



# Impact Report 2024/25

Sharing how we are changing age

# Welcome...

## to our **2024–2025 Impact Report.**

We are incredibly proud of the support that **Age UK Kensington & Chelsea (AUKC)** has provided for thousands of older people across the Royal Borough over the past year. From community activities and support at home to specialist dementia services and health and wellbeing programmes, our work continues to make a real difference to people's lives.

This year has been one of real achievement as our **2023–2026 Strategy** reaches its final stages, delivering on many of the priorities we set three years ago. Guided by our objectives to **tackle inequality** and **support people living with dementia**, we secured **multi-year partnership funding** to deliver new, innovative and impactful projects. We also produced a report on the experiences of hospital discharge for local older people with dementia and their unpaid carers.

Thanks to stronger data and insight, we **targeted our services where they were needed most** – with the majority of our work delivered in the most deprived wards across both the north and south of the borough.

Over the **winter of 2024**, we took proactive steps to address the cost-of-living crisis. By investing funds from our reserves, we have expanded our **Advice and Information Service**. This ensured that older people most at risk could access **Pension Credit** and retain their **Winter Fuel Allowance**. Our £18,000 investment generated almost **£200,000 in much needed extra income and support for our clients**.

We were also pleased to host a **pre-general election hustings** at **Al Manaar Mosque**, where the main candidates shared their priorities and fielded questions from older residents across the borough. Our ongoing engagement with local MPs and councillors ensures that the voices of older people in Kensington and Chelsea continue to be heard.

Finally, we would like to extend our **heartfelt thanks** to everyone who makes our work possible – board, clients, commissioners, community partners, donors, funders, staff and volunteers. Your commitment and collaboration ensure that older people in our community are supported, valued, and empowered to live well.

*With gratitude,*



**Bob Empson**  
Chair



**Jess Millwood**  
Chief Executive Officer

# The year at a glance

2024-2025

Over **8,000** people supported

**140**  
Volunteers

**67%**  
of those we reach live alone

**570**  
attendances at dementia-friendly activities, engaging 75 people living with dementia

**26,087**  
total My Care My Way contacts

**The people we support**

**71%** female  
**29%** male

**2%** disclosed that they identify as part of the LGBTQ+ community



Additional benefits income for older people **£548,537.36**

We've supported over **320** people living with dementia

**2,522**  
new referrals

Over **80%** of those we support are aged 70+



**230** people attended our annual Carnival event

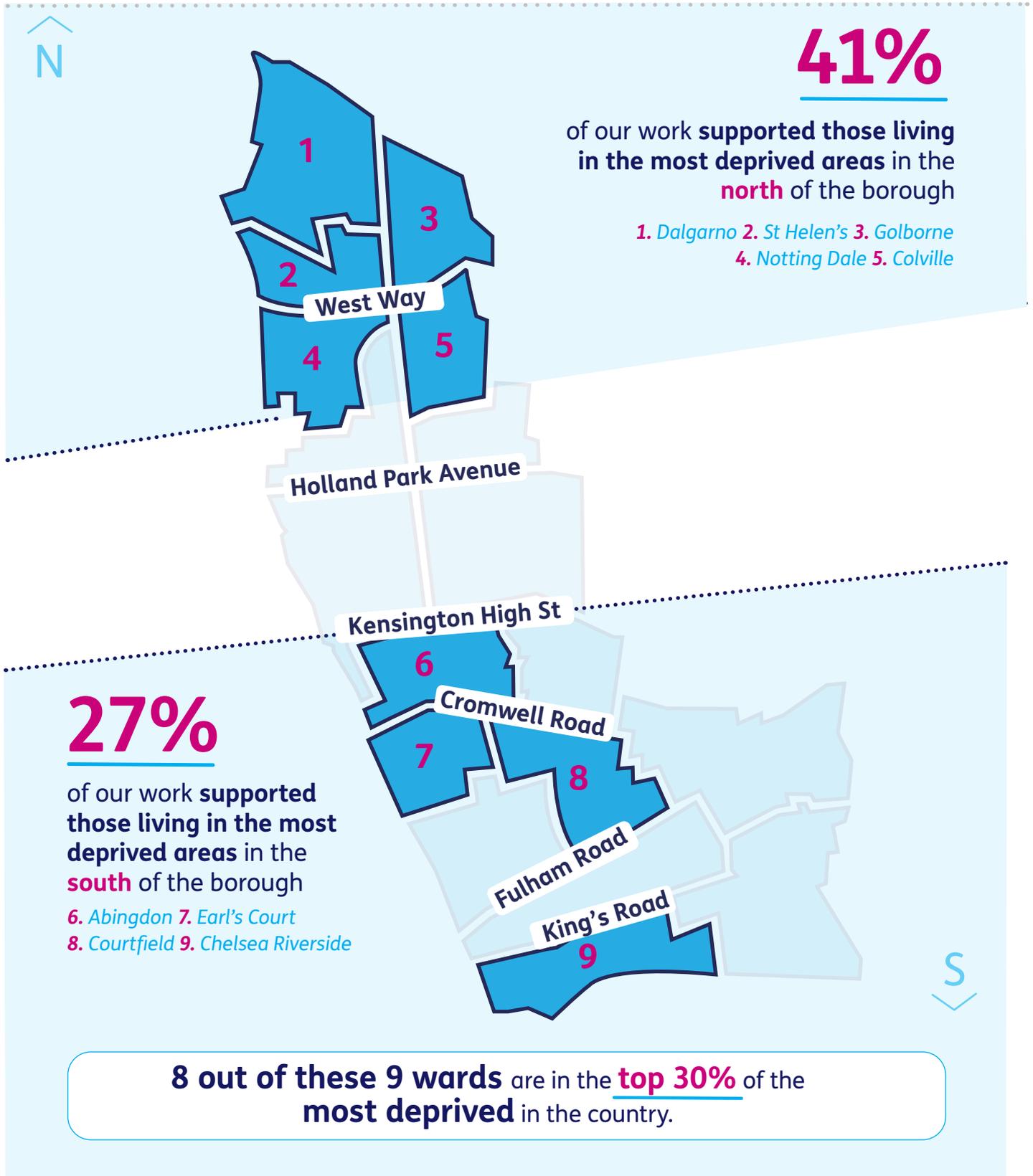
**66,744**  
total engagements

We've recorded **8,772** attendances across 110 different activities and events, enjoyed by over 700 people

Our largest event, the Valentine's Day Gala, welcomed more than 400 attendees

# Supporting the most vulnerable in Kensington and Chelsea

## Borough distribution by ward



Rebuilding confidence  
and connection:

# Bill's journey to living well with dementia



When **72-year-old Bill** was diagnosed with early-stage dementia, moving into sheltered housing brought him closer to family; but left him feeling isolated and anxious. The change disrupted his confidence and independence, and he found it difficult to adjust to a new environment and community.

Support from our dementia advisor helped Bill regain his sense of purpose and connection. Our advisor took time to understand his needs, providing guidance and emotional reassurance. Recognising how isolation was affecting Bill's wellbeing, she took the following steps to counteract this:

- Accompanied him to our Memory Café, providing him with the confidence to actively take part in the group and its activities independently, form new friendships and rebuild his social network.
- Encouraged him to join our weekly lunch club to remain active in the community.

Through these actions, Bill's confidence grew, and he began to explore other

dementia-friendly opportunities of his own accord. This included attending theatre trips, going to art sessions and undertaking a digital skills course to be able to reconnect with his love of music and radio. Collectively, these have helped Bill to regain his sense of independence and remain connected to his community.

Bill remains a regular attendee of our Memory Café, where his kindness makes him a natural supporter for new members. He has also joined our Cognitive Stimulation Therapy group. His growing sense of belonging even led to his team winning the local annual Community Cook-Off BBQ!

By bringing the right services and activities together, our dementia advisor helped Bill tackle the social and emotional challenges of living with dementia. Bill's isolation reduced, his wellbeing improved, and he regained a strong sense of purpose and self.

Today, Bill is living well with dementia – active, connected, and contributing to the lives of others in his community.

Innovative research:

# Hospital discharge support



For many people living with dementia, and their unpaid carers, the journey home from hospital can be a time of uncertainty and stress.

## Our *Realities of Hospital Discharge*

**2024** report explored these experiences across Kensington and Chelsea. It shines a light on what happens when systems fail to connect – and what makes the biggest difference when care works well.

Over six months, our researcher spoke with people living with dementia and their unpaid carers to understand what hospital discharge really feels like. Through more than 25 in-depth interviews, the study revealed common challenges:

- Poor coordination between hospital, community, and social care services.
- Rushed discharges without adequate support.
- Communication gaps that left both patients and carers feeling excluded and overwhelmed.
- A lack of clear information regarding care plans.
- Dementia-specific needs overlooked.



Despite the challenges, the research also revealed powerful examples of care at its best – where clear communication, compassion and joined-up working made all the difference. When staff took time to listen, explain and coordinate support, people felt safe and valued. Local services such as *My Care My Way*, our dementia advisors, and extra care facilities were repeatedly praised for providing stability, reassurance and practical help during a difficult transition.

The findings highlight what good looks like:

- Dementia-friendly environments.
- Early signposting to local support.
- Stronger recognition of carers and smoother discharge processes.

The project shows that leaving hospital is not just a clinical step, but a deeply human experience built on connection, clarity and kindness.

We are now working with the Royal Borough of Kensington and Chelsea (RBKC), and the NHS to put these lessons into everyday practice, helping more people with dementia and their carers feel supported as they move from hospital to home. Building on this work, we will launch a new project in 2026 to offer even more support for unpaid carers and those they care for.

Integrated support:

# A new lease of life



At 76, John was finding daily life increasingly difficult. Living alone with high blood pressure, painful joints and low mood, he felt isolated and struggled to manage on his own. His health and wellbeing were beginning to spiral.

Things changed when he was connected with our *My Care My Way* service. Instead of focusing only on his medical conditions, a health and social prescriber took a step back to understand the bigger picture – how loneliness, limited mobility and practical barriers were affecting his quality of life.

Together, they created a plan that brought different strands of support into one place:

- A chair-based exercise class to build strength and lift his mood.
- Weekly coffee mornings to rebuild social connections.
- Practical help at home with shopping and daily tasks.

...loneliness, limited mobility and practical barriers were affecting his quality of life.

- Volunteer drivers to make sure he could attend appointments.
- Regular monitoring from his GP and specialist mental health support.

By drawing all of this together, the support went beyond treating symptoms. It tackled the root causes – isolation, inactivity and lack of practical help – that had been undermining his health.

The impact was clear. John's blood pressure stabilised, his mobility improved, and he felt less lonely. He gained confidence, needed fewer urgent GP and NHS 111 calls. But most importantly, felt able to live more independently again.

John's story shows how joined-up care can do more than manage illness. It can transform lives, giving people the confidence, connections and support they need to thrive in later life.



Intergenerational groups:

## Bringing generations together through song

Our intergenerational choir knows first-hand how creativity can forge meaningful relationships across generations. By singing side-by-side, participants have discovered joy, friendship and self-expression – a celebration of connection, creativity, and community that bridges generations and lifts spirits.

Created in partnership with **Opera Holland Park**, **Queen's Gate School** and **CW+**, the choir brings people together weekly through the shared joy of singing. Containing a range of backgrounds and experience levels, each session combines gentle vocal warm ups with well-known songs spanning different decades and genres. While the focus has always been on fostering a communal spirit where joy and self-expression can flourish, the

choir has had the opportunity to share this with audiences, performing numerous times and even to crowds as large as 400 people at our Valentine's Day Gala!

### The choir has provided:

- Social connection to the wider community, combating loneliness and isolation.
- Meaningful relationships between the younger and older generations by sharing stories and learning from each other.
- Improved wellbeing by increasing members' confidence and giving greater direction to their lives.

# Strategy overview

Objective	Key Achievements
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**Improve lives by delivering positive outcomes**

**96.3% of respondents** rated our services as either excellent or good.



**Reduce inequalities in the borough**

- **Delivered a heart health service** for older people from black and minoritised communities in the Golborne area, in partnership with the Muslim Cultural Heritage Centre.
- **Provided dedicated digital support** for older people with severe mental health issues.
- **Offered a dedicated winter fuel project** to support those most in need.



**Excel at dementia Services**

**Supported over 320 people living with dementia** across a range of specialised dementia services like our Memory Café and Maintenance Cognitive Stimulation Therapy.



**Broaden our partnerships and financial base**

**Established new funding and partnership relationships with:**

- **The Julia Rausing Trust.**
- **City Bridge Foundation.**
- **Muslim Heritage Cultural Centre.**
- **RBKC Public Health.**



**Entrench best practice governance standards**

We introduced a **client trustee role** on our board so that decisions are informed by people’s lived experiences.

**“The services we received are amazing, staff are excellent”**  
 — Annual Client Survey Respondent

# What is next?

As we move forward, we remain **deeply committed to building a borough...**

**where every older person can thrive.**



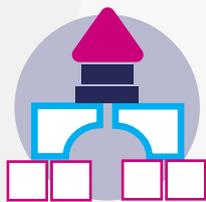
## Reducing inequalities

We will work side by side with local voluntary and community organisations to develop services that tackle unequal health outcomes – especially for minority groups and residents in the most deprived areas of our borough. Together, we will build pathways to better health and greater wellbeing for everyone.



## Shaping our future

We will develop our **2026–2029 three-year strategy**, setting out a clear and ambitious roadmap for our next chapter – guided by older people, partners, volunteers, and staff.



## Building long-term sustainability

We will continue to grow and diversify our fundraising base, developing new partnerships and opportunities to secure the future of our services for years to come.



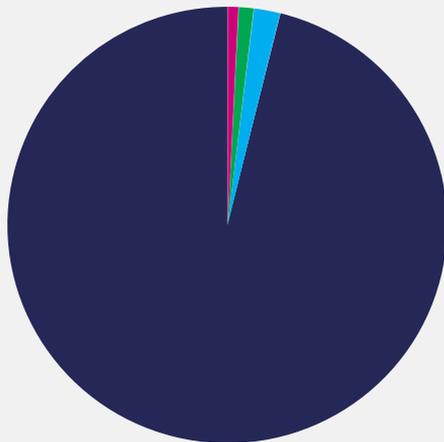
## Continuing to change lives

Through our dedicated teams and compassionate volunteers, we will keep delivering high-quality, person-centred services that enrich lives, nurture friendships, and bring joy to daily life.

# Money matters

## Where our funding came from

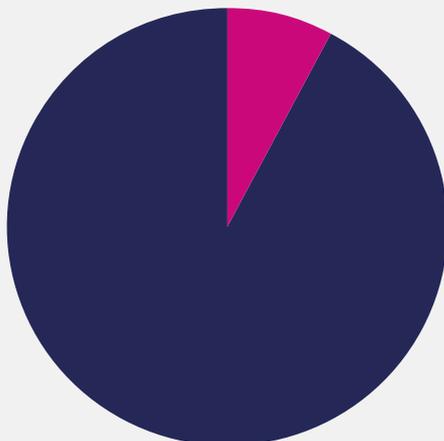
Total income: **£2,891,846**



- Investments: £0.023m / 1%
- Legacies: £0.025m / 1%
- Donations: £0.060m / 2%
- Charitable Activities: £2.784m / 96%

## How we spent and allocated money

Total expenditure: **£2,839,328**



- Raising funds: £0.218m / 8%
- Charitable Activities: £2.621m / 92%

**“Always lovely staff that are welcoming and activities are fun and joyful”**

— Annual Client Survey Respondent

# Acknowledgements

With thanks to our funders, partners and commissioners:



Calleva Foundation



**Our thanks also to:** A&O Shearman, Hunters Law, Peguera Trust, Souter Charitable Trust, The Michael and Anna Wix Trust, Vandervell Foundation, White Maple Consulting Limited, William Allen Young Charitable Trust.

**We'd like to offer special thanks to our individual supporters,**  
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and the collection in memory of **Dee O'Meara**.



Age UK Kensington & Chelsea, 1 Thorpe Close, London, W10 5XL.

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