

Independent Age

Campaigning to make our country the
best place in the world to grow older



OUR MISSION

Independent Age wants to make the UK the best country in the world to grow older.



OUR THREE PRIORITIES

We want to ensure that all older people have the care they need to live healthy and happy lives.



We want all older people to be financially secure and free from living in poverty.



We want older people to be connected to their friends, family and their community to reduce loneliness and isolation and improve their mental health.



HOW WE ACHIEVE CHANGE

We have three teams who work together to deliver systematic change for older people in the UK.

Policy

The policy team produces and promotes cutting edge research on the reforms we need to improve older people's lives. They investigate the problem, analyse data and propose potential solutions.



Public Affairs

The public affairs team takes our case to the decision makers. They manage the charity's relationships with the Ministers, MPs, and civil servants who have the power to make the change we want to see.



Campaigns

The campaigns team mobilise the public to demonstrate the widespread support for our policies and increase the pressure on the decision makers. They ensure that the voice of older people and their families is front and centre.



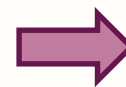
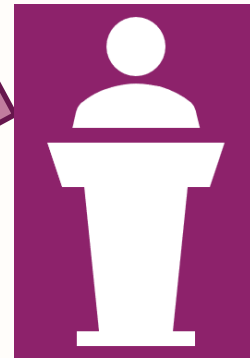
WHAT IS CAMPAIGNING?



Veronica's story

Over one million pensioners are not receiving the Pension Credit they are entitled to and the government is doing nothing to improve this.

Veronica, aged 80, lives in London and spoke to Independent Age about her experience and explained why she thinks the government needs to act now to put more money in the money of older people.



Free Personal Care Now

We need 15,000 signatures.

13,728 of 15,000 have signed the petition.
Will you help us reach 15,000?

OUR CAMPAIGNS

Let's Get Personal
Calling for free personal
care



Credit Where it's Due
Demanding more people get
Pension Credit



LET'S GET PERSONAL

After decades of neglect our care system is in crisis.

More than a million older people are left without the care they need, while others pay huge sums of money to ensure they get support.



LET'S GET PERSONAL

What does free personal care mean?

Care costs refer to the personal care an individual receives to help them with standard activities of daily living such as:

- washing
- getting dressed
- preparing a meal.



LET'S GET PERSONAL

The term 'care costs' is often used to describe the overall costs an individual faces when moving into a care home. For this report we will be using the following terms;

**Care costs:**

The costs of receiving personal care such as help to wash, to get out of bed and to dress etc.

**Hotel costs:**

The costs of non-care related elements of residential care. These include bed, board and lodging.

**Lifetime costs:**

The overall cost of receiving care including both care costs and hotel costs.

LET'S GET PERSONAL

Independent Age believes **free personal care** would put an end to this injustice. We are calling on the Government to introduce it.



LET'S GET PERSONAL

Our campaign activity highlights so far:

- **3** policy reports produced.
- Evidence on the costs to society to fund the social care system.
- Parliamentary reception for politicians.
- National polling proving people would pay for personal care.
- **12,648** people contacted their councillor and asked them to pledge to support free personal care
- **158** councillors signed our free personal care pledge across **75** local authorities
- **13,781** petition signatures delivered to Downing Street.
- The Labour party announced it will introduce free personal care if elected.



CREDIT WHERE IT'S DUE

Pension Credit is a vital lifeline to many. As a financial top-up to some of the pensioners most in need, it ensures that older people do not have to choose between eating or heating their home.

Over 1 million people entitled to Pension Credit don't receive it with approximately £10 million a day not reaching those pensioners most in need.



CREDIT WHERE IT'S DUE

Even if someone is only entitled to a small amount through pension credit, the benefit opens up access to other benefits the person might be entitled to.

People who are missing out on Pension Credit could also be losing out on over £7,000 a year in additional help:²⁴

Housing Benefit



UP TO **£5,020**

Council Tax Support



UP TO **£1,670**

Warm Home Discount Scheme



£140

NHS costs *eg dental treatment, vouchers towards glasses*



UP TO **£296**

Cold Weather Payment



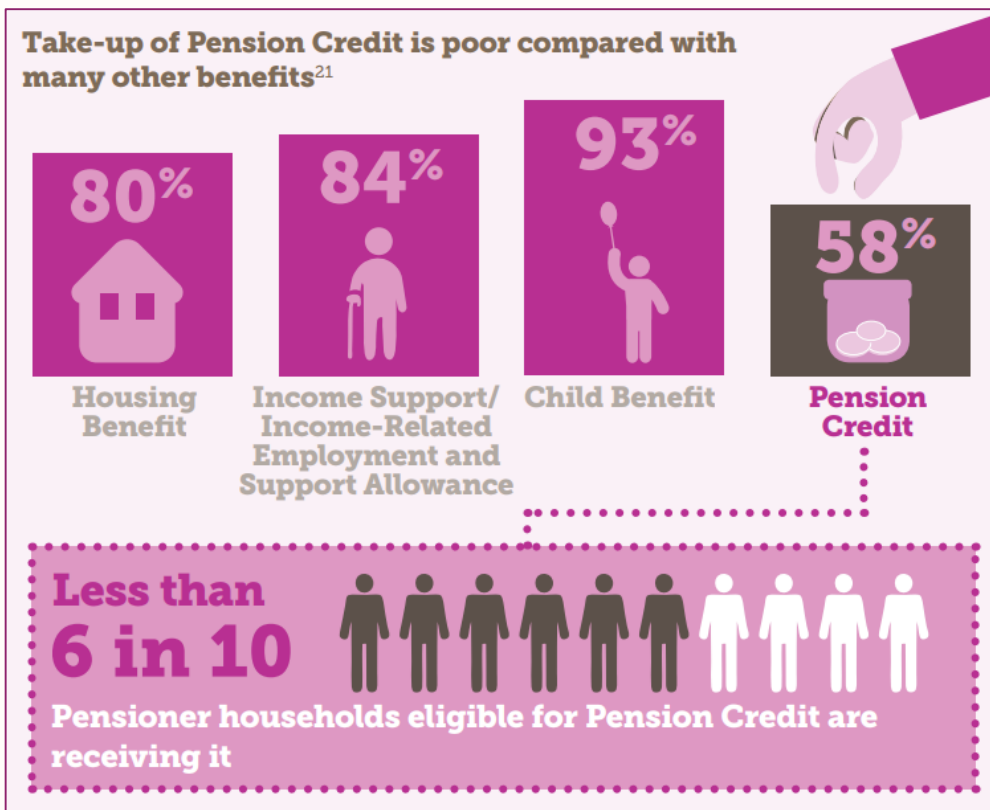
AVG. **£25**

CREDIT WHERE IT'S DUE

The Government admits that every year £3.5 billion in earmarked money for the poorest pensioners is not reaching them.

The take up of pension credit is lower than other benefits the Government provides.

The Government knows about the situation but has failed to take adequate action.



CREDIT WHERE IT'S DUE

Our campaign is demanding that the Government set a target to increase uptake of Pension Credit. We want to see at least **75% of eligible people receiving Pension Credit by the end of 2020.**

We also want the Government to explore plans to make it easier to receive pension credit, and develop an action plan with specific activities they will use.



CREDIT WHERE IT'S DUE

Our campaign activity highlights so far:

- **1** policy report launched
- Local stats generated for every constituency.
- **2,773** contacted their MP about pension credit scandal.
- **613** MPs contacted about the pension credit scandal.
- Over **100** MPs publicly supporting the Credit Where It's Due campaign
- The Scottish Parliament have announced an inquiry into benefits take up including Pension Credit.



HOW DO WE CAMPAIGN?

Our Campaigns Network has 23,000 and growing. They regularly take action to support our campaigns and receive a monthly e-newsletter with updates and action requests.

We have a group of more engaged campaigners who share their experiences and views with decision makers through the press, social media, and at events.



Support free personal care now

On the steps of Downing Street, our new Prime Minister promised to 'fix the crisis in social care once and for all'.

We know that the Prime Minister is forming his plans for social care now, and we need your help to show the government that people across the country support the introduction of free personal care.

[Add your voice to our petition now!](#)

We believe that all older people should have the support they need with essential activities like washing, getting dressed and preparing a meal. Free personal care would make this a reality and mean that people no longer had to worry about the costs of personal care mounting up.

Over the last year, we've been campaigning for the introduction of free personal care with the help of thousands of our supporters. You can help us to keep the pressure up.

Sign our petition today and show the new Prime Minister that free personal care must be introduced as soon as possible - it's really easy and only takes 2 minutes!

Thank you for your support,

 **Campaigns Officer**

[Sign our petition](#)



Ministers 'sit on £7bn unclaimed benefits' as pensioners suffer



Veronica's story >

Veronica, aged 80, writes about why Pension Credit is so important to her and why she feels the government needs to act now.



Edwina's story >

Pension Credit has changed Edwina's life. Find out why she is supporting our campaign.



HOW YOU CAN HELP



Join our campaign network

<https://www.independentage.org/campaign-signup>