

Impact Report 2016-17



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Introduction



Dear Colleagues, Friends and Supporters,

Welcome to Age UK London's impact report for the year ending 31st March 2017! It feels slightly odd writing an impact report when you come in as a Chief Executive eight months into a year, but part of starting a new role is finding out what an organisation does – and in Age UK London's case this is a lot! I hope this impact report gives you a real sense of the change that we as an organisation bring about through our activities.

Some highlights include:

The Fit 4 Purpose work, which has helped over 500 older people's organisations in London with the resources and support they need to continue and thrive. Whilst it is always difficult proving that work has prevented rather than achieved, it is fair to say that, without our work under this project, older people's groups in London would have been less sustainable and some would not exist today.

Our research into older private renters gave some interesting but very worrying insights, from the sense that renting in later life can feel like failing, to the fear of "rocking the boat" in case landlords put up rents or evict them. We hope the findings and campaigns that follow will start to change the experiences of older renters.

The mayoral elections meant we were able to hold a well-attended hustings meeting, making sure that older people had their chance to quiz the candidates. Throughout 2016 and into 2017 the new London Mayor, Sadiq Kahn, has been putting out consultations on his strategies for London and all of them have impacts for older people – we have already been feeding our expertise into these strategies and look forward to continuing to help make London a great place for older people to live.

Part of Age UK London's work is around supporting the Age UKs in the London boroughs, providing practical help and a place for them to share their expertise and aspirations. This year saw us working more closely with the local Age UKs as we started the conversation with them about a more collaborative process. This is a vital piece of work when all charities are facing continued pressure on funding.

Jonathan Fenton, Chair of Trustees at Age UK Barnet, has commended our work in this area:

"Age UK London continues to do a first class job in encouraging and facilitating practical methods of collaboration between Local Age UKs in London. The challenges which we face as a network of maintaining sustainable sources of funding for our vital charitable services and of delivering these services in the most cost effective way possible are common to us all. The working groups which have developed out of the Storms Ahead report and subsequent regional meetings are trying to develop realistic shared responses to these challenges. These initiatives deserve the full support of members and of Age UK."

Our work in the City of London is growing, and our connections with companies are bearing fruit – we were pleased to welcome Matthew Ryder, Deputy Mayor for Social Mobility, Social Isolation and Community Engagement to one of our regular social events for older people in the City, hosted by Amazon Audible.



Selling Age UK products and services continues to benefit both older people through the age friendly service and the local Age UKs through the commission we earn from the sales.

The Business Directory also answers a key need in this age of scams and cons – where do older people turn for trusted traders? We are continuing to refine and improve this offer, so that fewer older people become victims of fraudulent or criminal activity.

In the City of London, as well as working in partnership with Age UK East London on direct services, we are also working hard to promote health and wellbeing through activities and the work of Healthwatch City of London – an important but constructive way of ensuring quality services for the wider community.

On the social media front we have been working hard to increase our profile, and I'm grateful to our experts for adding depth and breadth to our content.

Finally, I would like to thank all our staff, trustees, volunteers and supporters for their continued commitment to our work – this impact report is a reflection of all their efforts.

Paul Goulden
Chief Executive
Age UK London

Fit 4 Purpose

Fit 4 Purpose, Age UK London's capacity building project funded by London Councils and in partnership with Opening Doors London, completed its fourth and final year in March 2017. Fit 4 Purpose has reached over 800 organisations working with older Londoners across London to help them 'stay afloat' and more effectively serve their users. All 32 boroughs in London, as well as the City of London, had older people's organisations participating in Fit 4 Purpose.

The project provided a rolling programme of free workshops, training sessions and 1:1 support to older people's organisations. Over 30 workshops took place last year. Fit 4 Purpose skilled-up older people's organisations, providing networking opportunities across London to share experience and learning and build on good practice. Fit 4 Purpose supported older people's organisations in the following areas:

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

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

'Funding Free' workshops helped 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.

'Digital Democracy' workshops worked with older people to 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 corporates including; CEB Global, Apple, Lorien Consulting and Telstra Global.

'Introduction to Social Media' and 'Getting Online' showed older people's organisations how to use these tools to improve their communication with their members, undertake outreach, and reduce costs. We also trained and linked up 'Social Media Champions' with older people's organisations to give increased confidence in growing their reach to their members. Older people's organisations were assisted to access interests, music, hobbies and local services online.

'Equalities Workshops' - we ran quarterly 'LGBT and Older People' workshops to ensure older people's organisations are fully inclusive to all older people. We also developed an Equalities Checklist for smaller organisations to review their delivery on equalities and undertook a survey on its effectiveness.

'Data, Research, and Impact Measurement Workshops' took place for older people's organisations to gain skills and confidence in presenting data and making a business case for the services and activities for older people they want to provide. This included in the areas of; 'Dementia-Friendly Communities – Educating for Healthcare Roles' and 'Cancer Research; Risks, Signs and Symptoms'.

A Funding Newsletter provided an accessible guide to the latest funding opportunities for older people's organisations. An online 'Knowledge Hub' provided information, best practice, user consultation and provided equality and benchmarking tools to help older people's organisations demonstrate their impact.

More than 800 organisations received at least one of our briefings; in 2016/17 there were at least seven briefings each quarter, including funding opportunities and equalities. There was an online 'Opinion Exchange' featuring opinions 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 over 2500 individuals engaged with the Opinion Exchange.

Fit 4 Purpose Impact

Fit 4 Purpose has reached a large number of organisations working with older people, as well as many individuals. As a result of Fit 4 Purpose...

Organisations

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

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

Commendation

99% RAG rating was given by London Councils for an evaluation of our delivery against targets in January 2017

Read our Opinion Archive...

Age UK London Opinion Exchange:
www.ageuklondonopinionexchange.org.uk

Opinion Exchange & Knowledge Hub

16,000 individuals have engaged with the Age UK London Opinion Exchange and Knowledge Hub

Boroughs

All **32** London boroughs, as well as the City of London, have been reached by the Fit 4 Purpose project

Su Elliot of Wandsworth Older People's Forum attended a 'Falls and Frailty' workshop and was very satisfied. Su intends to **'share with her management committee and demonstrate getting up from falls in a Forum meeting'**.

Koula Ioannou of Camden Cypriot Women's Organisations found the falls workshop effective and intends **'to raise awareness of falls with older people of our culture'**.

Ken Davison of Kensington and Chelsea Older People's Forum and Unison Retired Members, attended an older LGBT Equalities workshop and intends to **'ensure that LGBT members are included in activities'** and will **'volunteer my services as an LGBT contact'**.

Age UK London Campaigns

Age UK London is a campaigning organisation that actively strives to get the voices of the 2.2 million older Londoners 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 campaigns 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.



Working with the Mayor, GLA and London Assembly

Up to May 2016 we were actively working to influence leading candidates in the Mayoral and London Assembly elections, promoting our manifesto "Making London A Great Place to Grow Older". This manifesto was launched at our Mayoral Hustings in February 2016, which gave older Londoners the chance to question the four leading candidates for Mayor of London. In May 2016 Sadiq Khan was elected as Mayor with some positive commitments to support and include older people in his manifesto. Age UK London's Manifesto had called for positive action on housing, transport and digital inclusion and for London to become an Age Friendly City.

Over a quarter of the newly elected members of the London Assembly (seven out of twenty-five) either signed up to be Age Champions or expressed their interest in working with us. Over the rest of the year, we discussed with the Mayoral team and Assembly members what can be done to take forward the commitments they have made. We have been able to contribute formally and informally to the development of some of the policy proposals. For instance, this was to lead to us making a presentation to all Assembly members later in 2017-18. We were able to obtain the participation of the GLA - including the Deputy Mayor for Social Integration - in the older people's spotlight period of the Jo Cox Commission on Loneliness starting in March 2017.

Older Private Sector Tenants Programme



Age UK London obtained funding from the Nationwide Foundation for a programme to raise awareness of the needs of older private renters in London. It is well known that rising house prices are putting home ownership out of the reach of many Londoners leading to greater reliance on private renting. It is less well understood that private renters include many older people, who are at risk of possible health and financial problems in future. Starting in May 2016, we have researched the views and needs of older renters, getting invaluable input from focus groups of older renters and consultations with older members of renters' groups. We've had good engagement with the GLA and London Councils, all of whom have taken part in our project steering group. We've also built links and made common cause with organisations like Renters Rights London, as well as other tenants' groups, Generation Rent and Shelter. Older renters' views and needs have been publicised in our blog, social media and bulletins as well as at an interim conference. Our final report is due in October 2017 and we will go on putting this issue in front of key decision makers.

Age Allies Programme



Over the last few years, older people have often told Age UK London that they are concerned about ageism and the ways in which this impacts upon their experience of living in London. In 2016-17, we found what we hope will be an effective and constructive way of helping make London a more age friendly city. We obtained funding from City Bridge Trust for our Age Allies Programme, which from 2017-19 will be working with older people to offer companies and organisations in London training on how they can make themselves age friendly. We will be collecting the learning from this programme to help build a movement to make London more age friendly. Up to March 2016, we planned the project and held focus groups where some 40 older people shared ideas with our team to co-produce training to make organisations age friendly.

Policy Consultation Responses



In 2016-17 Age UK London made responses to four consultations by the Mayor, the Government and the London Assembly. One of them was to put older people's concerns and age issues forward by responding to the new Mayor's vision statement "A City for All Londoners". This was an important stage in the administration's development of a new set of Mayoral strategies. Another response contributed to Age UK's successful national campaign against dangerous proposals to devolve the administration of Attendance Allowance to a local level.



As a result of our work:

- We have a strengthened relationship with the Mayoral team and Greater London Authority which will allow us to work together to support and include older Londoners.
- Key decision makers and organisations across London are becoming increasingly aware of the growing needs and concerns of older private renters.
- Older Londoners have an opportunity to work with businesses and organisations to show them how to become more age friendly.



Other Ways in Which We've Helped Older People

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



Age UK London has been focussing on issues around the digital exclusion of older Londoners over recent years. 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. We have 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.

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

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

Arts & Older Londoners



Age UK London has continued to engage with arts organisations that work with older Londoners to explore how the value of arts to older people can be better promoted.

We have commissioned several blog pieces on arts issues affecting older Londoners. We have also had an arts-themed edition of our quarterly stakeholder magazine London Age, with articles by Arts Council England, Dulwich Picture Gallery and Entelechy Arts, amongst others.

We also worked with Universal Pictures Home Entertainment Content Group to host a private screening of Ethel & Ernest solely for older Londoners.

Go ON UK



Age UK London worked 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.

Research



'Your Priorities 2016-17' – This is our annual research project to survey older people's satisfaction with various aspects of living. Results have been discussed with an 'expert panel' and the subsequent report has been submitted to the board as a data-source to inform future-planning and campaigning-direction.

'Age-Friendly Local Economic Development in London' – Produced with PAiL, this was a policy review of London borough strategies in relation to the 'Civic Participation and Employment' aspects of the World Health Organisation's age-friendly cities checklist.



The purpose was to look at how borough councils were planning to develop older people's contributions through employment, volunteering and civic participation.

'Faith and Age'; A Selected Literature Review of Partnership-Working in the Voluntary Sector and Equality of Access to Services' - Working with HEAR, this research project involved a literature review of research into VCS and faith organization collaborations as well as equality of access to services.

As a result of our work:

- We are able to ensure that our work is based on the real experiences of older Londoners through their participation in our research – something critical to our mission statement.
- We are able to raise awareness of key issues affecting older Londoners through dissemination of publications and participation in reports and events.

Office Quality Accreditations

At Age UK London we strive for excellence in all we do. This year we 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. We are now working on the transition to the new standards ahead of the April 2018 audits.

As a result of our work:

- We are able to provide more competitive bids for funding with accredited evidence of our commitment to working in a way that is quality-driven and considerate of the environment. Both the Quality Management System and the Environment Management System provide a structure for us to constantly revise and improve the way in which we work to better serve the needs of older Londoners.

Dementia

We continue to submit our actions as part of the Dementia Action Alliance with regular dissemination of dementia-related articles within the organization, awareness-raising with publishing and disseminating relevant material through our networks and social media presence and endeavouring to organise and run events and workshops in an appropriate format.

As a result of our work:

- We are providing the means for older people with dementia to engage with us and our work. This will be increasingly important over time as the prevalence of people with dementia is expected to rise as life expectancy increases.

Communications

Age UK London's online communications network has expanded rapidly throughout the last year. Age UK London's website attained an average of 2750 monthly visits, with 6150 pages visited on average each month. This equated to 33,250 visits and 74,000 pages viewed across the entire year.

August 2016 saw Age UK London relaunch its blog with a renewed commitment to posting every Friday. The blog features weekly articles from senior staff across the age sector, discussing the big issues affecting older people in London. The rejuvenation of the blog saw the number of visits grow by 160% on the previous year – an increase of 2,300. This was partly a result of more regular posts, but was also due to the increase in the number of guest bloggers from organisations such as Advice4Renters, Transport for All, and the National Dignity Council.

An increase in posts throughout the year saw a large rise in engagement with Age UK London's Twitter account, which saw the number of followers increased by 33% to 6920. The account has been retweeted by prominent politicians Sadiq Khan and Shaun Bailey.

Age UK London created a brand new Facebook page in January 2017. Though still a work in progress, this new page aims to give a more in-depth representation of the items discussed on Twitter and to encourage debate amongst older Londoners.

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.

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 interviews on BBC London TV News and BBC Radio London about social care and malnutrition.

As a result of our work:

- We continue to be seen as an expert voice in the age sector.
- We have expanded our network of older people and related organisations, increasing the number of people who can be engaged and informed of upcoming projects and events.
- We now have a variety of different online channels enabling us to promote the work that Age UK London does in the best way possible.

Fundraising

Age UK London implemented a new fundraising strategy over the course of the last year which saw the organisation focus on community and relational fundraising.

The new strategy, alongside increased fundraising resource and staff time, has seen an increase in fundraising income.

As a result of our work:

- We are beginning to diversify our income streams to enable us to be more sustainable as an organisation.
- We are engaging with companies at an increased rate and generating additional volunteering opportunities.
- We are arranging fundraising events for people who want to celebrate and support older people.



Age UK London Website

33,250 individuals
visited the website last year,
clocking up over 74,000 page views

Age UK London Blog

Our blog saw **161%**
more visitors than last year - an
amazing increase!



Our Subsidiary and Affiliated Organisations

Healthwatch City of London



Healthwatch City of London was established in April 2013 to make health and social care better for City people and to help patients get the best out of their local health and care services.

Building on the foundations of the previous three years, we continued our comprehensive programme of engagement across the City in 2016/17 and specifically:

The CityHealth Directory

We relaunched the CityHealth Directory in January 2016, and usage has significantly increased over the past year.

During the calendar year, we experienced a third more activity on the website and nearly a third more unique users than the previous year. Figures also showed that people were returning to the CityHealth website and spending more time on it.

As a result of our work:

- A range of targeted leaflets was produced to inform different population groups about what Healthwatch City of London does and how they can access health and social care information in the City.
- The number of page views for the CityHealth directory increased by over 24,000 last year.

“Enter and View” at St Bartholomew’s Hospital

Healthwatch staff and volunteers carried out visits to St Bartholomew’s Hospital in December 2016 to observe and talk with patients, carers and staff about the nutrition and catering at the hospital. The visits were designed to coincide with the start of the new catering company at Bart’s Health NHS Trust.

Oncology, haematology, cardiac and cystic fibrosis wards were visited at different times throughout the day to witness different meal servings and talk to patients and carers.

As a result of our work:

- The recommendations in our “Enter and View” report are part of the new catering contract at St Bartholomew’s Hospital.

Sustainability Transformation Plans (STP)

Healthwatch City of London organised a large public consultation event in partnership with the City of London Corporation to introduce and explain this new initiative to City people. Discussion sessions covered how Healthwatch City of London and the public could influence the plan to ensure we get the best services for our population.

The full report of the event is available at the Healthwatch City of London website: www.healthwatchcityoflondon.org.uk/useful-info

As a result of our work:

- The Healthwatch City of London Officer has now been appointed to the Transformation Board. This is being co-ordinated by the City and Hackney CCG and will enable us to ensure that local residents have a voice in the new transformation process.

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.

Befriending

In July 2016 Age Concern City of London (ACCoL) was successful in securing the contract to deliver a befriending service in the City. We launched the service at an event at the Guildhall in September. Offering one-to-one befriending and telephone befriending delivered in partnership with Age UK East London, the contract also enables us to link isolated City residents in with existing group activities in their local area, thanks to the group-based befriending element.

Care Navigation Contract

Funded by the City of London, the Care Navigation service works closely with their Adult Social Care Team to ensure older City residents receive coordinated health and social care services, enabling them to live safely and independently at home. This is delivered in partnership with Age UK East London. As a result of its success it has now been extended until 2018.

Out and About

Our clients have benefited from a range of outings this year, with the highlight being a summer trip to Greenwich, including a tour of the painted chapel and a boat trip.

In November, ACCoL supported the Memory Group to take a group of ten members with dementia to see a West End matinee of the show Jersey Boys. Two new volunteers accompanied the group and enjoyed helping out so much that they have decided to run a group for elders on their own estate.

Health and Wellbeing

Our regular health walks continue to be one of the most popular ways for older City residents to keep fit and active. They support wellbeing in the broadest sense, with our highly skilled volunteers providing friendship, a listening ear and signposting to other services. We offer four walks a month for a variety of abilities, including our entry-level walk starting and finishing at Bart’s hospital, for those who are suffering from life-limiting conditions or are just getting back into walking after surgery or a period of ill-health. In the period 2015-16, we saw 395 attendances in total, by 95 individuals, of whom 29 were new to ACCoL.

Digital Inclusion

Our City Volunteers project (funded by Awards for All) ran until September 2016. This enabled us to develop relationships with a range of corporates who have supported City residents through Techy Tea Parties, gadget clinics and other digital events such as our regular Audiobook sessions with Amazon Audible.

As a result of this funded project we now have close links with a number of Corporates in and around the City, ensuring that our essential digital literacy work can continue. We also have a number of digital volunteers who can provide one to one help to older City residents by arrangement. This support is focussed on the most vulnerable and disadvantaged individuals, both on the Mansell Street estate and in Tudor Rose Court sheltered accommodation.

Reducing Isolation, Building Community

All of our provision in the City is community-focussed, volunteer-driven, and co-produced with local people. We benefit from having an active group of volunteers who are City residents and understand the needs of their community as well as the challenges and opportunities of the square mile. Services are focussed on reducing isolation and creating space for meaningful relationships to develop as naturally as possible. The transition from 'service user' to volunteer is seamless, with many people contributing in different ways and their contribution being recognised through City of London Time Credits, which can be spent on activities within the Square Mile.

Our City Concern project (funded by Wakefield Tetley) enabled us to put extra resource into those areas where people were known to be isolated or more disadvantaged. For example, in Portsoken in the East of the City, we have started working with the Bengali community on Mansell Street estate to train up peer volunteers, helping to put in place English classes, coffee mornings and digital support to enable them to be more integrated and better connected with their wider community.

We work closely with other agencies in the square mile, such as City Advice, City Healthwatch, the Memory Club and CityPlay East, as well as with local estate managers and tenants' groups, to ensure that we reach as many older people as possible.



As a result of our work:

- Isolation has been reduced for the most vulnerable City residents
- Fitness levels have been maintained or improved for the majority of regular walkers
- Older BME women on Mansell Street have improved their digital literacy and become more engaged with the wider community

Age UK London Trading



The Age UK Group offers a range of products & services tailor-made for the over-50s including: car, home and travel insurances; funeral plans; equity release and legal and will-writing services; as well as a number of products to aid independent living. All products are specifically designed for people in later life.

Age UK London Trading, launched in April 2011, now has three outlets in London, located in Camden, Croydon and Romford. All are contactable by telephone and each has a team of dedicated staff available Monday-Friday from 9am to 5pm. In addition to availability by phone, each office provides a face-to-face service for customers who wish to speak to someone in person.

Achievements

- Age UK London Trading is an 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 Camden, Croydon and Romford.
- Helped just under 30,000 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 generated a total income in excess of £685,000 over the course of the financial year.
- Net profits in excess of £340,000 were gift-aided to Age UKs in London.

As a result of our work:

- Older people across London have had access to a dedicated range of products & services tailored to their needs from a fully trained and authorised team of supervisors and arrangers.
- Age UK organisations across London have received significant additional unrestricted funds to help with the provision of services for older people across their boroughs.

Contact Age UK London Trading free on 0800 328 6089

Business Directory

Background

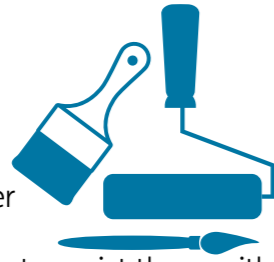
The Business Directory is an online directory of vetted businesses across London which provides support for older people when choosing a tradesperson or service provider to assist them with work in their home or garden to help them love later life. The service was established as a response to calls made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



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 trader gets on the directory without our staff having undertaken checks and met the business face to face: see below.
- Access to advice and support: the web site 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 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 (minimum cover £2 million)
- A copy of their Employers' Liability insurance schedule, if applicable (minimum cover £5 million)
- A copy of professional indemnity insurance, if applicable (minimum cover £2 million)
- Copies of membership certificates for any trade associations or professional bodies
- Details for a minimum of two customer references
- Details of a trade reference or a third customer reference
- Agreement with our Customer Charter
- We require that they sign a Trading Standards declaration

Our Social Impact

In the last year 22,559 searches were made on the website from unique users, resulting in 167,367 page views. In addition, around 8678 calls were received by the team last year, with an answer rate of 88.6%.

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.

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 and over 93% of service users would recommend the business directory to others.

Additionally, 31% of service users are accessing the business directory through the internet (compared to 21% from the previous year) and 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 to ensure their safety



Find out more about the Age UK London Business Directory...
Freephone: 0800 334 5056
Visit: www.aublondon.co.uk

Looking to the Future



Is the glass half full or half empty? With rising costs, increased competition, cuts in public funding and the challenging coverage of charities in the press, it is tempting to think of this period as difficult. But these times also bring opportunities and a chance to look again at how we work for our beneficiaries - older people and the groups that support them.

The possibility of a new London Hub for the voluntary sector brings opportunities for us to carry on demonstrating how good Age UK London is at supporting the organisations in the community that make a real difference to the lives of older people. The work we did under the Fit 4 Purpose funding in recent years has given us a unique position to support this move towards safeguarding civil society in London and we look forward to working with London Voluntary Sector Council on this exciting development.

The older renters project was specifically looking at those in the private sector, but with the recent tragedy at Grenfell Tower, the public's focus has shifted to those in social housing. The wider housing experiences of older people is a natural step on from this year's work and we are actively seeking funding for this.

The work with local Age UKs will continue to explore ways of helping the Age UK network in London work better together - through sharing resources, knowledge and skills. A strong and vibrant network of local Age UKs in London is vital to ensure that older people continue to get the help and support they need, and Age UK London has just that.

Our connections with the corporate world are growing - companies want to fulfil their corporate social responsibility commitments and we are exceptionally well placed to help them with this. Our "Techy Tea Parties" provide older people with some much needed help and support whilst the businesses get to share their expertise and make a difference to older people's lives - a real "win-win" arrangement.

2018 will see the next round of local council elections in the London Boroughs, and once again we will be surveying older people and preparing a manifesto for older Londoners to take to the various political parties. At a time when funding is under pressure and there is ill-judged criticism of older people for the support they get, this is an important time for us to be promoting the positive contribution that older people make in the community.

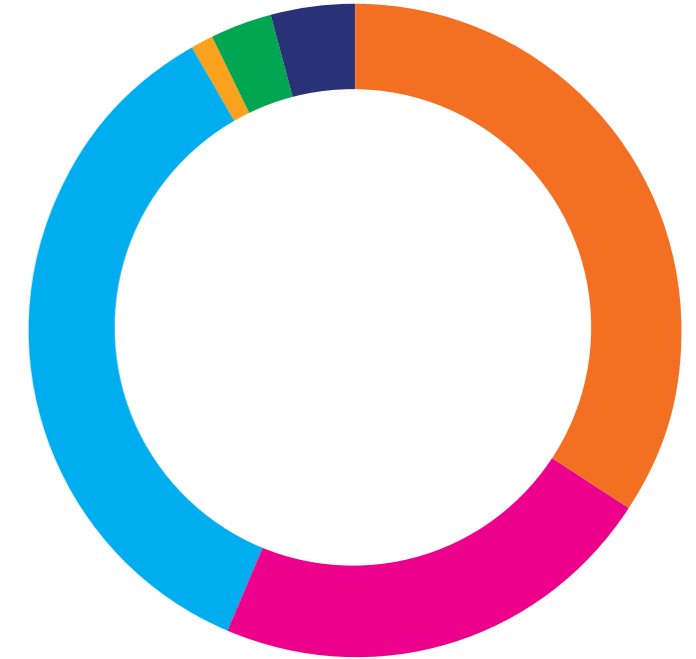
To get this and other messages across we will be expanding our social media presence and increasing our reach - the more people know about us and the issues of older people in London, the greater our influence will be in shaping a London fit for older people to live in.

Paul Goulden
Chief Executive
Age UK London

Financial Information

Income 2016/17 - £1,934,000

- Legacies and donations - £649,000 - 34%
- Charitable projects - £431,000 - 22%
- Trading - £677,000 - 35%
- Retail Business Directory - £64,000 - 3%
- Other - £26,000 - 1%
- Investment Gains - £87,000 - 5%



Expenditure 2016/17 - £1,499,000

- Fundraising - £87,000 - 6%
- Trading - £338,000 - 23%
- Retail Business Directory - £52,000 - 3%

Charitable Activities:

- Voice and engagement - £158,000 - 11%
- Developing age friendly services - £520,000 - 35%
- Collaborating with older people's organisations - £52,000 - 3%
- Grants to local Age UKs - £292,000 - 19%



Thank You!

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

Accenture	Lloyds
Age Action Alliance	London Borough of Croydon
Age England Association	London Borough of Lewisham
Age UK	London Councils
Age UKs in London	London Fairness Commission
Ageing Without Children	London South Bank University
Allergy UK	London Trading Standards
Allied Health Solutions	Lorien
Amazon Audible	LOPAG
AND Digital	LOPSG
Apple	LVSC
Artizan Library	Mayor of London
Awards for All	Merrill Lynch
BNY Mellon	Metro Bank
Barbican Library	Metropolitan Police Service
Barclays Bank	National Energy Action
The Brandenburg Choral Festival of London	The Nationwide Foundation
Cancer Research UK	Older people's forums in London
Capital Group	Opening Doors London
Care and Repair	Ofgem
CEB Global	Pension Wise
Centre for Ageing Better	Pension Advisory Service
City and Guilds	Pocklington Trust
City Bridge Trust	Positive Ageing in London (PAiL)
Clifford Chance	Parliamentary Outreach Team
City of London Corporation	Royal Albert Hall
Dementia Action Alliance	Santander
Department for Work and Pensions	The Shaw Trust
Department of Health	Sitra
Fragomen LLP	Small Charities Coalition
GIC Singapore	Spice Time Credits
GiveACar	Spotify
Go ON UK	Team London
Greater London Authority	Telstra Global
Greater London Volunteering	TimeBank
Greater London Forum for Older People	Transport for London
The Green Box, Portsoken	UCL School of Pharmacy
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Informa	UK Power Networks
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