



2024-29 Strategy

Working together for older people in East London



Our values



Kind

We treat people with kindness, patience, generosity and care.

Accountable

We do what we say we are going to do. We are reliable and trustworthy.

Flexible

We adapt according to the needs of our clients and community.

We recognise the barriers many older people face and do our best to fit our services around them.

Inclusive

We ensure that older people feel that Age UK East London is 'for them'.

We make our services inclusive by taking positive action to ensure all our provision is welcoming and accessible.

Collaborative

We work as equal partners with beneficiaries.

We work in partnership with other agencies to best meet the needs of older people.

The context

East London is a vibrant and diverse part of the capital and is the hub of much of the city's profits and industry.

The wealth enjoyed by some contrasts with high levels of deprivation and loneliness experienced by many. Age UK East London delivers services across Tower Hamlets, Hackney and Newham which are the boroughs with the highest levels of pensioner poverty in the country. The health inequalities resulting from these levels of deprivation have worsened as a result of the pandemic which exacerbated and entrenched isolation and loneliness for many older people.

Age UK East London operates as part of a strong voluntary and community sector eco-system, and benefits from great relationships with both our Local Authority and NHS partners. These partnerships underpin this strategy.

This strategy is built on:

- 1 The views of older people in Hackney, Tower Hamlets, Newham. They guided its development through large groups, focus groups and involvement of nominated representatives.
- 2 Research on the profile of our communities.
- 3 Examining our service data to see if our clients reflect the profiles of older people living in our localities.
- 4 Collaboration across our team, including with trustees, to agree our ambition and set our targets for delivery.

Our vision

We want East London to be a place where people age well, and where older people live happy, healthy and fulfilled lives.

Older people in East London told us that they want to:

Be independent

Live safely and independently for as long as possible.

Be connected

With their community, their friends and family and services.

Be informed

Be supported to access entitlements that provides an income that allows them to feed themselves, heat their homes and socialise.

Be aware of the activities and opportunities that are available.

Be heard

Have their experience recognised and their voices heard by service providers and policy-makers.

In order to deliver these ambitions Age UK East London needs to be a collaborative, professional and sustainable organisation.

Our approach

Working together is essential to best meet the needs of older people. Age UK East London is working to establish trusting relationships across the community and voluntary sector. We are working in partnership to map existing provision, ensuring that we carefully understand, share and develop local solutions that deliver what older people need.



Promoting independence

We will offer...



Support for older people to return home safely from hospital.

By 2029: Our Home and Settle services will be an embedded part of discharge services across our boroughs.



Affordable footcare services

By 2029: Older people will be able to access affordable footcare services at our venues in each borough.



Handyperson services

providing home-safety adaptations so that older people can remain living safely in their homes (e.g. through the provision of grab rails).

By 2029: Our handyperson service will offer generalist help in the home, as part of our Home and Settle team to aid discharge and provide safe home environments across our three boroughs.

Affordable home and care services (e.g help with shopping, housework, DIY etc).

By 2029: Older people can access low-cost garden tidy, handyperson and home help services across all our boroughs.



An end-of-life support service helping older people with practical tasks as they prepare for their death.

By 2029: Our end-of-life service will support older people across all our boroughs to put their affairs in order, including ensuring their pets are taken care of and organising their homes and funeral arrangements.



Exercise classes to help maintain and develop fitness, strength and mobility to prevent falls and promote wellbeing (e.g through the provision of chair-based yoga and walking groups) in our centres and at outreach settings.

By 2029: Regular physical activity sessions will be delivered every week across each of our boroughs.

A programme of activities for people with mild to moderate dementia to slow cognitive decline and improve wellbeing.

By 2029: We will support the wellbeing and mental stimulation of people living with dementia through weekly group programmes in all our boroughs.

Connecting older people

We will offer...



Befriending services connecting older people with volunteers

By 2029: We will deliver befriending services to support older people across our three boroughs.



Support to get out and about connecting older people with the local services and activities they need via volunteers.

By 2029: Our 'activity buddies' programme will be available to older people across all our boroughs.



Digital inclusion support so that people can connect with geographically dispersed family and friends.

By 2029: Our digital inclusion support will be available to older people across our boroughs.



Online social activities for people who are housebound to meet, connect and be stimulated.

By 2029: Older people who are unable to attend our centres will be able to access online/hybrid activities across all our boroughs.

Social activities giving older people the opportunity to meet and connect in our centres and in outreach settings.

By 2029: Older people will have regular opportunities to meet up, socialise and develop friendships in each of our boroughs.



Volunteering opportunities providing a sense of purpose and connection for older people.

By 2029: Volunteering opportunities for older people will be an embedded part of Age UK East London.

Our volunteer team will be representative of the communities we serve.



Ensuring older people are informed

We will offer...



An easy to access first point of contact with our organisation, which provides older people the chance to be heard and connected with the services they need.

By 2029: People contacting us at our centres, via telephone or email will receive a consistent service from a team of volunteers and Information Officers.

The team will also research and update our information resources.

Comprehensive, trusted information about, and referral to, other services that older people need (e.g. carers support, or forums for lgbtq+ older people).

By 2029: We will provide and maintain accessible information resource centres (both online and physical) with up-to-date information on local services, activities, and health advice for each of our boroughs.



An information and advice service which enables people to maximise their income, minimise their costs and access their full rights and entitlements to welfare, social care and health services.

By 2029: All older people using any of our services will have their needs for information and advice (I&A) assessed. We will have a consistent service offer across all our boroughs which will include initial triage and appropriate next-steps support which will include in-depth advice and casework support.

Our older people's I&A service will be a source of local expertise.

Health information (e.g. on mental health awareness, signs of stroke, and healthy eating).

By 2029: We will provide health information as part of our wider service offer via our welcome packs, in our centres and by inviting guest speakers to participate in events.



Energy advice and support with adaptations which enables people to adapt their home to minimise energy costs and ensure they are on the right energy tariff.

By 2029: Home energy checks and energy advice will be an embedded part of our service offer to people across all our boroughs.



Photo credit: Jamie Lau

Listening to older people and amplifying their voices

We will offer...



Older people's involvement in the strategic direction of our organisation.

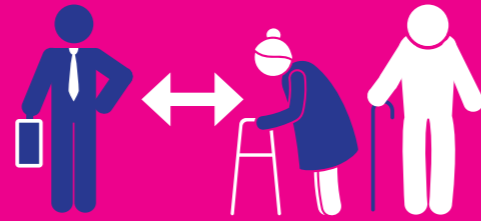
By 2029: We will have an established older persons committee which will be represented at Trustee Board.

We will have at least one member of the trustees who is a local older person.

Regular spaces and forums for older people to come together, learn about local developments and have their say.

By 2029: Older people will be able to join our forums in each borough.

We will represent the views of older people at wider forums.



Connections with policymakers and commissioners to advocate for the needs of older people in relation to service design and delivery.

By 2029: Older people will be able to directly engage with policy makers during local, mayoral and national elections, for example at hustings events.

We will systematically raise older people's issues in the policy forums and partnerships in which we operate.

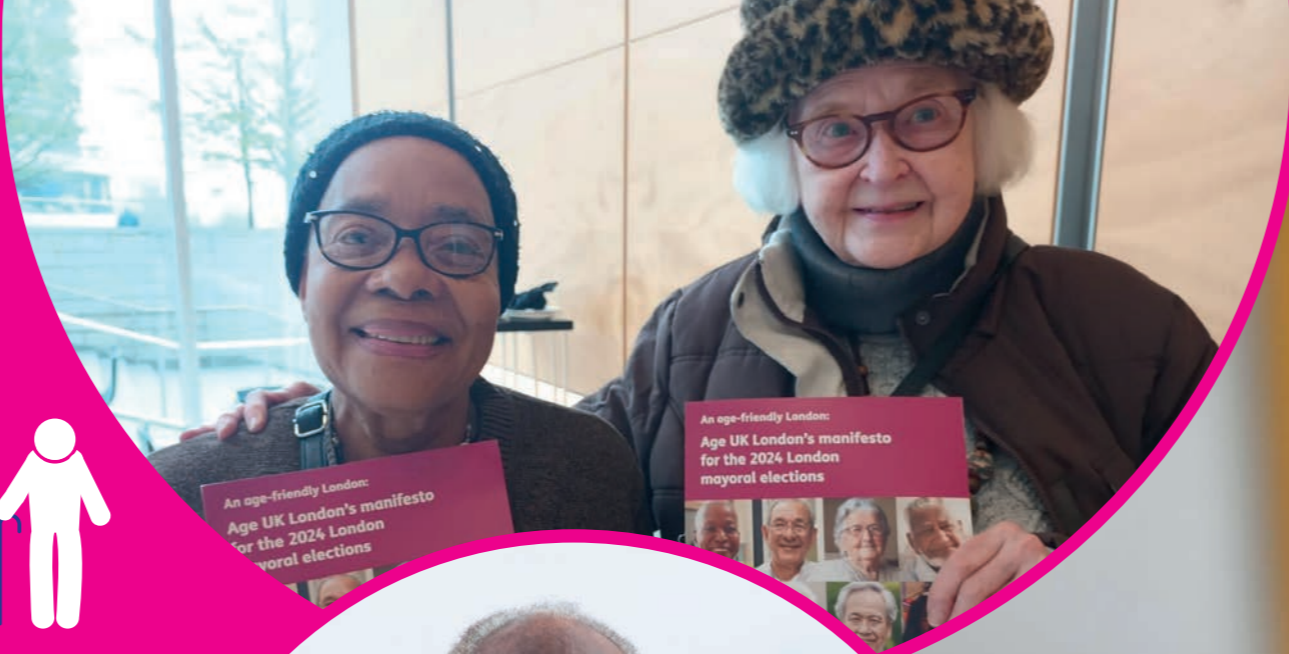


Photo credit: Jamie Lau



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