

COMPANY REGISTRATION NUMBER: 03783205

CHARITY REGISTRATION NUMBER: 1077097

**Age Concern Norfolk Operating as Age UK Norfolk
Company Limited by Guarantee**

Financial statements

31 March 2025

Age Concern Norfolk Operating as Age UK Norfolk

Company Limited by Guarantee

Financial statements

Year ended 31 March 2025

	Page
Trustees' annual report (incorporating the directors' report)	1
Independent auditor's report to the members	20
Statement of financial activities (including income and expenditure account)	27
Balance sheet	28
Statement of cash flows	29
Notes to the financial statements	30

Age Concern Norfolk Operating as Age UK Norfolk

Company Limited by Guarantee

Financial statements

Year ended 31 March 2025

The trustees, who are also the directors for the purposes of company law, present their report and the financial statements of the charity for the year ended 31 March 2025.

The financial statements have been prepared in accordance with the accounting policies set out in notes to the accounts and comply with the charity's governing document, the Charities Act 2011 and Companies Act 2006 and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland published in October 2019.

Reference and administrative details

Registered charity name	Age Concern Norfolk Operating as Age UK Norfolk
Charity registration number	1077097
Company registration number	03783205
Principal office and registered office	Henderson Business Centre 51 Ivy Road Norwich Norfolk NR5 8BF

The trustees

The trustees who served during the year and at the date of approval were as follows:

Stephen Drake (Chair)
Surjait Singh
David Stonehouse (Honorary Treasurer) (resigned 12 September 2025)
Roy Dickinson (resigned 31 July 2024)
Anni Hartley-Walder (resigned 12 September 2025)
Graham Robinson (resigned 31 July 2024)
Rachel Buxton
Meryl Smith
Dr Caroline Barry (appointed 5 January 2024)
Mark Barry (appointed 31 July 2024) (Honorary Treasurer)
David Evans (appointed 31 July 2024)
Cherry West (appointed 31 July 2024)
Jamie Sutterby (appointed 12 September 2025)

Senior Management Team	Ann Donkin (Chief Executive Officer) Jo Asbury (Head of Wellbeing and Companionship) (from 1 February 2025) Emma Harkness (Head of Information and Advice) Michelle Diston-Jay (Head of Fundraising and Communications) Jasmine Toombs (Head of Corporate Services) (from 1 August 2024) Jen Field (Head of Supporting and Enabling) (to March 2025) Vanessa Brown (Head of Corporate Services) (to July 2024)
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Auditor	Lovewell Blake LLP Chartered accountants & statutory auditor Bankside 300 Peachman Way Broadland Business Park Norwich NR7 0LB
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Age Concern Norfolk Operating as Age UK Norfolk

Company Limited by Guarantee

Financial statements

Year ended 31 March 2025

Solicitor

Bates Wells
10 Queens St Place
London
EC4R 1BE

Bank

Lloyds Commercial Banking Online
Lloyds Bank Plc
25 Gresham Street
London
EC2V 7HN

Age Concern Norfolk Operating as Age UK Norfolk

Company Limited by Guarantee

Financial statements

Year ended 31 March 2025

Objectives and activities

Age Concern Norfolk is a charitable company limited by guarantee, incorporated in England and Wales), and governed by its Articles of Association. The organisation has operated since 2010 as Age UK Norfolk. All references in the accounts stating the company's operating name also infer the company's legal name.

The principal activity of Age UK Norfolk is to support people aged 50+ in Norfolk to enjoy the opportunities and meet the challenges of later life. Our vision is to ensure that people in later life live well. The Charity is governed by an independent Board of Trustees and its main area of benefit is the county of Norfolk.

Age UK Norfolk is a Public Benefit entity, and the Trustees have considered the Charity Commission published guidance on the operation of the Public Benefit requirement when reviewing the Charity's aims and objectives and planning current and future activities. The Public Benefit of the Charity is as set out in our objectives and in our strategic intention to make Norfolk a great place to age. Our key charitable activities - providing information & advice and delivering community & wellbeing services to people in later life - benefit thousands of individuals and their carers across Norfolk each year. All of these activities continue to be provided free of charge.

The Trustees' report below outlines the activities the Charity undertook in 2024-2025 to further its purpose.

Introduction and geographical coverage

Age UK Norfolk is a brand partner of Age UK (national). This means that, whilst the organisation is part of a federated network of over 120 Age UK partners, the Charity is registered independently and responsible for raising its own funds. Age UK Norfolk is permitted to use the name, and brand logo, of Age UK to promote and deliver its services. Being in a federated network also enables regional and national collaboration across brand partners which allows the Charity to share knowledge and expertise, and to actively promote the wellbeing of people in later life through collective national and local campaigning work.

A new Network Agreement was signed by Age UK Norfolk during 2024-2025 which sets out the nature of the relationship and commitments between the national organisation and its brand partners.

In 2024-2025, Age UK Norfolk provided vital services for those in later life, including Information and Advice, Welfare Benefit Service, Advocacy, Money Matters, Befriending, Digital Inclusion and Travel Companionship. These services supported and complemented those delivered by the statutory sector. These services were delivered with the aim of achieving enduring and sustainable improvements in people's economic, welfare, social, emotional and health status. The Charity achieved this by working holistically and ensuring its approach was person centred, making every contact count. The interest of each individual was at the heart of the services delivered, which included:

- ensuring people had access to information, advice, and support so that they can make informed decisions
- assisting people to navigate the Welfare Benefit system and claim their rights and entitlements
- ensuring that people in later life had a voice
- assisting people to understand their household finances and building their confidence when budgeting and managing their money
- reducing levels of loneliness and building skills and confidence to enable people to connect with friends, family, and their wider communities.

Age Concern Norfolk Operating as Age UK Norfolk

Company Limited by Guarantee

Financial statements

Year ended 31 March 2025

Objectives and activities (continued)

Delivery of these services was made possible by the energy and commitment of the Charity's staff of 37 (mid-point head count October 2024) and over 180 volunteers. Volunteers worked across the whole range of the Charity's services in roles that suited their interests and skills and based on the amount of time that they could commit. As a result, service users benefited, the Charity benefited and volunteers had an opportunity to play a full part in their communities. This included developing personal skills, meeting new people, and having a sense of satisfaction from providing support to people in the County.

In addition to the services provided for people in later life, the Charity is also strongly committed to campaigning and interacting with the media where possible. Age UK Norfolk campaigns to make life better for individuals and particularly focuses on reducing isolation and enabling people to gain full entitlement to Welfare Benefits. Demand for the Charity's services was unabated, especially as the statutory sector continued to be financially constrained and eligibility criteria much stricter. In 2024-2025 the complexity of demand for Information and Advice increased yet again, with individuals presenting with multiple concerns resulting from the persistent cost-of-living challenges and economic context.

Strategic context

The demographic and epidemiological context for the Charity's strategic priorities is set out in the Norfolk Joint Strategic Needs Assessment (JSNA) – Norfolk Insight. The County is one of the places facing the most significant shift in terms of its demographic change linked to an ageing population, particularly in North Norfolk.

Norfolk is a rural county in the east of England with a population of 940,359 (2024) split between seven Districts and Boroughs. Norfolk has a 90-mile-long coastline and is home to the Broads National Park.

The population profile of Norfolk is skewed to older age, with the median average age already above the England average. In the past decade the proportion of people aged 65 and over has increased and more than 25% of the county's population are now aged over 65 years. This is projected to grow to 30.1% by mid-2027. North Norfolk has an older population compared to other areas in the County with a third of the population aged over 65 years and has the highest proportion of people aged 85 years and over in the country.

Norfolk's age dependency ratio is well above the England average and is increasing. The old age dependency ratio is the proportion of the population who are above State Pension age, relative to the working-age population. North Norfolk currently has the second highest old age dependency ratio in England. Projections suggest that there will be 49 people aged 65 and over for every 100 people of working age by 2043. The proportion of older adults in Norfolk who are economically active (either in work or actively seeking work) has been increasing. This may reflect the trend towards working beyond the traditional retirement age, as well as financial pressures such as the rising cost of living. As the workforce is skewed to older age, there will be more people in work managing long term conditions, disability, and sickness. There are also significant pockets of coastal and rural deprivation which are unseen at whole population data level.

The County has a place-based approach to improving health and wellbeing for people in later life. Age UK Norfolk is a partner in the Norfolk Health and Wellbeing Partnerships (H&WPs). Each HW&P has its own priorities based on population need. North Norfolk District Council is an accredited member of the UK Network of *Age-friendly Communities*.

An *Age-friendly Community* is a place that enables people to age well and live a good later life, somewhere that people can stay living in their homes, participate in the activities they value, and contribute to their communities, for as long as possible. The UK Network of *Age-friendly Communities* is a growing movement, with over 75 places across the country committed to making their community a better place to age in. The UK Network is part of a global movement led by the World Health Organisation, affiliated to the Global Network of Age-friendly Cities and Communities.

Norfolk has a relentless focus on prevention, the Charity continues to play a full part in the collective aim to support people in later life to be healthy, active, socially connected, and safe and well at home for longer.

Age Concern Norfolk Operating as Age UK Norfolk

Company Limited by Guarantee

Financial statements

Year ended 31 March 2025

Objectives and activities (continued)

Strategic framework

Trustees, with the Senior Management Team, review the Charity's strategic framework annually to ensure that it remains relevant for the needs of beneficiaries and the wider context within which the Charity operates in.

The framework brings together the Charity's mission values that drive strategic objectives and priorities:

- Our **Mission** guides everything we do
- Our **Values** are what we stand for
- Our **Priorities** set out what and how we will deliver.

Our Mission is to make Norfolk a great place to grow older.

Our ICARE Values shape everything we do. They are at the heart of our work and visible in every interaction we have with each other, with the people that we help, their carers, other professionals, our stakeholders, and supporters:

- **Inform** - we inform others of the work we do and the importance of it for all of the community; we inform people of their rights, and we inform people of the impact they can have
- **Commit** - we commit to our cause in each and every action we take; we will commit to giving time and resources to the right things at the right time
- **Adapt** - we adapt as an organisation, as teams and individuals and respond to the needs of the organisation and changing priorities as they occur
- **Respect** - we respect every individual and organisation that has any contact with us by listening to and understanding their point of view and responding appropriately.
- **Enable** - we enable every person we work with to do best they can and advocate and campaign on their behalf where barriers exist preventing independence.

2024-2027 Strategic plan priorities

The Charity refreshed and published its strategic plan for the 2024-2027 period in June 2024. This report covers the first year of implementation of the plan.

We asked people in later life, staff and volunteers to help us shape our goals. Over 100 people contributed by completing questionnaires or in focus groups, helping us to shape our strategy.

Our service users said that:

- their three biggest concerns about ageing were **staying healthy, loneliness and loss of independence**
- the **cost of living** and **lack of community connection** were the two biggest issues facing people in later life right now, and in the future
- the majority felt that we should continue to offer services to **those over the age of 50, their relatives, friends and carers.**

Our volunteers and staff said that:

- we should focus on **what we do well** – Welfare Benefits support, money matters, advice line signposting, befriending and companionship, digital inclusion, and advocacy
- we should provide these services **free of charge**
- we should offer services to those **below State Pension age** to allow for a longer lead in time for later life planning where we have capacity to do so.

Age Concern Norfolk Operating as Age UK Norfolk

Company Limited by Guarantee

Financial statements

Year ended 31 March 2025

Objectives and activities (continued)

Unmet service needs to combat loneliness and isolation that were been identified included:

- there was a gap in of some our current service delivery models which are currently telephone or face-to-face contact in a person's own home e.g. information & advice – we committed to develop **community and group-based** services
- there was a need for **face-to-face befriending** - this was a gap in the current service offer, we committed to enhance our service offer to provide **individual or group-based** services.

Our five strategic goals were developed around these findings and are:

- Connecting people to the information & advice they need to manage their resources and improve their daily lives
- Enabling access to communities and services to support better mental and physical wellbeing
- Building partnerships to drive an age-friendly and inclusive Norfolk that values all people in later life
- Campaigning against ageism and support more people in later life to live well as they age
- Achieving more for people in later life by being a sustainable and innovative organisation which uses resources effectively and is a great place to work

Performance against these goals is set out in the sections that follow.

Achievements and performance

CONNECTING PEOPLE TO THE INFORMATION & ADVICE THEY NEED TO MANAGE THEIR RESOURCES AND IMPROVE THEIR DAILY LIVES

Making sure people can find the right help at the right time to live well in their communities.

How did we achieve this goal?

- By reaching out to people in later life, carers, and families across Norfolk to support them with the expert information & advice they need
- By building the capacity of our information & advice services to maintain quality whilst meeting rising demand
- By extending the reach of our information & advice services by strengthening partnership working such as being part of the wider *Norfolk Community Advice Network*
- By signposting people to other more expert information & advice services where we could meet their needs, for example, legal services and utilities advice
- By supporting people to navigate the Welfare Benefits system and claim their rights and entitlements
- By ensuring that people in later life, and their carers, were empowered to make decisions about their lives and are protected from exploitation.

How did we know this was working?

- Timely access to information, advice and practical support with shorter waiting times for advice
- Increased household income following support to apply for Welfare Benefits
- increased access to services by new users from areas of deprivation and underserved communities
- Achieving and maintaining the Quality of Advice Standard (QAS) and Advice Quality Standard (AQS) accreditation.

The Charity dealt with:

- a) over 12408 calls to its Advice Line
- b) 429 referrals via the Norfolk Community Advice Network (NCAN)
- c) 249 referrals directed to the local team from enquiries to Age UK (National)
- d) 6202 enquiries by telephone, sent via email or posted on the website.

Age Concern Norfolk Operating as Age UK Norfolk

Company Limited by Guarantee

Financial statements

Year ended 31 March 2025

Achievements and performance (continued)

The top three enquiry reasons were Benefits, Community Care and Legal issues. The districts of Breckland (16%) and Kings Lynn & West Norfolk (16.5%) were the most significant referral sources.

The rollout of the Charity's community based Information & Advice services began including a partnership pilot scheme with Norfolk & Waveney Mind held in the drop in cafe in Thetford, 3 specific events in response to the Winter Fuel Payment changes with a focus on Pension Credit, and drop-in events at all 17 Freebridge Community Housing schemes across West Norfolk.

Qualitative feedback about the service is sought through the use of a wellbeing evaluation survey tool. Quotes from individuals accessing the service include:

"After speaking to Age UK I felt a weight had been lifted off my shoulders and someone was there to help and listen to me, I've had many sleepless nights worrying and you helped me and stopped me from worrying so thank you."

"I am not digital and also vulnerable in other ways, to have the chance to actually speak to a human being about worries is so helpful. Do not bypass the non-digital as many business government departments do."

"Very happy with the help I was given, everyone friendly and extremely helpful."

Age UK was very helpful with Attendance Allowance claim and blue badge when my husband was alive, also helped me to do my LPA since his death. I have recommended Age UK to people for advice / help."

"Excellent service, Age UK Norfolk give best possible service, thank you."

Welfare Benefits

The Welfare Benefits service operates for those aged over 50 years. Age UK Norfolk offers checks via telephone, and a form completion service for certain Benefits.

Benefits advised on included but were not limited to: Attendance Allowance; Personal Independence Payment (PIP); Disability Living Allowance; Carers Allowance; Severe Disability Premium; Pension Credit; Housing Benefit; and Council Tax Support.

The Charity's staff undertook 928 form completion appointments and 530 Benefit checks, a total of 1458 appointments, resulting in the identification of, and securing, £5,264,773.41 in Benefit take-up for older people. 57% of visits were carried out in service users' own home setting.

In a customer satisfaction survey undertaken to evaluate the *Warm Homes* project, the Charity's team scored an incredible 10 out of 10. Comments included: "I would not have applied without the help and advice;" "The staff were there to help, eased lot of my worries, most helpful". 503 sessions were undertaken ensuring income maximisation and delivering support with Welfare Benefit applications, over a third more than in 2023-2024.

People whom the Charity has supported said:

"Excellent information on Benefits I was able to claim and very good advisors helped me to fill out the forms, they could not have been more helpful and polite."

"We have never had Benefits before and this will definitely change our lives. Thank you."

Lasting Power of Attorney

The Lasting Power of Attorney (LPA) service volunteers can assist service users and carers to complete the forms and navigate the process both types of LPA - health & welfare and property and financial affairs.

Age Concern Norfolk Operating as Age UK Norfolk

Company Limited by Guarantee

Financial statements

Year ended 31 March 2025

Achievements and performance (continued)

This is done in complete confidence at a home visit. Volunteers deliver this service, and the Charity relies on donations to cover travelling and any other expenses.

There were 213 new referrals into the service, and an average of 15 home visits per month for 2024-2025, a total of 178 home visits.

The Charity continued to work with other key information and advice partners, sub-contracted under the auspices of the principal information and advice contract with Norfolk County Council. The economic context, and enduring cost of living stresses which have not abated, continued to place significant demands on staff and volunteers providing support via the Welfare Benefits team to supporting people struggling to make ends meet.

ENABLING ACCESS TO COMMUNITIES AND SERVICES TO SUPPORT BETTER MENTAL AND PHYSICAL WELLBEING

Deliver services which address barriers to wellness that people in later life face and support people to remain socially and physically active.

How did we achieve this goal?

- By reducing levels of loneliness and social isolation and building trusted relationships through telephone, face-to face and group-based holistic befriending support
- By helping people to get active through our befriending and companionship services
- By enabling access to a wide and varied range of creative, physical and social activities, both in-person and online, to improve health and wellbeing
- By building digital skills and confidence to enable people to connect with friends, family and their wider communities and get online independently and safely
- By assisting people to understand their household finances and building their confidence when budgeting and managing their money
- By acting as advocates to help people secure their rights and entitlements from the wider public services system
- By improving our understanding of individuals and communities who may experience inequalities and engaging with them to expand our offer Understanding barriers to participation faced by some individuals and communities and working with others to overcome them
- By signposting people to activities and opportunities in their local area and have links into opportunities that work for them
- By valuing the contribution that older people make by making every contact count.

How did we know this was working?

- Increased number of befriending contacts in a home or community / neighbourhood setting
- Self-reported reduction in social isolation & loneliness / improved health & wellbeing
- Quantitative & qualitative evidence of greater confidence in people able to manage their household finances and budgets e.g. reduction in poverty and debt.

General Advocacy

The Charity's Community Advocacy service started in 2007. Independent advocates support people aged 50+ who are most vulnerable or in precarious situations. Advocates ensure that individuals have a voice that other people listen to, and that they do not suffer from any inequality or discrimination and remain independent.

311 new referrals were made to the General Advocacy service during the 2024-2025 financial year, with 1634 home visits made by 31 volunteers and 2928 hours of support provided to service users. During this period, the Charity supported individuals to repay £195,215.00 of Norfolk County Council care fees, £181,234.00 of Norfolk County Council debt, £82,630.00 of personal debt and helped make savings of £108,155.00.

Age Concern Norfolk Operating as Age UK Norfolk

Company Limited by Guarantee

Financial statements

Year ended 31 March 2025

Achievements and performance (continued)

Age UK Norfolk has been offering a Money Matters service, supported by Norfolk County Council with grant funding, since 1998. The service helps people aged 65 and over to take control by assisting them to manage their household finances, administrative paperwork and online transactions.

2024-2025 is the last full year in which the Charity will provide the Money Matters service as the grant will end in quarter 1 of 2025-2026.

Statutory Advocacy

Through the partnership with POhWER Age UK Norfolk supports people aged 60+ to make complaints about NHS services or treatment. This service is completely independent of the NHS.

Independent Advocates have supported 43 clients in making NHS complaints through the Charity's NHS Complaints Advocacy service.

Befriending

The Charity has provided a Telephone Befriending service for over 18 years. The service connects people aged 65+ with a volunteer or Befriending coordinator who calls weekly for a friendly chat. As well as providing companionship, the calls bring security to people knowing that someone is going to contact them on a regular basis.

A total of 10,592 calls were made, equating to 199,648 minutes (3,327.28 hours). The service closed for several periods during the year as the Charity did not have the capacity to respond to need.

At the end of the reporting period, the Befriending service had a total of 196 members.

Digital Inclusion

The Digital Inclusion service was established in 2021 in response to the need to get people online for their daily needs during the COVID pandemic.

The service offers one-to-one support for people aged 50+ on how to use a digital device, either their own or one that Age UK Norfolk lends to them for a 12-week period. Sessions focus on a range of skills, from setting up messaging apps and making / answering video calls, to more advanced support like online shopping and setting up an email account.

During the 2024-2025 period 228 new referrals were received to the Digital Inclusion service which supported 172 individuals, provided 397 sessions of support which equated to 34,197 minutes (567 hours) of direct support given to service users by staff and volunteers. Age UK Norfolk also loaned out devices to service users to trial for a total of 93 weeks

Age UK Norfolk continued to actively campaign for a delay to the roll out of the Voice Over Internet Protocol (VOIP) programme given the concerns expressed by those reliant on technology as a lifeline, with risks to services such as telecare and telemedicine and its resilience via a digitally delivered infrastructure. The rollout has now been delayed from the original 2025 deadline to January 2027.

Age Concern Norfolk Operating as Age UK Norfolk

Company Limited by Guarantee

Financial statements

Year ended 31 March 2025

Achievements and performance (continued)

Travelling Companionship

Age UK Norfolk helps people to feel more confident and comfortable making trips around their local area. Support sessions for those aged 50+ are delivered safely from home and beyond to promote engagement in local life. Individuals are matched with their own Travelling Companion who can accompany them on any kind of journey - whether it is on foot, public transport, taxi, or even bike to help build the confidence they need to travel independently.

82 new referrals were made into the service and 150 sessions in total were delivered during 2024-2025 (both by telephone and in person). This resulted in 82 individuals being supported.

Women's Service Project

Age UK Norfolk delivered a twofold programme to promote women's health and wellbeing.

Firstly, the Community & Wellbeing Services' Advocacy team integrated "Make Every Contact Count" (MECC) principles into their work with women aged 40+. During home visits, Advocates held personalised conversations about health, supported access to breast, bowel, and cervical cancer screening, raised awareness of menopause and sexual health, and provided digital support for online health resources.

Secondly, the Charity promoted women's health across community settings, including North Norfolk's Positivitea and County-wide Cuppa Care bus events, engaging women in discussions, sharing information across its networks including social media and newsletters, and referring those needing further support for confidential follow-up by the Advocacy team.

Advocates connected with 58 individuals, some on one topic but the majority on several of the topics. The project ended on 31st March 2025.

The Countering Loneliness project (Reepham)

Age UK Norfolk received grant funding of £5000 to support 25 people aged 50+ in and around Reepham who were experiencing loneliness and or isolation. The Charity met the goals of this project, which ended on 31st March 2025. There were 282 contacts with individuals and 1,795 hours of FRIENDS support. Age UK Norfolk provided face-to-face support in individual's own homes, accompanied clients on walks in the local community, as well as light touch digital support and signposting to Information & Advice if needs were identified.

BUILDING PARTNERSHIPS TO DRIVE AN AGE-FRIENDLY AND INCLUSIVE NORFOLK THAT VALUES ALL PEOPLE IN LATER LIFE

An Age-friendly Community is a place that enables people to age well and live a good later life. Somewhere that people can stay living in their homes, participate in the activities they value, and contribute to their communities, for as long as possible.

How did we achieve this goal?

- By supporting the age-friendly communities North Norfolk Partnership and sharing the learning from the partnership across the County
- By seeking funds to drive forward the adoption of an age-friendly approach across the County
- By raising awareness of age friendly approaches more widely, building a local age friendly movement
- By strengthening our engagement work by ensuring that people in later life have a voice in service development
- By playing an active part in local health and wellbeing partnerships to advocate for the needs of people in later life.

Age Concern Norfolk Operating as Age UK Norfolk

Company Limited by Guarantee

Financial statements

Year ended 31 March 2025

Achievements and performance (continued)

How did we know this is working?

- Increased number of organisations and communities interested in adopting an age-friendly approach
- Increased interest in membership of age-friendly partnerships and networks.

Partnerships with the wider Voluntary, Community & Social Enterprise and statutory sectors continued to be strengthened. Given that the Charity has limited capacity to interface with every part of the two-tier Local Authority and Integrated Care System governance arrangements across the statutory sector in Norfolk, priorities had to be set as to how best to connect with partners.

North Norfolk District Council became the first District Council partner to adopt the concept of *Age-friendly Communities* to align with the values and approach of the UK and global networks of age friendly cities and communities.

This programme was taken forward under the auspices of the Older People's Working Group, a subgroup of the North Norfolk Health & Wellbeing Partnership. The work programme is led by the Council, given the scale of the challenge in the District, supported by Age UK Norfolk. Age UK Norfolk again contributed the sum of £10,000 during 2024-2025 to continue the programme and was successful in helping secure a micro-grant from the Centre for Ageing Better to help celebrate the International Day of Older People on 1st October 2024.

Charity staff also continued to actively engage with the national Age Friendly Community network spanning the whole of the United Kingdom & Northern Ireland to learn about best practice from other organisations particularly those in rural settings.

Breckland Council began to develop a proposal to join the UK Network of Age Friendly Communities, reinforcing its commitment to enhancing the quality of life for older residents across the district.

Age UK Norfolk continues to be a member of the Breckland Community Network and contributes to the web-based bank of resources for members to draw upon.

Staff stay connected with the **Broadland & South Norfolk** Health & Wellbeing Partnership team and engage as appropriate where there were initiatives that were relevant to the organisations' key priorities. Age UK Norfolk participated in their staff shadowing programme and hosted several staff members during 2024-2025.

The **Borough Council of Kings Lynn & West Norfolk** was designated as the first "Marmot Place" in the County. This major programme aims to achieve better health across communities and was formally launched in March 2024 by Professor Sir Michael Marmot, by world-renowned academic, researcher and campaigner. The Borough is adopting eight evidence-based principles to reduce health inequalities, developed by Sir Michael and his team from the University College London's Institute of Health Equity (IHE). Age UK Norfolk's Chief Executive has been a member of the IHE network for over a year.

The Charity continues to maintain a close interface with the third sector, and the communities' needs in the Borough via the **West Norfolk Voluntary Community and Social Enterprise (VCSE) Hub**, and the **West Norfolk Community Forum**.

Age UK Norfolk has continued its close partnership with DIAL, under the principal contract for Information & Advice. DIAL has been providing advice and information to disabled and vulnerable residents of **Great Yarmouth & Waveney Borough Council** since 1985.

Age UK Norfolk is a member of the **Later Life Network** and the **VCSE Assembly**, the latter is part of the infrastructure of the Norfolk and Waveney Integrated Care System (ICS).

Age Concern Norfolk Operating as Age UK Norfolk

Company Limited by Guarantee

Financial statements

Year ended 31 March 2025

Achievements and performance (continued)

CAMPAIGNING AGAINST AGEISM AND SUPPORT MORE PEOPLE IN LATER LIFE TO LIVE WELL AS THEY AGE

Make a difference to the lives of people in later life people in Norfolk through effective campaigning and influencing.

How did we achieve this goal?

- By continuing to highlight the enduring cost-of-living crisis and its impact on people in later life
- By working with partners to influence policy makers locally and nationally on the issues faced by people in later life
- By influencing commercial organisations locally to sustain appropriate access to critical services e.g. banking
- By promoting the benefits of employing people in later life to sustain local economies.

How did we know this is working?

- Increased % of people in later life reporting feeling valued and included
- Raised profile of the Charity on social media, radio, television, and nationally beyond Norfolk.

Over the year, Age UK Norfolk actively promoted its campaigns and information through multiple channels. The Charity had a combined total of 3,983 followers across social media, sent out 98 press releases, and welcomed 10,796 unique visitors to our website.

Staff and volunteers attended 54 events, dedicating over 140 hours to engaging with communities, and listed over 1,000 age-friendly activities and events for older people in Norfolk on the website.

A particular focus was the **Temperature Check Your Winter** campaign, which combined communications and events to encourage people to prepare for the winter months, supported by a practical checklist to help them stay safe, warm, and well.

Age UK Norfolk is an active member the Norfolk Anti-Poverty Alliance, the anti-poverty campaign which is a movement of individuals and organisations working to tackle hardship through local and national policy change. Launched in February 2025, its goal is to ensure all residents have the security of being warm, dry, clean, and fed. The Alliance's activities include campaigning for policy reform, identifying local drivers of poverty, building public support for change, and uplifting those with lived experience of hardship

ACHIEVING MORE FOR PEOPLE IN LATER LIFE BY BEING A SUSTAINABLE AND INNOVATIVE ORGANISATION WHICH USES **RESOURCES** EFFECTIVELY AND IS A **GREAT PLACE TO WORK**

Strengthening the infrastructure and resilience of the organisation.

How did we achieve this goal?

- By increasing and diversifying our independent income sources, including exploring corporate and sustaining individual giving
- By ensuring our corporate financial / information management & technology and people support systems are efficient and allow us to commit more time and resources to frontline service delivery
- Communications and marketing: by raising awareness of a trusted organisation and ensuring that everyone can find and access our services, particularly those in marginalised communities
- By continuing to embed equality, diversity and inclusion in everything that we do
- By improving our ability to understand, measure and communicate the difference we are making
- By strengthening training and support for staff to make Age UK Norfolk a great place to work
- By ensuring that we are economically, socially and environmentally sustainable, and creating an action plan to adopt greener ways of working to address climate change.

Age Concern Norfolk Operating as Age UK Norfolk

Company Limited by Guarantee

Financial statements

Year ended 31 March 2025

Achievements and performance (continued)

How did we know this is working?

- a) Sustainable and high-quality services over the medium term
- b) Proportion of income secured from different sources
- c) Efficient management costs
- d) Low staff turnover rate
- e) Volunteer retention rate
- f) Increasing the number and diversity of people who for us and with whom we are working.

Points b, c), and d) and are referred to later in the Finance and Governance sections of this report

Sustainable and high-quality services

Age UK Norfolk is externally accredited by Age UK (national) under the Charity Quality Standard (CQS) and the Quality of Advice Assessment (QAA), the latter being a passport to Advice Quality Standard (AQS) accreditation.

The Charity was successfully certified to hold the Charity Quality Standard (CQS) accreditation in Autumn 2023. This rigorous reaccreditation process is undertaken every 3 years by external assessment specialists. It audits performance against a range of domains including strategy & planning, governance & leadership, and financial and risk management.

The Information & Advice service underwent its Service Management Review (SMR) in February 2025, and Mystery Shopper testing, which forms part of the continuous assessment process for QAA and AQS. Reviewers cited the following areas of strength:

“The managers and team showed a strong commitment to quality and service development and prepared very well for the assessment. All those interviewed were very open to learning and improving.”

Staff turnover

Staff turnover in the Charity was very low as, even though financial reward is modest compared to many other employers, the organisation has a number of policies to protect staff wellbeing and enable flexible working choices where service needs allow.

Staff and volunteers were also supported with mandatory and optional training. A MIND Workplace Wellbeing Snapshot Survey was undertaken by all staff in July 2024. This resulted in several cohorts of staff undergoing training specifically designed by MIND to help them look after their own wellbeing whilst dealing with many vulnerable individuals with mental health concerns, including suicide ideation, approaching the Charity for help.

Volunteer retention

Our experienced volunteers have a proven track record of helping people to maintain their wellbeing, whilst keeping individuals' needs at the heart of what Age UK Norfolk does. Several of our services are delivered exclusively by volunteers. The Charity attracted several new volunteers into the business administration team,

and the Information & Advice team were joined by several volunteers with prior experience in organisations providing services to vulnerable individuals e.g. the Samaritans.

Volunteers gave their time willingly and for no financial reward. Age UK Norfolk allocated the sum of £2000 in its 2024-2025 budget to develop a reward and recognition scheme for its volunteers to highlight their contribution and reward long service. A long service celebration was held in July 2024 to acknowledge the contribution that our long-standing volunteers had made.

Age Concern Norfolk Operating as Age UK Norfolk

Company Limited by Guarantee

Trustees' annual report (incorporating the directors' report) *(continued)*

Year ended 31 March 2025

Financial review

Income and expenditure

In 2024/25, Age UK Norfolk received income of £1,009,051 from a range of sources. The majority of income generated is specifically aligned to the delivery of individual services i.e. restricted funds.

Fundraising income is included within 'Other income'.

Further detail on income received in the year can be found in the Financial Review section and in the notes to the financial statements (notes 5-8).

The Board of Trustees approved a budgeted operating deficit of £171,274 for the year ending 31 March 2025.

In 2024/25 the organisation is reporting a deficit of £180,526 (2024: £163,750 surplus), which is £9,252 lower than the approved budgeted operating deficit.

The financial result for 2024/25 is driven by the following:

- A reduction in the amount of income for Other trading activities following closure of the Charity's retail outlet in Dereham in February 2024.
- A reduction in income from Trusts and Grants as many funders were overwhelmed with bids or had chosen to close funds to new application.
- A reduction in legacy income which is, by its nature, an inconsistent source of income.

In the year to 31 March 2024/25, Norfolk's total income amounted to £1,009,051 which is a decrease of £429,144 on the previous year's income (2023/24: £1,438,195). Income from charitable activities decreased by £61,057 to £712,228 (2023/24: £773,285).

Donations and legacies income decreased by £223,571 on the previous year to £275,227 (2023/24: £498,798). The income in 2024/25 is due to 4 substantial legacies in excess of £20,000.

Due to the economic situation bank balances were kept in low interest-bearing accounts to ensure access to working capital. As a result, Age UK Norfolk received £15,602 investment income in the year, which was an increase of £7,904 from the previous year (2023/24: £7,698).

Total expenditure amounted to £1,189,577 which was an overall decrease in costs of £84,868 compared with the previous year (2023/24: £1,274,445). The expenditure reduction is mainly attributable to the closure of the Dereham retail outlet and a planned head count reduction in those services where were historically underfunded or funded only on a short-term basis. The cost of charitable activities (£1,189,573) increased compared with the previous year (2023/24: £1,078,291) largely as a result of general inflation.

Further information on the staffing and other costs incurred in the year are set out in notes 11 and 13 of the financial statements.

Reserves policy

The Board of Trustees routinely reviews the organisation's Reserves Policy and considers both the main risks to the organisation and the amount, and type, of reserves needed to support the variety of services it delivers, as well as their various working capital requirements.

The Reserves Policy quantifies the types and monetary values of funds required by the organisation. The aim of the policy is to ensure that sufficient and appropriate designated and general reserves are available to meet the organisation's needs in terms of working capital, future development, committed expenditure and statutory obligations. The policy also ensures that any unspent restricted funding remaining at the year-end is ring-fenced in a separate restricted fund (as this may have to be returned to funders if not used for the explicit purposes outlined in the funding agreement).

Age Concern Norfolk Operating as Age UK Norfolk

Company Limited by Guarantee

Trustees' annual report (incorporating the directors' report) *(continued)*

Year ended 31 March 2025

Financial review (continued)

Restricted funds

Restricted funds include unspent grant and contract income that can only be used on specific activities (in line with the requirements set out in funding agreements) and therefore has been ring-fenced separately in the accounts. Several funds have been carried forward for more than one year. These will be utilised in future periods and directed to their originally intended purpose. £46,389 of reserves are held as restricted funds as of 31 March 2025 (2024: £133,481) as shown in notes 21 and 22 of the financial statements.

Unrestricted designated funds

No unrestricted designated funds were held for specific strategic or operational purposes during 2024-2025.

Unrestricted general funds

The organisation's Reserves Policy is that an amount of unrestricted reserves should also be held to cover the general working capital needs of the organisation and to cover ongoing regular expenditure. As cash-flow requirements vary, depending on the number of current projects and payment processing timetables, a target range of unrestricted general funds is considered appropriate to ensure sufficient finances for the future. The Charity continues to hold sufficient operating cash at bank and in hand as unrestricted funds.

The Trustees continue to be committed to a free reserves policy that the Charity holds unrestricted funds (excluding those funds represented by fixed assets) sufficient to cover 3 months of current operating expenses, long-term liabilities, and the cost of potential redundancy payments in the event that the Charity was to be wound up.

The balance of the organisation's reserves (after allocations to restricted and unrestricted designated funds) are held as unrestricted general funds. As of 31 March 2025, this amounts to £810,313 (2024: £933,644) and is shown in note 22 of the financial statements. This equates to 10 months of operational expenditure, which is at the higher end of the reserves policy. The Charity is constantly looking at opportunities to invest surplus reserves in areas that will expand the Charity's activities to further improve the lives of people in later life across Norfolk

Total reserve levels

By reviewing the organisation's Reserves Policy, the Board of Trustees has examined the risks to, and the level of reserves required by the Charity to continue to deliver services to benefit people in later life across Norfolk.

In the Trustees' view the level of reserves, held on 31 March 2025, provide the Charity with adequate financial stability and the means for it to meet its charitable objectives for the near future.

Going Concern

At the year end the Trustees consider that the Charity has adequate reserves to continue to develop and provide services during this period of uncertainty, now and also for the near future. The financial statements have therefore been prepared on the basis that the Charity is a going concern, as described in the statement of accounting policies.

Plans for future periods

The impact of the cost-of-living crisis and economic context endured during 2024-2025. Services continued to be under significant pressure in terms of the volume and complexity of enquiries and responding to the needs of people in later life.

Age Concern Norfolk Operating as Age UK Norfolk

Company Limited by Guarantee

Trustees' annual report (incorporating the directors' report) *(continued)*

Year ended 31 March 2025

Plans for future periods (continued)

Service provision was monitored very closely to ensure that the Charity was able to deliver services in the most effective and efficient way. There were occasions when some services were paused to enable catch up, waiting lists and response times grew. This tends to be seasonal or when key local or national policy decisions impact upon the needs of people in later life e.g. the announcement about the cessation of the Household Support Fund albeit this was extended to September 2024, and then again to March 2025 during 2024-2025.

During the coming year, the Charity will be reviewing year one of delivery of its strategic plan and increasing its focus on income generation to reduce the economic uncertainty and impact on future income streams. The Board acknowledges the significant and generous contribution that legacies are to the Charity, all of which were made by individuals to whom the Charity's staff and volunteers have provided support, not by wealthy benefactors.

The Board remains committed to providing services free of charge to people in later life and the most vulnerable in our community at no cost. This is not without its challenges; it will require imagination and ingenuity to maintain and may not be sustainable in the medium term.

Structure, governance and management

Constitution

Age UK Norfolk is incorporated as a private company, limited by guarantee, and registered as a Charity with the Charity Commission. The organisation was established in May 1947 and in 1999 became a charitable company. The Memorandum of Association establishes the objects and powers of the charitable company, and the organisation is governed under its Articles of Association. In the event of the company being wound up members are required to contribute an amount not exceeding £1.

Board of Trustees

Trustees (who also act as Directors for the purposes of the Companies Act) are appointed based on their commitment, expertise, and experience in leading a Charity aiming to support the needs of people in later life.

Under the requirements of the then current Articles of Association, no more than nine people could be appointed as Trustees. Appointed Trustees were permitted to serve two three-year terms. Only in exceptional circumstances, and by a resolution passed by three-quarters of the Trustees, could the maximum term of office requirement for a particular Trustee be amended.

Additional Trustees could be co-opted to bring specific skills and experience as required, provided that co-opted Trustees were no more than one third of Trustees at any one time. There were no co-opted Trustees during the period.

The Honorary Officers – Chair, Vice Chair and Honorary Treasurer – are elected by the Trustee body from the current cohort of Trustees and remained the same as in 2023-2024 during the period.

The Trustees who served during the year are shown on page 1.

In accordance with the Articles, an Annual Retirement Meeting (ARM) was held in September 2024 to review Trustees' terms of office, along with the terms of Honorary Officers. The ARM was defined in the then current Articles as being the meeting of Trustees at which the accounts of the Charity are also adopted.

Board Sub Committees

The Board may delegate authority to two Sub Committees to undertake more detailed scrutiny and assurance on behalf of the Board. Each Sub Committee was scheduled to meet 3 times per annum, prior to Board meetings, as part of the governance business cycle.

There is a further Sub Committee which meets on an ad hoc basis to review matters in relation to the appointment, performance, and reward of the Chief Executive Officer..

Age Concern Norfolk Operating as Age UK Norfolk

Company Limited by Guarantee

Trustees' annual report (incorporating the directors' report) *(continued)*

Year ended 31 March 2025

Structure, governance and management (continued)

The Finance Sub-Committee has specific terms of reference and functions delegated by the Board. It has a Chair, the Honorary Treasurer, appointed by the Board. The Sub-Committee is responsible for planning, monitoring, and reviewing the Charity's strategic financial plans and advising the Board of Trustees on progress in achieving financial goals. In addition, the Finance Sub-Committee is responsible for advising the Board of Trustees on financial management and control, reserves, investments, and monitoring of financial risks. The Chief Executive Officer (Interim) and other members of the management team attended as required.

The Finance Sub Committee reviewed the Checklist for reviewing your charity's internal financial controls to check the Charity's internal finance controls, against the legal requirements and good practice recommendations in the Charity Commission's [Internal financial controls for charities \(CC8\)](#), at its meeting on 26th July 2024.

The Governance Sub-Committee has specific terms of reference and functions delegated by the Board. It has a Chair appointed by the Board, currently also the Board's Vice Chair. The Sub-Committee is responsible for advising the Board of Trustees on governance of the Charity including policies and procedures, risk management, human resources, health and safety, quality standards and legal compliance. The Chief Executive and other members of the management team attend as required.

The Governance Sub Committee remained suspended and did not meet during this reporting period. The Board agreed that that this should be kept under review if it presented an undue burden on Board agendas.

Appointment and induction of Trustees

New Trustees are recruited via external recruitment campaigns, which include advertising on the organisation's website, using social media and using third party recruitment sites. An interview process is carried out by the Board.

A Trustee skills audit was undertaken in quarter 3 of 2023-2024 to identify the gaps in the Board in order to inform the recruitment campaign for new Trustees. A new Trustee Recruitment pack was produced as a result of this. Three new Trustees, David Evans, Mark Barry and Cherry West were recruited during this reporting period, all appointed on 31st July 2024.

The organisation has a Volunteers' Policy and inducts all new volunteers into the organisation. In addition, new Trustees are given suitable training and a more detailed induction to the organisation and its services to enable them to fulfil their voluntary role. New Trustees are directed to the Charity Commission's excellent resources to support their learning.

Trustees do not receive any remuneration for their role but are entitled to claim reimbursement for out-of-pocket expenses incurred during their tenure.

Management Structure

The Board is responsible for the strategic direction of the Charity. The day-to-day management of Age UK Norfolk is delegated to the Chief Executive Officer, who reports to the Board of Trustees through the governance structure and the Board meetings. The Chief Executive Officer reports to the Chair. The Chief Executive Officer (Interim) leads a Senior Management Team (SMT), who are responsible for the day-to-day management of the Charity.

Ann Donkin was appointed as Chief Executive Officer in February 2023 on an interim basis and continued to manage the Charity pending a permanent appointment.

Age Concern Norfolk Operating as Age UK Norfolk

Company Limited by Guarantee

Trustees' annual report (incorporating the directors' report) *(continued)*

Year ended 31 March 2025

Structure, governance and management (continued)

The key SMT posts were:

- Chief Executive Officer
- Head of Information & Advice Services who also led the management of the key information and advice contract (known as Lot 1), and the relationship with key partners in NCAN (Norfolk Community Advice Network);
- Head of Community & Wellbeing Services (this post replaced the post previously entitled Head of Supporting & Enabling from February 2024) who led services delivered in community and home settings;
- Head of Corporate Services who managed the governance, finance, HR, ICT and contracting functions, and any services provided by external companies e.g. External Services for certain finance functions; and,
- Head of Fundraising & Communications who managed the fundraising, income generation and internal / external communications functions.

These SMT arrangements took effect from 1st July 2024, the headcount in the organisation reduced from 39 in 2023-2024 to 37 (mid- point head count October 2024). Vacancies were held during the latter part of the year given some uncertainties around contract and grant income.

Pay Policy

The Charity has a policy of reviewing pay once per year. Pay scales are in place that take into consideration the skills and experience required of the roles, the structure of the organisation and the organisation's financial position. Pay scales are reviewed periodically as part of strategic, financial and resource planning.

The remuneration of the Chief Executive Officer is reviewed by the Board of Trustees.

The Board considered its reward strategy for staff at its meeting on 9th February 2024, alongside the budget for 2024-2025. The Charity is a 'real' Living Wage organisation, accredited by the Living Wage Foundation. Age UK Norfolk has also signed the Centre for Ageing Better age-friendly Employer Pledge demonstrating a commitment to employing people in later life.

The increase in the 'real' Living Wage was 5% and, whilst to be applauded, does create an upwards pay pressure on staff in bandings above the lowest rate of pay. However, the Board agreed that the Charity should endeavour to maintain its commitment to the 'real' Living Wage from now on given that a number of funding bodies are advocates for the 'real' Living Wage movement and will only work with organisations that are committed to this cause. For example, the Mercer's Company, an ancient livery company focused on being a philanthropic force for good, and from whom the Charity has received a generous grant, only works with organisations that are committed to paying the 'real' Living Wage.

Risk Management

The Board leads the development of the risk management process. During the year, Trustees monitor and review the risks to which the Charity is exposed. The Board, and both the Governance and Finance Sub-Committee, are assigned risks from the risk register to monitor throughout the year.

The Charity has a range of policies and procedures, covering all aspects of the management of the Charity, to minimise risk. The Charity's operating systems, policies, financial position and forecasts are reviewed on a regular basis. The level and scope of the Charity's insurance cover is reviewed each year before renewal.

The Trustees identified, and put mitigations in place, to reduce the major risks inherent in the Charity's operations. The top 5 risks are summarised below:

Age Concern Norfolk Operating as Age UK Norfolk

Company Limited by Guarantee

Trustees' annual report (incorporating the directors' report) *(continued)*

Year ended 31 March 2025

Structure, governance and management (continued)

1. **Financial** - insufficient income to meet legal and operational requirements.

The Trustees have determined that the Charity should aim for a minimum general reserve of at least 3 months' average expenditure to ensure key services are not reduced or curtailed in the event of a short-term reduction in voluntary or statutory income. Trustees review the financial position very carefully, with regular discussion at Board meetings, and the Finance Sub Committee. All new programmes are evaluated to ensure both viability and sustainability.

2. **Contractual** - contract delivery and service development.

The Charity has a range of contracts with providers for professional and other services e.g. the lease on the retail unit at Dereham. Such contracts are monitored and reviewed systematically periodically, and on renewal.

The Board leads the risk management assurance process. During the year, Trustees monitor and review the risks to which the Charity is exposed. The Board, and Finance Sub-Committee, are assigned risks from the risk register to monitor throughout the year.

The organisation has a range of policies and procedures, covering all aspects of the management of the organisation, to minimise risk. The Charity's operating systems, policies, financial position, and forecasts are reviewed on a regular basis. The level and scope of the Charity's insurance cover is reviewed each year before renewal.

The Charity's risk register was comprehensively refreshed during 2023-2024. It now follows the framework and format set out by the Charity Commission. The register is extensive therefore highlights / changes in key risks only are reported to the Board and its Sub Committee /s to ensure focus on those that matter. The top 3 risks (at October 2025) are summarised below:

Commentary
OPERATIONAL Competition from similar organisations – remains a RED risk given economic climate and competition for resources.
FINANCIAL Dependency on income sources - remains a RED risk given 2025-2026 deficit budget and dependency on legacy income.
ENVIRONMENTAL / EXTERNAL Government policy - remains a RED risk given financial distress and organisational uncertainty in the statutory sector – NHS and Local Government Reorganisation and the impact of new employment legislation.

Age Concern Norfolk Operating as Age UK Norfolk

Company Limited by Guarantee

Trustees' annual report (incorporating the directors' report) *(continued)*

Year ended 31 March 2025

Structure, governance and management (continued)

Related Parties and collaboration with other organisations

Apart from those transactions mentioned in the related parties note within the accounts, no related party transactions were reported in the current year.

The Charity continued to be a member of the advice network in Norfolk, the Norfolk Community Advice Network (NCAN), and the CEO is a Steering Group member. This group is made up of various Charities across the region who work together to ensure advice is available to the right people at the right time. The Network members use a common referral system, collaborate on funding bids when appropriate, and promote the wellbeing of people across Norfolk through joint campaigning such as the Norfolk Anti-Poverty Alliance campaign.

Age UK Norfolk is the lead provider for the information & advice contract in Norfolk and sub-contracted with six Norfolk Charities who all play a unique role for certain population segments who need information and advice delivered by accredited organisations. The subcontracted partners are Age UK Norwich, Equal Lives, MAP, Norfolk Community Law Service, Norfolk Citizens Advice, and DIAL. This contract, awarded by Norfolk County Council, Age UK Norfolk included the Your Norfolk Advice Network (YNAN), an advice triage service for those who needed advice but were not sure what advice they need, or who from – a 'no wrong door' approach. YNAN will no longer be commissioned in 2025-2026.

The Charity also worked in partnership with Equal Lives to deliver Advocacy services across Norfolk under the Norfolk Advocacy Partnership (NAP). NAP aims to remove barriers to access services for people of protected characteristics, from disability to age and race.

Closure of retail outlet

The Charity took the reluctant decision to close its remaining retail outlet, the Dereham Furniture and More Store, during 2023-2024.

There were non-recurrent costs in that year of closure amounting to c.£30,000 that were related to staff redundancy costs. There were no building dilapidations charges. A contingent liability of £5,000 was made to sever the vehicle lease. This was eventually settled in August 2024 for the sum of £1,556.97. This discharges all liabilities.

Other fundraising

The Charity's fundraising strategy is to maximise funds from grants, trusts and legacies, and continue to deliver contractual commitments to commissioners. Age UK Norfolk is also committed to developing partnerships with other purposeful organisations who share the Charity's values to jointly bid for resources where it makes sense to do so and could deliver better outcomes for beneficiaries.

Fundraising activities in 2024-2025 were primarily focused on trust and grant applications. In addition, to successful grant applications, the Charity was fortunate to receive individual donations and legacies of over £275,000 generously given by people who had used our services, or supporters of the Charity.

In addition, the Charity was delighted to receive support from a number of community of fundraisers. The Charity is incredibly grateful to all individuals and groups for their generosity and commitment, which makes a real difference to the lives of older people in Norfolk.

The Charity is registered with the Fundraising Regulator and is committed to following the *Code of Fundraising Practice* and the *Fundraising Promise*. Age UK Norfolk publishes clear information about its complaints' procedure on its website, which members of the public can access. During the reporting period, no fundraising complaints were received.

Age Concern Norfolk Operating as Age UK Norfolk

Company Limited by Guarantee

Trustees' annual report (incorporating the directors' report) *(continued)*

Year ended 31 March 2025

Structure, governance and management (continued)

To ensure that Age UK Norfolk does not carry out any fundraising which involves unreasonable intrusion on a person's privacy, is unreasonably persistent or places undue pressure on a person to give money or other property the Charity ensures all staff and volunteers involved in fundraising are trained and undergo full induction to carry out the Charity's fundraising activities in line with the *Fundraising Promise*.

Trustees' responsibilities statement

The trustees (who are also directors for the purposes of company law) are responsible for preparing the trustees' annual report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the trustees to prepare financial statements for each financial year. Under company law the trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period.

In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP 2019 (FRS102);
- make judgements and estimates that are reasonable and prudent;
- state whether applicable UK accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the trustees are aware:

- there is no relevant audit information of which the charitable company auditor is unaware; and
- the trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditor is aware of that information.

Age Concern Norfolk Operating as Age UK Norfolk

Company Limited by Guarantee

Trustees' annual report (incorporating the directors' report) *(continued)*

Year ended 31 March 2025

Auditor

Each of the persons who is a trustee at the date of approval of this report confirms that:

- so far as they are aware, there is no relevant audit information of which the charity's auditor is unaware; and
- they have taken all steps that they ought to have taken as a trustee to make themselves aware of any relevant audit information and to establish that the charitable company's auditor is aware of that information.

Small company provisions

This report has been prepared taking advantage of the small companies' exemption of section 415A of the Companies Act 2006.

The trustees' annual report was approved on 4 December 2025 and signed on behalf of the board of trustees by:

Stephen Drake
Chair

Age Concern Norfolk Operating as Age UK Norfolk

Company Limited by Guarantee

Independent auditor's report to the members of Age Concern Norfolk Operating as Age UK Norfolk

Year ended 31 March 2025

Opinion

We have audited the financial statements of Age Concern Norfolk Operating as Age UK Norfolk (the 'charity') for the year ended 31 March 2025 which comprise the statement of financial activities (including income and expenditure account), balance sheet, statement of cash flows and the related notes, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charity's affairs as at 31 March 2025 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor responsibilities for the audit of the financial statements section of our report. We are independent of the charity in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charity's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Age Concern Norfolk Operating as Age UK Norfolk

Company Limited by Guarantee

Independent auditor's report to the members of Age Concern Norfolk Operating as Age UK Norfolk *(continued)*

Year ended 31 March 2025

Other information

The other information comprises the information included in the trustees' annual report, other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon. Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the trustees' report which includes the directors' report prepared for the purposes of company law, for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the directors report included within the trustees' report has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the charity and its environment obtained in the course of the audit, we have not identified material misstatements in the directors' report included within the trustees' report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the trustees were not entitled to take advantage of the small companies' exemptions in preparing the directors' report and from the requirement to prepare a strategic report.

Age Concern Norfolk Operating as Age UK Norfolk

Company Limited by Guarantee

Independent auditor's report to the members of Age Concern Norfolk Operating as Age UK Norfolk *(continued)*

Year ended 31 March 2025

Responsibilities of trustees

As explained more fully in the trustees' responsibilities statement, the trustees (who are also the directors of the charity for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charity or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

- Enquiry of management and those charged with governance;
- Enquiry of entity staff compliance functions to identify any instances of non-compliance with laws and regulations;
- Reviewing financial statement disclosures and testing to supporting documentation to assess compliance with applicable laws and regulations;
- Performing audit work over the risk of management override of controls, testing of journal entries and other adjustments for appropriateness, evaluation the rational of significant transactions outside the normal course of activities and reviewing accounting estimates for bias.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

Age Concern Norfolk Operating as Age UK Norfolk

Company Limited by Guarantee

Statement of financial activities (including income and expenditure account)

Year ended 31 March 2025

A further description of our responsibilities is available on the FRC's website at www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.

Use of our report

This report is made solely to the charity's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charity's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charity and the charity's members as a body, for our audit work, for this report, or for the opinions we have formed.

Mark Proctor FCA DChA (Senior Statutory

Auditor) For and on behalf of
Lovewell Blake LLP
Chartered accountants & statutory auditor
Bankside 300
Peachman Way
Broadland Business Park
Norwich
NR7 0LB

17 December 2025

The notes on pages 30 to 42 form part of these financial statements.

Age Concern Norfolk Operating as Age UK Norfolk

Company Limited by Guarantee

Statement of financial activities (including income and expenditure account)

Year ended 31 March 2025

			2025		2024
	Note	Unrestricted funds £	Restricted funds £	Total funds £	Total funds £
Income and endowments					
Donations and legacies	5	270,500	4,727	275,227	498,798
Charitable activities	6	572,076	140,152	712,228	773,285
Other trading activities	7	5,994	—	5,994	158,414
Investment income	8	15,602	—	15,602	7,698
Total income		<u>864,172</u>	<u>144,879</u>	<u>1,009,051</u>	<u>1,438,195</u>
Expenditure					
Raising funds					
Costs of raising donations and legacies	9	—	—	—	622
Costs of other trading activities	10	—	—	—	195,532
Charitable activities	11	957,606	231,971	1,189,577	1,078,291
Total expenditure		<u>957,606</u>	<u>231,971</u>	<u>1,189,577</u>	<u>1,274,445</u>
Net (expenditure)/income and net movement in funds		<u>(93,434)</u>	<u>(87,092)</u>	<u>(180,526)</u>	<u>163,750</u>
Reconciliation of funds					
Total funds brought forward		883,997	133,481	1,017,478	853,728
Total funds carried forward		<u>790,563</u>	<u>46,389</u>	<u>836,952</u>	<u>1,017,478</u>

The statement of financial activities includes all gains and losses recognised in the year.
All income and expenditure derive from continuing activities.

The notes on pages 30 to 42 form part of these financial statements.

Age Concern Norfolk Operating as Age UK Norfolk

Company Limited by Guarantee

Balance sheet

31 March 2025

	Note	2025 £	£	2024 £	£
Fixed assets					
Tangible fixed assets	15		19,268		14,060
Current assets					
Debtors	16	218,546		612,483	
Cash at bank and in hand		775,146		556,305	
		993,692		1,168,788	
Creditors: Amounts falling due within one year	17	(136,990)		(101,663)	
Net current assets			856,702		1,067,125
Total assets less current liabilities			875,970		1,081,185
Creditors: Amounts falling due after more than one year	18		(39,018)		(63,707)
Net assets			836,952		1,017,478
Funds of the charity					
Restricted funds			46,389		133,481
Unrestricted funds			790,563		883,997
Total charity funds	21		836,952		1,017,478

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

These financial statements were approved by the board of trustees and authorised for issue on 4 December 2025, and are signed on behalf of the board by:

Stephen Drake
Chair

Company registration number: 03783205

The notes on pages 30 to 42 form part of these financial statements.

Age Concern Norfolk Operating as Age UK Norfolk

Company Limited by Guarantee

Statement of cash flows

Year ended 31 March 2025

	2025 £	2024 £
Cash flows from operating activities		
Net (expenditure)/income	(180,526)	163,750
<i>Adjustments for:</i>		
Depreciation of tangible fixed assets	7,517	7,057
Other interest receivable and similar income	(15,602)	(7,698)
Interest payable and similar charges	4,495	3,654
Loss on disposal of tangible fixed assets	9,536	269
<i>Changes in:</i>		
Trade and other debtors	393,937	(102,239)
Trade and other creditors	36,143	(51,259)
Cash generated from operations	255,500	13,534
Interest paid	(4,495)	(3,654)
Interest received	15,602	7,698
Net cash from operating activities	<u>266,607</u>	<u>17,578</u>
Cash flows from investing activities		
Purchase of tangible assets	(22,261)	—
Net cash used in investing activities	<u>(22,261)</u>	<u>—</u>
Cash flows from financing activities		
Repayments of borrowings	(25,505)	(26,346)
Net cash used in financing activities	<u>(25,505)</u>	<u>(26,346)</u>
Net increase/(decrease) in cash and cash equivalents	218,841	(8,768)
Cash and cash equivalents at beginning of year	<u>556,305</u>	<u>565,073</u>
Cash and cash equivalents at end of year	<u>775,146</u>	<u>556,305</u>

The notes on pages 30 to 42 form part of these financial statements.

Age Concern Norfolk Operating as Age UK Norfolk

Company Limited by Guarantee

Notes to the financial statements

Year ended 31 March 2025

1. General information

The charity is a public benefit entity and a private company limited by guarantee, registered in England and Wales and a registered charity in England and Wales. The address of the registered office is Henderson Business Centre, 51 Ivy Road, Norwich, Norfolk, NR5 8BF.

2. Statement of compliance

The charity constitutes a public benefit entity as defined by FRS 102. The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland issued in October 2019, the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102), the Charities Act 2011, the Companies Act 2006 and UK Generally Accepted Accounting Practice.

3. Accounting policies

Basis of preparation

The financial statements have been prepared on the historical cost basis.

The financial statements are prepared in sterling, which is the functional currency of the entity.

Going concern

The accounts have been prepared on a going concern basis as the trustees believe that no material uncertainties exist. The trustees have considered the level of funds held and the expected level of income and expenditure for 12 months from authorising these financial statements. The budgeted income and expenditure is sufficient for the charity to be able to continue as a going concern.

Fund accounting

Unrestricted funds are available for use at the discretion of the trustees to further any of the charity's purposes.

Restricted funds are subjected to restrictions on their expenditure declared by the donor or through the terms of an appeal.

Income

All income is included in the statement of financial activities when entitlement has passed to the charity, it is probable that the economic benefits associated with the transaction will flow to the charity and the amount can be reliably measured. The following specific policies are applied to particular categories of income:

- income from donations or grants is recognised when there is evidence of entitlement to the gift, receipt is probable and its amount can be measured reliably.

- legacy income is recognised when receipt is probable and entitlement is established.

- income from donated goods is measured at the fair value of the goods unless this is impractical to measure reliably, in which case the value is derived from the cost to the donor or the estimated resale value. Donated facilities and services are recognised in the accounts when received if the value can be reliably measured. No amounts are included for the contribution of general volunteers.

Age Concern Norfolk Operating as Age UK Norfolk

Company Limited by Guarantee

Notes to the financial statements *(continued)*

Year ended 31 March 2025

3. Accounting policies *(continued)*

Income *(continued)*

- income from contracts for the supply of services is recognised with the delivery of the contracted service. This is classified as unrestricted funds unless there is a contractual requirement for it to be spent on a particular purpose and returned if unspent, in which case it may be regarded as restricted.

- income from performance related grants is recognised with the performance of the charitable service. This is classified as unrestricted funds unless there is a contractual requirement for it to be spent on a particular purpose and returned if unspent, in which case it may be regarded as restricted.

- interest on funds held on deposit or invested is included upon notification of the interest paid or payable by the bank.

Expenditure

Expenditure is recognised on an accruals basis as a liability is incurred. Expenditure includes any VAT which cannot be fully recovered, and is classified under headings of the statement of financial activities to which it relates:

- expenditure on raising funds includes the costs of all fundraising activities, events, non-charitable trading activities, and the sale of donated goods.

- expenditure on charitable activities includes all costs incurred by a charity in undertaking activities that further its charitable aims for the benefit of its beneficiaries, including those support costs and costs relating to the governance of the charity apportioned to charitable activities.

All costs are allocated to expenditure categories reflecting the use of the resource. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs are apportioned between the activities they contribute to on a reasonable, justifiable and consistent basis.

Operating leases

Lease payments are recognised as an expense over the lease term on a straight-line basis. The aggregate benefit of lease incentives is recognised as a reduction to expense over the lease term, on a straight-line basis.

Tangible assets

Tangible assets are initially recorded at cost, and subsequently stated at cost less any accumulated depreciation and impairment losses.

Depreciation

Depreciation is calculated so as to write off the cost or valuation of an asset, less its residual value, over the useful economic life of that asset as follows:

Computer equipment	- 33% reducing balance
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Age Concern Norfolk Operating as Age UK Norfolk

Company Limited by Guarantee

Notes to the financial statements *(continued)*

Year ended 31 March 2025

3. Accounting policies *(continued)*

Redundancy

Redundancy and termination costs are recognised as an expense in the Statements of Financial Activities and a liability on the Balance Sheet immediately at the point the charity is demonstrably committed to either:

- Terminate the employment of an employee or group of employees before normal retirement date; or
- Provide termination benefits as a result of an offer made in order to encourage voluntary redundancy.

The charity is considered to be demonstrably committed only when it has a detailed formal plan for the termination and is without realistic possibility of withdrawal from the plan.

Financial instruments

A financial asset or a financial liability is recognised only when the entity becomes a party to the contractual provisions of the instrument.

Basic financial instruments are initially recognised at the amount receivable or payable including any related transaction costs, unless the arrangement constitutes a financing transaction, where it is recognised at the present value of the future payments discounted at a market rate of interest for a similar debt instrument.

Current assets and current liabilities are subsequently measured at the cash or other consideration expected to be paid or received and not discounted.

Debt instruments are subsequently measured at amortised cost.

Defined contribution plans

Contributions to defined contribution plans are recognised as an expense in the period in which the related service is provided. Prepaid contributions are recognised as an asset to the extent that the prepayment will lead to a reduction in future payments or a cash refund.

4. Limited by guarantee

The charity is a company limited by guarantee and does not have share capital. Every member of the charity undertakes to contribute such amounts (not exceeding £1) as may be required in the event of a winding up.

5. Donations and legacies

	Unrestricted Funds £	Restricted Funds £	Total Funds 2025 £
Donations			
Donations and gifts	27,704	4,727	32,431

Age Concern Norfolk Operating as Age UK Norfolk

Company Limited by Guarantee

Notes to the financial statements *(continued)*

Year ended 31 March 2025

5. Donations and legacies *(continued)*

	Unrestricted Funds £	Restricted Funds £	Total Funds 2025 £
Legacies			
Legacies	242,796	—	242,796
	<u>270,500</u>	<u>4,727</u>	<u>275,227</u>
	Unrestricted Funds £	Restricted Funds £	Total Funds 2024 £
Donations			
Donations and gifts	42,511	—	42,511
Legacies			
Legacies	456,287	—	456,287
	<u>498,798</u>	<u>—</u>	<u>498,798</u>

6. Charitable activities

	Unrestricted Funds £	Restricted Funds £	Total Funds 2025 £
Service contracts	410,343	92,442	502,785
Grants	161,733	47,710	209,443
	<u>572,076</u>	<u>140,152</u>	<u>712,228</u>
	Unrestricted Funds £	Restricted Funds £	Total Funds 2024 £
Service contracts	385,797	88,974	474,771
Grants	175,840	122,674	298,514
	<u>561,637</u>	<u>211,648</u>	<u>773,285</u>

Charitable income for the year included £557,866 from government sources.

7. Other trading activities

	Unrestricted Funds £	Total Funds 2025 £	Unrestricted Funds £	Total Funds 2024 £
Fundraising	5,994	5,994	10,000	10,000
Shop income	—	—	148,414	148,414
	<u>5,994</u>	<u>5,994</u>	<u>158,414</u>	<u>158,414</u>

Age Concern Norfolk Operating as Age UK Norfolk

Company Limited by Guarantee

Notes to the financial statements *(continued)*

Year ended 31 March 2025

8. Investment income

	Unrestricted Funds	Total Funds 2025	Unrestricted Funds	Total Funds 2024
	£	£	£	£
Interest receivable	15,602	15,602	7,698	7,698

9. Costs of raising donations and legacies

	Unrestricted Funds	Total Funds 2025	Unrestricted Funds	Total Funds 2024
	£	£	£	£
Other costs	—	—	622	622

10. Costs of other trading activities

	Unrestricted Funds	Total Funds 2025	Unrestricted Funds	Total Funds 2024
	£	£	£	£
Shop costs	—	—	195,532	195,532

Age Concern Norfolk Operating as Age UK Norfolk

Company Limited by Guarantee

Notes to the financial statements *(continued)*

Year ended 31 March 2025

11. Expenditure on charitable activities

	Activities undertaken directly £	Grant funding of activities £	Support costs £	Total funds 2025 £	Total fund 2024 £
Informing and Advising	502,592	8,622	45,741	556,955	532,700
Supporting and Enabling	262,940	600	28,574	292,114	255,197
Consulting and Involving	–	10,000	–	10,000	10,000
Maintaining and Developing	240,657	–	89,851	330,508	280,394
	<u>1,006,189</u>	<u>19,222</u>	<u>164,166</u>	<u>1,189,577</u>	<u>1,078,291</u>

Of the above costs, £957,606 were unrestricted (2024: £1,079,922) and £231,971 restricted (2024: £194,523).

Analysis of Support costs

	2025 £	2024 £
Rent, rates, light and heat	26,863	24,151
Insurance	16,568	14,413
Legal and professional	22,413	28,065
Telephone costs	4,990	6,571
Computer costs	44,114	49,047
Depreciation	7,517	6,016
Loss on disposal of fixed assets	9,536	129
Interest payable	5,209	3,646
Other office costs	26,956	21,324
	<u>164,166</u>	<u>153,362</u>

Auditor remuneration

	2025 £	2024 £
Audit fee (Governance costs)	15,331	14,885
Other services	4,150	500
	<u>19,481</u>	<u>15,385</u>

12. Net (expenditure)/income

Net (expenditure)/income is stated after charging/(crediting):

	2025 £	2024 £
Depreciation of tangible fixed assets	7,517	7,057
Operating lease costs for land and buildings	25,831	43,390
Operating lease costs for other leases	6,434	4,903
Pension costs	9,245	9,167
Loss on disposal of fixed assets	9,536	269

Age Concern Norfolk Operating as Age UK Norfolk

Company Limited by Guarantee

Notes to the financial statements *(continued)*

Year ended 31 March 2025

13. Staff costs

The total staff costs and employee benefits for the reporting period are analysed as follows:

	2025	2024
	£	£
Wages and salaries	619,626	667,156
Social security costs	38,350	37,895
Employer contributions to pension plans	9,245	9,167
	<u>667,221</u>	<u>714,218</u>

Included within wages and salaries costs are redundancy and termination payments totaling £Nil (2024: £28,204). These payments were made in line with contractual agreements and have been accounted for in line with the accounting policy noted above.

The average head count of employees during the year was 36 (2024: 41).

Key Management Personnel

Key management personnel include all persons that have authority and responsibility for planning, directing, and controlling the activities of the Charity. The roles included in key management personnel are the Chief Executive Officer, Head of Supporting & Enabling, Head of Information & Advice, Head of Fundraising & Communications, Head of Wellbeing & Companionship and Head of Corporate Services. The total compensation paid to key management personnel for services provided to the Charity increased to £199,738 (2024: £160,139). This was due to a restructuring of the Senior Management Team to provide greater organisational resilience and to strengthen strategic planning capacity and capability following the external governance review in 2023.

No employee received employee benefits of more than £60,000 during the year (2024: Nil).

14. Trustee remuneration and expenses

No remuneration or other benefits were received from the Charity or a related entity by the trustees during the year (2024: £Nil).

During the year, no trustee (2024: nil) received reimbursement of expenses (2024: £nil).

Age Concern Norfolk Operating as Age UK Norfolk

Company Limited by Guarantee

Notes to the financial statements *(continued)*

Year ended 31 March 2025

15. Tangible fixed assets

	Computer equipment £
Cost	
At 1 April 2024	51,063
Additions	22,261
Disposals	(34,329)
At 31 March 2025	38,995
Depreciation	
At 1 April 2024	37,003
Charge for the year	7,517
Disposals	(24,793)
At 31 March 2025	19,727
Carrying amount	
At 31 March 2025	19,268
At 31 March 2024	14,060

16. Debtors

	2025 £	2024 £
Trade debtors	56,161	69,894
Prepayments and accrued income	154,791	542,589
Other debtors	7,594	—
	218,546	612,483

The charity has been notified of additional legacies which have not been accrued for within the accounts as there is ongoing uncertainty over the value to be received.

17. Creditors: Amounts falling due within one year

	2025 £	2024 £
Trade creditors	60,700	20,387
Accruals and deferred income	51,349	50,723
Social security and other taxes	205	3,469
Amount due to Norfolk County Council	24,689	25,505
Other creditors	47	1,579
	136,990	101,663

Age Concern Norfolk Operating as Age UK Norfolk

Company Limited by Guarantee

Notes to the financial statements *(continued)*

Year ended 31 March 2025

18. Creditors: Amounts falling due after more than one year

	2025 £	2024 £
Amount due to Norfolk County Council repayable in instalments:		
1-2 years	23,901	24,690
2-5 years	15,117	39,017
	<u>39,018</u>	<u>63,707</u>

Age UK Norfolk had a Local Authority Pension Scheme which was a funded defined benefit pension scheme, with the assets held in separate trustee-administered funds. On 18 December 2017, the trustees of Age UK Norfolk took the decision to close the scheme and it was closed with effect from 31 December 2017.

Age UK Norfolk entered into a settlement agreement with Norfolk County Council (being the administering authority of the pension scheme) on 30 March 2019.

In summary, the total amount due of £1,045,000 will be settled as follows:

- Transfer of the freehold property of the charity, valued at £715,000, on 31 March 2019. This includes 300 St Faiths Road and The Elms Business Space
- One-off payment of £100,000 due on 31 March 2019
- Eight annual payments of £30,000 starting on 1 April 2019
- One final payment of £19,600 on 1 April 2027

The long term loan has been discounted to the net present value and therefore is less than the actual payments due at that time.

19. Deferred income

	2025 £	2024 £
At 1 April 2024	25,000	4,952
Amount released to income	(25,000)	(4,952)
Amount deferred in year	<u>38,000</u>	<u>25,000</u>
At 31 March 2025	<u>38,000</u>	<u>25,000</u>

Deferred income includes grant income which does not relate to the period of these accounts.

20. Pensions and other post retirement benefits

Defined contribution plans

The amount recognised in income or expenditure as an expense in relation to defined contribution plans was £9,245 (2024: £9,167).

Age Concern Norfolk Operating as Age UK Norfolk

Company Limited by Guarantee

Notes to the financial statements *(continued)*

Year ended 31 March 2025

20. Pensions and other post retirement benefits *(continued)*

At the end of the year there were no outstanding or prepaid contributions owed.

Local authority scheme

Age UK Norfolk had a Local Authority Scheme which was a funded defined benefit pension scheme, with the assets held in separate trustee-administered funds. On 18 December 2017, the trustees of Age UK Norfolk took the decision to close the scheme and it was closed with effect from 31 December 2017.

Age UK Norfolk entered into a settlement agreement with Norfolk County Council (being administering authority of the pension scheme) on 30 March 2019. See the creditor note for further details.

21. Analysis of charitable funds

2025

General funds

	Balance at 1 April 2024 £	Income £	Expenditure £	Transfer £	Balance at 31 March 2025 £
Unrestricted funds	963,997	864,172	(957,606)	(30,000)	840,563
Amount due to NCC	(80,000)	—	—	30,000	(50,000)
	<u>883,997</u>	<u>864,172</u>	<u>(957,606)</u>	<u>—</u>	<u>790,563</u>

Restricted funds

	Balance at 1 April 2024 £	Income £	Expenditure £	Transfer £	Balance at 31 March 2025 £
Care navigator west	80,565	—	(80,565)	—	—
St Edmund lodge	—	4,727	(4,727)	—	—
Digital inclusion	—	655	(655)	—	—
Winter project	11,990	—	(5,847)	—	6,143
IAA contract	40,926	139,497	(140,177)	—	40,246
	<u>133,481</u>	<u>144,879</u>	<u>(231,971)</u>	<u>—</u>	<u>46,389</u>
Total funds 2025	<u>1,017,478</u>	<u>1,009,051</u>	<u>(1,189,577)</u>	<u>—</u>	<u>836,952</u>

Age Concern Norfolk Operating as Age UK Norfolk

Company Limited by Guarantee

Notes to the financial statements *(continued)*

Year ended 31 March 2025

2024

General funds

	Balance at 1 April 2023 £	Income £	Expenditure £	Transfer £	Balance at 31 March 2024 £
Unrestricted funds	853,099	1,226,547	(1,079,922)	(35,727)	963,997
Amount due to NCC	(110,000)	–	–	30,000	(80,000)
	<u>743,099</u>	<u>1,226,547</u>	<u>(1,079,922)</u>	<u>(5,727)</u>	<u>883,997</u>

Restricted funds

	Balance at 1 April 2023 £	Income £	Expenditure £	Transfer £	Balance at 31 March 2024 £
Care navigator west	78,562	17,010	(15,007)	–	80,565
NHS complaints service	59	–	–	(59)	–
Lottery grant	140	–	–	(140)	–
Digital inclusion	12,378	35,559	(61,363)	13,426	–
Winter project	11,990	–	–	–	11,990
IAA contract	–	159,079	(118,153)	–	40,926
Other restricted funds	7,500	–	–	(7,500)	–
	<u>110,629</u>	<u>211,648</u>	<u>(194,523)</u>	<u>5,727</u>	<u>133,481</u>
Total funds 2024	<u>853,728</u>	<u>1,438,195</u>	<u>(1,274,445)</u>	<u>–</u>	<u>1,017,478</u>

Age Concern Norfolk Operating as Age UK Norfolk

Company Limited by Guarantee

Notes to the financial statements *(continued)*

Year ended 31 March 2025

Restricted funds

Care Navigator West

The Care Navigator contract terminated during quarter 1 of 2023-24. A new contract was awarded to a new service provider based on a different model of delivery. Norfolk County Council agreed that the balance of funds would not be withdrawn provided only that they continued to support residents in West Norfolk to avoid hospital admission.

NHS complaints service

In conjunction with POhWER we deliver advocacy on behalf of people aged over 60 in Norfolk who have a dispute regarding the NHS. This can take many forms and we will support older people to have their voices heard and empower them to seek restitution in cases where there has been unfair treatment or negligence.

Lottery grant

Age UK National provide brand partners with funding from their lottery fund. Age UK Norfolk uses this fund to support the work of our Outreach Benefit Take-Up service. This outreach enables older people to be aware that they can apply for benefits that they are entitled to where they may have previously been unaware and/or unable to complete the complex paperwork.

Digital inclusion

Age UK Norfolk and Age UK Norwich worked in partnership to deliver Digital Inclusion activities provided for by Barclays via Age UK National. This fund will now be used to sustain our new website - engAge in to 2023/24.

Winter project

Age UK Norfolk deliver part of Norfolk Community Foundations Surviving Winter project. This funding is to be used to make direct grants to older people in need of improvements to the home to achieve a sustainable improvement in Winter wellness.

I&A contract

Age UK Norfolk deliver specialist Information and Advice to older people across Norfolk on behalf of NCC. This project facilitates our Advice Line, advisors and advocates who work across Norfolk on a range of issues affecting older people.

Other restricted funds

These represent other amalgamated smaller funds which must be spent on particular projects being undertaken by the Charity.

St Edmund Lodge

These represent funds raised by St Edmund Lodge for the Befriending Service.

Transfers between funds

Transfers between funds have been made from the unrestricted funds in order to eliminate overspends within the restricted funds and also to reflect the payment made in the year toward the pension liability.

Age Concern Norfolk Operating as Age UK Norfolk

Company Limited by Guarantee

Notes to the financial statements *(continued)*

Year ended 31 March 2025

22. Analysis of net assets between funds

Year ended 31 March 2025

	Restricted funds £	Unrestricted funds £	Total £
Tangible fixed assets	–	19,268	19,268
Current assets	46,389	947,303	993,692
Current liabilities	–	(136,990)	(136,990)
Non-current liabilities	–	(39,018)	(39,018)
	<u>46,389</u>	<u>790,563</u>	<u>836,952</u>

Year ended 31 March 2024

	Restricted funds £	Unrestricted funds £	Total £
Tangible fixed assets	–	14,060	14,060
Current assets	133,481	1,035,307	1,168,788
Current liabilities	–	(101,663)	(101,663)
Non-current liabilities	–	(63,707)	(63,707)
	<u>133,481</u>	<u>883,997</u>	<u>1,017,478</u>

23. Analysis of changes in net debt

	At 1 Apr 2024 £	Cash flows £	At 31 Mar 2025 £
Cash at bank and in hand	<u>556,305</u>	<u>218,841</u>	<u>775,146</u>

24. Operating lease commitments

The total future minimum lease payments under non-cancellable operating leases are as follows:

	2025 £	2024 £
Not later than 1 year	24,133	24,784
Later than 1 year and not later than 5 years	<u>5,251</u>	<u>15,814</u>
	<u>29,384</u>	<u>40,598</u>

25. Related parties

No related party transactions identified during the year ended 31 March 2025 (2024: £Nil).