

Age UK London

Impact Report 2019-20





Introduction

This has been a year of transition and change for Age UK London.

It was our first full year of delivery as a charity focused on campaigning to make London an Age-friendly city. This followed the reshaping of our strategy in 2018 after the Mayor of London's announcement to make London an Age-friendly city in line with the World Health Organisation's guidelines.

The charity has made a strong start in this new direction, delivering effective core campaigns to improve the lives of older Londoners in

three key areas: housing, with a focus on tackling the unmet needs of older private renters in London; transport, giving older Londoners a say in local transport issues; and health and wellbeing, focused on increasing the low levels of uptake of the flu vaccine in London and helping them to walk in London's green spaces.

We have strengthened our relationships with key decision makers to shape the policy agenda to ensure that the views and experiences of older Londoners are heard by those taking decisions that affect their lives. This year the GLA committed to producing an



Age-friendly Action Plan for London. Age UK London was proud to be commissioned to support the creation of this document which we hope to see published in 2020-21.

In December 2019 Paul Goulden left Age UK London, having resigned as Chief Executive to take up a role with Age UK. Our thanks go to Paul for everything he did for the charity during his time in the role. We are extremely grateful to our Business Development and Operations Manager Kathleen Egan who led the charity in the interim before Abigail Wood started as the new Chief Executive in April 2020.

The coronavirus pandemic with its serious implications for older Londoners in particular had just started to take hold at the end of the financial year. The Board would like to take this opportunity to thank the staff and volunteers of Age UK London and Age UK City of London for the extraordinary commitment and adaptability that they showed during this difficult time, as well as all their work throughout the year.

Imogen Clark
Chair of Trustees



Imogen Clark
Chair
Age UK London



**Why do we need
to campaign for
an Age friendly
London?**



300,000

Londoners over the age of 50 provide unpaid care



£47 billion

Older Londoners contribute £47 billion to the capital's annual economy



40,000

older Londoners are described as 'chronically lonely'



24%

of Londoners of pensionable age live in poverty



44%

of Londoners over the age of 80 won't leave the house on any given day



450,000

Londoners over the age of 55 have never used the internet



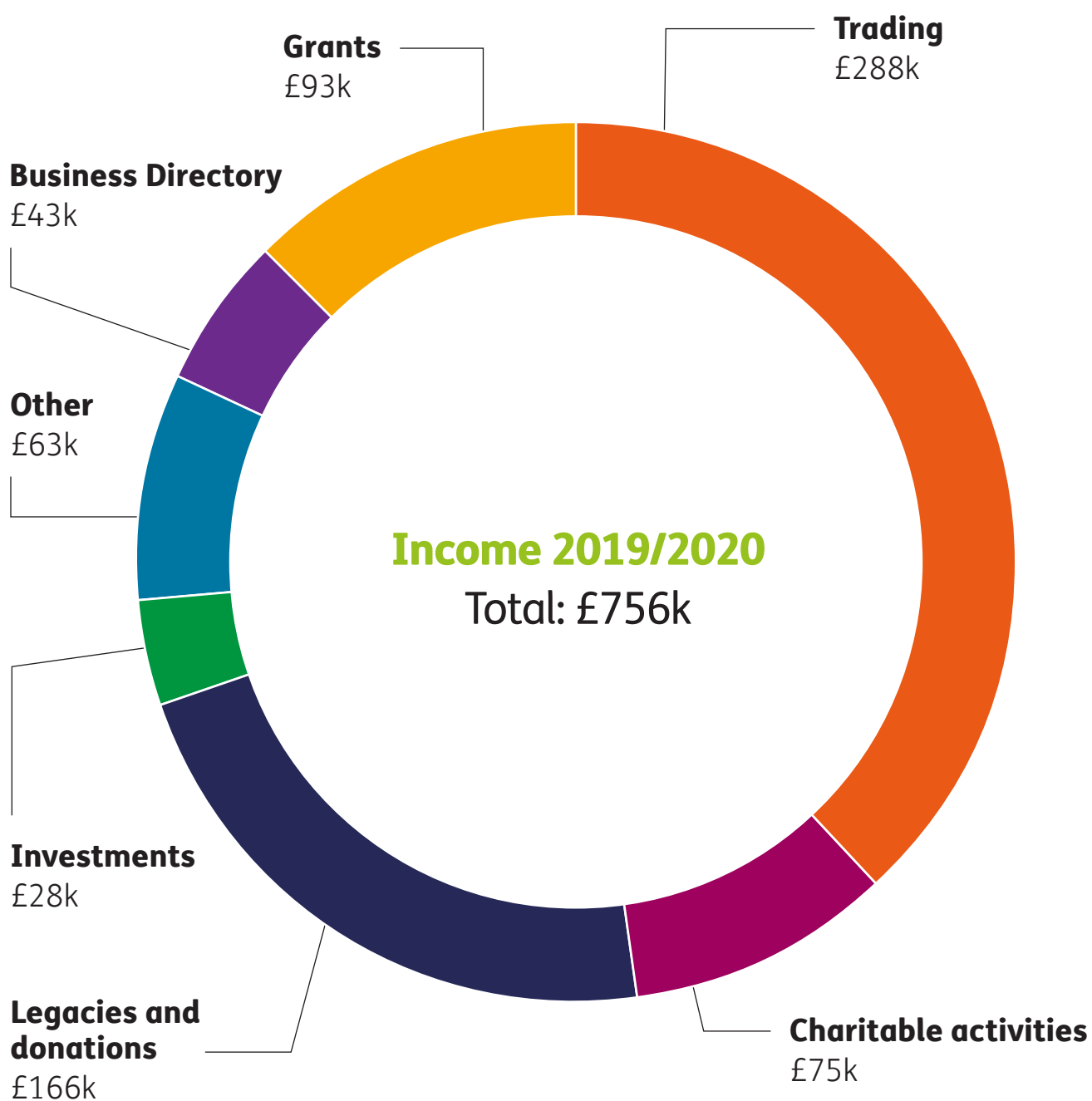
25%

of 18-34 year olds believe it is "normal" for older people to be unhappy and depressed

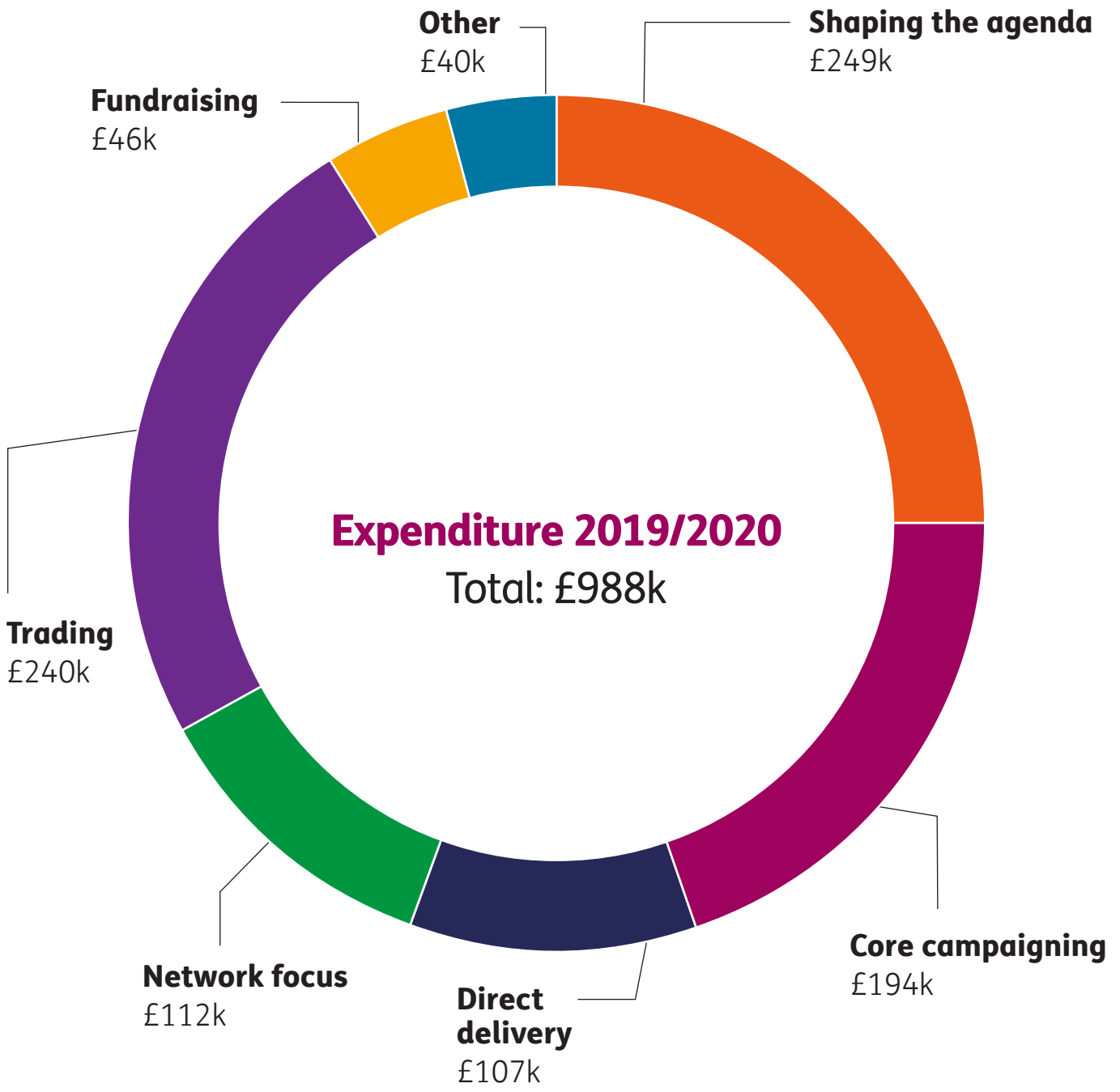


London has England's highest proportion of people in their 60s, 70s and older still in work

How we raise our money



How we spend our money



Our core campaigning work

This year we identified three areas where London-specific change was needed and achievable: • housing • transport • health and wellbeing

Housing

Making renting Age-friendly

Older renters are amongst the most vulnerable in the under-regulated private rented sector. We started a campaign focused on safer renting, including promoting wider use of selective landlord licencing schemes in London.

It is predicted that the number of older private tenants will double by 2039

This campaign builds directly on our research into the older private rented sector in London from 2018 and both the Mayor's Office and London Councils have spoken of the need for action.

Our campaign aimed to persuade local councils to implement selective licence schemes, so that older London renters felt confident that their housing needs would be met in the private rented sector. We also raised awareness of the issue through targeted communication, newsletters and social media, and engaging with political decision makers.

Activities included:

- Engaging directly with a number of councils (Hackney, Croydon and Camden) on potential licencing schemes.
- Leading an Age-friendly housing workshop at City Hall.
- Written submissions to the London Labour policy team on aids and adaptations, so people can live in their houses for longer, and affordability of the private rented sector in London.
- Engaging with the GLA Labour Group meeting to input into housing priorities for the Mayor's election manifesto.
- Getting 1000 private renters to sign up to join our campaign group.



Transport

Building relationships with TfL and the London Assembly

An accessible and affordable public transport network is a vital element of an Age-friendly city. In the area of transport, our focus was on engagement and building strong and productive relationships with the London Assembly Transport Committee and TfL. We:

- Gave oral and written evidence to the London Assembly Transport Committee's inquiry into accessibility.
- Organised two workshops on Age-friendly transport as part of the development of the GLA's Age-friendly Action Plan, attended by key stakeholders including TfL's Head of Inclusion and Diversity.

- Took an active role in the TfL Accessibility Forum and engaged with TfL, including meeting with the Head of Assisted Transport, participating in their 'Sounds on Electric Buses' workshop and providing communication support for the Vision Zero campaign.

Tackling local transport problems

We worked with residents in Barbican to develop a model for addressing local transport problems in London. We created a "Listening and Action" day, bringing together older residents and TfL representatives to discuss problems specific to Barbican Tube station leading to a series of action points including the repair of hand rails at the station. This model can be used by local groups of older Londoners to drive specific small-scale change to their travel environment.

Currently just 28% of the Tube network has step-free access



Health and wellbeing

Increasing uptake of the flu vaccine

We launched our “It’s Never Too Late” campaign in the autumn to encourage older people to get the vaccine throughout the ‘flu season’. The campaign focused on north and Northwest London, which have the lowest levels of take up in the country. We facilitated discussion among healthcare professionals, older people and their organisations of the underlying issues behind the low uptake and coordinated 10 local promotional events.

**18 of the
20 Clinical
Commissioning
Group areas with
the lowest flu
vaccine uptake
are in London**

Becoming active through 'Park Walks'

We developed our Park Walks campaign to encourage older Londoners and their organisations to take advantage of the health benefits of walking in London's green public spaces.

“There is increasing evidence that spending time in green spaces such as parks and woodlands is good for our mental health, as well as our physical health.”

Public Health England

We teamed up with London Sport, Ramblers, Escape Pain and the British Lung Foundation, in addition to working with a number of London Age UKs on promoting the key health messages behind the campaign.

Unfortunately, a number of events we had planned for the end of the year had to be put on hold as a consequence of the social distancing measures

introduced in response to Covid-19. We refocused this to creating a range of online resources, 'Staying Active in Lockdown' to enable older people to remain active and healthy.

Falls prevention

We worked with Age UK Enfield and Enfield CEPN on training and toolkits delivered to 100 health and social care professionals to increase the awareness of falls risk factors, local

service availability and good practice.

We continued to support Holobalance, a transnational project which aims to develop a personalised digital platform to help older people at risk of falling. Working with Kings College London we will providing early user testing to ensure products meets the specific needs of older people. Our trial programme is now postponed to 2021 due to Covid-19.



Shaping the Agenda

As well as campaigning on specific issues to deliver positive changes for older Londoners, makers, we are also building strategic relationships with key decision makers and shaping the policy agenda to meet the needs of older people more broadly.

Supporting Older People's Forums

Among our key stakeholders are the Older People's Forums, based in the London boroughs, who provide a platform for the collective voice of older people in London. It is important that these voices are heard by decision makers in a city where there are many calls on the attention of policy makers and resources of funders.

We supported these forums to become more skilled in ensuring that their voices are heard and in campaigning for change. This year we worked directly with a number of individual forums (Brent, Havering, Wandsworth and Enfield). In addition, we provided campaigning training, attended by 13 different forums and management/leadership training attended by 15 different forums.

As a result we saw increased understanding in what is involved in campaigning and members of the forums became directly involved in our housing and transport campaigns.

We also successfully supported the Greater London Forum (the umbrella organisation for London older peoples' forums) to secure funding for a coordinator, who will support local forums and their campaigning activity.



Age-friendly Action Plan for London

This year saw an important milestone in London becoming an Age-friendly city: the Greater London Authority (GLA) prepared the first comprehensive Age-friendly Action Plan for London. This plan covers the WHO's eight domains for an Age-friendly city (outdoor spaces and buildings; transport; housing; social participation; respect and social inclusion; civic participation and employment; communication and information; and community support and health services). We are proud that Age UK London was commissioned by the GLA to support the creation of this plan.

- Age UK London facilitated seven workshops (December 2019 - January 2020) with GLA staff and stakeholders to agree key priority areas.
 - 48 representatives from 25+ older people's organisations and 13 GLA representatives participated in the workshops.
 - This work culminated in the Mayor of London's Age-friendly London Stakeholders event at City Hall, at which over 80 delegates contributed their views to the draft plan, ensuring that the views of older Londoners were centre stage in shaping this key document.
- The Action Plan, which we hope to see published in 2020-21, will be a key tool to hold the Mayor to account on key commitments over the next four years, and informing policy responses to support London's recovery from the Covid-19 pandemic. Additionally, as a result of our engagement with six policy teams across City Hall and TFL, there will now be greater awareness across the GLA of the concerns and priorities of older Londoners.

Elections

Raising awareness of the concerns and priorities of older Londoners was also at the heart of our work for the General Election in December 2019 and our preparation for the 2020 Mayoral Elections, (cancelled due to Covid-19).

We:

- Emailed 240 candidates for London's 73 parliamentary seats with factsheet on Age-friendly London.
- Candidates were asked to take a photo of themselves with a pledge card and posting it on social media.
- Created an online action for supporters to email local candidates calling on them to support an Age-friendly London.

Ensuring organisations listen to older Londoners

We also engaged with other bodies and decision makers who have an impact on the lives of older Londoners.

We organised a series of events and conferences with a variety of organisations who wanted to hear from older Londoners directly how they could improve the way they deliver services for them, as well as sharing important information.

These included:

- A fire safety conference with the London Fire Brigade. Attendees included local Age UKs, older person's forums, BAME and faith-led organisations, health and carers' organisations. 92% reported an increased understanding of how to support vulnerable older Londoners to reduce fire risk.
- An access to legal advice conference on access to legal advice supported by the Solicitors Regulatory Authority. This was attended by 68 individuals representing 34 organisations, including 10 local Age UKs.

95% of attendees reported that their understanding of access to legal support had improved.

- Our Age Allies programme, an ageism awareness project funded by the City Bridge Trust, was part of an event held at the Tate Modern entitled "Age/ncy: art, ageing and transition with Flourishing Lives". This intergenerational arts exchange, attended by thousands of people over three days, tackled stereotypes of older people and celebrated their contribution to London's cultural life.
- An event with the Science Museum to gather feedback from older Londoners to inform their planned Health and Wellbeing programme.

Supporting the London network

We also continued to support the network of Age UKs and other older peoples' organisations across London.

We provided resources, networks and forums through which local Age UKs and older peoples organisations can share knowledge, network with

each other and build stronger working relationships.

This enables network members to become increasingly sustainable and efficient, which ultimately benefits older people across London.

Our activities in this area this year included:

- supporting the network of London Age UKs with regular regional meetings.
- running a network for London Age UK CEOs, together with regular 'master class' sessions.
- facilitating other network meetings, including a chairs network and volunteer managers network.



Age UK City of London

Formerly known as Age Concern City of London, Age UK City of London delivers activities to support older people living, studying and volunteering in the Square Mile to age well and safely.

Digital inclusion

This year saw the culmination of our 18 month *Only Connect* project funded by the City of London. Age UK City of London provided digital support to 102 individuals, with 400+ attendances at drop-in IT sessions. The sessions were delivered by a committed group of volunteers, many of them retired City residents, to enable older Londoners to learn how to use IT and digital services. In addition, local firm Eggar Forrester supported our Wednesday afternoon IT session by sending a staff member each week.

Health and wellbeing

Square Mile Health Walks continued to be a valued and popular core activity over the past year. As well as three regular monthly health walks, AUKCL continued to offer Tower of London walking tours once a month.

Our partnership with Bart's Hospital continued, with our 'entry level' easy walks transferring across to the Maggie's Centre within the hospital and moving from monthly to weekly. These gentle walks are attended by individuals who are receiving cancer treatment and their families and carers.





From January 2020, we began a three year project funded by Transport for London and aiming to reach out to disadvantaged and currently inactive communities in the City, to encourage them to walk more.

“Thank you for the brilliant service you’re providing. You are making a real difference in the local community”

Service user

Social and cultural activities

The Golden Social coffee afternoon at Golden Lane Community Centre continues to be a place where older City residents, particularly those who are not online, can come to for social support and to find out about trips and activities.

From January 2020, the weekly session of informal social support has developed into a more structured programme of talks, films, craft activities and events, with the option of informal chat and support always available.

In addition to this the Charity ran a number of trips and outings in the year 2019-20 – at least one per month, with more frequent events over the summer and Christmas periods.

These included:

- outings to Leigh-on-Sea and Margate
- boating on the lake at Alexandra Palace
- a Christmas film screening in the Barbican cinema
- a visit to Wilton Music Hall
- a trip to the Roman Baths at Billingsgate.

Communications

During this last year, we have continued to increase our presence across all of our communication channels.

Our website saw an average of 4,621 visitors each month which is a rise of 1306 visitors on the previous year. In total 55,459 people visited our website last year – a 39% increase on the previous 12 months.

This rise in visitors to our website was a direct result of our improved social media presence which signposts users to the site. Our Twitter following has seen an increase of 14% and reached the 10,000 mark and the number of followers on Facebook and LinkedIn continued to grow steadily (238 and 268 new followers, respectively).

We have continued to regularly post on our blog, which has attracted 6780 visitors, representing 717 more readers than last year. Our two newsletters, Revolve and Action Age-friendly, were sent on a monthly basis and gained 222 subscribers along the way. As part of our media work, Age UK London spokespeople took part in 12 interviews throughout the year.

In total 55,459 people visited our website last year

Promoting our flu campaign on social media

Age UK London used an online advert specifically targeted at Londoners over the age of 65 who had shown an interest in health. This advert reminded them ‘It’s never too late to get your flu jab!’

We ran an advert on Facebook for 12 days. During this time:



159,000

views of the advert



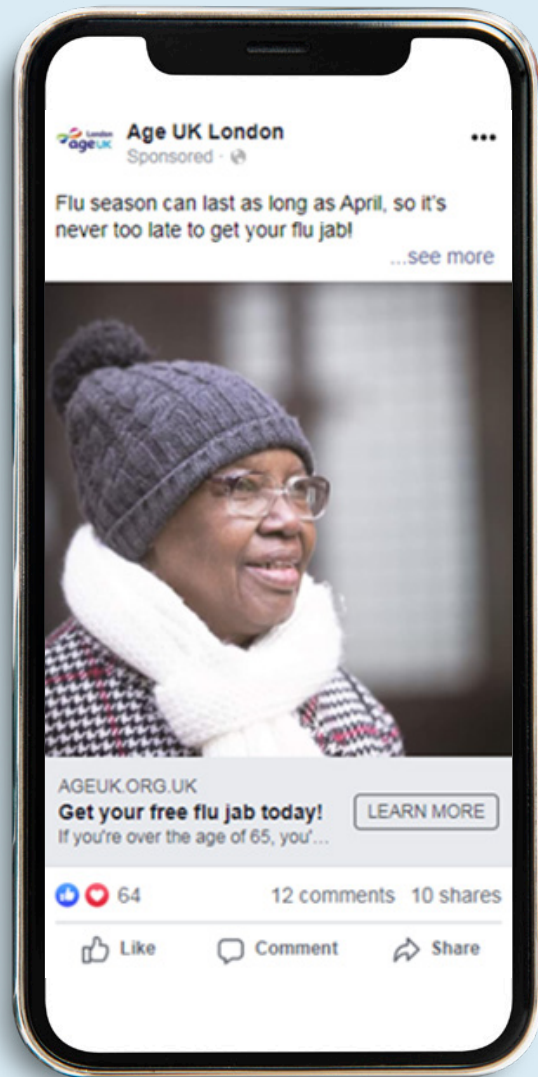
60,000+

Londoners aged over 65 viewed it



1,470

clicks through to our web page with more information and a ‘Flu Fighter’ pack.



Looking to the future

Building on the work of this past year, in 2020-21 we will develop and implement a new strategy to bring further clarity and focus to our work as a campaigning charity.

Core campaigns

We will adopt a new campaigns strategy that sets out our approach to campaigning and the core campaigns we will work on in order to deliver long-term changes to make London more Age-friendly. We will focus on achieving the maximum positive impact on a small number of issues, rather than running a larger number of campaigns.

Shaping the agenda

We will undertake work to ensure that the views, contributions and needs of older Londoners form part of the public debate during the postponed mayoral elections now taking place in May 2021. As London emerges from the coronavirus pandemic, we will highlight the need for the recovery to be Age-friendly, taking into account the specific situations faced by older Londoners.

Supporting the London network

We will continue to support the London network of Age UKs, taking into account the need, at least in the early part of the year, to do so remotely. We also aim to make grants to local Age UKs in London from grants we have ourselves received from the proceeds of the Age UK Lotteries.



Thank you!

We thank the following organisations for their support over the past year:

Accenture Liquid Studios	DWP	Omnilife
Age Action Alliance	Diabetes UK	Opening Doors London
Age England Association	Eggar Forester	Parliamentary Outreach Team
Age UK & Age UKs in London	Enfield CEPN	Positive Ageing in London
Ageing Without Children	Essence Global	QBE
Alexandra Palace Theatre	Fortnum and Mason	Ramblers Walking for Health
Amazon Audible	Greater London Authority	Reach Volunteering
Bank of England Merrill Lynch	Greater London Forum for Older People	RIBA
Barbican Centre	Greater London Volunteering	RNIB
Barbican Libraries	HEAR Network	Royal Albert Hall
Barclays Bank	King's College London	Royal College of Nursing
British Lung Foundation	London Children's Ballet	Santander
British Red Cross	London Fire Brigade	Science Museum
Campaign to End Loneliness	Making Research Count	Shire Pharmaceuticals
CapGemini	Marriott Hotels	Solicitors Regulatory Authority
Care and Repair England	Mayor of London	Southern Housing Group
Centre for Ageing Better	Mental Health Foundation	Tempo Time Credits
City Bridge Trust	Metropolitan Police Service	Transport for All
City of London Corporation	MRI Software	Transport for London
City of London Police	Museum of London Archaeology	Trust for London
Clifford Chance	Nationwide Foundation	University College London
Dementia Action Alliance	NCVO	YouView

We would also like to pay tribute to the generous support of our funders and legacy donors.

Their kind contributions will play a vital role by helping us to continue campaigning to make London an Age-friendly City for many years to come:

Mercers	Solicitors Regulation Authority
GLA	Groundwork
Science Museum	Cordwainers
Age UK	Charitable Giving (Santander)



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Age UK London is the London-wide campaigning organisation that is committed to making London an Age-friendly City. We work with London borough Age UKs and over three hundred older people's organisations across the capital to campaign for an Age-friendly London.

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