

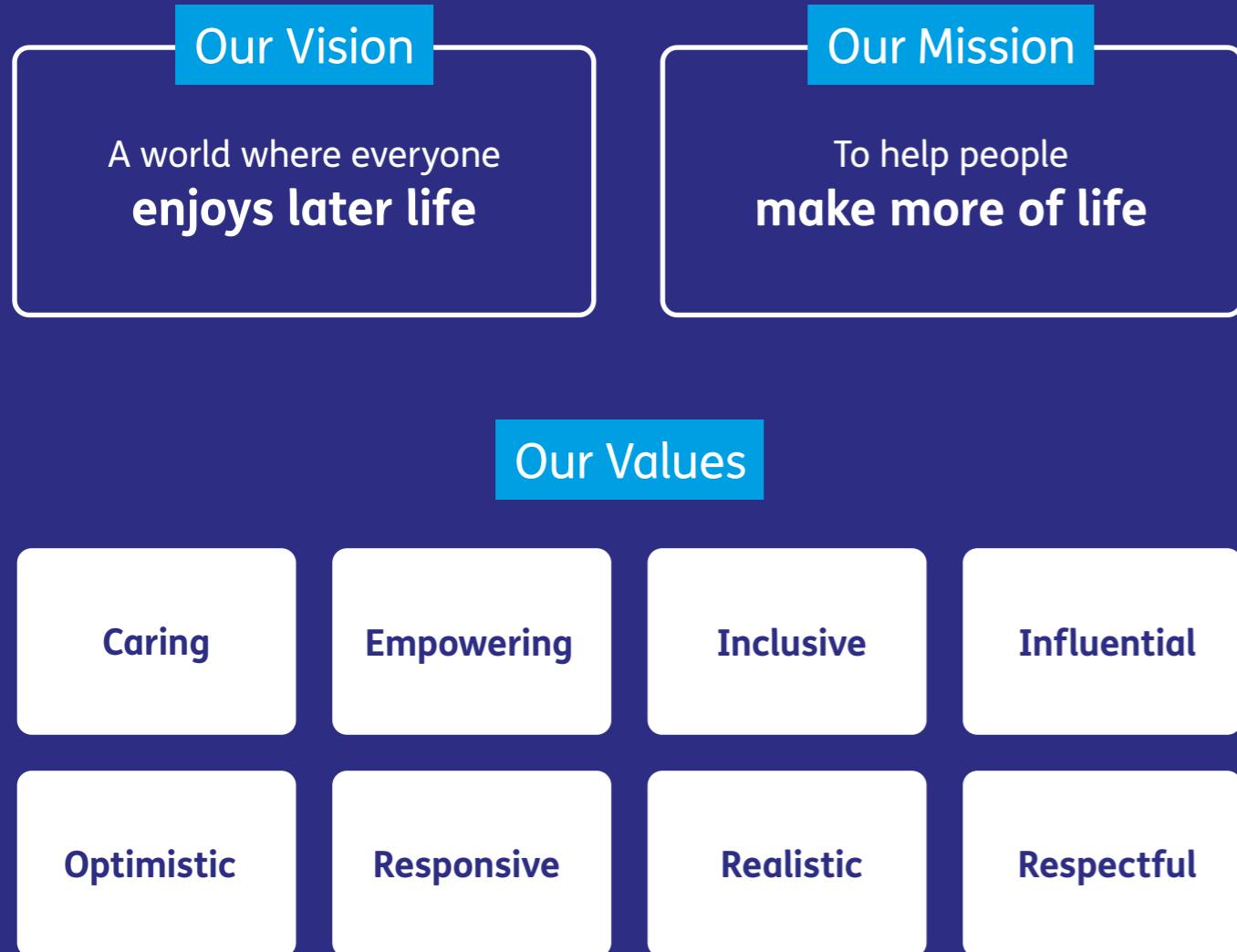
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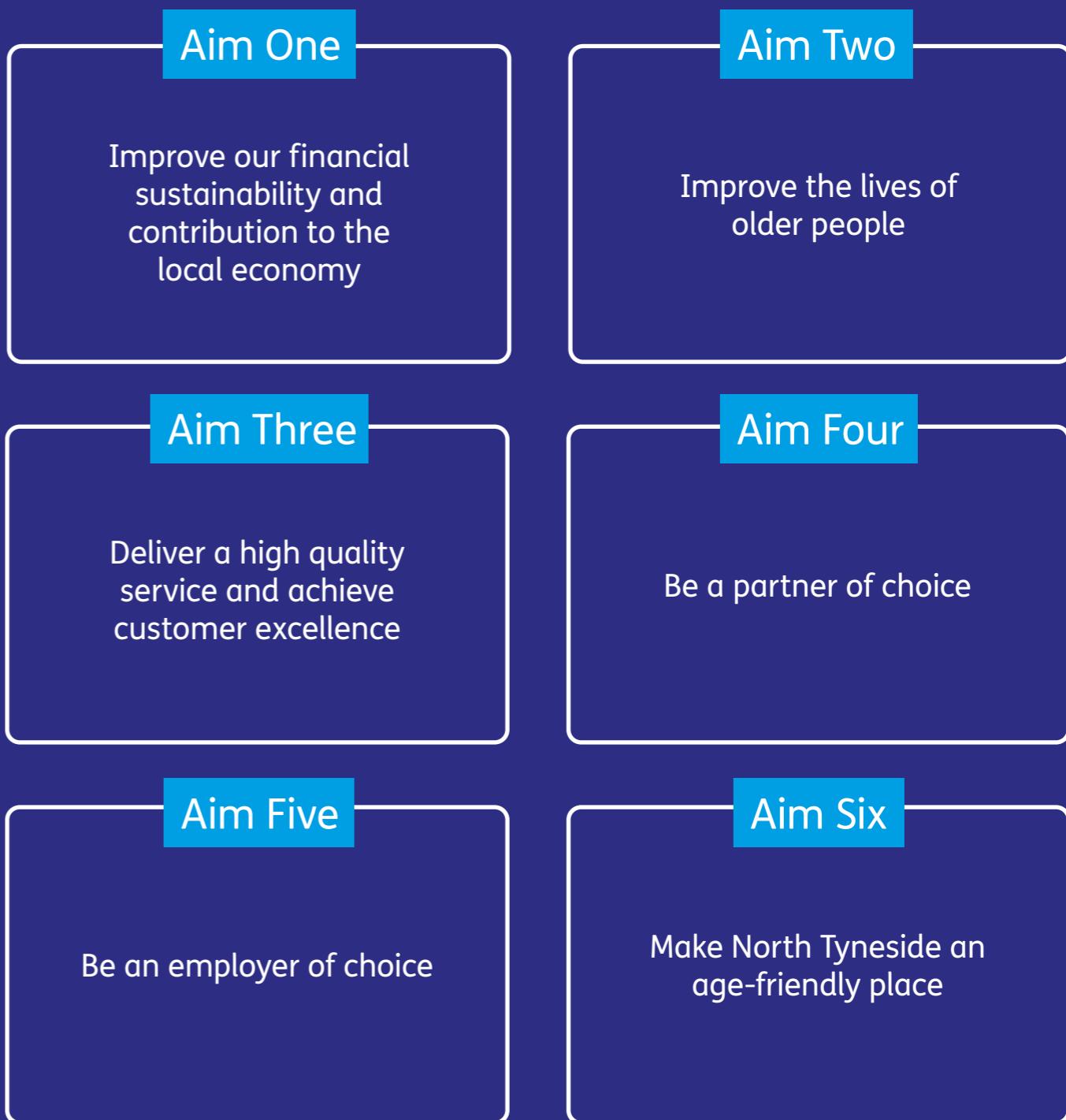


Introduction

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



Our Aims



Aim One

Improve our financial sustainability and contribution to the local economy

We aimed to...



Increase spend in

LOCAL ECONOMY



Increase income from
PRIVATE PAYING CUSTOMERS

INCREASE RESERVES

IMPROVE OUR ESTATE AND EQUIPMENT

We achieved...

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

Distributed
£40 million
back into the local economy

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

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

Invested £652k OVER 5 YEARS

We aimed to...



Increase average annual salary for
STAFF

EMPLOY MORE LOCAL STAFF



Maintain core costs below

.....
10%

Increase use of
LOCAL SUPPLIERS



↑ **INVEST IN NEW BUSINESS OPPORTUNITIES**

We achieved...

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

Employee numbers increased by 20%
from 281 to 354

Core costs averaged **7%**



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

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

**SAFE GUARD 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...



We achieved...

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

Engaged with 153,061 people
over five years

**Key outcome was the
2030 STRATEGY**

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

MAINTAIN A
HIGH LEVEL
OF CUSTOMER SATISFACTION

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**

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**



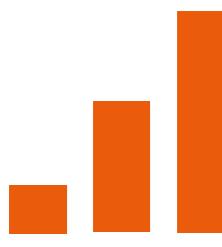
Aim Five

Be an employer of choice

We aimed to...

To recruit, induct and support
NEW STAFF AND VOLUNTEERS

 TO GIVE THEM THE BEST POSSIBLE START

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

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


We achieved...

Recruited, inducted and trained
556 NEW STAFF AND 161 NEW VOLUNTEERS

Maintained staff turnover
 below the industry average

Achieved an average of
82% of staff training needs and 90% of
 volunteer training needs

66 staff completed personal development training

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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