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GLASGOW'S
GOLDEN GENERATION



ANNUAL IMPACT REPORT 2025



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CHAIRMAN'S REPORT

As I handover the position of Chairperson to Sarah Ballantyne, I do feel a sense of pride and optimism, I am reminded of the strength and resilience of our organisation, which has been serving older adults for more than 77 years. Together, we have faced challenges that tested our endurance, yet we emerge stronger, clearer in our purpose, and more ambitious in our vision.

Our strategy to 2030 is built on a simple but powerful belief: that ageing is not something to fear, but something to embrace. Too often, society frames later life in terms of decline—negative stereotypes, ageist attitudes, and the assumption that older people have less to contribute. We reject this. We know that every stage of life holds potential for growth, connection, and enjoyment. In the next five years, I know you will deepen your efforts to challenge ageism in all its forms and grow exciting new services that meet the interests of older people.

To our funders, partners, and supporters: thank you for walking with us on this journey. To our staff and volunteers: your dedication remains the foundation of everything we do, and to our older community members: you inspire us daily with your courage, humour, and wisdom. I wish the incoming board of directors, our staff, volunteers and users of GGG services every success in the future. I am sure the charity will go from strength to strength, and see another 75 years!

It has been a privilege to serve as Chairperson of this remarkable organisation. Together, we will shape a future where ageing is embraced, and where every person, regardless of age, can thrive.

Alistair Campbell
Chairperson



CHIEF EXECUTIVE'S REPORT



A Year of Change and Opportunity

This year has been one of profound change for our charity. We have said goodbye to a number of long-serving colleagues who have given so much energy, passion, and dedication to our work. We offer them our heartfelt thanks for everything they have helped us achieve.

As we look forward, we recognise both the immense opportunity and the weight of responsibility in the work we do for older people. Our vision remains clear: to create a community where older people are included, valued, respected, and supported to live fulfilling and dignified lives.

To achieve this vision, we are embracing a new and ambitious strategy—one designed to expand our reach, deepen our impact, and respond to the evolving needs of older people today.

Embracing a New Strategy

Our focus is broadening beyond traditional support to encompass holistic programmes and initiatives that empower older adults to thrive.

Health and wellbeing will be at the heart of our work. We know that staying active, mentally engaged, and socially connected can transform how we experience later life. That is why we are investing in programmes that encourage movement, lifelong learning, and opportunities to participate fully in community life. These initiatives will not only support individual health but also help shift wider perceptions of ageing—from decline to possibility.

CHIEF EXECUTIVE'S REPORT

Our vision for 2030 is bold—a society that sees ageing not as a challenge, but as an achievement; a society where people of all ages are respected, included, and celebrated. With your support, I know we can get there.

We will create platforms where older voices are not only heard, but valued, helping to shape the policies and services that affect their lives. We will continue to break down barriers—whether those are societal attitudes or physical impairments—to ensure that everyone can live with dignity, purpose, and vitality.

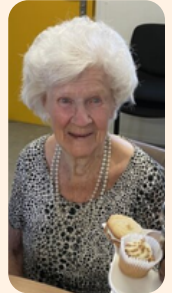
Together, with our partners, communities, and older people themselves, we can transform the landscape of ageing. By working boldly and embracing innovation, we can reimagine what later life looks like: a world where every older person leads an active, engaged, and fulfilling life.

Fiona Hird
CEO



ABOUT US

Glasgow's Golden Generation (GGG) is dedicated to improving the lives of older people through comprehensive support services, advocacy, and community engagement. GGG wants to create a society where older people are valued, respected, and supported to live fulfilling and dignified lives.



We are committed to providing comprehensive, high-quality services that supports older adults to cultivate social connections, advocate for their wider health and financial needs, ultimately creating environments where older adults live dignified, secure and independent lives, because they feel valued, respected, and included.

In the financial year 2024-2025, GGG supported 1906 unique older adults in services such as Day Services, Welfare Rights, Digital Inclusion and Befriending.

We spoke to 420 older adults about the impact of our services and found the following:

95%

Felt less lonely

98%

Had an improved financial situation

92%

Improved physical and mental health

89%

Felt more able to access other services

DAY SERVICE

This year marked a pivotal period of transformation for our day services as we made strategic changes to better serve the community of Glasgow. The merger of services into one location—The David Cargill Centre in Battlefield allowed us to maintain high-quality support while addressing rising operational costs, and still supporting older adults across the four quadrants of Glasgow.



We are proud to report that our day services have remained a cornerstone for many older adults in Glasgow, providing vital support across the city. Our transport services ensure participants from all corners of Glasgow can access our centres, between Monday and Friday, where they will enjoy a range of coordinated activities and 3 course nutritious meals. For many, these meals serve as the only source of daily nutrition.



DAY SERVICE



Beyond meals, our centres have offered a diverse range of activities designed to support physical and mental well-being while cultivating a strong sense of community.

These have included regular **music entertainment** sessions to enhance movement and coordination, weekly **Arts and Crafts** to improve dexterity, and specialist-led **Mindfulness, Tai Chi, and Yoga** sessions that promote physical health and a sense of connection.



Gardening activities in our dementia-friendly garden have provided opportunities for staying active, while social games such as **Bingo** have kept minds sharp, and **Carpet Bowls** has encouraged physical activity and improved coordination.

DAY SERVICE

Beyond physical activities, our centres hosted a wide range of activities to engage older adults socially and culturally. This includes our **Summer BBQ**, **Christmas party**, trips to the pantomime; special days, such as hosting a fun **Mad Hatter's Tea Party**; cultural activities including **Sporting Memories** sessions (delivered by Sky Volunteers) and **Scam Awareness** session delivered by the Safer Communities Division at Police Scotland.



As we reflect on the year, we are proud of the essential services and activities we have continued to provide. Our day service is more than just a place to eat or stay active; they are vital hubs of support and connection for older adults, helping them maintain their independence, health, and well-being.

Moving forward, we remain committed to evolving and expanding our services to meet the changing needs of our community.

"A neighbour mentioned the charity to me, and I was able to get a place. I get picked up and dropped off each day I go to the centre".



"It's a warm space to spend time with friends and I get a meal, so I don't have to buy so much myself.

"If I go to the day centre, I don't have to have my heating on during the day."

"I'm glad I found this place because I feel better in myself".

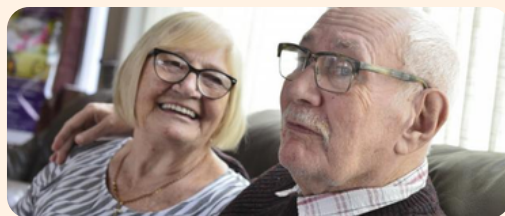
WELFARE RIGHTS

In 2024/25 we supported 435 older adults with welfare queries and secured:

**£1.3
million**

in unclaimed benefits

Our welfare officers provided tailored, one-to-one advice, assisting with vital financial entitlements such as Pension Credit and Pension Age Disability Payment (formally known as Attendance Allowance).



98%

of individuals who came to us for support experienced financial gain.

100%

rated the service and information provided as "very good" or above.

We were proud to be able to assist our members with the Department of Work and Pensions (DWP) transition to Social Security Scotland (SSS). GGG was part of the SSS Audit Committee, ensuring that our older adults' voices influenced policy and service design and we co-hosted a DWP forum where 25 older adults shared their experiences of welfare reform directly with MPs.

A WORD FROM LYNN

The Welfare Team have been working hard over the years to enable Older People of Glasgow to access benefits, and change their lives, financially, for the better!

There have been many challenges and adjustments over the past 6 years within the organisation and the welfare team, are also changing.



Justin Glass has moved on to pastures new, and **Maureen Maley** has retired. Both Maureen and Justin have been with us through the initial Charity, Glasgow Old Peoples Welfare Association and then onto Glasgow's Golden Generation. I am sure there are many older people in Glasgow who will know them by the support and guidance they gave.

The work they did to make their latter years more financially comfortable without worry or distress will long be remembered. I would like to thank them both, from the bottom of my heart, for their dedication, loyalty and support they have given me, over the years. We, At Glasgow Golden Generation, would like to wish them well, Justin in his new role with HSCP, and to Maureen, a well-deserved rest. *Lynn Campbell, Welfare Service Lead*

WELFARE RIGHTS



Our Careline is now fully integrated into our main phone system, allowing our administrator (a human being!) to triage calls directly, provide quicker responses and reduce reliance on automated systems.



approx
500

older adults supported through calls in the last 2 years regarding

blue badge applications, TV licences, drivers' licences, prescription availability, signposting and general advice around service availability in their area.

180
adults

benefited from our Glasgow wide befriending service.



We were delighted to start a partnership with **Sky Time to Care** which enabled us to expand our telephone befriending and wellbeing calls. Our plan is to fund a dedicated *Making Homes Safer* role which would enable befrienders to identify potential safety concerns in homes and communities. We aim to train and upskill all of our volunteers going forward and expand our Befriending Service across Greater Glasgow.

CLUBS AND COMMUNITIES

Our Community Development Lead, **Karen Moyes** has moved onto pastures new after being with the organisation for over 29 years! We'd like to thank Karen for her long service and commitment to improving the lives of our members. We wish her all the best in her new venture.



We are honoured to continue to support 550 members across 15 service user-led clubs, where older adults take the lead in facilitating and organising activities for their peers. These clubs cultivate a sense of community and connection, empowering older adults to engage and support one another. By combatting social isolation in a meaningful way, the clubs have built lasting friendships and a vital support network for their members.

We set up a *Clubs Network* to streamline governance and fundraising, ensuring the continued growth and sustainability of these vital community resources for many years ahead. Activities are important to our club members and through ongoing support, and strategy sessions, we've been able to assist them in delivering at least twice-weekly activities. Our Friday morning online 'Wee Blether' sessions on Zoom remain a valued space for around eight older adults to connect socially, and we look forward to expanding the programme with new dates in the coming year.

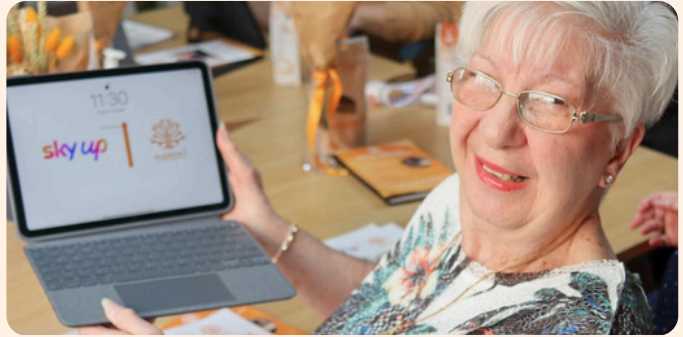


DIGITAL INCLUSION

This year we helped

179

older adults get connected



Our Digital Literacy Class continues to be a popular session in the activities calendar. Led by our Digital Officer, Paul it combines skills development with peer-to-peer learning as well as being a vibrant social experience. This year we've added a **one-on-one drop in Tuesday** session for those in need of more in-depth assistance enabling us to reach even more older people and get them online.

We also ran a partnership with Queens Cross Housing Association to deliver digital sessions in the West during our transition, sharing resources and extending our reach to new participants

Our **Loan Library** of 50 iPads was set up to allow older people to get their hands on a piece of technology they wouldn't be able to afford or get access to any other way. and learns the basics of using a tablet for internet banking, shopping and staying in touch with friends and family.



SANDY ON TOUR



This year, our work gained national attention when our Business Manager, **Sandy Welsh**, appeared on BBC Scotland's *The Nine*, interviewed by host Laura MacIver.

Sandy highlighted the severe impact that the removal of the Winter Fuel Payment is having on our service users, particularly as colder weather approaches. He shared firsthand experiences from the people we support, emphasising how rising living costs and reduced financial assistance are leaving many older and vulnerable individuals at risk of fuel poverty.

The feature helped raise public awareness of this growing crisis and reinforced our role as a strong advocate for the communities we serve.

Our Digital Inclusion work also received national recognition when Sandy travelled to Sky's headquarters in London to collect their "Best Innovation Award".

The award celebrates our partnership with GAMH (Glasgow Association for Mental Health), where we combine digital skills support with mental health assistance.



SUPPORT FROM VOLUNTEERS



Volunteers play a crucial role in supporting both our Day and Digital Services, as well as our clubs. Their dedication enhances the delivery of our services, providing invaluable assistance in helping older adults access essential support and engage in meaningful activities. Between 2024 and 2025, the total number of volunteer hours exceeded 18,000 highlighting the commitment and impact of our volunteers. Their contributions are essential to the success of our programmes, ensuring we can continue to offer high-quality services to the community.



INCOME GENERATION

Glasgow's Golden Generation depends on a variety of funding sources to sustain its essential services for older people in Glasgow. This income, in its many forms, supports our work both within our centres and throughout the wider Glasgow community. **Statutory income** primarily comes from the Glasgow City Council Communities Fund and the Glasgow Health and Social Care Partnership (HSCP), supporting our core operations, including Day and Welfare Services.



Trusts and Foundations have provided significant support throughout the year. Key contributors include Baillie Gifford, Garfield Weston, Life Changes Trust, National Lottery Awards for All, National Lottery Community Fund, WA Cargill Trust, SCVO Digital Participation Fund, SCVO Digital Device Fund, Vegware Community Fund, Robertson Trust, Arnold Clark, The Hugh Fraser Foundation, Age Scotland, Co-op Local Community Fund, Trades Council, Elizabeth Scott Charitable Trust, AMW Charitable Trust, JHT Charitable Trust, Ann Jane Green Trust, Glasgow Care Foundation, Thistle Trust, Templeton Goodwill, Miss I Harvey Charitable Trust, Grand Antiquity Grand Society of Glasgow, Andre Paton Charitable Trust, W. M. Mann Foundation, RKT Harris Trust, Mr and Mrs William Donald Memorial Trust, Stafford Trust, J and JW Trust, Andrew and Mary Elizabeth Little Charitable Trust, Allied Vehicle Trust, Martin Charitable Trust, Souter Charitable Trust, Benefact Group, Biggart Trust, Steel Charitable Trust, Order of St John, Schroder, and YPI Funds.

INCOME GENERATION

Corporate support has been essential, with contributions from Gallaghers, Sky Time to Care, ICW Consultants, Wallace Quinn, McDonald and Lynch, Interpath Advisory, Aviva, Arnold Clark, Scottish Power, Celtic FC Foundation, NatWest, Shepherd and Webber, Hays, Edrington, and the Provincial Grand Lodge of Glasgow.

Christmas support was generously provided by several of our corporate supporters, who all donated clothing, food, and vouchers, as well as financial support to facilitate several Christmas parties to support our older adults during the festive season. These thoughtful contributions ensured that many older individuals could enjoy a brighter and happier Christmas



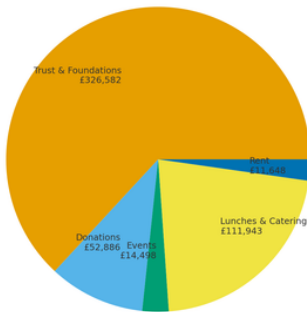
Our **charity Golf Day**, held in Cawdor Golf Club and hosted by **BBC Sports Presenter, Lewis Irons** raised over £6,000 for the charity.

Our various fundraising and events such as the **Kiltwalk, Zip Slide the Clyde** were also championed by our corporate and community supporters, have generated an invaluable £8,500 in revenue.

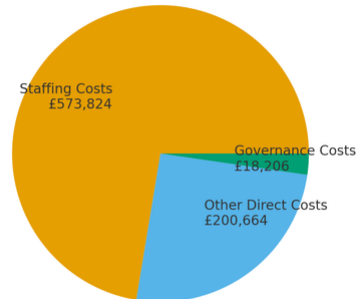


Income: £689,700
Expenditure: £792,694

Income Breakdown (£689,700)



Expenditure Breakdown (£792,640)



In the most recent financial year, the charity reported income of £689,700 and expenditure of £792,640, resulting in a deficit of £102,940. As part of a planned organisational restructure, staffing costs were reduced from £666,016 to £573,824, supported by a loan from Social Investment Scotland to ensure continuity of services during the transition.

Looking ahead, the charity is progressing with its strategic plan, Generation 2030, which includes the sale of the Fred Paton Centre. As of October 2025, staffing costs are already on track to reduce further to approximately £450,000 in the 2025-2026 financial year as the new structure starts to unfold.

Based on current forecasts, our deficit is expected to continue into 2025-2026, but with the strategic changes proposed we are expected to break-even by 2026-2027.



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