


Elections for the Mayor of London and London Assembly on 2 May 2024

Action Pack



Dear Mayoral candidates,
I support an
age-friendly London.
Will you?



On 2 May, Londoners will vote for who they want to represent them in City Hall. The Mayor has powers and influence over issues that affect all our lives including transport, the environment and public spaces, housing, and community support.

It is vital that Mayoral candidates and those seeking election to the London Assembly, understand the contributions of older Londoners and both listen to and plan to address the challenges faced by people across the capital.

This Action Pack

To support more older Londoners to be heard during this election Age UK London have produced this pack with four ways that organisations led by older Londoners can have their say.

Contents of this pack

Template messages to share on social media.....Page 2

Share your Age-friendly photo.....Page 3

Template email to send to local candidates for the London Assembly Page 4

If you have five minutes or less

Activity: Spread the word by sharing key messages on 'X' (formerly known as twitter) or Facebook.

For a full list of candidates for the 2024 London Mayoral election, as well as their social media handles, [click on this link to go to the website 'Who Can I Vote For?'](#).

Template tweets to copy and paste

- An #AgeFriendlyLondon is a better London for everyone. I'm calling on the next Mayor to take action to make London more age-friendly: <https://bit.ly/LondonElections2024>
- Hi [Insert twitter handle (see 'Who Can I Vote For?' link above) of a Mayoral candidate], An #AgeFriendlyLondon is a better London for everyone. Take a look at @ageuklondon's <https://bit.ly/2024manifesto>
- Hi [Insert twitter handle (see 'Who Can I Vote For?' link above) of a Mayoral candidate], will you help ensure London is the best city it can be to grow older in? <https://bit.ly/2024manifesto>
- Hi [Insert twitter handle (see 'Who Can I Vote For?' link above) of a Mayoral candidate], will you stand up against ageism and champion the contribution of older Londoners? <https://bit.ly/2024manifesto>

Template Facebook posts to copy and paste

- I support an #AgeFriendlyLondon and am calling on Mayoral candidates to commit to championing the enormous contribution older people make to the city and standing up against ageism. Read @Age UK London's Manifesto for more on how the next Mayor can achieve this: <https://bit.ly/2024manifesto>
- Older Londoners have been among the hardest hit by the cost-of-living crisis. The next Mayor must take action to reduce poverty among older people, social isolation, digital exclusion and much more. We need an #AgeFriendlyLondon. Look at @AgeUKLondon's manifesto for the London election on 2nd May: <https://bit.ly/2024manifesto>

If you have up to 15 minutes

Photo action: Share your Age-friendly selfie

We are keen to create a visual demonstration of support across the city for an age-friendly London.

For this to happen, we're asking older Londoners to share their 'age-friendly selfies'.

To do this:

- **Step 1.** Please print the age-friendly action placard. You can find the placard here <https://bit.ly/AgeFriendlyPlacard>. You can print on any size paper and in either black and white or colour. You can also print the last page (page 10) of this pack in landscape format.
- **Step 2.** Take a 'selfie' of yourself holding the placard (you may wish to ask someone else to take a photo of you),
- **Step 3.** Share your photo in one of these two ways.

X/Twitter or Facebook: If you are on X/Twitter or Facebook, please add your photo to a post with the following text:

Dear Mayoral candidates, I want the next Mayor to deliver an #AgeFriendlyLondon. Will you? <https://bit.ly/2024manifesto>

Or

Send your photo as an email attachment to us by emailing campaigns@ageuklondon.org.uk.

We will share photos emailed or tweeted with Mayoral candidates, so please only share photos if you are happy for them to be used in this way. No personal data will be shared with candidates or any third parties.

Please email campaigns@ageuklondon.org.uk if you have any questions.

We understand that not everyone will be able to undertake this activity because they are not online. We are organising an in-person event on 16th April 2024 where Age UK London will be taking Age-friendly photos of people that wish to have a photo. For more information please email dtaylor@ageuklondon.org.uk

If you have 30 minutes

Activity: Email London Assembly candidates standing in your local constituency

Across London, candidates are campaigning to be elected to one of the 25 seats in the London Assembly. 14 Assembly seats will be taken up by Members representing one of 14 constituencies.

The constituencies are:

- **Barnet and Camden**
- **Bexley and Bromley**
- **Brent and Harrow**
- **City and East** (Barking and Dagenham, City of London, Newham, and Tower Hamlets)
- **Croydon and Sutton**
- **Ealing and Hillingdon**
- **Enfield and Haringey**
- **Greenwich and Lewisham**
- **Havering and Redbridge**
- **Lambeth and Southwark**
- **Merton and Wandsworth**
- **North East** (Hackney, Islington, and Waltham Forest)
- **South West** (Hounslow, Kingston, and Richmond)
- **West Central** (Hammersmith and Fulham, Kensington, Chelsea, and Westminster)

Members of the London Assembly act as the eyes and ears of Londoners at City Hall. Assembly Members hold the Mayor to account by examining Mayoral strategies and scrutinising decisions to make sure they are in the public interest. As well as questioning the Mayor directly, Assembly Members sit on a range of committees. They investigate issues of importance to Londoners such as transport, publish recommendations and make proposals to the Mayor.

In the next Mayoral term, it is crucial that Assembly Members speak up for older Londoners and hold the Mayor to account to ensure older Londoners are meaningfully included in all decisions and strategies. This is why we're asking you to email candidates in your constituency.

There are 4 simple steps.

Step 1. Find out who your local candidates are by going to www.whocanivotefor.co.uk. Search with your postcode.

On the next page, click on the link: '*London Assembly elections (Constituencies): [Name of your constituency]*.'

Step 2. Select the candidates you wish to email. For most candidates there is a section on the webpage called '[Name of candidate] online.' Here you will find an email address for the candidate.

If you cannot find an email address for a candidate, or have any questions about this, please email campaigns@ageuklondon.org.uk.

Step 3. Email your candidates using the template email text below. You do not need to use all the text, but we would be grateful if you could include the bullet points under the title 'What you can do.'

If you are emailing on behalf of a local Forum or community group, you may wish to include one or two sentences about your work. You could ask them to speak at a meeting if elected or meet with you so that they can learn more about supporting older people in the local area.

Step 4. Please email Dom at Age UK London (dtaylor@ageuklondon.org.uk) to let us know if you have contacted any candidates. We would be particularly grateful if you could share any responses received.

EMAILING LOCAL CANDIDATES: TEMPLATE TEXT

Dear _____,

I'm writing to you to ask you to be a champion for older Londoners if elected to the London Assembly.

If elected on 2nd May, you'll have a vital role in scrutinising the Mayor and ensuring older Londoners are meaningfully included in policy and practice. Most Mayoral candidates have indicated their support for continuing the Age-friendly London programme, which began in 2018. You will be able use the new Age Friendly London Action Plan to hold the Mayor to account so that decisions truly improve the lives of older Londoners. You can find the Action Plan here: <https://bit.ly/AgeFriendlyLondonActionPlan>

An age friendly London is a better London for everyone

In the next few years, the number of Londoners over the age of 65 will increase by 30%.

Making London more age-friendly not only makes London significantly better for older people now, but it also makes it better for the older people of tomorrow and it makes the city more inclusive for everyone.

Among the hardest hit by the cost of living

Factors such as reliance on a fixed income pension has meant older Londoners have been among those hardest hits by the cost-of-living crisis. One quarter of older Londoners are living in poverty, and many cannot afford heating or are cutting back on meals and the food they buy.

Poverty rates for older people living in London remain persistently higher than for the same age group in the rest of the country. If poverty rates for the over 50s in London were at the same rate as the rest of England, some 125,000 fewer older Londoners would be in poverty. The older Londoners most likely to live in poverty include private renters and social tenants, pensioners that live on their own, disabled older Londoners and older Black or minority ethnic older Londoners.

An age-friendly city

In November, the Mayor launched his Age-Friendly Action Plan for London,

<https://bit.ly/AgeFriendlyLondonActionPlan>. The next Mayor must commit to delivering the plan in full and ensuring that older Londoners are considered in all policy and decision making at City Hall.

The need for a more age-inclusive London is clear; not just to provide for older residents that may be facing difficulties stemming from poverty, social isolation, and digital exclusion, but to celebrate the immense contribution older Londoners make to the city.

What you can do

Before polling day

- Please read Age UK London's manifesto <https://bit.ly/2024manifesto>.
- Look at the website for your [local Age UK](#) to find out more about their work or email dtaylor@ageuklondon.org.uk who can provide information on key areas.
- Ensure your campaign events are age-friendly and that you have opportunities to speak with older voters.

If you are elected

- Please stand up alongside older Londoners: Use your voice in the Assembly to ensure Mayoral strategies, action plans and activities meaningfully include older Londoners and that the Age-friendly London Action Plan is delivered in full.
- Ensure older Londoners are not left behind when it comes to action to support the most vulnerable during the cost-of-living crisis.
- Contact your [local Age UK](#) or Older People's Forum to ask how you can support them as their Assembly Member (find details of Forums in your area at <https://www.greaterlondonforum.org.uk/>).

We would be happy to answer questions you may have, and we hope that the remaining days of the campaign are a positive experience for you.

Thank you for your support.

Yours sincerely,

[Your name and (if applicable) the name of the Forum or group you are emailing on behalf]

If you have an hour

Activity: Write a letter to your local newspaper

Focus on some issues but not others, political football, and a noisy media environment mean there's a risk that the views of older Londoners receive limited coverage election. You can help to change that by contacting your local newspaper editor.

Reasons to contact your local newspaper

- To create awareness for older Londoners especially at this election time
- To let your local journalists know that you are campaigning for older Londoners

Top tips

Before sending your letter:

- Prepare your letter: Use the template overleaf to help you. All you need to do is update the parts highlighted in yellow.
- Do a little research: We know that some Age UK London supporters have good relationships with their local paper. However, if you are sending in a letter for the first time a quick call, online research or looking through a previous edition will let you know where to send your letter.

There will usually be a newsdesk or news editor that you can contact. Details for most local papers can be found at: <http://www.localmediauk.org/> (to search for your local paper click on 'Services' then select 'A-Z Newsbrands').

- Know their deadlines: Newspapers work to tight deadlines so find out when these are and send your letter well in advance.
- Ask us for help. We would be happy to support you. Please email campaigns@ageuklondon.org.uk

If your letter is published:

- Thank the editor.
- Keep an eye out for online comments or written responses to your letter. You may wish to reply.
- Share the coverage with your members and celebrate your excellent work.
- Remember to let us know and email us at campaigns@ageuklondon.org.uk with any clippings or web links for any coverage you receive.

TEMPLATE LETTER TO THE EDITOR OVERLEAF

City Hall needs to stand up for older Londoners

To the Editor,

We want to ensure that the needs and contributions of older Londoners receive the focus they need in the run up to the Mayor of London and London Assembly elections on 2nd May. Older Londoners like me are contacting local candidates for the London Assembly to tell them why it is crucial that they stand up for older Londoners if elected.

Older Londoners make an enormous contribution to our city as community leaders, workers, volunteers, carers, customers, friends, and neighbours. Through paid work alone, older Londoners contribute at least £47 billion to the capital's economy. Older Londoners are also different from their contemporaries in other parts of the county. They work longer into their lives, are more likely to rent their homes, less likely to own a car and sadly more likely to live in poverty.

London has the UK's highest poverty rate for people of pensionable age (23%). This has been increasing and the recent rise in unemployment among Londoners in their 50s and 60s will have a knock-on effect for years to come. Research by Age UK London has found that over 200,000 older Londoners over 75 do not use the internet at all and many are denied access to vital services including health and council services as a result.

London's social isolation crisis affects thousands of older Londoners. Research has found that 200,000 older Londoners experience loneliness.

These are just a few reasons why older Londoners need a Mayor and Assembly Members willing to walk-the-walk when it comes to standing up for older people. An age-friendly London benefits everyone and a recovery for London will only be a good one if it is an age-friendly one.

Yours sincerely,

[Your name]

- **Sources for statistics used**

- Research commissioned by Age UK, 2018, <https://www.ageuk.org.uk/london/about-us/news/articles/2018/122/198000-older-londoners-havent-met-up-with-a-friend-in-a-month/>
 - Mind the Digital Gap, Age UK London, 2021, <https://www.ageuk.org.uk/london/projects-campaigns/mind-the-digital-gap/>
 - Poverty amongst older Londoners, Age UK London, 2023, https://www.ageuk.org.uk/wp-assets/globalassets/camden/images/news/ageuk_london_poverty_2023_final.pdf
 - Loneliness among older Londoners, as cited by Health Action Research 2023, <https://www.healthactionresearch.org.uk/selected-blogs/loneliness/>
-

Further information

You can find **Age UK London's Election Manifesto** developed with support from partners, a **recording of the Older Londoners' Hustings** and **blogs** from candidates on our website.

Please visit <https://bit.ly/LondonElections2024>

If you have any questions, please email campaigns@ageuklondon.org.uk

Stronger together

Age UK London is pleased to be one of several organisations calling for the next Mayor to take concrete steps to improve the lives of older Londoners during this election. We believe we are stronger when we work together, and Age UK London is proud to be a member of the **London Age-friendly Forum**.

We are delighted that our Manifesto is supported by two fantastic organisations, the **Greater London Forum for Older People, and the London Age Friendly Forum**



Web: ageuk.org.uk/london | **X:** @AgeUKLondon | **Email:** campaigns@ageuklondon.org.uk

Registered charity number 1092198. Age UK London is a company limited by guarantee, registered in England and Wales number 4407861.



Dear Mayoral candidates,

I support an

Age Friendly

London.

Will you?

