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Supporting Local Age UKs to work with MPs & Local Authorities

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Introduction

It is vital that together as a network, we are able to effectively communicate with and influence policy makers both locally and nationally. That's why the Age UK's External Affairs team want to support you in your political engagement at this critical time.

The purpose of this pack is to provide resources and support for local Age UKs (LAUKs) when working with MPs and local authorities. We have also provided a range of case studies from across the network to demonstrate some of the approaches and considerations taken by some local Age UKs. We understand that the political situation will differ for each local Age UK; there is no obligation for your organisation to work with MPs or local authorities, nor is there one method that is superior to another.

In addition to all the resources in this pack, the Age UK Daily Update on Covid-19 email includes the latest political updates, and often contains information for local partners on how to interpret the latest Government guidance. If you currently do not receive these emails, but would like to please [click here](#).

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Context

Local Age UKs up and down the country work to support older people who need our help, and in these past few months more older people than ever have found themselves in this position. Prior to Covid-19 most of our work, with and for, older people was carried out face-to-face, and much of our income also relied on face-to-face fundraising, trading and delivery of services. Our services have transformed over the past two months to respond to the crisis. Whether it's by delivering essential supplies such as food shopping or medication, providing information and advice, or carrying out

befriending calls, there is little doubt that local Age UKs have been a lifeline to older people across the country during the pandemic.

Since the start of the Covid-19 pandemic our client group has increased significantly and is more vulnerable than before. At the same time our immediate financial viability and long-term future are both at risk as our income streams, such as shops, clubs and services, have been shut due to the pandemic. If local Age UKs close for good, it will be at a time when they are needed more than ever.

Working with your MP

Whether you have a relatively recently elected MP from the December 2019 intake who you have not worked with yet, or whether you have a seasoned MP who is already very supportive of your organisations' work, this guidance will hopefully provide you with all the necessary resources to work effectively with your MPs during Covid-19.

How does Age UK work with Government and how can my organisation support this?

The External Affairs Team at Age UK is responsible for influencing the UK Government on issues that affect older people, and to lead on Age UK's work in Westminster, as well as to work with key stakeholders to promote key policy areas.

Throughout the crisis we have sent all MPs weekly communications on Age UK's work, and information about how they can support older people in both their Parliamentary and constituency casework, [archive of these here](#).

During Covid-19 we have lobbied Government on:

- Financial support for the voluntary sector during the pandemic
- Getting PPE to care home and social care providers
- Covid-19 testing
- The DBS process and other safeguarding issues
- Food shopping
- Human rights
- Domestic Abuse
- Better access to cash and banking services
- Digital exclusion

As LAUKs are uniquely positioned as the leading voice in the community for older people we actively encourage you to engage your MPs in your work, and nationally we are on hand to support you in this if required. By working with your MPs during this time, you will be able to give them real insight into not only the issues older people face during Covid-19, and the vital contribution your

services provide to the community, but also how you're able to deliver such services in very difficult circumstances.

In April we provided LAUKs with a template letter to MPs about voluntary sector funding, which over 60 LAUKs used. We know that when we work together as a network, we can achieve great results. We reinforce strength and credibility in our messaging when we say the same things nationally and locally.

What are the additional benefits of working with MPs?

Working with your MPs can have lots of benefits beyond trying to influence Government policy. As community leaders, MPs often have extensive networks and can be well placed to assist with partnership working, corporate partnerships, local

funding opportunities and gaining support in kind.

Having a good relationship with your MP can also help spread the message about the good work your organisation does. MPs receive 100s of letters per week from constituents seeking information and advice, particularly around benefits, pensions, and health issues. It is often the case that a local voluntary organisation is better placed to be able to answer these enquiries, and so having your MP recommend your LAUK as a good source of information, advice and support could be very beneficial.

One local Age UK who has been able to work effectively with their local MPs, not just for influencing purposes, but also to gain practical support is Age UK Bradford District.

Age UK Bradford

Age UK Bradford District have always provided regular communication to their MPs and local Councillors, and this has helped forge strong working relationships with their representatives.

At local and general elections, they write to all their candidates about the work Age UK Bradford District does for older people and how, if elected they could work with them to support older people in the community. After the election, they write to the successful candidates to congratulate them, and to offer a meeting.

Age UK Bradford District then send Councillors and MPs updates about their work at least twice a year, as well as inviting them to any relevant events.

One of the MPs that Age UK Bradford District have been able to work with is Phillip Davies MP. After he was re-elected in December 2019, they were able to secure a meeting with him and his team. They asked for his help in creating corporate partnerships with local businesses and to build community partnerships with other voluntary sector organisations in the district. Mr Davies was able to use his extensive network to promote Age UK Bradford District, and even helped them find a new Trustee.

Since Covid-19, Age UK Bradford District have been communicating with MPs and Councillors more regularly and have seen an uptake in response. They have had communication with four out of five of their MPs and have been able to meet over Zoom with two of their MPs (with a third meeting booked shortly). Their key messages have echoed Age UKs calls for increased voluntary sector funding, but they were also able to demonstrate how they continue to support and deliver services during the crisis. This prompted Robbie Moore MP to acknowledge Age UK Bradford's hard work in a speech in the

Commons and ask the Government for increased financial support mechanisms for the voluntary sector. Mr Moore has continued to be interested in finding out how the money promised to the sector would be distributed among charities. Mr Davies also wrote to the Department for Culture, Media and Sport on this issue on behalf of Age UK Bradford District.

One message that Age UK Bradford have tried to get across to their MPs and local councillors is that although they've had to increase their capacity to assist older people's changing needs due to Covid-19, they are continuing their regular case work and support. Age UK Bradford have invited Mr Moore to listen in to some of their well-being calls, so he can understand the anxieties many older people have during this time; particularly around loneliness, and not seeing friends and family for so long.

Like many communities, the district has seen a huge surge in community spirit, and Age UK Bradford District are keen to see this harnessed going forwards after the crisis. Age UK Bradford District are utilising MPs extensive networks to see if they can receive support in kind, from volunteering, right through to assistance with charity strategy. Mr Davies is already trying to help connect them with other local charities in the more rural areas of the district so they can expand their services through partnership working.

Once the pandemic is over, and it is safe to do so, Age UK Bradford District will invite their MPs and local Councillors to come and meet some of their groups.

Getting started

- Once you've identified the Parliamentary constituencies within your organisation's area of benefit using Appendix A, you can find your MP using the search function on [They Work For You](#).
- [They Work For You](#) also records MPs speeches and their voting records. This can help you do some background research on your MPs if you wanted to read up before their visit or put together a short briefing note for the staff member meeting with the MP
- The External Affairs team have put together area profiles for every single Parliamentary constituency in England. These profiles contain important localised statistics on topics such as loneliness, unmet care needs, and income. You can use these as a basis for writing to your MP. You can request your area profiles [here](#).
- For every major campaign or piece of legislation, the External Affairs Team can provide local Age UKs with template letters to their MPs. You can find a new template letter around funding, with the offer to the MP of a visit in [Appendix B](#). The LAUKs we've spoken to find these most effective when they've tailored these with information relevant to their organisation.
- You could invite your MP to come and visit one of your services, so they can see first-hand the work you are doing to support older people. One Age UK who has done this is Age UK Dacorum, you can read more about their experience [here](#).
- Post Covid-19 you may also want to invite your MP to speak or to attend an event. This does not have to be for the purposes of campaigning or influencing – you may want to invite them to a fun activity as an honoured guest. MPs diaries often get very busy, so ensure you send your request in far in advance.
- If it's not possible for your MP to volunteer their time with you, but you would still like to demonstrate the services you have been able to provide to older people during this time, you could perhaps consider filming a 'day in the life' style video diary. This is something Age UK Lincoln and South Lincolnshire have done for their YouTube channel. [Click here to see the video](#). If your LAUK is interested in making a similar video, please see [Appendix C](#) for our top tips on filming and editing short videos.
- Many LAUKs regularly update their MPs on their organisations work by emailing them twice per year with updates, case studies of those they have been able to help, and information about upcoming events. Even if you do not receive a response, it's worth keeping your MP's office in the loop about all your great work for their constituents.
- Another great option for letting MPs know about the support your LAUK can provide for older people in their constituency is to mail leaflets about your services to their constituency offices. You can find details of the constituency office on [They Work For You](#). MPs constituency staff work locally and will hand these out to people who visit MPs constituency surgeries or could use the information over to phone or email to constituents who get in touch.
- Short on time but still want to engage your MP? 92% of MPs are on Twitter, [find your MPs Twitter handle here](#). Next time you tweet about a service you're running or a good news story, try tagging them in the photo so they can see what your organisation has been doing.

Working with a new MP

Many of the 140 new MPs elected at the December 2019 General Election will not have had much time to get to know voluntary and community organisations in their constituencies prior to Covid-19. Even for those LAUKs who did manage to secure meetings, or write to new MPs before the lockdown, forging strong working relationships in such a small-time frame will have been very difficult.

For many LAUKs, this may be the first opportunity to engage newly elected MPs in your organisations work. One organisation who have been able to work with their MP for the first time during the pandemic is Age UK Northumberland.

Age UK Northumberland

At the 2019 General Election, Blyth Valley – a former Labour safe seat – was won by a new Conservative MP, Ian Levy. With a relatively limited amount of time between the election and the outbreak of Covid-19, Age UK Northumberland had not previously had an opportunity to work with their newly elected MP.

Shortly after the lockdown was announced, Amy Whyte, Head of Charitable Services at Age UK Northumberland wrote to all their MPs (including Mr Levy) using the template provided by Age UK adding relevant localised statistics, and impact reporting, to outline Age UK Northumberland's concerns and priorities. This letter particularly focused on their ability to generate income, in order to fund the vital services and support for older people across the county.

They received a response from Mr Levy praising them for their hard work, as well as confirmation

that he had elevated their concerns around funding for voluntary organisations to the Chancellor. He also shared in their desire to work across the community collectively and invited them for further discussion around ideas that could sustain this kind of activity.

For Age UK Northumberland, being able to work so much more closely with other community groups during Covid-19 is vital. In his response Mr Levy supported their desire to work collaboratively with other community organisations and invited them for further discussion around supporting those most in need during Covid-19.

Working with a Minister

If your MP is a Government Minister they are still able to help with problems affecting their constituents including local charities and businesses, and can do so through all the usual methods - except for raising matters in Ministerial Questions the House of Commons.

Having a local MP with a ministerial position – particularly a Secretary of State – can be very beneficial to your organisation. They have direct access to the Prime Minister and may attend the weekly cabinet meetings where important decisions are made. If you have a Minister or

Secretary of State with a role that falls into the remit of Age UK's work, you will be in a unique influencing position. For example, if you have a Minister or Secretary of state for health or social care, you would be able to show them the impact the work of their department is having on local health and care services.

One Age UK we have worked closely with during this time is Age UK North Yorkshire and Darlington, who have the Chancellor, Rishi Sunak as one of their constituency MPs.

Age UK North Yorkshire and Darlington

Helen Hunter, CEO at Age UK North Yorkshire and Darlington felt a great sense of responsibility to be able to lobby Rishi Sunak MP. Not only did Helen want to be able to effectively advocate for older people in the area, but she also wanted to call on Mr Sunak for increased voluntary sector support, and further clarity on the furlough scheme, which would be beneficial to the entire Age UK network.

Having only arrived in post in February 2020, Helen had very little time between starting her role and the lockdown, meaning that there was no chance to have begun working with her MPs. However, Helen has a wealth of experience in the charity sector, and previously attempted to engage Mr Sunak in the work of her previous organisation's work, when Mr Sunak was a Junior Minister. Although in the past, Helen had struggled to a response from Mr Sunak's office, she was able to get a response to her letter to him around the concerns she outlined surrounding Covid-19.

1. Identifying staff

Between their Ministerial work and their constituency casework, Ministers are often incredibly busy. Having a good working relationship with the MPs staff can really go a long way in developing the relationship between your organisation and your MP. Mr Sunak's constituency office was based very close to Helen's former organisation, so she would often see staff from Mr Sunak's office while on the way in or out of work. Just by saying hello to people, and being friendly, you're already opening the door to further conversation.

2. What you can do for them

As well as approaching your MP about what you need, you can approach them about what you are able to offer. You could provide your MP's office with information and advice booklets, contact details for your organisation so that MPs can refer constituents on to you,

and briefings on older people's issues. By supplying your MP with regular up to date information relating to older people, they will undoubtedly recognise the work your organisation does.

3. Persistence and regular communications

Even if your MP does not reply the first time you reach out to them, do keep on updating them about your work and sending them regular communications.

4. Responding to the issues

Parliamentarians and parliamentary staff are generally interested in the topics that are relevant to current issues on the parliamentary agenda. By contacting your MP about how a current issue affects their older constituents, you are much more likely to get a response. It also looks really impressive if you are able to respond to the Parliamentary agenda quite quickly.

5. Understand what your MPs are interested in, and then use that narrative to capture their attention on an issue.

MPs will have particular issues or subjects that they are interested in which can be a really useful to guide how to get their attention. Mr Sunak writes a column for the local newspaper, so being able to see what issues are of interest to him there has been really informative.

Working with a shadow Minister

If your MP is a Shadow Minister, or Party spokesperson this can be similarly beneficial. Opposition MPs with a Shadow Ministerial role (i.e. Labour or Liberal Democrat) are spokespeople for their political party. They will be making decisions

on policy for their party, so if you are able to show them what you do locally and any problems you are facing, this will help give them better understanding and insights on the policy directions they could take.

Age UK Croydon

Age UK Croydon do a lot of work with their Local Authority, including charity partnerships, promoting the work of Age UK Croydon at events, and close work with their local mayor. However, they had not previously done much work with their local MPs.

During the Covid-19 lockdown Joanna Dunbar, Communications Manager, wrote to the mayor to invite them to visit the food services they were providing in Croydon North, and took this opportunity to reach out and send an invitation to the local MP, Steve Reed, who was newly appointed as Shadow Secretary of State for Housing, Communities and Local Government.

Joanna felt a bit out of her comfort zone reaching out to the MP, but her background in internal comms meant the email invitation clearly set out what they were asking of the MP and what the MP could expect on his visit. Though Age UK Croydon had not had a previous relationship with the MP, he responded quickly to their email invitation and was keen to visit the services.

To help prepare for the visit, Joanna wrote a briefing for her CEO on the MP's background, what he does in his Shadow Secretary of State role, what she could bring up during the visit, and what asks they should make of him.

The visit was a success and Age UK Croydon CEO showed the MP around the food service supporting older people during the Covid-19 pandemic and discussed the difficulties the charity is currently facing. The MP shared a video on his social media promoting the work of Age UK Croydon.

In following up, Joanna will send over materials to the MP's constituency office to promote Age UK Croydon's services and details of their advice lines. Though previously unsure if there would be benefit in inviting their MPs to visit the services they provide, from this experience Joanna now feels confident in working more closely with them, and now that there is a line of communication open, there will be opportunities future work between Age UK Croydon and the MP to work to improve the lives of older people across Croydon and the rest of the country.

Inviting your MP to visit or speak at your event

One way you may want to engage your MPs in the work your local Age UK is doing to support older people, is to invite them to volunteer with you. This allows your representative to experience first-hand the work you are doing and the challenges older

people are facing. It also gives MPs exposure to their older constituents. One local Age UK who have built up a great working relationship with their MP, is Age UK Dacorum.

Age UK Dacorum

Age UK Dacorum have long enjoyed a successful working relationship with their local MP, Sir Mike Penning MP. A strong supporter of Age UK Dacorum's work, Sir Mike and his wife Angie, volunteered their time over the Easter Bank Holiday weekend to assist with delivering chocolate Easter Eggs along with scams awareness guidance to some of Age UK Dacorum's clients.

For many of the clients Sir Mike and Angie visited, this was the first person they had seen in many days, and so the Easter Egg delivery was particularly welcomed. Sir Mike was able to hear directly from older people in his constituency about the hardships they have faced since the lockdown measures were introduced, as well as experience first-hand how Age UK Dacorum have had to adapt their services to support older people during the pandemic.

The relationship between Age UK Dacorum and Sir Mike was forged over 10 years ago when Melanie Clarke – formerly a telephone befriender, now Operations Manager – decided to invite him to their annual Christmas Party. It was felt that inviting their MP to attend a fun social occasion would be conducive to a successful on-going relationship, more so than by simply inviting him to attend a meeting in a more formal context. They wanted Sir Mike to be able to look forward to the event, as well as feel more relaxed rather than 'on duty'. This approach must have worked, because every year since, Sir Mike has attended, even dressing up as Father Christmas and helping to serve the lunches!

Although this is perhaps an unconventional approach to working with local MPs, it has really had its benefits. Age UK Dacorum have been able to highlight their great work to support older people in the community, while giving their clients direct access to their MP. By providing such meaningful engagements with older people, their MP is better placed in understanding the issues facing his older constituents and is always open to further discussion with Age UK Dacorum.

Although this relationship has been fostered over a longer period of time, and social distancing measures now present obvious barriers to this kind of MP engagement, the overall sentiment remains: by engaging your MP in your activities or social groups, or inviting them to volunteer with your organisation for half a day, they will be able to experience first-hand the most prominent issues affecting older people during this crisis.

When MPs receive 100s of letters and emails every day from members of the public, as well as businesses and other organisations, meaningful engagements can go a long way in creating impactful and long-lasting relationships.

Working with Local Authorities

Prior to Covid-19 each local Age UK will have had very different working relationships with their local authority, some may have been working closely delivering several contracts, while others may have had strained relationships. As we know, Covid-19 has created a new, much broader definition of vulnerability, meaning that local authorities have had to respond quickly by developing new or adapting existing services. However, to meet the volume of need, local authorities up and down the country will have had to work with voluntary and community organisations in new ways.

For the majority of LAUKs, a continuation in funding – and obtaining further funding – for new or expanded services has been crucial for survival. Some have successfully negotiated with local authority funders for a continuation in contract payments for services such as Day Centres and Lunch Clubs, that have had to temporarily close due to the Government’s guidelines around distancing, by instead offering a Covid-19 community response service that includes shopping and/or meal delivery.

Age UK Hertfordshire

The Chief Executive of Age UK Hertfordshire, Deborah Paniagua, has told us how Hertfordshire County Council will continue to fund their contracts. Doubts about this key element of Age UK Hertfordshire’s income have now been resolved.

All contracts will roll forward and they are to be given six month’s funding upfront on 1 April to help with cash flow. The Council has also told Age UK Hertfordshire that they will provide recompense for any direct Covid-19 spend incurred to ensure services continue.

Iain MacBeath, The Director of Adult Care Services, Hertfordshire County Council and Co-Lead of the Hertfordshire and West Essex Sustainability and Transformation Partnership has

been vital to safeguarding Age UK Hertfordshire during the coronavirus pandemic.

He said “I’ve always been clear that the council has the budget to spend this money, we’ve also been given a Government grant to supplement it – and we need a thriving voluntary sector when this is all over. So continuing to pay our partners is the most obvious thing in the world to me. This is not the time to save money”.

Age UK Wandsworth

Prior to Covid-19, Age UK Wandsworth had a contract with their local Council to run the 'Better at Home' service. The working relationship had been difficult to navigate at times, due to the Council wanting to cut back on various parts of the service.

As part of the 'Better at Home' program, Age UK Wandsworth were running an online shopping service which prior to Covid-19 was relatively small, supporting around 60 older people. The service predominately catered to older people with limited mobility and no internet access who needed assistance getting their groceries. Shopping lists would be taken over the phone, then staff and volunteers at Age UK Wandsworth would place an online grocery order on behalf of the client.

When the crisis began many older people who wouldn't have ordinarily have needed this assistance started to enquire about receiving help through this service. In parallel, staff running the service found it almost impossible to get delivery slots for the existing service users since many more people were trying to access online shopping.

In response to the growing demand, Age UK Wandsworth set up an emergency food bank in their reception, and volunteers were taking out deliveries to clients. Quite quickly, they realised this was going to become unsustainable. Around this time, Wandsworth Borough Council realised that Age UK Wandsworth was the only organisation in the local voluntary and community sector operating a food parcel service and they asked them to be their lead partner in the community response.

The food bank service became too big to continue operating from Age UK Wandsworth's office, so the operation was moved to the Town Hall. Initially the Council were providing food parcels for those under 60 who were in need of food or

shielding, and Age UK Wandsworth for the over 60s, but after a period the Council handed over all their under 60s in need of food to Age UK Wandsworth too as they were running such an efficient service. The council retained those on the shielded list.

The operation worked really well, particularly as the Council had provided fridges and freezers for the safe storage of food. Another local charity – Wandsworth Community Transport – were able to assist with the operation, by using their vehicles to complete deliveries.

Age UK Wandsworth, in discussion with the Council, are winding up the service as the Government guidelines ease for those who were shielding, however they have ensured that anyone who needs food going forwards is referred to another service.

In response to the challenges posed to older people by Covid-19, Age UK Wandsworth swiftly reorganised their charity in order to serve the needs of older people, and delivered a vital service that the Council relied on. Although prior to Covid-19 the working relationship had sometimes been difficult, Age UK Wandsworth and the Council have been working in tandem and have daily communication. Relationships have been formed with the key commissioners and Age UK Wandsworth has become a key stakeholder in council discussion. In addition, they have been able to secure free parking permits for their 'Better at Home' scheme, which will save them £1000s of additional cost per year.

Age UK Berkshire

Age UK Berkshire work with six local authorities. They have a long-standing relationship with Wokingham Borough (WBC) and Reading Borough (RBC) Councils, however each local authority works in very different ways.

Age UK Berkshire's relationship with WBC has improved over the years as they have come to recognise the difference the local voluntary sector can make to residents' lives. WBC now commission services from Age UK Berkshire to support older residents across the borough. At the beginning of March WBC organised a meeting with the local voluntary sector, including Age UK Berkshire, to see what could be done to support people as the pandemic hit. Because WBC have been working in coalition with the sector, Age UK Berkshire are one of the main organisations delivering WBC's response to the crisis. To create a joined-up response to the crisis, WBC has also set up a call with partners three times a week to keep everyone up to date on the practicalities and outcomes of projects.

One of Age UK Berkshire's services is their Easyshop service, which focuses on befriending and online ordering for residents in the county. At the height of the crisis, they were supporting a minimum of 100 clients a week, but they struggled to get online delivery slots. WBC were very supportive in helping them to get slots and utilising volunteers to do Click and Collect orders.

During the pandemic, the Department for Environment, Food and Rural Affairs (DEFRA) set up a trial scheme to support the delivery of online shopping for vulnerable clients. WBC signed up to be part of the trial and because of their ongoing support to Age UK Berkshire's Easyshop service, asked them to be a part of it. Age UK Berkshire were pleased that WBC considered that many older residents were not online, and that the trial must consider how the scheme would be able to support those residents.

RBC is also on the DEFRA trial scheme, but they are further behind WBC in their response but hope to have this up and running soon. This is reflective of Age UK Berkshire's relationship with RBC and the nature of different structures and ways of working in different local authorities. However, the voluntary and community response during the pandemic has improved the relationship a lot and has shown how valuable the sector is and what support they can give to the council and older residents. As the crisis comes to an end, Age UK Berkshire hope the momentum will keep up and the voluntary sector will become a primary point of contact for older people across RBC.

Age UK Berkshire believe being open, transparent, and positive has a big impact and allows local authorities to see the difference you can make to older residents' lives. Alongside this, it is important for local authorities to see services in a business-like manner, to show that the support you can give is not for free but provided as equal partners.

Appendix A:

Local Age UKs and their respective Parliamentary Constituencies

Age UK Ashford	Ashford
Age UK Barnet	Chipping Barnet; Finchley and Golders Green; Hendon
Age UK Barnsley	Barnsley Central; Barnsley East
Age UK Barrow & District	Barrow and Furness
Age UK Bath & North East Somerset	Bath; North East Somerset
Age UK Bedfordshire	Bedford; Luton North; Luton South; Mid Bedfordshire; North East Bedfordshire; South West Bedfordshire
Age UK Berkshire	Bracknell; Maidenhead; Newbury; Slough; Windsor; Wokingham
Age UK Bexley	Bexleyheath and Crayford; Erith and Thamesmead; Old Bexley and Sidcup
Age UK Birmingham & Sandwell	Birmingham, Edgbaston; Birmingham, Erdington; Birmingham, Hall Green; Birmingham, Hodge Hill; Birmingham, Ladywood; Birmingham, Northfield; Birmingham, Perry Barr; Birmingham, Selly Oak; Birmingham, Yardley; Sutton Coldfield, Warley; West Bromwich East; West Bromwich West
Age UK Blackburn With Darwen	Blackburn
Age UK Bolton	Bolton North East; Bolton South East; Bolton West
Age UK Bournemouth	Bournemouth East; Bournemouth West; Poole
Age UK Bradford District	Bradford East; Bradford South; Bradford West; Keighley; Shipley
Age UK Bristol	Bristol East; Bristol North West; Bristol South; Bristol West
Age UK Bromley & Greenwich	Beckenham; Bromley and Chislehurst; Eltham; Greenwich and Woolwich; Orpington
Age UK Bromsgrove, Redditch and Wyre Forest	Bromsgrove; Redditch; Wyre Forest
Age UK Buckinghamshire	Aylesbury; Beaconsfield; Buckingham; Chesham and Amersham; Wycombe
Age UK Bury	Bury North; Bury South

Age UK Calderdale & Kirklees	Batley and Spen; Calder Valley; Colne Valley; Dewsbury; Halifax; Huddersfield
Age UK Cambridgeshire & Peterborough	Cambridge; Huntingdon; North East Cambridgeshire; North West Cambridgeshire; Peterborough; South Cambridgeshire; South East Cambridgeshire
Age UK Camden	Hampstead and Kilburn; Holborn and St Pancras
Age UK Canterbury	Canterbury
Age UK Carlisle & Eden	Carlisle; Penrith and The Border
Age UK Cheshire	City of Chester; Crewe and Nantwich; Eddisbury; Ellesmere Port and Neston
Age UK Cheshire East	Congleton; Macclesfield; Tatton
Age UK Cornwall & the Isles of Scilly	Camborne and Redruth; North Cornwall; South East Cornwall; St Austell and Newquay; St Ives; Truro and Falmouth
Age UK County Durham	Bishop Auckland; City of Durham; Easington; North Durham; North West Durham; Sedgefield
Age UK Coventry & Warwickshire	Coventry North East; Coventry North West; Coventry South; Kenilworth and Southam; North Warwickshire; Nuneaton; Rugby; Stratford-on-Avon; Warwick and Leamington
Age UK Croydon	Croydon Central; Croydon North; Croydon South
Age UK Dacorum	Hemel Hempstead
Age UK Derby & Derbyshire	Amber Valley; Bolsover; Chesterfield; Derby North; Derby South; Derbyshire Dales; Erewash; High Peak; Mid Derbyshire; North East Derbyshire; South Derbyshire
Age UK Devon	Central Devon; East Devon; Newton Abbot; North Devon; South West Devon; Torridge and West Devon; Totnes
Age UK Doncaster	Don Valley; Doncaster Central; Doncaster North
Age UK North, South and West Dorset	Mid Dorset and North Poole; South Dorset; West Dorset
Age UK Ealing	Ealing Central and Acton; Ealing North; Ealing Southall
Age UK East Grinstead & District	Mid Sussex
Age UK East London	Bethnal Green and Bow; East Ham; Hackney North and Stoke Newington; Hackney South and Shoreditch; Poplar and Limehouse; West Ham

Age UK East Sussex	Bexhill and Battle; Eastbourne; Hastings and Rye; Lewes; Wealden
Age UK Enfield	Edmonton; Enfield North; Enfield Southgate
Age UK Essex	Basildon and Billericay; Braintree; Brentwood and Ongar; Castle Point; Chelmsford; Clacton; Colchester; Epping Forest; Harlow; Harwich and North Essex; Maldon; Rayleigh and Wickford; Rochford and ; Southend East; Saffron Walden; South Basildon and East Thurrock; Southend West; Thurrock; Witham
Age UK Exeter	Exeter
Age UK Faversham & Sittingbourne	Faversham and Mid Kent; Sittingbourne and Sheppey
Age UK Folkestone	Folkestone and Hythe
Age UK Gateshead	Blaydon; Gateshead
Age UK Gloucestershire	Cheltenham; Forest of Dean; Gloucester; Stroud; Tewkesbury; The Cotswolds
Age UK Hammersmith & Fulham	Chelsea and Fulham; Hammersmith
Age UK Hereford & Localities	Hereford and South Herefordshire
Age UK Herefordshire & Worcestershire	North Herefordshire
Age UK Herne Bay & Whitstable	Canterbury
Age UK Hertfordshire	Broxbourne; Hertford and Stortford; Hertsmere; Hitchin and Harpenden; North East Hertfordshire; South West Hertfordshire; St Albans; Stevenage; Watford; Welwyn Hatfield
Age UK Hillingdon, Harrow & Brent	Brent Central; Brent North; Harrow East; Harrow West; Hayes and Harlington; Ruislip, Northwood and Pinner; Uxbridge and South Ruislip
Age UK Horsham District	Horsham
Age UK Hounslow	Brentford and Isleworth; Feltham and Heston
Age UK Hull	Kingston upon Hull East; Kingston upon Hull North; Kingston upon Hull West and Hessle
Age UK Hythe & Lyminge	Folkstone & Hythe

Age UK Isle Of Wight	Isle Of Wight
Age UK Islington	Islington North; Islington South and Finsbury
Age UK Kensington & Chelsea	Kensington
Age UK Lambeth	Dulwich and West Norwood; Streatham; Vauxhall
Age UK Lancashire	Burnley; Chorley; Fylde; Hyndburn; Lancaster and Fleetwood; Morecambe and Lunesdale; Pendle; Preston; Ribble Valley; Rossendale and Darwen; South Ribble; Southport; West Lancashire; Wyre and Preston North
Age UK Leeds	Elmet and Rothwell; Leeds Central; Leeds East; Leeds North East; Leeds North West; Leeds West; Morley and Outwood; Pudsey
Age UK Leicester Shire & Rutland	Bosworth; Charnwood; Harborough; Leicester East; Leicester South; Leicester West; Loughborough; North West Leicestershire; Rutland and Melton; South Leicestershire
Age UK Lewisham & Southwark	Bermondsey and Old Southwark; Camberwell and Peckham; Lewisham Deptford; Lewisham East; Lewisham West and Penge
Age UK Lincoln & South Lincolnshire	Grantham and Stamford; Lincoln; Sleaford and North Hykeham; Scunthorpe
Age UK Lindsey	Gainsborough; Louth and Horncastle
Age UK London	
Age UK Maidstone	Maidstone and The Weald
Age UK Malvern & District	West Worcestershire
Age UK Manchester	Manchester Central; Manchester Gorton; Manchester Withington; Wythenshawe and Sale East
Age UK Medway	Chatham and Aylesford; Gillingham and Rainham; Rochester and Strood
Age UK Merton	Mitcham and Morden; Wimbledon
Age UK Mid Devon	Tiverton and Honiton
Age UK Mid Mersey	Garston and Halewood; Halton; Knowsley; St Helens North; St Helens South and Whiston; Warrington North; Warrington South; Weaver Vale

Age UK Milton Keynes	Milton Keynes North; Milton Keynes South
Age UK Norfolk	Great Yarmouth; Mid Norfolk; North Norfolk; North West Norfolk; South Norfolk; South West Norfolk
Age UK North Craven	Skipton & Ripon
Age UK North East Lincolnshire	Cleethorpes; Great Grimsby
Age UK North Tyneside	North Tyneside; Tynemouth
Age UK North West Kent	Dartford; Gravesham
Age UK North Yorkshire and Darlington	Harrogate and Knaresborough; Richmond (Yorkshire); Skipton and Ripon; Thirsk and Malton
Age UK Northamptonshire	Banbury; Corby; Daventry; Kettering; Northampton North; Northampton South; South Northamptonshire; Wellingborough
Age UK Northumberland	Berwick-upon-Tweed; Blyth Valley; Hexham; Wansbeck
Age UK Norwich	Broadland; Norwich North; Norwich South
Age UK Nottingham & Nottinghamshire	Ashfield; Bassetlaw; Broxtowe; Gedling; Mansfield; Newark; Nottingham East; Nottingham North; Nottingham South; Rushcliffe; Sherwood
Age UK Oadby & Wigston	Harborough
Age UK Oldham	Oldham East and Saddleworth; Oldham West and Royton
Age UK Oxfordshire	Henley; Oxford East; Oxford West and Abingdon; Wantage; Witney
Age UK Plymouth	Plymouth, Moor View; Plymouth, Sutton and Devonport
Age UK Portsmouth	Gosport; Havant; Portsmouth North; Portsmouth South
Age UK Reading	Reading East; Reading West
Age UK Redbridge, Barking & Havering	Barking; Dagenham and Rainham; Hornchurch and Upminster; Ilford North; Ilford South; Romford
Age UK Richmond Upon Thames	Richmond Park; Twickenham

Age UK Rotherham	Rother Valley; Rotherham; Wentworth and Dearne
Age UK Salford	Blackley and Broughton; Salford and Eccles; Worsley and Eccles South
Age UK Scarborough & District	Scarborough and Whitby
Age UK Selby District	Selby and Ainsty
Age UK Sevenoaks & Tonbridge	Sevenoaks; Tonbridge and Malling
Age UK Sheffield	Penistone and Stocksbridge; Sheffield Central; Sheffield Heeley; Sheffield South East; Sheffield, Brightside and Hillsborough; Sheffield, Hallam
Age UK Sheppey	Sittingbourne & Sheppey
Age UK Shropshire Telford & Wrekin	Ludlow; North Shropshire; Shrewsbury and Atcham; Telford; The Wrekin
Age UK Solihull	Meriden; Solihull
Age UK Somerset	Bridgwater and West Somerset; North Somerset; Somerton and Frome; Taunton Deane; Wells; Weston-Super-Mare; Yeovil
Age UK South Gloucestershire	Filton and Bradley Stoke; Kingswood; Thornbury and Yate
Age UK South Lakeland	Westmorland and Lonsdale
Age UK Southampton	Romsey and Southampton North; Southampton Itchen; Southampton Test
Age UK Stafford & District	Stafford
Age UK Staffordshire	Burton; Staffordshire Moorlands; Stoke on Trent; Stone; Lichfield; Newcastle under Lyme; Stafford; Cannock Chase; Tamworth; Stoke-on-Trent North; Stoke-on-Trent Central; South Staffordshire
Age UK Stockport	Cheadle; Hazel Grove; Stockport
Age UK Suffolk	Bury St Edmunds; Central Suffolk and North Ipswich; Ipswich; South Suffolk; Suffolk Coastal; Waveney; West Suffolk
Age UK Sunderland	Houghton and Sunderland South; Sunderland Central; Washington and Sunderland West
Age UK Surrey	Aldershot; East Surrey; Epsom and Ewell; Esher and Walton; Guildford; Mole Valley; Reigate; Runnymede and Weybridge; South West Surrey; Spelthorne; Surrey Heath Woking

Age UK Sutton	Carshalton and Wallington; Kingston and Surbiton; Sutton and Cheam
Age UK Tameside	Ashton under Lyne; Denton and Reddish; Stalybridge and Hyde
Age UK Teesside	Hartlepool; Middlesbrough; Middlesbrough South and East Cleveland; Redcar; Stockton North; Stockton South
Age UK Thanet	North Thanet; South Thanet
Age UK Torbay	Torbay
Age UK Trafford	Altrincham and Sale West; Stretford and Urmston
Age UK Tunbridge Wells	Tunbridge Wells
Age UK Wakefield District	Hemsworth; Normanton, Pontefract and Castleford; Wakefield
Age UK Waltham Forest	Chingford and Woodford Green; Leyton and Wanstead; Walthamstow
Age UK Wandsworth	Battersea; Putney; Tooting
Age UK West Cumbria	Bootle; Copeland; Workington
Age UK West Sussex, Brighton & Hove	Arundel and South Downs; Brighton Kemptown; Brighton Pavilion; Bognor Regis and Littlehampton; Chichester; Crawley; East Worthing and Shoreham; Worthing West; Hove
Age UK Westminster	Cities of London and Westminster; Westminster North
Age UK Wigan Borough	Leigh; Makerfield; Wigan
Age UK Wiltshire	Chippenham; Devizes; North Swindon; North Wiltshire; Salisbury; South Swindon; South West Wiltshire
Age UK Wirral	Birkenhead; Wallasey; Wirral South; Wirral West
Age UK Wolverhampton	Wolverhampton North East; Wolverhampton South East; Wolverhampton South West
Age UK Worcester & District	Mid Worcestershire; Worcester
Age UK York	York Central; York Outer

Appendix B:

Template letter / email to MPs

Age UK NAME **Supporting our older people through this pandemic**

As Chief Executive of your local Age UK I wanted to write to you with an update of our current situation. In our last correspondence we wrote to you as a matter of urgency to ask for your help so we can deliver much needed support to older people in our area. As we continue to help older people who need our help, your assistance to access financial support from Government remains a vital issue for us.

We adapted to Covid-19 by changing what we do very significantly to meet the needs of the day, and in these past few months, our client group has grown and become more vulnerable than before. To meet these needs since the start of lockdown, we have... *LIST YOUR LOCAL RESPONSE IN A PARAGRAPH OR BULLET POINTS IF YOU PREFER. IF YOU CAN INCLUDE ANY NUMBERS ABOUT HOW MANY YOU ARE HELPING PLEASE DO.*

I am hugely proud of what our staff and volunteers are achieving day in day out, but the truth is that we cannot carry on like this for much longer without long-term financial support from the Government. Many of our usual funding streams have been so badly hit by the pandemic and lockdown and the impact of this will be felt for years to come. Our long-term future is at risk due and if our services close they will close at a time when they are needed more than ever. *ADD IN A FEW DETAILS IF YOU WISH.*

We are extremely grateful for the support you have given us so far, and know it would make a huge difference if you, as our local MP, could continue to make representations on our behalf to support Age UK NAME and the entire Age UK network of charities to the Government and particularly to Culture Secretary, Rt Hon Oliver Dowden MP and Health Secretary, Rt Hon Matt Hancock MP.

The Chancellor's announcement of additional funding to support charities at this difficult time was welcome, but since it was announced on 9 April, we have had no further update on how we can access these funds. Unless Age UK NAME is able to benefit I am genuinely fearful about our capacity to carry on supporting our older people through the pandemic, plus the possibly lengthy and undoubtedly difficult period of adjustment that lies beyond. That's a huge worry because without the help we are providing I do not know where else isolated older people in our area will be able to go.

I would be pleased to provide you with further information, both about what we are learning about the needs of older people in our area at this time, and also about how we at Age *NAME* are seeking to meet them, if that would be helpful to you and your team.

I would also like to invite you to spend some time one day soon with one or more of our special emergency services, as suits your diary and other commitments. You would be very welcome to visit and meet our staff and volunteers, and also to take an active part if you so wish. In either event we would want to publicise your visit to local media and via our social media channels as well, provided you were in agreement.

Thank you in anticipation for your support at this challenging time, which we appreciate more than I can say.

I look forward to hearing from you or your team about organising a visit soon too, which would also give a real boost to our staff and volunteers who are working so hard to help older people around here.

Yours sincerely,

Appendix C:

Top tips for filming a video

1. Equipment

You don't need to get any additional expensive cameras or equipment. You can start using your smartphone or whatever camera you have around you. It is more important to focus on the content of the video. In terms of video editing software, there are plenty of free video editing software available such as iMovie or Windows Movie Maker.

2. Audio

You shouldn't need to purchase any additional audio equipment as most smartphones and point-and-shoot cameras already have a good built-in audio. If you're using a DSLR camera, the built-in audio may not be very good. So you might have to think about getting external mic.

If you're filming your video indoors, make sure you are filming in a quiet place. Try to avoid filming outdoors, if you need to do lots of talking in the video. If the wind is blowing, the audio will likely be impacted.

3. Don't film in Vertical

When filming, try where possible to film horizontally, unless you are using the video specifically for social media platforms such as Instagram or TikTok. It's harder to edit your video if you have filmed it vertically, and it won't look as polished.

For iPhone users, film your video with the volume buttons facing the ground, and the lock button facing the sky.

4. Lighting

Ensure you are in a well lit area when you're filming. Sun light is usually the best light source, so try to utilise sun light much as possible.

5. Tell the story

Before you start filming think about what your video is going to be about, and the message you are trying to convey. Try to think about beginning, middle, and the end. Focus your video on one or few things at a time. The best videos are always the most simple.

Age UK External Affairs

If you would like a more detailed version of any of the case studies highlighted in this Partner Pack, or if you require any further information, please contact:

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Supporting Local Age UKs to work with MPs & Local Authorities

