
Consultancy Business Report

Recommendations on how to improve the
organisation and grow its membership.

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for



Newcastle Consultancy Group



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WHO WE ARE

As a group of final-year students, we had the privilege of serving as consultants for the Elders Council Newcastle, which proved to be our most extensive and rewarding project at Newcastle Business School. We are confident that our clients will share our sentiment upon reviewing this report.

OUR CLIENT

The Elder's Council is a non-profit organisation managed by seniors, for seniors. The organisation's primary objective is to establish a platform where every voice is heard. The Elders Council concentrates on addressing issues that are important to its members and assisting them in improving their quality of life.

MISSION

Our goal was to increase awareness of the Elders Council, recruit new members, particularly from the target group aged between 50 to 65 years old, strengthen relationships with minorities, and create new opportunities for the organisation.

PROCESS

To accomplish these goals, we conducted primary and secondary research, from which we have produced a set of recommendations.

OUR TEAM



Jakub Slachta
Team Leader

Experience: Financial Analyst in a French Start-up and Sales Intern for a Czech Based tech company, Study Abroad in Canada, and South Korea

Future: Pursuing a master's degree at the University of Manchester. Summer Internship at Amazon.

Experience: President of Northumbria University Mountaineering Society, senior officer cadet in the Universities' Officer Training Corps, Competitive cross-country runner

Future: I will be attending the Royal Military Academy at Sandhurst in January and aiming to commission into the Royal Artillery as an army officer



Ben Inman
Quality Assurance

Experience: Credit Risk Assistant in Commerzbank, Study Abroad in Political Science in Frankfurt and Study Abroad in Finance in Edmonton

Future: Postgraduate study in Finance in Prague, starting a position in corporate finance consultancy



Jakub Vana
Strategy Implementation

Experience: Financial Consultant in HBCareer, Manager of Frantisek and Josef Bistro and Café, Quality Manager in Descartes, F&B Team Leader at Hilton

Future: Postgraduate study at the University of Manchester, interested in Project Management and Event Management, spending summer travelling around the US



Yen Hoa Tranova
Project Manager

OBJECTIVES

1.

Conducting an internal and external audit to thoroughly evaluate the organisation's operations. This audit will help identify areas where the Elders Council can improve and develop new activities for its members. Ultimately, the aim is to make the Elders Council a platform where individuals can express themselves freely.

2.

Identifying the target audience and their characteristics.

3.

Recommending strategies to increase membership among individuals aged 50-65 years old.

4.

Identifying ways to build a strong relationship with ethnically minoritized groups

5.

Recommending a communication strategy to increase the visibility of the Elders Council.

CHAPTER 1

INTERNAL AUDIT

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SWOT ANALYSIS

S

Strengths

- Already established community
- Good financial position
- Experienced staff
- Engaging bulletin and podcast
- Visibility in the Northeast
- Strong relationships and connections among the members

W

Weaknesses

- Weak social media presence
- Staff capacity
- Broadness of the organisation
- Outdated brand image
- Information not easily to find on the website

O

Opportunities

- Collaboration with minorities
- Social media
- Podcast on Spotify
- New themed activities
- Taking part in activism
- Collaboration with companies and organisations

T

Threats

- Lack of investment into marketing
- Lack of newcomers
- Not taking an action
- Difficulty of approach selected target groups

PESTEL

P Political

- Collaboration with City Council
- Changing regulations and laws around healthcare and social services for old people
- Influence of political parties and leaders on public perception of ageing and senior citizens

E Economic

- Demographic shifts leading to changes in senior living arrangements and financial resources
- Availability of funding and grants for non-profit organisations serving the seniors
- The cost of living crisis could influence the ability of donors to contribute to the cause

S Social

- Perception of ageing and citizens in society and the media
- Changes in social norms and attitudes around ageing, retirement, and care for seniors
- Diversity and changing needs of its members

PESTEL

T Technological

- Access to technology and the internet among the older population
- Development of new assistive technologies for ageing and senior care
- Opportunities for digital engagement and outreach with potential members and donors

E Environment

- Raising awareness of suitability among its members and communities around Newcastle
- Involving its communities in the discussions on how to make Newcastle a more liveable place

L Legal

- The non-profit would need to ensure that it provides a safe environment for its volunteers, employees, and service users
- Relations

ETHNIC MINORITIES

OVERVIEW

Improving the membership of ethnic minorities in any organisation can be a difficult process due to historical and cultural barriers. However, there are a number of strategies that can be used to improve ethnic diversity in organisations, especially charities.

CURRENT WORK

The Elders Council has stated that its lack of diversity is a problem that it wants to fix. In recent times ECN has coordinated with Elswick Mosque and the Chinese Health Living Centre group. The outreach carried out by these visits could create a foothold for the ECN with the Muslim and Chinese communities. The ECN is aiming to employ a community development worker to help engage with ethnic minority communities.

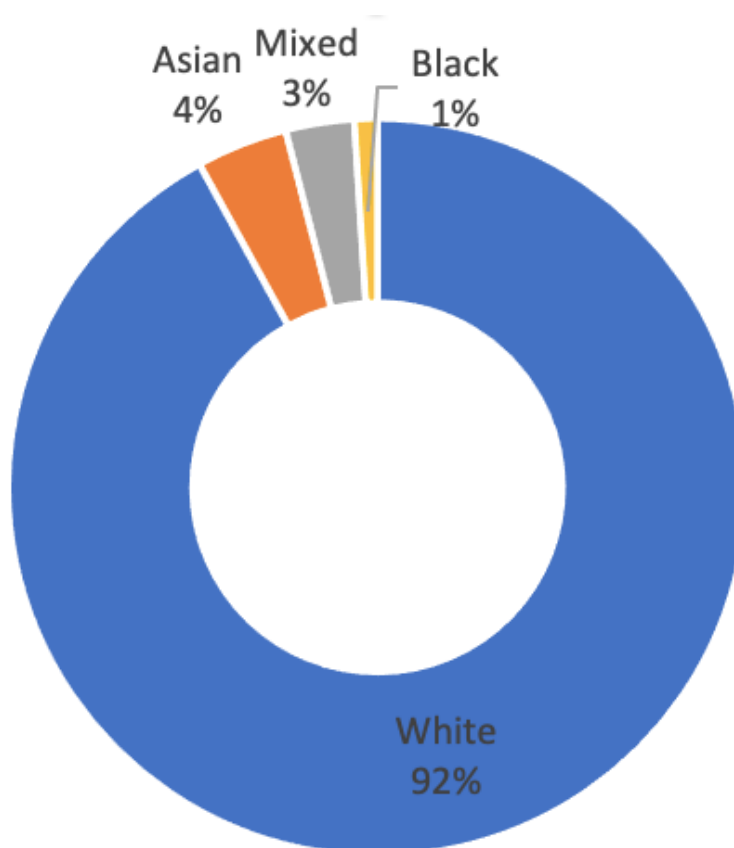
RESEARCH

Researching the culture and history of particular ethnic minority groups is of high importance to truly understand and respect differences.



DEMOGRAPHICS

Due to the relative lack of diversity within Newcastle reaching out to minority groups may be harder than in other cities and care should be taken to follow the strategies to have the best chance of success in welcoming new members from ethnic minority communities. The distribution is as follows.



REPRESENTATION

People from every minority grouping including ethnicity, sexuality and religion are more likely to join and integrate into an organisation if they see themselves represented in some capacity. Once a small number of people from a minority group join an organisation such as the ECN, a significant barrier to entry is removed and more people from minority communities will consider becoming members.

TARGET AUDIENCE

Members of the Elders Council are people who belong to Generation X and Baby Boomers. Currently, there are mainly members aged 70+, and therefore the aim of the Elders Council is to bring younger members in the 50-65 age range.



Baby Boomer's characteristics

- Born 1958 to 1964
- Many Baby Boomers have reached retirement age (with the majority retiring at 65 or later).
- Obesity and overweight are prevalent issues in this age group.
- Baby Boomers are often perceived as responsible, committed, and dedicated by other generations.

Gen X characteristics

- Born 1965 to 1973
- Tend to feel young and perceive older individuals as typically retired
- Desire the option to work less or have flexible working hours
- Gen X is focusing more on health and fitness
- Prioritise spending time with family
- Gen X have a desire for adventure and travel
- May experience financial anxiety due to feeling under-educated in financial matters
- Many Gen X are in the "sandwich generation" (taking care of both children and their parents)
- Struggle to balance relaxation, exercise, and sufficient sleep
- Favourite social media tend to be Facebook and YouTube

COMPETITOR ANALYSIS

The ECN does not have many direct competitors; instead, there are similar organisations located in various cities across the UK. Therefore, in our analysis, we identified organisations that share similar goals with the ECN. Additionally, some of these organisations may serve as sources of inspiration and potential partners for the ECN.



COMPETITOR ANALYSIS



Age UK is a national charity that provides a range of personalized services to improve the lives of older people in the UK. The organization has over 130 local branches and a policy team that works on national campaigns and advocacy. While Age UK strives to make its services affordable and accessible to all, some may find them unaffordable or not suitable for their specific needs.

Potential recommendations:

- **Campaigns on issues that affect older people, such as pension reform, social care funding, and age discrimination.**
- **Create a similar group to the All-Party Parliamentary Group (meets almost every two months to engage with political and legislative issues affecting people in later life. The group covers a broad range of issues, including housing, transport, health, and social care).**

The North-East Pensioners Association (NEPA) is a regional organisation that campaigns and provides support for older people in the North East of England. Run by older people volunteers, NEPA advocates for the voices of older people to be heard by decision-makers at different levels. They offer information, advice, and support services to members, including campaigning, social activities, befriending, and advocacy. NEPA collaborates with other organisations to improve government and local authority policies related to healthcare, housing, social deprivation, and personal financial issues.



Potential: Collaboration



The National Pensioners Convention advocates for the rights and interests of older people in the UK, especially in healthcare, pensions, and social care, with successful campaigns and a large membership base. However, the organisation mainly offers advocacy and campaigning, which may not benefit all older adults and their priorities. Additionally, their membership and network may not be fully inclusive.

Potential: Collaboration

COMPETITOR ANALYSIS

Bristol Ageing Better is a local charity that aims to enhance the lives of older adults in Bristol by collaborating with other organisations and utilising volunteers. However, it may face challenges from larger organisations, limited resources, and a narrower focus on Bristol. Elder Council focuses on advocacy and policy work but may not provide as many direct services or have a significant presence.



Age Concern Liverpool and Sefton provides services to older adults in the Liverpool and Sefton areas, including information, social activities, and caregiver support. The organisation work in partnership with local organisations but may have limited resources and a narrower focus, which could limit their ability to expand beyond its current areas of operation.

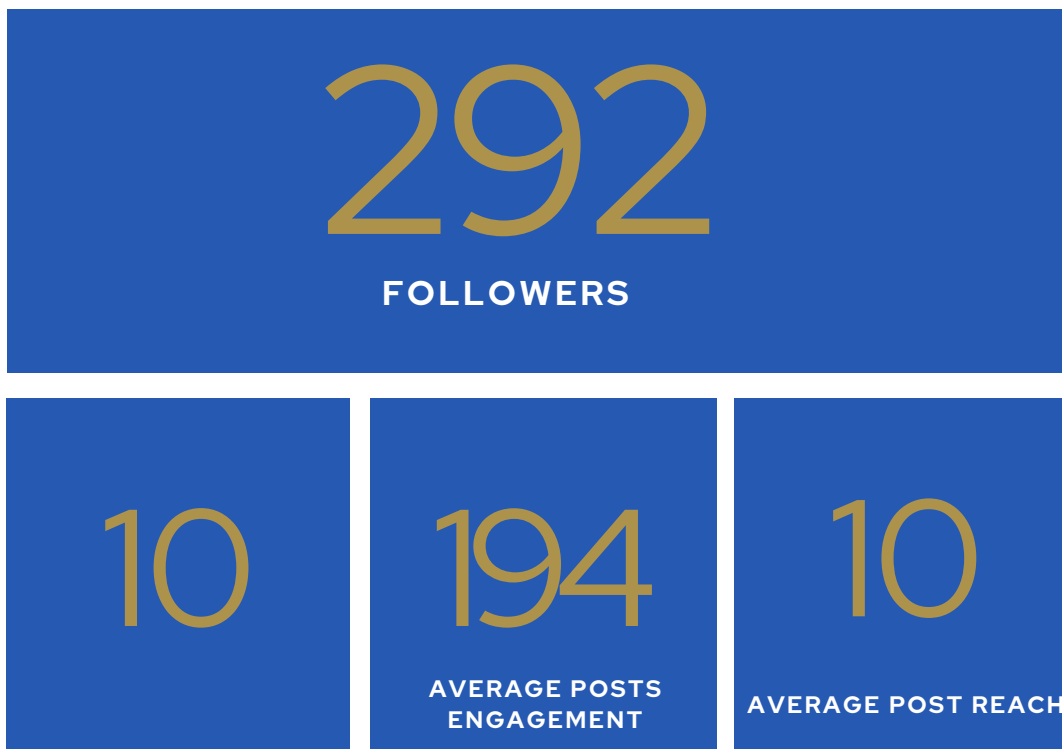
ECN could consider the following recommendations from its competitors:

1. Diversifying services
2. Collaborating with other organisations
3. Focusing on advocacy and campaigning
4. Offering more social activities
5. Sharing resources and expertise with other organisations to provide a more comprehensive range of services
6. Improving its online presence to match its competitors' better websites.

By implementing these strategies, the Elders Council could potentially expand its reach, attract more members and clients, and provide a more comprehensive range of services.

FACEBOOK

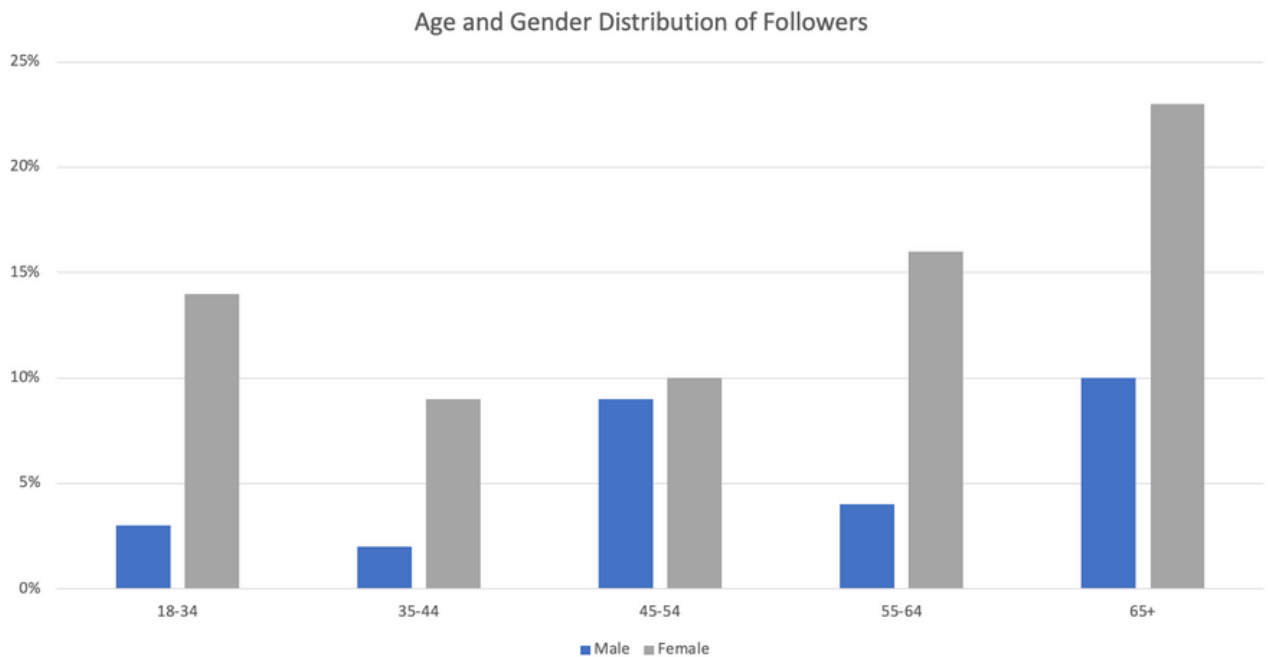
The Facebook page of ECN is well structured and presents a nice overview of the activities the organisation is doing. The account contains and presents clearly all the necessary information as contact details and the address.



The posts on the account are engaging with interesting visual materials such as photos and videos. These materials were identified as suitable by the external graphic designers our team consulted the Facebook page with.

FACEBOOK

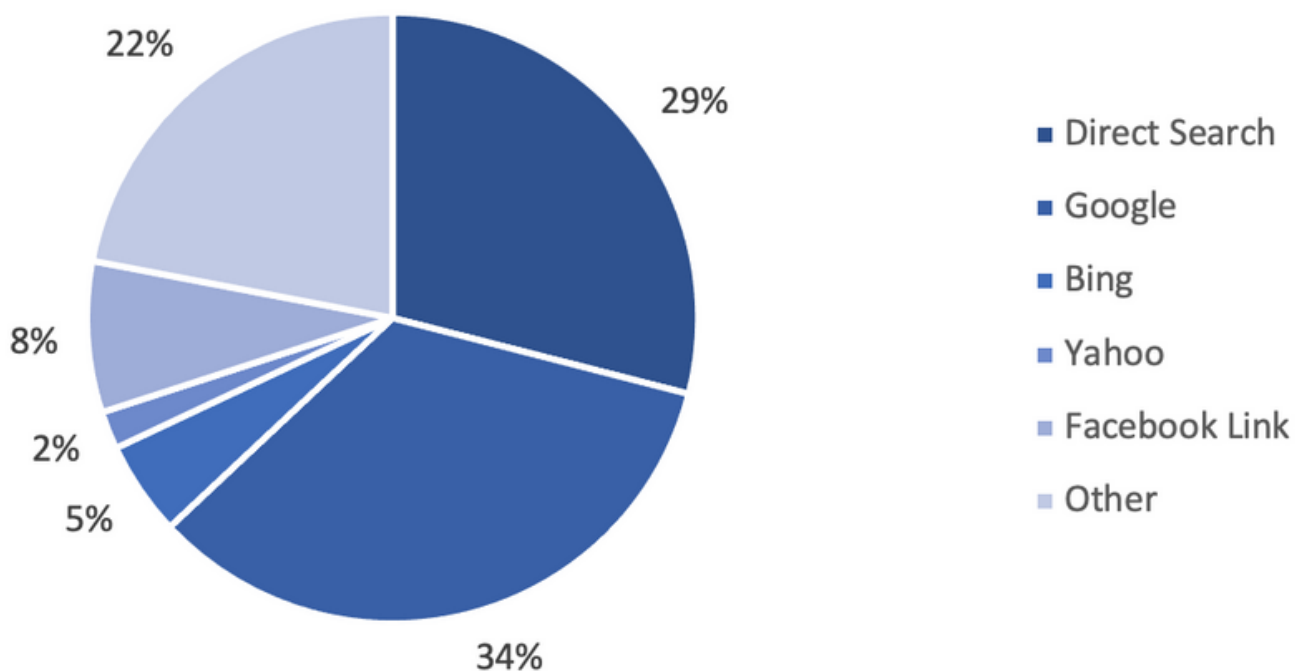
Main Areas of Engagement:
Newcastle upon Tyne 54% | Gateshead 5.6% | Durham 2.8%
Morpeth 2.3% | North Shields 2.3% | Sunderland 1.9%



As the biggest weakness of the Facebook page was identified by its low engagement and reach of the posts. Despite not all its members using Facebook, with around 1300 members, the engagement on Facebook could be higher. Additionally, some posts encouraging the members to be more active and posts describing the process of becoming a member could incentivise people who see ECN's post to join the organisation.

WEBSITE & SEO

- Launched in April 2022 in cooperation with a team from Accenture
- Traffic is with fewer than 50 visits per month, very low
- Clear and simple structure helps visitors to navigate



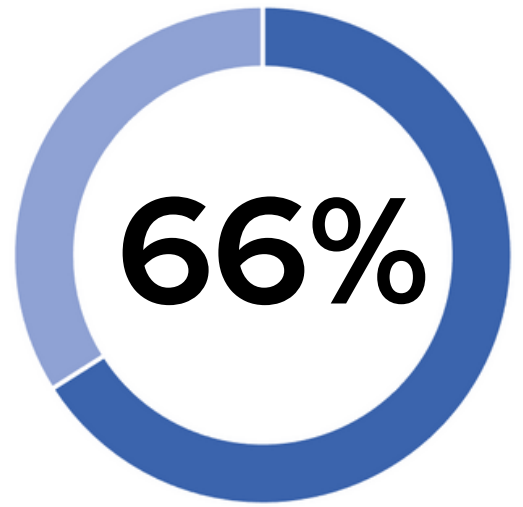
With more than 41% of visitors accessing the website indirectly through the three biggest search engines, it gives a big opportunity to increase website traffic by better results in SEO.

Accessing a webpage by direct search refers to typing the website's URL or web address into the search bar of a web browser, rather than searching for it through a search engine like Google, Bing or Yahoo, while indirect search refers to a situation when someone searches for a topic related to the website on Google, and the website appears in the search results, they may click on the link to access the website.

WEBSITE & SEO

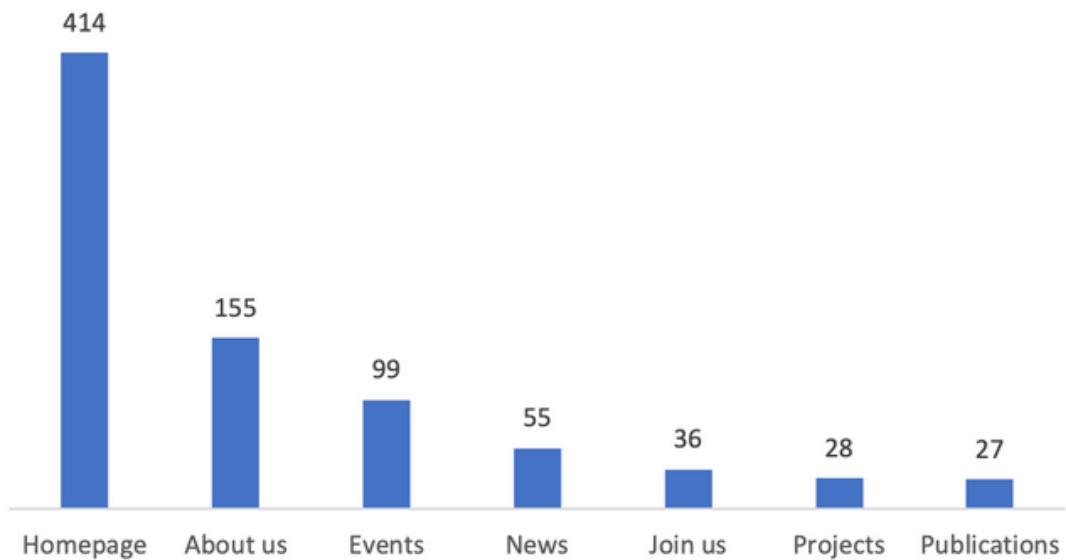
"Older people society Newcastle"
"Elderly community Newcastle"
"Social engagement after retirement Newcastle"

Searching for these entries at Google and Bing never returns ECN's website on the first page



Rank Math SEO Score

Webpages Visited



The home page was identified as the entry page for only 45% of visitors. With more links to the home page on the website, the visitors could leave with a better picture of how the Elders Council works and what it does.

Only 4% of visitors (potential members) reach the page "Join us".



CHAPTER 2

METHODS AND APPROACH

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PRIMARY RESEARCH



OUR APPROACH

To thoroughly comprehend the organisation and provide optimal recommendations, we utilised a multi-channel approach that included interviews and questionnaires. To ensure an impartial evaluation of the organisation's website and social media channels, we enlisted Northumbria University's final-year Industrial Design students. They conducted a thorough analysis, highlighting strengths and areas for improvement.



FOCUS GROUP

To receive insights from more participants at once, we asked the ECN representatives to link us to some active members and organised a focus group, where we facilitated conversation on a broad range of topics. The questions and topics were strategically selected in advance so that the opinions and views of the participants served as an indicator of the suitability of our existing recommendations as well as a source of ideas for new recommendations. The focus group lasted around two hours, and the responses of all participants were voice-recorded and subsequently evaluated to be included in this report.



Surveys

We developed 2 questionnaires to gather insights from different perspectives. The first one targeted current members of the Elders Council to understand their values, level of engagement in activities, and perception of the organisation's mission. We received an overwhelming response of 105 completed questionnaires within 2 weeks. The questionnaire included 16 questions, carefully crafted to gather comprehensive information.

The second survey was designed for non-members with a primary focus on the target audience. The objective was to gain an understanding of the needs and expectations of potential members, identify areas of improvement, and enhance both external and internal practices in the organisation. We received a total of 106 responses within 1 month. The survey consisted of 9 questions, each strategically developed to gather relevant information.



CONSULTATION WITH DESIGNERS

As a group of business students, we believed it would be beneficial to evaluate the ECN's design capabilities. With this in mind, we arranged a meeting with two industrial designers Jonathan Page and Jack Mercer and assessed ECN's online presence and magazine. This exercise aided us in identifying the organisation's strengths and weaknesses in the design sphere. Furthermore, we explored innovative approaches to enhancing their design so that their message can have an even greater impact.

**(Findings from the consultation can be found in recommendations as they are closely connected)*



CHAPTER 3

PRIMARY RESEARCH

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FOCUS GROUP ANALYSIS

Section 1: How did you become aware of ECN?

Keywords: communal projects, cooperation, leisure centres, partnerships

The majority of participants became aware of the ECN by working on a project to which ECN members also contributed. These projects were usually identified as communal projects or as ECN's cooperation with another non-profit organisation or a business. The activity of ECN members in shelter houses and leisure centres for over 50 people was particularly frequently mentioned. For this reason, a recommendation is to focus on expanding partnerships and cooperation with other organisations to attract more members and foster this sort of connection. Finally, some of the responses identified that the initial contact took place in media such as newspapers or radio.

Key takeaways:

01 Membership increase from work on communal projects

02 Many people joining from shelter houses and leisure clubs

03 Importance of active members and their ability to present the ECN to new people

FOCUS GROUP ANALYSIS

Section 2: What made you a member of the ECN?

Keywords: willingness to contribute, liberal views, diversity, free time activities, projects

A broad palette of reasons for joining the ECN was mentioned in this part of the interviews. It started with a general curiosity, willingness to contribute, and seeking new leisure time activities, which were mentioned by at least three participants. Another reason for joining was the liberal views and goals of the ECN, as well as its dedication to spreading education on the grounds of inclusion and diversity in society (for more information, refer to the recommendation on increased diversity). Lastly, the desire to make a difference and contribute to projects with funding opportunities was also mentioned by some respondents. Many respondents also emphasised the significant role that the activity and persistence of the current members played in their decision to join.

Key takeaways:

01

Membership increase from work on communal projects

02

Many people joining from shelter houses and leisure clubs

03

Importance of active members and their ability to present the ECN to new people

FOCUS GROUP ANALYSIS

Section 3: What is the primary purpose of ECN?

Keywords: signposting, Bulletin, engagement, research projects, events

The majority of participants agreed on the importance of signposting the activities of the ECN in the form of the Bulletin. Current members appreciate how it provides a lot of information in a comprehensible form, such as current issues, events going on in Newcastle, and useful information that makes their lives easier. Additionally, links to research projects and the world of academia were mentioned, along with the benefits of knowledge exchange. At least three participants mentioned an example of the technology advisory drop-in session organised by the Northumbria University Student Union (for more information, refer to the recommendation on collaboration with educational institutions).

Key takeaways:

01 Importance of the Bulletin, as the information provided there is much welcomed by the members

02 ECN serves as a socializing platform

03 Encouragement of engagement in research projects, self-development and further education

FOCUS GROUP ANALYSIS

Section 4: Describe your interaction with the ECN

Keywords: in person meetings, website interaction, email communication

The interaction of ECN members with the council depends largely on the interests of each member, as the number of projects led by the ECN is very broad. The majority of participants claimed they are selective about which projects and activities they are willing to take part in. Some participants mentioned regular meetings in the form of social engagement groups, such as gatherings in shelter housing. Online engagement with the ECN consists mainly of email, as participants admitted to very rare interactions via the website. It was concluded that online interaction would suit younger members better, as they might be busier.

Key takeaways:

01 Projects with topics of housing, education, LGBT problematic, environment and current local affairs were mentioned the most

02 ECN serves as a socializing platform

03 Encouragement of engagement in research projects, self-development and further education

FOCUS GROUP ANALYSIS

Section 5: Are you a member of any other organisation?

Keywords: in person meetings, website interaction, email communication

After analysing the responses to this question, we discovered that the current members of the ECN are very active outside of the council as well. The most commonly mentioned organisations or groups were the Labour Party (4 times), LGBT supporting societies (3 times), trade unions (2 times), and housing committees of organisations (2 times). Some other forms of participation included education, research projects, and links to former professional life. An important observation was made by us and by one of the participants during the interview: that with their views and engagement, the members are often located on the left-wing side of the socio-political spectrum.

Key takeaways:

01 Interviewed members are very active also outside the council

02 Views of the ECN members seem to be left-wing oriented

03 5 of the participants were members of at least 2 more organisations outside the ECN

FOCUS GROUP ANALYSIS

Section 6: What does the ECN do well currently?

Keywords: Recognise, Proactive, Trust

Claire supported an interviewee by coming to their accommodation, speaking to the residents and supporting a project. Interviewees like the intersectionality in how the ECN supports other demographics than just the ageing population such as LGBT groups and those with disabilities. They enjoyed how the ECN would work directly with the community and "Dip their toes into the water". The political aspect was brought up and interviewees enjoyed how they felt able to discuss political decisions that affected them. They described the ECN as a forum to discuss these issues.

Key takeaways:

01 Subgroups of older people such as the LGBT and neurodivergent population could be recruited

02 The ECN could have scheduled opportunities to hear members political concerns and issues

03 Direct community engagement is highly appreciated and is effective in recruiting new members

FOCUS GROUP ANALYSIS

Section 7: Political use of the ECN.

Keywords: Blame, Cuts, Liable

There was discussion about the lack of education on how local government operates. Rent hikes were spoken about and the interviewees were shocked at how much rent has increased for older people, but this conversation was not linked to how the ECN could be used to help these issues. Requests were made for discussing issues such as regionalism and ways to educate older people on how local government works. Whilst it was noted that the ECN has political elements it was not primarily seen as a political organisation.

Key takeaways:

01 Having dedicated events to discuss political problems within the city would be beneficial for members

02 Further interaction with Newcastle City Council could turn discussion into change

03 Education on local political topics would help members feel more involved and aware of policy and practice

FOCUS GROUP ANALYSIS

Section 8: Barriers for new members joining and contributing to the ECN.

Keywords: Recognise, Proactive, Trust

Interviewees expressed the need for potential members to see and relate to people similar to themselves in order to be comfortable joining a new organisation. There was discussion on attempts have had to try to bring in new people. Word of mouth seemed to be a common way for interviewees to hear about new organisations they may consider joining. One member brought up the issues they faced in a leadership role at another organisation and the mental toll it took on them. Trust was said to be incredibly important to join and contribute. The organisation's name was brought up as being unrelatable at first due to many not considering themselves "Elders" but growing on members over time.

Key takeaways:

01 It is important to have the opportunity to contribute to the organisation at differing levels of commitment.

02 Having interests, ages and perspectives in common increases likelihood of joining an organisation

03 Trust in an organisation is of high importance and care must be taken to build and maintain that trust

FOCUS GROUP ANALYSIS

Section 9: What can the ECN do differently?

Keywords: Help, Need, Conduit, Wisdom

The idea of increased signposting to cultural outings such as museums and the theatre was broached. Interviewees discussed how the ECN could lead members towards finding discounts and free activities within the city and liaise with other organisations to organise these. The discussion moved on to how the ECN could possibly help younger people and those with disadvantages alongside helping older people. In general, they wanted to use the ECN to help the wider community and contemplated how as "Elders" they had the opportunity to distribute their knowledge and use the ECN as a tool to help others.

Key takeaways:

01 The opportunity to help younger generations was of high interest to the participants

02 Directing members to social and cultural events outside of the organisation was seen as helpful

03 The ECN organising discounts for cultural pursuits was discussed and interviewees were very interested

FOCUS GROUP ANALYSIS

Section 10: What can the ECN do better?

Keywords: Media, Funding, Exciting, publicity

The conversation evolved from what could be done differently to what could be done better. Funding opportunities were discussed and it was expressed that under the limitations, being volunteer-led and limited funding the ECN was doing an incredible job. There was a certain reluctance to criticise the organisation but the need for media attention was brought up. The interviewees wanted people to see the good work being done by the Elders Council as they felt it was not recognised enough and media attention could lead to greater funding. With more funding, the interviewees discussed how it would relieve pressure on staff and give the organisation more options on goals it could achieve.

Key takeaways:

01 The ECN is seen as doing great work under limitations and it was questioned how these could be removed

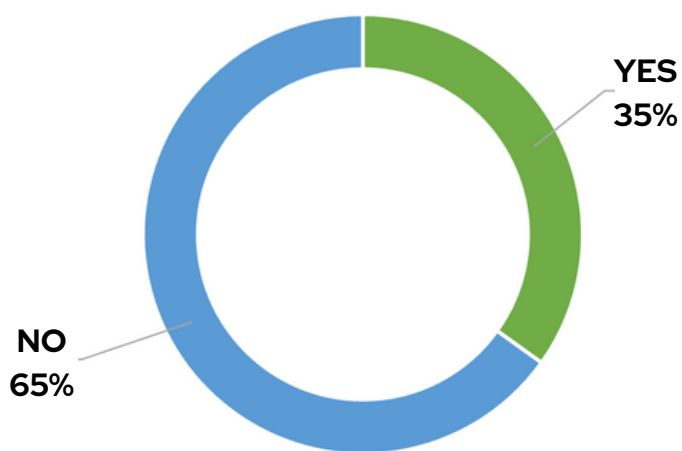
02 Gaining Media focus to grow the organisation via BBC look north or the Chronicle was suggested

03 Gaining additional funding was seen as a priority to relieve pressure on volunteers and staff

QUESTIONNAIRE

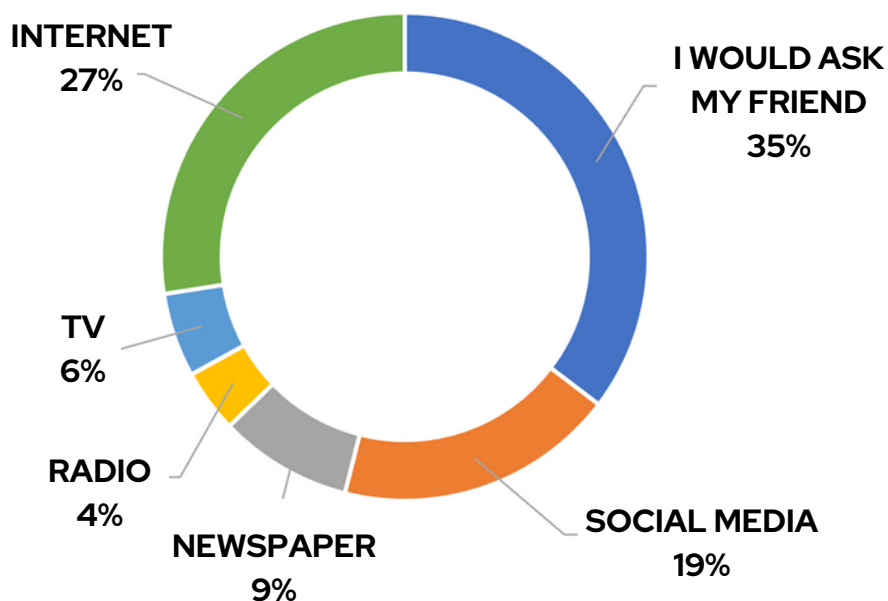
NON-MEMBERS

1) Are you a member of any organisation or club?



We wanted to find out how interested people are in participating in an organisation or club.

2) If you were looking for an organisation or a club to join, where would you look for it?



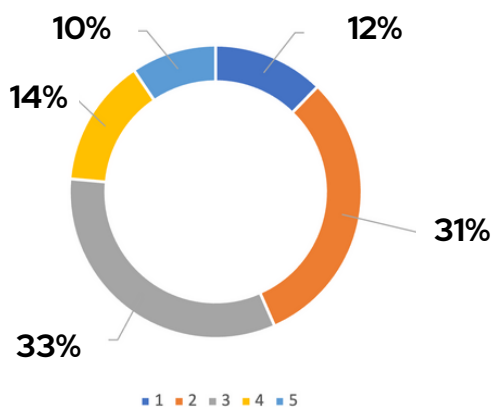
QUESTIONNAIRE

NON-MEMBERS

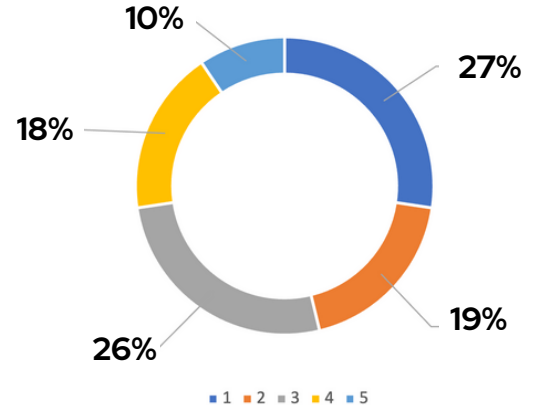
3) If you were to choose a club or society based on the following description: A non-profit organisation, which serves as a platform for people aged 50+ (focus on community, free time activities self-development). Which name would be the most appealing to you (1 - the worst, 5 - the best)?

We wanted to give suggestions to people to find out what their impression of ECN is without knowing that this organisation is called Elders Council.

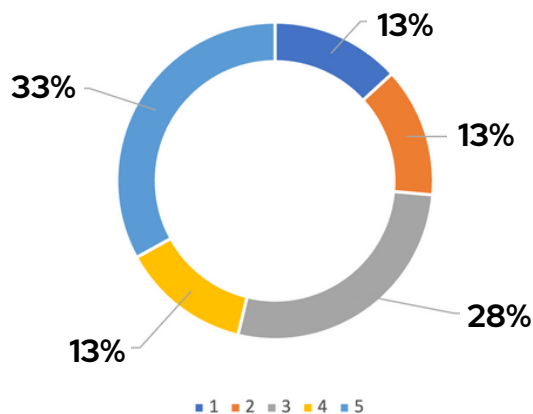
Legacy Council



Elders Council



Club Sofia (Sofia = wisdom in Greek)



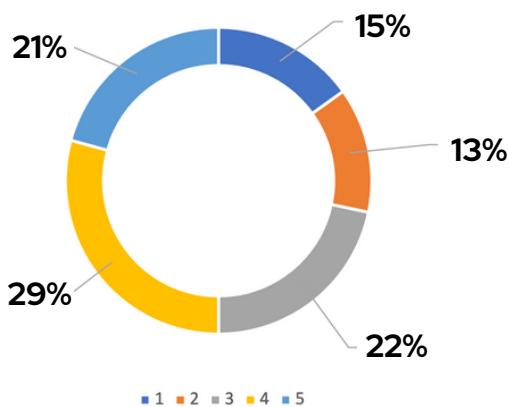
QUESTIONNAIRE

NON-MEMBERS

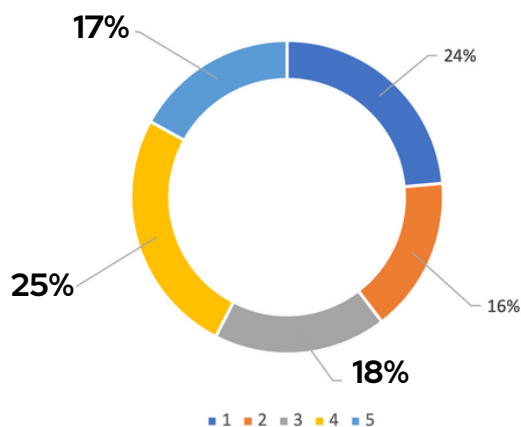
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Generation Council



Council of Living

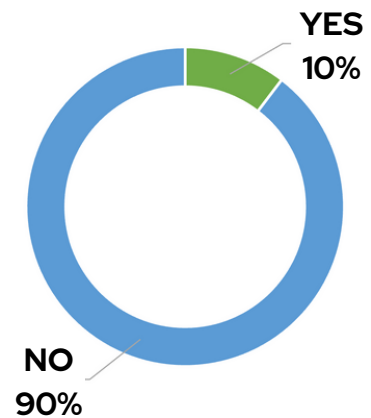


QUESTIONNAIRE

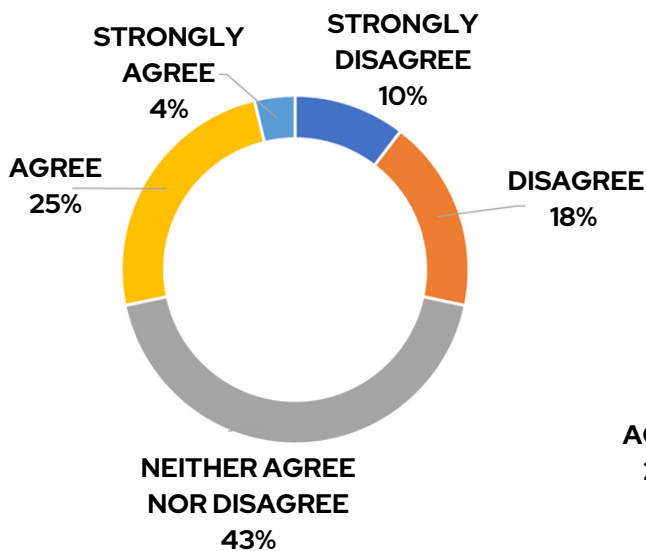
NON-MEMBERS

4) Have you ever heard about Elders Council Newcastle?

We wanted to find out how many people know about ECN and then suggest to them how to become more visible.

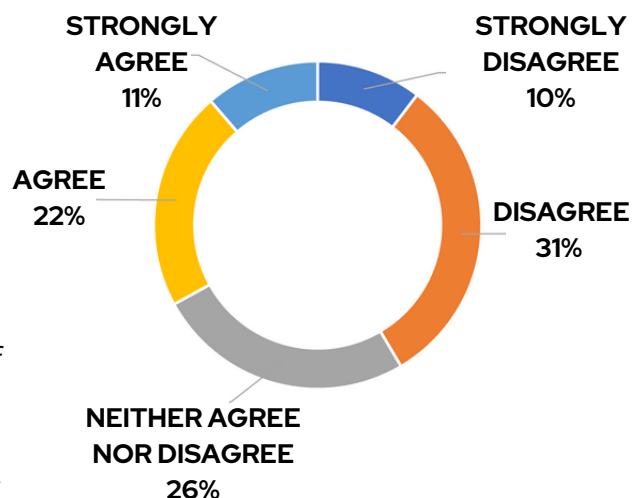


6) To what extent do you agree with the statement: City Council cares about my generation.



ECN is committed to improving the future of older people and ensuring better living conditions for them. Therefore, we wanted to find out their views on the City Council and its role in achieving these goals.

5) To what extent do you agree with the statement: I am well prepared for retirement.

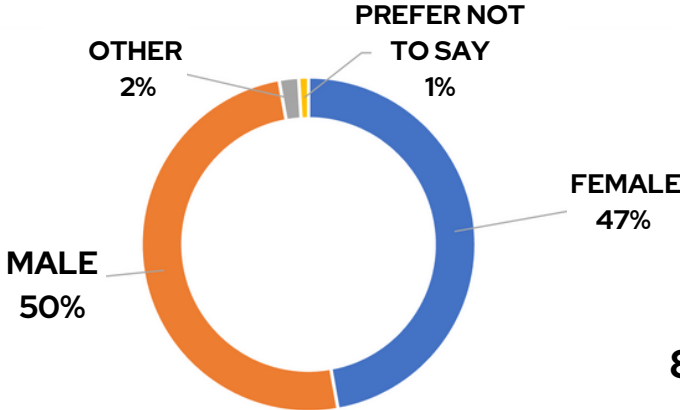


QUESTIONNAIRE

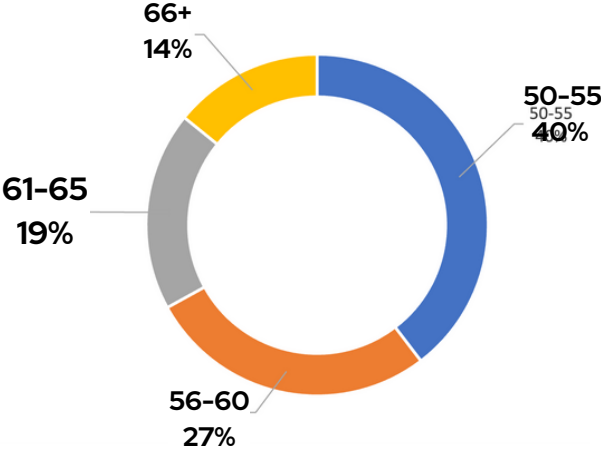
NON-MEMBERS

Demographic Questions

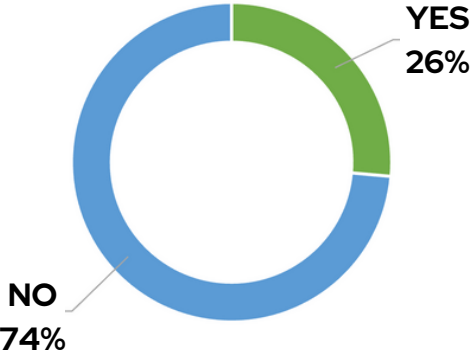
7) What is your gender?



8) What is your age group?



9) Are you retired?



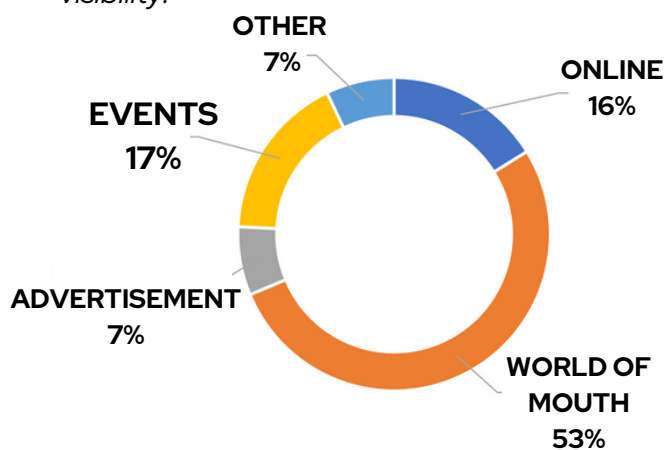


QUESTIONNAIRE

MEMBERS

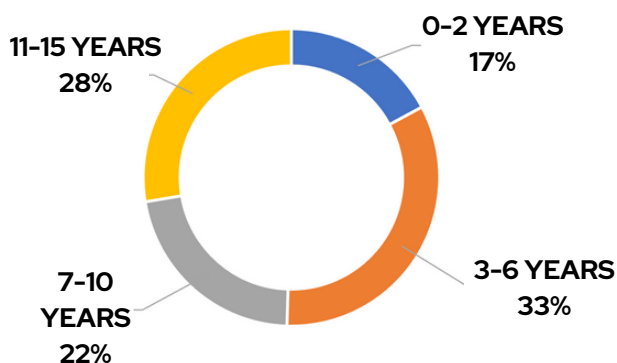
1) How did you first hear about the Elders Council?

We asked this question to determine how members discovered ECN in order to make recommendations on how to increase its visibility.



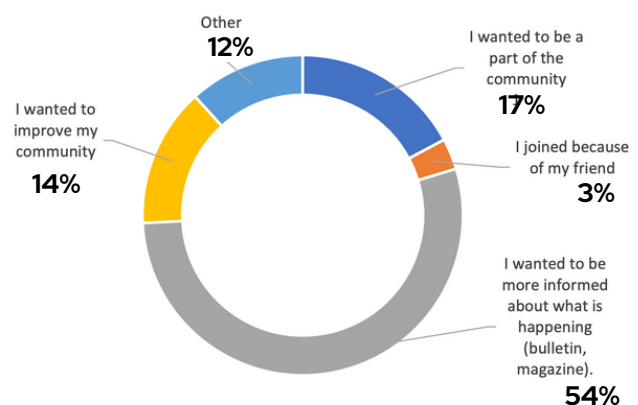
As for the other answers, they mainly indicated that the members did not remember or were not sure about how they discovered ECN.

2) How long have you been a member of the Elders Council?



3) Why did you join the Elders Council?

We asked this question to demonstrate that ECN has strong activities that are highly valued by its members.



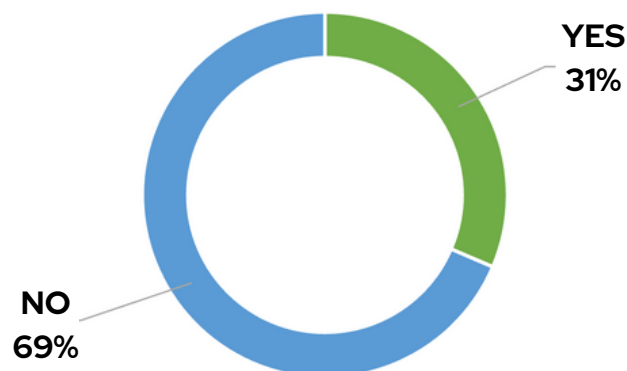
Some members choose to join ECN because of the interest, the job offer, to improve and support the old people community, because of the work related to working with the seniors and because of the advantageous offers (such as the price of 2 theatre tickets for one).

QUESTIONNAIRE

MEMBERS

4) Would you describe yourself as an active member?

Based on our meetings, we were aware that not all members were considered active. We asked this question not only to find out how many members were aware of their active status, but also to understand why they considered themselves active members or not, and to determine their level of familiarity with the inner workings of ECN



a. If yes, what activities did you take part in?

Some members consider themselves active members because they are trustees, were part of IT courses, organized meetings, events and workshops, part of the radio show and take part in the research. However, some felt active by participating in the event, reading the newsletter and the magazine.

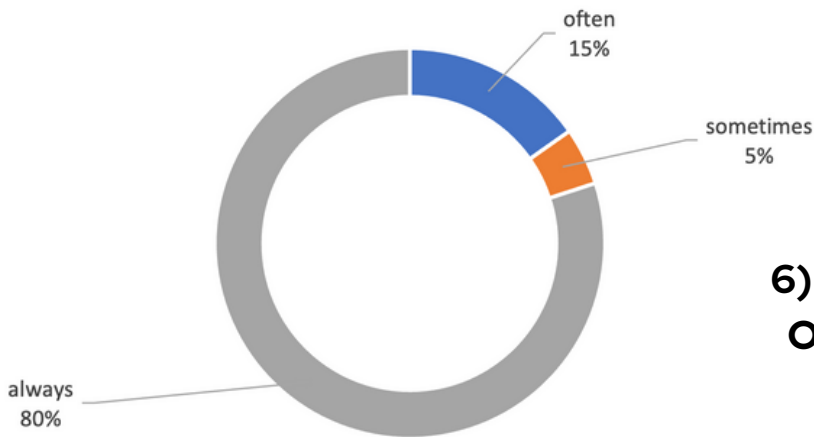
b. If not, why?

There are various reasons why members are not active, including health problems, transportation issues, relocation outside of Newcastle, busy schedules, and limited interest in certain meetings, bulletins, or magazines. Furthermore, due to COVID-19, most members have become less active. Some members are unsure about how they can contribute more to ECN and become more active, while others believe that ECN does not organize activities that match their interests.

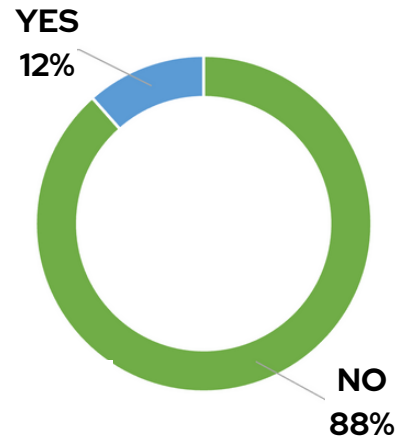
QUESTIONNAIRE

MEMBERS

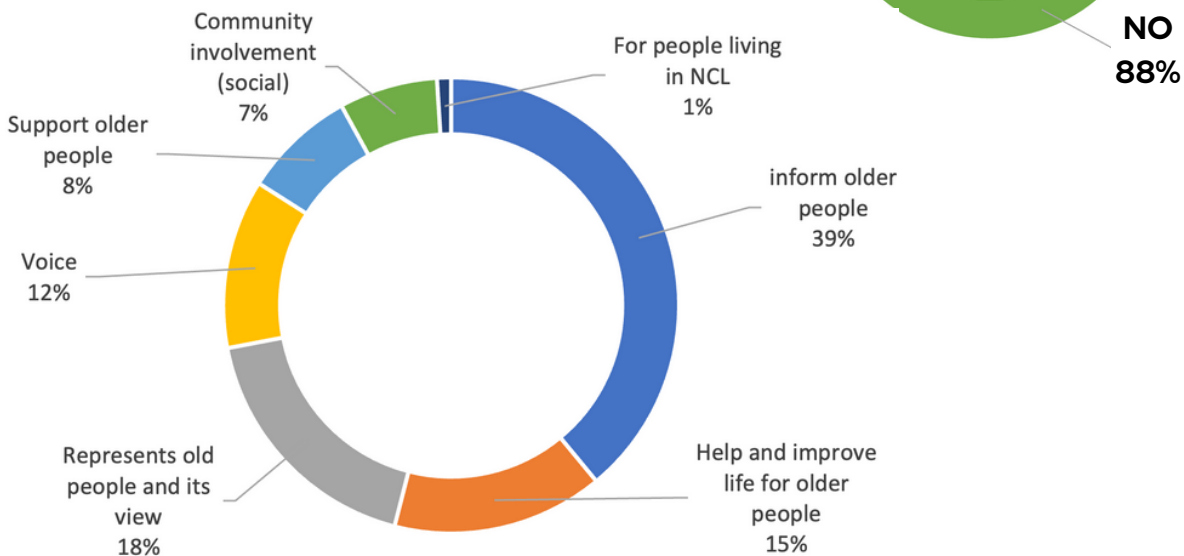
5) How often do you read Bulletin or the Echo (magazine)?



6) Do you ever listen to the Older Voices radio show?



7) How would you describe the purpose of the Elders Council in one sentence?

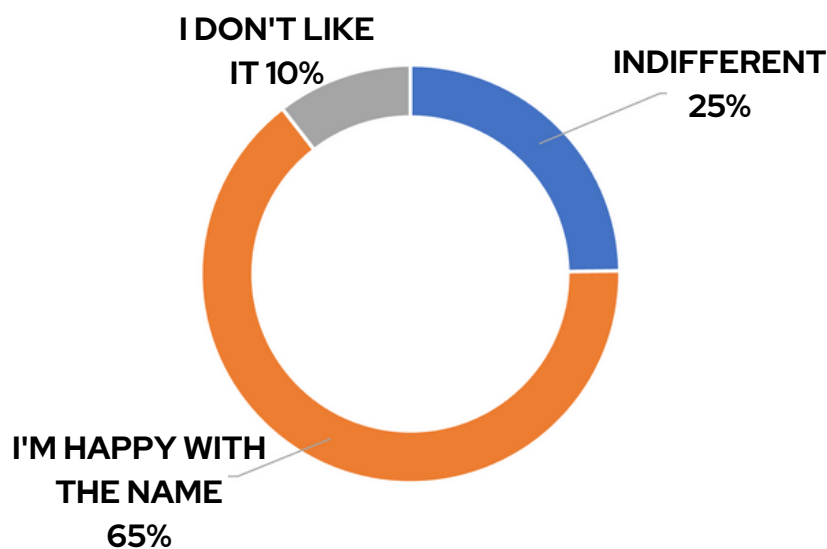


QUESTIONNAIRE

MEMBERS

8) What do you think about the name Elders Council?

This question was asked because in secondary research we found out that the target group (50-65 years old) is not considered old and therefore we wanted to find out what impression the members themselves have of the name.



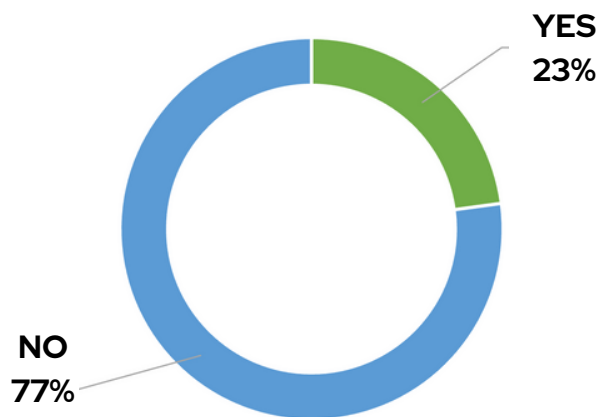
a. If you don't like the name, can you tell us why?

Members feel that the name 'Elders Council' does not effectively describe the organisation and sounds like a religious group or a group of academics making decisions on behalf of others. Furthermore, the name 'Council' can be confusing, and 'Elders' makes them feel old and it connotes frailty and dependence, which gives the impression that it is only for very old people. One member feels that Older Voices would be better.

QUESTIONNAIRE

MEMBERS

9) Is there anything about the Elders Council that you would like to change or improve?



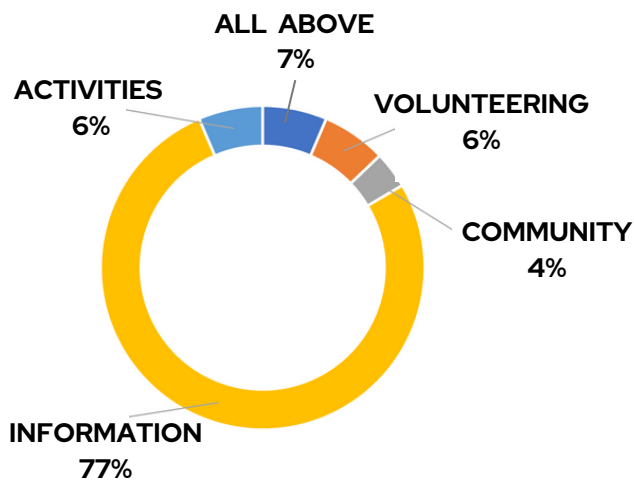
a. If yes, what would you like to change?

- Name
- More activities
- Online exercise classes
- More support
- Increasing younger members
- Involve more older people throughout the city
- Improve magazine with the quiz, crossword
- Need more help for older people
- Themed section – e.g. climate change, mobility helps at home and getting out to rural places
- Focus on a few projects not on everything.
- More inclusion and diversity
- Restart coffee morning in town
- More focused meetings
- Chairs need to listen to a wider point of view
- More members to be actively involved
- More funding to maintain professional staff support and a larger project programme
- Branding

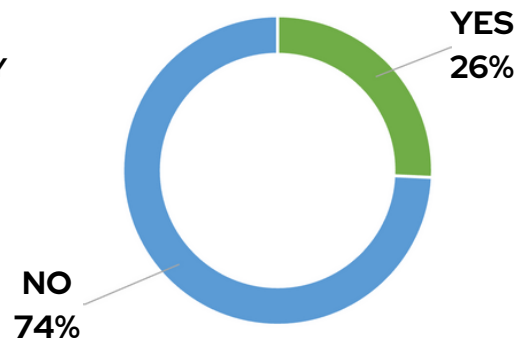
QUESTIONNAIRE

MEMBERS

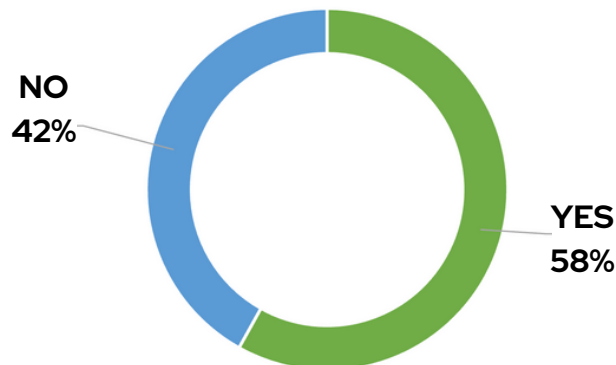
10) What do you like the most about the Elders Council?



11) Do you follow Elders Council on social media?



12) Have you ever visited the Elders Council's website?

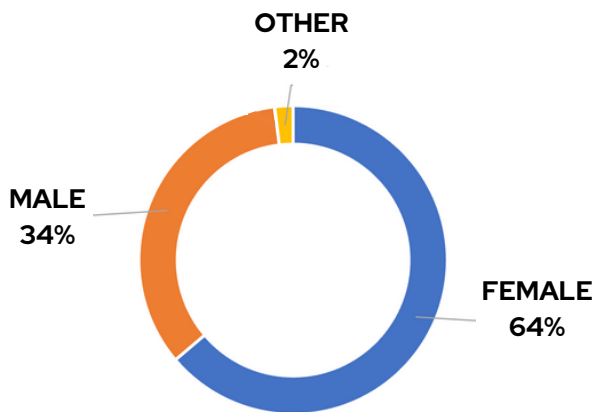


QUESTIONNAIRE

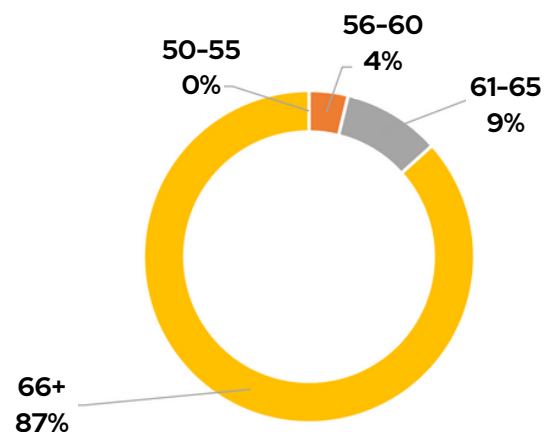
MEMBERS

Demographic Questions

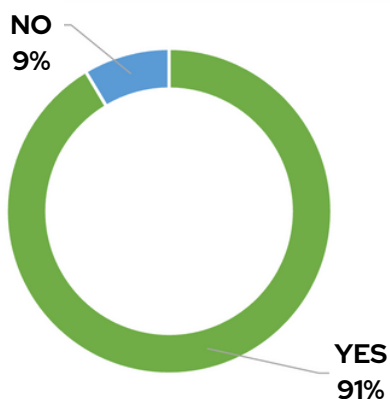
13) What is your gender?



14) What is your age group?



15) Are you retired?



CHAPTER 4

RECOMMENDATION

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DESIGN ANALYSIS

ANALYSED BY:



Johnny Page
Industrial Designer

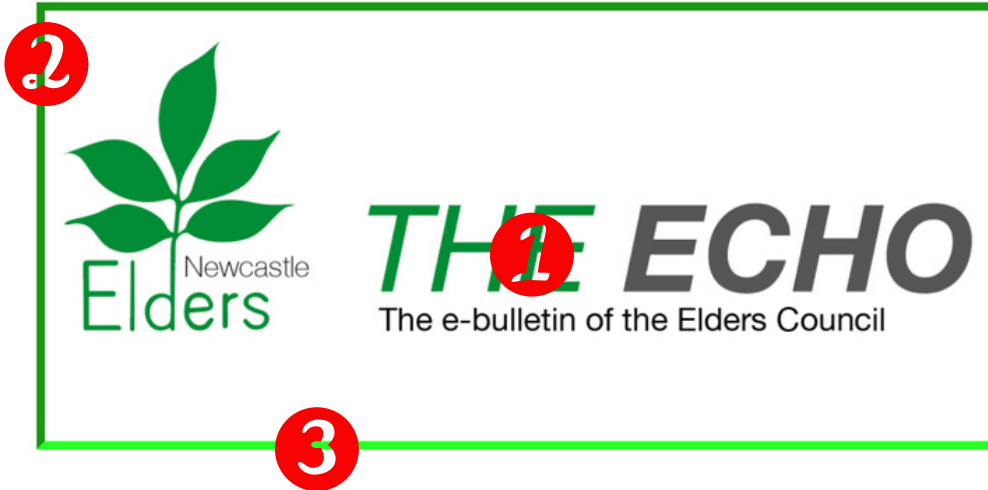


Jack Mercer
Industrial Designer

Final-year industrial design students carefully analyzed ECN's website, newsletter, and magazine, taking into consideration that the target audience is aged 50 and above. Below, we have outlined some of the main points that were mentioned during our interactions. In addition, we have endeavored to follow the instructions of industrial designers by creating a new website, logos, names, and a sample design for a bulletin.

THEIR COMMENTS ON BULLETIN

- Add Pictures to make it more engaging
- You can easily understand what it is about, better structure and overall it is better than a magazine
- Add a table of content to increase orientation
- As for the banners it is necessary to use a bigger font in subheadings because it is the same as in details
- It would be useful if ECN used a template, so its Bulletin looks more modern and it will decrease the time of production



Issue 140

16th April 2023

**HEADLINE COULD
BE BIGGER**

Getting My Affairs in Order – An Elders Council event

**Thursday 11th May 2023 – 10.30 am – 12.30 pm
at One Strawberry Lane, Newcastle**

We know we need to do it, but there is always something more interesting to do!

Please join us for an informal conversation about what will motivate us to get our affairs in order; what should we think about first and how we might make a start.

There will be information available from key local organisations to help you.

Just imagine the relief for you (and others) when you know you have your affairs in order.

This event is organised by the Elders Council's Housing, Health and Social Care Group.

Booking is essential so to reserve a place contact us

☎ phone: [0191 208 2701](tel:01912082701) or email: info@elderscouncil.org.uk.

NO ORIENTATION
[EASY TO GET LOST IN THE BULLETIN]

**FOUR SHADES OF
GREEN**

4 What's the Elders Council Doing?

SAVE THE DATE - ELDERS COUNCIL AGM
Wednesday 19th July 2023 2-4pm
Victoria Room, Royal Station Hotel, Newcastle

The invitation to members will be included in the Echo magazine due out by the end of April.

Don't forget to return your reply slip and proxy vote as soon as possible, to book your place.

☎ phone: [0191 208 2701](tel:01912082701)
or email info@elderscouncil.org.uk

NEW CONCEPT

To: Bulletin Readers



Issue 140, 16th April 2023

THE ECHO

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10%

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CURRENT WEBSITE



- ECN is using images of poor quality. It is necessary to incorporate more photos of the target group, including younger individuals.
- Each designer has a unique opinion about the design. One believes it should be simplified while the other believes it is sufficient.
- Both designers appreciate that the website is clear for the target group. However, they think that the breaking system on each page should be standardized.
- The website features numerous shades of green, and it would be best to standardize them by using the green present in the logo. Additionally, the designers feel that the blue colour used as a contrast is acceptable, but ECN could use a better colour for this purpose.
- The people in the picture are all 60+ \Not our target group
- On the website, it is better to use photos that are connected to the topic (e.g. reports)

CONCEPT WEBSITE



This is an example of what a modern website could look like. We designed it using the Squarespace platform, which costs £12 per month. This subscription includes a range of features and benefits to help you create a professional and user-friendly website. Additional websites such as Wix offer similar services. It could help ECN to simplify their design and make it more welcoming for younger audiences.



(Link will expire on 12th of May 2023)

Scan a QR code to see mobile version of our concept

or

access it on your computer through the link bellow

<https://radish-tuna-mby9.squarespace.com>

Password: Newcastle

NEW CONCEPT

Elders Council of Newcastle

[Home](#) [About Us](#) [Our Work](#) [Join Us](#) [Contact Us](#) [f](#)

[Take Action](#)



Older people bring a wealth of experience and valuable resources to the table, regardless of their age or situation. Let's harness these gifts for the benefit of everyone and work towards making Newcastle an Age Friendly City!



Our Projects

We collaborated with students from Newcastle University's Architecture, Planning, and Landscape Department to gather insights and perspectives from older individuals on what qualities make the city center an appealing place to be.

[Learn more](#)





Join us for our Meetings!

Join us at Elders Council meetings to connect with like-minded individuals who share a passion for aging-related issues. Let's work together to make a positive impact on our community. All are welcome to attend!

Take Action

"Thanks to the Elders Council, I had the opportunity to speak with a local MP and ask them questions. Not only that, but I thoroughly enjoy attending their meetings - they're a great source of fun and connection."

— Barbara

We connect with other older individuals, provide accessible information, and amplify their voices through events and focus groups. We conduct research, develop creative projects, and participate in decision-making, partnership working, and networking to influence change for the entire community.

Sign up to be the first to know about our events and receive our magazine and bulletin.

Email Address

Sign Up

Elders Council of Newcastle

Second Floor Biomedical Research Building
Newcastle upon Tyne NE4 5PL
[0191 208 2701](tel:01912082701)

Powered by NCG

Our Work

[About](#)
[Initiatives](#)
[Take Action](#)

Follow

[Twitter](#)
[Facebook](#)

58

MAGAZINE



imAGE 2022

imAGE happened throughout this October and wow what a variety of activities and events took place across the city. There were free train rides at the Stephenson Steam Railway, Craftivism open day with the Workers Educational Association, theatre and cinema trips, outdoor activities and much more. Here are some highlights.

This was a big opportunity for us to celebrate and to challenge stereotypes of older people. The imAGE month opened with a wonderful start in Dance City with their **Inspire Festival**

The variety of thoughtful and varied live performances and film illustrated the joy and sense of wellbeing that participants gained from being involved in different types of dance.

We enjoyed performances of the more familiar tap dancing alongside a fabulous piece by the Live Well and Dance with Parkinson's Performance Collective developed as part of the Hadrian's Wall 1900 Festival and much, much more.



A truly inspiring and moving evening which perfectly illustrated that dance really is for everyone. You can find out more about the programme of classes at Dance City on their website [Classes and Workshops - Dance City](#)

Then there was **The Company of Others Ensemble – a gem in the heart of Walker**

Hidden away in the heart of Walker, you can find Company of Others

[Company of Others – uncovering the stories that share the silence](#), a dance theatre company. The Company of Others Ensemble is a very welcoming group of people aged 65+ who enjoy working under the guidance of their tutor to create simple but beautiful choreography. They meet on Mondays at 1.00 -2.00 pm and there cannot be a better way to start the week with gentle movement and great companions. You can find out more by emailing community@companyofothers.org.uk or calling us on 0191 208 2701 and we will put you in touch with the group.



1

2

- According to industrial students, it is better to use basic effects and not use too many effects, as using too many effects can spoil the overall impression
- Use space more effectively and sizing of the text to create a contrast
- Use the template and categorise
- As for visual appearance, ECN is using the same size or just headlines in bold. Industrial students felt like it is better to use a bigger size for the heading and subheading and leave more space between each article
- On some occasions, there is a sentence that only consists of a photo with one sentence, which creates an odd feeling due to the wrong structure
- Missing orientation on a page seems a little bit confusing
- It is recommended to create a logo with different formatting as it is easier to use it on different background

NEW BRAND IMAGE

After conducting primary and secondary research, we discovered our 50-65 target group doesn't see themselves as elderly. This may make the current ECN brand unattractive and the name may reinforce negative perceptions.

We suggest creating a subsidiary or new brand image to attract younger generations. This arm of ECN can focus on issues relevant to younger members who may have less time but still care about their community and ageing-related topics.

old logos



THE ECHO
The e-bulletin of the Elders Council

After careful consideration, we created a new brand identity for ECN, including a new name, logo, website, and design. This rebranding can inspire ECN and serve as a blueprint for a new brand under its umbrella. The following names were chosen from our primary research. The intention behind designing logos was to make them modern.

BRAND NAMES

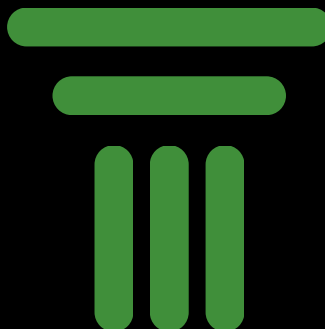
Elders Council of Newcastle

Club Sofia of Newcastle

Legacy Forum Newcastle

Generational Council Newcastle

PRIMARY LOGO CONCEPTS



 Elders Council
Newcastle

 Club Sofía
Newcastle

 Generational Council
Newcastle

 Legacy Forum
Newcastle

ECN 

GCN 

LFN 

CSN 

THE ECHO



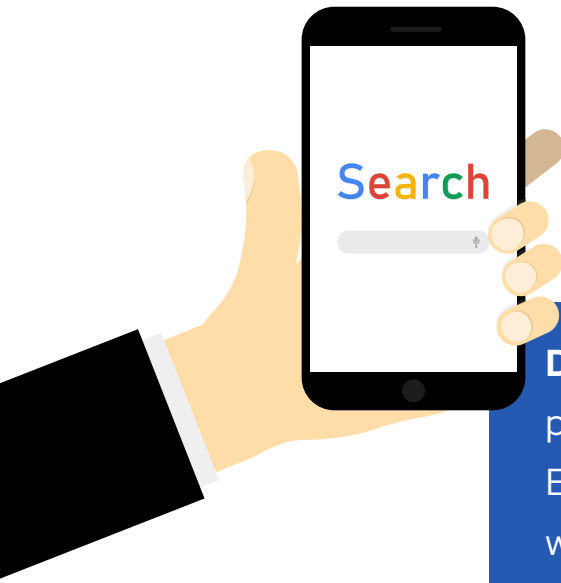
NEW DESIGN SUITE



We recommend that ECN adopt a new design suite, such as Canva, which offers thousands of templates and tools that can help ECN to be more effective. Canva is a widely used design suite and is available for free. Additionally, another option is to hire a graphic designer who can help develop unique templates and teach members how to use them. While this option is not free, based on our consultation with designers, we estimate that a second or last-year university student would be able to execute ECN's design requirements, making it a cost-effective solution. This would provide tailored design advice at an affordable cost.



SUITABLE SEO STRATEGY



Description: After analysing ECN's website performance together with their SEO (Search Engine Optimisation), we identified some key areas with space for improvement. SEO represents an algorithm used by search engines such as Google or Bing by Microsoft to return websites to a user after entering words into the search bar. With a suitable SEO strategy, website owners can achieve that their website will be suggested to the user as one of the first ones. We have selected three main criteria according to which search engines award a certain SEO score, which should help the ECN webpage appear higher in the results.



SUITABLE SEO STRATEGY

1. Keywords

Using the appropriate keywords that describe ECN's business and activities best helps search engines to better identify the content of the page and suggest it to relevant users. For keyword optimisation, it is vital that these keywords are included:

- **URL**
(<https://www.elderscouncil.org.uk/>)
- **Meta Description**



Elders Council of Newcastle
<https://www.elderscouncil.org.uk>

Elders Council of Newcastle

Elders Council of Newcastle is a group of people who are interested in having a say about making Newcastle a great city in which to grow old.

- **Webpage Titles, Headings of the Folders**

Appropriate
keywords to use:

Ageing Community
Retirement
Volunteering
Diversity
Club
Advice
Newcastle
Health and Wellbeing
Forum
Projects Senior
Society
Information



SUITABLE SEO STRATEGY

2. Backlinks (links on ECN's website from other websites)

This strategy requires the production of quality content, that would encourage the user to click on the link of the ECN website. By visits from external sources, search engine algorithms will award better SEO as it indicates the relevance and quality content of the website. Potential placements of these links can include:

- **Social media accounts (Facebook, Twitter, Instagram)**
- **Blogs**
- **Infographics**
- **Webpages of ECN's partners**
- **Local internet media**



3. Mobile Accessibility and Loading Speed

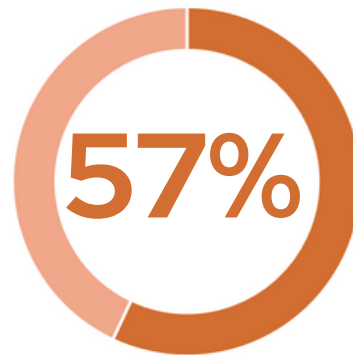
The ECN's website loading speed and mobile accessibility greatly affect user satisfaction and SEO rankings. Pingdom's Page Speed Insights analysis shows that the website performance has a high score of 96/100 for desktop but only 57/100 for mobile due to long loading time.

SUITABLE SEO STRATEGY

Desktop



Mobile



To improve SEO strategy, it is recommended to decrease the amount of JavaScript code that is not needed for the initial page loading and defer it until it is required. While we understand this recommendation is very technical and requires expertise and skills, that the current ECN team might lack, in case of consulting the webpage problematic with an external developer, this would be one of the enquiries the ECN should ask for.

Benefits: The largest benefit of this strategy is its zero cost. Although it can be a bit challenging for those who are not familiar with SEO and website administration to navigate and optimise their website for optimal performance, the current administrator of ECN's webpage should be capable of making such changes.



To track SEO, you can use tools such as Google Analytics, Rank Math, Semrush or Pingdom. Google Analytics is free but needs an account setup. The other tools have free and paid versions with a trial period. We recommend using Google Analytics or Rank Math.

GOOGLE ADS

A paid alternative strategy to attract more traffic to the ECN website is advertising platforms such as Google Ads. It works on a pay-for-click system and in simplicity works in a couple of steps:



Google Ads

1. The administrator sets up a campaign to achieve a goal (e.g., increase website traffic).
2. They next choose a target audience based on demographics (all genders, age 50+, in Newcastle).
3. Ads in various formats are created, with keywords selected and a maximum price per click set.
4. When a user searches for one of the chosen keywords, the ad appears in their search results.
5. If the user clicks on the ad, the administrator's website is opened, and they are charged up to the cap price they set.



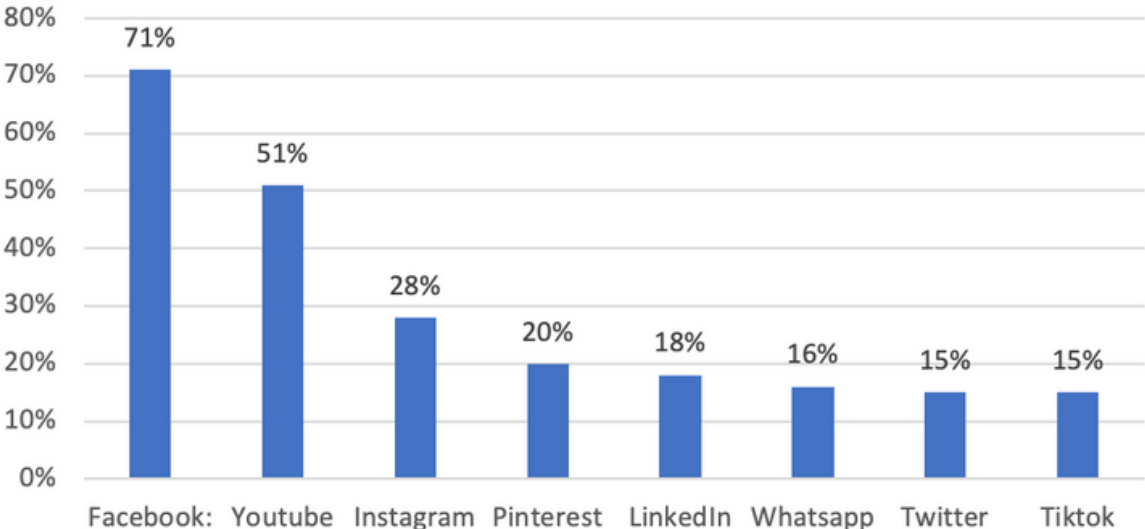
Increasing website traffic through Google ads is a relatively costly option. However, the ECN could bid lower amounts for less attractive keywords as it doesn't require aggressive advertising due to low urgency and competitiveness. Google Ads is currently offering a deal of £400 free credit when purchasing £400 in ads credit, reducing the cost of one website visit to less than 30p.

FACEBOOK ACCOUNT

Description: A stronger Facebook presence is one possible way to increase the ECN's visibility, as 71% of the target audience uses Facebook. Although we found many positive features in our analysis of the ECN's Facebook account, such as regular posting and frequent use of visuals, there is still room for improvement. By following our recommendations, the content of the ECN's Facebook profile could reach thousands of people within the target audience.



Percentage of people 50+ using given social media platform



FACEBOOK ACCOUNT

Tips to increase engagement:

01

Interact more with the audience: Increase user interaction with the account by asking questions in posts and engaging with followers' comments and messages. Tools such as polls, quizzes, contests, and giveaways can also be used.

02

Increase the use of visuals: Post visuals frequently to give visitors an accurate picture of the ECN members' activities. Use the front picture of a post to tell a story and entice the audience to learn more.

03

Structure posts to induce curiosity and encourage potential new members: Although most followers are likely already members, frequently interacted-with posts (liked, commented on, shared) may be seen by friends of followers. Encourage people to join the council in your posts.

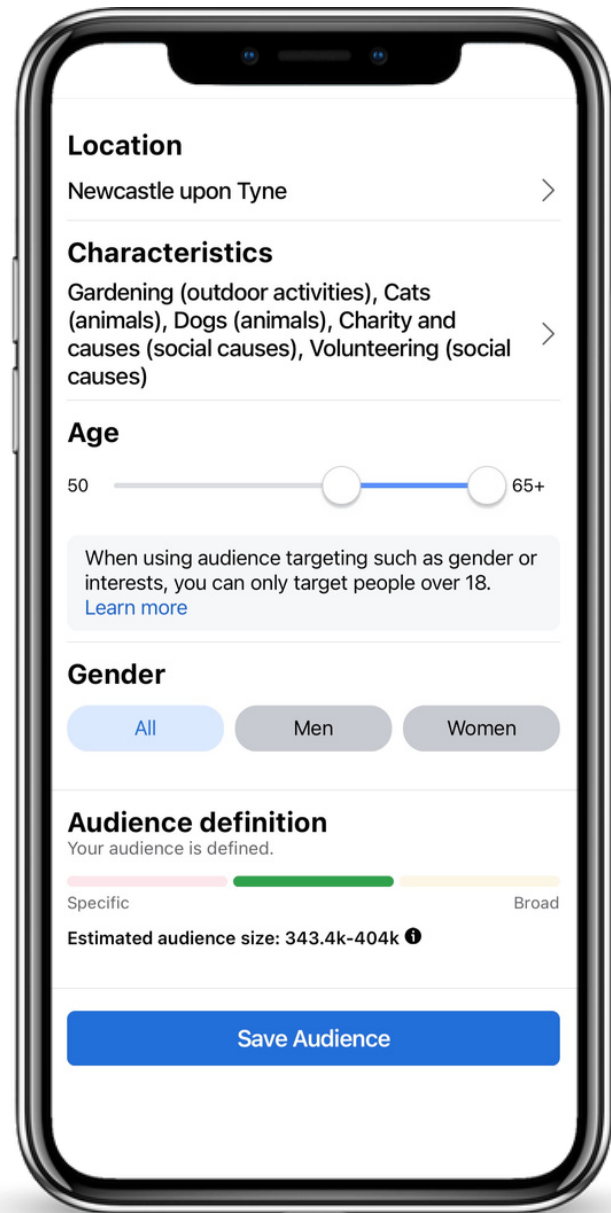


FACEBOOK ADS



Facebook ads work in a similar way to Google Ads, as previously explained, resulting in the placement of a created ad on the Facebook walls of other users. Facebook ads are typically less expensive compared to Google Ads. A specific form of advertising on Facebook is boosting posts, which makes posts visible to audiences with specific features (e.g. demographics, interests, location, previous online activity) selected by the post creator. This is frequently used for brand awareness purposes, and we believe it would be a suitable strategy for the ECN.

POST BOOSTING GUIDE



1. Click the "Boost Post" button in the lower-right corner of the post

2. Choose your objective for boosting the post (we recommend selecting the option "Get more engagement").

3. Select your audience. You can choose to target people based on their age, gender, location, interests, and behaviours (we have included a suggestion for how your audience selection could look).

4. Choose your budget and duration. Set the amount you want to spend on the boost and how long you want it to run (when boosting a post with our preselected audience, by spending £10, the post could reach up to 4 thousand users with your preselected characteristics).

5. Select your payment method and click "Boost."

Benefits: Boosting a Facebook post does not require any specific skill set and is not time-consuming. Moreover, it is less costly than Google Ads, and the effectiveness of Facebook marketing should be higher, as the number of users of Facebook in the 50+ age group continues to grow. For these reasons, we believe that this could be the ideal online marketing strategy for ECN.

TWITTER



Follow

Elders Council of Newcastle #AgeProudNewcastle

@EldersNewcastle

Older people working for older people, what's not to like about us? Why are decisions made about us without discussion or choice? If you are 50+ then join us.

Newcastle upon Tyne, England elderscouncil.org.uk

Joined April 2020

Twitter could be a great platform for the ECN to engage with their audience and network with similar organisations. Running a successful Twitter account requires consistent and frequent posting, which can be demanding for account managers. To address this, we recommend that the Elders Council delegate the responsibility of managing the Twitter account to a dedicated volunteer (as suggested in the "Job Board" recommendation).



238

Followers



118

Follows

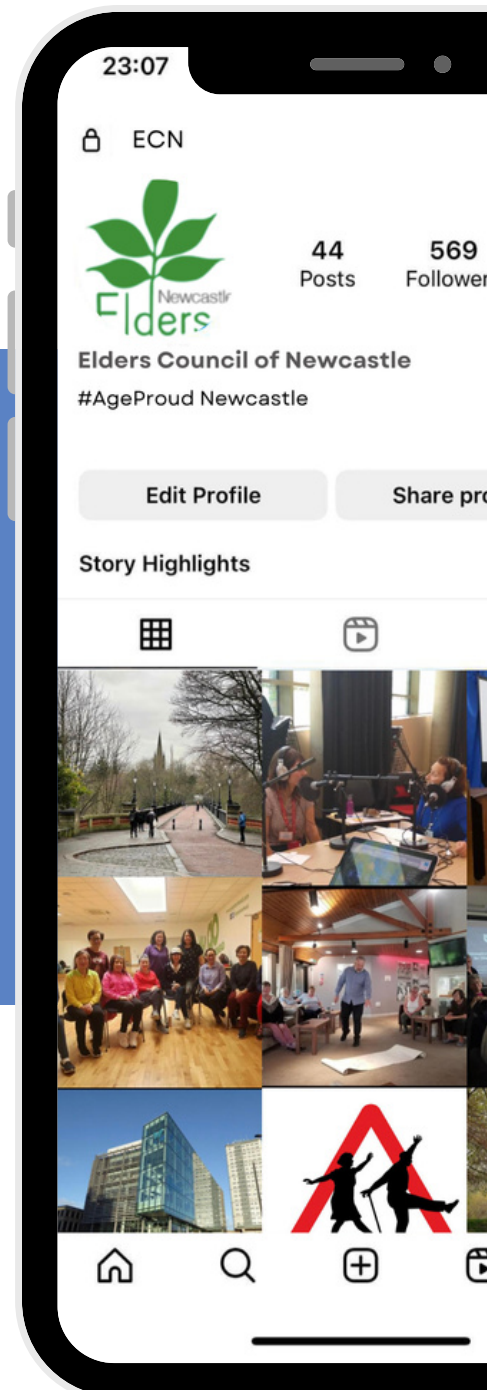
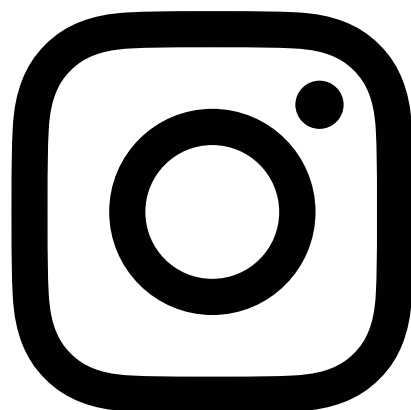


INSTAGRAM

At present, the Elders Council does not have an Instagram account. However, given that this social media platform is hugely popular with younger audiences, it could potentially help the organisation reach a wider audience beyond their existing ECN member base.

While not all members of the target group may use Instagram, there are still some who do, and creating an account is free.

Furthermore, Instagram can be linked to Facebook, allowing for simultaneous posting on both platforms. This could help generate organic traffic to ECN's website and increase visibility for its initiatives. Therefore, we highly recommend that the Elders Council consider creating an Instagram account and linking it to their Facebook page.



NEW ACTIVITIES



Based on our primary research, we have discovered that many members join the ECN for the sense of community it provides, as social engagement becomes more challenging as people age. Introducing new activities and initiatives could attract new members to the ECN and generate more interest.

BOOK CLUB

Starting a book club can broaden the range of activities offered by the organisation and attract a different demographic. It may appeal to individuals who may not be interested in the organisation's other activities but are passionate about reading and discussing books. The selection of books can be focused on topics related to ageing and better living, providing valuable insights and information for members to improve their lives.

The cost of this activity is solely the time of the employees who are responsible for organising and attending the meetings. However, as the club gains popularity, members and volunteers typically share the workload.

TOASTMASTERS CLUB



Toastmasters Club which focuses on ageing issues. It can help the organisation promote public speaking skills and increase awareness of important ageing-related topics. Involving members more in the organisation's activities and decision-making processes can also increase their engagement and loyalty.



Toastmasters is a non-profit organisation that is always interested in expanding its network of clubs, such as the ECN. Reach out to Toastmasters International to express your interest in starting a club. The organisation will provide you with a New Club Kit, which includes all the materials and guidance necessary to start a club.

INTEGRATION WITH THE CITY COUNCIL

Reasoning behind our recommendation

The Elders Council of Newcastle encourages older people to speak up about what matters to them and to engage with decision-makers to influence policy and practice. This is often done by the creation of highly detailed reports that seek to create lasting change for older people in Newcastle. However, we have identified that the impact of these reports and engagement with decision-makers is limited and could be improved by increasing integration and communication with the Newcastle City Council.





Aim

Newcastle Consulting Group have determined that the best way to achieve this would be regular in-person meetings with the council, preferably every month. This would allow trustees and members to show influential members of the City Council what the Elders Council is currently working on and how it benefits the older people of Newcastle. This could bring about a variety of benefits including increased funding for projects, additional help directly from the council and most importantly a better of reports being acted upon and influencing change throughout the City.

Action

To assess the feasibility of further integration with Newcastle City Council Newcastle Consulting Group began a dialogue with senior business support officer Margaret Jukes. After a discussion of what could be achieved via increased integration and how it could be mutually beneficial, we received confirmation that Newcastle City Council were interested in furthering collaboration and were looking to have face-to-face meetings with members and trustees of the Elders Council. The leader of Newcastle City Council, Councillor Nick Kemp was made aware of the discussion regarding integration and communication and agreed to the idea stating, "Increased communication would be beneficial". The council are now keen to set up a meeting in the coming weeks to look at finding a solution.

Cost

Acting upon the recommendation would be of no cost and could lead to funding for future projects.

COLLABORATIONS



The reason behind our recommendation is that, after reviewing the organisation's potential and our primary research data from both questionnaires and the focus group, we concluded that it would be a great opportunity for ECN to establish new partnerships and collaborations with other companies and organisations, as well as deepen its current ones. Three of our interviewees became members after ECN participated in a project in collaboration with an organisation of which the interviewees were already members. While we understand that ECN is already collaborating with some of the organisations mentioned in this report, we wanted to include them to give ECN an idea of what new collaborations could look like.

UNIVERSITIES

Through collaboration with the big four universities in the Northeast, there is great potential for research opportunities in fields such as psychology, health science, and business. In addition, to gaining access to resources and facilities such as libraries and databases, these partnerships would also be useful for knowledge exchange and further development projects. For example, the technology advisory drop-in session organised by Northumbria University Student Union, which we mentioned in the interviews we conducted, demonstrates how ECN could be useful to its members.



EDUCATIONAL INSTITUTIONS



We have identified universities of the third age and other organisations facilitating education and training for adults, including older adults, as very suitable partners. The members and clients of these organisations are already preselected for the ECN because enrolling in an educational program suggests an active attitude and willingness to participate in local issues and self-development. Collaborating with these institutions could lead to work on interesting projects.

EDUCATIONAL INSTITUTIONS

Current partners:



Potential partners:



PeoplePlus Academy offers free adult education and training courses in various fields such as health and social care, customer service, and hospitality.



Newcastle City Learning provides courses in photography, languages, and literature to adults, including older adults.

Benefits: Cooperation with ECN can be beneficial to its partners too, as they would have the chance to attract new clients, giving ECN significant bargaining power. Furthermore, these partnerships are cost-free, and working with institutions that receive media and public attention would increase ECN's visibility.

SHELTER ACCOMMODATIONS

Another kind of organisation with which ECN should expand its collaborations, in our opinion, are providers of shelter accommodations and retirement homes. Many participants in our focus group were using this housing option. Two of them explained that this was how they first found out about ECN. Shelter housing is usually exclusively reserved for people over 55, which falls into ECN's target group.



SHELTER ACCOMMODATIONS

Current partners:



The particular form of collaboration could consist of organising more events, such as meet-and-greet sessions, pub quiz evenings, and afternoon tea talks, among many others. ECN representatives could meet many new potential members at such events. Our recommended way of contacting these companies would be by sending an email with an offer to organise a specific activity or event.

Potential partners:



Benefits: Similarly, to the previous collaboration suggestion, a partnership with ECN could be lucrative for shelter housing providers thanks to the potential of attracting new residents. With high bargaining power and low costs, this strategy should be easy to implement. The effectiveness of gaining new members through these events is promising, as all residents are in the target group of ECN. Organising such activities would require some time and effort to contact the providers of shelter accommodation, agree on terms, and create an itinerary for the event, as well as organisation of the event itself.

GYMS



The importance of exercising in the later stages of life is not widely practised among the general public. However, engaging in moderate physical activity and correct exercise is associated with improved mental health and overall quality of life. While many people exercise primarily for cosmetic reasons, the more crucial health benefits are often overlooked. Additionally, maintaining muscle mass in the body is one of the most effective ways to slow down the ageing process.

Unfortunately, for many individuals, gyms can be intimidating environments. Nevertheless, gyms may become more accessible to newcomers if certain classes are tailored to the needs of older adults. It's never too late to begin prioritising your health and well-being through exercise.

Suggested places for collaboration:

1. **Sports Central (Northumbria University)**
2. **PureGym (Newcastle St James, Eldon)**
3. **The Gym (Newgate St)**
4. **Smarter (Fitness Shields Rd)**
5. **Unity Gym (Union St)**



ECN has a significant role in this process with a large membership base and negotiating power to facilitate gym collaboration. The first step is to analyse member interest and approach interested gyms for a partnership. Collaborations benefit gyms by increasing profit and access to a wider audience.

Cost: With its significant negotiating power, ECN can arrange for free or discounted taster sessions and memberships for its members. The entire process can be managed by volunteers from ECN.

Reasoning behind our recommendations

The Elder's Council is currently lacking ethnic diversity. However, by utilising integration and inclusion strategies we believe that the Elders Council can implement some services to help attract new members by making them feel welcome and showing effort to be inclusive. We believe that forming collaborations with organisations catering to minority groups within Newcastle could bring membership from those organisations. Integrating with these organisations would also help foster intercultural ties with people from other backgrounds.

Translation service and interpreter

Providing multilingual services can help the organisation reach out to non-English speaking members of minority communities. This could include providing interpreters and translated materials such as the Echo and options for the website to be in multiple languages.

Cost

A professional interpreter would be expensive, and volunteers from other organisations would nullify this cost but may be hard to convince. Translated versions of the bulletin into Chinese, Hindi, and Urdu are more likely to be achievable on a voluntary basis.

Programmes and activities tailored to ethnic minorities

Offering programs that cater to the needs and interests of different minority groups can help the organisation better serve its members. This could include cultural activities, language classes, and health and wellness programs.

Cost

Tailoring activities to ethnic minorities would be of minimal cost. However, the time commitment of organising programs and activities for such a small section of the organisation will be high and may detract from the wider-reaching aims of the Elders Council.



ETHNIC MINORITY COLLABORATIONS SERVICES

Collaborating with ethnic minority organisations

Collaborating with other organisations that serve minority communities can help the organisation reach out to a wider audience and offer more comprehensive services. The organisation can partner with local charities, religious organisations, and community centres to share resources and provide support.

Potential collaborations with ethnic minority organisations



JET's mission is to support the BAME community of Newcastle including refugees and asylum seekers. JET was originally formed in 2001 as part of Newcastle City Councils' English for speakers of other language services. Over time, it began providing guidance on job hunting, how to gain suitable training, and upskilling members of ethnic communities. JET has established links with employers and voluntary organisations to help employment prospects for the BAME community. JET also has a team of qualified personal advisors who work closely with individuals to identify their skills and find them employment. Additionally, it offers a national careers service for expert advice and support.

North-East Chinese Association



Founded as a non-profit cultural and educational institution the association received support from Newcastle City Council to open a local Chinese activity center. The Northeast Chinese Association works to deepen the understanding and appreciation of Chinese culture within the local community. The association carries out community-based research and provides a media platform to further British-Chinese aspirations.

HAREF



Connected Voice oversees the HAREF network. HAREF is dedicated to improving health equality for BAME communities within Newcastle and Gateshead. Due to ethnically marginalised, communities facing specific issues around health HAREF carry out cultural competency training with health providers. HAREF identify the key health issues of ethnically marginalised communities and works with these communities to improve the health information available to them. HAREF also work directly with health services for them to better understand what BAME communities need and make them more attentive toward cultural needs.

The Asian Christian Church Newcastle



**ASIAN CHRISTIAN
CHURCH NEWCASTLE**

Primarily serving the southeast Asian communities of Newcastle the Asian Christian Church conducts services in Urdu and Hindi although English translation is available. The church was founded in 2016 and has steadily grown since. Most of the church's membership is formed of refugees who are trying to adapt to British culture and rebuild their lives.

JOB BOARD



During our meetings with ECN, we sensed a strong enthusiasm among its members to actively contribute towards making Newcastle a better place. One of our key recommendations is that the Elders Council should consider implementing a job board in their magazine and bulletin, which could encourage more people to volunteer. By including the "hours of work" required for each opportunity, working members can take part in volunteering activities as well. We believe this is one of the most critical recommendations that can be immediately implemented.



Implementing these recommendations would provide the organisation with greater flexibility and a more impactful approach to achieve its goals. It is possible that some members may have relevant professional experience related to the recommendations we have proposed. For example, expertise would be highly valuable in the implementation of our recommendations, leading to even better outcomes.



CROWDFUNDING



During our meetings with ECN, we were delighted to observe its passion for making a positive impact on Newcastle. However, as a non-profit organisation, ECN is often constrained by its financial limitations. Crowdfunding presents a potential solution, as it can raise a substantial amount of money for a good cause.

Crowdfunding is a method of raising funds for a specific project, and ECN already practices a form of crowdfunding when members donate money through the QR code or bulletin. The difference between the current method and our proposed idea is that people outside of the organisation would be able to support a one-time project run by ECN.

**£550 MILLION RAISED
THROUGH CROWDFUNDING
IN THE UK IN 2020**

One way to utilise this service would be to effect a change in Newcastle, such as raising funds for additional benches in a particular park, which would enhance the quality of life in the city.

KICKSTARTER



crowdcube



In general, crowdfunding platforms are free for non-profits to use, but some may require a portion of the donations as a fee. However, it's important to note that fundraising can be time-consuming, as it takes effort to promote and spread the campaign to reach a wider audience.

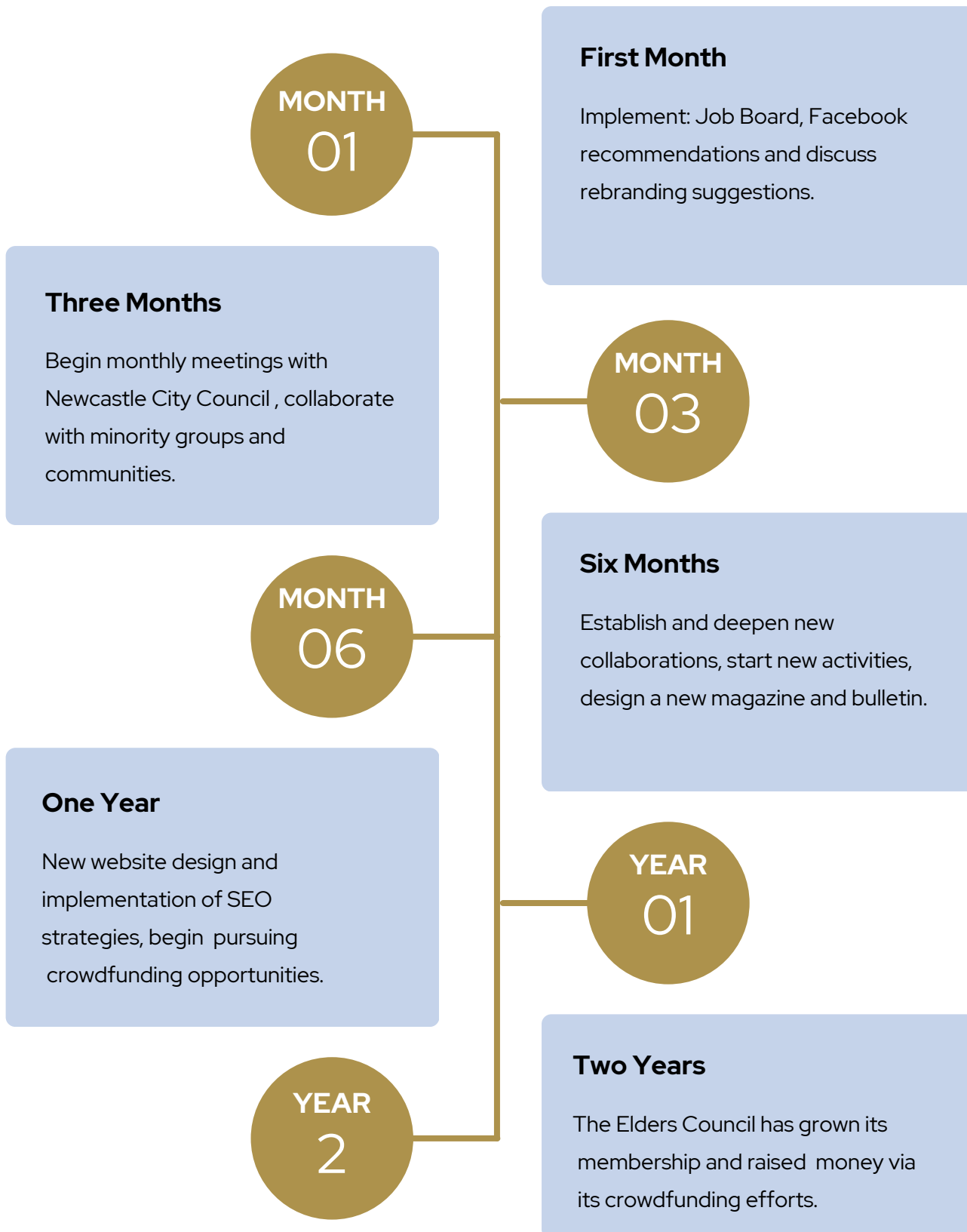
1. **Plan your campaign**
2. **Set a realistic fundraising goal**
3. **Tell a story**
4. **Leverage your network**
5. **Use social media**

Crowdfunding platforms available

1. **Kickstarter**
2. **Indiegogo**
3. **Crowdfunding**
4. **Seedrs**
5. **GoFundMe**
6. **Funding Circle**
7. **Crowdcube**
8. **Spacehive**
9. **Patreon**
10. **FundedByMe**

Given ECN's experience in creating reports for the City Council, ECN should have the necessary skills and knowledge to start a campaign effectively without struggling. However, it's always helpful to research and review these guides to ensure that you are maximising the potential of your crowdfunding campaign.

Action Plan



CHAPTER 5

SUMMARY & CONCLUSION

After conducting a comprehensive internal analysis of ECN and collecting data from our primary research, we are confident that our presented recommendations will enable the organisation to achieve its current and future goals.

We would like to take this opportunity to thank to the entire organisation, all its members, and especially Barbara Douglas and Clare Levi, who provided us with invaluable help during the project, ensuring a seamless cooperation between our team and ECN.

Furthermore, we would like to express our sincere gratitude to the Newcastle Business Clinic, Nigel Coates, Kumud Wiji, and Jane Underhill for giving us the opportunity to participate in this challenging project, which provided us with invaluable learning experiences.

Last but not least, we are extremely thankful to our families and closest friends for their unwavering support throughout our studies, and particularly during this project. We could not have achieved success without their constant encouragement and support.

