

The charity for
older people
in the Square Mile



Age UK City of London Strategy 2024-2027



Our Vision

A community where all older people over the age of 55 live well.

Our Mission

We will work so that older people feel heard, respected, connected, supported and enabled to enjoy a life of dignity, opportunity and high quality.

Values

Creative

We will seek out innovative and practical solutions to the challenges faced by older people.

Respectful

We will be welcoming, kind, people centred and inclusive in the way that we work and the way we interact with all those who come into contact with the charity.

Collaborative

We recognise that team work and partnership are central to achieving our Mission and Vision.

Professional

We demand high standards of ourselves and of those with whom we partner to deliver to our beneficiaries.

Context

The Square Mile has a **higher proportion of older residents than elsewhere in central London**, and the number of older residents is growing faster than the general population.



of the population in the City of London are over 50.

The Square Mile is unique in the dramatically unequal numbers of people who live, work and visit.

- 8,600 residents
- 513,000 daily commuters
- 10million annual visitors

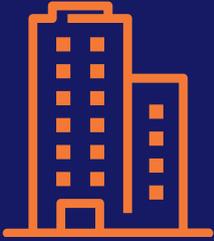


of households are single person

Only **one in ten**

households have dependent children

Context



People aged 50 and over are more likely to be lonely if they live alone¹

Depression

is the most common mental health problem among those 65+¹

22% of men
28% of women

25%

of older Londoners live in poverty²

20%

of Londoners in their fifties are in fuel poverty²



Many organisations exist in the Square Mile to support mental health and wellbeing in all age groups.

Age UK City of London is specifically for older people.

1. www.ageuk.org.uk/globalassets/age-uk/documents/reports-and-publications/older_life_uk_factsheet.pdf

2. www.ageuk.org.uk/bp-assets/globalassets/london/campaigns/poverty-2023/ageuk_london_poverty_2023_final.pdf

Context



Volunteering has declined

from

9% to 7%

of people since 2019³



Two thirds of people surveyed in 2023 said they would need to cut their spending to manage bills.

17% said they would be likely to cut charitable donations³



Over half of unpaid carers have a long-term illness or disability themselves⁴

Aims

Service Delivery

We will develop and deliver high quality services that are appropriate and effective in meeting the needs and expectations of older people; we will do this by listening to and working with older people and those who care for and support them.

Partnership

We will work with and learn from other organisations supporting older people to make efficient use of resources and to avoid duplication.

Advocacy

Having listened and learned, we will speak up for older people to decision-makers in the City and where necessary Parliament. We will challenge prejudice against older people. We will promote positive views of older people and their contribution to life in the City.

Our Key Priorities

1 Our Long-Term Sustainable Future

To ensure that Age UK City of London has a long-term sustainable future as an anchor institution in the City of London, with secure funding streams and secure affordable accommodation.

We will work closely with key stakeholders including the City of London Corporation and the Guilds and Livery Companies to maximise our income generation opportunities.

We will also work to set up a clear structure for fundraising to support this.



2

Citizen and Community Focus to Deliver Outstanding, High Impact Services

We will put achieving the best possible outcomes for our service users and communities in the City of London at the centre of everything we do, always being clear about how well we are achieving our priorities.

We will work with, listen to and learn from our key stakeholders including service users, local people and communities, so we can deliver and are able to demonstrate that we are delivering, the very best possible outcomes and services for the City of London's people and communities.



3 Outstanding Colleagues and Volunteers

We will work with, listen to and learn from our colleagues and volunteers (including those from Age UK Camden).

We will consistently demonstrate that colleagues and volunteers are highly valued – including by promoting diversity, equality and inclusion, and by providing training, support, guidance and professional opportunities –so they can always deliver their very best for our service users and local communities and enjoy working at Age UK City of London.

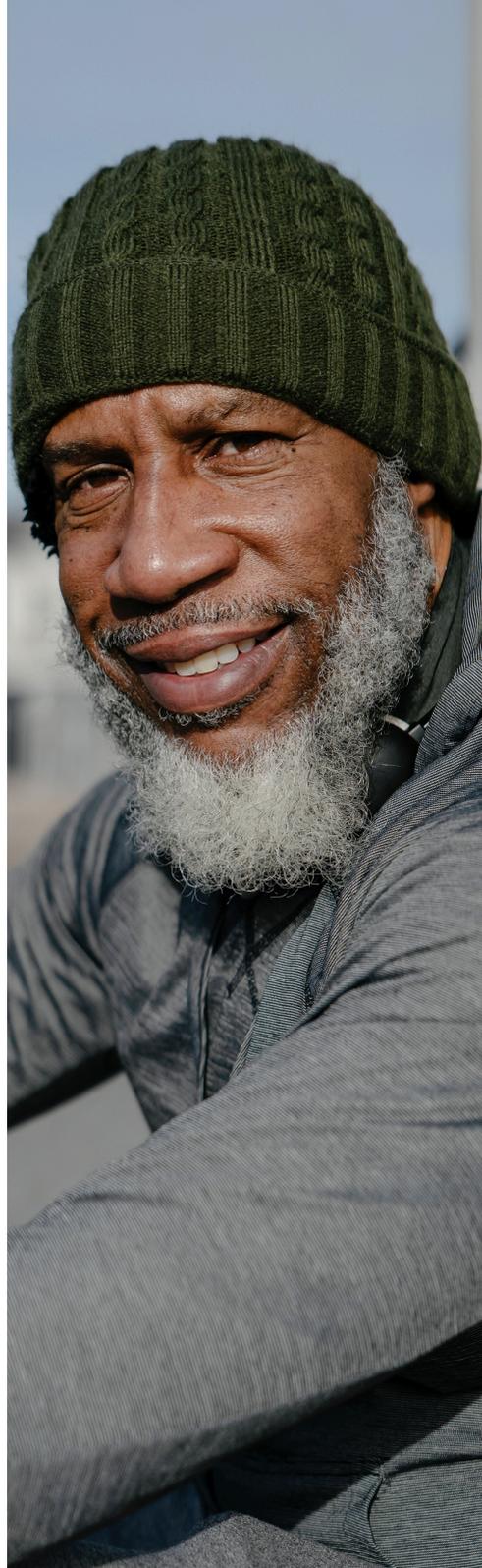


4 Evaluate our Impact

We will monitor and evaluate our impact in an appropriate and proportionate way.

We will listen to older people and use their feedback and other relevant data to understand how we can provide services that meet their needs and expectations.

We will learn from the evidence that we gather and use it to support improvement.





How you can get involved

If you would like to get involved, there are lots of things you can do.

Whether you want to give your time by donating, volunteering or getting involved with your company, your support would be much appreciated and will help improve the wellbeing and quality of life of older people in the City of London

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[ageukcityoflondon.org.uk](https://www.ageukcityoflondon.org.uk)



"Thank you for all that you give to the Age UK group. It certainly helped me gain new friends and experience many enjoyable and varied activities, as well as combating loneliness and emptiness at times.

You have created a safe space"

- Bobbi