



KEY IMPACT STATS REPORT

WELCOME

The year 2024-25 was a year when we continued to rebuild older people's confidence to get out and about, reconnect with their communities, engage with services and to make the most of later life.

Age UK Barnet's key role in improving older residents' wellbeing is more important than ever and we have seen increasing demand for all our services. We have connected with over 18000 people during the year, a six per cent increase on 2023-24.

We estimate we have made a connection with around one in every seven older people in the borough. Some 20% of the referrals were from people who were new to us, some seeking support for the first time in their lives.

We could not achieve any of this without our dedicated team and our wonderful team of volunteers who have created a warm and welcoming Age UK Barnet community - there for all our older people. Thank you to all our supporters, donors, funders, partners, friends, staff, volunteers, and trustees,. Together we will face the challenges that the next twelve months will bring.

Helen Newman
CEO Age UK Barnet

KEY IMPACT STATS 2024 - 25

- ✓ Over 18,000 Barnet residents over 55 were supported by our services and activities – a 6% increase on last year.
- ✓ Age UK Barnet reached at least 1 in 7 older people in Barnet.
- ✓ 20% of referrals were from people new to Age UK Barnet.



FINANCIAL HELP & ADVICE

- 1,026 residents were helped by Later Life Planning team, and 86% of these were new clients, which shows an increasing need and reflects our successful outreach programme.
- The team helped secure £1.4 million in extra benefits for older people. These include State Pension, Pension Credit and Attendance Allowance
- National context: Across the UK, it is estimated that up to £2.2 billion in state benefits goes unclaimed each year by older people.

In a Later Life Planning client survey:

- 82% strongly agreed they felt more positive and informed.
- 100% would recommend the service.

WHAT OUR CLIENTS SAY

“

I am overwhelmed with all the help and attention I received from Laura. At my age of 94, I am not able to think too clearly about anything.

Thank you
RP

”

“

The advice team is very kind and very patient because my English is poor.

SB

”

“

Andric was readily available to offer his services and support with my father's finance situation. Thank you for taking the time and help explain how the benefits calculator works.

LM

”

“

I can't express my wonderful feeling, the hope you have given me. Slept like a log and got up this morning.

AM

”

CASE STUDY

RECLAIMING FINANCIAL STABILITY AND PEACE OF MIND

At 76, Mrs M was living alone with complex health needs, including mobility issues after a stroke and long-term mental health challenges. Despite struggling with daily tasks, she was unaware she could claim disability benefits. Referred by a social prescribing link worker, she was anxious about the process and fearful of losing existing support.

Our Later Life Planning team gently guided her through an Attendance Allowance application and later helped her claim Housing Benefit and the Severe Disability Addition to her Pension Credit.

As a result, her weekly income rose from £51.03 to £402.03, and her rent dropped from £175.24 to just £16.69. She also received a £200 Winter Home Grant.

Mrs M gave the service 5 stars, and her referrer shared:

“It’s not just about the money – she felt able to speak to you, and that, as you know, is very, very important.”

SCAMS PREVENTION

352 individuals were supported by our service. On top of this we held 17 community talks for 370 attendees and 27 one to one sessions for people at risk of or affected by scams.

We saved Barnet residents an estimated £1.4 million in potential scam losses.

Nearly 3 in 5 people aged 65+ have been targeted by fraud or a scam.

On average, over-65s lose £4,000 to scams ranging from push payment scams to online fraud and romance scams..

HOME SUPPORT

BEFRIENDING SERVICE

The Befriending Service supported 495 clients 89 matches, with mainly in person meet ups.

National context: Loneliness is more than a social issue - it has serious health implications. Research shows that social isolation and loneliness can increase the risk of premature death by 26% and 29%.

HANDYPERSON SERVICE

The Handyperson Team carried out 878 jobs for nearly 700 clients and over 96% were happy with the service they received.

OUR SHOPPING SERVICE

Supported 35 clients and more than 2,500 shops were carried out by 34 volunteers.

WHY CLIENTS LOVE THE HANDYPERSON SERVICE

“Continue this service to look after our older generation who work hard all their life and now they are fragile.”

FH

“My handyperson was so kind, patient and skilled. It was a very fiddly job and he did not give up.”

SG

WHAT OUR BEFRIENDING CLIENTS SAY

“My befriender is the reason I get up in the morning.”

Mrs B

“I look forward to seeing my befriender. See her gives me a reason to get up and keep going.”

Mrs N

“I am 101 and don't really have anyone. L is like a daughter to me. Someone who sees me and someone who cares about me. We share life and I love her visits. Sometimes I even manage to make her a cup of coffee.”

Ms G

“Seeing my befriender made me feel more in touch with the world and less isolated.”

GR

DIGITAL INCLUSION

- 422 older people were supported in 203 sessions offering 576 hours of tuition with our friendly volunteers - getting to grips with laptops, smartphones and learning how to do online tasks such as online banking and shopping.
- In a client survey, respondents reported increased confidence and reduced isolation after attending our sessions.



FALLS PREVENTION

- We supported 736 people in our Falls Prevention Service.
- 532 people attended 484 types of exercise classes - ranging from T'ai Chi and chair yoga to social walks and active exercise to music.
- 208 people received footcare.
- Given that one in three people over 65 fall at least once a year, Age UK Barnet has helped an estimated 10.5% of those who might otherwise have needed emergency care for a fall.

“

These classes are brilliant and thoroughly enjoyable! I've become more flexible and I feel my posture has improved, keeping me tall and upright! Thank you for the opportunity.

Participant from Tarling Road exercise class

”

DEMENTIA SUPPORT

- 794 residents were supported by dementia advisers.
- 350 carers attended our support groups and 68 unpaid carers received tailored support through our advisors and dementia cafes.
- 212 people attended Day Clubs, delivered by our staff and 50 trained volunteers, giving around 30,000 hours of respite to informal carers and families. This is valued at more than £500,000.
- An estimated 4,387 people currently live with dementia in the borough. By 2040, this number is projected to rise by 66% to 7,282, driven primarily by an ageing population.
- In Barnet, around 40,000 residents provide unpaid care, with 3.6% of the population dedicating 20 or more hours per week.

SOCIAL & ACTIVITY GROUPS

- 1,521 older people were supported through social activities.
- We ran 79 clubs ranging from bridge, cookery to art and book club, with 23 funded by City Bridge.
- 204 people attended 6 walking groups around the borough, supported by 27 volunteer walk leaders.

“Jacque has enjoyed the flower arranging sessions - she's always happy to be there and talks about it on the way home.

Daughter of flower arranging goer

“I am broadening my interests and improving my brain activity.

WB

“People are very friendly and warm- they make me feel comfortable.

DM

“I am making friends, enjoying one of my hobbies and not being lonely. I like connecting with like-minded people.

AL

“The best thing about these art classes is just having a good laugh. I have met lots of really nice people.’

Saliya

SOCIAL PRESCRIBING SERVICE

- There were 4,205 referrals for people aged 55+ to our Social Prescribing Service (up from 3,719 last year) – showing growing demand.
- Among older residents, Age UK Barnet was the top signposted organisation, second only to Adult Social Care.
- There was a 60% drop in GP appointments after support from our Social Prescribing Service - easing pressure on primary care.
- In a satisfaction survey of social prescribing clients, 80% of clients reported improved wellbeing and nearly three quarters felt more connected to their community.

HOUSEHOLD SUPPORT FUND

- We helped 638 households with essential living costs and support and distributed a total of £682,610.00, both directly to clients and via key partner organisations such as the Young Barnet Foundation, Chipping Barnet Foodbank, and the Somali Bravanese Welfare Association.

AGE FRIENDLY BARNET

- Age UK Barnet has led the development of the Age-friendly Barnet Partnership, bringing together a growing coalition of 56 active members representing 37 organisations.
- Silver Sunday at Middlesex University brought together 700 attendees, with keynote speeches from Paul Farmer, CEO of Age UK National and Sian Waring, Middlesex University's Vice Chancellor, making it one of the year's flagship age-friendly events.
- Local employers are increasingly pledging to become age-friendly, further embedding the initiative's values across Barnet.
- Age UK Barnet is looking to other local organisations to follow their example and become an age friendly employer.
- 32% of Age UK Barnet staff are 60 plus and 58% are over the age of 50.



VOLUNTEERING & COMMUNITY

- During the year we were supported by 478 volunteers aged between 17 and 94, who have contributed 49,712 hours. This is equivalent to £688,511 in monetary value, based on the living wage.
- 43% of volunteers are over the age of 65.

CASE STUDY

“Initially, she wasn't really keen on the idea, but after a few weeks she told me she looked forward to my visits. Now I feel blessed that she calls me her friend.

She's a lovely lady who has lived an incredible life, and hearing her talk about it is fascinating. She is a similar age to what my grandmother would be if she was still alive, and in some way I feel as though I am honouring my grandparents by supporting her.

Dementia befriender Sally

“I enjoy meeting people - other volunteers, Age UK Barnet staff and the members, chatting and joining in all the activities. I feel that I am putting something back and helping my community in Barnet plus a sense of well-being, being able to help others.

MR, volunteer

FUNDRAISING

We raised a total of £52,626 in 2025-25! A few highlights include

- A campaign which raised £5000 to help us buy a new professional oven for the kitchen.
- Some fantastic individual fundraising from our CEO Helen who ran a 10k with her friend Geri and raised £5,000 and our Age-friendly coordinator Pippa, who trained for the Brighton marathon without any technology and raised £2,258. Andrea, a golf friend of our Chair of Trustees , raised £3,000 playing 70 holes to celebrate her big birthday at South Herts Golf Club.
- We were delighted to be chosen as one of the Mayor of Barnet Cllr Tony Vourou's chosen charities of the year for 2024-25 along with the Royal Free Charity and Macmillan Cancer Support.



ENGAGEMENT

Regular community events throughout the year reached over 1,500 people including:

- Professor Catherine Loveday talks - with topics ranging from the power of music and the perception of time to ways to boost your memory – up to 90 attendees each time.
- Our late Summer Music Festival – over 250 people joined us for a day of live music
- A celebration of black culture with TV celebrity chef Levi Roots - over 100 people from all backgrounds came to celebrate Black History Month with us.
- Silver Sunday – we were joined by over 700 local residents to celebrate Silver Sunday at Middlesex University!



COMMS AND PUBLICITY

- Over 325,591 website hits.
- 90,636 impressions on Facebook.
- Our Instagram account has successfully engaged with local businesses, leading to offers of donations and volunteering, and the number of followers has risen to 1,325 this year an increase of 14 per cent.
- LinkedIn followers have increased by 100% to 300.
- Our newsletter is emailed monthly to over 3,400 subscribers.
- Our Memory Matters newsletter – which informs families living with dementia about what's happening at Age UK Barnet and around the borough – has doubled the number of subscribers and now nearly 800 people receive a copy of the email.
- We distributed 25,000 What's On guides around the borough.
- Pigeon Post - our magazine for Barnet residents not online - distributed to 2,400 people around the borough.

WHAT NEXT FOR US?

As we look ahead, our focus is on strengthening Age UK Barnet so we can continue meeting the needs of a rapidly growing older population. Demand for our services is rising, and the landscape remains financially challenging - but we are committed to responding with innovation, resilience and community partnership.

IN THE YEAR AHEAD, WE WILL:

- Diversify and grow our funding base.
- We will build new partnerships, develop sustainable income streams and pursue grants that allow us to protect core services while expanding support in areas of greatest need.
- Respond to the changing needs of older people.
- With more residents living longer and often with complex needs, we will adapt our services so they remain relevant, accessible and person-centred.
- Strengthen our role as Barnet's go-to organisation for later life.

- We will continue to champion the rights, voices and wellbeing of older people, ensuring they can access trusted advice, social connection and practical support.
- Invest in our people and volunteers.
- We aim to make Age UK Barnet an outstanding place to work and volunteer, building a supportive, inclusive culture that values experience, compassion and community.
- Deepen collaboration across the borough.
- As the leading member of the Agefriendly Barnet Partnership, we will work closely with local organisations, businesses and public services to create a borough where every older person can thrive.
- Together, with our supporters, partners, staff and volunteers, we are ready to meet the challenges ahead - and continue making Barnet a great place to grow older.

