

**We are Age UK.** We are working every day to build a world where older people are valued and included.

**We are here to:**



**Provide information, advice and friendship** over the phone, 365 days a year.



**Deliver frontline practical support** in UK communities through 130+ local Age UKs.



**Campaign** with older people for their rights.

**Age UK is here** for older people, their families and carers in every Skipton Building Society community.

**Age UK know what to do. Find out more about Age UK [here.](#)**



# Older people are often forgotten and overlooked.

**For too many older people in the UK right now, home just isn't home. For many, it is a struggle to survive.**

Millions of older people across the UK live in housing situations that cannot be considered a home.

With the increased costs of living, older people on low fixed incomes are struggling to afford their home, let alone one that meets their needs.

And right now, older homelessness is rising.

This is the stark reality for millions of older people in your communities.



**“I sit in the dark during the evenings and keep my fridge switched off.”** Michael, 79

Every night before bed, Michael lays out his funeral plan – he’s not sure if he will wake up again from the freezing temperatures.



**“We never thought we’d have to live this way.”**

John

John & Margaret can’t get in and out of the bath safely so haven’t had a bath for months. There’s no one to help and no money for adaptations.

**2.1 million**  
Older people live below the poverty line

**1 in 7**  
Older households live in ‘non-decent’ housing

**1.6 million**  
People aged 65 and over do not get the social care they need

Listen to the voices of some of the older people behind these statistics [here](#).

SKIPTON  
BUILDING SOCIETY  
Since 1853

ageUK

# Age UK and Skipton Building Society – A Place to Call Home.

A Place to Call Home will support **5,500 older people** in deprived communities to help them live in safe, secure and warm homes.

## Skilled advisors will help older people, in their own homes and over the phone, by:

- Enabling them to **increase their income** by accessing the benefits they are entitled to, such as Pension Credit, so they can cover essential household expenses, from heating to food and care needs to home repairs.
- **Keeping their homes warm** through energy efficiency measures and benefits like the Warm Home Discount.
- Helping them to get the social care they need to **live independently** - from aids and adaptations, like handrails and stairlifts, to support with preparing meals and help to wash and dress.
- Connecting those experiencing social isolation at home with **friendship**.

**We'll also undertake vital research** on the impact of the cost-of-living crisis to influence the government to do the right thing for older people.

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**Your vote can help Age UK and Skipton Building Society to support older people to overcome the barriers preventing them from having A Place to Call Home.**



# Age UK and Skipton Building Society – A Place to Call Home.

A partnership with Skipton Building Society will help us to change the lives of the older people who are feeling helpless, isolated, trapped and forgotten in their own homes.



## Project impact

**5,500 older people** from deprived communities will have improved financial and overall wellbeing.

They'll have:

### More money

We'll identify **£11 million** in unclaimed benefits - that's an average of £2,000 per person per year



### Warmer and safer homes

Being able to insulate homes and pay for energy bills and repairs



### Access to aids, adaptations and care

To be able to live independently



## Together we can build a better society

Through our cost-of-living research we'll be able to lobby government to improve existing policies for older people now and for everyone as they age.

**Watch the stories of older people who have already benefitted from this type of support.**



**Please do something incredible today and vote for Age UK.  
Show older people they are not forgotten.**



**Together we can ensure  
that the older people  
most in need have A  
Place to Call Home.**

**Please vote for Age UK  
so that we can support  
thousands of older  
people like Jeanette.**



**Thank you.**



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