

# Annual Report

## 2022-2023

---



# Message From The Chair & CEO



**CHARLES  
LOWE**  
CHAIR

Completing the second year of my three-year term as Chair, I am very pleased to report that we have successfully recovered from the constraints forced on us by the Covid-19 pandemic. Day Centre attendance has risen substantially, and befriending visits are now increasingly in person – indeed all our major key performance indicators for this year have shown impressive improvements.

This achievement is very much a credit to Reg and his team who have performed outstandingly well, for which I join the Board in expressing our deep appreciation. We have also been able to focus on introducing two new services that our users have been asking for.

The first of these is the digital inclusion training run by Venessa Chung which has already made its mark, both in terms of the numbers of people trained, and also in the range of delivery locations we have now signed up. The second is the gardening service, which had a difficult start due to finding people to provide it though now is up and running. In order to deliver this increased range, we are very pleased that Janice Johnson has joined us as Director of Operations, to increase the capacity of the management team.

We are immensely grateful to all our benefactors who have provided the funds to enable us to help older people in Ealing to love later life. For the future, continuing to ensure adequate funding will remain a major focus to ensure that Age UK Ealing can continue to deliver our excellent services.



**REGINALD  
PARKINSON**  
CEO

Every day I experience first-hand the overwhelming commitment from our volunteers, frontline officers, management team and the Board of Trustees to do more and better for older people in Ealing. That is why, post Covid-19 pandemic, I am extremely delighted that we've been able to invest in our workforce, grow existing services, achieved better outcomes for older people by extending our reach, helped to reduce loneliness and isolation, and supported them to maximise their income during these challenging times of cost-of-living crisis.

The achievements detailed in this report are the result of maintained focus on the needs of older people. It would not have been possible without our great employees and volunteers – a big thank you to everyone.

The shift to digital services continues to evolve and it is growing fast, and it is a huge challenge for many older people that are digitally excluded. That is why it is important for us to enable our service users to continue to deal with us in their preferred manner, mostly in person, face to face and by telephone but at the same time we continue to promote, support, and expand our digital inclusion project to older people across the Borough.

This year, we celebrated the 20th Anniversary of Age UK Ealing, and we partied with our service users, staff, volunteers, members, Trustees, supporters, and other stakeholders.

Going forward, we will continue to look for ways to improve what we do and how we do it by listening and responding to suggestions and comments from our service users, staff, and volunteers.

# About Us

Formed in 2003, Age UK Ealing is a local independent charity and a brand partner of the national charity Age UK. We work with people aged over 50 in the London Borough of Ealing, helping them enjoy fulfilling lives. With a turnover of about £0.5m, our work would not be possible without our team of 16 staff and over 80 volunteers who are well-established and committed to providing high-quality services for older people.

## What we do

Each year we help more than 10,000 older people, their families and carers by providing the following services:

- Free and confidential Information and Advice
- Free Telephone Support and in-person Befriending services
- Our warm and welcoming Day Centre, open twice a week at the Greenford Community Centre
- Free Digital Inclusion courses
- A reliable and trustworthy Gardening Service
- Offering access to a range of other weekly programmes and activities at the Greenford Community Centre, managed directly by Age UK Ealing and other trusted providers

Going forward, we will continue to look for ways to improve and expand our services.



# Vision, Mission & Values

## Vision

We will continue to improve later life and consolidate our position as the leading voluntary organisation defending older peoples' interests in the London Borough of Ealing. Older people from all cultures and backgrounds will recognise what we do as relevant to their lives.

## Mission

In challenging times, our purpose remains clear and resolute. Our mission is to promote the wellbeing of all older people in Ealing and empower them to achieve full quality of life.

## Values

Professional and accessible

- Provide quality information, advice and advocacy to help ensure that the best possible quality of life is achieved and be clear about what we can and cannot offer
- Monitor and evaluate what we do, to ensure we are making a difference
- Make it easy for people to access information about what we are doing and to access the services we provide

Attentive and responsive

- Ensure older people's views are listened to and respected
- Be flexible and responsive in our service planning and delivery
- Identify and support the most vulnerable and hard to reach older people in Ealing

Empowering and supportive

- Ensure that older people are treated fairly and with dignity and respect
- Support older people to make choices to enhance their own wellbeing
- Speak up for older people on issues that concern them, particularly where there is disadvantage, inequality or exclusion

Collaborative and inclusive

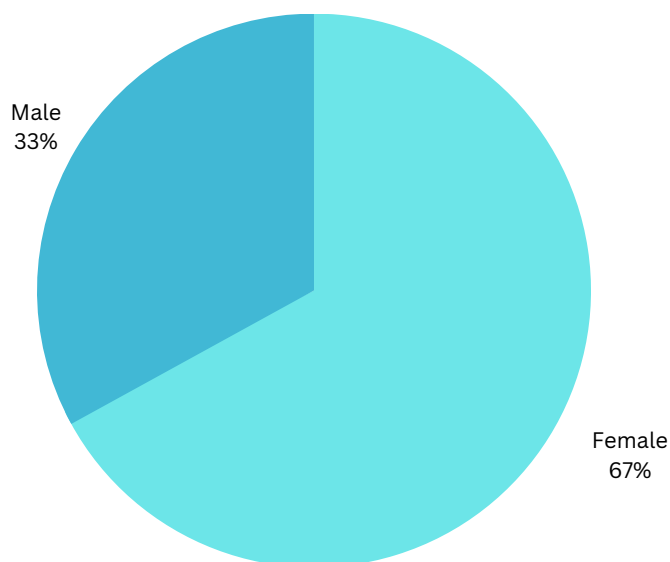
- Seek new ideas and better ways of doing things
- Develop a strong volunteer base from all sections of the local community
- Work in partnership with other agencies and carers to ensure that the needs of older people are met

## Strategic Objectives

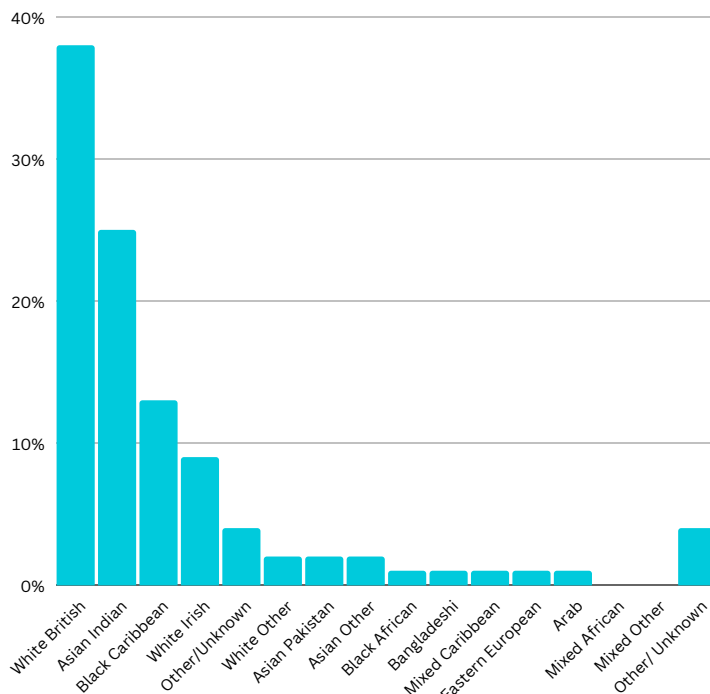
- To achieve long-term financial sustainability
- To continue to deliver high quality and responsive Information & Advice
- To improve and grow our Befriending Service
- To improve and grow our popular Day Centre Service
- To be the voice of older people

# Our Service Users

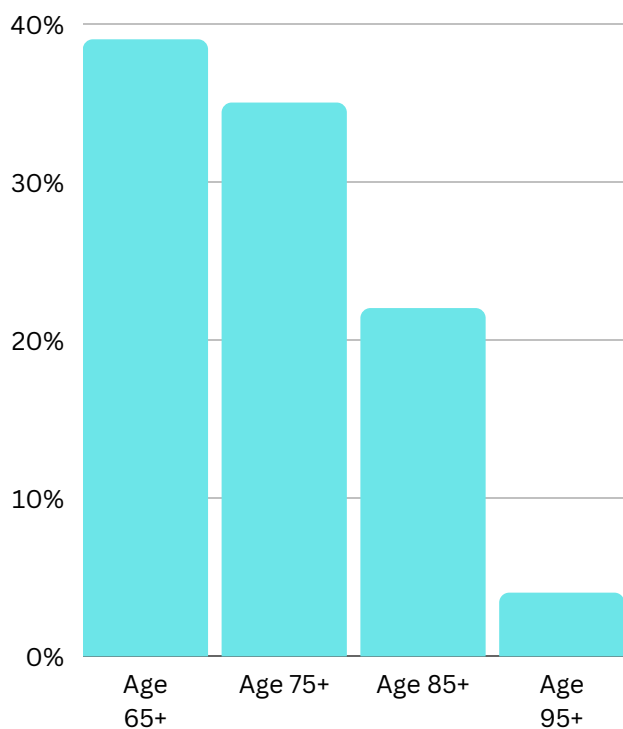
## Gender



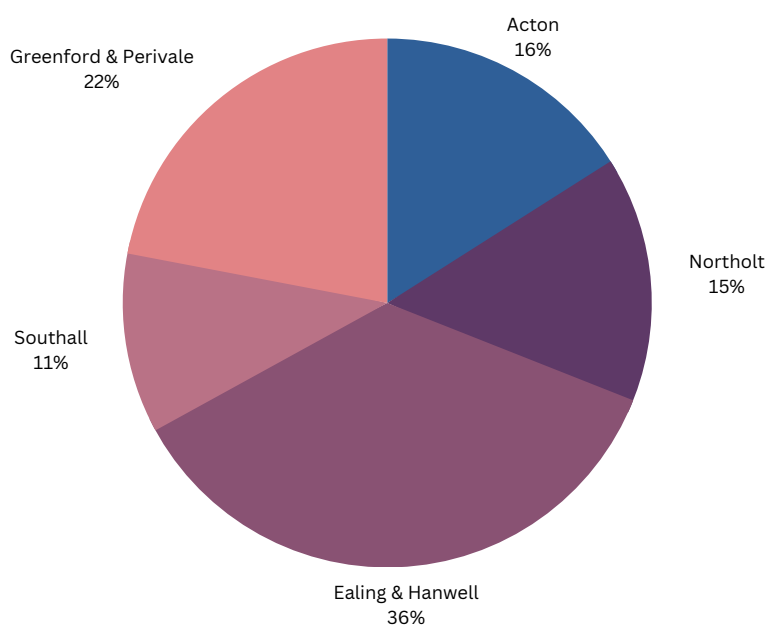
## Ethnicity



## Age



## Local Area



# Our Achievements



Over **11,000**  
contacts made with  
older people, their  
families & carers

---

Over **14,000**  
Befriending, Health &  
Wellbeing telephone  
calls made



Helped our Information  
& Advice service users  
maximise their income  
by a total of **£1m**

# Information & Advice

## Overview

Information and Advice is a service for older people, their families and carers in Ealing. The team provide information and advice about a range of subjects to people aged over 50 living in the Borough and those that care for them.

The provision of free, independent information and advice is one of our core services. Through this, we enable older people and their carers to make their own decisions, based upon the information we have provided them.

The service is provided in person at our offices in Greenford and West Ealing, as well as over the telephone. An experienced team of staff and volunteers work together to guide older people through complex issues relating to finances, housing and other important problems that could be affecting their lives.

“Age UK Ealing have been very supportive and helpful and guided us through all our forms. I could never have managed any of this on my own.”



## Achievements

- 9,627 contacts made with older people, their families and carers
- 8,664 older people supported by the service
- 35% of those supported saw an increase in their income
- Helped 186 people obtain their Blue Badges, a further 33 receive their Taxi cards & 1 person get their parking bay permit
- Helped older people in Ealing gain a total of £1m over the last 12 months
- 88% rated the service as 'excellent' and 12% rated it as 'good'

## Going Forward

We will:

- Provide more support to older people who need access to information and advice
- Make digital inclusion an integral part of our Information and Advice service
- Increase older peoples' internet access and usage

## Case Study

A client with severe disabilities who needed a cooker and laptop came to Age UK Ealing as he had exhausted all other avenues. The client was very specific in what was needed, but other charities were unable to meet his requirements.

Age UK Ealing's I&A case worker worked with the client to obtain £2,310 in grants from across five different trusts, enabling him to buy a bespoke laptop and cooker.

The client had been trying to obtain these items for over two years and Age UK Ealing was able to secure the grants in a matter of months.

# Befriending

## Overview

Our free Befriending services help older people who are lonely and isolated. The services on offer include Telephone Support and our Neighbourly Connectors Service, a home-visiting service.

During the Covid-19 pandemic, our Befriending Services offered a lifeline to older people which continues to this day.

## Telephone Support Service Achievements

- We made 14,771 befriending, health and wellbeing telephone calls
- 61% felt less isolated
- 72% felt improved health and wellbeing
- 72% felt more confident and supported
- 76% felt more confident living independently
- 69% felt less anxious
- 67% kept physically active
- 56% of our service users rated the service excellent and 39% good

“I enjoy the coffee mornings and trips out. The staff have always made me feel welcome. I have made friends from the group who I am able to meet for tea outside of the normal coffee morning.”



## Neighbourly Connectors Achievements

- 688 essential home visits were made
- 69% felt less isolated
- 76% felt improved health & wellbeing
- 76% felt more confident and supported
- 80% felt more confident living independently
- 72% felt less anxious
- 72% kept physically active
- 79% rated the service excellent and 16% good

## Going Forward

We will:

- Continue to increase the number of people using our Befriending services
- Make digital inclusion an integral part of Befriending service to further help, and to reduce loneliness and isolation

## Case Study

One service user who has limited mobility and is mainly housebound decided to come out to her first event with Age UK Ealing in May 2023 when she joined us for the the Coronation Lunch. Transport was arranged for her and she was met off the bus by one of the Age UK Ealing staff. She said that they were so gentle and kind to her even though she was very nervous as she is prone to falls.

She had a wonderful time at the event and felt very important. Everyone was very attentive and the lunch was lively and enjoyable.

Since then, she has attended a coffee morning and an outing to the Sky studios. She said she feels comfortable with the staff at Age UK Ealing and they treat her as if she matters.

# Day Centre

## Overview

Our popular Day Centre runs at Greenford Community Centre twice a week. However, the Day Centre was heavily impacted during the pandemic and had to stop operating altogether. Our Day Centre team were still in contact with users of the service throughout the pandemic, over the telephone, calling them weekly to check on their health and wellbeing.

The Day Centre aims to improve the quality of life of older people by helping them be as independent as possible for as long as possible. Bringing a group of people together for regular social activities enhances their confidence, independence and combats loneliness and isolation.

The Day Centre is run by an experienced team of staff and volunteers who have gone above and beyond to ensure that users are getting the level of support they need.



## Achievements

- 64% felt less isolated
- 76% felt improved health and wellbeing
- 75% felt more confident and supported
- 72% felt more confident living independently
- 76% felt less anxious
- 83% rated the service excellent and 17% good

## Going Forward

We will:

- Make Day Centre services accessible to as many older people as possible across the borough
- Use digital inclusion to extend our Day Centre Services to reach those that are housebound

“I look forward to coming to the day centre. I enjoy myself with friends and the staff are lovely. They make you welcome.”

## Case Study

RH had been diagnosed with Parkinsons disease. He and his wife were struggling to manage his episodes of freezing limbs and get his medication under control. His wife was also unable to stay at home with him every day.

RH is very knowledgeable and had previously enjoyed many outdoor activities. When he had attempted to go out on his own to meet friends, he had experienced falls and been helped home by members of the public. He was becoming frustrated as he could not do the things he used to do, and was spending a lot of time at home on his own.

We offered RH a place at our Day Center, which he now visits regularly and where he has made a group of friends who go out together at weekends. His wife says: “We very much appreciate the help you give RH. He tells me you all look after him very well.”

# Our 20th Anniversary

**2003**

In February 2003 we were formed under the name Age Concern. In November of the same year, we were officially registered as a charity.

**2016**

In 2016, we moved into Greenford Community Centre (GCC).



**2011**

In 2011, we became a brand partner of Age UK National, who support older people all across the country.

**2017/18**

In 2017 we achieved Investing in Volunteer (iV) standard and the following year we achieved Advised Quality Standard (AQS). We have retained them both since.



## 2019

In 2019 our name officially changed to Age UK Ealing and the charity began a major upgrade of infrastructure.



## 2022

After adapting the way we worked to tackle COVID, in 2022 we were back to being customer-facing, with all services resumed and operating out of GCC.



## 2020

Unfortunately in March, COVID struck & we had to find new ways to support the most vulnerable. Our support was a lifeline to many.



## 2023

Our achievements to date:

- Over 90 volunteers
- 24 members of staff
- 11 skilled trustees
- Over 10,000 people supported each year
- Launched Digital Inclusion & Gardening Service



# Digital Inclusion

## Overview

Technology is everywhere and plays a key role in many aspects of society. To many older people, this can seem intimidating. At Age UK Ealing, our aim is to reduce loneliness and isolation through access of online services with the help of digital inclusion.

Our Digital Inclusion service encourages older learners to feel safe when using technology and motivate them so they can enjoy the benefits of using the internet.

Along with our 1-2-1 drop-in sessions, we have established a 6-week programme for two levels; Beginner and Improver.

Our Digital Inclusion programme supports users to:

- Learn how to use your device
- Stay connected with friends and family
- Search for information online
- Shop online
- Stay safe online
- Access NHS and public services
- Play music, videos and games online

“The service is very good and helpful. I’m doing different things on the computer and other activities. I like to come and join things at Age UK Ealing that I enjoy. It has helped me a lot. They give you a chance to learn and they explain everything.”



## Achievements

- Launched the service in January 2023
- 100% of users are developing digital skills
- 38% feel more confident using digital devices
- 97.5% are very satisfied with the service
- Operating from two different delivery hubs, Greenford Community Centre and Ealing Central Library

## Going Forward

We will:

- Continue to expand our Digital Inclusion service to make it more accessible to as many older people as possible across the borough
- Work in partnership with Ealing Council, libraries and NHS to open more digital hubs across the Borough
- Make Digital Inclusion an integral part of all Age UK Ealing services

## Case Study

HS started on our Beginner Level programme. He was eager to practice at home but did not have his own device, so would initially come to our Monday drop-ins to practice. After being made aware of an initiative to provide refurbished digital devices to vulnerable Ealing residents, we completed a referral form for HS. Two weeks later, he received his own device and can now practice at home.

HS has since moved onto our Improver Level programme. He has been applying skills learned about emails, settings, URLs, password settings and much more. He says of the programme: “There’s a lot of things I didn’t know until I came here about what you can do on your laptop. Like how to fill in forms, understanding the language, and even how to open and close it properly.”

# Gardening

## Overview

We are pleased to offer a new gardening service. This service offers customers a professional and friendly service carried out by experienced gardeners who are all fully vetted.

We can provide a regular weekly or monthly maintenance service or we can also cater for one-off gardening jobs.

Our Gardeners will help with:

- Lawn mowing and edging, Spring and Autumn care
- Strimming
- Trimming hedges
- Shrub pruning
- Weeding and tidying flower beds, paths and driveways
- Planting bulbs and shrubs
- Autumn tidying up of leaves
- Jetwashing driveways and paths
- Basic fencing



## Achievements

- Launched the service in July 2023
- Successfully recruited 3 Community Gardeners
- Since launching, 80 gardening jobs have been completed
- Obtained 2 fully equipped and branded vans for our gardeners to use

## Going Forward

We will:

- Continue to expand the Gardening services to as many older people as possible across the borough

“I was very pleased with the work Sam did on my garden. Thank you for setting up this service, it really helps me to enjoy my outside space.”

## Case Study

DT's garden hadn't been worked on for over a year and was beginning to look untidy and overgrown. He had obtained quotes from several private firms but was unable to afford the fees.

He saw an Age UK Ealing flyer in his local supermarket and called our team for a chat. Within a few days our gardeners were able to assess DT's property and within a week the work was complete.

“I was so happy that I could finally get my garden tidied. Not only did I receive a professional service, it was also a fraction of the price of most local gardeners.”

# Volunteering

## Overview

Our volunteers are crucial to the work we do with older people in Ealing. Volunteering is a great way to meet new people, learn new skills, and support the work we do in the community.

Volunteering is open to almost everyone. We have a wide range of roles which suit different people and different skills.

Our volunteers help across all of our services as well as in administrative positions at our office in Greenford Community Centre.

We are currently recruiting volunteers for a range of different roles throughout the charity and welcome applications from anyone who thinks they can contribute to our work with older people in the Borough of Ealing.



## Achievements

- We currently have more than 95 registered volunteers
- Over the past year, our volunteers have given over 10,000 hours of their time per year to support older people
- 96% of our volunteers are satisfied and would recommend volunteering for Age UK Ealing

## Going Forward

We will:

- Continue to increase the number of Age UK Ealing volunteers
- Continue to invest in our volunteers so they have the right skills and systems they need to excel

“It is good to listen to the stories shared and hear how people feel. I enjoy volunteering at Age UK Ealing as it helps people live better lives.”

## Case Study

AH started volunteering in February 2023 and supports Age UK Ealing as a neighbourly connector. AH enjoys giving her time every Saturday, where she spends a couple of hours providing companionship to one of our clients.

“Just supporting the client is enough to make her happy, and giving my time leaves me feeling happy. I’m pleased to provide her with conversation, emotion and empathy, especially as her husband has dementia.”

“It’s a positive experience for me, being actively involved with someone who has so much on her shoulders. Little things, like helping her open post and guiding her with everyday needs. I leave the house feeling satisfied that I’ve helped someone lonely, and that my time makes such a big impact. Although I work, I can be helpful, and that means a lot to me. I know that, as a volunteer, I make such a difference to this lady’s life.”

# Financial Review

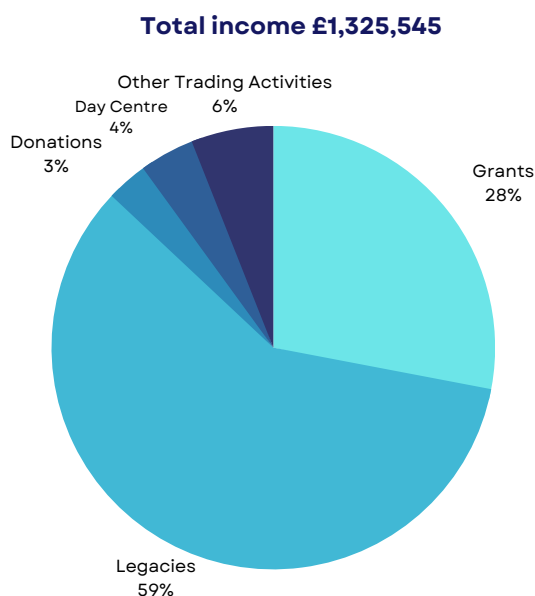
In the year to 31st March 2023, the charity reported a surplus of £675,208. 59% of the charity's annual income came from legacies and 28% from grants through a variety of sources with the remaining 13% largely raised through fundraising, donations, and other incomes.

Given the financial circumstances, this was a good financial performance by the charity. This is due to a significant legacy received during the year for which we are very grateful. The exceptional level of the donation has given the charity an opportunity to invest in its long-term financial sustainability, and as a result, the Trustees agreed four components to the expenditure of the legacy: Increase the unrestricted reserves of the charity to bring these in line with the agreed reserves policy to hold six months' running costs; Investment to generate long-term sustainable income; Investment in new services – Gardening Service; Digital Inclusion Project and Improvements at Greenford Community Centre (Age UK Ealing's Office and base for all its charitable services).

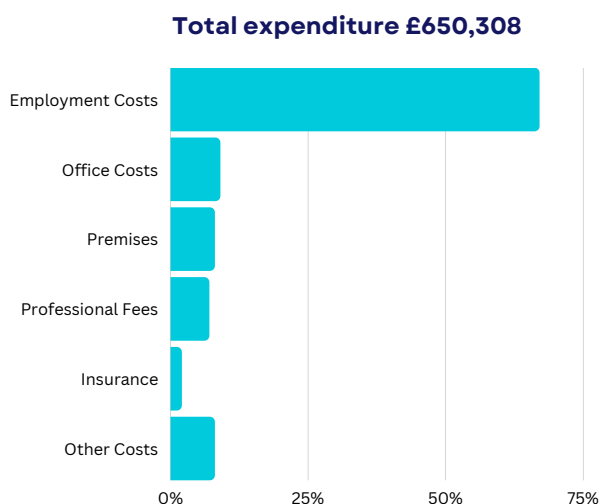
However, the Board of Trustees recognises the need to continue to grow income while managing costs and maintains a very strong focus on the charity's cash position.

Total reserves at 31st March 2023 was £848,276 including restricted, designated, and free reserves. The level of free reserves held at 31st March 2023 is in line with the charity's reserves policy.

## Income sources:



## Spending:



# Annual Accounts

Statement of financial activities (incorporating the income and expenditure statement)  
For the year ended 31 March 2023.

	Unrestricted funds £	Restricted funds £	2023 Total £	2022 Total £
<b>Income from:</b>				
Donations and legacies	815,764	7,346	823,110	59,068
Charitable activities	46,350	365,715	412,065	280,439
Other trading activities	84,780	-	84,780	62,919
Investment Income	5,590	-	5,590	37
<b>Total income</b>	<b>952,484</b>	<b>373,061</b>	<b>1,325,545</b>	<b>402,463</b>
<b>Expenditure on:</b>				
Charitable activities	278,841	371,467	650,308	548,191
<b>Total expenditure</b>	<b>278,841</b>	<b>371,467</b>	<b>650,308</b>	<b>548,191</b>
Gains/ (losses) on investments	(29)	-	(29)	(321)
<b>NET INCOME/(EXPENDITURE)</b>	<b>673,614</b>	<b>1,594</b>	<b>675,208</b>	<b>(146,049)</b>
Gross transfers between funds	-	-	-	-
<b>NET MOVEMENT IN FUNDS</b>	<b>673,614</b>	<b>1,594</b>	<b>675,208</b>	<b>(146,049)</b>
<b>Reconciliation of Funds:</b>				
<b>Total Funds brought forward</b>	<b>173,068</b>	<b>-</b>	<b>173,068</b>	<b>319,117</b>
<b>Total funds carried forward</b>	<b>846,682</b>	<b>1,594</b>	<b>848,276</b>	<b>173,068</b>

The statement of financial activities includes all gains and losses in the year and therefore a separate statement of total recognised gains and losses has not been prepared.

All of the above amounts relate to continuing activities.

# Balance Sheet

For the year ended 31 March 2023

		2023		2022
	£	£	£	£
<b>Fixed assets</b>				
Tangible assets		51,323		24,148
Investments		1,204		1,233
		<u>52,527</u>		<u>25,381</u>
<b>Current assets</b>				
Debtors	72,987		30,680	
Current asset investments	512,179		-	
Cash at bank and in hand	300,191		182,736	
	<u>885,357</u>		<u>213,416</u>	
<b>Creditors: amounts falling due within one year</b>	<u>(89,608)</u>		<u>(65,729)</u>	
<b>Net current assets</b>		795,749		147,687
<b>Net assets</b>		<u>848,276</u>		<u>173,068</u>
<b>The funds of the charity:</b>				
Restricted income funds		1,594		-
Unrestricted income funds:				
Tangible Fixed assets		51,323		24,148
Designated funds		494,000		94,000
General Fund		301,359		54,920
<b>Total charity funds</b>		<u>848,276</u>		<u>173,068</u>

# Our Funders & Partners

We would like to thank the following organisations for their **funding support** over the last year as well as all the individuals that have supported us, those who donated online, and those who gave anonymously.



Other organisations to provide funding for Age UK Ealing services between 2022 and 2023 include:

- Emmanuel Hospital Fund
- The Edward Gostling Foundation
- Sir Jules Thorn Charitable Trust
- The Florence Cohen Charitable Trust
- Greenford Parochial Charities
- 29th May 1961 Charitable Trust

We would not be able to do the work we do without the help of our amazing **partners**, who help us to provide services to older people across the borough.

Thank you to all our partners.



EAS is a consortium of charities working in partnership to deliver advice, guidance and information. The current partners are:

- Ealing Mencap
- Anchor Foundation (formerly PESTS)
- Ealing Advice Forum
- DeafPLUS
- Ealing Centre for Independent Living
- Family Action
- Havelock Family Centre
- Mind in Ealing and Hounslow
- Nucleus Legal Advice Action
- Parents of Ealing Self-Help Training Scheme



We would also like to thank the following **schools, religious organisations and community groups** for their support, fundraising and volunteering efforts over the past year.

## Schools

- Notting Hill and Ealing High School
- Durdan's Park Primary School
- Mount Carmel Catholic Primary School
- The Edward Betham C of E Primary School
- Selborne Primary School

## Community Groups

- Ealing Trailfinders RFC
- Ealing Charity Christmas Card Shop
- Holy Cross Church

We are also very grateful to the following **local and national companies** that have supported us, whether through donations, fundraising initiatives, organising in-store collections or by providing volunteers to help us staff our own fundraising events.

- |                              |                             |
|------------------------------|-----------------------------|
| • Barratt West London        | • Leslie & Co               |
| • Bella Mira                 | • Mooch                     |
| • Bread Street Kitchen       | • Morrisons Ealing Broadway |
| • BSI group                  | • Nix Events                |
| • Charlie's Fruit Shop       | • Old Oak Florist           |
| • Costco Hayes               | • Papillion Cafe            |
| • Costco Wembley             | • Sainsbury's Alperton      |
| • David Lloyd Acton Park     | • Salesforce                |
| • David Lloyd Sudbury Hill   | • Savills Ealing Broadway   |
| • Diageo                     | • Sky                       |
| • Dunelm Greenford           | • Sxoille Cider             |
| • Ealing Distillery          | • Tesco Ealing Broadway     |
| • Ealing Hearing Centre      | • Tesco Greenford CFC       |
| • Ealing Project             | • Tesco Northfields         |
| • e.surv Chartered Surveyors | • Tesco Perivale            |
| • Everyone Active            | • Tetley UK                 |
| • Galaxy Real Estates        | • The Cake House            |
| • Go View London             | • Thorgills                 |
| • GSK                        | • Waitrose West Ealing      |

# Staff & Trustees

We'd like to say a huge thank you to every member of our highly dedicated **team of staff**.

Reginald Parkinson - CEO  
Janice Johnson - Director of Operations  
Sonia Myrie - Head of Services  
Sophie Sanders - Business Support Manager  
Anna Mylvaganam - Finance Manager  
Sar Muruganathan - Finance Manager  
Siobhan Thompson - Marketing,  
Communications & Fundraising Manager  
Venessa Chung - Digital Inclusion Project  
Manager  
Jan O'Hagan - Joint Day Centre Manager  
Carolyn Blackford - Joint Day Centre Manager  
Anita Daniels - Volunteer Manager  
James O'Neill - Caretaker  
Lorraine Thompson - Service Coordinator  
Marie Madden - Reception Coordinator

Tracey Redhead - Information & Advice Adviser  
Irma Charles - Information & Advice Adviser  
Farzana Naveel - Information & Advice Adviser  
Rasila Mehta - Information & Advice Adviser  
Maimoona Uddin - Digital Inclusion Outreach Officer  
Rebecca Edwards - Befriending Coordinator  
Hinal Doshi - Telephone Support Befriender  
Michelle Corr - Telephone Support Befriender  
Maxine Williams - Visiting Support Befriender  
Cherrile Phillips - Visiting Support Befriender  
Boualem Hamida - Relief Caretaker  
Raghu Pandey - Relief Caretaker  
Sevinc Polat - Relief Caretaker  
Sam Lear - Community Gardener  
Nico Effiong - Community Gardener

Our **board of trustees** is an appointed group of individuals who are responsible in law for the governance of the charity. They are elected by members at the AGM, and their services are offered on a voluntary basis.

Charles Lowe - Chair  
Ryan Allain - Vice-chair  
Sudha Agrawal - Treasurer  
Satpal Chana  
Kim Deasy  
Francesco Fruzza

Kerry Kent  
David Muir  
Ian Newton  
Stephen Young  
Janany Shanmugarajah

We would also like to say a huge thank you to all our **volunteers** who help us to ensure that older people in Ealing can live fulfilling lives.

We also thank our **members** for their continued support which has been invaluable over the past year.

## Contact Us



**0208 567 8017**



**reception@ageukealing.org.uk**



**ageuk.org.uk/ealing**