



# ANNUAL REPORT **2014/15**





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The delivery data within this Annual Report cover the period September 1st 2014 to December 31st 2015. Financial accounts and fundraising information are for the period September 1st 2014 to August 31st 2015.

27,882 INTERACTIONS  
SHARED IN 2014/15.



## CHAIR'S INTRO

As we go into 2016, North London Cares, and our sister charity South London Cares, are at a fascinating moment. The issue of isolation and loneliness – amongst older people and within younger demographics too – is becoming better understood. How we take care of our parents and grandparents' generations, and how we help ensure people live better lives and not just longer lives as the population ages and budgets are reduced is a challenge coming into sharper focus.

Increasingly, statistics are catching up with what communities have seen in front of their eyes for years. We now know that 17% of older people are in contact with family, friends and neighbours less than once a week and 11% less than once a month. We know that over half of all people over 75 live alone. We know that two in every five older people – *two in five* – say the TV is their main form of company. And we know that loneliness is as bad for people's health as obesity or smoking 15 cigarettes a day<sup>1</sup>.

Over the past year North London Cares' work has contributed to the growing evidence base showing that something must – and can – be done about this crisis. Of the older neighbours we work with 67% live alone. Half are over 80 years old. 37% say they are lonely most or all of the time – nearly four times the national average<sup>2</sup>.

Yet by connecting our older neighbours to the vibrancy, businesses and – crucially – people around them, through a pro-active community network, we are proving that this challenge is surmountable. As a result of the interactions older neighbours gain from being part of North London Cares, 81% feel better connected. 73% say their isolation has reduced. 76% say they have access to a greater range of experiences. And 86% are more able to appreciate the world. We are so proud of – and constantly inspired by – the time, companionship, humour and new experiences that our community enjoy together.

In this context, we are hungry to seize new opportunities in 2016 and beyond. In Camden and Islington, but also beyond our borough boundaries, there are more people who could make new connections through a film night or dance party, more people who could share social and practical time one-to-one, and more people who could make lasting friendships in the process.

North London Cares is not the whole answer to the huge social challenges in front of us. Those challenges are national as well as local. But we know that our model helps, because we know that it works. As we plan for the future with new investments in operations, innovation and personnel, we are confident that we can do more – helping more people to feel part of a community again.

Josie Cluer, Chair



1 All secondary statistics from the Campaign to End Loneliness: <http://www.campaigntoendloneliness.org/loneliness-research/>

2 All primary statistics from North London Cares: <https://northlondoncares.org.uk/blog/the-difference-you-make-nlcs-impact-evaluation-2011-2014>

## CEO'S INTRO

In a world of constant change, the past year has been the most transformative and searing of North London Cares' four years to date.

Building on major investments from supporters across the public, private and community sectors, in 2014/15 our staff team has grown from three to six. We've expanded each of our core projects to include ever-greater numbers of older neighbours and young professionals. We've built a brand new programme of inclusive and engaging community fundraising opportunities. And we have published a major impact evaluation, demonstrating the value of our work that we hope will stand the test of time.

We've also increased the number of partners we're working with to achieve our vision: "connecting people, building communities". Our vital strategic partnership with the wonderful Octopus Investments has strengthened our infrastructure and enabled us to reach out to more people and to mature as an organisation through new training and volunteer induction support. And our new contract with the Big Lottery, through the Ageing Better programme, will equally help us to plan and deliver for the long term.

As the old adage says, though, the more things change, the more they stay the same – and we are so pleased that, over the past twelve months of operational analysis and improvements, and growth into new areas, we've also been able to double down on what makes North London Cares special: the simple friendships between young professionals and older neighbours, and the meaning derived from those relationships in this bustling capital city.

As we look to the future, and consider our everyday context of reductions in public services and an ageing population amid rapid social, economic and technological change, it's those human bonds and the stories they inspire that motivate us to do even more. In 2016 we're so excited to begin that work within a framework that we know is effective – so expect more, fresher Social Clubs, more one-to-one friendships, more people benefiting from a knock on the door during the most isolating time of the year.

We're so grateful to everyone for their support on that constant mission: our board, our dedicated, hard-working staff team, our partners and funders and of course the charming, funny, caring and sometimes eccentric young professionals and older neighbours who make North London Cares what it is.

**Alex Smith**, Founder/CEO



"It's just being there with the youngsters. We can learn so much from them, and they learn from us. It's changed my whole attitude about the younger generation. These volunteers seriously are wonderful."

**Fred, Cally Road**



## VISION

NORTH LONDON CARES IS A **COMMUNITY NETWORK OF YOUNG PROFESSIONALS AND OLDER NEIGHBOURS** HANGING OUT AND HELPING ONE ANOTHER IN A RAPIDLY CHANGING CITY.

**W**e do this because we know that for all London's vibrancy and cultural and economic dynamism, our capital can be a lonely and anonymous place.

The trends of globalisation, gentrification, migration, digitisation and the housing bubble bring so much energy and life to our city, but those same trends are also transforming our communities faster than ever before.

The result is that older people often have deep roots in their communities but few connections, while young professionals can have hundreds of connections but no roots.

In this context, young professionals and older neighbours have so much to gain from one another – in shared time, companionship, new experiences and friendship.

North London Cares' programmes seek to bring these two groups together to ensure everyone can benefit from the dynamism of the city around them, and to make sure no one is left behind.

1,400 **VOLUNTEERS**  
WORKING WITH 1,300  
**OLDER NEIGHBOURS.**

### OUR WORK HAS **THREE CORE OBJECTIVES:**

- To reduce isolation and loneliness amongst older people (and young professionals alike);
- To improve wellbeing, confidence, skills, resilience and connections so that all participants can navigate the rapidly-changing world;
- To reduce the gaps across social and generational divides.

### WE ACHIEVE THESE OBJECTIVES THROUGH **THREE CORE PROJECTS:**

- **Regular Social Clubs** which bring people together to share time, laughter and new experiences in groups;
- **Love Your Neighbour** one-to-one interactions between young professionals and older neighbours, often in people's homes;
- **A Winter Wellbeing** campaign to identify isolation on our doorsteps through a proactive community outreach effort that helps neighbours stay warm, active, healthy and connected during the most isolating time of year.

Of the older neighbours North London Cares works with:

- 51% are over 80 years old
- 67% live alone – twice the national average for over 65s
- 37% say they are lonely 'most' or 'all' of the time - nearly four times the national average (10%)
- 68% have had low wellbeing since getting older – of these 38% say the lack of social contact is the main barrier

# IN SHORT

Between September 2014 and December 2015, older neighbours and young professionals shared:

**391**  
Social Clubs

**27,882**  
Interactions

Activities between older and younger neighbours have taken place in:



**6,198**  
Volunteer hours

**1,131**  
One-to-one hours

AT THE END OF DECEMBER 2015 NORTH LONDON CARES' COMMUNITY NETWORK CONSISTED OF:

**1,400**  
young professional volunteers

IN THE FOUR AND A HALF YEARS SINCE WE LAUNCHED, THOSE OLDER AND YOUNGER NEIGHBOURS HAVE SHARED A TOTAL OF **853 SOCIAL CLUBS, 56,997 INTERACTIONS, 13,888 VOLUNTEER HOURS, 2,514 ONE-TO-ONE HOURS AND 8,765 MEALS.**

**4,409**  
Meals



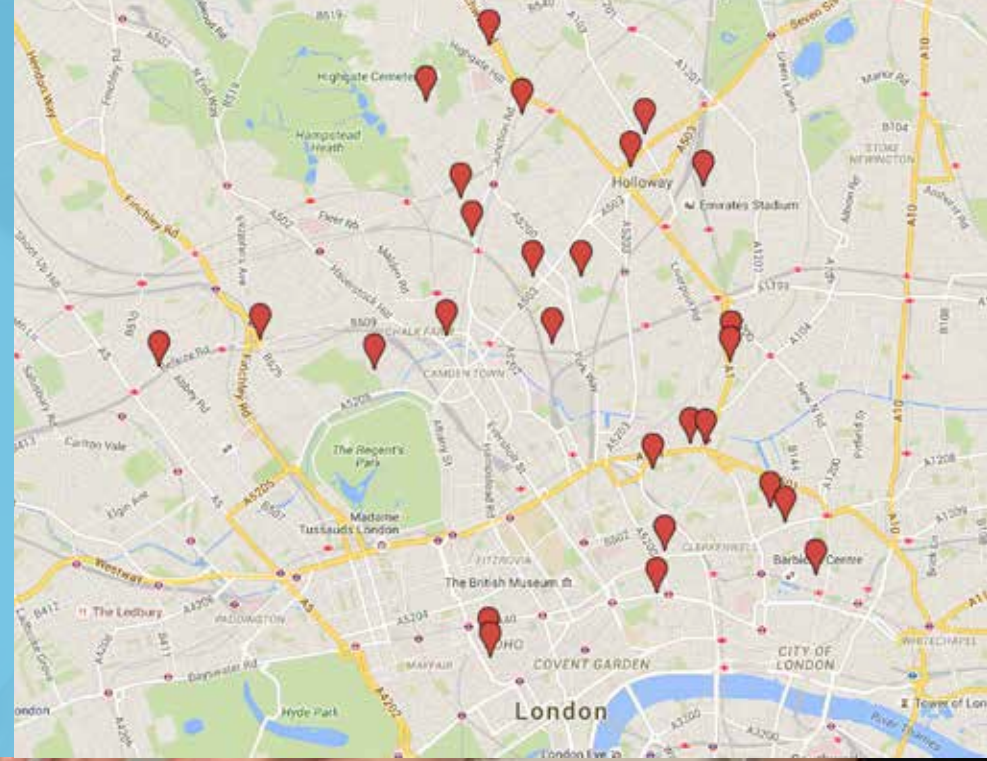
**1,300**  
older neighbours

...HANGING OUT AND HELPING ONE ANOTHER IN MYRIAD WAYS.





## WHERE WE WORK



## SOCIAL CLUBS

North London Cares' Social Clubs are dynamic group activities offering an anchor of interaction, shared time, laughter and new experiences for older neighbours and our volunteers to enjoy together. They occur all across our patch from Kilburn to King's Cross and help all participants to share in some of London's most exciting experiences.

In 2014/15, we harnessed the passion, vibrancy and identity of our local community to deliver our most exciting programme of activities to date. Our 391 social clubs have included:



CEILIDH



SATURDAY NIGHT DANCE PARTIES



GAMES SESSIONS



CHRISTMAS CAROL OUTINGS



FILM NIGHTS



PUB CLUBS



MEN'S COOKING



ARTS & CRAFTS



BURLESQUE PARTIES



BAKING CLUBS



PIZZA MAKING



GARDENING SESSIONS



SHARED HISTORIES



CAMDEN TOWN BEACH



SUMMER BBQS



OVER FOUR YEARS DELIVERING THE WINTER WELLBEING PROJECT NORTH LONDON CARES HAS NOW **KNOCKED ON 11,000 DOORS, HELD 7,000 CONVERSATIONS AND DIRECTLY SUPPORTED 670 OLDER NEIGHBOURS IN CAMDEN AND ISLINGTON.**

## LOVE YOUR NEIGHBOUR

Through our Love Your Neighbour project, volunteers and older neighbours share time, laughter and companionship – and offer one another a little practical and emotional support – one-to-one. Often, friends will just enjoy a cup of tea and each other’s company; other times they will share a trip to a museum, café or one of our Social Clubs together. North London Cares currently has 45 Love Your Neighbour friendships, and volunteers also support neighbours with practical help like gardening and decorating on an ad hoc basis.

In November 2015, 30 friends attended a special Love Your Neighbour four-course dinner party in Islington, catered by professional chefs. The night helped our one-to-one friends to feel part of a growing social network, and to get out of the house and enjoy a special evening complete with live music played by one of our volunteers. In 2016 we will give each Love Your Neighbour match a £40 budget so that everyone can enjoy a meal out together, a trip to the theatre or a memento of their friendship.

“We’re old. Sometimes we get depressed, or anxious. But we’ve got skills and we’ve got experience. I love seeing the brightness in the young people’s eyes. It’s rejuvenating.”  
Chris, Camden Town

## WINTER WELLBEING

Our Winter Wellbeing project deploys the resources of our community network to help our older neighbours stay warm, active, healthy and connected during the most isolating time of year.

Commissioned by Camden and Islington joint Public Health department, in 2014/15 we ran our fourth and most ambitious project to date, deploying a targeted, preventative, inclusive approach to combating isolation.

In 2015/16 we will run an even more ambitious project, reaching out to some 4,000 people over the age of 65 across Camden and Islington and distributing some £4,000 in small grants.

“Knowing that someone cares, that help is available, is important.” John, Chalk Farm

Through our Winter Wellbeing project in 2014/15, North London Cares:

- **Knocked on 3,645 doors, delivering literature on how to stay warm and healthy**
- **Held 1,692 face-to-face conversations to help people feel connected**
- **Provided gifts, referrals and direct support to 278 older neighbours**
- **Delivered 44 blankets to those who felt cold in their homes**
- **Distributed £3,050 in grants to 30 neighbours most deeply affected by winter**

Through our Winter Wellbeing evaluation in partnership with Camden and Islington Councils we proved the effectiveness of these targeted outreach methods:

- 62% of the neighbours receiving “deeper interventions” lived alone
- 49% considered themselves disabled
- 96% valued the support they received
- 91% felt better as a result of their interactions and interventions

## CASE STUDY: FRED

Fred is 88 and, along with his wife Joan, has been attending North London Cares' Social Clubs for four years. He's a huge fan of our film nights, and also attends tea parties, dance nights and many more activities.

In the past two years, Joan has become poorly, but after 60 years of marriage Joan and Fred still like to do things together. As well as their Social Clubs, which give them both constant companionship, Joan also now receives a regular visit from Lorna through our Love Your Neighbour project.

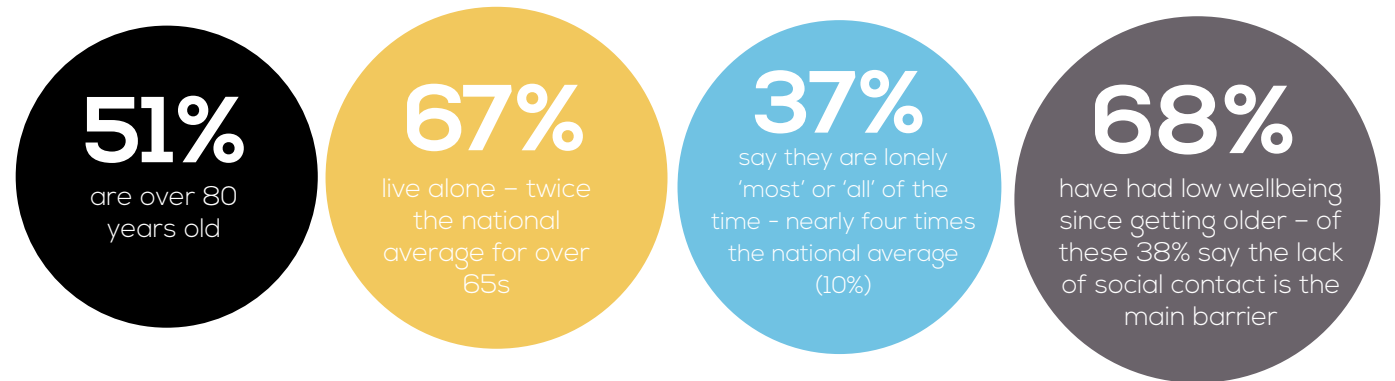
Fred has said: "It's just being there with the youngsters, to know that they want to talk to us. It's changed my whole attitude about the younger generation. These volunteers are wonderful, they seriously are wonderful."



## IMPACT

In October 2014 North London Cares published our first ever impact evaluation. The 130-page report highlights the ways in which older neighbours and young professionals benefit from their interactions with one another. As well as helping us prove our model, the evaluation is also helping us to improve it, with new operational and communications investments resulting from the research. The evaluation, funded by Esmee Fairbairn Foundation, showed that:

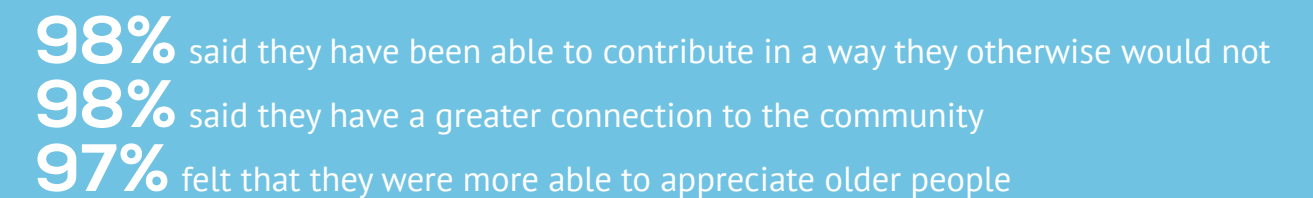
Of the older neighbours North London Cares works with:



And as a result of North London Cares' work:

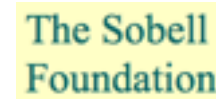


And of the younger volunteers who participate with North London Cares regularly:



## FUNDRAISING

North London Cares is funded by a broad coalition of local and national supporters from across the public, private and community sectors – as well as by individuals in our neighbourhoods who believe in our vision. North London Cares couldn't exist without those wonderful supporters, and we're so grateful for everyone's contributions.



<b>Camden Council</b>	Equalities and Cohesion Fund	£35,000
	Winter Wellbeing commission	£11,500
<b>Islington Council</b>	Winter Wellbeing commission	£11,500
<b>London Cancer</b>	Winter Wellbeing commission	£5,000
<b>Islington Giving</b>	Saturday Socials partnership	£17,000
<b>Sobell Foundation</b>	Core grant	£14,000
<b>The Bulldog Trust</b>	Development grant	£9,000
<b>Nesta</b>	Centre for Social Action Innovation Fund	£9,000
<b>The Big Lottery</b>	Ageing Better in Camden	£10,522
<b>Octopus Investments</b>	Octopus Foundation grant	£30,000
<b>TOTAL from major strategic partnerships</b>		£152,522
<b>TOTAL from donations / community fundraising</b>		£45,341 (see next page)

## COMMUNITY FUNDRAISING

Over the last year North London Cares has expanded our work to enable volunteers and supporters to fundraise for the charity in new, exciting and involving ways – harnessing the networked approach of the Cares model to bring even more people into our community and to help fund our mission in the process.

### THROUGHOUT THE YEAR, SUPPORTERS HAVE:

- Run 10k races and marathons
- Held bake sales at work
- Completed triathlons
- Hosted clothes swaps
- Built giving circles
- Encouraged their employers to donate



And in September 25 volunteers walked 50km from London to Runnymede in the Thames Path Challenge, raising a whopping £14,426 for North London Cares in the process. It was an amazing day, and we're so proud of everyone who took part.

We also hosted our 4th birthday party at Proud Galleries in the heart of our patch in Camden Town, with 200+ fans coming out to enjoy local acts Marcus Bonfanti, CRHØMA, Tom Gill and Man Like Me for a special evening's entertainment.

With the redesign of our website our regular giving scheme also launched in 2015. We now have more than a dozen supporters making monthly donations to help fund our work.



# FINANCE

## 1. STATEMENT OF FINANCIAL ACTIVITIES

	2014/15 £	2013/14 £	2012/13 £	2011/12 £
<b>INCOMING RESOURCES</b>	<b>190,485</b>	<b>152,235</b>	<b>102,929</b>	<b>46,969</b>
Grants	62%	65%	66%	72%
Commissions	15%	15%	34%	28%
Donations	23%	19%	0%	0%
Restricted	77%	90%	N/A	N/A
Unrestricted	23%	10%	N/A	N/A
<b>TOTAL RESOURCES EXPENDED</b>	<b>179,606</b>	<b>131,069</b>	<b>74,011</b>	<b>32,314</b>
Direct charitable expenditure	93%	92%	N/A	N/A
Fundraising and publicity	2%	4%	N/A	N/A
Management and administration	5%	4%	N/A	N/A
<b>NET INCOMING RESOURCES</b>	<b>10,879</b>	<b>21,166</b>	<b>28,917</b>	<b>14,655</b>

## 2. BALANCE SHEET

	2014/15 £	2013/14 £	2012/13 £	2011/12 £
<b>FIXED ASSETS</b>				
Tangible Assets	1,321	1,531	1,151	830
<b>CURRENT ASSETS</b>				
Debtors	-	372	364	216
Cash at bank and in hand	80,191	70,912	45,138	15,826
<b>TOTAL</b>	<b>80,191</b>	<b>70,912</b>	<b>45,502</b>	<b>16,042</b>
<b>CREDITORS</b>	5,896	5,896	3,081	2,217
<b>NET CURRENT ASSETS</b>	<b>75,616</b>	<b>64,737</b>	<b>42,421</b>	<b>13,825</b>
<b>TOTAL FUNDS</b>	<b>75,616</b>	<b>64,737</b>	<b>43,572</b>	<b>14,655</b>



"I LOST TWO WIVES. I DIDN'T KNOW HOW I WAS GOING TO MANAGE BUT I PERSEVERED AND FOUND THIS BEAUTIFUL COOKING CLASS, AND I'VE NEVER LOOKED BACK SINCE."

**PAUL, KILBURN**

# PRESS & AWARDS

This year we've been fortunate to receive coverage across traditional and new media, with articles supporting and promoting our work in broadcast, digital and print channels.



IN SEPTEMBER OUR CEO WAS RECOGNISED AS ONE OF THE EVENING STANDARD'S 1,000 **MOST INFLUENTIAL LONDONERS.**

IN FEBRUARY 2015 OUR BRAND NEW PROMOTIONAL FILM ABOUT WHAT NORTH LONDON CARES DOES, IN THE WORDS OF OUR VOLUNTEERS AND OLDER NEIGHBOURS, WAS LAUNCHED – **AND SUPPORTED BY STEPHEN FRY.**



## The Huffington Post, December 2015.

"Kathleen said that the scheme has reinforced her faith in the kindness of people... Tori said, "I would really recommend it to anybody, even just an hour of your time a week. It's so beneficial for the person that you're helping but I get so much from it too. I honestly really, really look forward to coming here every week. It's an honour to know Kathleen and if it wasn't for North London Cares, I wouldn't have got the opportunity to be her friend."

## The Times, August 2015

"North London Cares is a brilliant initiative [that should be] rolled out across the country."

## The Telegraph, August 2015

"I love coming here," says Mr Crowson. "We learn a new recipe every week and it gets me out and meeting interesting people instead of sitting at home looking at four walls all day."

## The Observer, April 2015

"In the modern world there aren't enough opportunities for people from across the generational and social divides to interact." Intergenerational volunteering benefits older and younger people alike. "I get loads out of it. It means I get to meet different people who I would not have met otherwise," says Mike, a volunteer."

## The Camden New Journal, July 2015

"There's a whole lot of people aged between 60 and 90 years old who have lived in the community their whole lives, have a deep affinity with the neighbourhood and have very deep roots but very few connections. There is another group of younger people who have hundreds of connections but not deep roots – that's not healthy for the community. So the whole idea is to build practical help and build relationships."



We were very proud to appear on BBC1's Inside Out programme in September, which featured a 12-minute documentary about North London Cares' creation and development, along with interviews with neighbours and volunteers.

## Ellie, volunteer, London Live, August 2015

"I only moved to London last year and I thought it would be a nice way to get to know the new place I was living and some of the people in it. It's a wonderful thing. As a young person you're no less susceptible to loneliness than an older person, so the Social Clubs are as much for me as the people I have a cup of tea with."

## Fabienne, volunteer, London Live, August 2015

"London is vast and at any age you can feel quite anonymous in this city, quite disconnected. Charities like this are so important to combat that."

## Kentishtowner, December 2015

"So much of our modern city has been designed on what's efficient; but what's the point in saving time unless we do something to spend it, invest it, even suspend it – through pause, reflection, and interaction with others?"



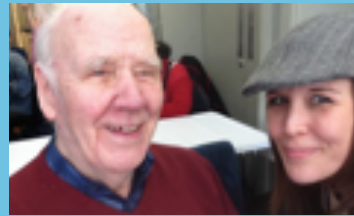
AND IN NOVEMBER WE WERE CHUFFED TO RECEIVE A NATIONAL **CENTRE FOR SOCIAL JUSTICE AWARD** FROM DAME ESTHER RANTZEN, JAMES CRACKNELL AND SECRETARY OF STATE IAIN DUNCAN SMITH, ALONG WITH OUR SISTER CHARITY SOUTH LONDON CARES.



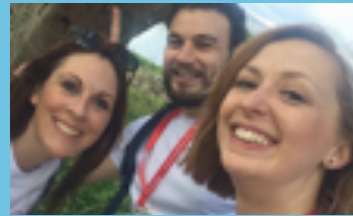
# STAFF



**Alex Smith** is Founder and CEO of North London Cares and our sister charity South London Cares. He is in charge of strategy, fundraising, finance, communications and partnerships.



**Laura De Souza** is Programme Coordinator of North London Cares. She oversees all our projects, in particular by designing and delivering our Social Clubs.



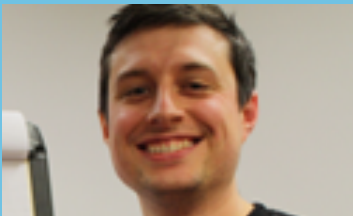
**Emily Clarke** is Development Coordinator at North London Cares and our sister charity South London Cares. She is responsible for community and corporate fundraising.



**Roger Duffy** is Projects Officer (Love Your Neighbour) for North London Cares. He matches older and younger neighbours for one-to-one relationships often in people's homes.



**Mike Evans** is Projects Officer (Social Clubs) for North London Cares. He is responsible for designing and delivering fresh and involving new clubs for neighbours to share.



**Joe Cox** is Outreach & Volunteer Officer for North London Cares. He is in charge of welcoming and mobilising volunteers and older neighbours to enjoy time and company together.

# BOARD

**Josie Cluer (Chair)** is Senior Public Service Lead for Moorhouse Consultancy. She has over 10 years' experience in public policy, specialising in home affairs, justice and community cohesion. She was formerly a trustee of Alcohol Concern. Josie also trains aspiring female parliamentary candidates and founded the campaign "Don't Judge My Family". She is a former government Special Adviser and school governor.



**David Easton** is an Investment Manager at CDC Group, responsible for investments in Africa and South East Asia. David was previously at Bridges Ventures and before that worked for the Tony Blair Africa Governance Initiative and McKinsey & Company. As well as working with North London Cares, David is on the Steering Committee for the Greenwich Free School and is a mentor on the OnPurpose Social Enterprise Leadership scheme.



**David Hayman** is a Strategy Consultant for Educate Girls, responsible for expansion over three new Indian regions. He was formerly Senior Head of Operations at The Prince's Trust and before that a consultant at Accenture. David also helped set up educational charity Future First and is a trustee at Tackle Africa.



**Nick Wigmore** has 10 years' experience in youth work and social enterprise. He was a Programme Officer at Future First and co-founded goalkeeping school Safe Hands. Nick left Future First in 2011 to care for his grandmother and is now a football coach in London.



**Ben Wilson (Treasurer)** is a Business Manager at Noble Group, which manages global supply chains of industrial and energy products. He was previously at Mitsubishi UFJ Securities. He is a qualified accountant and has worked in financial services for 10 years. Ben holds an MBA and supports North London Cares' financial management.



We are grateful for the hard work and dedication of our departing Projects Officer Jessica Ellis, who is leaving North London Cares to travel the world in 2016. Good luck, Jess! We are also grateful for the contributions over the past year of our super hardworking freelance team: Chris Clarke, Will Rees and Charlotte Charlton.



## PARTNERSHIPS

Along with our funders, North London Cares couldn't do what we do without the support of numerous partners and friends across the public, private and community sectors. We're so grateful for all our support, and can't wait to work with everyone more in 2016 and beyond.



## PLANS

We are very proud of what North London Cares has accomplished over the past year and more, and as we go into 2016 we're even more excited about what the future holds.

Having established our sister charity, South London Cares, we are now keen to explore new options and opportunities to work with even more people, in Camden and Islington and beyond, to help tackle the growing challenge of loneliness and isolation amongst older (and younger) people in our cities.

In 2016 our board and staff teams will work together with existing and new partners to scope those opportunities. Where the conditions and support exist to bring more people together across social and generational lines, we are keen that our model is deployed.

Our first priority is to invest in the infrastructure that has made North London Cares (and South London Cares) possible. So, in the first quarter of 2016 we will seek investment to hire new Projects Officers to support our hugely expanded programmes.

Later in the year, we will seek new investments to bring in additional back office staff to support our operations, fundraising and other functions – so that we can look at sustainable options for growing the number of people that the Cares model works with, both in our current boroughs of Camden and Islington and beyond.

As we continue with that work, we are grateful for the support of individual, local authority and corporate partners. If you would like to work with North London Cares please email Alex at alex.smith@northlondoncares.org.uk.

[WWW.NORTHLONDONCARES.ORG.UK](http://WWW.NORTHLONDONCARES.ORG.UK)



North London Cares is the public name for NL Cares Limited, a UK registered company, number 07737818, and a UK registered charity, number 1153137.

Our registered office is at North London Cares, C/O Collective Temperance Hospital, 110 Hampstead Road, London, NW1 2LS.