

Age UK Camden



Photo: Age UK Camden

Impact Report 2025-2026

**Your local independent charity supporting
older people in Camden since 1965.**



Find us on social media
@ageukcamden



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Photo: Age UK Camden

Introduction

by Jennifer Pemberton, Chair of the Board of Trustees

Our annual Impact Report is inside and it tells a story worth reading. It brings to life in words and pictures what we've been able to contribute to the lives of over 3500 older people in Camden. Coming into this role as Chair, I'm so proud of that number. Behind it are real people, important moments and a team of staff and volunteers who always go above and beyond. Older people in Camden don't just feature in this report - they are core to it. Their experiences shape what we do and their feedback tells us whether we're getting it right.

Securing funding for the kind of work we do has got harder, even though the need for what we do is growing. However, what I see is an organisation and supporters that find a way. Our services have grown, adapted and reached people who might otherwise have slipped through. That takes resourcefulness and commitment, and there's plenty of both here.

To everyone who has funded us, partnered with us or given their time this year, none of this happens without you. Thank you. Camden's older people deserve to feel seen, supported and valued. At Age UK Camden, that's not an aspiration. It's what we show up for every day.





Photo: Age UK Camden



Photo: Age UK



Photo: Age UK



Photo: Age UK

Our Mission

To work with and for older people in Camden, to improve their wellbeing and quality of life through the provision of outstanding, sustainable services and enable them to stay active and connected.

We are the largest charity provider of services for older people in the Borough of Camden.

We are proud that older individuals, their families, as well as professionals from the voluntary, statutory, private and social care sectors continue to trust us as their first point of contact.

Our services support **a diverse range of individuals**, including people who are housebound, who live with dementia, cognitive decline or mental health concerns, as well as carers, and people experiencing economic deprivation, loneliness and isolation.

Our Values

Kindness  **Courage**  **Hope**  **Justice** 

OUR IMPACT

IN NUMBERS

We supported

3857

people in 2025/26.



60%

were female



35%

were male



40%

of them
live alone

Our services that help
reduce loneliness and
support independent living
are much-needed.



58%

have **some form
of disability**

This also includes
**long-term illness,
mental health condition,
dementia or frailty.**

45%

are from
minority ethnic groups



31%

of them were
council tenants.



We **provide our services**
across the borough in



29

locations

ensuring that all older people
have access to support **within
their local community.**



3472 referrals received



51% clients live alone

Information & Advice

Our trained advisors offer advice on welfare benefits, debt and money, housing, accessing services, charitable grants, organising care and support as well as end of life planning.

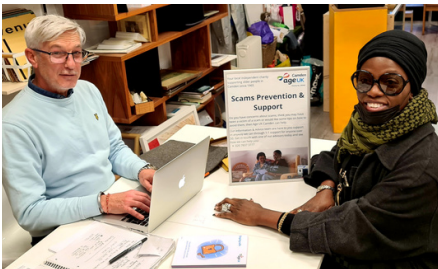


Photo: Maria Robinson



£2,500,000 raised
in benefits and other
financial support for clients

46% decrease in anxiety
after using the service

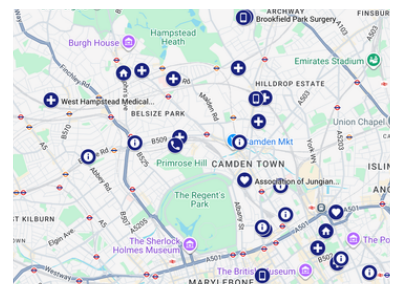


**I cannot thank my advisor enough for all the support, kindness and compassion that they have provided me...
You provide such a great service and I am forever thankful for everything the advisor has done for me.**

- Information & Advice client



We deliver **15 monthly outreach sessions** at **11 locations** across Camden for older people to access **free information and advice** including monthly coffee mornings, reducing social isolation and loneliness. We also offer **home visits** to those unable to access any our outreach sites.



How our Information & Advice Service helped Sam*

Sam is a 91-year-old lifelong Camden resident. Sam used to be active and social, but most of his friends and family have passed away while he became housebound due to deteriorating health including dementia, heart issues and poor mobility. Sam is heavily reliant on his husband of 30 years, who supports his day-to-day life as his full-time carer. They contacted our Information & Advice Service for support.

Following a home visit, our advisor supported Sam and his husband by helping them apply for allowances. As a result, Sam claimed **backdated payments totalling £1418.55 and increased annual income by £6618.45.**

Sam's husband also received a weekly Carer's Allowance. Sam told us the extra weekly income has reduced his anxiety about paying for heating and care support, and they were able to afford a part-time carer so his husband could take breaks on the weekends.

'The Age UK Camden advisor has been so helpful, and I am very thankful.' said Sam.

'The support I have received has been excellent. The advisor has been efficient and certainly knows their stuff. What a pleasure it has been to receive this support from such a kind, compassionate and understanding individual.'

**name and some details changed to protect identity*



Photo: Age UK



593 people supported

**62% clients are
aged 75 or above**

Digital Support

We help older people feel confident navigating the digital world and their devices (phones, tablets, computers etc.) through home visits, one-to-one, and group support sessions.

55% clients live alone

We help older people connect with family and friends online.



Clients are informed about our drop-in support sessions via monthly newsletters.



Photos: Age UK Camden



Volunteers gave **360 hours** of their time to assist older people with technology and socialise with them through Tea & Tech* and weekly drop-in sessions.

*Tea & Tech sessions are led by corporate volunteers.



Photo: Age UK Camden

I found this Tea & Tech event so encouraging... The volunteer who helped me with my inquiries was extremely helpful, respectful and very kind, and I'd like to thank him once again for his help.
– Digital Support client



**1802 referrals
received**



**54% decrease in anxiety
after using the service**

Care Navigation & Social Prescribing

We provide personalised support for people to access local health and social care services. We are based at 11 GP Practices across Camden. People **aged 18+** who are Camden residents or people registered with a Camden GP are eligible to use our service.



We support people who:



**need advice on
benefits and welfare**



**want to stay well and
independent at home**



**want to better connect
with local communities**



I just want to say a huge thank you. You've been there for me for such a long time, always trying your best to help, and I'm so, so grateful. You gave me the strength and support to start fighting for myself again.

- Social Prescribing Service Client



How our Care Navigation Service supported Andrew*

Andrew is 85-years-old, deaf and has mobility issues due to a fractured back. He needed support to register for disability with Camden Council and was referred to us.

Our Care Navigator visited Andrew at his home as we couldn't talk over the phone, and identified that he also needed financial support and mobility support at home.

We assisted Andrew with several applications. He now has a disability badge and is receiving an allowance that helps pay for his care. We also made a referral to occupational therapists who helped install grab rails in his kitchen and bathroom, along with additional aids for deafness in his flat.

Andrew told us, "I am very grateful for all that my Care Navigator has done for me. They listened to all my concerns and wishes, and went out of their way to help find solutions, appropriate action and help for me."

*name and some details changed to protect identity

"The service has a highly significant positive impact on the patients, improving their health and wellbeing."

– Hampstead Group Practice

The demand for our service is increasing.



In Camden, **70% of people living in Council housing face overcrowding**, and many experience damp and mold in their home. **Rough sleeping and homelessness** rose by **26%** since 2023.



930 of our clients are older than 75 years old.

We've received increasing referrals for mental health support.



**329 people
supported**



**45% decrease in anxiety
after using the service**

Counselling, Psychotherapy & Group Therapy

We support people aged 55+ to talk through any emotional issues and concerns confidentially. We offer face-to-face, telephone or online meetings free of charge. We are one of only 5 out of 120 local Age UKs to offer counselling services.

Many older residents in Camden face poverty, social isolation, poor health, caring responsibilities and a loss of independence.

Mental health support for older people has never been more important.

We support clients with:

- ✓ Depression and anxiety
- ✓ Loneliness and isolation
- ✓ Bereavement and loss
- ✓ Long-term health conditions
- ✓ Dementia-related challenges
- ✓ Caring responsibilities and life transitions



I found the whole experience immensely helpful. At a time when I was under considerable stress... I gained comfort from the weekly sessions with my counsellor.

- Counselling Client



Photo: Age UK



176 people supported through
Telefriends and in person

Telefriends & Good Neighbours Scheme

Our team match volunteers with lonely or socially isolated older people based on their personality and interests.



Telefriends

supports people with
a weekly phone call.



Good Neighbours Scheme

supports those who are housebound
with a weekly home visit.



We offer a **personalised** approach to our befriending services, ensuring that **long-term friendship and connection** can be made.

Regular contact can help identify any emerging concerns, allowing appropriate support to be offered.

“ *My befriender is excellent.
She motivates me and
we always find things to
talk about.* ”

- Telefriends Client



“ *It's genuinely a joy to
be part of a service that
makes such a difference to
the lives of others.* ”

- Good Neighbours Scheme Volunteer



Photo: Age UK Camden



Photo: Age UK



**159 people supported
across both Day Centres**

**63% clients are
aged 75 or above**

Day Care Centres

Our two Day Care Centres provide specialist, person-centred care for older people with complex needs. Alongside a nutritious hot lunch, outings and special events, members can enjoy a varied programme of weekly activities, including arts and crafts, singing and dancing, gardening, seated exercise, yoga, games, reminiscence, shared reading and bingo.

Photos: Age UK Camden

We are deeply grateful for the continued care, guidance and emotional support offered by the Day Centre team.

– Family Member of Client

Coming here is the best thing that's ever happened to me. Here I can talk to people and feel love and kindness.

– Great Croft Client

The Day Centre is my home away from home.

– Henderson Court Client



**Great Croft Day Centre
at King's Cross**



**Henderson Court Day Centre
in Hampstead**

Photo: Age UK Camden



Photos: Age UK Camden



Will's* story

93-year-old Will first visited the centre after his partner passed away. His mental health was in decline and he often felt isolated at home. He also had a record of long hospital admissions which made him prone to picking up infections.

After joining our Great Croft Day Centre, he quickly showed his enjoyment of the “good company” from the Centre’s staff and users. Initially only attending once a week, he’s now attending the Day Centre 5 days a week.

The Day Centre has a close working relationship with professionals supporting Will, and he is visited by nurses at the centre as needed, reducing his time spent alone at home.

Will recently came to the Day Centre seeming off. The Centre’s Manager was able to quickly alert his nurse, who reported to 999 to ensure Will got the care he needed. This quick intervention meant Will’s hospital stay was briefer, leaving him less exposed to health risks.

Will has had fewer and shorter hospital admissions since he started to attend the Day Centre.

**name and some details changed to protect identity*



183 people
with dementia supported



79%
clients live alone

Dementia Wellbeing & Befriending

Dementia Wellbeing Service works with people living with memory issues and dementia to provide practical and emotional one-to-one support. We work with each client to create a personal plan to improve health, wellbeing and independence.



Dementia Befriending Service matches volunteers with older people living with dementia or memory issues based on shared interests. Befrienders visit the person's home every week, providing connection and helping to reduce isolation and loneliness.

Volunteers gave

4,936 hours

to the older people we support.



100% of Dementia Service users surveyed found the service beneficial.

Volunteer Artist Visits

We coordinate volunteer artists to visit and perform for, or participate in, a creative activity with **an older person living with dementia who is housebound**, according to their interests such as music, painting, and poetry.



Anne's* experience with a Volunteer Artist Visit

Our Dementia Services have been supporting Anne (82) who lives alone and has dementia. She has long-term health conditions and poor mobility, so she doesn't go out frequently or alone. She has been finding it increasingly difficult to cope with losing independence.

Despite her challenges, Anne loves music, gardening and the arts. At home, she collects meaningful natural objects like sticks, pebbles and leaves that inspire her creativity and makes art with them.

After expressing interest in an artist visit to our Dementia Services, she had an art session with a volunteer visual artist and illustrator who enjoys telling stories through painting, drawing, and collage, using a wide range of materials.

At the session, the volunteer and Anne used pencils and graphite sticks to draw the objects collected by Anne. The volunteer encouraged and guided Anne to create a beautiful charcoal drawing that she was proud of. Anne was calm, chatty and fully engaged throughout the session, asking the volunteer many questions. She was delighted to learn how to create highlights and depth in her drawings!

After the visit, the volunteer told us they enjoyed drawing with Anne very much and found the experience rewarding. Anne thanked us and the volunteer for the uplifting art session that made her feel more socially engaged and less isolated, even encouraging her to continue making art by herself.

**name and some details changed to protect identity*

The successful and meaningful visit highlights the positive impact of **volunteer-led creative engagement** for older people living with dementia.



Photo: Age UK Camden



Over 150 training and support sessions delivered in-person and online last year

Good Practice Mentor

The Good Practice Mentor (GPM) programme provides bespoke practical training, mentoring, and support sessions by experienced partners to organisations who aim to better connect and empower older communities while creating stronger, more inclusive, and citizen-led local networks.

What are the main changes we've helped with?



Identify and engage people who are 'not looking' for services, information or support.

Engage with seldom-heard individuals through street outreach and informal conversations to gather lived experiences and inform social action research.



Provide qualitative evidence to support funding applications.



96% Participants reported **increased skills in reaching, connecting & involving people** after a training session.

589 organisations have attended our training sessions since 2022.



Without GPM's input, our project would very likely have attracted older people who already attend other groups and we would not have had the knowledge, skills or confidence to go beyond this... The inclusion of GPM at this early stage could have huge impact on this area of our work nationally.



– English Heritage Participant Engagement Manager

Volunteers

We are hugely grateful to our amazing volunteers.

We wouldn't be able to support the older residents of Camden in the way we do without them:

From home visits to isolated people, counselling, helping in our Day Centres as well as out in the community, to supporting people to feel safe and confident in the online world – **Thank you volunteers!**

Total time our volunteers gave us in 2025/26:

11,488 hours

That's the equivalent of

£170,000!

David's Story: Volunteering for Age UK Camden

David is a Digital Support volunteer who attends the service's regular drop-in sessions to help clients with their queries about the digital world. He shared with us:

What is it like to volunteer for Age UK Camden?

From the moment I first reached out to Age UK Camden I had a positive experience. The sign up process and induction were very well done. The service coordinator has been very supportive during my time as a volunteer, both in his organisation of sessions and his help in guiding interactions with the clients.

What would you say to someone thinking about volunteering for us?

Age UK Camden is a great organisation to volunteer with and the Digital Support sessions provide a much needed service to the people who seek support. The clients are very appreciative of the help given to them and I personally found the experience very fulfilling.



Community Engagement

We are grateful for opportunities to partner with local organisations and institutions to create welcoming spaces and engaging activities where **older people in Camden can connect, sustain friendships, develop new interests and skills, and be part of the conversation that helps shape policy and provision of services in Camden.**

Our initiatives help promote health and wellbeing, reduce isolation and loneliness, and support the work to make Camden an inclusive, progressive and age-friendly Borough.

Older People's Advisory Group (OPAG)



OPAG is a monthly group forum to discuss topics related to older people's lives and wellbeing. Attended by a diverse group of older residents, the group heard from 36 guest speakers last year. Members share experiences, receive the latest information, and take part in influencing the design of local policy and service provision for older people in Camden.

Book Group at the British Library



Last year, our monthly Book Group brought older people together in lively debates and welcomed guest authors. The book group is a wonderful platform for older people to share their insights, experiences and opinions on a wide range of subjects.

Community meet-ups at Greene King Assembly House



Photo: Maria Robinson

In our community meet-ups hosted by the Greene King Assembly House pub last year, 15-20 people joined every week – even on bank holidays – to make friends while sharing information over tea and biscuits, creating a real sense of belonging in a caring and fun weekly space. The meetups have also welcomed professionals and organisations working with us such as Hampstead Theatre and UCL.

Creative Sessions at the National Portrait Gallery



Photo: Age UK Camden

Since 2023, the National Portrait Gallery has continued to deliver accessible exhibition visits and creative art sessions that are joined by a diverse group of enthusiastic community members who have fully engaged in them, providing the opportunity to exchange conversations on artworks at the Gallery, art history, creative techniques and culture.

The emotional benefits my partner derives from the creative sessions at the National Portrait Gallery last for days! He returns home animated and talkative with a sense of pride of his work. I am extremely grateful for this brilliant programme.

- Family member of an attendee



Photo: Age UK Camden

Fundraising

As a local, independent charity, we raise all our own funds and rely on the financial support of individuals, trusts, businesses and friends to continue our work.

Photos: Age UK Camden



An evening with Sir Michael Palin

Held at the Bloomsbury Theatre, we had a wonderful evening's entertainment at **Where Next? Venezuela and the Art of Getting Older** where Sir Michael shared his wisdom and travel stories with us, helping raise **over £17,000** for our vital services.



Structure Tone Christmas Gala

We had a successful partnership with construction company **Structure Tone**, the highlight of which was a fundraising ball that took place in December 2025 that raised **£50,000** to support our Great Croft Day Centre.



Photo: Structure Tone



Photo: Age UK Camden

Corporate Volunteering

Our corporate volunteers engage in a variety of activities that support the delivery of our services, including engaging with our Day Centre users, helping older people navigate their tech devices, and more.

Thank you to our partners and supporters

Abbey Community Centre
Adult Community Learning
Acconia
Act Your Age Playscheme
Age UK National
The American School in London
Arts4Dementia
Barbican Library
Bernard Sunley Foundation
Blashford Tower Legacy Fund
The British Library
The British Museum
British Somali Community Centre
Camden Adult Learning (LBC)
Camden Adult Social Care
Camden Council
Camden Dementia Action Alliance
Camden Memory Service
Castlehaven Community Centre
Central St Martins, UAL
Chadswell Healthy Living Centre
Christ Church School
City Bridge Foundation
Connecting Camden Conversations
Dementia Adventure
Dunelm
Emmanuel Hospital Fund
Euston Food Bank
Fandom-UK, Ltd
Fitzrovia Community Centre
Forum Plus
Friends of the Elderly
Gateone
GSK
Golden Lane Community Centre
Google
Graysons
Great Camden Minds
Gucci
Greene King Assembly House Pub

Hampstead Parish Church
Hampstead Parochial School
Hampstead Theatre
Hampstead Wells and Campden Trust
Hampstead Women's Group
Hartwig Care
Highgate Library
Holborn Library
Holly Lodge Community Centre
Jewish Museum
ISG
JLL
Kentish Town Library Group
KOVE
LabTech
Leather Unlimited
Legal & General
Likewise
Lloyds Bank
London Borough of Camden
LSE
M&G
Marlborough Highways
Marriott Harrison
Marriott Hotels
Middlesex University
Millman Street Community Centre
Morgan and Lovell
Museum of Youth Culture
National Portrait Gallery
National Lottery
NHS Camden Talking Therapies (NLFT)
North Bridge House School
North Central London Integrated Care Board (NHS)
North London NHS Foundation Trust
Nuffield Health
Omaze
The Orangery TCR
Overbury

Pacific Life
Portsoken Community Centre
Primrose Hill Community Association
PRS for Music
Rocksteady
Rock 'N' Roll Rescue, Camden
Rock Revival C.I.C
Salesforce
Shoe Lane Library
Sir Robert McAlpine Ltd
SocialBox.biz
Softwire
South Hampstead High School
Span Trust
St Andrews, Holborn
St Mary's Church, Primrose Hill
St Mary's School, Hampstead
St Pancras and Sommers Town Living Centre
Structure Tone
Surma Centre
Swiss Cottage Library
The Tomoro Foundation
Thortful
TSB
Tudor Rose Court
UCL
UCLH Medical School
UCLH Social Work Team
University College School
Voluntary Action Camden
Waitrose
We Are Mapp
Wellcome Trust
West Cap/Ernest Park
Worldline
Vanti

**... and a big thank
you to all of our
individual donors!**

Looking ahead

Many older people in Camden face challenges such as loneliness, long-term health conditions and financial hardship. These pressures have been made worse by the ongoing cost of living crisis, which has increased demand for support and community-based services when funding for these is increasingly difficult to secure.

Older people are the fastest-growing age group in Camden, with the number of residents aged 65+ now exceeding 27,000 and continuing to rise each year. As demand for our services grows, more older people are turning to us for support to remain independent, connected to their communities and actively engaged in later life.

Among Camden's over-65s:

- **40% live alone** – the highest amongst London boroughs
- 44% live in social housing
- **44% have two or more long-term health conditions**

Our charity plays a vital role in the lives of older people across Camden.

We remain committed to understanding the realities of ageing and ensuring that spaces and services are accessible to all.

This includes working in partnership with Camden Council, the NHS, local businesses and community groups to help shape the decisions that affect older residents.

Our Priorities

1. Enabling independence
2. Tackling loneliness
3. Championing health
4. Opening doors to assistance



You can read our Strategic Plan online:

ageuk.org.uk/camden/about-us/strategic-plan/

Photo: Maria Robinson

We'd love your support

Age UK Camden is a local charity, responsible for raising all our own funds. We are dependent on local support to help us deliver many of our vital services to older people in the Borough of Camden.

There are lots of ways that you can get involved. Whether you want to donate, remember us in your will, volunteer or help with our campaigns, your support will be greatly appreciated and will help improve the wellbeing and quality of life of older people in the Borough of Camden.

Thank you.



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