

Age UK Norfolk
Henderson Business Centre
51 Ivy Road
Norwich
NR5 8BF

Friday 19th June 2026

Dear Clerk / Chair,

Supporting older people in South Norfolk this Loneliness Awareness Week

I am writing on behalf of Age UK Norfolk to invite you to support our Together This Summer campaign, which celebrates friendship, connection, and community for older people across Norfolk.

The campaign highlights the importance of social connection during the summer months, when many older people can experience increased loneliness and isolation. While summer is often seen as a sociable and positive time of year, for some older people it can feel particularly difficult, particularly when family support is less frequent, routines change, or community activities pause during the holiday period.

Around 188,000 adults in Norfolk (22%) experience loneliness some of the time, often or always, rising to 29% of people aged 85 and over. Loneliness is not only distressing but is also linked to increased risk of serious health conditions including heart disease, stroke, poor sleep quality, chronic pain, and poorer mental health. It is also associated with a 26% increased likelihood of premature mortality.

The wider impact is also financial, with severe loneliness estimated to cost around £9,900 per person per year in health and care costs. By contrast, Age UK Norfolk is able to provide a full year of safe, consistent and supported telephone befriending for around £430 per person, offering regular human connection and reducing isolation before it escalates into crisis.

How Age UK Norfolk is supporting South Norfolk Communities

In 2025–26, Age UK Norfolk continued to support older people across South Norfolk through our vital services. Over the past year we:

- Dealt with **753 referrals for in-depth, accredited advice**
- Provided **215 welfare benefit appointments**
- Secured **£755,467 in welfare benefits** for older people in the area
- Delivered **340 hours of advocacy and Money MOT** support
- Provided **710 hours of companionship**
- Made **1103 telephone befriending calls** and **138 befriending home-visits**

This work demonstrates the ongoing need for sustained, community-based support, and the difference that regular human contact can make to older people's wellbeing.

How you can help

The above challenges are already being experienced locally. In South Norfolk, we are currently supporting 34 older people through our companionship services, providing regular friendly contact and practical support to help reduce isolation and improve wellbeing.

A donation from you can help us continue providing vital support to older people across Norfolk who are most at risk of loneliness and isolation.

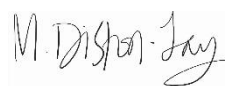
In addition, you may also be able to support our work by sharing any relevant voluntary opportunities within your local community. Volunteers play a vital role in helping older people stay connected, and we are always keen to hear from individuals or groups who may wish to [get involved](#).

This combined support helps ensure we can both sustain and grow our local reach, ensuring older people receive consistent connection and practical support when they need it most.

If you are able to contribute, we would be extremely grateful for any level of support you feel able to offer. We can provide bank details and any supporting information required upon request.

Thank you very much for considering this request and for the important role parish councils play in supporting the wellbeing, independence and resilience of older people in local communities across Norfolk.

Yours Sincerely,



Michelle Diston-Jay

Head of Fundraising and Communications

Age UK Norfolk

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