

Age UK Norwich and Norfolk

Focus on : Information and Advice

We've offered vital support and services
to older people, their families and carers
for over 75 years.

History

- 1947 following WW2 government asked county council to set up something to support older people. Norfolk and Norwich set up the Norfolk/Norwich Older peoples welfare committees respectively drawing together existing volunteer groups and societies.
- 1971 Age Concern was born.
- Core activity then as now was to provide I&A and support older people in Norfolk and Norwich to help them live later lives as independently as possible and to enable them to make informed decisions



History

- Various other services have started and ended since including in 2006 Advocacy and Telephone befriending service started
- 2010 Age Concern and Help the Aged joined together nationally and was reborn as Age UK . We became brand partners
- Whilst Age UK Norfolk and Age UK Norwich are independent charities since then we have worked alongside and in partnership with each other to deliver a wide range of services across Norfolk and Norwich for Older people

2011:
“ spending cuts and their impact on the vulnerable older people in Norfolk are causing considerable concern”

How do we work together

Although some of the services we offer are often very different – we compliment each other. We liaise often via NCAN and also YNAN when referrals are picked up and then allocated to a service accordingly. A staff member of Age UK Norwich works within this service alongside other team members at Age UK Norfolk.

We also jointly attend/ action:

- Client Hardship Meetings, Norfolk County Council (HSF4)
- NCAN Steering Group and Norfolk Advocacy Partnership
- Consortiums and funding partnership meetings –
- Sharing client experiences and raising awareness of older people's issues.



How do we work together- making referrals

Referrals can be made via a number of routes:

Professionals/statutory partners

- The Norfolk Community Advice Network (NCAN) referral system.
- Via a secure email/ professional referral form



Self-referrals

	Age UK Norwich	Age UK Norfolk
Telephone	01603 496333	0300 500 1217
Email	enquiries@ageuknorwich.org.uk	advice@ageuknorfolk.org.uk
	VWhat's App and SMS	Age UK Integration
	VERA our virtual assistant. This enables quick and simple referrals – 24/7 – and she's multilingual	Website enquiry form

Our Mission Statement

As an independent charity in Norwich, our mission is to improve the quality of later life by working with our residents to create an age friendly and inclusive city where they can thrive, supported by opportunity and services that enhance and protect their health and wellbeing.

We will do this by:

- **Providing support and opportunities:** Giving people support and opportunities that enable them to live healthy and connected lives.
- **Targeting and tackling inequalities:** Tackling inequalities that reduce life expectancy and quality of life.
- **Advocating the use of Age Friendly Principles:** Promoting the World Health Organisation Age Friendly Principles in the design of the city, its services and culture.
- **Being a champion for people aged 50+:** Listening to residents and championing their views with policymakers for improvements that are inclusive and supportive of ageing.

Our services- Age UK Norwich

- Health Coaching
- Befriending/Activity Befriending
- Clubs & Trips
- Complex Community Support
- Information, Advice and Welfare
- Solicitor Rota
- OASIS Pilot - Lowestoft
- Norfolk and Waveney Community Support Service

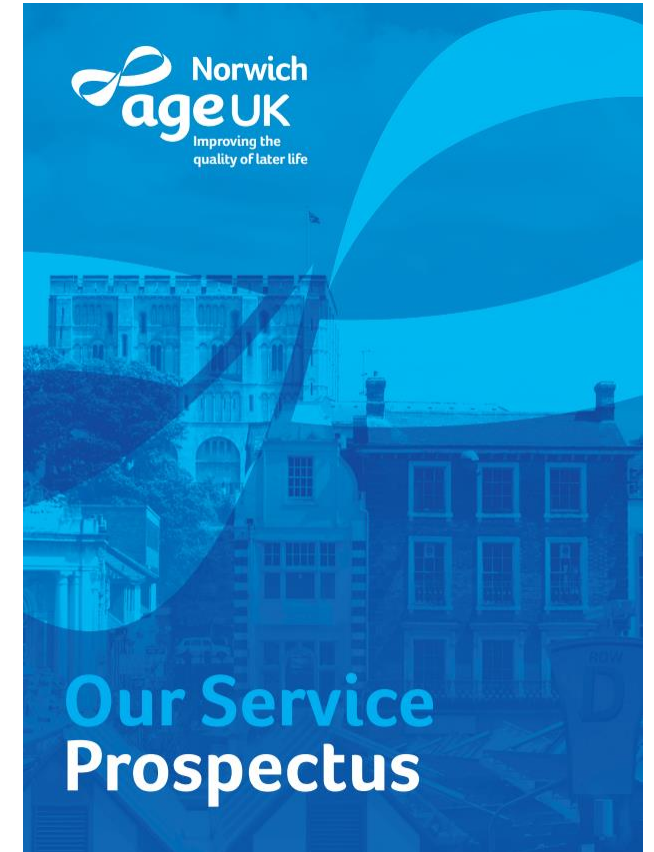


Our services- Age UK Norwich

Our Prospectus provides full details of each service we offer and is aimed at professionals/commissioners who want to understand the full breadth of Age UK Norwich, our impacts and strategy.

AGE UK Norwich Guide to our Services.pdf - Google Drive is aimed at giving information to our clients

You can also view our Age UK Norwich| About us video that explains our service approach and local need.



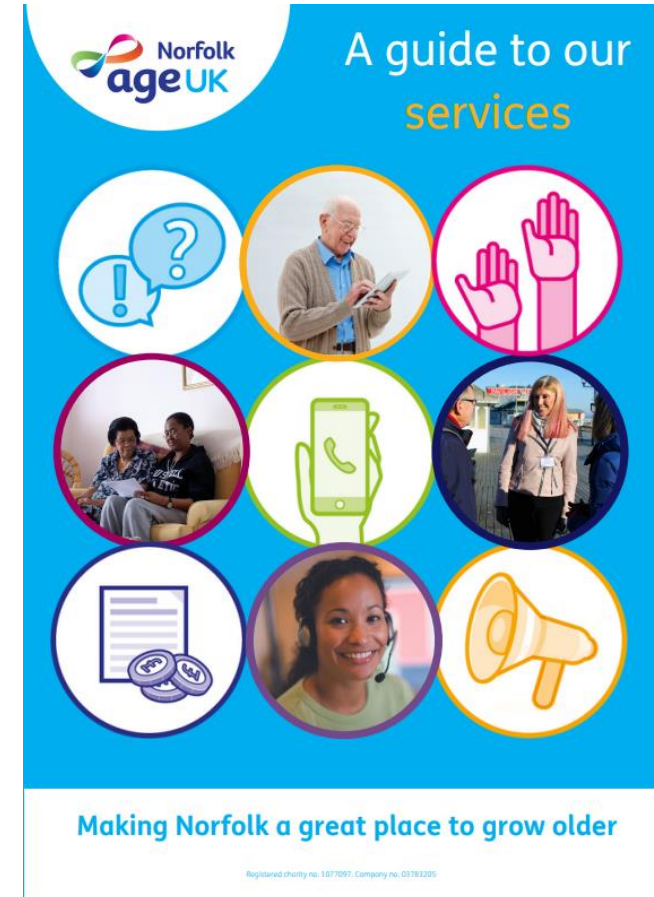
Age UK Norwich Prospectus

Our services- Age UK Norfolk

Our vision is to ensure older people live well in Norfolk

Our 'ICARE' values shape everything we do:

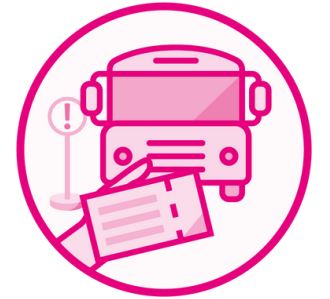
- Inform
- Commit
- Adapt
- Respect
- Enable



Our services- Age UK Norfolk

We have a number of services aimed at improving later life and making Norfolk a great place to grow older. Our services include:

Information and Advice
Advocacy- general , bereavement
Money matters
NHS complaints
Befriending
Digital Inclusion
Travel companion
Lasting Power of Attorney



Trends

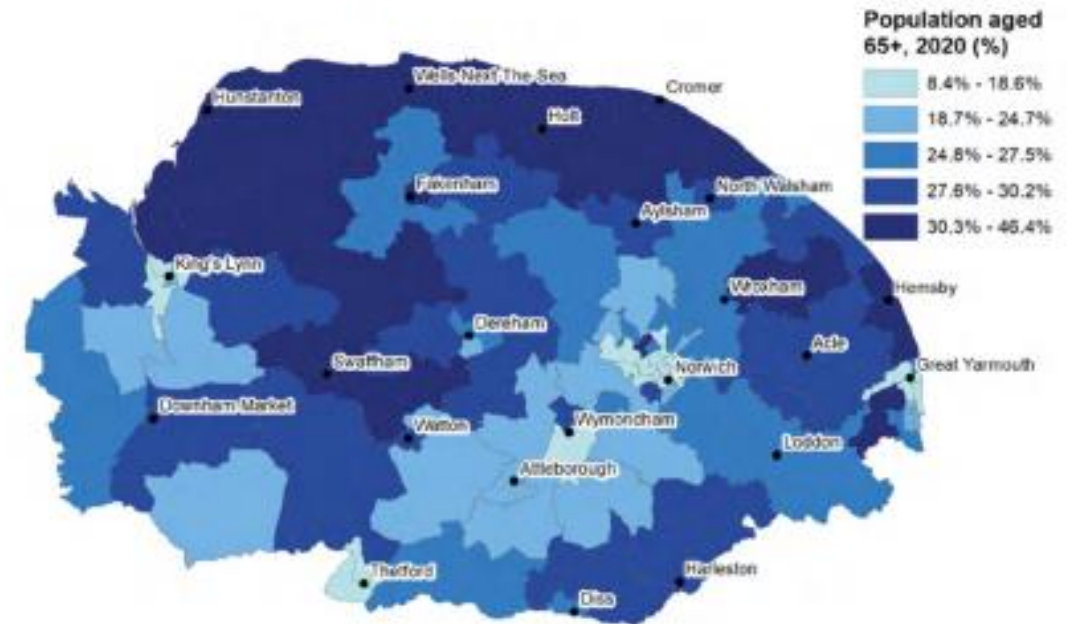
- Cost of living enquires leading to increase in wait times and limits on services
- Older People with Health Conditions Expected to Continue to Work
- Blue Badge application Rules Have Been Tightened

Older people's issues

- Living longer but Increased risk of decline in health and low mobility
- Loneliness and Social Isolation
- Mental health and wellbeing suffered during Covid – 45% of over 70's now worried about leaving their home for exercise and social contact
- 29,500 over 65 year olds living in Norwich – 25% experiencing poverty

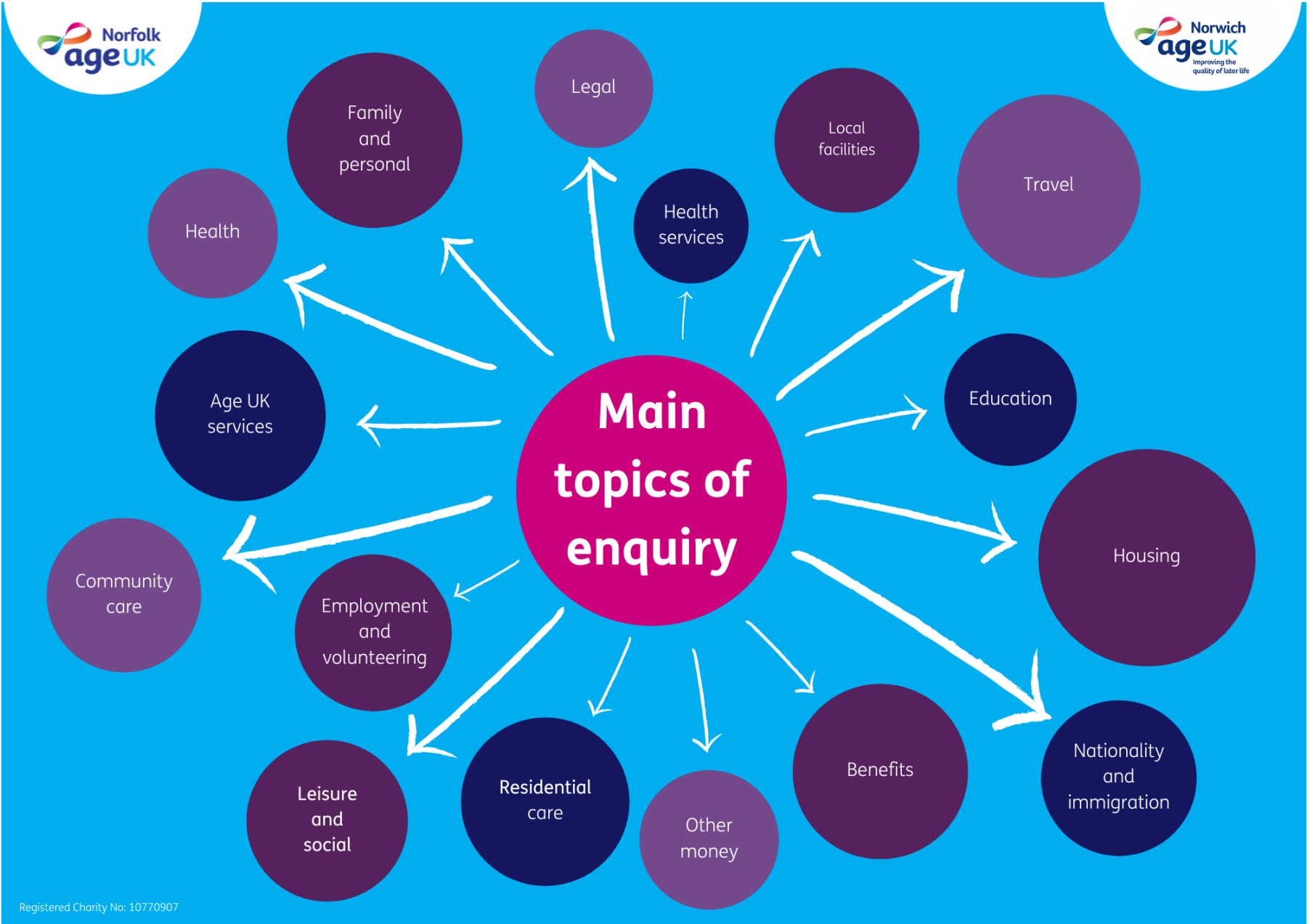
Chief Medical Officer's Annual Report 2023: Health in an Ageing Society

Figure 3.27: Proportion of Norfolk population aged over 65 years in 2020, grouped by Middle Super Output Area (MSOA)



Source data: Norfolk County Council

Information and Advice: what topics do we cover?



Information and Advice

We triage the calls and deal directly with any information and signposting at this point and any external referral if we are unable to help.

If an internal referral to an Age UK team is needed this in some cases can be done now or an adviser will call the client back

Total number of enquiry topics dealt with by both Age UKs in 22/23

Age UK Norwich 8,562
Age UK Norfolk 21,224

Total 29,786



Welfare Benefits

We support people to maximise their income by ensuring that they are receiving all the benefits that they are entitled to. We achieve this by providing Welfare Benefit Checks.

These benefits include – but are not exclusive to:

- Attendance Allowance
- Carers Allowance
- Pension Credit
- Personal Independence Payment
- Severe Disability Premium
- Housing Benefit/Council Tax Reduction
- Discretionary Housing Payment

More money
in your pocket



Claiming the right benefits
in later life

Welfare Benefits

Total number of Welfare Benefit enquiries dealt with by
both Age UKs in 22/23

Age UK Norwich 2,868
Age UK Norfolk 12,982

Total 15,850 = 53%



We assisted clients in
claiming £5.2m
in welfare benefits
In 22/23

Case study

Mrs W. Age 80.

Mrs W. lives alone, with limited mobility and she was referred to us by another charity due to loneliness and feeling low. She has some support from a Domiciliary Care Worker to assist with her meals.

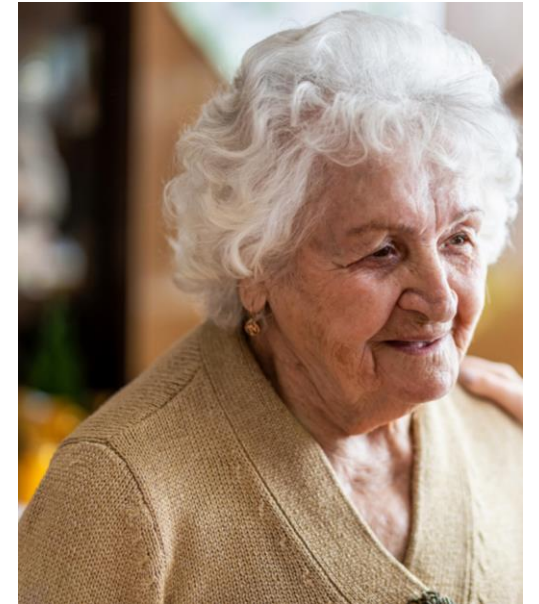
When we attended her home it was extremely cluttered with items on the floor and the house had evidently not been cleaned for sometime.

We discussed this and Mrs W. who said she is not physically able to clean and just cleans her lounge when she can. She said she couldn't afford outside help.

Mrs W was also being visited by a district nurse due to a lesion on her head. On our visit this was bleeding slightly. She told us the Surgery would only attend if it was profusely bleeding. The head worried Mrs W and it was causing her pain affecting her sleep.

She shared that when she stood up from laying or sitting she felt very dizzy, which had got worse after a change in her medication after a short visit to hospital after a fall.

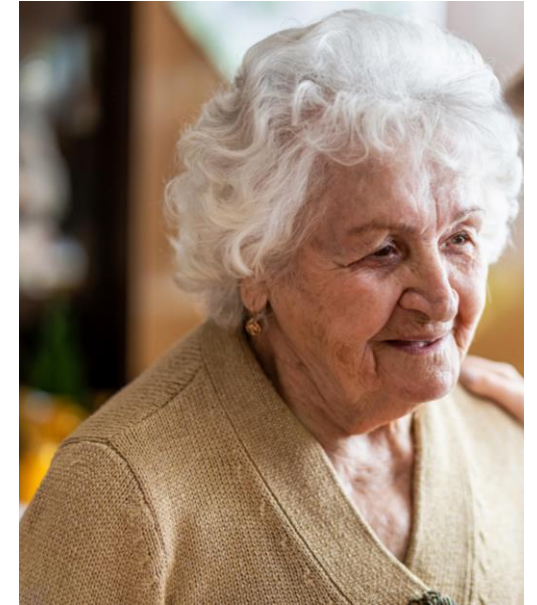
So what did we do....



Case study

Holistic Support....(what we did with Mrs W's permission)

- We contacted the surgery to inform them of the head wound and other symptoms like dizziness following the change of medications. We raised concerns about her risks of falls and serious injury.
 - The nurse attended later that day and her wound was dressed.
 - The GP brought forward her medication review to look at the reasons for dizziness.
- We arranged for a cleaner, and funded this from our hardship funds.
- We conducted a full review of Mr W's statutory entitlement. This highlighted she was eligible for Pension Credit.
- We completed the Pension Credit application for Mrs. W who found the process confusing. This was successful, which extended her eligibility to other benefits. The additional income covered the costs of a regular cleaner.
- Our Health Coach now visits Mrs W. on a weekly basis, focusing on seated exercise to increase balance and stability. We monitor her progress, including her blood pressure and vertigo.
- Our Activity Befriender also visits Mrs W. each week to accompany her on short walks and to our "Arty Crafty" club each month. She now reports feeling less lonely and looks forward to the club and seeing friends.



Hardship support

We can provide support via:

- Charitable Organisations – local and national
- Client Hardship Support Norfolk County Council
- Internal Hardship Funds
 - Tesco vouchers
- Statutory Hardship Support i.e:
 - British Gas Fund
 - Anglian Water Extra Care Assessment



Community Care

We cover all aspects of this wide ranging topic including

- Needs assessment
- Aids and adaptations
- Options of care available
- Paying for care including self-funders
- What to do when things go wrong

Getting help
at home



What to do if you need care
and support at home

Community care

Total number of Social Care enquiries dealt with by both
Age UKs in 22/23

Age UK Norwich 244
Age UK Norfolk 2,322

Total 2,566

Adapting
your home



Ways to help you stay
living at home

Case study

Mr J, age 85

Lives with wife in a house with stairs, has COPD and is starting to struggle to maintain personal hygiene and has fallen a few times in the last few months. Owns property and has over £50,000 in savings in his own right. has had lower rate AA For approx 1 yr. Doesn't leave the house much. Wife is helping with most tasks but is starting to struggle with the ongoing pressure of her caring role. They don't have Lasting Power of attorney.

What we did?

- Needs assessment, we did the referral to NCC
- Financial assessment
- Aids and adaptations
- Falls prevention service
- Carers assessment and support for carers
- AA upgrade reviewed
- Lasting Power of Attorney



Lasting Power of Attorney

- Our Lasting Power of Attorney service covers the whole of Norfolk for anyone over the age of 50.
- We can discuss Lasting Power of Attorney over the phone and offer information and advice on the topic including types, who can undertake the various roles and how to complete.
- We can assist you to complete forms (via home visit) and the registration process
- This service is delivered completed by volunteers, we receive no funding to do so and rely on donations to cover expenses
- So far this year we have had 163 referrals into the service – in Feb /March this year we did our first promotion of the service since before covid.

Power of attorney



Planning for the future

Age Friendly Communities



Both Age UK Norwich and Norfolk support the World Health Organisation's (WHO) response to a global ageing population and their Age Friendly Communities.

Age-friendly communities are places where people of all ages can live healthy and active lives. These places make it possible for people to continue to stay in their homes, participate in the activities that they value, and contribute to their communities, for as long as possible.

Creating age-friendly communities involves older residents, local groups, councils, and businesses working together to improve their community. Key features of an age-friendly community include good transport, outdoor spaces, volunteering and employment opportunities, leisure and community services.

The UK Network of Age-friendly Communities 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.

Back our campaign to make Norwich an
Age Friendly City and join others making
this a priority.



Any Questions?