

# #ProudtobeAgeUK

A review of 2015/16





## We're Age UK

Age UK is the country's largest charity dedicated to helping everyone make the most of later life.

### We are national

In the UK we help more than seven million people every year, providing support, companionship and advice for older people who need it most.

### We are local

We work as part of a network of independent charities which includes Age UK; our national partners Age Cymru, Age NI and Age Scotland and over 150 local Age UK partners in England.

### We are international

We work with our international subsidiary charity, Age International, to fund programmes in over 30 developing countries. Age International is a member of the HelpAge global network and the Disasters Emergency Committee (DEC).

## We're proud to be Age UK

Our 2015/16 annual review tells the stories of people who, like us, are proud to be Age UK.

Through their voices we're able to tell you about the difference we've made this year to their lives, and the lives of millions of older people. Be a fly on the wall of our national telephone advice line, and hear about how our Person-Centred Integrated Care Programme led one man to revive his passion for fly fishing!

People are proud to be Age UK for all sorts of reasons. They might be one of the nearly six million people who turn to us each year for trusted information or advice. Or they may have made a difference themselves by raising much needed money to support our vital work, and that of our local Age UK partners. They could be proud to be one of the nearly 40,000 people who volunteer and campaign on behalf of Age UK, or one of the 800,000 older people supported by our international charity, Age International.

We want our review to show you why we're proud of all that Age UK does and stands for. But being proud doesn't mean being complacent. There's so much more work to do. With your support, together, we can create a world where everyone can love later life.

**A full copy of our most recent annual report and accounts is available on Age UK's website [www.ageuk.org.uk](http://www.ageuk.org.uk)**

**Tom Wright CBE**  
Group Chief Executive

**Dianne Jeffrey CBE DL**  
Age UK Chairman



## Why we're here

# 2.9m

2.9 million people 65 and over in Great Britain feel they have no one to turn to for help and support<sup>1</sup>

# £770m

In real terms, spending on social care in England has fallen by £770 million since 2010<sup>4</sup>

# 4m

An estimated 4 million older people in the UK have a limiting longstanding illness. This equates to 40% of all people aged 65+<sup>2</sup>

# 1/3 +

Over one third of people aged 60+ are worried about the cost of living<sup>5</sup>

# 49%

49% of people 65 and over in the UK say that television or pets are their main form of company<sup>3</sup>

# 0

There is no UN convention on the rights of older people

<sup>1</sup> TNS survey for Age UK, December 2014

<sup>2</sup> The estimate is for the UK, based on Great Britain data from the General Lifestyle Survey 2011, Office for National Statistics, 2013

<sup>3</sup> TNS survey for Age UK, April 2014

<sup>4</sup> Personal Social Services: Expenditure and Unit Costs, England – 2012-13, September 2013

<sup>5</sup> TNS Tracker Survey for Age UK, February 2015



## How we help

- We provide information and advice
- We deliver and work to transform health and care services
- We deliver and work to transform wellbeing services
- We campaign and research
- We support the Age UK network
- We work internationally

## Our priorities

### UK

- **Person-centred care**  
We will put older people at the heart of joined up health and care
- **Loneliness**  
We will prevent and tackle loneliness
- **First port of call**  
We will be the go-to place for all things ageing

### International

- We will respond to emergencies
- We will reduce poverty
- We will improve health
- We will protect and promote rights

## Why we're proud to be Age UK

Some of our staff and volunteers explain why they are proud to be Age UK.



I'm #ProudtobeAgeUK because older people's voices matter and we get them heard!

**Angela Kitching**  
Head of Public Affairs



I'm #ProudtobeAgeUK because Age UK is a good employer for older people. I enjoy working here, the people are friendly and the organisation looks after you.

**Willie O'Reilly**  
Maintenance Contracts Manager



I'm proud to be an ambassador for Age UK because Age UK can be trusted to help vulnerable people when they need it most.

**Lucy Smith**  
Services Sounding Board volunteer



I'm #ProudtobeAgeUK because I got involved to help an older person combat loneliness, and found I had made a wonderful new friend.

**Kate Mulvany**  
Call in Time befriender



I'm #ProudtobeAgeUK because we have so many grateful thanks from service users. One caller recently said I had 'eased his heart' - I'm very proud to be part of a team that changes lives in that way.

**Swithin Long**  
Age UK Advice Line team member



I'm proud to be an ambassador for Age UK because I passionately believe in helping to create a wellbeing index, which Age UK is developing to show whether the UK is improving in areas that matter to older people.

**Mashud Haque**  
Services Sounding Board volunteer



I'm #ProudtobeAgeUK because Age UK's a charity that supports older people who get overlooked in our society.

**Arron Simpson**  
Shop volunteer



I'm proud to be an ambassador for Age UK because Age UK gives me opportunities to contribute to decisions about planning their future policy and has helped me promote human rights.

**Ruth Rose**  
Policy Sounding Board volunteer



*We're proud of our partnership with Age UK and were delighted that the overwhelming response to the Man on the Moon helped to raise awareness of this important issue.*

**Rachel Swift**

Head of Marketing, Brand and Social,  
John Lewis

## Shining moonlight on loneliness

Our Christmas 2015 partnership with John Lewis used a clever re-invention of the 'Man on the Moon' story to shine a spotlight on the issue of the thousands of older people who are lonely each Christmas.

The 'Man on the Moon' TV advert and partnership reached millions of people, helping Age UK and our local partners to raise funds and spread awareness of the work we do day-in, day-out to combat loneliness and isolation.

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### John Lewis

# 35m

Media coverage of our Christmas partnership with John Lewis reached over 35 million people

# 57k

57,000 campaigners signed our 'No one should have no one' petition calling on the Government to take action to tackle loneliness

## How one call a week can make all the difference

When Roy, 83, lost his wife Phyllis in January 2015, he had no family living close by and often felt very lonely. His local Age UK, Age UK Wiltshire, suggested that the Age UK Call in Time telephone befriending service might be able to help him.

Roy was matched with Ruth, who calls Roy every week. They're now firm friends.

Roy says, 'It's given me a new meaning. Talking to Ruth has made me realise that there are kind people out there who are so nice. Our friendship was instant. We got on right from the start. She means the world to me. I worry about her like a father, as she feels like the daughter I never had.'

Ruth always makes time for Roy, even calling him from her honeymoon. Ruth says, 'talking to Roy always brightens my day, we have such great chats. He tells me stories I wouldn't hear from anyone else and I always enjoy it when he practises his singing on me! Roy feels like family to me too.'

As part of their friendship, Ruth has encouraged Roy to try new things. Roy received help and advice from Age UK Wiltshire with developing his IT skills and buying a new tablet computer. 'A whole new world has opened up to me' says Roy, 'I watch lots of old films and have found out about the moon landings and UFOs! It's really made me feel more fulfilled and interested in new things again.'

Because of his friendship with Ruth, Roy is much more self-confident. He says, 'I feel good about myself and feel able to cope now'. Ruth can see this change in Roy too, 'When we first started to speak, Roy would have days when he felt a bit low, but those days come less and less now.'

1m+

Over 1 million older people say they are always or often feel lonely

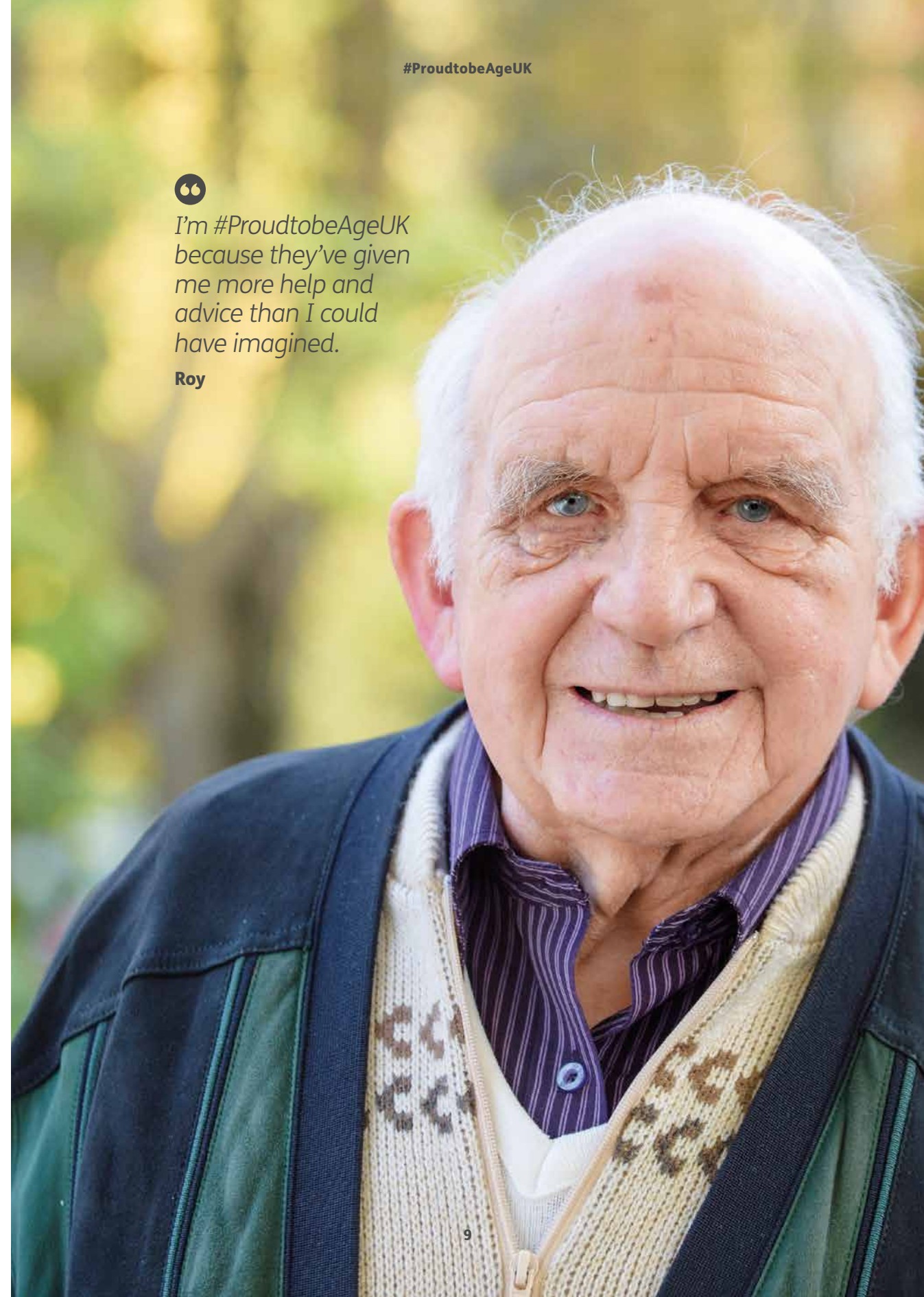
1,578

In 2015/15, Call in Time reached 1,578 older people



*I'm #ProudtobeAgeUK because they've given me more help and advice than I could have imagined.*

**Roy**





*I'm #ProudtobeAgeUK because I am continuing to participate in a sport I love, long after I thought it would be all over for me!*

**Adam**

## Not time to hang up those boots

This year, we've funded a number of local Age UKs to develop walking football schemes. One player is 69 year old Adam who has an inoperable brain tumour. Adam tells us how taking part in a sport he loves helps him cope.

### **Adam, how did you first hear about walking football?**

I had seen it in the local paper and when I attended a memory clinic at my local hospital (my tumour has left me with dementia), I told them I wanted to do something that kept me active. I wasn't sure if there would be anything for me to do with my condition but they told me about Age UK Mid Mersey's walking football. I love football, so I thought I would give it a go!

### **How does playing walking football make you feel?**

I was no longer able to drive, so I felt cut off and depressed. Going to walking football makes me feel part of a team and independent. It's also something to look forward to. I always play in the blue bibs (I'm an Everton supporter) and I've scored a goal too.

### **Has being involved in the programme helped you in other ways?**

Fiona and Kym from Age UK Mid Mersey get in touch if I've not been to the football and they also help me to fill in forms. Thanks to the help I've received, I have a carer who will support me getting to and from the football as I forget where I am going more often these days.

### **Have you made any friendships with your team mates?**

The lads are great. We have a good laugh. They know my speech at times can be a problem due to my tumour but they treat me normally, and we've met up and socialised away from football. I like to walk to the sports hall but John will give me a lift home - we talk about how Everton is playing and any matches that have been on the telly.

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# 3,300

In 2015/16, we helped over 3,300 older people like Adam get fitter through our active ageing programmes

## Maurice just wanted to be able to go fishing again

Our innovative Person-Centred Integrated Care Programme is joining up health, social and voluntary services, putting older people at the heart of the care and support they receive.

Maurice has multiple long-term health conditions, including coronary heart disease and cancer. Three years ago, his wife passed away, leaving him feeling low and as though he was losing control of the life he wanted to lead. Even after living in his local community for over 20 years, Maurice began to feel isolated and disconnected from the world around him. He didn't know who to turn to.

Maurice was referred to Age UK Redbridge, Barking and Havering's integrated care programme by his GP. After that he was visited by Joe, an Age UK Personal Independence Coordinator. Together, they talked about what everyday life was like for Maurice and the simple changes that could make a big difference to him. Maurice reminisced about his passion for fly fishing, and the fact that his health conditions had meant he'd been unable to enjoy his hobby for a very long time. They decided to make a fly fishing trip one of his goals.

Joe contacted a local fishing club that could help and on the day of Maurice's fishing trip he couldn't stop smiling, especially as he caught four trout! He said it was 'one of the best days I have had since my wife passed away'.

Supported by the Age UK team, Maurice has continued to go on regular fly fishing trips and feels happier. He's also seen an improvement in his health and his confidence has grown: so much so that he's now preparing to become the lead fisherman for his fishing group.

10%

10% improvement in wellbeing, taking people above the national average

*Based on early results from 306 people in a selection of our pilot sites*

2,000

The programme has supported over 2,000 older people through nine pilots in England



*I'm #ProudtobeAgeUK because of the positive outcomes being achieved by listening and supporting older people living with long-term health conditions and loneliness.*

**Joanne**  
Personal Independence  
Co-ordinator, Age UK Surrey





## Putting the fun into fundraising

John Starbrook, 86, was the oldest male runner to take part in the 2016 London Marathon.

Out of the 51 marathons John has completed since taking up running aged 43, he has fundraised around £40,000 in support of Age UK.

Until very recently, John was training to take part in two marathons a year, New York in November and London in April, with a triathlon in between, just for good measure. He says, 'I'm always getting told 'act your age John, you're 86, you should be sitting down' but no, I can't do that!'

When asked about his motivation John said, 'I've always loved sport and I've been active since a young age. I've also done sky dives in between marathons - it's all a bit of fun!'

John is also inspired to keep running by his grandchildren. His granddaughter Yarna, then 18, completed the London Marathon with him in 2015 and his youngest grandchild, Alfie, 11, promises to run alongside his grandfather when he turns 18. John will be 92 then, but he's not ruling it out, 'it is a bit of a tough ask, but that would be some achievement!'



*I'm #ProudtobeAgeUK to prove that age is a number not a barrier. I'm 86 and look forward to embracing new challenges each day.*

**John**





*I'm #ProudtobeAgeUK because our information and advice helps millions of people to know their rights, and make the best choices for their later life.*

**John Edwards**  
Head of Information and Advice, Age UK

## Day in the life of Age UK Advice

Our telephone advice line, Age UK Advice, is open 365 days a year. We take a look at a typical day on the phone lines.

**8.00am** Phil's first call is straightforward. A man is wondering if he can claim Pension Credit. Phil sends him a copy of our money advice guide.

**8.08am** Judi's second call is from a woman who thinks her grandmother may need more help at home. Judi says she'll email some useful guides. The granddaughter's pleased – she didn't know where to start.

**9.11am** Mark takes a trickier call from a woman whose partner is going into a care home. They're confused about paying the fees. Mark knows she'll need detailed information, so transfers the call to one of our specialist care advisors.

**10.19am** Carol's next caller is upset. He went downstairs to find his dog had died and called Age UK as he didn't know where else to turn. Carol suggests some organisations who can help.

**1.15pm** Jeff makes a 'Good Day' call to Ben; an older man who has been feeling lonely and is waiting to be matched with a Call in Time telephone befriender. They talk about last night's football. Jeff reminds Ben that we'll call again next week, and hope to match him with a volunteer soon.

**2.15pm** Fewer calls mean the team have time to answer emails and letters. One's a thank you from a council tenant with housing issues. He said that after years of abuse from his neighbours, Age UK offered 'that first bit of help'.

**4.10pm** The calls go quiet. Nicky looks at her watch: the TV programme Countdown has started. That explains why there are fewer calls.

**5pm** Sophie takes a call from a familiar voice. It's a chap who often needs a bit of help. He's rung to ask about housing benefit. It's nice he knows he can always call Age UK.

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# 5.9m

Age UK, together with our local partners, reached 5.9 million people with information and advice

# £219m

The Age UK network identified £219 million in unclaimed benefits

## Helping someone in their hour of need

This year, Age UK worked in partnership with BBC Radio 1 and Radio 1Xtra on their #1millionhours campaign, which aims to encourage listeners to pledge one million hours of volunteering time. We meet one listener, Laura Graham, who volunteers for Age UK Northamptonshire.

### **Laura, how did you first hear about #1millionhours?**

I kept hearing about it on Radio 1. I'd been wanting to volunteer for a while. I work with people who are trying to get back into work and we encourage them to develop life skills through volunteering. So I know all about the benefits of volunteering. #1millionhours made me think, 'I must do this now!'

### **What motivated you to choose to volunteer for your local Age UK?**

I know there is a problem with isolation amongst older people. I don't think there is the same sense of community as there used to be.

At the moment, I'm volunteering for Age UK Northamptonshire's hospital aftercare service, which offers support to people after a hospital stay. I've helped Dorothy and now Jeffery, doing their weekly shop and spending time chatting to them in their homes.

### **How does volunteering make you feel?**

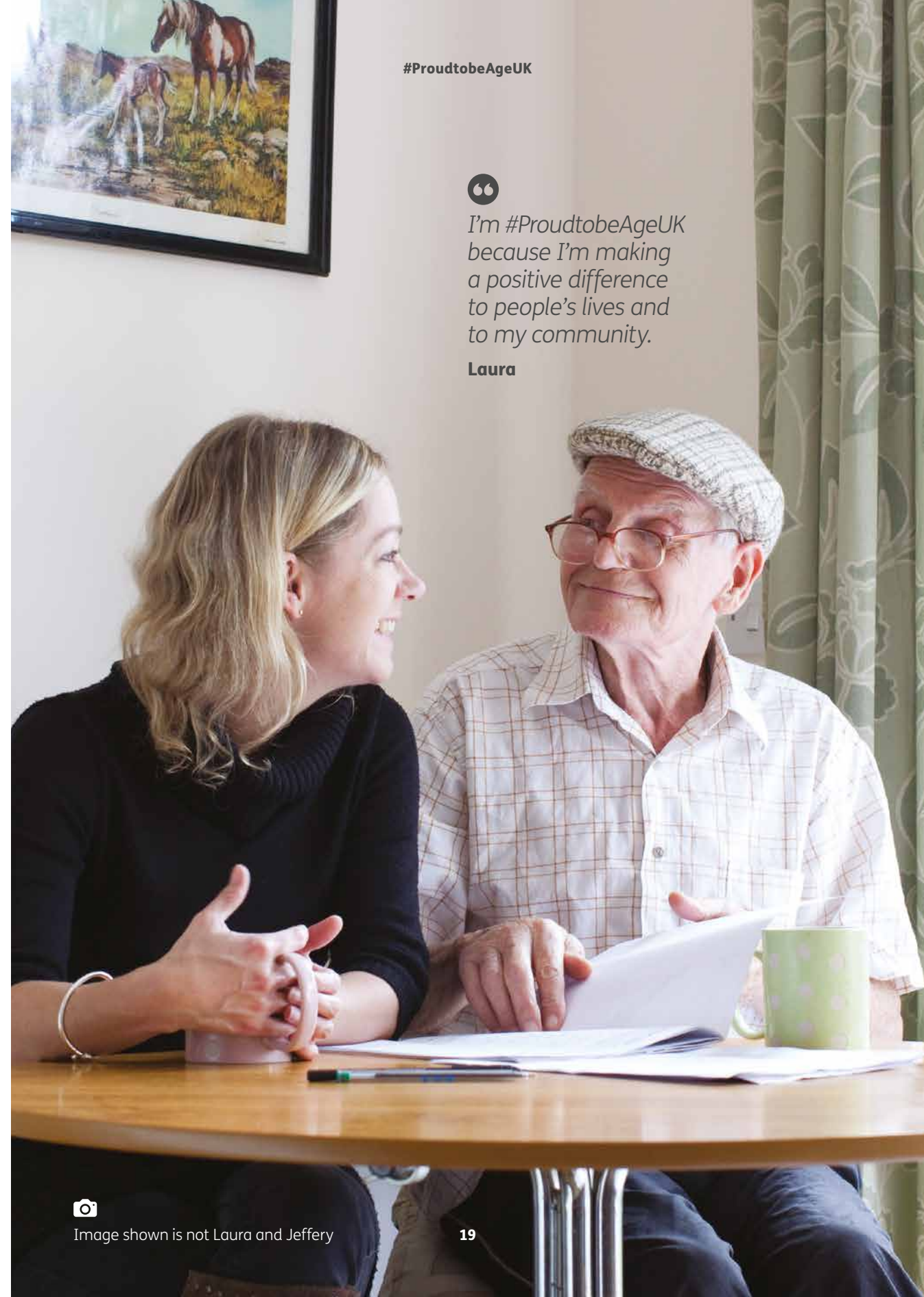
I feel guilty because I think I get more out of volunteering than the people I'm helping! It gives you an enormous sense of wellbeing. As cheesy as it sounds, you're really helping someone in their hour of need.

### **What lessons have you learnt?**

People have lived such interesting lives. Jeffery was a deep sea fisherman. I'd never have known that when I first met him. Volunteering is teaching me that if only people spend time talking to older people, they will see that there's a massive story behind that person.

# 80,000

The Age UK network is supported by around 80,000 volunteers and campaigners



*I'm #ProudtobeAgeUK because I'm making a positive difference to people's lives and to my community.*

**Laura**



## Discovering secrets every year

In 1947, John Scott and 70,000 other Scottish eleven year olds took an IQ test. Seven decades later, those tests are helping scientists study how our brains and thinking skills change as we age.

John, pictured with a 3D print of his brain, is part of the Age UK funded Disconnected Mind research project at the University of Edinburgh. Every three years, John and hundreds of the original participants repeat the IQ test, have brain scans and take many more cognitive, medical and physical tests.

From its outset in 2004, the project has generated ground-breaking findings. This year, it found the clearest evidence yet that certain thinking skills are linked with healthier brain white matter – brain connections – in later life. The study has found that exercise and not smoking help protect our white matter. The research continues to study what else is important.



*I'm proud to take part in research into brain health because I'm contributing to breakthrough findings and, most of all, helping people.*

**John**





To people in the UK, I would say that I could not have coped without your support.

**Kanchi**



© Judith Escibano, Age International

## A story of hope and resilience in Nepal

In April and May 2015, Nepal was hit by two devastating earthquakes. More than 8,900 people were killed, over 22,500 were injured and half a million houses were destroyed. This is the story of Kanchi – one of 2,126 survivors we provided shelter for, through our international charity, Age International.

Kanchi had an arranged marriage when she was 13 years old. After she was given some land by the Nepalese Government, her husband beat her and made her transfer the property to his name. He threw Kanchi and their nine children out onto the street.

Kanchi built a new home for her family with her own two hands – selling chickens to get by.

‘My courage has never left me and that is the main reason why I am still here today: because I have faith, hope and courage,’ she says.

In 2015, when Kanchi was 63, the Nepal earthquake tore down the home that she had built for herself and her family. Age International supported Kanchi to build another new home and helped her to get her chicken business up-and-running again.

Kanchi says, ‘I’m not sure what my life would’ve been like without support. I imagine I would have had to leave this village or go from house to house begging.’

Age International is the only UK charity dedicated to the needs of older people in developing countries. Age UK and Age International, raised over £550,000 for survivors of the Nepal earthquakes as well as taking part in the Disasters Emergency Committee (DEC) Appeal which raised a total of £85 million.

# 26m

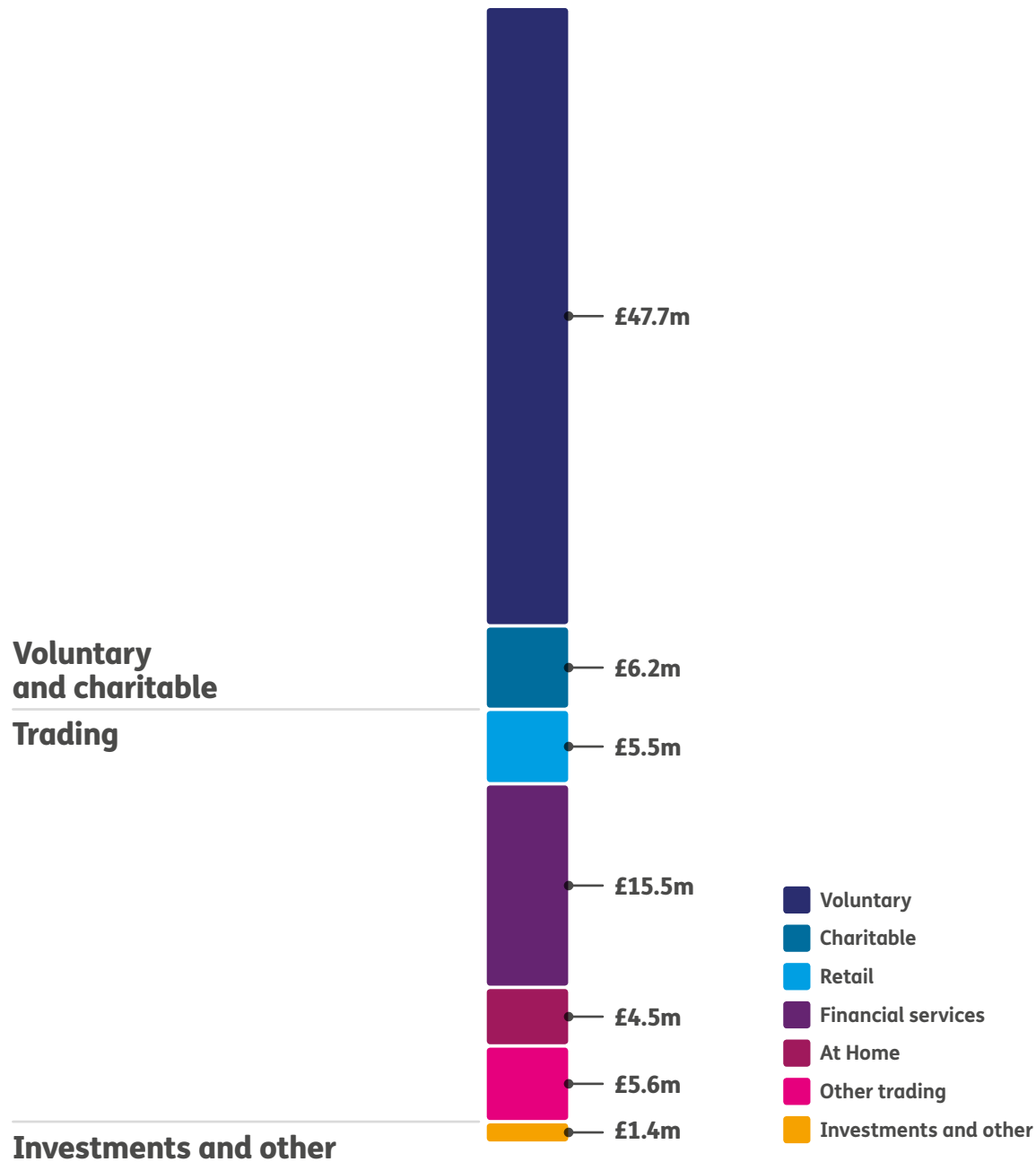
26 million older people are affected by natural disasters every year

# 14

Age International supported humanitarian work in 14 countries, including Nepal and Sierra Leone

# How we raised our money

## Net £86.4m Incoming resources



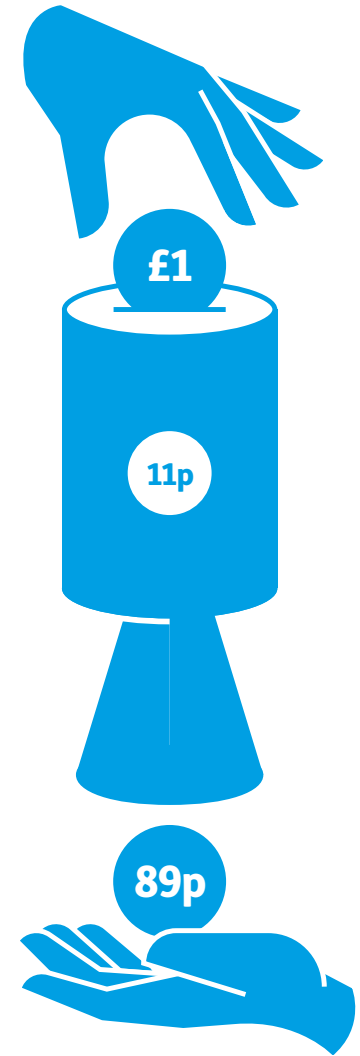
### How we fundraise

We are very grateful to our many generous supporters who make much of work possible. We fundraise in a way that has older people and our supporters in mind. We have established principles to ensure that we do not engage in practices that are inconsistent with Age UK's values. For example, we don't fundraise door-to-door, don't cold call and don't sell our data.

### How we trade

We trade through a separate trading company, which Age UK owns. It raises money for Age UK's work by donating the profits it makes to the charity. We run over 400 charity shops, provide financial services, such as insurance, and offer products that help older people remain independent at home, such as stair lifts.

We work hard to offer good value products and services that provide features that older people tell us are important to them. For example, our insurance products can include features such as no hidden fees, low excess payments and no upper age limits. We strive to offer competitive prices that compare well against products with similar features.

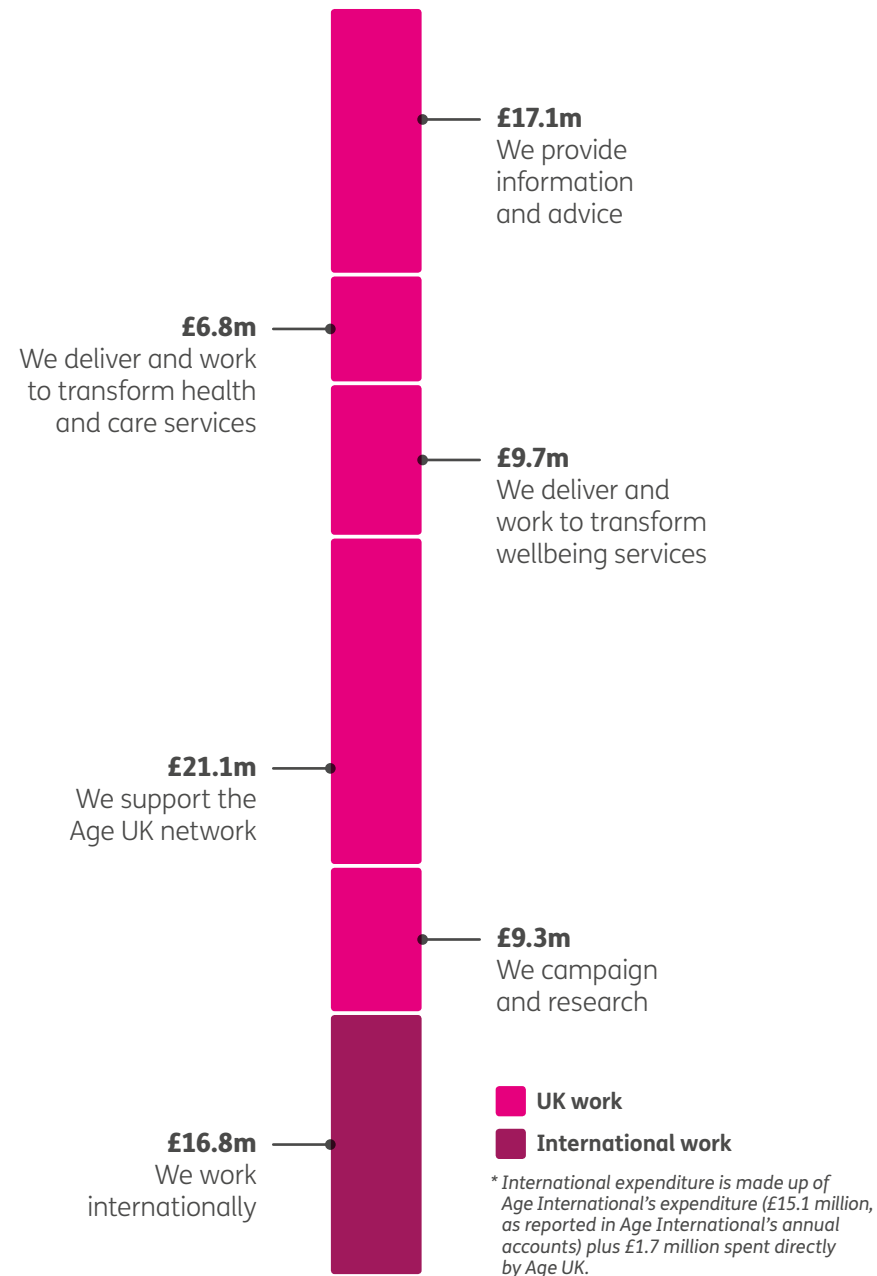


For every £1 donated, we use 11 pence to raise funds for today and tomorrow and 89p is available to help older people.

# How we spent our money

## £80.8m

Total charitable expenditure



## We provide information and advice

We help millions of people to know their rights and make the best choices for their later life.



## We deliver and work to transform health and care services

We put people in control of the care they receive, whilst sharing best practice to improve services.

## We deliver and work to transform wellbeing services

We tackle loneliness, get older people active and support people to stay independent for longer.



## We support the Age UK network

We support our national partners and local Age UKs to be well-run and to provide good quality services.

## We campaign and research

We run campaigns to get public support and influence government and other decision-makers to help make later life better for older people today and tomorrow.

## We work internationally

We ensure that women and men everywhere can lead dignified, healthy and secure lives as they grow older.

## Our priorities

This year Age UK has set its sights on three equally important charitable priorities for 2016-21, all with the aim of making the UK a great place to grow older.



### Person-centred care

We will change how health and care is provided so that every older person in the UK is able to access high quality person-centred care that helps them to get the best from life. We'll deliver this through our own programme, together with local Age UKs, and with the support of other organisations.



### Loneliness

We will prevent and tackle loneliness among older people and deliver a choice of services to anyone who asks us for help. We will continue to press the Government for change, encourage the public to play their part, and ask local health and care commissioners to take loneliness seriously as a public health priority.

### First port of call

We will be the first place that older people, their families or friends turn to whenever they have an age-related need. No matter how they reach us – whether it's by visiting a local Age UK, giving us a call, or visiting us online – we will provide free expert information and advice direct or help them to find someone who can.

Age International has four charitable priorities: responding to emergencies; reducing poverty; improving health; and protecting and promoting human rights. You can read more about Age International's plans at [www.ageinternational.org.uk/about-ageinternational/Annual-report](http://www.ageinternational.org.uk/about-ageinternational/Annual-report)

## Proud of our supporters

We'd like to thank all our donors, campaigners, customers and supporters for their valued contributions, as well as our staff, volunteers and local, national and international partners.

Special thanks also go to the following businesses, public bodies, trusts and foundations for their generous support.

Ageas UK	The Exilarch's Foundation	Nuffield Health
AARP	First Utility	Oak Foundation
Apetito	The Foster Wood Foundation	Oliver Bonas
Aviva	GSK	Peacock Charitable Trust
The Balcombe Charitable Trust	Gwyneth Forrester Trust	Premier Foods
Barclays	HSBC	Prudential Group
The Beatrice Laing Trust	Handicare	Prudential UK & Europe
Big Lottery Fund	innocent	RBS
Bloomberg	International Association of Homes and Services for the Ageing (IAHSA)	Results International
British Gas	J.P. Morgan	The Roger De Haan Charitable Trust
British Gas Energy Trust	The John and Sally Reeve Charitable Trust	Rosetrees Trust
Bupa	John Lewis Partnership	Rothsay Life
The Burdett Trust for Nursing	Just Retirement Solutions	RSA
Cecil and Hilda Lewis Charitable Trust	The Lake House Charitable Foundation	Santander
Centrica Plc	Kennedys Law	The Schroder Foundation
Churchill Retirement Living	The Kirby Laing Foundation	Scottish and Southern Energy Power Distribution
Comic Relief	Leeds Building Society	Sport England
Common Humanitarian Fund (CHF)	Legal & General	Stavros Niarchos Foundation
Darfur Community Peace and Stability Fund	Lloyds Bank Foundation for England and Wales	Tudor Foundation
Department of Health	LV=	UK Aid
The DG Charitable Settlement	Manning Gottlieb OMD	UK Mail
Dignity Pre Arrangement Ltd	The Mercers Charitable Foundation	UK Power Networks
Disasters Emergency Committee (DEC)	Metropolitan Housing Association	Ulverscroft Foundation
Edith Murphy Foundation	Milton Damerel Trust	UNHCR
E.ON	Nationwide	UNOCHA
ENGIE (formerly GDF Suez)	Nesta	UNOPS/LIFT
European Commission (EC)		The Will Charitable Trust
The Evan Cornish Foundation		Williams Lea
Eveson Charitable Trust		Wiltshire Farm Foods
		Zurich Community Trust



# We'd love your support

You can help Age UK in so many ways.



**Donate**



**Volunteer**



**Fundraise**



**Campaign**

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To find out more about how you can get involved with Age UK visit [www.ageuk.org.uk/support](http://www.ageuk.org.uk/support) or call **0800 169 87 87**.

**Age UK**  
**Tavis House**  
**1-6 Tavistock Square**  
**London WC1H 9NA**

**0800 169 80 80**  
**[www.ageuk.org.uk](http://www.ageuk.org.uk)**

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