

# Annual Report 2011/2012



NORTH  
LONDON  
**CARES**



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**To the outside world, north London has long had something of a reputation. If you believe everything you read in the national press, all our neighbours in Camden and Islington are living comfortable, well off lives in leafy suburban streets.**

Of course, this stereotype is partially based in reality. North London is home to some of the best-connected people in the world: graduates from every corner arrive here to take up big jobs in the media or the City, in law or in finance. We're fortunate to live in one of the great modern cities, and to have access to the opportunities it provides.

But those of us who live and work here also know that north London is more complicated than some might have us believe; that this is a place of social extremes with unique challenges – severe deprivation, adult isolation and loneliness, and persistent social dislocation that is corrosive for our communities.

Our vision with North London Cares is to build imaginative programmes and flexible volunteering opportunities that help bring those two worlds together, to help build lasting relationships between people who might not normally interact, and to forge closer, stronger communities.

And yet, when we first set up North London Cares at the beginning of August 2011, we had no idea that some of our challenges would present themselves so starkly, and so soon. Frustrated and angered by what we saw over three nights of rioting in our home city, and determined to do something about it, we launched North London Cares much earlier than planned.

We were delighted with the immediate response: within hours we'd had 5,000 hits to the nascent website, and we'd mobilised people to show the power of civic involvement by assisting with the post-riots cleanup. Two days later we received a thankful tweet from the Mayor of London.

Ever since, we have sought to tap into this spirit in order to grow, piloting projects that test our methods of recruiting volunteers and matching them to local people and groups who need just a little extra help. As we learned lessons from those tests over the course of the year, we developed more strategic projects, which would soon make up the core of our work. We hope you enjoy reading about those efforts in this report.

At each stage we couldn't have made a difference without the huge support of our partners, funders and supporters. But most importantly, we are grateful for the amazing contributions of our inspiring volunteers, who, over the past year, have given their time and energy to help and get to know their neighbours. As we look ahead to our second year, we can't wait to work with all of you even more closely – and to deliver our mission of “connecting people, building communities”.

**Alex Smith, Joe Hayman & Nick Wigmore**

Founders, August 2012



*“One of the most positive projects to have emerged from post-riots London.”*

**The Kentish Towner Blog**

*“I can't speak highly enough of the work of @NLCares.”*

**Andy Hull, Islington Councillor**

**North London Cares is a community network that recruits young professionals to volunteer a little extra time, practical support and human companionship to help improve the quality of life of their less advantaged older neighbours.**

We do this because north London is a place of social extremes. Thousands of young professionals live busy, well-connected lives but may feel remote from the reality of the world around them; meanwhile, so many of their older neighbours do not have networks of friends and family, and can feel deeply isolated from the community.

This lack of interaction across generations and between social groups perpetuates division in our communities, wastes human potential and is damaging for our society.

We believe, and it is our experience, that upwardly mobile young professionals, in particular, have more to contribute to the communities that host them, and will enthusiastically participate in volunteering tasks that can really make a difference – so long as they are accessible, flexible and fun.

Our vision is therefore to speak the language of local students, graduates and young people in regular employment, and to recruit them to a dynamic volunteer programme that connects them to their older or isolated neighbours in practical, meaningful ways.

Through our innovative programme of activities, events and interactions, North London Cares is mobilising a new generation of volunteers and creating the type of interactions that might not otherwise occur: relationships between old and young, high-flying and retired, and across different socio-economic and ethnic groups. In doing so we are helping our neighbours understand one another, and bringing communities closer together.



# OUR OVERVIEW

## In 2011/2012 North London Cares has:

- Recruited **120 volunteers**
- Directly supported **150 older neighbours** in Camden and Islington
- Knocked on **5,500 doors** to ensure older people stay healthy, happy and connected
- Hosted **17 Social Clubs** for up to **25 older people** at a time
- Enabled Care Home residents to attend London Symphony Orchestra concerts
- Worked with businesses, faith groups, leisure centres, councillors and residents
- Hosted a major street party for **300 people** on a local estate
- Delivered a major project funded by the Department for Health
- Raised a total of **£47,000** to fund our mission
- Established a brand new advisory board

*"I'm delighted that another £1million is being distributed to great charities that will transform the lives of more people."*  
**Prime Minister David Cameron, commenting on the award of Evening Standard Dispossessed Funding to North London Cares and other groups**

*"Thanked some of those involved. Special mention to @NLCares..."*  
**Boris Johnson, Mayor of London**

## ***PILOT: Save A School***

When the Lemuel Findlay Supplementary School in Tottenham contacted us in autumn 2011 they were in the midst of a funding crisis that meant they had half a term's teaching gap to cover. If they couldn't find temporary support, they would have to close for 5 weeks. Mobilising our networks, North London Cares recruited 5 fully qualified local teachers from across our communities, including 4 from the national Teach First network, to volunteer their Saturday mornings to help out.



## ***PILOT: Wrap Up London***

Working together with Hands on London, North London Cares recruited 7 young professional volunteers to stand on the concourse at King's Cross tube station during morning rush hour, collecting unwanted winter coats from commuters for distribution to local homeless and women's shelters. In total, our volunteers collected some 200 coats.





# OUR PROJECTS

## ***Love Your Neighbour***

At the core of our work, North London Cares recruits young professionals to volunteer to spend time with their older and isolated neighbours in need of a little extra practical support around the home – from shopping, to making important hospital appointments, to dealing with billing problems, to clearing gardens or putting up shelves. We have supported about 40 people in this way.



*“It's a pleasure to be able to help out. I've wanted to do more in the community for ages. North London Cares makes it easy for me to get stuck in.”*

**Andreia, 27,  
Holloway**

*“Thank you so much for running these film clubs. We really do all appreciate it. It's so great to get out and see people and enjoy a film.”*

**Andreas, 77**

## ***Social Clubs***

We know that loneliness can have a severe detrimental impact on the health outcomes of older people. So, in consultation with our older neighbours and in partnership with Age UK Islington and the Peel Centre in King's Cross, we have build dynamic social clubs. We've already hosted 17 such events, which now attract some 25 people per week. They help people facing isolation to share new experiences, films, music and views with peers and young volunteers. They are vibrant and valued.





*"It's nice to know there are still young people out there who care."*

**Louisa, 84**

*"It's refreshing to have someone knock at the door who I really want to speak to for a change. You've really cheered me up."*

**Wendy, 72**

## ***Winter Warmth***

During the bitter winter months, 20 North London Cares volunteers knocked on 4,000 doors in Islington to raise awareness of the dangers of extremely cold weather, and to make sure our older neighbours remained connected to local services and support networks. They distributed blankets, cold alarms, carbon monoxide alarms and jumpers – helping their neighbours stay toasty during a difficult period.

As well as the many direct beneficiaries of this project, we were able to refer a number of people to Islington Council for further support, and to expand our network to new parts of north London.



## ***Hot in the City***

Building on our winter experience, North London Cares again delivered a project in partnership with Islington Council during the summer months, this time to ensure over 65s in the borough were aware of the dangers of overheating and dehydration. Our volunteers knocked on another 1,000 doors in the borough, visited local community centres, and spoke to hundreds of local pensioners



# OUR PROJECTS

## *Harvist Estate Street Party*

One of the highlights of our year was working with volunteers from a 1960s Holloway housing estate and the neighbouring new-build apartment blocks – organising and hosting a completely free street party to celebrate the 2012 Jubilee and forthcoming Olympics.

300 residents from across the local area joined together with Arsenal FC, Pakeman Primary School, the Sobell Centre, Emmanuel Church, four local businesses, local band Wolf Alice, Sanjuro Martial Arts and Islington Council – sharing food, music, games and dancing for all ages.





*"I really enjoyed the whole session. I got the warm and fuzzies from helping my neighbours."*

**Jess, research professional, 26**

*"It's about building communities and understanding that there are human beings who live to the left and the right of you, up and down. The reception is 100% positive: we're bringing a smile to people's faces."*

**Josh, social media professional, 30**

## **Concert Trips**

North London Cares has partnered with the London Symphony Orchestra to take residents from local care homes and day centres to lunchtime concerts at the stunning St Luke's Church in Islington. It's an opportunity for our older neighbours to spend time with young professionals on their lunch hour, to have stimulating cultural experiences, to make new friends, and to enjoy some of the best classical music in the world.



## **Care Home visits**

Our Care Home visits offer a slightly more challenging volunteering experience for our young professionals who want to do something a little more difficult, but potentially even more rewarding. Based on our social clubs model, we have recruited volunteers to sit for 90 minutes at a time with residents of local care homes. Entering a quiet room with little conversation can be tough, but leaving a vibrant, chatty place soon after shows the value of human interaction up close.



# OUR METHODS

North London Cares is unique because we reach out to all our participants on their own terms. To identify isolation, we collaborate with local partners including local authorities, Age UK, Help on Your Doorstep, community centres and many more.

Our volunteers regularly knock on doors, and we recruit “community champions” to act as eyes and ears on estates and local streets, referring isolation to us wherever it is encountered.

We also recruit our young professional volunteers in a unique way, through the social, digital and employment networks used and trusted by young people – to break down the barriers to community participation. We have an attractive website and regularly publish blogs, YouTube videos and Instagrams with information about upcoming events. We harness social media including Facebook and Twitter to grow our database of volunteers online, and mobilise them in the real world.

We are proud that ours is a joint proposition – that as well as supporting their neighbours in practical ways, our young volunteers return again and again because the people they help in turn improve the quality of their own lives.

*“A project whose time has come.”*

**Richard Watts,  
Islington  
Councillor**

*“It was so easy to get involved.”*

**Louisa, 30,  
volunteer**





**North London Cares' mission is twofold:** we recruit volunteers to help support their older neighbours in practical ways, with social opportunities and with human companionship; and we also encourage and enable young professionals to better understand the reality and challenges of the world around them by connecting them to people in the community with whom they may not naturally interact.

As well as developing programmes on the ground to those ends, we know that we can help raise awareness of the challenges we face in our communities – and thereby recruit more volunteers – by providing a platform for our campaigns and participants in the media. During our first year, North London Cares has appeared in various outlets, including:



# OUR FUNDRAISING

North London Cares is proud of the support we've gained from funders during our first year of operation. We've built strong relationships with local and national foundations and trusts, as well as statutory bodies – and proven we can deliver ambitious projects effectively, on time and on budget.

In the period August 2011 to August 2012 North London Cares has been pledged a total of £51,822.

· <b><u>ISLINGTON COUNCIL</u></b>	<b><u>£28,750</u></b>
Highbury West Local Initiatives Fund	£3,000
St George's Local Initiatives Fund	£3,000
Department for Health contract	£14,750
Seasonal Health & Affordable Wellness	£2,000
Highbury West Local Initiatives Fund	£1,000
Community Chest	£5,000
· <b><u>UNLTD</u></b>	<b><u>£3,500</u></b>
Level One Award	£3,500
· <b><u>The National Lottery</u></b>	<b><u>£6,000</u></b>
Awards for All	£6,000
· <b><u>The Tinsley Foundation</u></b>	<b><u>£1,000</u></b>
Discretionary grant	£1,000
· <b><u>Comic Relief/ES Dispossessed Fund</u></b>	<b><u>£8,072</u></b>
· <b><u>ISLINGTON GIVING</u></b>	<b><u>£4,500</u></b>
Confronting Isolation Fund	£4,500

Not all of this funding had been received at the time of submitting NL Cares Limited's annual accounts for 2011/2012. Some £5,000 will therefore carry over into accounting year 2012/2013.

Our diverse funding streams, secured from a standing start within one year of launch and in a difficult funding environment, give us confidence that we can secure the finance to expand our programmes and apply our methods to support more people over the next year and beyond.

Our intention is to build as broad a funding base as possible, and to demonstrate a path to self-sustainability within 5 years. In the short term, our strategy includes further broadening our funding base and securing core funding for a period of 3 years. Thereafter, our intention is to harness the fundraising potential of our growing volunteer database to help us secure up to 30% of funding in 2014/2015 and 60% by 2015/2016.

**North London Cares is a full time organisation, anchored by voluntary governance and advisory boards. Our core team work day-to-day to devise and deliver the projects and partnerships that connect people and build communities in north London.**

## ***Our core team***

**Alex Smith** is our Chief Executive Operator and runs day-to-day operations. Alex is a north Londoner born and raised. He is a governor at Holloway School and was a “Welcome the World” volunteer in Camden during the 2012 London Olympics. He was awarded an UnLtd social enterprise award for his work founding North London Cares in 2011.

**Jennifer Painter** is our Network Coordinator. Jennifer is responsible for delivery of North London Cares' programmes – recruiting and managing volunteers, events and relationships on the ground. Jennifer was formerly a campaigns and communications professional and lives in north London. She joined North London Cares in February 2012.

## ***Our directors***

North London Cares currently has three directors. As well as Chief Executive Alex Smith, who also serves as Chair, the board is made up of two additional north Londoners who have experience running small community groups and delivering ambitious projects in the area:

**Joseph Hayman** is Deputy Chief Executive of educational charity ContinYou, founder of The Community Trust and author of the forthcoming book *British Voices: The UK in its own words*. Joe is a governor at Gospel Oak Primary School in Camden.

**Nick Wigmore** has ten years' experience in youth work and social enterprise. He was a programme officer at Future First and co-founded goalkeeping school Safe Hands. Nick lives the values of North London Cares: he left full time work in 2011 to care for his grandmother.

Our board meets every quarter to discuss fundraising, strategy, partnerships and more – and to ensure we are doing all we can to achieve our objectives effectively, efficiently and safely. The board has developed a series structures and frameworks to support our operation, including adopting a strong policy framework.

## ***Our advisory board***

We consult our high level Advisory Board of 5 young professionals – Samuel Coates, Josie Cluer, David Easton, Maya Wolfe-Robinson and Donata Higgins – on a regular basis. These supporters bring exceptional communications, legal, third sector and management experience and skills, as well as great contacts, to our team. We plan to expand this advisory group to support organisational development over the coming year.

**North London Cares is ambitious for the future. We believe that our model of recruiting young professionals to participate in their community in support of their older and isolated neighbours is relevant and timely, particularly during this period of reduced government expenditure and a rapidly ageing population – and that our methods of harnessing social, digital and employment networks is already paying off.**

During the next year, we therefore hope to be able to achieve substantial growth to build on and exceed our foundational development over the last year.

We will expand our popular Social Clubs, and seek to run another 100 such events in community centres across Camden and Islington, reaching out to new cohorts of people in the process.

We will harness our growing reputation, our new website (launched in summer 2012) and effective Search Engine Optimisation and social media techniques to recruit many more volunteers to support their neighbours individually and in small teams through our Love Your Neighbour programme.

And we will develop new ways of identifying isolation and rooting it out in our target boroughs.

Specifically, we will seek to diversify the type of creative activities we offer, in order to provide as attractive and accessible a set of programmes as possible – for our volunteers as well as the older neighbours they work with.

Our key objective for the immediate term, however, is to underpin the work we already do by prioritising fundraising and organisational development. We will seek to professionalise North London Cares by expanding our Board, improving our policies and processes, and – most importantly – building in additional capacity by recruiting more volunteers to work with more of their older neighbours in our target boroughs.

In order to achieve that, our top priorities for the coming year are to focus on successful delivery; to develop a track record that guarantees quality, creativity and impact; to continue to build and strengthen partnerships; to improve relationships with local corporate firms to help us meet our objectives; and to work more strategically with funders, local authorities and collaborative organisations in the local community and beyond.



**To deliver on our objectives and meet our mission, North London Cares requires a modest budget.**

Our value for money policy, strict expenditure rules and the fact that our product – the time of the young volunteers we recruit – is free, mean we can run ambitious programmes and achieve a big impact on a low budget. Our accounts for 2011/2012, as registered with Companies House, are as follows (please see our website for a copy of the full accounts):

## Profit and loss account

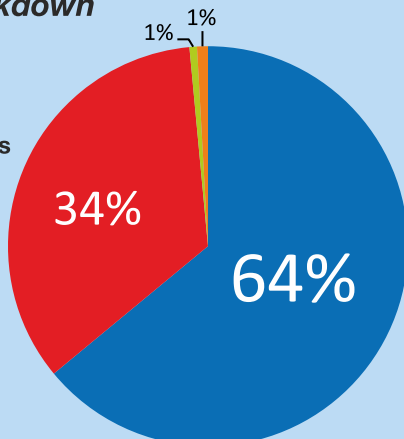
	<b>2011/2012</b>
	<b>£</b>
<b>Turnover</b>	282
Cost of sales	(2,332)
<b>Gross loss</b>	(2,050)
Distribution costs	(2,117)
Administrative expenses	(27,865)
Other operating income	46,672
<b>Operating profit</b>	14,640
Interest receivable and similar	15
<b>Profit on ordinary activities before taxation</b>	14,655
<b>Profit for the financial year</b>	14,655

## Balance sheet

	<b>2011/2012</b>
	<b>£</b>
<b>Fixed assets</b>	
Tangible assets	830
<b>Current assets</b>	
Debtors (amounts falling due within one year)	216
Cash at hand and in hand	15,826
	16,042
Creditors (amounts falling due within one year)	2,217
Net current assets	13,825
Total assets less current liabilities	14,655
Capital and reserves	
Profit and loss account	14,655

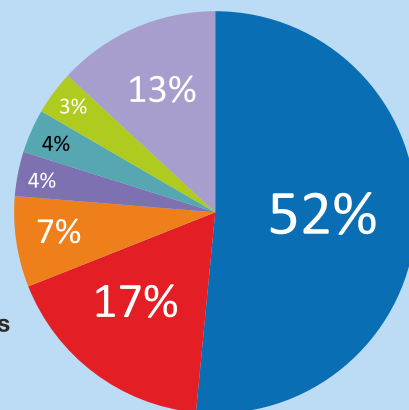
### **Income breakdown 2011/2012**

- Grants
- Commissions
- Sales
- Other



### **Expenditure breakdown 2011/2012**

- Salaries
- NICs
- Events
- Marketing
- Equipment
- Subscriptions
- Other



# OUR GOVERNANCE

North London Cares is the public name for NL Cares Limited, a company limited by guarantee and registered in England and Wales. That means we're a not-for-profit organisation and reinvest all our income back into developing our programmes and achieving our objectives as laid out in our constitution. NL Cares Limited was incorporated on August 11<sup>th</sup> 2011 and began trading on September 1<sup>st</sup> 2011.

## Directors

David A Smith, Joseph Hayman, Nicholas Wigmore

## Registered Office

175-185 Gray's Inn Road, London WC1X 8UE

## Company Number

07737818

## Accountants

Sue Owen Accountants  
14A Regent Road, Altrincham, Cheshire, WA14 1RP

## Banking

The Cooperative Bank  
PO Box 101, 1 Balloon Street, Manchester M60 4EP

# OUR PARTNERS

As a collaborative organisation, we are proud to work with some of the most trusted and well-respected groups in north London – from businesses like Arsenal FC and the Holloway Odeon, to Islington Council; from national charities such as Age UK, Comic Relief and the National Lottery to local groups like the Cripplegate Foundation and Islington Giving.

As we build on our reputation and track record for delivery, we hope we will be able to forge deeper ties with those groups and more, developing imaginative new ideas to involve and support as many of our neighbours as possible.







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