

# *Impact Report 2015-16*



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## Introduction

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Dear Colleagues, Friends and Supporters,

Thank you for taking the time to read our annual Impact Report where we reflect on the successes of last year and focus on the exciting opportunities ahead of us.

Age UK London remains committed to working with older people from across London, in each borough, and across the diverse population of older people in our capital. We work with over 500 older people's organisations and benefit from their vibrancy, enthusiasm and energy. With them we will continue to work towards making London an age friendly city that celebrates older Londoners and challenges stereotyping.

During the last year we launched our London Mayoral Election Manifesto, 'Making London a Great Place to Grow Older' to an audience of 200 people at our lively hustings event, attended by four Mayoral candidates; Sian Berry, Zac Goldsmith, Sadiq Khan and Caroline Pidgeon. We were delighted that many of the commitments made by the new Mayor of London, Sadiq Khan, reflect the areas of concern highlighted by older Londoners and our manifesto.

Positive Ageing in London continues to provide a forum for challenging debate, running several workshops and conferences, including an event discussing how to make the Care Act work for older people and carers.

Fit 4 Purpose, supported by London Councils, has now entered the final year of the funded programme. This continues to impact and provide value to older people's groups across London. Workshops on topics ranging from pensions and income, health and preventing scams, as well as to support issues such as funding, equalities and governance, have continued to be successful. The programme, again, earned a 'Red Amber Green' (RAG) rating of 99%. The work has been complemented by a range of periodicals, policy responses and social media support raising the views and experiences of older people across London.

Know Your Rights is a partnership between Age UK London and the Greater London Authority, now in its eighth year. The annual campaign raises the importance of claiming benefits for older people in London and generated significant interest from across the capital in making claims and keeping warm and well in winter.

Digital inclusion remained a key part of our activity programme, with a large number of companies opening their doors and running techy tea parties with older people. We also worked with local Age UKs in two boroughs, Croydon and Lewisham, on a Go ON UK programme encouraging first time internet users to become more confident.

Our subsidiaries, Age Concern City of London and Healthwatch City of London, have continued to



develop services and support for the population of the Square Mile with great success. Both have worked with residents and encouraged businesses in the City to provide volunteers.

Age UK London Trading continues to offer a range of goods and services for the over 50s and generated £352,000 in grants to Age UKs in London. Ensuring older people have the support they need when looking to buy-in external services and support at home has been the focus of the Safer Services development. This aims to ensure a listing of 'trusted traders' with the correct paperwork and insurances is available online, with additional telephone support to help people with finding what they need.

We continue to partner with Age UKs across London, striving to support local older people together. We remain grateful to them for working so closely with us.

I would like to thank the board of trustees of Age

UK London who have given enormous commitment in terms of time and energy to the organisation, particularly David Simpson, Chair of the Board. They have offered support, advice and expertise to the organisation throughout the year.

Finally the organisation is fortunate to have a team of hugely committed staff and volunteers. Their energy, commitment and enthusiasm have enabled Age UK London to achieve and fulfil its reach and impact across the capital.

Together we look forward to continuing to celebrate the lives of older people in London and work towards making London a great place to grow

Tony Seagroatt  
Interim Chief Executive  
Age UK London



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## Fit 4 Purpose

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Age UK London's capacity building project Fit 4 Purpose, funded by London Councils and in partnership with Opening Doors London, completed its third year and continues to go from strength to strength.

Fit 4 Purpose has reached a large number of organisations working with older people. Through the project we worked with over 350 older people's organisations across London last year to help them 'stay afloat' and more effectively serve their users. All 32 boroughs in London, as well as the City of London, had several of their local older people's organisations participating in Fit 4 Purpose.

Over 30 workshops took place last year. Our project skills-up these organisations and provides networking opportunities across London to share intelligence and learning and build on good practice.

The project provides a rolling programme of free workshops, training sessions and 1:1 support to older people's organisations, in the following areas:

**Governance and Sustainability** – to support strong leadership and robust management.

**Practical Fund Bidding Support** - this includes targeting smaller organisations. It helps them to effectively manage income reductions by, for example, providing them with the knowledge and skills to broker partnerships and to apply for funding.

**Digital Democracy** – this is to ensure older people have full access to public services and decision making processes in a digital age. For example workshops were held with older people's organisations and volunteer staff from Spotify, Apple and Amazon Audible. Older people's organisations were assisted to access interests, music, hobbies and local services online.

**Funding Free** - this helps: organisations reduce their costs; smaller organisations to become funding free; and others to attract funding through relationship brokerage with local sources of financial and in-kind support.

**Equalities Workshops** - for example we run quarterly 'LGBT and Older People' workshops to ensure older people's organisations are fully inclusive to all older people. We have also developed an Equalities Checklist for smaller organisations to review their delivery in this area.

**'Introduction to Social Media' and 'Getting Online'** - we show older people's organisations how to use these tools to improve their communication with their members, undertake outreach, and reduce costs. We also train and link up 'Social Media Champions' with older people's organisations to give increased confidence in growing their reach to their members.

**'Data, Research, and Impact Measurement Workshops'** – for older people's organisations to gain skills and confidence in presenting data and making a business case for the services to, and activities for, older people they want to provide.

A **funding newsletter** provides an accessible guide to the latest funding opportunities for older people's organisations.

An online **Knowledge Hub** provides information, spreads best practice, supports user consultation and provides equality and benchmarking tools to help older people's organisations demonstrate their impact.

**Briefings** - More than 800 organisations have received at least one of our briefings; in 2015/16 there were at least seven briefings each quarter, including on funding opportunities and equalities.

There is an online **'Opinion Exchange'** featuring opinion pieces and discussion forums to trigger debate and ensure older people's organisations are able to respond to the changing needs of their users. In the last year 5269 individuals have engaged with the Opinion Exchange.

Age UK London's Fit 4 Purpose programme was awarded a 99% RAG Rating by London Councils for our delivery against performance targets in March 2016.

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## Fit 4 Purpose Achievements

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**Fit 4 Purpose has reached a large number of organisations working with older people, as well as many individuals. Since it began...**

### Organisations

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**500** organisations working with older people have been reached, either through 1:1 support, attending workshops or being matched with one of the project workers or social media volunteers

### Briefings

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More than **800** organisations have received at least one of our briefings; there are seven quarterly briefings in total.

### Commendation

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**99%** RAG rating was given by London Councils for an evaluation of our delivery against targets in 2015-16

### Opinion Exchange & Knowledge Hub

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**10,000** individuals have engaged with the Age UK London Opinion Exchange and Knowledge Hub

### Boroughs

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All **33** London boroughs have been reached by the Fit 4 Purpose project

“I’m more confident to provide information about pensions and access to advice.”  
**Angela Fox of Age UK Kensington & Chelsea, following a Fit 4 Purpose Pension Reform Workshop**

“I’ll now be able to organise information events, sessions, individual help and support in accessing relevant bodies for people in my group.”

**Khudeha Razi from the Waltham Forest Asian Seniors Club**

“The workshop was very informative and helpful... I will definitely pass this on to residents who wish to apply for funding, through resident focus groups, events and meetings.”  
**Sindy Jassal, Catalyst Housing based in Ealing, after a Sustainability Workshop**

**Find out more about Fit 4 Purpose online...**

Age UK London Opinion Exchange:  
[www.ageuklondonopinionexchange.org.uk](http://www.ageuklondonopinionexchange.org.uk)

Age UK London Knowledge Hub:  
[www.ageuklondonknowledgehub.org.uk](http://www.ageuklondonknowledgehub.org.uk)

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# Age UK London Campaigns

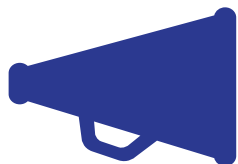
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Age UK London is a campaigning organisation that actively strives to get the voices of the 2.2 million older people in London heard.

Everything we do is based on expert knowledge, research and experience. We engage with politicians and decision makers, as well as with a wide range of voluntary, statutory and private organisations, to ensure that the voices of older people are heard and that their knowledge and experience are utilised effectively.

Every year we ask older people in London, local Age UKs and older people's organisations to help us design our campaign through our 'Your Priorities' consultation research. Previous results showed that older people in London wanted us to campaign for better access to information from public bodies. This conclusion led to our 'Tell Me!' campaign which launched in May 2015.

Future campaigning priorities will continue to align with the views of older people through the 'Your Priorities' survey.



## **Influencing Key Decision Makers: London Mayor and Assembly**

May 2016 saw the election of a new London Mayor and London Assembly. Age UK London worked beforehand to make candidates aware of older people's views and needs to give older people the chance to influence politicians directly.

In February 2016 Age UK London held a hustings event with four leading London Mayoral Election 2016 candidates: Sian Berry (Green), Zac Goldsmith (Conservative), Sadiq Khan (Labour) and Caroline Pidgeon (Liberal Democrat). Over 150 older people listened as the candidates debated issues that are important to older Londoners, answering questions

from older people for an hour as they tried to convince voters to side with them in the election.

Age UK London also launched its London Mayoral and Assembly Election Manifesto, 'Making London a Great Place to Grow Older' which was developed in consultation with older people, including at a discussion event in July 2015.

Areas for action in the Age UK London manifesto included digital inclusion, making London's housing age friendly and making transport in London accessible to all.

Specific calls made in the manifesto include asking candidates to commit themselves to: retaining the Freedom Pass; ensuring that a range of suitable, accessible and genuinely affordable housing options are available for older people in all London boroughs; providing funding for digital inclusion programmes for older Londoners; and appointing a Deputy Mayor or Mayoral Adviser to an Age Friendly London portfolio.

The older people's hustings event and Age UK London's policy asks to the candidates got media coverage including from BBC London and London Live on the day.

During the campaign we were able to discuss our key policy asks with leading candidates' teams and there were indications that candidates' positions were becoming more positive in relation to including and supporting older people.

## **Tell Me! – Improving information-provision for older Londoners**

In May 2015 Age UK London launched the 'Tell Me!' campaign on improving local information for older people. This was one of the key issues coming out of our regular Your Priorities consultation to identify older people's wishes for change in London.

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The campaign research - including participatory 'Information Scavenger Hunts' - showed the difficulties older people experienced in finding information about social care, the NHS and other public services. As a result, Age UK London's campaign called for a range of improvements to information for older people both online, by phone and through printed information, as well as support for face to face services. Age UK London provided guidance and materials for local organisations to use to promote the campaign with their local Councils and other key bodies.

### **Policy Consultation Responses**

In 2015-16 Age UK London made six evidenced responses to consultations by the Mayor, London Assembly, London Councils and other key stakeholders. These included two contributions to important debates on housing in London where the principle of building future housing to Lifetime Homes standards was at stake.





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## Forums Programme

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Age UK London's partnership with the Greater London Forum for Older People has benefited the work of the forums and groups across the London region. The impact that the Age UK London Fit 4 Purpose project has had on the forums and groups has been very positive. The advice and guidance given has helped to build confidence and improved their infrastructure.

### Forums

Many of the forums and groups have adapted well to the challenges within their boroughs by adopting systems that allow them to grow, and expand further their reach.

Financial resources are limited but the pool of dedicated volunteers has grown. Many continue to work with their local authorities to engage with older people to give service users an opportunity to have a say in the design and delivery of services.

The Fit 4 Purpose Social Media programme has played a key part in driving many forums forward. The majority of forums and groups have developed websites, Facebook and Twitter and are now using the technology to develop more awareness of their organisation.

One example of this has been the Kensington and Chelsea Forum for Older Residents working across the Tri-Borough. The forum works closely with their local authorities and health agencies and through the guidance given in the Fit 4 Purpose project has established a line of communications via social media that has improved their profile and expanded their connections. This has given them a following of 4000 on their Twitter feed. As a result they have been able to work closely with a number of businesses to access in-kind support.

In 2015/16 Age UK London worked directly with 28 Older People's Forums from across the capital.

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## Other Ways in Which We've Helped Older People

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As well as supporting the greater participation and influence of older people locally and across London through Fit 4 Purpose and our campaigns, we have helped address exclusion and inequality among older people in many different ways.

### Digital Inclusion of Older Londoners

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Age UK London has been focussing on the issues around the digital exclusion of older Londoners over recent years and one of the many legacies of the successful intergenerational MiCommunity programme was the concept of the 'Techy Tea Party' which we first brought to EE back in 2012. We are delighted that, from the first session with EE staff at their HQ in London, the idea has now spread across the UK.

Age UK London continue to host and run 'Techy Tea Parties' focussing on older people's organisations. Age UK London has worked with hundreds of corporate volunteers who have invited older Londoners into their workplace giving them 1:1 support. They help with a variety of issues including introduction to social media and digital democracy, as well as many other areas helping older people's groups to improve their digital survival skills.

All companies that have volunteered with us this year can be found on page 22, and our sincere thanks goes to them all.

Age UK London is a member of the National Age Action Alliance Digital Inclusion Group.

### Know Your Rights

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Age UK London was a key partner in 'Know Your Rights', the Mayor of London's annual benefits eligibility campaign, focussing on Pension Credit, Attendance Allowance and other benefits.



Age UK London coordinated 15 local events and outreach programmes for older people which were delivered by local Age UKs. In all, the project directly reached 602 older people and leveraged additional claimed benefits of over £1 million for these older people.

### Arts & Older Londoners

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Funded through the Austin & Hope Pilkington Trust, Age UK London has engaged with over 60 arts organisations working with older Londoners to explore how the value of arts to older people can be better promoted. Groups represented have included dance, music, art, drama, singing and reading.

Activities have included two workshops and a successful mini conference to identify potential areas for collaboration, mutual support and approaches to strategic policy makers to make activities sustainable. Having surveyed the participants as to their views on how to take the initiative forward, Age UK London is now looking for funding to develop a structured programme of support.

### Go ON UK

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Age UK London is working with Age UK Croydon and Age UK Lewisham & Southwark to roll out the national 'Go ON UK' digital inclusion programme in Croydon and Lewisham. The two local Age UKs are active members of cross sector partnerships led by their local authorities to maximise joint working to get older people online. Activities by the local Age UKs (supporting hundreds of older people) have included; 1:1 support to older people using volunteers, 'pop up' digital sessions across the boroughs in designated digital zones and Techy Tea Parties supported by corporate volunteers.



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## Research

Our annual survey investigating older Londoners' satisfaction with various aspects of daily life was again carried out. The main purpose of this piece of work was to improve understanding of the issues currently affecting older Londoners to inform future campaigning activity.

Research was also a key component of the 'Tell Me' campaign. The research reported on information-provision and accessibility to older people with a particular focus on local councils. A widely-distributed questionnaire was used alongside a practical 'hands-on' test with older participants to inform findings. Recommendations for improving accessibility were proposed and published in the campaign report.

Internally, an Engagement Platform report was undertaken to gain better insight into the 'reach' that we have to older Londoners through the many strands of our work. This has been

presented to the Chief Executive and the board and has been used in discussions around the organisation's business plan.

Age UK London's report, published jointly with Positive Ageing in London, into 'Age-Friendly Local Economic Development' was presented to an audience of older people in November, 2015. This paper focused on the extent to which local councils had implemented WHO guidelines for age-friendly cities in the context of volunteering, employment and civic participation.

## Office Quality Accreditations

At Age UK London we strive for excellence in all we do and this year we again retained the ISO9001 – Quality Management Systems award as well as the ISO14001 Environmental Management Systems award with a UKAS accredited body. We also achieved the Age UK Occupational Quality Standards award. We continue to ensure we are as environmentally friendly as possible.



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## Office Move

Age UK London have moved office. After careful thought, at the end of our lease we have taken up available office space in Tavis House. This will enable us to reduce costs, allowing more funds to be spent on working with and helping older Londoners, as well as provide us with a professional space that allows us room to grow.



Our new address is:  
Age UK London  
6th Floor, Tavis House  
1-6 Tavistock Square,  
London  
WC1H 9NA

## Dementia

Age UK London is an active member of the Pan-London Dementia Action Alliance and we have developed tools to ensure that events we run are dementia-friendly. We raise awareness of our affiliation with the DAA as often as we can and we also raise awareness of how topical issues are relevant to older people throughout workshops, events and our campaigning work.



## Communications

Age UK London's website got an average of 3900 monthly views, with over 46,000 views across the entire year.



Age UK London's Twitter account continued to grow; it had over 5400 followers at the end of the period, which is a 12 month increase of 33%.

Age UK London's publications regularly go out to a wide audience. In 2015/16 the suite of briefings published, all part of the Fit 4 Purpose project, consisted of: London Age, a quarterly age sector periodical; Revolve, a monthly e-bulletin; and five other quarterly briefings to specific audiences including a Health and Social Care Bulletin, Councillors Bulletin, Equalities Bulletin, London Funding Voice and London Age Express.

The Age UK London Blog published posts from four of the main London Mayoral Candidates; Sian Berry, Zac Goldsmith, Sadiq Khan and Caroline Pidgeon and continued to grow its readership.

Age UK London spokespeople are also regularly asked to comment on age issues in the pan-London media on a regular basis. Among our achievements were four interviews across BBC London News and BBC Radio London on employment issues, housing, social care and loneliness and isolation. Our Mayoral Manifesto Launch was covered by BBC London News, BBC Radio London, BBC London Online and was also shown live by London Live with each news story focussed on our policy asks.



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## Our Subsidiary and Affiliated Organisations

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### Healthwatch City of London

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Healthwatch City of London has continued to gather the views and feedback from as many different people and groups of people in the City as possible. Through the organisation's work, residents continue to receive invitations to participate in consultations, workshops and events.

Below are some examples of consultations completed in the past year:

#### Young people (under 21)

Healthwatch City of London have continued to promote Healthwatch to younger people through a Twitter account and targeted promotional material. Work has also been done in partnership with organisations and departments working with young people to extend our reach as far as possible.

The Children and Young People Worker has held consultations with young people, particularly around their health-related priorities. We have managed to successfully consult with young parents through a number of stay and play events, and are also reaching teenagers through the Barbican Monster Club (youth club) and leisure centre activities. Healthwatch City of London has also worked with City Gateway and other providers on a 'Living with Teenagers' workshop to help us better understand the key priorities for young people living in the city.

#### Older people (over 65)

As City residents, older people have been invited to all events, consultations and workshops and

have received the newsletter and regular emails. They have also been invited to and participated in pan-London and national consultations and events.

Some of our work has focused on reducing social isolation, which older people have told us is a key issue for them. In December 2015 we continued our established partnership with Bank of America Merrill Lynch which saw the Bank hosting a Christmas meal and activities for older City residents.

#### Disadvantaged and vulnerable people and people who are seldom heard

Healthwatch City of London attends all provider meetings and community days held for Portsoken Ward. We hosted a stall at the event held at the Portsoken Community Centre on Men's Health, where we were able to forge a link with Prostate Cancer UK in relation to communicating the promotional literature on symptoms and support for cancer sufferers to City residents.

#### People who live outside the City but use services within it

In January 2016 we launched our online directory 'CityHealth – The Health Directory', which we took on from another provider. We have been promoting the directory through a dedicated Twitter account, and through all our events and publications.

A comparison of our Google Analytics data to that collected in 2015 showed that there has been an 84% increase in page views, 72% increase in sessions and 74% increase in users since this time last year.

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## Age Concern City of London

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# Age Concern City of London

Age Concern City of London has been a registered charity since 2014. It aims to provide help, support, and new opportunities – for learning, volunteering, socialising, and enhancing health and wellbeing for older City residents. Of the 7600 people living in the Square Mile, 1100 are over 65, and a third are within our target group of over 50s. (Census 2011). We want to work with, not just for, older people, to achieve our vision of a City which is as healthy, happy, inclusive and age-friendly as it can be.

### Reducing Isolation

Age Concern City of London has delivered a programme of social and cultural events including visits to the Royal Academy, a music recital and a sheltered accommodation Christmas party.

### Health and Wellbeing

ACCoL's programme of health walks continued to attract new walkers and retain its loyal core of over 100 older people from in and around the City. In 2015-16 we ran four walks a month under the national Walking for Health scheme, including one entry level walk in partnership with St Bartholomew's Hospital, for people undergoing cancer treatment or living with a limiting long-term condition.

### Care Navigators

The Care Navigator project, funded by the City of London, works closely with their Adult Social Care Team to ensure that older City residents receive

co-ordinated health and social care services, enabling them to live safely and independently at home. This project is delivered in partnership with Age UK East London. As a result of its success it has now been extended until 2017.

### Digital Inclusion

Our corporate partners BNY Mellon and K&L Gates have both held Techy Tea Parties which City residents aged 50+ can attend to get 1:1 support around technology, whether it's a question about their smart phone, tablet or other device.

ACCoL received funding from Wakefield Tetley Trust to carry out engagement and digital inclusion work on the Mansell Street estate in Portsoken. A Bengali-speaking worker is consulting with the community there to find out what sort of sessions would benefit them, with the possibility of offering support around job-searching and applying for work, using social media, and running their own health walks.

Book lovers enjoyed the first meeting of our Audiobook Club, a new partnership with Amazon Audible in which older people are invited into their headquarters to enjoy tea and home-made cakes, listen to and discuss a story.

### Promoting Volunteering

In 2015-16 ACCoL recruited 22 volunteers from the local community, through events such as our Community Fun Day in Portsoken. As a member of Spice Time Credits, we are able to provide a range of volunteering opportunities to suit everyone's skills and abilities, from Befriending to Events Management to being a Digital Champion or Walk Leader.

ACCoL is working with older Bengali women on the Mansell Street estate, using volunteering as a key component to developing confidence and into-work skills, enabling the women to become more integrated in their wider community.

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## Befriending Service

ACCoL – in partnership with Age UK East London – has been awarded the contract to deliver a befriending service in the City of London. The service will build on the existing tried and tested model delivered by Age UK East London who will deliver the bulk of the service. They will work closely with ACCoL's Volunteer Coordinator who will assist in providing and supporting local volunteer befrienders. It will offer 3 types of befriending:

- Friend at Home - 1:1 befriending delivered primarily in people's homes
- Friend on the Phone - telephone and e-befriending
- Out and About - group-based befriending delivered in partnership with Age Concern City of London

## Positive Ageing in London

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# POSITIVE Ageing in London

Age UK London continued to host Positive Ageing in London, the London Regional Forum on Ageing bringing together older people, voluntary organisations, public sector bodies, academics and others. During 2015-16 PAiL was funded by the Department of Work and Pensions as one of a network of forums representing all of the regions in England.

PAiL held two key events: in July 2015, a well-attended workshop on the impact of the Care Act had speakers from London Councils, the Association of Directors of Adult Social Services, Age UK and the Alzheimer's Society for a discussion of how to make the Act work for

older people and carers. In November 2015 a workshop on asset based approaches looked at how support can be based on the abilities and contribution of older people themselves.

PAiL also prepared for a major conference on Ageism to be held in Spring 2016, and worked together with Age UK London on a research report on how London boroughs involve older people in their planning for employment, volunteering and the local economy – to be published in Spring 2016.



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## Age UK London Trading

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The Age UK Group offers a range of products and services tailor-made for the over 50s including car, home and travel insurance, household bills, funeral plans, equity release and legal and wills services. All products are specifically designed for people in later life.

Age UK London Trading, launched in April 2011, now has four shops in London; Euston, Croydon, Romford and Ruislip. They are contactable by phone and each has a team of dedicated staff available Monday-Friday, 9.00am-5.00pm, offering a 'face-to-face' service.

### Achievements

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- Age UK London Trading is Appointed Representative of Age UK Enterprises, who are authorised and regulated by the Financial Conduct Authority.
- We have dedicated offices offering the full range of Age UK Products & Services at Croydon, Romford, Ruislip and Tavistock Square in Camden.
- Helped over 90,000 Age UK policy and plan holders with our range of insurance and other products across London.
- Offered customers access to services via telephone, internet or face-to-face from our network of offices across London.
- Age UK London Trading had a total income of over £770,000
- Net profits of over £352,000 were gift-aided to Age UKs in London.

**Contact Age UK London Trading free on  
0800 328 6089**



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# Business Directory

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## Background

The Business Directory is an online directory of vetted businesses across London which provides support for older people when choosing a tradesperson or service provider to assist them with work in their home, garden or to help them love later life. The service was established as a response to calls made to information and advice services from older people looking for help and guidance.



A recent study found that 53% of older people believe they have been targeted by fraudsters, 1 in 12 fell victim to a fraudster and 70% of those who did respond lost money as a result. Each scam impacts not only on an individual's finances but also on their health and wellbeing. Older people are more likely than others to be targeted by, and so become victims of, certain scams.

Our own most recent evaluation showed that 34% of users of the service directory who responded to our survey had been the victims of 'rogue' traders. 14% of all victims of scams experienced profound emotional /psychological impact.

The two most common unfair trading issues are house maintenance and motor transport, especially when older people are called on in person at home and offered repairs, maintenance, goods or services. These instances may involve: pressure selling; unfair contracts; or overpriced, substandard or non-existent home maintenance or improvements. Fraudsters may claim to have carried out work that has not been done. Additionally, they may make false statements about why the work is required or their membership of trade associations. Some older people, including those who are housebound, are particularly vulnerable because of social isolation, lack of support, poor physical health, cognitive issues or mobility impairments.

## The Service

The Directory has the following features:

- Easy to use: so that older people can find what they want easily.
- Comprehensive: with entries from a wide range of products and services
- All entries are vetted: no entry gets on the directory without our staff having undertaken checks and met the business face to face.
- Access to advice and support: the website gives access to resources and advice to help make older people safer in their buying decisions.
- Up to date: we do not just check once, we ensure that details are accurate throughout their time on the website.
- We monitor reviews: and investigate review scores of less than 60%. We remove any business with two bad reviews from the directory.
- Local first: businesses are found closest to the searcher's postcode.
- Complaint resolution: if communication between the business and the customer fails, our team can help with some basic mediation, helping to resolve any difficulties.



Our vetting process is at the heart of our focus to mitigate scams and support safer trading.

All traders and businesses on the Business Directory must meet the following checking process, carried out by the Age UK London Business Directory team, to become eligible for membership of the directory:

- A form of identification
- A copy of their Public Liability Insurance schedule (cover £2 million minima)
- A copy of their Employers' Liability insurance schedule, if applicable (cover £5 million minima)
- A copy of professional indemnity insurance, if applicable (cover £2 million minima)
- Copies of membership certificates for any trade associations or professional bodies
- Names and addresses for a minimum of two

customer references

- Name and address of a trade reference or a third customer reference
- We require that they sign up to our Customer Charter
- We require that they sign a Trading Standards declaration

## Our Social Impact

- In the last year 26,186 searches were made on the website from unique users, resulting in 55,844 page views.
- In the last year around 600 calls a month were received by the team.
- We help older people avoid falling at home by introducing services that can offer aids and adaptations. The cost of a fall which requires medical attention has been calculated at £2,810 for incidents which require only an ambulance, attendance at A&E and one home visit. An avoided hip fracture is a saving of £25,424 to health services. In the last year we had 1819 searches made for aids and adaptations.
- Over 93% of service users would recommend the business directory to others.
- There has been a significant increase in the number of people using the business directory to search for details of traders on behalf of an older person that they care for.
- Approximately 30% of service users are aged 70 and above.
- 31% of service users are accessing the business directory through the internet (compared to 21% from the previous year).
- 34% of respondents had previously experienced problems with rogue traders.
- There has been a significant increase in the awareness of the service amongst partner older people's organisations (particularly local Age UK partners).
- The two most significant reasons service users provided for choosing the Age UK London Business Directory over others available on the market were:



the knowledge and trust in the 'Age UK' brand and awareness of the thorough vetting system that was in place for traders accepted on to the directory as members.

- We know that volunteering has an economic value, based on calculating the number of hours and roles played by volunteers. Additionally, research has shown that volunteering leads to an improvement in the health and wellbeing of the volunteer. The social value of volunteering for the Directory was £9,495, resulting in an improved life satisfaction social value of £6,379.



**Find out more about the Age UK London Business Directory...**  
**Freephone: 0800 334 5056**  
**Visit: [www.aubdlondon.co.uk](http://www.aubdlondon.co.uk)**

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## Thank You to our Former CEO Sam Mauger

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After over a decade, Sam Mauger has moved on from her role as Chief Executive of Age UK London.

As Chair of Age UK London I am delighted to have the privilege of thanking Sam for all that she has done for the organisation during her time as Chief Executive.

I am so sorry that Sam is leaving Age UK London. She has been a delight to work with, and it has been a real privilege to work with her as Chair.

Sam has an incredible knowledge of the age sector, a real commitment to making London a great place to grow older, and a unique ability to bring people together to work in partnership.

Sam's hard work to promote Age UKs across London is a testament to the kind of Chief Executive she has been. Many older people across the capital have a lot to thank Sam for.

While I want to praise Sam for her skills, I also want to thank her for the type of person she is. It's clear that Age UK London's staff have a deep respect for her. Having seen Sam work with them, I know that is because it's clear she cares for them.

Sam has often said she has a team full of experts, and she certainly has; but they have simply been following in her footsteps.

While I am sad that Sam is leaving Age UK London, I am delighted for her personally as she takes on her new role of Chief Executive at the Third Age Trust. I am sure that she will be just as much of an asset there as she has been here. Our loss is very much their gain.

We wish Sam the very best of luck, not that she'll need it and very much hope that our paths cross again, and we can work together in the future.

I am also delighted to welcome Tony Seagroatt as Interim Chief Executive. Tony has a long history of working in the age sector and we are confident he will continue the great work Sam has done.

On behalf of everyone associated with Age UK London over the last decade, I want to thank Sam again for all she's done for Age UK London, and we wish her the very best for the future.

David Simpson  
Chair  
Age UK London



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## Looking to the Future

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Our work remains rooted in the views and experiences of older people across the Capital.

One key area highlighted in our Mayoral Election Manifesto was housing. A particular area of concern was the barriers faced by older private sector tenants. This will be the focus of our 2016 campaign and policy work, to provide information and support to older Londoners and influence policy and practice with London decision makers. This key issue is particularly important when there are housing shortages in London and high rental costs.

Another area of continued concern is challenging stereotyping. This remains high on the responses to our annual 'Your Priorities' consultation with older people across London. To this end we are delighted that City Bridge Trust has funded us to promote and progress work on making London age friendly with organisations, businesses and community groups.

We look forward to working with the Mayor of London, the Greater London Assembly, London Councils, Transport for London and the statutory organisations in London focussing on health

and social care to influence policy and decision making and to progress the areas of concern highlighted by older people across the Capital.

We will continue to focus on the importance of digital inclusion, and access to online opportunities, whether they are in the areas of employment and volunteering or voice and engagement.

We remain committed to increasing our reach and developing engagement with older people who find it hard to engage and have their voice heard.

Thank you to all of you who support us through your time, resources, funds and expertise; we are grateful to all of you. We look forward to working with you in the year ahead.



Tony Seagroatt  
Interim Chief Executive  
Age UK London



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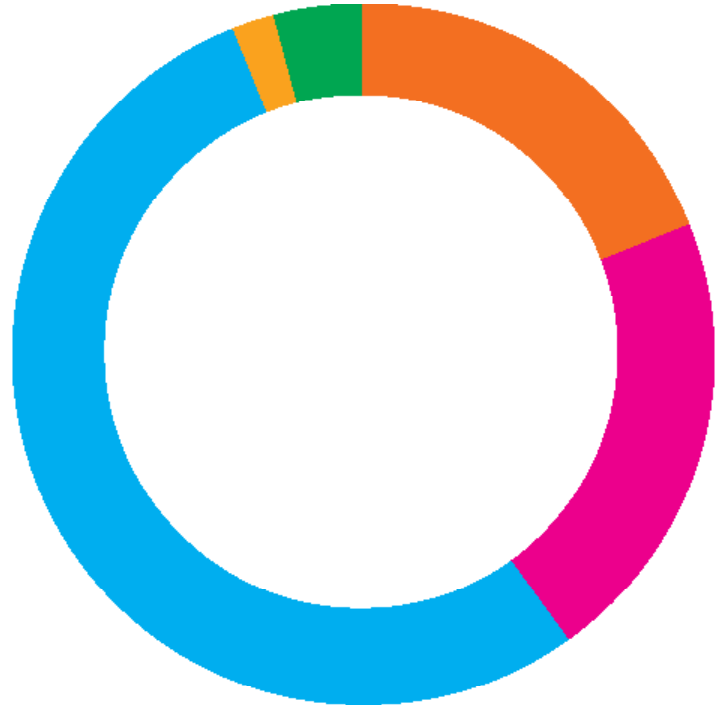
## Financial Information

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### Income 2015/16 - £1,423,000

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- Legacies and donations - £265,000 - 19%
- Charitable activities - £303,000 - 21%
- Trading - £770,000 - 54%
- Business Directory - £59,000 - 4%
- Other - £26,000 - 2%



### Expenditure 2015/16 - £1,541,000

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- Fundraising - £56,000 - 4%
- Trading - £406,000 - 26%
- Business Directory - £78,000 - 5%

#### Charitable Activities:

- Voice and engagement - £148,000 - 10%
- Developing age friendly services - £261,000 - 17%
- Collaborating with older people's organisations - £240,000 - 16%
- Local Borough Grants - £352,000 - 23%



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## **Thank You**

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Age UK London would like to thank the following organisations and individuals for their support:

**Accenture**

**Age Action Alliance**

**Age England Association**

**Age UK**

**Age UKs in London**

**Age UK Camden**

**Age UK Croydon**

**Age UK East London**

**Age UK Lewisham & Southwark**

**Ageing Without Children**

**Amazon Audible**

**Apple**

**Artizan Library**

**Astra Zeneca**

**Austin & Hope Pilkington Trust**

**Awards for All**

**BNY Mellon**

**The Brandenburg Choral Festival of London**

**Capital Group**

**Centre for Ageing Better**

**City Bridge Trust**

**Clifford Chance**

**City of London Corporation**

**Department for Work and Pensions**

**Department of Health**

**Foolproof**

**GIC**

**GiveACar**

**Greater London Authority**

**Greater London Volunteering**

**Greater London Forum for Older People**

**The Green Box, Portsoken**

**haysmacintyre**

**Informa**

**International Longevity Centre**

**K&L Gates**

**King's College London**

**Kensington and Chelsea Forum**

**Legal & General**

**Lewisham Pensioners Forum**

**London Borough of Croydon**

**London Borough of Lewisham**

**London Councils**

**London Fairness Commission**

**London South Bank University**

**LOPAG**

**LOPSG**

**LVSC**

**Marsh & McLennan**

**Mayor of London**

**Merrill Lynch**

**National Energy Action**

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**The Nationwide Foundation**  
**Opening Doors London**  
**Ofgem**  
**Pension Wise**  
**Pension Advisory Service**  
**Positive Ageing in London**  
**Parliamentary Outreach Team**  
**Royal Academy**  
**Royal Albert Hall**  
**Santander**  
**Shakespeare Pub**  
**The Shaw Trust**  
**Sitra**  
**Small Charities Coalition**  
**Spice Time Credits**  
**Spotify**  
**Team London**  
**Telstra Global**  
**TimeBank**  
**Transport for London**  
**Tudor Rose Pub**  
**UCL School of Pharmacy**  
**UCL Partners**  
**UK Power Networks**  
**vInspired**  
**The Wakefield and Tetley Trust**

**We also want to thank all of our associates and suppliers for their work and support.**

**We would particularly like to thank all of our volunteers who have tirelessly used their time throughout the year to help make London a great place to grow older.**

**Thank you to:**

**Zainab Addo**

**Lindsay Berry**

**Cliff Chester**

**Shomesh Chowdhury**

**Jenny Lewis**

**Jill White**

Age UK London is funded by London Councils, City Bridge Trust, The City of London Corporation, The Department of Health, The Greater London Authority, The Department for Work and Pensions, Awards for All, The Nationwide Foundation, The Austin and Hope Pilkington Trust, The Wakefield and Tetley Trust, and Age UK.



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### DAA

Pan-London Dementia Action Alliance

