

Age UK Croydon  
**Impact  
Report**  
2024/25



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# A message from our Chair and CEO

*Resilience isn't about ignoring setbacks or pretending they don't hurt. It's about giving yourself space to feel, process and then take the next step -because what happens to you matters, but what you do next matters even more*

- Anonymous

The year 2024-25 has been a turbulent one for us due to various reasons. The dominant factor was around funding challenges. However, the challenges created opportunities for us to explore new avenues and different ways of working. At the core of this transformation is our vision: Valuing Ageing, Improving Lives, and Growing Communities.

Within our own Board of Trustees, we appointed our new chair, Brenda Scanlan. Brenda has been a Trustee of AUKC for 8 years and serves as the Chair of our Governance and Nominations Sub-committee. She also worked in Croydon for thirty years. Brenda was elected as Chair at our AGM in September 2024. At this point, we would like to extend a huge thank you to Sam Nicklin, our outgoing chair, who led the charity with strong commitment to our mission and values for over 3 years.

We restructured our finance department after our Finance Director left to start her own consulting business. This gave us an opportunity to promote internally our new Finance Manager, whilst continuing to connect with our former Finance Director when we need to draw on her experience and knowledge base. We also restructured our services teams by promoting some staff members to Team Managers, giving them opportunities to learn and experience new pathways in their careers, thereby strengthening the AUKC team. Externally, we are reaching out within Croydon to ensure our strong presence in the community through

our community hub, local community partnerships, and various strategic boards. At the SWL level, we are active in the VCSE Alliance and exploring collaboration across SWL AUKs. Our Chair is Croydon's Place representative on the SWL Integrated Care Partnership bringing her experience of local service developments to wider initiatives in SWL which aim to tackle social and healthcare challenges. On the national level, our CEO represents us at the AUK Network Committee. We have welcomed new Board Trustees this year and have completed their inductions. We now have a robust, committed, and diversified board that will continue to guide us to deliver our strategic objectives. Additionally, we have grown our volunteer team substantially this year and connections via our social media, enabling AUKC to support and connect more older people in our community.

Finally, we want to thank our funders, volunteers, staff, and Board of Trustees who continue to do great work to support our community.



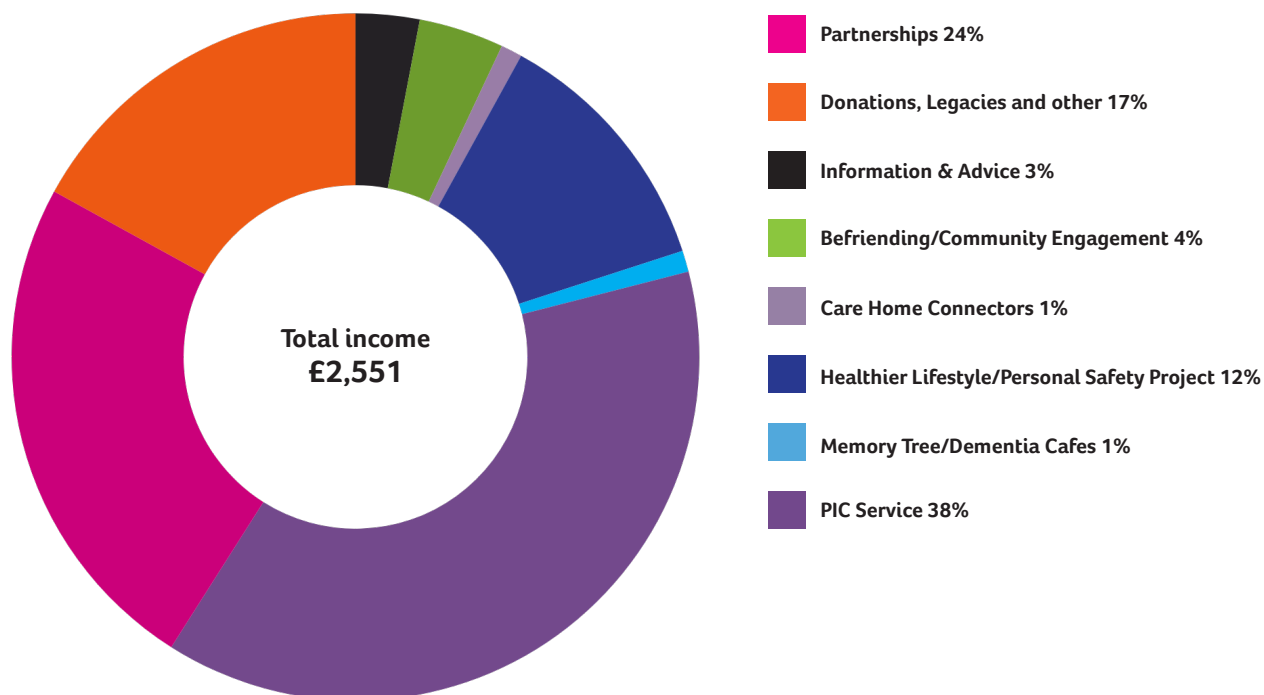
Brenda Scanlan  
Chair



Sanjay Gulati  
CEO

# Financial information

## Income, £'000



## Expenditure, £'000



Figures have been extracted from the audited financial statements for the year ended 31 March 2025 which give a fuller picture of the charity's finances. These are available on request from the charity or via the Charity Commission website.



# Mission, Vision & Values

We are Age UK Croydon. Our vision, mission and values are at the foundation of everything we do.



## Mission

To reach, involve, support and connect people so they can age well in Croydon.



## Vision

Valuing ageing, improving lives and growing communities.



## Values

Our core values are at the heart of how we work. They guide the decisions we make as individuals and as an organisation.

### Trust

We're honest, truthful and can be relied upon

### Integrity

We treat everyone equally and with respect. We work with people to ensure their independence

### Continuous Improvement

We strive to become better everyday by listening and implementing feedback

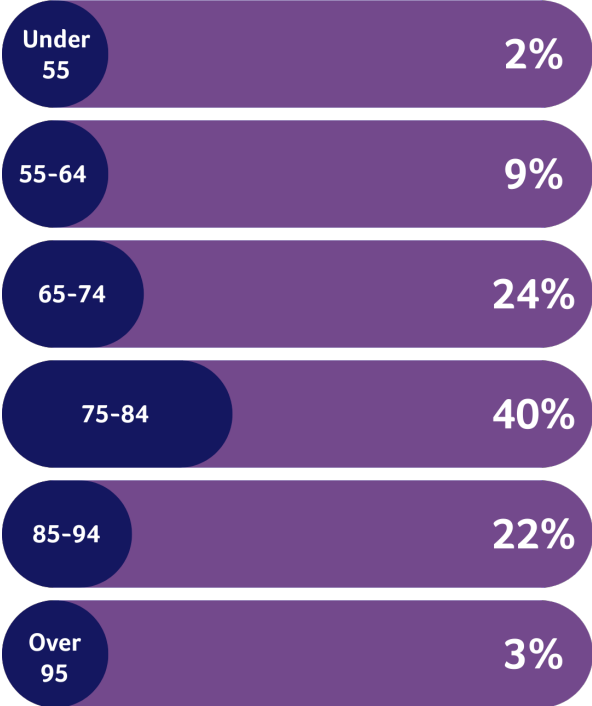
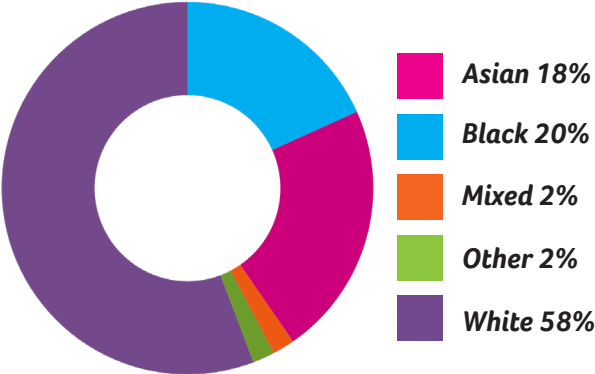
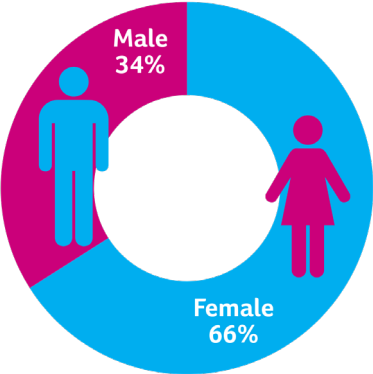
### Compassion

We're warm and approachable

### Inclusion

We work in partnership with like-minded people

# Who We Work With

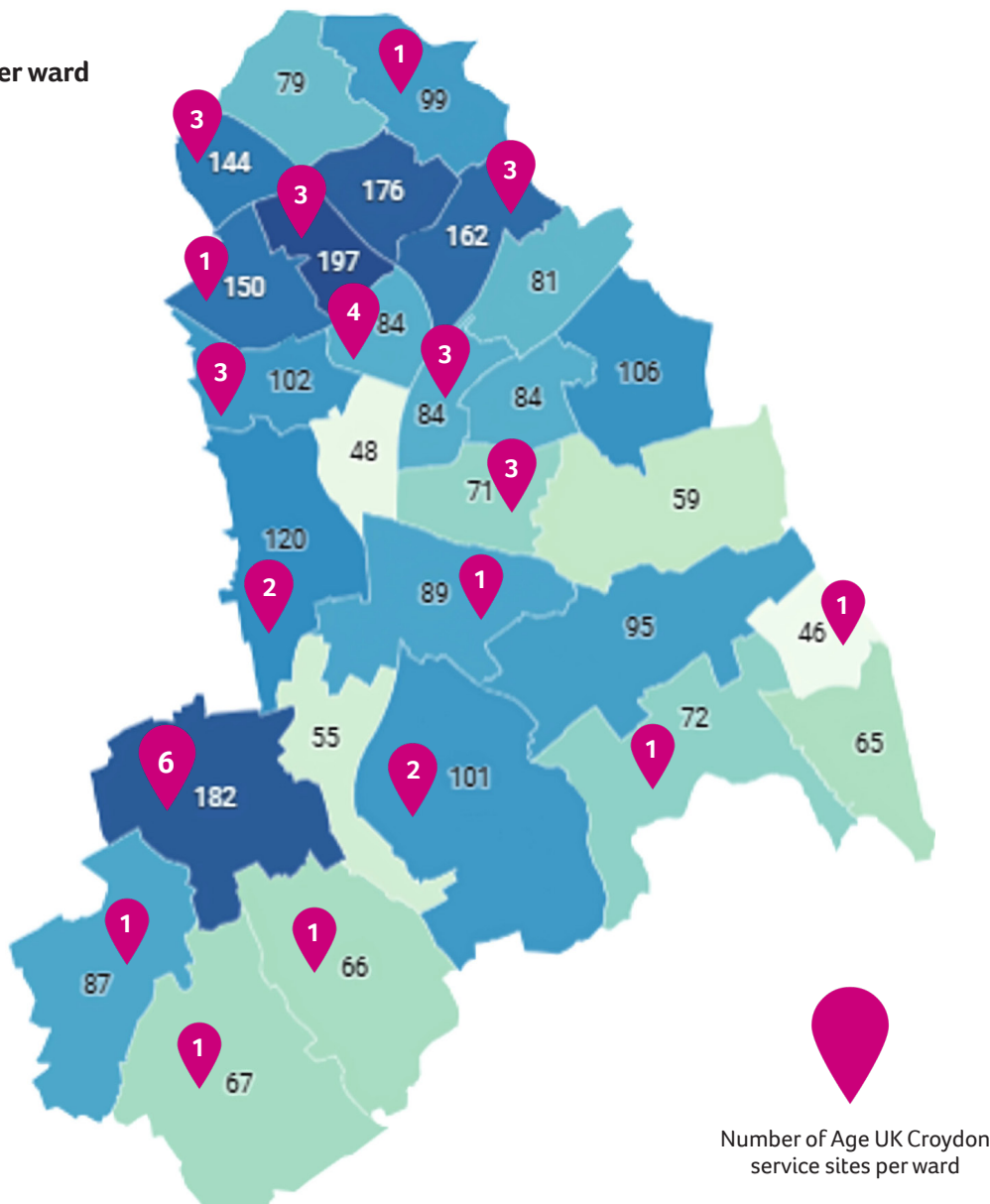


56% suffer from multiple health conditions

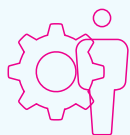
25% live in deprived neighbourhoods (\*based on Income Deprivation Amongst Older People Index - IDAOPI)

# Where We Work

46 - 187 Client breakdown per ward



## Year in Numbers



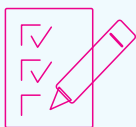
**3001**

people worked with



**1900**

new clients to AUKC



**38616**

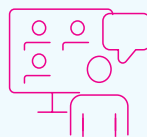
contacts recorded



**\*20045**

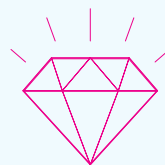
attendances at events/  
classes

\* Includes anonymous



**1374**

classes hosted



**\*£1,540,445**

additional income in older people's pockets

\* includes PIC and I&A

# Healthsmart Health Hubs

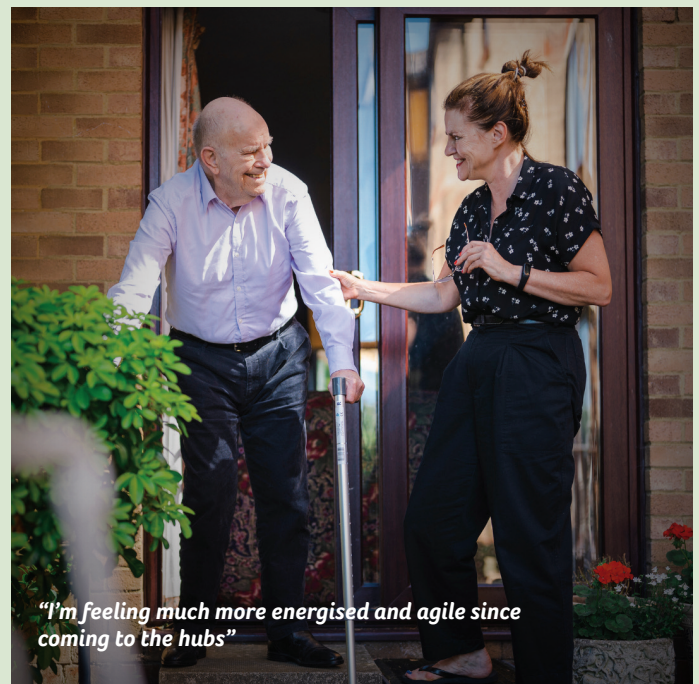
Healthsmart Health Hubs promote wellbeing through health checks, exercise sessions and educational talks. These free community-based sessions across Croydon help to reduce the risk of falls and enable residents to take control of their health and wellbeing and alongside friendship and social interaction. A mixed programme of exercise, health checks and health talks put people in more control of their health and able to make informed lifestyle changes.

## Case Story

Mr L became known to Healthsmart during community outreach session speaking to people with a Parkinsons diagnosis about what activities they would enjoy. Mr L expressed that he didn't do any exercise, and that life was static and lonely since his retirement and his children leaving home.

He was encouraged to try a HealthSmart Hub to give him a social boost. A week later, he attended his first hub where he quickly settled in. The instructor adapted exercises to suit his needs and abilities. He stayed for a coffee and a chat afterwards. He now attends 3 classes a week, including a specialist Parkinsons class, and the increase in his strength and mobility is clear to see.

Attending the classes has given Mr L a sense of purpose and the team have loved watching his confidence and his personality blossom. He's since stepped outside his comfort zone again to meet new people at two further AUKC events.



*"I'm feeling much more energised and agile since coming to the hubs"*

*"I feel so much healthier. I now walk everywhere rather than using my mobility scooter"*

## Healthsmart Health Hubs Impact in Numbers

506

people took part in Hubs

43%

increase in hub attendances

82%

increased the amount of exercise

92%

made healthy lifestyle changes

60%

increased their understanding of how to manage their health

# Personal Safety Project (PSP)

Personal Safety Project supports residents to feel safer and more confident at home through a home risk assessment followed by provision of minor aids and adaptations, such as grab rails and bathing aids. Through home visits and risk assessments, the team provide reassurance to older people who are feeling unsafe and restricted in the home and garden. This service helps to reduce and prevent falls and so they can remain independent and secure in their own homes.

## Case Story

Mrs G, 81, has reduced mobility due to osteoarthritis, a calcaneal spur, and osteopenia. She was afraid of falling and often relied on furniture for support, especially in the bathroom and kitchen. This limited her ability to go out independently.

After a referral to the Personal Safety Project for a Home Safety Risk Assessment, she received several safety aids.

“I’m getting up and using all the equipment—it’s made a big difference. I haven’t had any falls since it was installed. I can sit safely on my raised toilet and use the strong rails to get up. Even the stair rail is steady. I’ve told my doctor—I couldn’t walk before, and now I can. I go out more with my stick, use the shower safely, and have a trolley for hot food and drinks. Everything is wonderful.”

In 2024/25

**592** helped to feel safer in their home

**18%** increase in referrals received

**85%** feel more confident in their home

**97%** had no further falls



*“It has given my mum her confidence back. She can walk up the stairs now rather than going up on all fours...We are really grateful, you guys are wonderful.”*

# Live Love Later Life

Live Love Later Life brings fun, tailored exercise and wellbeing support to care home residents across Croydon. The programme helps improve strength, mobility and confidence. With skilled staff, adapted sessions, and community Zoom classes, it keeps older adults active, connected and supported in a way that meets their needs.



In 2024/25

**351**

care home and  
community residents  
engaged within 18  
care homes

**94%**

feel it has made a  
positive difference

**86%**

reported feeling  
stronger

**74%**

feel they can do more

**71%**

feel more connected  
with other people

## Case Story

Heavers Care Home supports older adults with dementia. Many residents struggle with memory and mobility, and find it difficult to stay active and engaged.

The LLLL team led weekly exercise sessions, using soft balls to help with hand-eye coordination and music to encourage residents to dance. The sessions were designed to be fun and gentle, helping residents to move more and stay focused.

Feedback from care home staff was positive, saying they really enjoyed the sessions and have noticed that residents continued doing the exercises afterwards. This led to Heavers buying their own equipment so they could carry on the activities.



# Memory Tree Café (MTC) and MTC in a care home

Our 3 Memory Tree Cafés provide people living with dementia and their carers safe, supportive spaces in the community and also in a care home. Here people can connect, share experiences and access information and support on a range of subjects. Delivered by experienced dementia officers and volunteers, the cafés provide a varied programme of enjoyable and stimulating activities such as music, reminiscence, games, quizzes and craft.

*"The staff at the memory cafe are super friendly and supporting. I admire their dedication."*

*"It's a breath of fresh air. Good to talk to people. It's fantastic. It's been an eye opener talking to other carers and see how they manage"*



*"It has brightened me up mentally and it makes me happy. It's exciting to be here."*

The service benefits our clients as demonstrated through

161

people living with dementia and their carers supported

100%

have more opportunities to talk to others

92%

feel confident to try new things

## Case Story

Mrs P has dementia and resides in a care home. Outside of the sessions she was often sleeping in her chair or unresponsive.

The fun and stimulating activities offered at Memory Tree Café have enabled Mrs P to become communicative and engaged. When she hears music, she wakes up and starts singing, clapping and dancing. She knows the words to many songs performed by the entertainers – her engagement with musical activities is second to none. Since

getting to know staff and volunteers she has shared exciting stories about her travels round the world and has shown herself to be a great quizzer shouting out answers to questions.

Participating in MTC in a care home has brought joy and happiness into Mrs P's life and it's incredible to see her go from being incommunicative to full of life, participating in activities that clearly offer her much enjoyment.

# Information & Advice

The Information and Advice Service provides free, impartial advice on benefits, housing, care and local services to Croydon's older people and their families. The service is delivered by experienced staff supported by a team of trained volunteers. The service is flexible and person centred delivering face to face, over the phone or by email as well as through community outreach sessions. The team support clients to access the best advice and guidance, navigate complex issues, and supports people to take action for themselves where appropriate. Our goal is to increase your independence and confidence in managing life's challenges.



## Case Story

Mrs G, 82, lives alone in rented accommodation. She has care needs due to severe arthritis and has experienced both domestic and financial abuse in the past. Despite working as a nurse and accumulating a good work pension, she never claimed her state pension and was relying on her work pension and dwindling savings to get by and was worried about paying her bills.

After reaching out for help, her adviser applied for Attendance Allowance for her, and supported

her to claim her State Pension, working with her to complete the lengthy process of obtaining the necessary documentation and proofs.

Mrs G's claims were successful. She received a £130,194 lump sum and now gets £761 state pension a month, plus £110 per week Higher Attendance Allowance. Mrs G was delighted to afford new furniture as hers was falling apart and feels relieved by the financial security this lump sum and regular income going forward offers.

## In 2024/25

**3961**

calls/emails received

**633**

advice cases supported

**£1,375,752**

additional income in older people's pockets

**98%**

of clients improved their wellbeing

# Personal Independence Coordinator (PIC)

The Personal Independence Coordinator Service supports over 50's in Croydon to maintain or regain independence, taking control of their health. A core service within the Croydon Integrated Neighbourhood Team, PICs provide a critical link between formal health, social care services and community support networks. Through personalised support and goal setting, PICs empower clients to live well for longer focusing on what is most important to them.



## Case Story

Mr M, 77, lives alone after his partner moved into a care home. Living with Parkinson's he relies on his son to take him out and is struggling with household tasks and bathing.

Through his PIC, Mr M has been introduced to the Pineapple Club for retired Afro-Caribbean community, and now regularly enjoys socialising with peers and feasting on a Caribbean lunch, and to a weekly Parkinsons exercise class at Brigstock Road where he keeps fit and meets others. The PIC provided information about pendant alarms and connected him with AUKC's Personal Safety team, helping him obtain home safety equipment including a stair rail and bath steps, allowing him to bathe independently. Mr M was supported to apply for dial-a-ride, a blue badge and attendance allowance reducing his reliance on his son and supporting him with future care costs.

He commented: "It's very difficult to know what help is available when you are old and alone. My son and I were bowled over by the support and guidance we got, from improving my home to being able to socialise again."

In 2024/25

741

clients supported

1380

goals achieved

71%

\*improved their wellbeing during service

81%

\*improved or maintained wellbeing after service

\*based on LEAF 7 scores

# Community Engagement

Our Community Engagement service helps reduce isolation and loneliness among older people in Croydon by offering social events, inclusive activities, friendship, and opportunities for connection.

We work closely with all Age UK Croydon services to ensure our approach is accessible, inclusive, and far-reaching. At our community hall in Thornton Heath, volunteers help run a variety of activities—such as Knit and Natter, Reading Group, Art Group, and Choir. Many are volunteer-led, and new members are always welcome. For those nervous about attending, we offer a warm introduction through a named team member to help build confidence.

Beyond the hall, we've built strong partnerships

with local retailers including Dunelm, Iceland, Tesco, and Morrisons. Their support—through donations, event sponsorship, and outreach—has helped us connect with more people. We now have a regular presence at Dunelm, meeting older people where they already shop, especially those not yet involved in local activities.

Over the past year, we hosted five themed events, including Christmas and Valentine's celebrations, bringing joy and connection to the community.

We shape our activities around the interests and skills of older people. A highlight has been our garden, with more volunteers joining and two hands-on workshops attended by 31 people—offering those without outdoor space a way to connect with nature and others.

**330**

classes/events run

**5691**

attendances  
(\*includes anonymous)

**90%**

said attending events  
had positive impact  
on their mental  
health

**86%**

formed friendships at  
classes

## Case Story

Mr B is a 77 year ex civil servant and IT trainer who lives in the local area. He now has his own daily blog about art. Three years ago Bert suddenly lost his wife of 43 years. It was a big shock. He was not used to living by himself and doing everyday things such as shopping and cooking on his own. He lost some of his confidence and felt lonely. About a year later Mr B saw details of the Age UK Croydon Games Group online

and decided to go along. Mr B said the people in the group and staff were very friendly. He was relieved to see that many in the group were of a similar age to him. He has made many friends and sees them outside of their weekly games session. He said that attending the group has "helped with his confidence and kept him on track." He also said that he doesn't "feel lonely anymore".



# Volunteer Programme

## The Value of Volunteers at Age UK Croydon

Volunteers are a vital element of Age UK Croydon and highly valued. They are a vital element of the work that we do in all of our services as local people contributing to community cohesion and social development, helping to address loneliness and isolation, building confidence. They offer not just their time but a wealth of experience, enthusiasm, and diverse skills. Older volunteers bring decades of experience and skill and community knowledge, while younger volunteers contribute energy and talents in areas like technology and the arts, helping to bridge intergenerational gaps.

This includes the Brit School students who regularly join our Memory Tree Café and Kings College students who have come to learn and to lend support. This blend of backgrounds creates a dynamic, collaborative environment where knowledge and creativity flourish.



Their motivation is rooted in a genuine desire to help others, not financial reward. This selfless spirit fosters a strong sense of community and shared purpose, uniting individuals around a common goal of making a positive difference.

By recognising and valuing each volunteer's unique contributions, we build a supportive and inclusive culture. In doing so, we not only enhance our services but also create a thriving volunteer community that is essential to our mission and long-term impact.



Helen, Mary & Brenda volunteer with Age UK Croydon

Volunteer engagement has steadily grown with active volunteer numbers rising from 98 to 104 and available roles expanding from 8 to 14 over the year.

104

active volunteers

14

roles available

32

volunteers recruited and onboarded

# Befriending Service

The befriending service connects volunteers with older people who are experiencing loneliness and isolation. The service offers regular social interaction either through weekly telephone calls or face to face home visits. Befriending service helps reduce loneliness and fosters meaningful relationships, supporting emotional wellbeing with a high degree of satisfaction from both volunteers and clients.



Dolly an Age UK Croydon Volunteer

70

matches supported

94%

look forward to calls

88%

feel more connected  
to their community

76%

feel less lonely

## Case Story

Mr D resides in a care home where he was often isolated from other residents and didn't receive many visitors. Sedley decided to volunteer as a befriender after speaking to a member of staff at a community event.

In November 2023 Mr D and Sedley were matched and instantly clicked. They bonded over their love of reggae music. Mr D, a former DJ, shared stories of his music career, whilst Sedley who grew up with a passion for similar music, listened with genuine interest. Their weekly visits are filled with talk about life, family and music, sometimes playing tracks together on their phone or laptop.

After 15 months Mr D continues to look forward to Sedley's weekly visits, which bring joy and routine to his week. Sedley too leaves each visit

feeling uplifted and supported by the care home staff. Inspired by their connection, Sedley hopes to perform some music for residents this summer.



# Funders

We are extremely grateful to all the individuals and organisations who supported us during the year and would particularly like to acknowledge contributions from:



You can enhance our impact by donating to us via our website and volunteering with us.

## Partnerships and memberships

Our partnerships empower Age UK Croydon to deliver person-centred and holistic services by fostering strong connections with community organisations that share similar goals for the residents of Croydon. By harnessing the power of collaborative working, partnerships help to reduce duplication across the sector and amplify collective impact.

This is not an exhaustive list, as Age UK Croydon actively collaborates with a wide range of relevant groups and organisations to advance its charitable objectives. For example, we host the Brigstock Road Community Hub every Monday at Scratchley Hall, where members of the public can access support from the voluntary, community, and statutory sectors.

- Age England Association (dissolved March 2025)
- Association of Chief Executives of Voluntary Organisations (ACEVO)
- Asian Resource Centre of Croydon
- Befriending Networks
- Croydon Dementia Action Alliance
- Croydon Safeguarding Adults Board
- Clear Community Web
- Croydon Neighbourhood Care Association
- Croydon Vision
- Croydon Voluntary Action
- Croydon Alms House
- Croydon Mencap
- Institute of Money Advisers
- Network Committee Age UK
- National Council for Voluntary Organisations (NCVO)
- One Croydon Alliance
- SAFE CIC

Our memberships provide essential benefits such as access to up-to-date information, peer support, and best practice guidelines. They also assure our compliance with statutory obligations.

As a brand partner in the Age UK national network, Age UK Croydon benefits from the strength and support of a larger organisation while retaining the flexibility to operate as a local, independent charity. The New Network Agreement outlines the terms of this partnership, enabling us to align operating policies with Age UK and other brand partners while developing additional policies as needed.

Age UK Croydon has formed partnerships and memberships with numerous organisations to enhance its community work. Through the Healthy Communities Together programme, we have helped shape and influence key workstreams, including Funding and Commissioning, Empowerment and Engagement, and Leadership and Representation (evolving into the VCS Leadership Board). This partnership broadens the reach of our brand while allowing us to deliver services tailored to local needs.

Additionally, Age UK Croydon spearheaded the Locality Commissioning Model in collaboration with Croydon Voluntary Action (CVA) to support voluntary groups in delivering impactful projects for Croydon residents.

# Charity information

Company number	03921436
Charity number	1081013
Registered and principal office	81 Brigstock Road, Thornton Heath, CR7 7JH
Country of registration	England & Wales
Country of incorporation	United Kingdom

## Trustees

Trustees, who are also directors under company law, who served during the year and up to the date of this report were as follows:

Trustee Name	Title / Tenure
Ms S Nicklin	Chair - Resigned 24 September 2024
Ms B Scanlan	Chair from 24 September 2024
Mr K Kyei	
Mr C Briggs	
Ms D Davison	
Mr I Mannan	
Mrs O Khan	
Mr O Sauba	Treasurer
Ms C Elgar	Appointed 24 September 2024
Mr M Haahr	Appointed 24 September 2024

# How to Donate

*To Your local older people charity*

Every donation makes a difference, no matter the amount  
— the suggested figures are just examples to guide you.

## £15

Supports an older person with a weekly friend visit from a well-matched befriender.

## £25

Supports our weekly activities for improved social connection and reduced isolation for older people.

## £40

Helps us provide information and advice to someone you care about.

## £50

Will pay for 3 calls answered on our helpline to older people seeking advice, information or support.

## Donating is as easy as...



Dropping a little in our collection box



Debit/credit card donations (see a member of staff)



Cheques payable to - Age UK Croydon



Bank transfer  
Sort Code - 08-92-99  
Account No. - 65487260  
Account Name - Age UK Croydon



Scan QR Code  
to give online

### Donate by Standing Order

Download a copy of our standing order form

[bit.ly/AUKCstandingorder](https://bit.ly/AUKCstandingorder)

You can also collect a form from our reception

## How to Connect

Click on the icon to visit our social pages



Find out more:

[www.ageuk.org.uk/croydon](http://www.ageuk.org.uk/croydon)

phone: 020 8686 0066

email: [aukc@ageukcroydon.org.uk](mailto:aukc@ageukcroydon.org.uk)