

Our Strategy

2025-28



Our Vision

is for all older people in the London Borough of Richmond upon Thames to live their best later life.

Our Mission

is to support, empower and connect older people in the London Borough of Richmond upon Thames, to enable them to live fulfilling, healthy and independent later lives.



Our Values

Caring

We are compassionate and kind in how we work, putting the needs of older people first.

Professional

We are knowledgeable and experienced, aiming to provide the very best service.

Inclusive

We look to ensure our services are accessible and welcoming to all.

Responsive

We listen and adapt our services to the needs of older people, reducing barriers to access.

Innovative

We are creative, always looking for new ways of doing things and not being afraid to try.

Collaborative

We always look for ways to work in partnership with others, and involve older people in our development.



‘Your efforts truly alleviate the pressures we face and enable us to provide better care and support. Richmond is incredibly fortunate to have such a dedicated and skilled team available to assist with these vital services.’

Local Authority Partner

Executive Summary

Age UK Richmond upon Thames is a local independent charity that has been supporting local older people in the London Borough of Richmond upon Thames for 60 years.

Our new strategic plan for 2025-28 comes at an important point for the charity as we look to the future and build on our outstanding reputation for working in partnership and positively impacting lives locally.

The population of Richmond upon Thames continues to age, with 25% of the population forecasted to be over 65 by 2043. Older people will change - new generations of older people will have different needs and may want those needs met differently. We must start considering what older people might want from us in 10 years now.

Health & Social Care and Voluntary Sector services will continue to be under pressure. The environment for charities nationally will likely continue to be difficult.

This strategy outlines how we plan to respond to these challenges, while continuing to provide the best possible services to the local older people we serve and look forward.

We believe in the importance of partnership and collaboration. We value our long-standing partnerships with our local voluntary sector, NHS, grant funders and local authority partners and we will continue to make working together a key principle of our approach.

We thank all those who have engaged with us to help develop this strategy – older people, unpaid carers, our staff and volunteers and local partners.

Gavin Shand
Chief Executive

Did you know? Age UK Richmond upon Thames is a local independent charity. We are a local partner of the national charity Age UK, but completely independent. This means we are governed by our own local Board of Trustees, design services to meet local need and we must raise our own funds ourselves. We rely on the support of local funders and individuals.

Our Services

CILS - Community Independent Living Service

CILS is a partnership of 20 local charities supporting adults of all ages to live independently, improve wellbeing and stay connected with their local community. Age UK Richmond leads this partnership, and delivers many of the services.

Wellbeing Services and our three Social & Wellbeing Centres

We provide an extensive low-cost or free borough-wide programme of activities covering health, fitness; social opportunities, companionship & education and learning opportunities at our three busy social & wellbeing centres and at other community locations. Our popular centres in Barnes, Whitton and Twickenham offer an amazing 85 different activities a week.

The aim of our Wellbeing Services is to help promote healthy living, independence and to improve physical and emotional wellbeing. We get older people into the healthy habits of staying active, learning new skills and forming social connections.

Information & Advice - Advice Helpline and Money & Benefits

We offer a free and confidential Advice Helpline which enables older people, their families and carers to have access to information on a wide range of issues by our skilled advisors. Our Money & Benefits service provides support to older people in Richmond upon Thames over state pension age to help them claim welfare benefits, grants and other financial support that may be available to them.

Home Services

Our Home Services, which includes Handyperson, Gardening and Housekeeping, enhance the quality of life for older people by focusing on safety, security and independence, allowing them to live happily in their own homes for longer.

Nightingale Service

Our free Nightingale service supports older people leaving hospital or who have become unwell in the community with a focus on the most vulnerable such as those living alone - working closely with NHS hospital discharge teams to increase speed of discharges and avoid early readmission.

The service offers a wide range of practical and emotional support to help people get back on their feet again, such as fitting keysafes, creating a safe space on returning from hospital and arranging hospital equipment to be delivered. Also provided is help around the home, picking up the shopping, arranging transport or accompanying individuals to appointments.

Dementia Friendly Richmond

Dementia Friendly Richmond aims to create an inclusive borough where all residents affected by dementia are empowered and supported to live well.

Dementia Friendly Richmond is a partnership of local individuals and organisations who are committed to making the borough a more welcoming place to those living with Dementia, coordinated and led by Age UK Richmond. Members work towards action points to make their organisation more Dementia friendly, such as holding Dementia Friends information sessions with their staff and volunteers, adapting in-house signage and offering dementia inclusive activities.

Connect to Tech

Our free 'Connect to Tech' digital skills service helps reduce digital exclusion among local older people, working in partnership with other local charities. We aim to make technology more accessible, helping to keep people living independently and better connected. We provide support to those totally new to technology and those looking to increase their skills - with home visits and group sessions available.

Mental Health Peer Support

We provide free and confidential mental health peer support for older people, which is delivered as part of an individual's treatment for a severe or enduring mental health condition. We work with South West London and St George's Mental Health NHS Trust and other local charities to provide this service.



‘The handyman service is a lifeline for me, I live alone and can’t do any jobs like this. My husband used to do it when he was with us. I feel secure in the knowledge that there is a trusted service I can call upon.’

Home Services Client

Our borough

Age Profile



16% of the population of Richmond upon Thames is over 65 or 31,000 people – higher than the London average. 25% of the population of the borough is forecasted to be over 65 by 2043. 17% growth in older population is expected between 2025 – 2030, putting more pressure on health, social care and voluntary sector services.

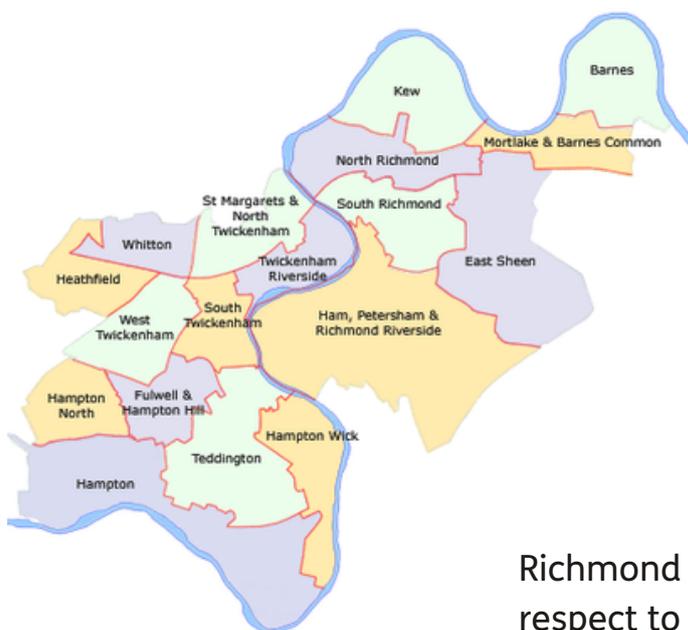
Loneliness



12% of households in Richmond upon Thames are a single person. Older people in Ham, Hampton, Twickenham and South Richmond are at particular risk of loneliness.

Levels of Deprivation

Richmond upon Thames has one of the lowest levels of income deprivation affecting older people in London, however it is still considerable at 9.4%. There are areas of the borough with particularly significant deprivation including Hampton North, Ham, Petersham, Richmond Riverside and Heathfield.



Richmond upon Thames is considered highly deprived in respect to housing due to extremely high house prices and rents, which puts pressure on older renters in particular.



Unpaid Carers



16% of people over 65 in Richmond upon Thames provide some form of unpaid care.

Life Expectancy

Healthy life expectancy in Richmond upon Thames is 88 for females and 85 for males.

Dementia

The number of people with dementia in the borough is predicted to increase to 3,835 by 2035.



Mobility and frailty

The number of older people with a health condition that limits them substantially is forecast to increase 68% by 2040.



Our Society

Engagement



Older people are changing. The way they engage with services and want to be engaged with will continue to change.

Hardship



Many older people face some form of hardship – not always just financially, but physically or emotionally.

Technology



The digital divide will likely deepen but become narrower.

Access to Services

Older people, families and local authorities face increasing challenges in accessing and paying for good quality care.



NHS and adult social care services are under increasing pressure. There is a will to shift from cure to prevention, but financial pressures may make this difficult to achieve.

NHS models are shifting, most recently with the development of Integrated Care System which for Age UK Richmond is across South West London.

Financial Climate

The financial climate for charities is difficult, with reduced and more competition for funding combined with rising costs.



Living Alone



A quarter of people over 50 live alone nationally, and there has been a particular increase in the number of men over 65 living alone.

Life Expectancy



Rising life expectancy and a burgeoning older population means many will live longer and work to a much older age.

Inequalities



Inequality increases with age – gaps in wealth and health are greatest in later life and set to widen.

LGBTQ+ & Minorities



Number of people over 65 from black, Asian and minority ethnic backgrounds and LGBTQ+ community is set to increase significantly. Loneliness is significantly higher among these groups.



‘I wanted to take a moment to express our sincere gratitude for the invaluable support you provide to Richmond patients. Without your timely and dedicated assistance, many patients would face prolonged delays in hospital, often unnecessarily.’

NHS Partner

Key Strategic Objectives

Objective 1:

Ensure older people live well for longer by delivering responsive and flexible services with a particular emphasis on tackling hardship, focusing on prevention, expanding reach and thinking about the older people of the future.

Objective 2:

Deliver more coordinated services for older people and raise awareness by focusing on working together, partnerships, collaboration and engagement in all aspects of our work.

Objective 3:

Improve the services and support available for those with dementia, and those who care for them.

Objective 4:

Achieve organisational excellence and sustainability by looking to the future, focusing on service quality & efficiency, maximising & diversifying income and developing our staff & volunteers.



Objective 1:

Ensure older people live well for longer by delivering responsive and flexible services with a particular emphasis on tackling hardship, focusing on prevention, expanding reach and thinking about the older people of the future.

We want to find and engage with more older people in Richmond upon Thames who could benefit from our support. We will be thinking now about what older people may need from us in 10 years time. We want to improve the outcomes we achieve. We will focus on tackling hardship whether that be financial, emotional or physical and enhancing our prevention focused approach.

Deliver responsive services, regularly reviewing reach and areas for improvement.

Investigate what older people might need from us in 10 years time, and how services need to change.

Look to develop new and existing services where there are opportunities, demand and it is sustainable to do so.

Focus on doing what we can to further support those who could be considered most in need – including those on lower incomes, particularly isolated, those with health conditions and unpaid carers.

Focus on prevention, and how we can further reduce or delay the need for wider health & social care services through our work and partnerships.

Take a holistic, personalised and proactive approach.

Support positive mental health among older people, which can go overlooked.

Look for ways to improve outcomes being achieved including how these can be demonstrated.



Objective 2:

Deliver more coordinated services for older people and raise awareness by focusing on working together, partnerships, collaboration and engagement in all aspects of our work.

We have a strong reputation for working with others, and we will build on these partnerships and collaborations to further enhance services and impact. We will share our knowledge and experiences with others, work together to fill gaps and explore ways to enhance our leadership role locally. We will look to continue to use every tool available to us to increase awareness of our services.

Deepen and develop new partnerships with the local voluntary sector, social care and health services and share learning.

Consider if we can enhance our leadership role locally in ways that helps support the health, social care and voluntary systems systems we are part of.

Develop partnerships and services with partners at a regional and national level where there are opportunities to do, such as across South West London and with other London Age UK's.

Further increase awareness of our services among older people, unpaid carers, family members as well as among voluntary sector and health & social care partners. Ensure communication is accessible by using both digital and non-digital tools where possible.

Support the delivery of wider strategies such as those of our local authority, NHS and grant funder partners.



Objective 3:

Improve the services and support available for those with dementia, and those who care for them.

We will continue to work in partnership to make the borough a more inclusive place for people living with dementia, their unpaid carers and family members - improving services where we can. We will support older people to reduce their risk of developing dementia. We also recognise that many people with dementia have other diagnosed conditions, and therefore a personalised approach is needed.

Use our voice through Dementia Friendly Richmond to raise awareness of dementia, influence decision makers and make the borough more dementia inclusive.

Explore if we can play a leadership role in bringing health, social care and voluntary sector dementia services together in a way that will truly improve the journey for people with dementia & carers.

Increase engagement with support that helps older people stay mentally, physically and socially active which evidence suggests helps reduce the risks of developing dementia.

Work in partnership to develop existing or new services for older people with dementia and carers where there is a need and it is sustainable to do so, while being aware of comorbidity.

Provide training in dementia to our own staff and volunteers, as well as to others in the borough.



Objective 4:

Achieve organisational excellence and sustainability by looking to the future; focusing on service quality & efficiency; maximising & diversifying income and developing our staff & volunteers.

We must look to the future in all aspects of our work. We must consider how the organisation must change to reflect the needs of future generations of older people who may be very different. A more challenging fundraising environment combined with rising costs means there is a need for us to maximise income and efficiency, and ensure decisions are always made with sustainability in mind. We will also ensure we continue to show how we value our staff & volunteers.

Consider what older people in the future will want from us, and how we shape the charity to meet these needs.

Take a more strategic approach to fundraising, with a clearer focus on what works well. We will encourage and promote gift in will giving among the older people we support, championing the impact of giving locally.

Carefully consider financial sustainability when making decisions around expenditure and development of services.

Consider ways to increase financial performance of chargeable services and develop new ones, while also looking to maximise affordability for those on lower incomes.

Look for opportunities to maximise efficient use of resources.

Support and develop staff & volunteers, including encouraging learning and training.

Maintain our quality standard accreditations.



'I moved to Barnes six years ago and have Age UK Richmond to thank for classes I enjoy and also have made many friends. When I started physiotherapy in hospital, the falls classes at the centre meant my muscles were in really good shape and has meant I have got more mobile very quickly.'

Wellbeing Services Client

How you can help us

Age UK Richmond upon Thames is a local independent charity. We are a local partner of the national charity Age UK, but completely independent of it. We are dependent on local support for the vast majority of our income.

There are many ways you can support our work. Every single donation is important to us and goes a long way to help someone who need us in the borough.

Financial support: Make a donation, leave a gift in your will, sponsor us, hold fundraising events. To support our local work, please ensure you are giving to 'Age UK Richmond upon Thames' charity number 1084211.

Volunteer support: Volunteer your skills, time or resources.

Raise Awareness: Tell others what we do and the services we provide, let others know who we are – an independent charity providing local services and needing local support.

Give us feedback: Tell us what's working well or where we can improve.

We thank all those who support our work now and in the future. To find out more about how you can make a real difference locally, please visit our website or get in touch.



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