

# Trustees' report (pages 6-29)

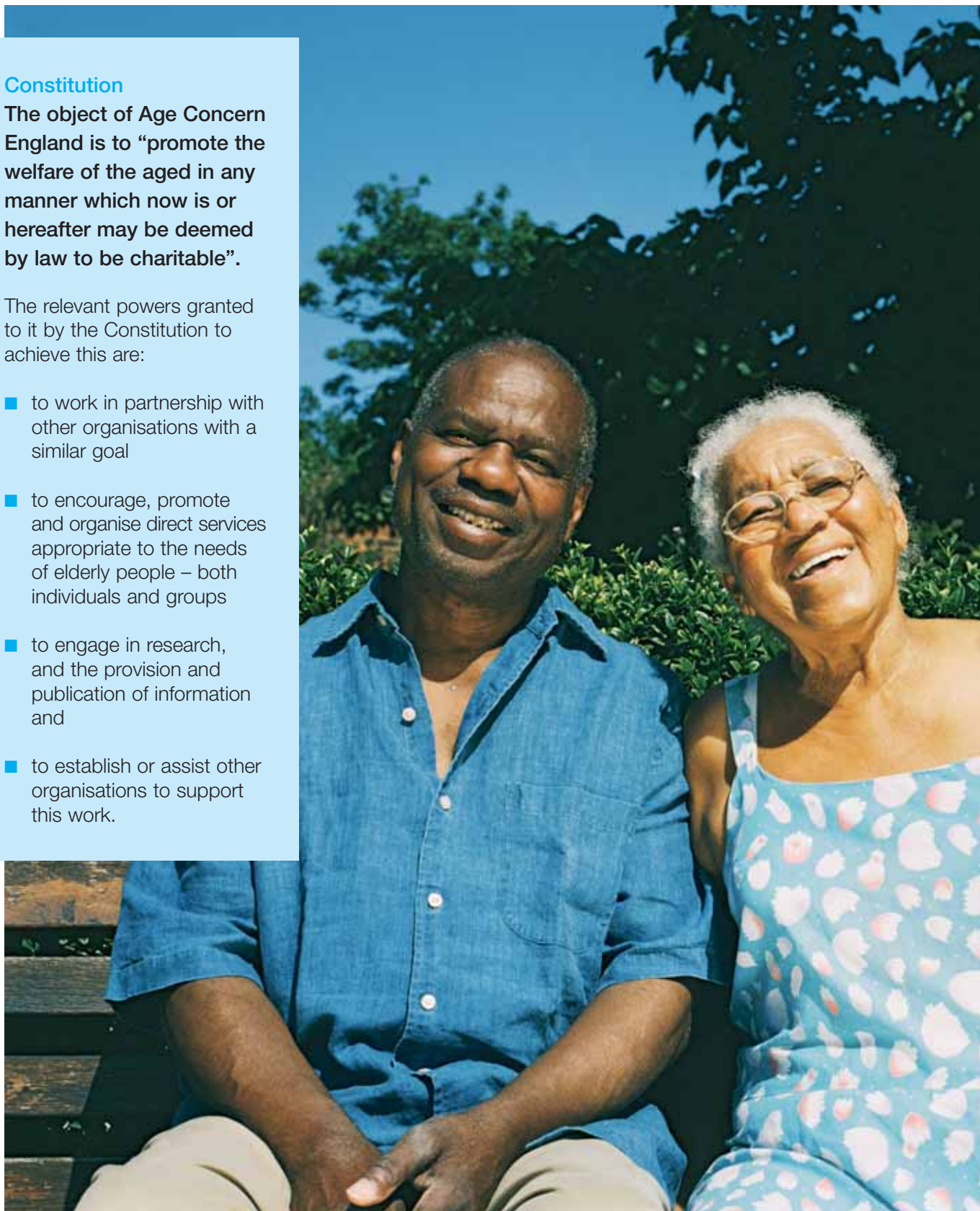
## Objectives and activities

### Constitution

The object of Age Concern England is to “promote the welfare of the aged in any manner which now is or hereafter may be deemed by law to be charitable”.

The relevant powers granted to it by the Constitution to achieve this are:

- to work in partnership with other organisations with a similar goal
- to encourage, promote and organise direct services appropriate to the needs of elderly people – both individuals and groups
- to engage in research, and the provision and publication of information and
- to establish or assist other organisations to support this work.



## Current objectives

Age Concern England's priorities are:

- ensuring that older people in the UK have an adequate income in later life
- reducing ageism and diminishing the incidence of age discrimination experienced by older people
- enabling Age Concern to provide quality services to help older people feel secure, maintain their physical independence and promote their emotional well-being
- creating an Age Concern Membership Programme which offers everyone over 50 an appropriate package of benefits and opportunities;

and our fifth priority exists to enable this work to be accomplished:

- delivering through and across Age Concern a step increase in net income generation.

These priorities are currently under review by the Board of Trustees.

## Philosophy

Ageing is a normal process. As you get older, you are likely gradually to begin to lose some of your abilities: a process that varies very much from one individual to another.

Whatever your age, you are an individual with different needs and desires who has an equal right as a citizen to influence decisions that affect you. Age Concern is working to ensure your later life is as fulfilling and enjoyable as possible by promoting independence, to allow you to live later life as you wish and where you wish, and emotional well-being – the feeling of being in control, getting involved and making a difference, enjoying the good bits of life and making the best of the bad ones, doing new things, spending time with old friends, making new ones, and having fun, on your own terms.

This philosophy is reflected in the five principles of Age Concern:

- ageism is unacceptable: we are against all forms of unfair discrimination, and challenge unfair treatment on grounds of age
- all people have the right to make decisions about their lives: we help older people to discover and exercise these rights
- people less able to help themselves should be offered support: we seek to support older people to live their lives with dignity
- diversity is valued in all that we do: we recognise the diversity of older people and their different needs, choices, cultures and values; and
- it is only through working together that we can use our local, regional and national presence to the greatest effect.

## Approaches to our work

We measure our work on behalf of older people in four areas which reflect our approach to achieving our goals:

- influencing policy and practice on matters which affect older people to make the biggest positive impact for the largest number of people
- enabling older people to get involved in shaping their world so that it better meets their aspirations
- supporting Age Concerns and other organisations in their work with and for older people; and
- influencing markets, including designing and distributing products and services which meet the needs and demands of older consumers

## Strategy

Our strategy in achieving our objectives is reflected in the approach outlined above.

For example, in working to achieve our first objective, regarding adequate income, we apply all four approaches:

- **influencing policy and practice** – we have been campaigning for an increase in the basic state pension and an end to means-related benefit
- **enabling older people** – through the provision of information and advice through the Age Concern Information Line, our publications and promotional activity, we are making older people aware of the benefits that are available to them
- **supporting Age Concerns and other organisations** – through provision of our Factsheets and other publications and through grants and networking opportunities we are enabling local Age Concerns to provide valuable information and advice and income maximisation services; and
- **influencing markets** – one of the elements of Heyday, our membership programme, is a new range of products and services, offers and promotions to help members get the most for their money.

This sort of multi-stranded strategy is in evidence in our approach to other priorities and is reflected in the next section, our Impact Report.