

**ASSESSMENT CATEGORY - Older Londoners****Age UK London****Adv: Sandra Davidson****Base: Southwark****Amount requested: £113,257****Benefit: London-wide****Amount recommended: £113,200****The Charity**

Age UK London is the only London-wide older people's capacity-building organisation. It has a good track record of working with a range of partners and stakeholders to make London a better place to grow old. Together with local Age UK's, Age Concerns, older people's borough forums and others, it works across London to expand the contribution of older people, improve their quality of life and enhance their status and influence. Current activities include a pan-London programme 'Fit for Purpose' designed to build the capacity of over 450 older people's organisations. In addition, the charity recently launched a three year project raising awareness of the needs of older private tenants in London.

**The Application**

Age UK London is requesting three year funding to develop an Age Friendly campaign. This will challenge stereotyping of older people and encourage organisations to make small changes in the way they work, and relate to, older people. The funding will cover the costs of 2 part time posts a (3dpw) programme Officer and a (1dpw) Research and Campaign Officer, and associated running costs.

**The Recommendation**

The Age Friendly campaign developed following consultation with small grass roots organisations and large-scale surveys of older people. Findings show that age discrimination is prevalent with older people experiencing multiple disadvantage accessing information, services and support. Your funding, if awarded, will allow Age UK London to develop a series of interactive workshops with older people, supporting participants and organisations to become 'Age Allies'.

***£113,200 over three years (£40,500; £40,500; £32,200) for the salary costs of a part-time Programme Officer (21hpw) and Research and Campaign Officer (7hpw), and associated running costs.***

**Funding History**

Meeting Date	Decision
28/01/2015	£4,000 (10 days) to provide an eco-audit.
10/01/2013	£67,000 over two years (£32,000; £35,000) towards the part-time salary (30 hours per week) and associated running costs of an Outreach Worker to involve BME elders in a London-wide advocacy and engagement hub.
04/10/2007	£120,000 (£60,000, £60,000) towards the salary costs of a worker training three Age Concerns' workers and volunteers in ensuring that all their services are fully accessible to black and minority ethnic communities in Kensington & Chelsea, Bromley and Hackney.

## Background and detail of proposal

Ageism is widespread in the UK and affects people at different stages in their life cycle. There are currently some 2.2 million people aged 50+ in London, of whom over 900,000 are aged 65+. Ageism and age discrimination affect people in a variety of ways. These include: difficulties accessing public services, information, and goods and services; employment opportunities; and by belittling or patronising older people's capacity and ability. Since 2011-12, the charity has carried out an annual survey of older Londoners' priorities. Results consistently show concern about ageist stereotypes and their effects. Interactive workshops will be run by a Project Officer and local older people and delivered to statutory and private sector organisations and schools across London. These workshops will raise awareness of ageism by identifying barriers faced by people as they age. The project aims to change attitudes of people and organisations towards older people, supporting them to be more inclusive through making 'one small change'. People aged 75+ will be key participants. A London-wide map will be compiled of organisations which are Age Allies and the changes they have made.

## Financial Information

Forecast income for the current year 31<sup>st</sup> March 2017 is £715,255 of which £262,097 (37%) had been secured by 14th June 2016. Income has fallen and deficits have been incurred over the three financial years shown in the table below. The charity's trustees recognise the need to raise unrestricted income and to this end have recruited a fundraiser, who will focus on fundraising from individuals.

The charity's free reserves were low at £77,024 on 31 March 2016, equating to less than one months' worth of expenditure. As noted, the charity plans to increase income to gradually accumulate free unrestricted funds. However, in addition to its free reserves, the charity also held designated funds amounting to £650,000 which it has set aside for key projects over the next 3 years.

Year end at 31 March	2014/15 Audited Accounts	2015/16 Forecast Outturn	2016/17 Budgeted
<b>Income and Expenditure</b>			
Income	959,877	814,394	715,255
Expenditure	1,103,149	980,115	729,073
Unrestricted Funds Surplus / (Deficit)	(143,272)	(113,969)	(13,818)
Restricted Funds Surplus / (Deficit)	0	(51,752)	0
Other Recognised Gains / (Losses)	(41,184)	(34,795)	0
<b>Total Surplus / (Deficit)</b>	<b>(184,456)</b>	<b>(130,926)</b>	<b>(13,818)</b>
Operating Surplus / (Deficit) as a % of Income	(14.9%)	(20.3%)	(1.9%)
Cost of Generating Funds (% of Income)	69,378 (7.2%)	50,833 (6.2%)	63,828 (8.9%)
<b>Free unrestricted reserves</b>			
Free unrestricted reserves held at Year End	25,552	77,024	63,206
How many months' worth of expenditure	0.3	0.9	1.0
Reserves Policy target	551,575	490,058	364,537
How many months' worth of expenditure	6.0	6.0	6.0
<b>Free reserves over/(under) target</b>	<b>(526,023)</b>	<b>(413,034)</b>	<b>(301,331)</b>