

Income & Expenditure



Income (£'000)	2016/17	2015/16
Donations & legacies	2,579	1,790
Other trading income	399	479
Investment income	0	1
Charitable activities	876	810
Total	3,854	3,080



Expenditure (£'000)	2016/17	2015/16
Fundraising costs	844	1,087
Fieldwork & service delivery	1,552	1,815
Policy & campaigning	317	409
Total	2,713	3,311
Surplus/(Deficit)	1,141	(231)

Our donors and supporters – who make it all possible

Without donations and legacies, which make up more than half of the charity's income, we would be unable to carry out our work aimed at helping older people across Scotland.

Corporate Support

Corporate donations over £1,000 and upwards from: Wood Group, Morton Fraser, Wiltshire Farm Foods, John Lewis, Search Consultancy Ltd, Caesar & Howie, McCarthy and Stone and Peak Scientific.

Trusts and Foundations

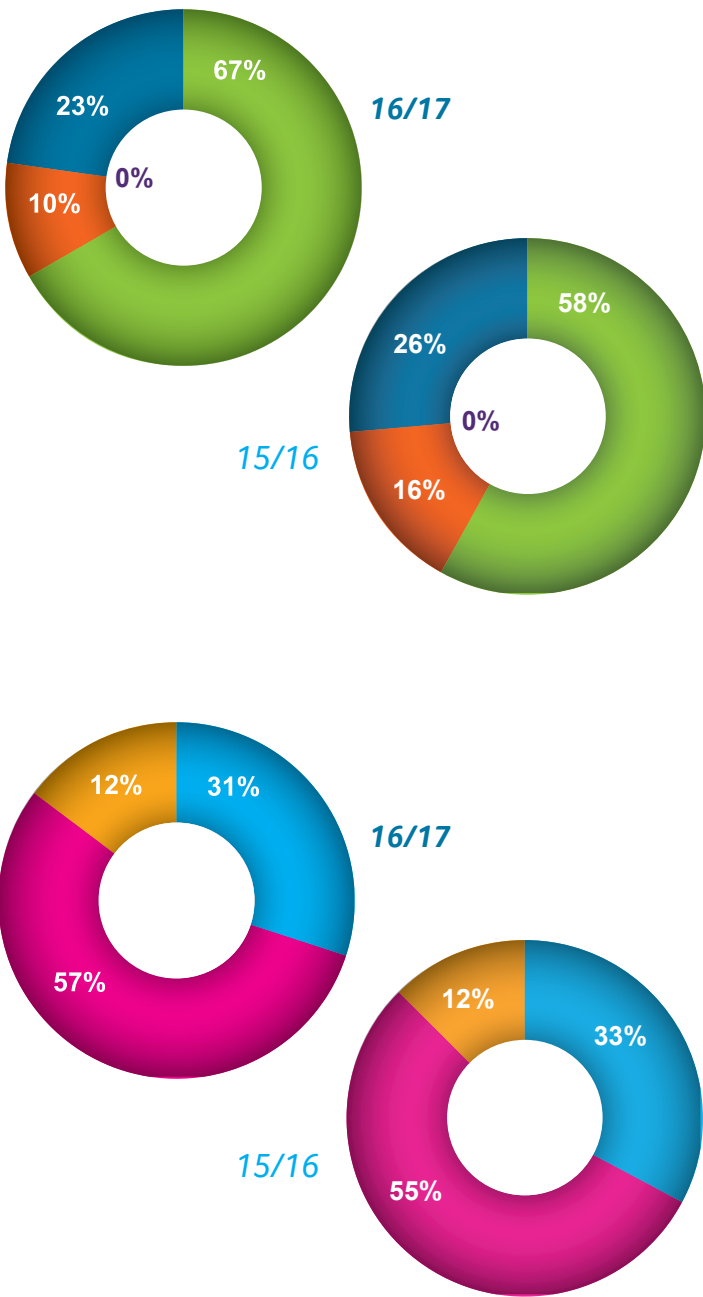
The following trusts donated £2,000 and upwards: Life Changes Trust, The J T Isles-Denny Charitable Trust, ELPD Charitable Trust, The Martin Connell Charitable Trust, The Row Fogo Charitable Trust, The Mrs Jean S Innes Charitable Trust, Foundation Scotland.

Age Scotland, part of the Age Network, is an independent charity dedicated to improving the later lives of everyone on the ageing journey, within a charitable company limited by guarantee and registered in Scotland. Registration number 153343 Charity Number SC010100 Registered Office: Causewayside House, 160 Causewayside, Edinburgh EH9 1PR.

AGE SCOTLAND

ANNUAL
REVIEW

2016 / 17

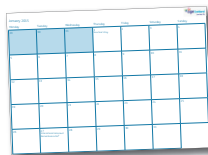


Our Helpline
team answered

16,170
calls

and identified over
£420,000

of benefits callers were entitled to



34,000
copies of our annual

'Hot Tips' calendar
went to older people across Scotland



Foreword

It has been another busy twelve months for the staff and volunteers at Age Scotland. I'm pleased to be able to report within this Annual Review news of: an increase in membership; another successful national conference and the development of our new Helpline. Against a backdrop of increasing cuts to the public purse we can also report a steadying of our financial position thanks to the decision taken in 2015/16 to restructure the Charity.

Our partnership with The Silverline ended during the year with the introduction of our own Helpline **0800 12 44 222** which has seamlessly continued to support Scotland's older population. We have increased our focus on tackling loneliness and social isolation via our Community Connecting service. We continue to welcome information about activities in their local area from member groups so we can re-connect people in their communities.

We have consciously worked to increase our media coverage so that the issues that matter to you are appropriately reflected on television, radio and in the newspapers. A number of exciting projects are now underway in the Charity to provide support for older people on a range of issues, from promoting dementia awareness to supporting Men's Sheds. We look forward to working with our members over the next year to promote the interests of older people in Scotland.

I would also like to thank the whole staff team for their work and dedication over the past year.

Yours sincerely,

Lord George Foulkes
Chairman, Age Scotland

2016/17 in summary

We promote positive views of ageing and later life

The Community Development Team continued to provide individual support and keeping in touch visits with many groups throughout the year. 17 Age Scotland network meetings were held to bring member groups together to share good practice, discuss issues and topics of common interest.

In conjunction with the University of Stirling, and funded by the Life Changes Trust, we undertook a major Quality of Life study to hear from people 50+ in Scotland about the kind of life they want to live in later years.

Our website is regularly updated with information and resources on our activities and campaigns. We have increased our social media reach and improved our relationships with national media which has increased media coverage for the Charity.

In March 2017 we ran a successful third National Conference on the topic of Lifelong Learning. 350 members, partners, exhibitors and staff took part in the presentations, discussions and workshops which culminated in the presentation of the 2017 Age Scotland awards recognising the work of our member groups and partners across the country.

We help older people to be as well as they can be

Autumn 2016 saw the Charity, in collaboration with the Scottish Government, hold consultation events with older people on the *A New Future For Social Security* paper. With nine events across the country, this was the most significant consultation process the Charity has engaged in to date.

The partnership with The Silver Line ended in this period and Age Scotland started to promote our own helpline number **0800 12 44 222** for information, friendship and advice from October 2016. The helpline dealt with 16,170 calls in the year, most of which were about benefits, housing and heating, and non-residential care.

"Since the training, I always use people's [with dementia] names. I'm kinder and acknowledge that they are there. I don't think I did that before"

Social Housing Tenant and Recipient of Age Scotland Early Stage Dementia Training

Age Scotland produces information factsheets and works with Age UK to ensure that their leaflets are suitable for use in Scotland. We created new *Money Matters* information resources and updated our benefits information resources (State Pension, Pension Credit, Carers Allowance, Attendance Allowance and Benefits Maze).

Our Early Stage Dementia Project, funded by the Life Changes Trust, has delivered training to all staff and over a thousand participants from member groups as we seek to make the Charity dementia aware. Our new information resources include nine publications on living well with dementia and reducing dementia risk.

Our Allied Health Professionals have delivered 'Age Awareness' and 'Looking After You' workshops as part of the Now & Next offering as well as Early Stage Dementia Awareness training. Events in the Scottish Parliament promoted the *Let's Get Moving* physical activity campaign and piloted *Body Boosting Bingo*.

More than 25,000 copies of *Advantage* magazine and 34,000 copies of the 2016 *Hot Tips* calendar were circulated in the past year. The Housing Consultation Roadshow visited and engaged groups in Grampian, Caithness, and Sutherland.

We tackle isolation and loneliness

Using monies from an underspend allocation from the Scottish Government we delivered a new £75,000 grants programme. It provided small grants to 153 of our member groups supporting a wealth of activities to bring people together, make friendships and take part in enjoyable and stimulating interests.

The First Minister launched this year's *No One Should Have No One* campaign which highlighted that over 50,000 older Scots would spend Christmas alone. The launch received significant television and newspaper coverage.

Our two Men's Sheds development officers traversed the country helping sheds get started and grow their activities, arranging study visits for new shedders to converse with more established sheds.

Our new Community Connecting service is being developed to enable helpline volunteers to help isolated older people find opportunities to get out and about in their local community. The support

of member groups in identifying and offering opportunities in their communities is pivotal to the success of the service in supporting isolated older people.

Developing Income Streams

We continued to be successful in securing funding from the Scottish Government, the Robertson Trust and the Life Changes Trust to support our activities.

Additionally, we continue to grow our existing income-generating operations and develop new initiatives to help secure the organisation's financial stability and further expand our Charity activities.

Commercial Services

Over the last year, Now & Next has worked hard to cultivate relationships in both public and private sectors. Our range of training services – Age Awareness, Early Stage Dementia, Promoting the Importance of Physical Exercise and Planning for Your Future – enable organisations to support increasingly ageing workforces. As this very important issue becomes a reality, we are perfectly placed to offer support and tools to help organisations to engage with older workers and hopefully reduce instances of age-bias.

Age Scotland Enterprises

This was the first year of the business being wholly owned by the Charity. It delivered an outstanding performance, driven by strong sales of both new home and car insurance policies combined with many new players to Age UK's weekly Lottery, which continues to grow annually. The funeral plan market remains competitive, however it was great to see customers still valuing the face to face service provided in our Edinburgh and Glasgow offices.

Age Scotland Trading

Having significantly restructured our retail business in 2015/16, we continue adapting to meet market and consumer demands and in 2016/17 it delivered a small profit in line with our expectations. The business continues to evolve in order to meet its primary objective of creating income for the Charity.

"It has given me the incentive to get up and be involved in something else therefore my physical health has improved."

'Shedder' from a Men's Shed supported by Age Scotland

Governance

Age Scotland membership continues to grow and by 31st March 2017 had risen to 1402. We are reviewing Membership Development to ensure that our resources are focussed where they are needed most to deliver the strategic plan.

We welcomed two new Regional Ambassadors to our growing team: Pauline Frazer in Dundee and Jean Taylor in Glasgow. Our Regional Ambassadors help the charity in a variety of ways including planning for network events and our National conference, giving talks, visits and support to member groups and representing Age Scotland at important committees and conferences.

We have also refreshed the Age Scotland Strategy through a process involving the Charity's Board and staff to renew our focus on three key strategic aims:

- We promote positive views of ageing and later life
- We help older people to be as well as they can be
- We tackle loneliness and isolation.

Looking ahead

We continually review our operations and activities, horizon-scanning to ensure that we are best placed to meet the challenges of the future. 2017-18 will see:

- a new Veterans' Rights project established as part of a consortium led by Poppy Scotland and funded by the Ministry of Defence
- a new Money Matters project established to deliver and evaluate financial capability roadshows with member groups, funded by the Money Advice Service
- the publication of the research undertaken with Men's Sheds to establish The Shed Effect and share good practice
- the publication of the research findings from the Quality of Life Study.

Thank you

We would like to thank our staff, volunteers, partners and trustees. It is you who make it possible for us to work towards a vision of a Scotland where everyone can love later life.

"Thank you so much for being there for me this morning you have no idea how much it meant to have an adult conversation... the lady was the first person I had spoken to properly for seven weeks"

Helpline Caller