENT**  
of our staff and volunteers to help  
them achieve their **full potential**  
.....

Achieved an average of  
**82% of staff training needs and 90% of volunteer training needs**  
**66 staff** completed  
personal development training

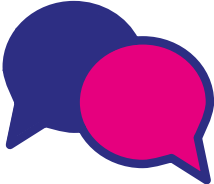
To identify, invest and  
support our  
**FUTURE LEADERS**



**22 MEMBERS**  
OF OUR TEAM ACHIEVED  
WELL-DESERVED PROMOTIONS  
from Officer and Co-Ordinator  
roles, through Manager, up to  
Head of Service

We aimed to...

**TO COMMUNICATE REGULARLY**  
with our staff and  
VOLUNTEERS



To engage  
**REGULARLY WITH STAFF**

 To improve the  
**HEALTH AND WELLBEING**  
of our staff  
and volunteers

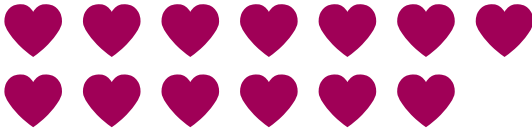
 To recognise and reward our  
**STAFF AND VOLUNTEERS**

We achieved...

**CE BRIEFING AND CORE BRIEFING**  
ARE CIRCULATING AT LEAST **MONTHLY**  
**QUARTERLY MEETINGS WITH MANAGERS,**  
chaired by Chief Executive

.....  
**5 ANNUAL STAFF SURVEYS COMPLETED**  
Quarterly Employee Engagement Forum  
meeting chaired by Chief Executive



.....  
AVERAGED  
**6 Health Advocates and 7 Mental Health First Aiders**  
  
**Absence averaged 8%**

**12 staff and 8 volunteers RECOGNISED EXTERNALLY**

Aim Six

Make North Tyneside an age friendly place

We aimed to...




TO **STRENGTHEN**  
**THE VOICE**  
OF PEOPLE IN  
LATER LIFE

To **engage and consult**  
WITH COMMUNITIES TO PROVIDE  
PEOPLE IN LATER LIFE WITH THE  
**RIGHT SERVICES** ✓  
they need to make more of life



To work to create a  
**ONE STOP**  
shop of services  
for older people

To work to **increase** the  
housing options for  
people in later life



We achieved...

**DELIVERED 120**  
**CAMPAIGNS**



Attended **regular meetings** with  
the **Older People's Champion**,  
**Cabinet meetings**, and  
**Health & Wellbeing Boards**  
representing older people

Facilitated  
**177 EVENTS**  
TO ENGAGE WITH OLDER PEOPLE

Over 5 years we have engaged with  
**153,061 PEOPLE**

Identified  
**84 PARTNERS**  
and their services to add to our  
menu of services

**DEVELOPED AND  
COMMENCED  
HAVELOCK PLACE**

We aimed to...

.....

**TO INCREASE THE  
PROFILE OF  
SERVICES AND  
SUPPORT WE  
PROVIDE**

.....





**TO ADDRESS  
SOCIAL ISOLATION  
AND LONELINESS**

To maintain the number of  
**OLDER PEOPLE**  
accessing  
**SERVICES**  
in their community

We achieved...

**61 press releases**  
were covered by local media

Website activity averaged  
**5,247 views**  
each month



Social media followers  
**averaged 8,269**  
each month

Addressed social isolation  
and loneliness for  
**20,417 older people**

AVERAGED  
**566k**  
contacts



with older people each year

Supported an average of  
**25k OLDER PEOPLE  
EACH YEAR**





# Conclusion

We think it is important to look back over the past 5 years, dealing with pandemics, economic uncertainty and more, and celebrate the success of Age UK North Tyneside Group and the impact it has made on older people in North Tyneside.

**We look towards the next 5 years by developing our 2030 strategy, and will continue to improve the economy and quality of life of older people within our local community.**

“



**Dawn McNally**  
Chief Executive

As we reflect on the journey from 2020 through to 2025, I couldn't be prouder of everything Age UK North Tyneside has achieved. Thanks to the unwavering commitment of our staff, volunteers, supporters and community partners, we have reached key milestones. We've expanded our services, strengthened our financial sustainability, and cemented our role as a trusted support network for older people across North Tyneside. At the same time, we have been honoured to give support: helping older people live independently at home, offering vital advice and care, reducing loneliness through befriending and social programmes and championing dignity, respect and inclusion for all in later life.

Throughout every challenge, our purpose has remained clear and our passion as strong as ever: to ensure everyone in later life can live their best life, every day. As we look ahead, I am more committed than ever to building on our successes and continuing to deliver meaningful, compassionate support to our community.

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