Together we’re stronger

Highlights from our network in England 2014/15
The Age UK network – stronger than the sum of its parts.

Vibrant partnership
We’re a vibrant partnership of national and local organisations, working towards a common vision of a world where everyone can love later life.

With local Age UKs covering 96 per cent of English postcodes together with national organisations working in Wales, Scotland and Northern Ireland, the Age UK network speaks out for older people, lends a helping hand through thousands of direct services and empowers older people to make informed choices about their future.

Sharing expertise and innovation
An important part of our network’s collective strength lies in our commitment to share our expertise about what works and what doesn’t, by listening to the voices of the millions of older people we support.

We work together to develop and test innovative and sustainable solutions that respond to what older people tell us they want, and adapt them to cater for local needs at the very heart of communities.

Sustainability
Sustainability is vital too. Given the many and increasing demographic and financial challenges the UK is facing, our network is focused on innovation that not only delivers improved outcomes for older people, but does so in a way that saves money. Increasingly, this means bringing together a wider partnership of local health and care providers and the voluntary sector.

Shared Strategy
In England, the Age UK network has a Shared Strategy which sets out our common ambitions and goals (see page 5). This report sets out our achievements under each of these ambitions.

Thank you to all the people who support the Age UK network – including our funders, trustees, staff and over 75,000 volunteers and campaigners. Their support is invaluable. It means we can work together day in, day out to help as many people as possible to love later life.
The Age UK network

We’re local and national
The Age UK network is a partnership of local and national organisations and includes Age UK, Age Cymru, Age Scotland and Age NI. Age UK works alongside over 160 local Age UKs in England, charities in their own right that, as well as working with Age UK, work together locally and regionally to make a bigger collective impact. In Wales, Age Cymru works with eight local Age Cymru partners. The network also includes Friends of Age UK and older peoples’ Forums, who are mainly smaller community groups. Age UK, local Age UKs and Friends of local Age UKs are all members of the Age England Association, which supports cooperation and collaboration across our network.

We’re charitable
Age UK and local Age UKs have a shared strategy which includes six ambitions that shape everything we do, ambitions that reflect the priorities that people in later life have told us matter to them – money, wellbeing, health and care, home, community and voice. We work day in, day out to achieve them with support of donors, campaigners, staff and volunteers.

We’re a social enterprise
Age UK and many local Age UKs generate important income through the sale of specially selected products and services designed with older people in mind, including financial services and independent living products, as well as by running charity shops. All net profits are donated to the national or local charity, enabling the network to spend far more on charitable work than it receives through fundraising income.

Together, we can create a world where everyone can love later life.

Our Shared Strategy ambitions

We want to see a world where...

| Your money | Everyone in later life has a decent income. |
| Your wellbeing | Everyone in later life can feel well and enjoy life as much as possible. |
| Your health & care | Everyone in later life can access high quality health and care services. |
| Your home | Everyone in later life feels comfortable, safe and secure at home. |
| Your community | Everyone in later life feels valued by their local community with opportunities to join in, volunteer, learn or work. |
| Your voice | Everyone in later life, as a citizen with rights, has their voice heard and can influence decisions that affect them. |

1 Including Age Isle of Man.
Reached over 25,000 older people with regular befriending services.

Reached nearly 5.7 million with our information and advice.

An average of 131,941 unique visitors a month to local Age UK websites.

The national charity has supported more than 50 local Age UKs to develop integrated care models in their local area.

470,927 people reached through our winter warmth programmes.

6 million unique visitors to www.ageuk.org.uk

153 local Age UKs supported campaigns led by the national charity.

159 local Age UKs offered older people leisure, social or educational activities.
Your money

The Age UK network enables people in later life to make the most of their money by offering trusted information and advice. Together, we campaign to improve pensions and tackle pensioner poverty to ensure that everyone has a sufficient income.

There are just below 1.3 million older people living in poverty or severe poverty in England.² Despite this, about £3.7 billion of income-related benefits are unclaimed by pensioners in Great Britain every year. Poverty in later life can mean a miserable existence, leading to ill health and isolation.³

In 2014/15, Age UK and our local partners in England identified over £180 million in unclaimed benefits. Our research shows that older people who went on to claim this money spent it on essential items such as food, paying utility bills and getting practical help at home.

Age UK’s benefits entitlement work is also supported by the Planning for Later Life programme, funded through a partnership with Prudential. The programme is delivered by 21 local partners across England and our national partner, Age Scotland. In 2014/15, the programme supported 7,231 people by providing advice during significant life events.

Fifty eight local Age UKs have integrated their service with Age UK’s national advice line to cover out of hours calls. Last year, the national charity took 13,198 calls transferred from local Age UKs.

We identified over £180 million in benefits which older people were entitled to.

162 out of 165 local Age UKs delivered face-to-face advice.

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² Households Below Average Income 2013/14, DWP 2015, Table 6.6db (After Housing Costs), DWP, 2015.
The Age UK network inspires older people to get active and be healthier. We offer befriending services to tackle loneliness and isolation, deliver services aimed at people living with dementia, and host thousands of activities and events which bring older people together to have fun.

Loneliness can have a profound effect on quality of life, with serious implications for physical and mental health. Today in England, nearly a million older people say they are often or always lonely.4

In 2014/15, over 120 local Age UKs delivered a befriending service. Together with Age UK’s national befriending service, Call in Time, the network in England reached over 25,000 older people with regular befriending.

Our national awareness raising campaign, ‘No one should have no one’ has inspired people to reach out to older people in their community and encouraged them to support our work. The campaign launch reached over 10 million people on Twitter alone.

Age UK has piloted innovative approaches to combating loneliness amongst people who are hard to reach, working with seven local Age UKs. The national charity has taken a similar approach with dementia, working alongside 46 local Age UKs to assess how services could be made more dementia friendly.

Supporting people to make lifestyle changes and get active helps reduce isolation, improves health and enables greater independence. The nationally run programme, fit for the future, funded active ageing activities in 11 local Age UKs, reaching 4,799 older people.

Over 150 local Age UKs delivered social, leisure and educational activities.

4 TNS survey for Age UK, April 2014 and mid-2014 population estimates, ONS 2015.
The Age UK network campaigns for high quality care so that older people are treated with the dignity and respect that they deserve. Together, we are pioneering integrated care that joins up health, social care and voluntary services. Many local Age UKs deliver a range of tailored health care services, enabling people to stay independent and well for as long as possible.

Older people should expect high quality, joined up health and care services, personalised to their needs. Yet, only 36 per cent of the public are confident that older people are treated with dignity when receiving social care.  

To better join up health and care services and put older people in control of their own health and wellbeing, Age UK has developed an innovative integrated care service model, focused on person-centred care.

The model involves Age UK and local Age UKs bringing together local health and care services, and other voluntary organisations, to provide a combination of medical and non-medical support – with the aim of reducing unplanned admissions to hospital. Sites have now been established in eight areas, with over 50 local Age UKs working to integrate local services.

During the winter of 2014/15, Age UK responded to the Government’s calls for the voluntary sector to work together to help tackle the crisis of long hospital waits and delayed admissions to hospital. Age UK worked with the British Red Cross and the Royal Voluntary Service to improve patient flows through NHS hospitals in 30 ‘hotspots’ – areas identified as having the worst figures for ‘delayed transfers of care’ (where people remain in hospital unnecessarily). The programme overall helped 9,159 older people, supported by 492 volunteers.

Early results show that our integrated care model has reduced preventable hospital admissions by 49% and improved wellbeing by 20%.

17,000 campaigners joined us in calling for more people receiving care to be protected by the Human Rights Act.

5 TNS Tracker survey for Age UK, Feb 2015, of adults aged 50+ in Great Britain.
The Age UK network campaigns for warmer homes and offers advice about staying warm in winter. Many local Age UKs have handyperson, home-support and gardening services, offering practical steps to ensure people stay independent at home for longer. Across the network, we encourage and support older people to get online.

Older people should be able to live safely and with dignity in good quality, warm, comfortable housing. Yet every winter one older person dies every seven minutes because of the cold. Age UK has calculated that the cost to the NHS in England of cold homes is £1.36 billion every year.

This year, Age UK has worked in partnership with over 100 local Age UKs to deliver winter warmth programmes that reached 470,927 older people. Support included information and advice about staying warm and well in winter, free home energy checks and the installation of free energy efficiency items. Thirty one local Age UKs delivered 3,198 energy checks and installed 22,885 energy efficiency items.

In 2014/15, around 120 local Age UKs supported over 90,000 older people with services that offer practical support in their homes. Support includes small maintenance jobs like fitting hand-rails, falls awareness checks to reduce home hazards and help with tasks like shopping, gardening and cleaning.

Helping people in later life learn much-needed digital skills can enable people to re-connect with friends, access services and stay in touch with family who aren’t close by. In 2014/15, around 80 local Age UKs offered services that helped people improve their IT skills.

Energy checks by local Age UKs have saved older people £139,774 in energy bills.

Over 90,000 older people supported by a practical help at home service.

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6 Age UK estimate using a ten-year average 2003/4 to 2012/13, from Excess Winter Mortality in England and Wales, ONS, November 2013.
7 The cost of cold 2012, Age UK.
The Age UK network inspires people to get involved in their local community and promotes the positive contribution that people in later life make. We have strong ties with communities right across the country, providing services that respond to local need. Our shared focus on quality helps ensure that we are effective at what we do and that our services are of a high standard.

For many, community is an important part of later life. Eighty seven per cent of people aged 65 plus feel they belong strongly to their neighbourhood. Older people contribute to their community, society and the economy in a number of ways, including volunteering. There are 2.5 million volunteers aged 65 plus in England alone. Volunteering has significant benefits – providing an opportunity to meet new people, increasing confidence and reducing stress.

Without volunteers, the work of the Age UK network would simply not happen. In 2014/15, over 30,000 volunteers supported a local Age UK. Of those, around 60 per cent are aged 50 or above and nearly 15 per cent are over 75. A further 45,000 volunteers and campaigners supported the national charity.

In 2013, Age UK and the Age England Association introduced Charity Commission-accredited Organisational Quality Standards to ensure that local Age UKs and Age UK itself were operating to a high standard. To date, 155 local Age UKs have been certified. Age UK is working with the remaining local Age UKs to secure accreditation. The national charity achieved Organisational Quality Standard certification in September 2015.

Age UK and our network of local Age UKs were supported by approximately 75,000 volunteers and campaigners.

9 Taking Part Survey 2013/14, Department for Culture, Media and Sport, 2014.
84 MPs have signed up to become Age Champions – helping Age UK ensure that the UK is a great place to grow older.

Many local Age UKs support individual older people to speak up for themselves with specialist advocacy services. Collectively, the Age UK network supports hundreds of community based groups, which bring people in later life together and create opportunities to ensure their voices are heard by national and local decision makers.

The Age UK network encourages thousands of people to speak up about issues which affect people in later life. In 2014/15, 153 local Age UKs supported campaigns led by the national charity.

This year, the Age UK network put older people’s voices at the heart of the General Election campaign. The national charity was supported by 60 local Age UKs who encouraged politicians to work with Age UK and older people to make this country a ‘great place to grow older’ over the next Parliament. Thirty eight local Age UKs held election events, bringing older people and prospective parliamentary candidates together.

Smaller organisations, called Friends of Age UK and older people’s Forums, also campaign on issues that affect their communities. Last year, 58 Friends and Forums supported campaigns run by the national charity, more than ever before.

Local Age UKs act as advocates in their local communities, often being representatives on groups that commission local services. They also offer advocacy services to help individuals speak up for themselves. Sixty local Age UKs delivered advocacy services this year. The top three areas where support was needed related to finances, care homes and mental health.

141 local Age UKs got involved with Age UK’s campaign for warm homes.
Key numbers in 2014/15

Total collective income of over £330 million.*

Approximately 75,000 volunteers and campaigners supported Age UK or their local Age UK.

Around 580 Age UK and local Age UK shops.

Local Age UKs offered over 1,700 services.

86% of people are aware of the Age UK brand.*

Estimated 11,000 staff across England.

1 million customers chose products such as home insurance, energy tariffs and funeral plans.

96% of English postcodes are covered by a local Age UK.

*Age UK and local Age UKs only.

*Charity Awareness Monitor, Oct’15, nfpSynergy.
How Age UK and local Age UKs fund our work

We raise much-needed income in a variety of ways. We are particularly grateful to the millions of supporters and donors who make our work possible.

Fundraising income
Age UK and many local Age UKs receive donations and legacies from individuals, public sector funding, support from national and local businesses and money from grant giving bodies. Fundraising remains the national charity’s biggest income source and makes a significant contribution to the income of most local Age UKs.

Paid-for services
Many local Age UKs also provide services on a paid-for basis, often in partnership with local authorities.

Social enterprise
Age UK, and many local Age UKs, are both charities and social enterprises. In 2014/15, Age UK worked with 131 local Age UKs to provide products and services which are tailored to the needs of people in later life. The net profits are used to fund charitable work. In 2014/15, £11 million was paid to local Age UKs in commission from Age UK Enterprises.

In 2014/15, the Age UK network also operated 580 charity shops, making it one of the largest networks of charity shops on the high street.

Grants from Age UK
Age UK, the national charity, provides grants and other financial support to local Age UKs. In 2014/15, Age UK paid £13.7 million in grants to local Age UKs (£11.1 million in 2013/14). Some of this includes money that Age UK received from other funding sources. This amount does not include commission from Age UK Enterprise.

We’d love your support

Donate
Donations which Age UK and local Age UKs receive from individuals, grant giving bodies and businesses are fundamental to our vital work.

Volunteer
Our volunteers are the backbone of our network. If you have time to spare, a skill to share or want to make new friends whilst helping a great cause, get in touch.

Fundraise
Tens of thousands of people raise money for Age UK and local Age UKs. We can give you the tools and the support to help your fundraising have the most impact.

Campaign
Each year thousands of people campaign with Age UK and local Age UKs to help improve the care, support and services people in later life receive.

We’d love to hear from you
To find out about how to contact your local Age UK and offer them support visit www.ageuk.org.uk/about-us/local-partners/

To find out more about how you can get involved with Age UK visit www.ageuk.org.uk/support or call 0800 169 87 87.

To find out more about the Age England Association, please email aea@ageengland.org.uk or call 020 3033 1551.
Together, we can create a world where everyone can love later life.