

A large, stylized graphic element consisting of several overlapping, curved bands in shades of pink, orange, and blue, creating a sense of movement and depth. The text "Annual Impact Report" is written in white, bold, sans-serif font across the orange band.

**Annual Impact Report**

A solid pink rectangular box containing the year "2022" in white, bold, sans-serif font.

**2022**

# Age Scotland is the national charity for older people.

We work to improve the lives of people over the age of 50 and promote their rights and interests. We want Scotland to be the best place in the world to grow older.

**Together, we can make that happen.**




## Our vision:

Is a Scotland which is the best place in the world to grow older.

## Our mission:

Is to inspire, involve and empower older people in Scotland, and influence others, so that people enjoy better later lives.

## Our strategic aims:

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

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## Introduction

I joined Age Scotland as chief executive in January 2023, and it has been clear that there has been a tremendously positive impact on the lives of the older people we supported and worked with in 2022.

The focus has been on the wellbeing of the over 50s as they faced a cost of living and energy crisis, supporting them with information, advice, friendship, practical help, and campaigns to improve their quality of life.

There has been growth in all areas of our work, and as colleagues have adapted to hybrid working, it is clear to me that there remains a strong sense of passion, engagement, collaboration and innovation in their work.

We launched a new charity strategy in 2022, “No Time to Lose”, which encapsulates the challenges faced by older people and sets out how we will work tirelessly to address them.

It was another very difficult year for many older people in Scotland. The country is still recovering from Covid-19 and its effects are being felt acutely by older people.

“  
***I feel a sense of great pride and responsibility on joining Age Scotland.***  
”



**Mark O'Donnell,  
Chief Executive**

Surging energy and general living costs meant that those on low, modest and fixed incomes in particular faced impossible decisions about whether to heat and power their home or pay for food and other essentials. Medical conditions which may have gone undiagnosed and treated during the early stages of the pandemic have become more severe, and long waits for health and social care have put considerable strains on their wellbeing.

Levels of loneliness and social isolation also remain very high, exacerbated by the financial challenges faced by older people and many of the community groups of which they are members.

I feel a sense of great pride and responsibility on joining Age Scotland in this role and I am excited to lead it in the next phase of its work as we seek to grow our impact even further in the years to come.

## Our strategy for 2022-2025

We published our 2022-25 strategy which sets out eight key ambitions we want to achieve in the next three years. It is informed by the experiences of the people we support and driven by insight.

**We want Scotland to be the best place in the world to grow older.**

Read more about our strategy at [www.age.scot/NoTimeToLose](http://www.age.scot/NoTimeToLose)



To shape this, we consulted with over 3,500 older people in our Big Survey, we spoke with Older People's Champions across Scotland's local authorities, and we engaged with the Scottish Ethnic Minority Older People Forum, our regional ambassadors, trustees and member groups.



We also drew on the experience of our teams across the charity who engage with older people day in day out to identify the challenges older people are facing and the issues that are important to them. Our strategy seeks to address these.



# Our ambitions

## Campaign and influence

Influence policy and practice by amplifying the voices of older people

## Provide information and advice

Grow our services to ensure older people know who to turn to and have access to impartial and reliable information and advice

## Promote age friendly workplaces and communities

Create more age-inclusive communities and working environments where older people are valued, and their needs are increasingly met

## People and culture

Be the best employer we can, where staff and volunteers feel valued and respected

## Friendship

Expand our friendship services to ensure all older people in Scotland have someone to talk to

## Support and enable older people's communities

Build resilience, capacity and sustainability of older people's community groups across Scotland

## Health and wellbeing

Improve health and wellbeing outcomes for older people

## Fundraising, marketing and communications

Build our brand and boldly ask for support

Our **organisational outcomes** describe the impact we have on the lives of older people in Scotland.  
**Older people:**

are more able to influence change



have improved health and wellbeing



are more included in society



feel more connected



have increased independence



are more secure



face fewer inequalities



# Challenges for older people

Throughout 2022, we researched the challenges facing older people in Scotland.



## Loneliness and isolation

**Over 70,000**

over 65s spent Christmas alone

**122,000**

people (1 in 10) in Scotland expected to feel lonely at Christmas

**Over 200,000**

older people in Scotland rely on social clubs and groups for company

## Cost of living and energy bills

**4 in 10**

people over the age of 50 believed that they were living in fuel poverty

**76%**

of older people were always concerned about paying their energy bills

**Only 46%**

of older people felt they could heat their home to a comfortable level – down from 88% in 2018

## Pensioner poverty and low income

**14%**

of pensioners and 19% of people aged 55-64 in Scotland live in relative poverty

**42%**

of pensioners have an annual income too low to be eligible to pay income tax

## Looking ahead to retirement

**57%**

of adults were uncertain that they would have enough money in retirement

**70%**

of people aged 35-54 did not feel that they would be financially comfortable when they retire

## Healthy life expectancy

(the average number of years spent in good health)

Women:

**61.1**

Men:

**60.4**

Healthy life expectancy in Scotland has been decreasing since 2016

## Access to health care

**40%**

of older people had considered using private healthcare due to lack of appointment availability or waiting times, but cannot afford it

**12%**

of older people had already used private healthcare due to lack of appointment availability or waiting times

## Campaigning for older people

We want older people's voices to be heard so they can influence and effect change.

To achieve this, we highlight the issues that they tell us are important to them through campaigns and seek to influence decision makers to take action.

We work in partnership with older people and other organisations to ensure our activities have the maximum impact.



Throughout 2022 we campaigned on numerous issues including:

- Local authority Older People's Champions
- Pensioner poverty
- Energy costs
- Cost of living
- Carers' rights
- Human rights of older people
- Health and social care
- Support for older people's community groups
- State Pension triple lock

## Campaign highlights

### Check in, Cash out:

Increasing older people's awareness of social security entitlements, helping to tackle stigma, and highlighting the scale of pensioner poverty to decision makers.



### Older People's Champions:

Working with the Scottish Older People's Assembly to call for every Scottish local authority to appoint a Councillor as an Older People's Champion to ensure local decision-making meets older people's needs.

### Know Your Rights:

Raising awareness of carers' rights so all unpaid carers can access the support and benefits they are entitled to.



## Older people:

- are more able to influence change
- have improved health and wellbeing
- are more included in society
- face fewer inequalities










## Research and gathering the views of older people

As Scotland's national charity for older people, it's vital that we listen to their views, and understand their concerns and priorities. In 2022, we continued to put older people's voices at the front and centre of our work to help policy makers understand their needs and experiences.

We did this in a range of ways including face-to-face and online discussions, surveys and polling.



### Key areas of our research and engagement were:

-  Access to health care
-  Social care reform and the proposal for a National Care Service
-  Energy issues
-  Poverty and low income
-  Support for community groups
-  Loneliness and isolation
-  Hate crime
-  Violence against women and girls
-  Older people's experiences of customer service



**Health and social care:** Older people from across the country shared their views on the Scottish Government's proposed Health and Social Care Strategy for Older People, and the National Care Service, explaining their priorities and the challenges they face. A significant part of this engagement was with ethnic minority older people.

**Help To Turn up the Heat:** Our survey of older people in January 2022 captured their experiences of spiralling household costs and found that 94% were worried about paying their energy bills.

**Financial comfort in retirement:** Our polling with YouGov identified that the majority of adults in Scotland were uncertain about having enough money to live comfortably when they retired.

**Housing and adaptations:** We looked at how older people can adapt their homes to allow them to live independently within their community. The research, in partnership with the University of Stirling and funded by the Scottish Government, included focus groups and a nationwide survey carried out by Scotinform.

**Keeping the Doors Open:** This in-depth look at the importance of older people's community groups explored the challenges they face to stay open as well as highlighting the incredible value they offer older people and the communities they serve.

**Taking the Temperature:** Our national survey of more than 1,000 over 50s in partnership with SGN highlighted the challenges they face with energy bills, relationships with energy suppliers, awareness of energy efficiency support and more.



**Loneliness and isolation:** Polling commissioned by our sister charity Age UK highlighted the scale of loneliness over the festive period. From this we estimated that 122,000 older people expected to feel lonely and 150,000 couldn't afford Christmas.

### Older people:

-  are more able to influence change
-  have improved health and wellbeing
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-  feel more connected
-  face fewer inequalities



# Influencing change

Throughout 2022, we worked to share the views and experiences of older people in Scotland with politicians and policy makers at a national and local level.

Our policy team worked to influence change on many vital issues, including the reform of adult social care, tackling poverty and supporting older people on low incomes, Pension Credit uptake, access to cash, planning and town centres, and mental health.



We participated in a wide range of government and stakeholder groups including:

- ∞ The Scottish Government's Older People's Strategic Action Forum
- ∞ Poverty
- ∞ Hate crime
- ∞ Serious organised crime taskforce
- ∞ Accessible housing
- ∞ Energy and fuel poverty
- ∞ Mental health
- ∞ Care home visiting
- ∞ Social security uptake

£4m

We secured an additional £4 million for older people on the lowest incomes by convincing the Scottish Government to expand the eligibility for the £150 energy bills support payment to include all people on low-income benefits.



26

contributions to parliamentary, government and local authority consultations



7

appearances at Scottish parliamentary committees



5

parliamentary debate briefings



11

cost of living events hosted by politicians

## Older people:

are more able to influence change

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have increased independence

face fewer inequalities

## About Dementia

Age Scotland's forum for people living with dementia and unpaid carers continued working to bring about change and improvement in policy and practice.

In 2022 our work was recognised and supported by the Scottish Government through a £1 million multi-year investment to support dementia-friendly communities in Scotland.

People with lived experience of dementia were at the heart of our grants programme through its design and decision making.

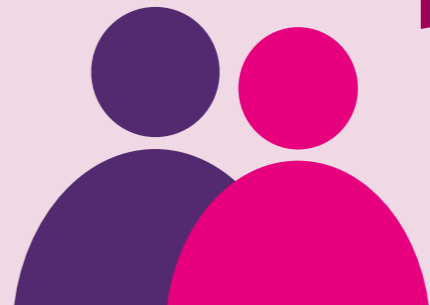
We worked to support the development of the new National Dementia Strategy through a nationwide series of engagement events with people living with dementia, unpaid carers, and professionals.



£312,553 awarded in grants in 2022

“ Thank you so much for your amazing work on the dementia strategy & human rights of unpaid carers. I am indebted to you and the About Dementia team for taking all those issues on board on behalf of our group and the communities you visited, as well as my own concerns. ”

Nancy, unpaid carer



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# Helpline

Our helpline continued to be a lifeline service for older people, their families and carers throughout 2022, particularly as costs for essentials such as energy, food and other household items surged.

Ensuring that older people were claiming every penny of social security they were entitled to and could access other means of financial support such as help with their energy bills, was a priority. This meant that we handled more benefit related calls than the previous year.

We launched a new online benefit calculator on our website so that people could explore what they might be entitled to in their own time. With our new dedicated energy advice service, we could offer older people timely support and information to reduce their bills and access more support to use less energy.

We have developed valuable partnerships with energy and utility providers such as SGN, SPEN, SSEN and Scottish Water to help us grow the helpline, meet the demand and launch new services for older people.



**649**  
benefit checks completed



**2,597**  
online benefit calculator checks



**28,140**  
calls handled



**£666,964**  
in total client financial gain

## Top 5 reasons for calling:

- Benefits and cost of living
- Social care
- Energy advice and complaints
- Consumer issues
- Housing



**99%**  
of callers would recommend the helpline



“ I love phoning the helpline. All the staff are really friendly and are always happy to chat to me. ”



“ I will be recommending that my friends phone you for some much-needed advice. ”



“ I don't know what I would do without you. ”

## Older people:



## Information publications

We produced, updated and distributed 73 different free print and digital guides on later life, to support older people, their families and carers.

Our impact grew considerably in 2022 with a 120% increase in the number of paper guides requested by the public, covering a wide range of issues such as benefits, energy advice, dementia, health and wellbeing, social care, money matters, legal and family issues, and housing.

Our Warm and Well energy advice guide had a tenfold increase in demand compared to 2021.

New guides were launched in 2022 including Adult Disability Payment, Challenging a Benefit Decision and Keeping your Feet in Later Life.



**103,019**  
paper guides distributed

**27,622**  
guides downloaded  
from our website

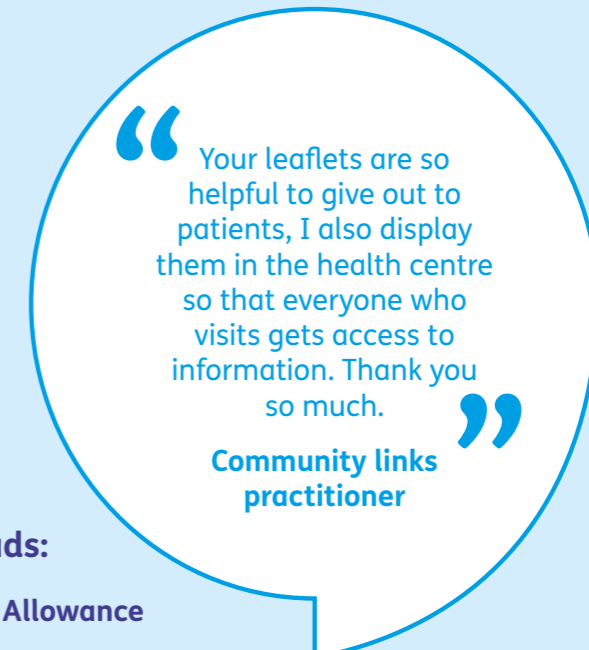
### Top 5 paper publications:

- Pension Credit
- Information calendar
- Thermometer
- Warm and Well
- Power of Attorney



### Top 5 downloads:

- Attendance Allowance
- Care Home Funding
- What is a Benefit Check?
- Power of Attorney
- Care at Home Assessment and Funding



“Your leaflets are so helpful to give out to patients, I also display them in the health centre so that everyone who visits gets access to information. Thank you so much.”  
**Community links practitioner**

### Older people:

- have improved health and wellbeing
- have increased independence
- are more secure
- face fewer inequalities

## Energy and benefits workshops

We delivered free online and in-person workshops to hundreds of older people and those who support them across Scotland.

Our benefits workshops, funded by the Yorkshire Building Society, focus on increasing awareness of social security for older people, what is available and how to claim it. A new workshop outlining the benefits which have been devolved to Scotland was created in 2022.

We launched a programme of energy workshops to enable older people to get a better understanding of their household energy use, supporting them to stay warm and save money on their bills.

Our “Preparing for a powercut” workshop was designed to help improve resilience among older households in an emergency.

We are grateful to SGN and SSEN for the funding and support of our energy advice work.

“ I am going to pay more attention to my smart meter to see what appliances are using the most energy. I didn’t know I was eligible for the Priority Services Register so I am going to apply. ”

**Energy workshop attendee**

“ I’d like to let you know that I applied successfully for Pension Credit and was awarded an extra £80 per month. It’s entirely thanks to the workshop. ”

**Benefits workshop attendee**



**48** benefits workshops

**435** attendees

**110%** more than the previous year

**37** energy workshops

**352** attendees

### Older people:

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# Friendship line

Our friendship line has been growing since its introduction in 2020. Over the last year it has handled more calls from older people than ever before with the number of inbound calls almost double that of 2021, and outbound calls increasing by 13%.

The service has become a lifeline to many who use it regularly and the evidence shows that it is having a positive impact on the lives of the older people who call us.

There has also been an increase in the number of volunteers making calls to older people who feel lonely and would like a friendly chat. We are grateful to those who volunteer their time with Age Scotland and to our corporate partners and volunteers at Sky Cares, Amazon and Scottish Water.

“ Every call has been memorable. Every Tuesday I enjoy waiting to find out who I’ll speak to that day. ”

**Margaret,  
Dumfries & Galloway**



**4,368**  
calls handled



**98%**  
of callers would recommend the friendship line



**97%**  
of callers find it easy to speak to a volunteer



**9 in 10**  
callers say the service makes them feel happier and less alone



“ It makes my day, makes my week! I’ve been very depressed and it’s nice to hear another voice. The family don’t phone and your friends do pass away, it can be lonely. ”

**Lilly,  
Aberdeenshire**

“ Lovely people! I feel I know them personally now. ”

**Isabel,  
Moray**

## Older people:

have improved health and wellbeing

are more included in society

feel more connected

## Comradeship Circles

Our Comradeship Circle group telephone calls provide regular camaraderie for veterans over the age of 50.

The service has been running since July 2020 and by the end of 2022 it had hosted over 570 group calls with veterans and their families. There are still members of the original circles taking part and enjoying these chats.

As well as our own circles which took place three times a week, we also hosted these for partner organisations including Sight Scotland Veterans and Veterans Chaplaincy Scotland.

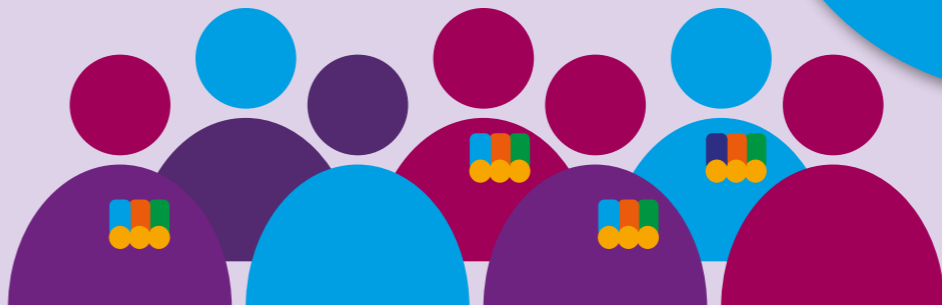


**232**  
Comradeship Circles

**53**  
veterans took part

“  
This brings us together every Tuesday. I look forward to the circle.”  
Comradeship Circle attendee

“  
The people are very good. I enjoy the guest speakers.”  
Comradeship Circle attendee



### Older people:

have improved health and wellbeing

are more included in society

feel more connected

## Community development

Older people's groups play an incredibly important role in communities across Scotland, supporting health and wellbeing, physical activity, and tackling loneliness and food insecurity.

In 2022, we were able to get back out and work with our member groups in person again, hosting five network meetings, supporting Men's Sheds, delivering talks, and providing tailored community development assistance.

We also helped facilitate meetings of the African and Caribbean Elders Scotland Network, and the Scottish Highlands, Inverness and Moray Chinese Association.

Our small grants programme and Christmas gifts to groups proved very popular.

Working with hundreds of member groups we sought to understand the pressures they face as they recover from Covid-19 and the cost of living crisis, and identify ways to keep their doors open. Sadly, more than 30 community group members have had to close their doors since the first national lockdown in 2020.

“ Networking and sharing of experiences was first class. ”

Ayrshire network meeting attendee



“ Thank you so much to Age Scotland for the very generous gifts you donated to us. We had a Christmas dinner in our lounge for all our residents who were alone this Christmas, and they were all very pleased to receive a gift donated from yourself. It really helped to make their Christmas extra special. ”

Croft An Righ, Viewpoint Sheltered Housing

713

members



£86,292

of grants awarded to community groups

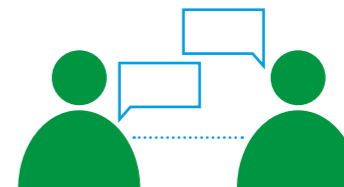
1,260

Christmas gifts for member groups



102

people from 67 groups attended our membership network meetings



“ The presentation today was welcoming and thank you to the host. First time since 2019. ”

African and Caribbean Elders Network meeting attendee

have improved health and wellbeing

are more included in society

feel more connected



## Veterans

More than half of Scotland's veterans are over the age of 65. We continued our work to support them to realise their rights and delivered free workshops for community groups and organisations to raise awareness of Scotland's older veterans and how to work in partnership to support them.

We are the coordinating lead partner of the Unforgotten Forces consortium which brings together 18 armed forces and civilian charities working together to deliver high quality support that boosts the health and wellbeing of veterans over the age of 50 in Scotland.



# 548

veterans supported by the helpline

# 183

people attended veterans training

# 562

veterans' specific information guides distributed

# £154,000

distributed to Unforgotten Forces members



“ Really good afternoon to meet all attendees in person and have some great interaction and the chance to share information. ”

**Working in Partnership to Support Scotland's Older Veterans workshop attendee**



“ I strongly recommend this training to anyone working with the veterans community. ”

**Awareness of Scotland's Older Ex-Armed Forces Community workshop attendee**

## Older people:

have improved health and wellbeing

are more included in society

feel more connected

are more secure

face fewer inequalities

## Diversity and inclusion

We want to ensure that older people from ethnic minorities and the older LGBTQ+ community know more about how we can support them in later life and develop our services to meet their needs.

To help achieve this, we have been working hard to embed diversity and inclusion in the work of the charity with colleague training, recruiting new roles to support and enable these communities, and developing a new strategy.

We began hosting and supporting the Scottish Ethnic Minority Older People Forum, re-launching it in the summer of 2022.

In November, we launched the LGBTQ+ Scottish Older People's Network, a new platform to amplify the voices and uphold the rights of LGBTQ+ people over 50 across Scotland.

51

Age Scotland employees received Diversity and Inclusion training



4

meetings of the Scottish Ethnic Minority Older People Forum

4

meetings of the LGBTQ+ Scottish Older People's Network



“ It's been a great reassurance and a source of pleasure to get to know other members of the older LGBT community whose experience is very different from mine. ”

Member of the LGBTQ+ Scottish Older People's Network

“ The issues that older ethnic minority people face can at times be different to older white communities. The Forum provides a supportive environment. ”

Mrs Mukami McCrum, Chair of the Scottish Ethnic Minority Older People Forum



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## Awards

Our awards recognise the hard work and dedication of individuals, groups and organisations who make a positive difference to the lives of older people in communities across the country.

After a two-year hiatus due to the Covid-19 pandemic, it was a real joy to gather together in the autumn and present these awards in person again.

Thank you to everyone who joined us and congratulations to all of our very worthy winners.

150

people attended the awards ceremony

41

member groups were represented at the awards



### The 2022 Age Scotland Awards



Services to Older People:  
**Harlawhill Day Centre**



Jess Barrow Award for Campaigning and Influencing:  
**Anne McCreadie, Merkinch Community Centre**



Patrick Brooks Award for Best Working Partnership:  
**Cowal Elderly Befrienders**



Volunteer of the Year:  
**Margaret Berry, Larbert and Stenhousemuir Age Concern**



Member Group of the Year:  
**Age Concern Hurlford**



Inspiration Award:  
**Wing Hong Chinese Elderly Centre**

“ Thank you for organising the wonderful event and for the lovely way we were treated by everyone involved. It was great to meet so many new people involved with Age Scotland as well as hear the stories of all the other winners, truly inspirational.

Harlawhill Day Centre ”



Cowal Elderly Befrienders



## Age-inclusive workplaces

Our workplace workshops cover four main areas: age-inclusive HR consultancy, retirement issues, health and wellbeing, and inclusion.

We developed a new virtual reality dementia experience in partnership with VR-EP and our About Dementia team. This highlights how more considered design choices can provide a better quality of life for those living with dementia. The workshop won the 2022 Herald and Genanalytics Design for Diversity award.

Working with the Scottish tourism industry, we developed propositions to make the sector more attractive to older workers and to ensure that the needs of older customers are better understood.

Funding from the Scottish Government's Workplace Equality Fund has helped us launch and begin delivery of workshops and webinars for line managers to help tackle ageism in the workplace.

**2,568**  
people attended

**96**  
workshops



**97%**  
of pre-retirement  
workshop attendees  
feel significantly  
better prepared  
for retirement

**99%**  
of attendees would  
recommend our  
workshops to  
colleagues



“ This is the most insightful workshop I have been on. I believe this is something we should all learn so we can plan for our future. ”

Planning For Your Future  
workshop with People's  
Postcode Lottery

“ Excellent training - relevant and the trainer was one of the best I've ever had training with. ”

Unconscious Bias  
workshop with SPT



### Older people:

have improved health and wellbeing

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## Dementia training

Our workshops have been raising awareness of dementia and how to be more inclusive of people living with the condition.

As well as online workshops we began to deliver face-to-face workshops to community groups again.

Our online self-study platform has proved very popular. This has been particularly helpful for unpaid carers whose time is often inflexible or changeable.

In 2022, we introduced a further two new training workshops for unpaid carers and a new inclusion workshop focusing on dementia and the LGBTQ+ community.

Partnerships are a key part of our dementia training work. Throughout the year we engaged with over 60 organisations to deliver and develop workshops.





**201**  
workshops delivered

**1,740**  
people attended

**234**  
sign-ups to our online learning platform

**207**  
sign-ups to our self-study platform

### Our workshops included:

-  Dementia awareness
-  Dementia inclusion
-  Carers' rights
-  Dementia in the workplace



“  
The information was clear and concise with a good pace of teaching.”

Dementia awareness workshop participant

“  
I am going to begin volunteer befriending soon and will approach communication with my match differently based on what I learned today.”

Dementia awareness workshop participant

“  
I am better able to ask for the support I now know I am entitled to by law. I'm also aware of additional services available to me.”

Carers rights workshop participant

### Older people:

have improved health and wellbeing 

are more included in society 

feel more connected 

have increased independence 

are more secure 

# Health and wellbeing

We continued to boost our influence and impact by developing partnerships and contributing to the work of coalitions including Movement for Health and Care About Physical Activity.

Demand for our fun active games activities – Body Boosting Bingo and Power Quiz – has remained high with the numbers of participants taking part increasing on last year. We also trained and equipped many groups to host these themselves.

We gave talks and delivered workshops across Scotland about what older people can do to support themselves and one another to be as well as they can be, and our monthly Wellbeing in Later Life email bulletin grew in subscriptions.

We created the Age Scotland Expert Friends Panel of academics, charity workers and older people as a forum for health and wellbeing knowledge exchange and collaboration. The panel contributed to the development of two new advice guides.

## 1,101

people took part in **Body Boosting Bingo or Power Quiz**

## 127

people were trained to deliver **Body Boosting Bingo or Power Quiz**

## 136

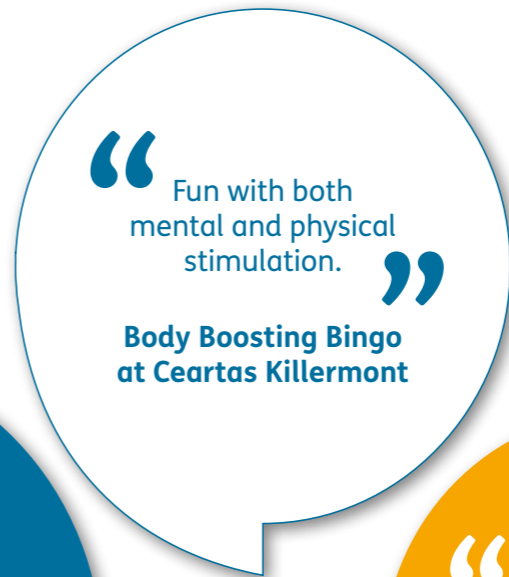
participants took part in a **Wellbeing Conversation event**

## 23

members of **Age Scotland's health and wellbeing Expert Friends Panel**



“ Even the people who never take part joined in – it was amazing! ”  
**Body Boosting Bingo at Dunoon Senior Citizens Club**



“ Fun with both mental and physical stimulation. ”  
**Body Boosting Bingo at Ceartas Killermont**



“ Really enjoyable, got us moving and laughing. ”  
**Body Boosting Bingo at Inverclyde Bothy**

### Older people:



# Volunteers

The work of our volunteers had a considerable impact on the lives of older people in 2022.

As our services have grown, volunteers have supported and enhanced our work in a wide range of areas such as age-inclusive workplaces, friendship, fundraising and retail.

We have been able to increase the volunteering opportunities in our friendship line and are incredibly grateful to corporate partners who have created opportunities for their staff to play a key role in our work.

We are incredibly proud and grateful for the amazing contribution our volunteers have made in 2022.

### Volunteering opportunities:

- Facilitating workshops
- Making calls on our friendship line
- Raising funds and helping to organise events



- have improved health and wellbeing
- are more included in society
- feel more connected
- are more secure
- face fewer inequalities

“ I really enjoy my volunteering - it is the highlight of my week. ”

**Friendship line volunteer**

“ It is very rewarding. The people we call are so appreciative but I get a lot from it too. And the people are so interesting. ”

**Friendship line volunteer**



## Staff survey

We ran our annual staff survey in the autumn to understand how colleagues feel about working for Age Scotland.

We were delighted to have such a high engagement rate and to know that colleagues enjoy their work, feel valued and that the environment is safe, supportive and inclusive.

“Age Scotland is an employer that cares about its staff.”

“This is a fantastically supportive organisation - the best I've worked for.”

“In my humble opinion Age Scotland is already the best place to work in Scotland.”



99%

of colleagues know how the work they do helps us achieve our aims



99%

care about the future of our charity



96%

feel that their manager trusts and values their contributions



95%

find their work interesting, challenging and rewarding





## Media impact

The news stories we produced throughout 2022 highlighted the views and experiences of Scotland's older people, and were featured regularly in print, digital and broadcast media across the country.

Our spokespeople were frequently invited to contribute to a variety of programmes on BBC Radio Scotland, BBC and STV news, and regional radio news bulletins, particularly on issues such as energy costs, health, and loneliness.

Our media guide, "Making Ageism Old News", developed in partnership with the NUJ Scotland, was launched, and aimed to help the media, politicians and the public avoid ageist and negative stereotypes in the messages and images they use.

### Media stories included:

- The impact of spiralling energy and household costs, including the publication of our "Taking the Temperature" report
- High levels of delayed discharge from hospital
- Increasing awareness of social security
- The launch of the Scottish Older People's LGBTQ+ and Scottish Ethnic Minority Older People Forum
- The scale of loneliness for older people at Christmas
- Sharing the success of our award winners
- Our partnership with the Rangers Charity Foundation to tackle pensioner poverty
- Promoting age-inclusive workplaces



### Older people:

are more able to influence change



are more included in society



face fewer inequalities



## Raising funds

We are hugely grateful to our wonderful supporters who took part in our charity fundraising events such as Spring into Action, the Age Squatland challenge, The Big Wheesht, and our Time to Talk Tea Party, alongside external events such as the Edinburgh Marathon Festival.

We continued to receive support from trusts and foundations and the Scottish Government.

Our Time to Talk Tea Party was sponsored by Specsavers, allowing us to reach a wider audience and raise more vital funds.

We launched our biggest ever Christmas appeal reaching 1.1 million households across Scotland and running across multiple media channels. Alongside raising funds, this also helped promote awareness of loneliness and the challenges older people on low incomes face at Christmas and throughout the year.

“

I'm running for Age Scotland because it represents everything we need. To care for the people who gave us the today and to everyone for the future. Keeping people together, happy and safe and helped.

**Nicola Barton,  
Edinburgh Marathon  
runner**

”

“

I am an advocate of the work you all do at Age Scotland. I am passionate about ensuring we have excellent care and support services for our older people and will always try to make sure our older people have the support they need to live their best life

**Maureen Combe, who  
held tea parties across  
3 sheltered housing  
developments**

”



Spring into Action was sponsored by the Kilted Coaches, Stephen and Rab.

## Partnerships

Our work with corporate partners has continued to develop and strengthen.

Existing relationships with Yorkshire Building Society, Sky Cares, SGN and Scottish Water have further strengthened, allowing us to fund vital projects.

We continued to receive support from organisations such as Hermia Community Energy C.I.C and Peak Scientific, while new relationships were formed with organisations such as the Rangers Charity Foundation and Specsavers.

Our successful Christmas appeal raised vital funds and gifts-in-kind for our member groups.

We delivered £26,905 worth of Christmas gifts from organisations to 41 of our Age Scotland member groups

“It was heart-warming to see children writing to older people to make it clear that there are always people in the community who think about them.”

**Graeme McPherson,  
Robertson Homes**

“We wanted to do more to support older people, so it was great to team up with Age Scotland this season to try and address issues such as pensioner poverty and loneliness.”

**Gillian McKelvie, Rangers  
Charity Foundation**



**We worked with Robertson Homes to provide personalised Christmas cards from school pupils to our friendship line and comradeship circle callers.**

## Our trustees

We are very lucky to be able to draw on the advice and expertise of a talented group of charity trustees. Along with our charity board, we are also supported by our Finance and Risk Committee, Members Services Committee and the Age Scotland Enterprises Board.

We are grateful to the members of these committees for their commitment to the charity and older people across Scotland.



## Our charity board

**Stuart Purdy** - Chair

**Robert Hare** - Treasurer

**Ken Nicolson**

**Pennie Taylor**

**Graham Reece**

**Kate Smith**

**Faith Jayne**

**Elaine Maddison**

**Martin Ambrose**

**Chris Radford**

**Naseem Anwar**

**Glen Johnstone**

**Allan Johnstone**

**Brendan McCormack**  
(stepped down in March 2022)

**Lesley Sawers**  
(stepped down in June 2022)

**Marion McMurdo**  
(stepped down in October 2022)

**Alison Harrington**  
(stepped down in November 2022)



# How to get involved



## Volunteer

From volunteering on our friendship line to assisting our fundraising team with events, there are lots of ways to get involved.

[www.age.scot/volunteer](http://www.age.scot/volunteer)



## Fundraise

Help raise vital funds to support our work. Participants can take part in all kinds of challenges such as our Big Wheesht, the Edinburgh Marathon Festival, knitting small hats for the Big Knit and much more.

[www.age.scot/fundraise](http://www.age.scot/fundraise)



## Sign up to our newsletter

Our regular newsletters by email contain details of our campaigns, services and how you can support our work.

[www.age.scot/roundup](http://www.age.scot/roundup)



## Make a donation

No matter how small or large, donations make a massive difference. You can donate by phone, post or online.

03330 15 14 60

[www.age.scot/donate](http://www.age.scot/donate)

**FREEPOST  
RSBS-KEHC-GBBC  
Edinburgh, EH9 1PR**



## Leave a gift in your Will

Please leave a gift in your Will to Age Scotland. Find out more about our free Wills service.

[www.age.scot/FreeWillsService](http://www.age.scot/FreeWillsService)



## Connect with us on social media

Our social media channels are a great way to keep up to date with our work and issues that affect older people.



## Contact us



Helpline: **0800 12 44 222**  
Friendship line: **0800 12 44 222**  
Switchboard: **0330 323 2400**



[www.agescotland.org.uk](http://www.agescotland.org.uk)



[info@agescotland.org.uk](mailto:info@agescotland.org.uk)



Age Scotland,  
Causewayside House,  
160 Causewayside,  
Edinburgh, EH9 1PR

**We want Scotland to be the best place  
in the world to grow older.**

***Together, we can make that happen.***

Age Scotland, Causewayside House, 160 Causewayside, Edinburgh EH9 1PR.  
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