



2025

Impact Report

Age UK Gloucestershire is a local independent charity and brand partner of Age UK.

Our team comprises of 22 colleagues, supported by 37 volunteers. Together, we strive for an age friendly Gloucestershire so that everyone can age well, their way.

Through our strategic aims, this report demonstrates the incredible work we've achieved, and the positive impact this had on so many older people in Gloucestershire.



Our values:

We celebrate older people

We encourage Gloucestershire to be positive about ageing

We are aspirational

We encourage positivity, purpose and action to achieve the best outcomes

We are curious

We embrace innovation to have a greater impact

We value time

We value other people's time and unique experiences and share our own

We build connections

We help people and organisations make powerful and meaningful connections

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Be the safe place to turn to



In 2025 our Help Team supported older people, their families and carers throughout Gloucestershire who either contacted us directly or were referred to us by professional organisations. Offering impartial information, advice and guidance, our team's holistic personalised care approach enabled older people to improve their wellbeing, overcome loneliness and access the benefits they were entitled to receive; enabling them to afford food, heat their homes and connect with their community.

In 2025, our Help Team provided vital support to the older people of Gloucestershire. Here's how:

Social care

- Helped older people get the care they needed
- Talked through options, explain jargon, set out what to consider and the questions to ask
- Referred and signposted to services
- Advised on entitlements, processes and personal rights to help access Social Care

Legal

- Supported older people to navigate the legal aspects of accessing and funding Social Care
- Provided information and onward signposting to appropriate support for Will writing, consumer rights issues, relationship and family law, and scams
- Talked through the process of arranging Lasting Powers of Attorney

Housing

- Offered signposting and referrals so people had all the information they needed to contact the right agencies directly

Financial

- Offered benefit checks to make sure that older people were claiming everything they were entitled to
- Supported with completing Attendance Allowance and Blue Badge applications

Social isolation

- Provided information about what's taking place across Gloucestershire
- Advised on what social options might be right for individuals so they could connect back into their community

Mary's story

Mary, aged 78, was struggling with the cost of living. She reached out to our Help Team because she had stopped receiving her state pension and didn't know why. She hadn't been able to buy food or petrol, and was experiencing high levels of anxiety and short-term memory issues.

Our Help Team Advisor Beth, met with Mary* so they could call the Department of Work & Pensions (DWP) together to find out why she was no longer receiving her pension. The DWP were unaware of the situation, and upon investigation found it was due to an administrative error at their end. Mary's pension payment was pending that day, but it had not been released. As a result of Beth's support in contacting the DWP, Mary was able to resolve the issue so she could commence receiving her pension, which was something she didn't feel

confident in doing herself. Beth also conducted a benefits check with Mary, and in doing so, established that she qualified to receive Attendance Allowance and a Blue Badge. To help alleviate Mary's financial situation, Beth was able to allocate Household Support vouchers to assist with grocery shopping. Having explored Mary's previous occupations, Beth was also able to find a grant to help with fuel costs for Mary's car by contacting a relevant charity.

By taking time to listen and understand Mary's needs, our Help Team will provide ongoing support. Beth has since arranged a home visit with Mary to help with the completion of the complex Attendance Allowance and Blue Badge application forms, and Mary has opted to keep in touch with us by receiving our annual Guide to Later Life publication.

Mary expressed her gratitude, saying,

“I was afraid that my health was in jeopardy due to the high levels of stress I was experiencing but I now feel supported and more hopeful.”



£1.3 million
in benefits identified
for Gloucestershire's
older people

4,600
older people, their
families and carers
supported

16,232
interactions

13,551
actions conducted to
support older people

189
Benefit checks
conducted

195
Blue Badge
applications completed

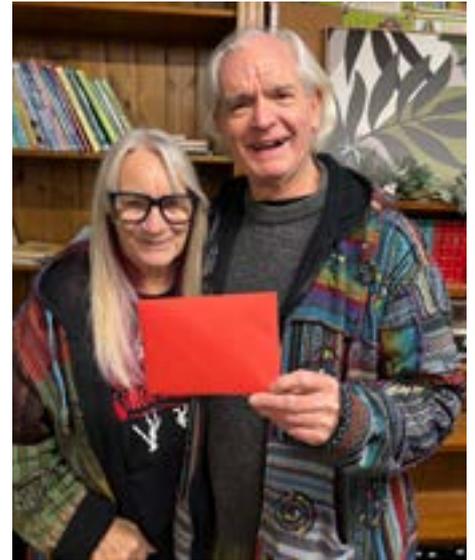
278
Attendance Allowance
applications completed

285
Benefit applications
completed in people's
homes, 105 by our
volunteers

122
Community Drop-ins
held throughout the
county, supporting
older people seeking
support and at risk of
digital exclusion.

Household support partners

Our Help Team identified those most in need of financial support. Throughout 2025, we distributed over **£65,000** in vouchers to **240** older people households to help ease the strain of the cost-of-living and fuel poverty.



Acting on behalf of Gloucestershire County Council, we were able to extend the distribution of a further **£63,000** Household Support Vouchers to those most in need through **14 partner organisations** reaching more rural minority communities throughout the county.



“Thank you for your amazing support, these gifts have made a real difference in the communities we care so much about.”
– CEO Michael Swambo, Wye Dean Wellbeing



How those we supported felt

Help with completing the Attendance Allowance form guaranteed I was accepted, and I also received more benefits to Council Tax and weekly Pension Credit. This extra money means a huge amount to me. Thank you.

You helped me by filling in the online form for Blue Badge which had previously been turned down.

Since your help, I have been granted a Blue Badge which is wonderful as I can now go to the bank, the physio and out with my friends!

An Age UK Gloucestershire person came to my home to complete an Attendance Allowance and Blue Badge. I have since received full Attendance Allowance and Blue Badge. He was so helpful and understanding.

Over **99%**
of people were extremely
happy with the support they
received from our Help Team.

Our Help Team activities were funded by: Gloucestershire County Council, Julia Rausing Trust, Forest of Dean District Council, Tewkesbury Borough Council, National Benevolent Charity, National Lottery Awards for All, Barnwood Trust, Gloucestershire Community Foundation, Summerfield Trust, supporter donations, and gifts in Wills.

Partnership working



In partnership with Gloucestershire's NHS Integrated Care Board and the British Red Cross, our Out of Hospital Team supported older people before, during and after discharge from hospital, to reduce the risk of readmission.

Supporting older people in hospital, our Community Support Co-ordinators (CSC) took the time to understand what the person's needs were to be able to maintain a level of independence back in their home. Upon discharge, our CSCs support people to resettle in their home by conducting home visits and regular telephone support over a 4-week period to help keep them safe and well at home. Using personalised care, our CSCs offer direct support, as well as referring the person into our Help Team and other organisations. This ensured

they received the best support possible to remain independent at home.

Through our partnership, a gap in support for older people was identified at the Emergency Department (ED). We worked to support those attending ED who had social needs, such as a cold home, lack of food or in need of a falls alarm, meaning they couldn't safely go home. By meeting these needs, those we supported were able to return safely to their homes therefore avoiding a prolonged stay in hospital.

583
older people supported

225
home visits conducted

1549
support phone calls made

960
support referrals made to specialist services

95%
felt much more confident

Colin's story

Colin, aged 78, was referred to us after spending some time in hospital. Our CSC Theresa, worked closely with him over several months to make sure he had everything he needed to feel safe, confident and happy at home.

Soon after Colin* got home, Theresa arranged a visit from his GP Surgery's Frailty Team. They quickly recognised that he needed some extra nutritional support and arranged regular deliveries of food supplements. Theresa also arranged for an Occupational Therapist to visit. They provided practical equipment to help Colin move safely around his home and once he no longer needed this, Theresa arranged for their return. She also accessed a small grant to get Colin a falls alarm, which really helped him feel safer and more at ease.

Colin's living room needed attention, with mould, peeling wallpaper and worn-out

furniture, which made the space gloomy and uncomfortable. Theresa arranged for a decorator to give the room a much-needed refresh and thanks to a grant, she also arranged for the old and worn furniture to be taken away by the council and replaced with a comfortable new sofa and armchairs. To keep Colin's treasured ornaments and belongings safe during the decorating, another organisation stepped in to move them with care. Now his living room is not only safer but also a warm and welcoming place to relax.

Knowing Colin would benefit from some regular support, Theresa helped him arrange for a carer to support him with weekly food shopping, cleaning, preparing meals or personal care if that is ever needed. To

help cover the costs, Theresa supported Colin to apply for Attendance Allowance, which he's now receiving. This extra money means Colin can pay for the help he needs when he needs it.

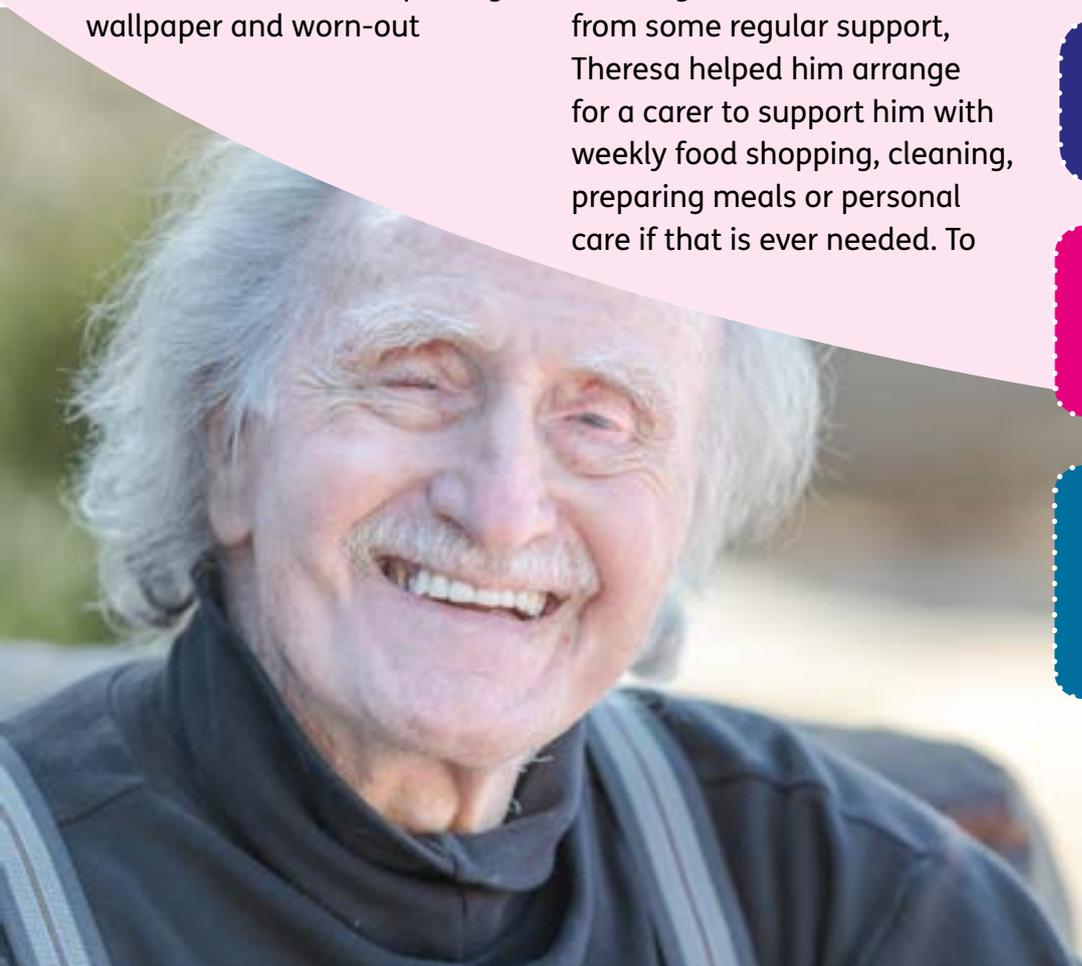
How those we supported felt

I was treated with respect. As you get older, it is important to be 'seen' as someone whose views are important.

They were very helpful people who visited me, and I thank them very much.

I had a lovely chat with the lady. She was informative about different things. A lovely person.

I feel there is a reliable and supportive group of staff who are caring and available to give assistance when needed.

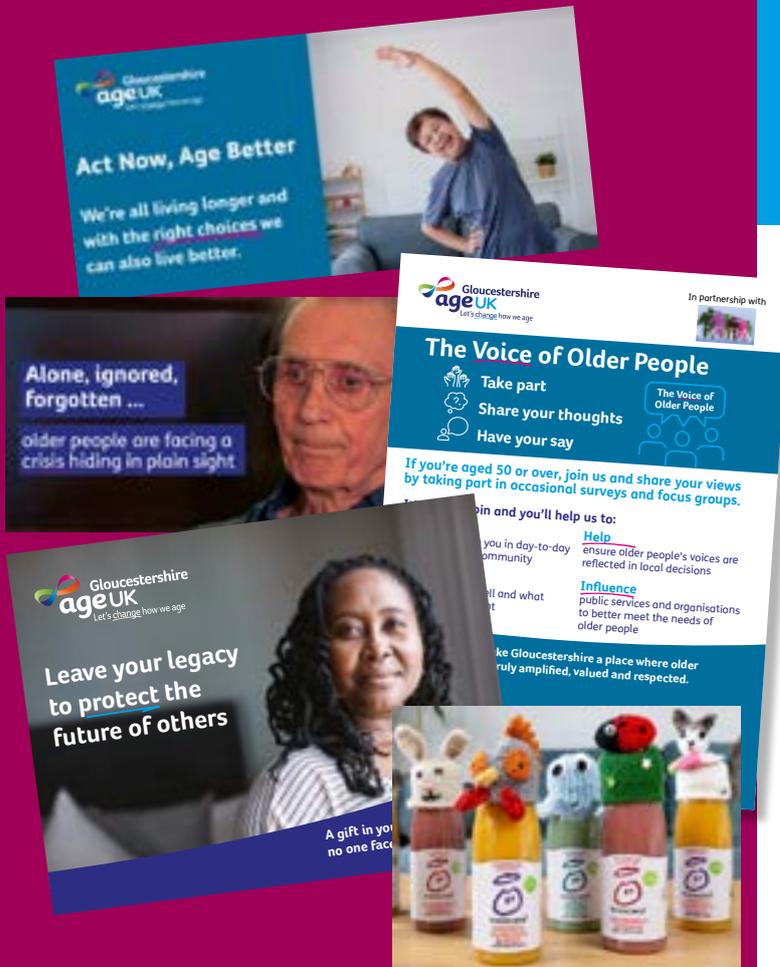


Positive narrative around ageing



Each month we create and deliver awareness campaigns focusing on how to age better whilst challenging everyday ageism. To do this, in 2025 we launched our Age Better eBulletin for our supporters. It is now received by over 1,700 subscribers and enables us to regularly showcase the impact we have in the community.

Sign up here →



Our 2025 campaigns included

Act now, age better – aimed at raising awareness about the importance of physical activity in later life

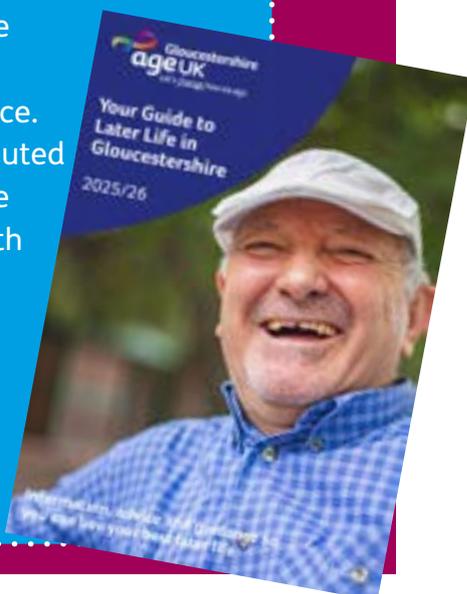
Change starts with a Will – how leaving a gift in your Will can help future generations

A crisis hiding in plain sight – shining a light on social isolation and loneliness

The Big Knit – whereby the crafting community of Gloucestershire knitted and crocheted 13,000 little hats for Innocent Smoothies fundraising initiative.

Join the Voice of Older People – giving all people aged 50+ in Gloucestershire the opportunity to raise their voice on matters that affect their daily lives.

To reach older people who are at risk of digital exclusion, we created our informative Guide to Later Life offering information and advice. The guide was distributed to over 24,000 people across the county with the help of our Patch Based volunteers to high footfall community areas, as well as to over 3,000 supporters.



Our eBay shop

In 2025 we opened our eBay Shop encouraging our community of crafters across Gloucestershire to create unique handmade items for the shop. All proceeds from sales go back into the charity to help support older people.



Older people having influence



In 2025 we received funding from NHS One Glos for our Voice of Older People initiative in partnership with Gloucestershire Older Persons' Association.

Recruiting members was the first task. To be truly representative of Gloucestershire's population it was key not only to do this via digital marketing, but by also talking to local community groups in rural areas to invite older people to join.

Over the year, panellists were invited to participate in quantitative and qualitative research on behalf of partners including Age UK, Summerfield Community Trust, Gloucestershire Older Drivers' Forum and Gloucestershire County Council.

300+ panel members

2 x tracker surveys

2 x focus groups

1 x partner survey



In September 2025, we ran our first tracker survey across the panel, gauging that:

51% rated their wellbeing over last 6 months as good or very good

53% were worried or very worried about the cost of living

2% have made sacrifices to heat their homes

9% have chosen between heating and food

28% rated obtaining a GP appointment as difficult or very difficult

37% thought public transport was good or very good, with 30% responding that it was poor or very poor. Opinions were less favourable in rural areas

66% were worried or very worried about feeling isolated

60% thought council services were good or very good

93% use a digital device most days.

Our Voice of Older People tracker survey runs 3 times a year to gauge change over time.

Reducing loneliness and isolation



Social and gentle walking groups

Cirencester

Funded by Gloucestershire Community Foundation, we were able to offer a monthly social group with an optional gentle walk in Cirencester. The activity supported 25 older people to connect socially and engage with physical movement

to improve overall physical and mental health wellbeing. Overtime, the participants opened conversations more showing an increase in trust and confidence with one another. Together with our Co-ordinator Giles, the group would share stories. A regular feature was

a true or false quiz questions which the group found engaging. An individual who had been diagnosed with Parkinsons later joined the group following very challenging times, and was delighted to be given the opportunity to join the walking activity!

Ageing without children

Over the last three years we have co-ordinated a social group for people Ageing Without Children whether through choice, circumstance, infertility, bereavement, estrangement or distance. The group meet on a monthly basis organised by our Co-ordinator to increase social connectivity and to find out about available support. The venue and refreshments are provided free of charge, thanks to our partners at The Holiday Inn Express Cheltenham.

Jane's story

Aged 77, Jane* lives alone with undiagnosed learning difficulties and no children. She joined the group to connect with others and access support. A group session about the NHS "What Matters to Me" initiative inspired her to complete the form, with help from our Co-ordinator.



“ I have a voice which will now be heard even if I am too ill to tell someone what I want. ”



Tewkesbury

Thanks to funding from Gloucestershire County Council's Thriving Community Fund we were able to continue our weekly Tewkesbury walking groups at Marina Court and Northway Community Hub. The group encouraged those who may not exercise regularly to do so in a supportive environment, while socially engaging with other group members.

Paul's story

Paul is 68 and has been blind from birth. He lives in Tewkesbury and is a member of the Cotswold Male Voice Choir who have performed at Clarkson Farm!

He works two days a week as an accessibility officer focusing on digital inclusion for the disability community. However, Paul was struggling to find guides to support him with his walking. He had also fallen victim to a 3 year coercively controlled relationship from using an online dating app. He hit rock bottom.

Paul decided to join our Gentle Walking Group where he resides at Marina Court in Tewkesbury. At first it took him a while to

gain his fitness, but he enjoyed the walks because **“you chat along the way and each walk is always different”**.

Over time Paul's mental health has dramatically improved.

Since joining the group Paul has made some genuine friendships. He has learnt how helpful and fun people can be, regaining his confidence and trust in others. Being part of the group has encouraged Paul to sometimes

take walks alone. He enjoys the coffee and cake and said, **“If I hadn't joined, I would be less connected to other people and have a lot less friends.”**

Paul now encourages others to join the group stating, **“You have nothing to lose, and you'll meet some nice friendly people!”**

“I enjoy the social engagement with the other group members and being out in the fresh air. Every walk is different.”



Our volunteers

Isaac's volunteering story

I've found that volunteering as an Information & Digital Hub volunteer has really helped me to improve my interpersonal skills, and given me the confidence to look for more customer-facing work, as well as just giving me lots of examples of how friendly I can be in interviews. Volunteering has also helped me to improve my confidence in interpersonal settings when talking to other people.

I've found that this volunteering role has really helped to improve my confidence in handling a lot of different technical issues. While we supported people with regular technical issues that many people face, we also saw people with all sorts of bespoke devices, particularly when it comes to accessibility devices and software I've not seen before! So it's really helped me improve my skills to problem solve and fix things on the go, looking for common issues often in the App design, instead of the issues I'm more familiar with, and I've become a much better IT technician in general.

“Volunteering has helped me to improve my confidence in interpersonal settings”

Gloucestershire Royal Hospital information hub

To support our services, we continued to provide a volunteer run Information Hub in Gloucestershire Royal Hospital. Over the year, our volunteers supported older people by offering information and advice to out-patients, their families and carers, to assist with remaining independent and reducing the risk of hospital re-admission.

12
volunteers, supporting

460
older people, over

555
hours



Our wonderful team of volunteers enabled us to extend our reach far beyond what our 22 staff could achieve so we could reach even more older people throughout the county!

We are proud to have been supported by our Ambassador Baroness Fritchie DBE alongside a team of volunteers who sit on our Board of Trustees and include Jan Lawry – Chair of Trustees, Laurie Cheape – Treasurer, Helen Bown, Helen Ginman-Love, Ian Crocombe, Dr Ian Donald, Karen Phillips, and Ahmed-Said Hansdot. They actively participated in 6 board meetings, supported by our volunteer Board Secretary.

37 volunteers who supported us through our work in a variety of roles including

- 8** Help Team volunteers who assist older people with completing complex benefit application forms
- 4** Community Hub and Social Group volunteers
- 3** Building Connection volunteers
- 4** Patch-based volunteers who help deliver our publications throughout the county.
- 5** Digital Support volunteers



Thank you

We'd like to express a huge thank you to our incredibly loyal supporters, donors, fundraisers, funders and partners in supporting our work to help the older people of Gloucestershire

Our funders



Our partners



Get Involved

Together with your support we will achieve our vision for everyone to age well, their way!

Here's how you can get involved:

Selecting us to provide expert **services, contracts and projects**, so that the best personalised care and service is given to the older people of Gloucestershire

Becoming a supporter by subscribing to receive our monthly **Age Better eBulletin**, and engaging with us on **Facebook, Instagram and LinkedIn**

Making a regular donation, leaving a **gift in your Will**, fundraising for us, playing our Lottery or joining the **Voice of Older People Panel**

Becoming a corporate partner by joining our **Business Directory** or listening to the Voice of Older People

Supporting our **eBay shop** by either crafting for us or purchasing a uniquely handcrafted item donated by our crafting community!

Volunteer with us in a variety of roles

Find out more at:
ageuk.org.uk/gloucestershire



Email: Supporters@ageukgloucestershire.org.uk

Age UK Gloucestershire (a trading style of Age Concern Gloucestershire) is a registered charity 1111773 and company limited by guarantee.

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Registered Office:

Henley House, Barnett Way, Barnwood, Gloucester, Gloucestershire, GL4 3RT
Telephone: 01452 422 660