



# ANNUAL REPORT

## 2016/17



NORTH LONDON CARES



Delivery figures in this report cover the period January 1st 2017 to December 31st 2017. Financial figures cover our accounting year from September 1st 2016 to August 31st 2017 as submitted in our latest annual accounts.

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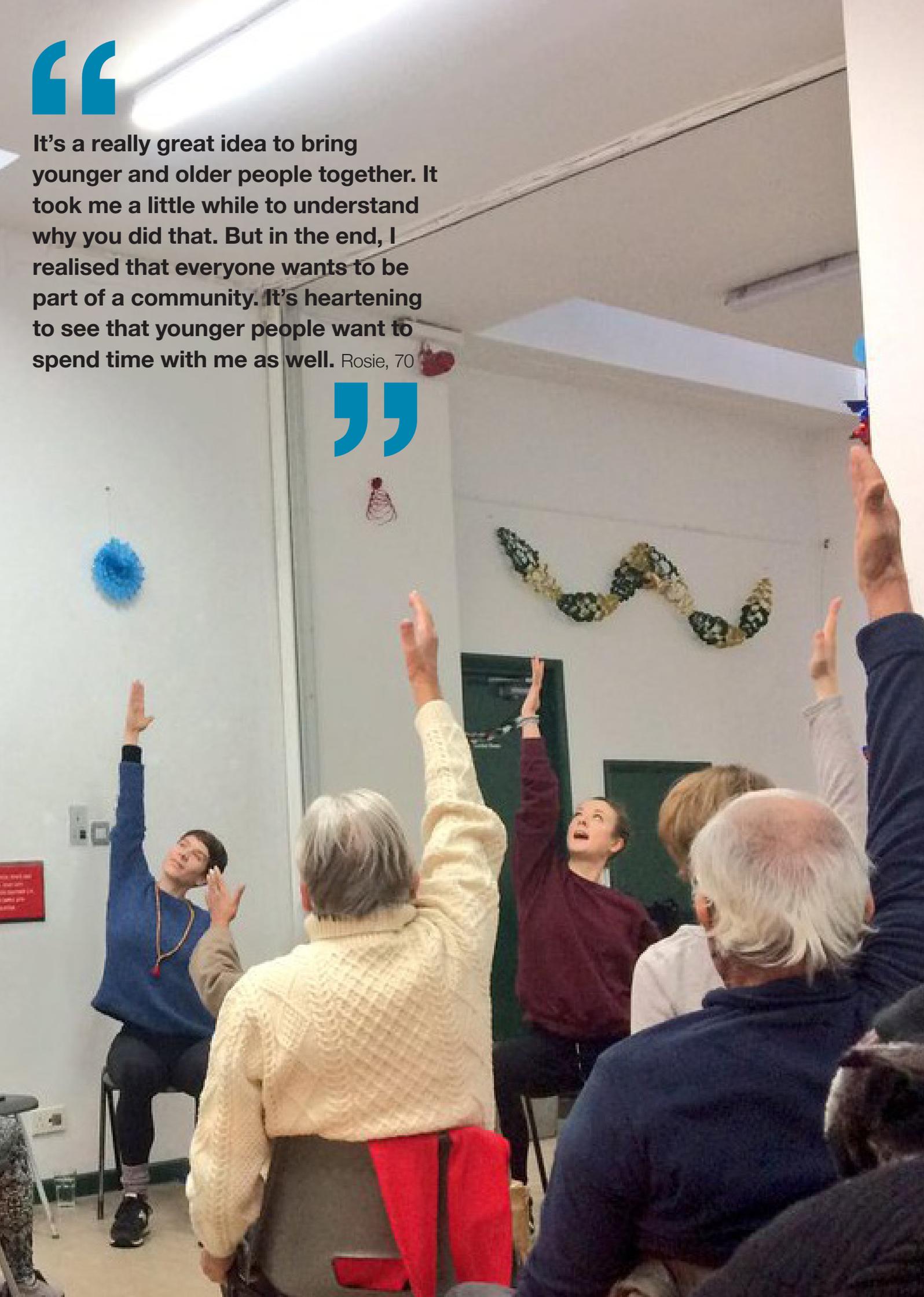
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**It's a really great idea to bring younger and older people together. It took me a little while to understand why you did that. But in the end, I realised that everyone wants to be part of a community. It's heartening to see that younger people want to spend time with me as well.** Rosie, 70

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# A message from Joan



I've found it's harder to make friends when you're older – people tend to have their circles by this point. I moved to London later in life so making those connections proved a lot more difficult, especially in a big and often isolating city. Making friends with young Londoners has proved essential.

I was introduced to North London Cares four years ago at a technology workshop and I've not looked back. I've taken part in so many activities from beer tasting to making three course meals with members of my community. I've seen the latest movies at their film clubs and gone behind the bar to make cocktails at the trendy watering hole on the high street!

I really treasure my trips to the London Symphony Orchestra. Before the concert we meet in the cafe and chat over tea and cake. The young people are so nice to speak to, caring and interested. Then, together, we get to enjoy the stunning performance from our front row seats. It's truly uplifting. I also love the workplace visits: they've given me access to places I've walked past but never been in before. I travelled the world for my work so it's nice to stay on top of how modern businesses operate. These and all the different events North London Cares host really give us a chance to stretch ourselves.

I met Ellie two years ago through the Love Your Neighbour project. She's wonderful. She'll call me and pop in for tea at the flat. I'm so interested in her and all she does. When she goes on trips I get a report back and it gives me an extra window to the world. We debate current issues and she tests my ideas. She's changed my mind on a few matters! A fall had knocked my confidence before I met Ellie but together we've had lots of adventures including a trip to the Chelsea Flower Show. We got to go to an Arsenal match too. During the war my father was stationed at Woolwich Arsenal so I've always had a soft spot for the team. Ellie helped me get to my seat and it felt so good to be part of the electric atmosphere. It's moments like these which mean so much.

North London does care. The charity has given me confidence, opened doors, provided exciting opportunities and introduced me to a cherished friend. Thanks to North London Cares older people don't need to look back to remember having fun – we're having it now! **Joan, 83**



# A message from Ellie



Joan and I became friends in April 2015 after we were introduced through North London Cares' Love Your Neighbour programme. I was so excited to meet her as I'd heard such wonderful stories from other volunteers about their own one-to-one friendships. Joan and I hit it off immediately and have been seeing each other about once a week ever since.

What we do together varies hugely. When the weather is good we head out to our local park for a stroll, visit the library, run errands and, of course, go to as many tea shops as possible! When schedules are a bit tighter we arrange for me to pop by Joan's on my way home from work – she's always waiting with a brew, a biscuit and some tales from the week: it's the perfect end to my day.

We've also been on some fantastic trips with North London Cares – to the Chelsea Flower Show, a cocktail-making workshop, a football match at nearby Arsenal, even afternoon tea at a swanky hotel. North London Cares make it so easy for Joan and I to participate in as much as possible.

Having Joan as my neighbour makes such a positive difference to my life in London. We talk about everything under the sun – from politics and books to families, relationships and careers – and Joan has a wealth of knowledge and experience across the board!

Those two hours where I step out of my day and catch up with Joan's comings-and-goings are always a highlight of my week – I suspect Joan thinks our visits are mostly for her benefit but I'd argue they're even more valuable to me! We've forged a true friendship, and hope to be part of the North London Cares family for many years to come.

**Ellie, 29**



# North London Cares' vision

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North London Cares is a **community network** of young professionals and older neighbours hanging out and helping one another in our **rapidly changing city**.

We do this because our capital is a place of social extremes. While it's amongst the most dynamic places in the world – full of cultural and economic opportunities and a hotbed of innovation – it can also be **anonymous, lonely and isolating**.

For our **older neighbours** in particular – many of whom have spent a lifetime in their home neighbourhoods in Camden and Islington – the rush and pace of urban life can often now feel overwhelming. Getting around can be frightening, and trends including **globalisation, gentrification, urban transience, digitisation and the housing bubble** are transforming neighbourhoods faster than ever before.

The multiplying effect of those pressures is that many older people have **deep roots** in their communities **but few connections**, while young professionals – often graduates from across the country and around the world – can **have hundreds of connections** in the social media age **but no roots** in their communities.

The separation of those parallel worlds **wastes human potential**, entrenches **loneliness and isolation**, perpetuates **social division** and is ultimately **corrosive** for our society.



**I used to know everybody in my block. But as people got old and moved on you don't know so many people. You don't tend to mix with the youngsters. But since being part of North London Cares I've met more younger people and been surprised by how nice they've been, how good they've been.** Harry, 76



North London Cares seeks to address this modern blight of disconnection in our connected age by harnessing the changing people and places around us for the benefit of all.

**Our target outcomes are to:**

- ① **Reduce loneliness and isolation** amongst older people and young professionals alike;

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- ② **Improve neighbours' wellbeing**, confidence, skills, connection, self-worth and power so that people can feel part of our changing city rather than left behind by it;

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- ③ Bring people together to **bridge the gaps across social, generational, cultural, digital and attitudinal divides.**



# North London Cares' model

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We achieve these outcomes through four core programmes. Our **Social Clubs** are regular group activities which offer an **anchor of shared time, laughter, new experiences and friendship** in familiar but often changing locations including pubs, cafes, local businesses and cultural and community centres. Sessions include film nights, dance and dinner parties, new technology workshops, 'back to work' business visits, choirs, 'Desert Island Discs' evenings, pub clubs, themed cultural activities, podcasting clubs and more.

Meanwhile, our **Love Your Neighbour** programme brings young professionals together with their often housebound older neighbours to build and support special one-to-one friendships, and to **bring a little of the outside world in** for older people who may **struggle to get out**. Friends spend one or two hours a week having a chat and helping each other to get a little extra reflection and pause, as well as that much needed companionship to break up the week.





Third, our proactive **Outreach** work harnesses the connections of our young professional volunteers to identify potentially isolated older people where they are. Through this programme we **place ourselves in local chemists, supermarkets, food banks, betting shops, pubs, libraries and other locations** to strike up conversations with older neighbours and introduce them to our network. Our Winter Wellbeing project, for example, helps older people to stay warm, active and connected during the most isolating time of year.

Finally, our **Community Fundraising** offers a fourth way for younger and older neighbours to share new experiences. Events, challenges, corporate partnerships and online campaigns all offer the chance for neighbours to share fresh camaraderie, as well as to raise money to support their network.

Through each of these integrated programmes, **the relationships created are two-way**. Older people benefit from newly familiar places to go and the company and companionship of young people showing an interest and sharing a stake in their lives; while younger people – recruited through social, digital and employment networks – receive the **friendship, connection, advice, humour and stories** of older neighbours in their area and enjoy the opportunity to take time out from their working weeks.

# Why we do what we do

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In 2017 it became clear that the UK is facing a 'loneliness epidemic'. As communities change, technology seeps into every part of our lives, and we all get older it's becoming harder and harder for us to find time to pause and build lasting, meaningful relationships beyond our existing social networks.

Across the UK, 17% of people over the age of 65 now see friends and family less than once a week; 11% less than once a month. Two in five older people – two in five – say the TV is their main form of company. Meanwhile, one in ten GP appointments is taken by an older person with no other condition than that they're lonely.

That constitutes a major challenge for our communities. It's also damaging for our wider society's cohesion, and unsustainable for our health service – as loneliness is shown to be as bad for people's health as obesity or smoking 15 cigarettes a day and can raise the risk of heart attacks, strokes and dementia. In our biggest cities, like London, these challenges are even more pronounced: 90% of older people in London have reported feeling lonely.

And yet isolation from others is not uniquely a later life problem. In parallel, young professionals can often feel left out or left behind – moving away from home and commuting to work in cold glass buildings with headphones on, and spending time with others in similar jobs and from similar backgrounds. For many younger people, professional expectations, social media and 'FOMO' (fear of missing out) can all bring a sense of unfulfillment.

Subsequently, mental health challenges, including those connected to loneliness, depression and anxiety, are deepening across both generations. Indeed, while those over 75 are statistically the loneliest age group in the UK, the second loneliest are young people between 21 and 35. In this context, our generations are said to be diverging attitudinally as well as socially, with media headlines often referring to a 'battle between the generations'.

North London Cares is not fatalistic about this dual challenge. In fact, there is clear evidence and a growing understanding that, far from being insolubly lonely or divided, older and younger people share much in common and many hopes – including for one another.

Both groups see good relationships, health, learning and independence as among their highest aspirations. Both see the dominance of new technology as overwhelming. 80% of both groups want life to slow down. A similar proportion want to mix with people of different age groups and backgrounds. And research shows that care for older people is the second top concern of younger people.

Clearly, these two groups, living side by side but too infrequently interacting, have so much to gain from one another – in shared time, laughter, new experiences and friendship. That's where North London Cares comes in.



# 2017 in numbers

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2017 was an exciting, transformational year for North London Cares.

Through the year we hosted **264 social clubs**, attended **4,326 times** by over **500 older people** and **2,000 times** by over **500 younger people**.

At different stages in the year between 80 and 120 people enjoyed friendships across the generations through our Love Your Neighbour programme, sharing over **1,260 hours one-to-one**.

Through our Winter Wellbeing project, young people knocked on **1,732 doors of older neighbours**, held **1,042 conversations**, distributed **91 blankets** and items of warm clothing and gave out **30 small grants** – helping older people to stay warm, well and connected during the most isolating time of year.

Our network is now made up of **2,900 young professionals** (between 21 and 40) and **2,500 older Londoners** (over-65) sharing time, laughter and friendship. In the six years since we opened younger and older people have shared some **139,000 interactions** and **25,000 volunteer hours** in Camden and Islington, helping everyone to feel part of their changing city rather than left behind by it.





# Innovation in 2017

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In 2017 North London Cares ran our most creative programme of activities to date.

Our 264 social clubs included special trips to local partners from Google to Euston Fire Station to Octopus Investments to government departments. We hosted new 'Desert Island Discs' afternoons. Neighbours enjoyed book clubs, Karaoke sessions and trips to the Emirates Stadium to watch Arsenal together. In July, we ran our first "London Treasure Hunt", helping older and younger Londoners to share their stories across our patch. And our many set-piece parties attracted more older and younger people than ever – up to 100 at a time – to build relationships through new experiences in an ever-changing capital.

We've also introduced our new £40 Love Your Neighbour 'friendship budgets', through which older and younger neighbours who might not normally interact enjoyed drinks and meals out to mark special occasions, board games at home, and fish and chip suppers. This work helps us to connect some of our most isolated neighbours to the changing people and places around us, and to grow people's confidence and connection. The budgets are now being incorporated into the programme longer term.

Our Outreach work has expanded rapidly with the recruitment of a new Outreach and Volunteer Coordinator, who targets the places where older people at risk of isolation spend time. We've built new partnerships with local supermarkets, chemists and doctors' surgeries, resulting in an increase in the number of older neighbours joining activities, compared with 2016.

And our Community Fundraising also expanded and diversified, with the appointment of our first full time Development Coordinator in late 2016. This new colleague led scores of young people in taking on marathons and Tough Mudder races, hosting pub quizzes, singing carols at Highgate and Hampstead tube stations, building new corporate partnerships, expanding our trust and foundation income and hosting our very first gala dinner in the summer of 2017 which was attended by 120 people and raised £8,000 for North London Cares.

# Our patch

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North London Cares operates in Camden and Islington. Our older neighbours live in those two boroughs, and the majority of our young professional volunteers live or work there too.

Over 50,000 people over the age of 65 live in our boroughs, a number projected to rise dramatically in the next decade. A big proportion are over 80, more than half live alone and many live in social housing and income deprivation – four of the biggest determinants of loneliness. Indeed, Camden and Islington are both amongst the loneliest boroughs in London – itself reported to be amongst the loneliest cities in the world – and Camden has been reported to be the loneliest borough in the city.

In 2017 we expanded our programmes to work all across our boroughs – in Camden Town, Kentish Town, Kilburn, Clerkenwell, Fitzrovia, Cally Road, Holloway, Highbury, King's Cross, Queen's Crescent, Primrose Hill, Euston and beyond.



“

I would always talk to the same people, my friends and partner, but recently many of the people close to me have passed away. Coming to these clubs has been great as it has taught me how to speak to people that I don't know again. Geoff, 69

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# Our partners

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We don't operate a building ourselves, preferring to help older and younger people to connect in and with familiar but now rapidly changing business and community locations like cafes, pubs and wonderful local halls and resource centres.

So we couldn't deliver on our vision without the support of so many great partners across Camden and Islington. This year we've worked with scores of local businesses and community organisations. Thank you for your support – you make north London a community in the truest sense of the word.



**Coming to this club has helped me cope with life. Not only can I cook now, but I am not afraid to mix with new people and do new things. Every week I join in new topics of conversation with new people – it's great!** Paul, 90



# Social Clubs

North London Cares' social clubs are some of our most visible activities. They are fun, vibrant, dynamic and engaging – and help older and younger people to share time, new experiences, laughter and cultural exchange in a relaxed and welcoming environment.

In 2017 North London Cares hosted 264 social clubs all across Camden and Islington. They were attended 4,326 times by over 500 older people and 2,000 times by over 500 younger people.

## Activities included:

Dance parties



Film nights

Camden SINGS! (choir)



New tech workshops

Men's cooking afternoons



Christmas, Easter, Diwali, Grand National and Bonfire Night specials

Science workshops

Live music gigs



Hip-hop dancing



Pub clubs

Our special 'back to work' and cultural visits also diversified to take in some of London's top attractions and businesses including Google, the Science Lab, PR companies, Octopus Investments and the Foreign Office – all experiences shared by younger and older Londoners.



Book club

Arts and crafts evenings



Picnics

A London Treasure Hunt

Quiz nights

Storytelling nights



Summer parties



'North London Stories' podcasting club

Yoga sessions



Brewery tours

'Desert Island Discs' clubs



“ I love seeing Chiara and having her company. She is a darling, and worth her weight in gold. Doris, 86



“

I've been learning. Tech afternoons – they're very educational. I've come a long way this past year. I still find things hard but I do new things and have a smile on my face now. The clubs have made me more confident.

Maria, 83

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# Love Your Neighbour

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In 2017 North London Cares added our new dedicated Love Your Neighbour Programme Coordinator to the team, providing an anchor to help relationships to thrive, supporting older Londoners to navigate complex problems, and tracking interactions between neighbours to ensure safeguarding.



# Outreach

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Our proactive outreach – identifying older neighbours where they are and connecting them to our regular activities through friendly, informal conversations with local young people – is one of the programmes that makes North London Cares unique.

In 2016/17, with the support of local businesses and services, we held around 3,000 conversations in chemists, post offices, GP surgeries and with neighbours on their doorsteps and in sheltered housing units, and received scores of referrals from partners in local health and social services.

During the winter, this effort intensified with our sixth annual Winter Wellbeing project – our most targeted to date – in partnership with Camden and Islington Councils. The project is specifically designed to help older north Londoners stay warm, active and connected during the colder, darker months that can leave many feeling left alone or left behind. With increasing pressure on local services, the project has become a mainstay of community outreach in our target boroughs.

## **Through this project we:**

- ♥ Knocked on 1,732 doors of older neighbours to raise awareness of our work;
- ♥ Distributed 2,500+ leaflets containing cold weather advice;
- ♥ Held 1,042 conversations with neighbours about how to stay connected;
- ♥ Gave out 91 blankets or items of warm clothing;
- ♥ Helped 324 older people with specific follow-up assistance;
- ♥ Distributed 30 small grants of up to £100 to those most in need – £2,100 in total.

The project was kindly supported by London Catalyst, Octopus Giving and The Big Give Christmas Challenge.



“

I know I can count on you.  
Having somebody else I know  
helps me to feel better. Nicea, 80

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# Community Fundraising

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Underpinning our Social Clubs, Love Your Neighbour and Outreach programmes, our Community Fundraising offers another chance for older and younger neighbours to share time and fresh camaraderie by raising money to support the network they value so much.

In late 2016 we hired our first full time Development Coordinator to deepen and expand this work, fuelling the diversification of our income through exciting new initiatives. We also built new partnerships with local and national grant funders and corporate partners.

## Community Fundraising activities in the year included:



Our **first gala dinner** with our sister charity South London Cares, at Stamford Bridge – which raised £8,000 for North London Cares;



More than **90 challenge fundraisers** entering numerous different races, raising over £24,000 for the charity;



Our first **'Hilarity for Charity' gig at the Leicester Square Theatre** (in partnership with South London Cares), with comedian Stewart Lee and others raising £4,000;



**17 supporters walking** between 50k and 100k through the London2Brighton Challenge, raising over £10,000;



**Cake sales, clothes swaps and pub quizzes** which raised over £3,000;



**The Big Give Christmas Challenge** – an online match funded campaign which raised over £11,000, more than doubling last year's total.

The result of this wonderful community activity is that North London Cares increased our voluntary income from £104,656 (31% of overall income) in 2015/16 to £182,737 (50%) in 2016/17. That's vital for our longer term sustainability and demonstrates our community ethos.

We were able to achieve this thanks to the support of 96 challenge fundraisers, 15 event fundraisers and 132 individual donors. Thank you!



“

**It had never occurred to me to do something physically challenging. But when I witnessed the life-changing work of North London Cares I felt inspired to take on a challenge to help support such a great cause.** Fi, 30

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# Our impact

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Our model is powerful because it works and is targeted at the groups most at risk of isolation and loneliness, including:

- 📍 People who **live alone** – 67% of the older people we work with live alone;
- 📍 The '**oldest old**' – 52% of older neighbours we identify are over 80;
- 📍 **Older women** – 69% of older neighbours in our networks are women;
- 📍 People who live in **social or housing association homes** – 59% of older neighbours we work with are social tenants.

A longitudinal study of our work published in 2016 showed that, subsequent to being part of North London Cares' programmes:

- 📍 A majority of older people report an improvement in **wellbeing**, and in particular their levels of **happiness**;
- 📍 There is an increase in the proportion of older people who say there are **plenty of others around whom they can rely on** when they have problems;
- 📍 The proportion of older neighbours saying that they **miss having people around** decreases;
- 📍 A majority of older people report a **greater sense of community**.

This evidence has been underscored by studies showing that a combination of local group and one-to-one activities that give people purpose, alongside proactive outreach, offers the best chance of reducing isolation amongst older and younger people alike.

The findings echo the results of a survey of older people regularly involved in North London Cares, conducted in 2014, which found that, as a result of being part of our activities:

- ♥ 73% said **their isolation was reduced**;
- ♥ 77% said their **relations with young people had improved** (rising to 84% for those whose relations were previously negative);
- ♥ 73% said they were **more active**;
- ♥ 76% said they had access to a **greater range of experiences**;
- ♥ 86% were better able to **appreciate the world**;
- ♥ 24% **said they did not attend any other social activities**.

And the young professionals who are part of the network benefit too: in the same evaluation, 98% said they had a **greater connection** to the community and 97% said that they were better able to **appreciate older people** as a result of being involved.



# Case studies



## Lil and Sean

*We go for fish and chips, we go for a meal, we go to the choir sessions together. Where we can meet up one-to-one, we do. There's no structured meeting time every week. It's whatever suits us both. We've become good friends. It's a pleasure meeting with Lil. We have a good laugh. I like to keep her company and she keeps me company.* **Sean,**

**34**



## Sylvia and Sarah

North London Cares met Sylvia through our Winter Wellbeing project, knocking on her door to check she was keeping warm and connected last winter. Sylvia told us that while she was keeping warm, she'd like to make a new friend in her local community. So we introduced her to Sarah through our Love Your Neighbour programme. And, as Sylvia says, "We've been friends ever since".

Sylvia is a born and bred Londoner and loves to tell Sarah about the history of her hometown and what she's seen in a lifetime in the capital. Sarah has lived in the city for several years, but says that "everyone's in a rush, no one has a moment to pause and very few people talk to each other". Before she met Sylvia, she missed having a connection to her community.

Now, Sarah's learnt so much about her local community from Sylvia, and Sylvia is always excited to hear what Sarah's been up to at work, with friends and much more. Their friendship has continued to grow through weekly chats, cups of tea and a biscuit or two.

As their friendship blossoms, Sarah and Sylvia are beginning to venture further afield – to the local pub, to indulge in burgers together, and even to North London Cares social clubs!



## Doris and Chiara

Doris and Chiara have been friends for a year, and enjoy hanging out together every week when Chiara pops round to visit. While they're both now adopted Londoners they both grew up in Malta. Doris often quizzes Chiara on how Malta has changed over the years, and about her most recent trips back. Doris told us: *"I love seeing Chiara and having her company. She is a darling, and worth her weight in gold."*

Meanwhile, Chiara finds it fascinating to hear about what Malta was like when Doris grew up, including Doris's experience of living there during World War Two. *"Doris and I have really hit it off and time flies with her. We do chat a lot about growing up in Malta, but also just about general stuff like travel, foods we like, things we have done."*



ORLANDO  
FLORIDA  
USA



No smoking  
It is against the law  
to smoke in these  
premises.

**Fire action**  
In an emergency  
please follow the  
instructions of the  
fire warden.  
Do not use lifts  
Do not use stairs  
Do not use the  
main entrance  
Do not use the  
main exit

Your fire  
assembly point  
is

Keep yellow path  
clear at all times.  
Thank you



“

**So many things to do, so many people to meet. Everybody's cheerful. It's like having a second life.** Michael, 73

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# Our finances

## STATEMENT OF FINANCIAL ACTIVITIES

	16/17	15/16	14/15	13/14
	£			
<b>Incoming resources</b>	<b>369,012</b>	<b>334,525</b>	<b>190,485</b>	<b>152,235</b>
Grants	43%	52%	62%	65%
Donations	50%	31%	23%	19%
Commissions	3%	12%	15%	15%
Restricted income	49%	80%	77%	-
Unrestricted income	51%	20%	23%	-
<b>Resources expended</b>	<b>337,173</b>	<b>306,274</b>	<b>179,606</b>	<b>131,069</b>
Direct charitable expenditure	76%	86%	93%	92%
Management, fundraising, etc	24%	14%	7%	8%
<b>Net incoming resources</b>	<b>31,839</b>	<b>28,251</b>	<b>10,879</b>	<b>21,166</b>

## BALANCE SHEET

<b>Fixed assets</b>				
Tangible assets	5,096	1,376	1,321	1,531
<b>Current assets</b>				
Debtors	5,321	1,300	-	372
Cash at hand	130,979	122,955	80,191	70,912
<b>Total</b>	<b>136,300</b>	<b>124,255</b>	<b>80,191</b>	<b>71,284</b>
Creditors	(5,690)	(21,764)	(5,896)	(5,896)
Net current assets	130,610	102,491	75,616	64,737
<b>Total funds</b>	<b>135,706</b>	<b>103,867</b>	<b>75,616</b>	<b>64,737</b>

## DETAILED STATEMENT OF EXPENDITURE

	16/17	15/16	14/15
	£		
Staff costs	217,343	181,050	111,586
Other staff costs	8,330	-	-
Direct costs of raising funds	24,212	13,473	3,066
Direct costs of charitable activities	20,849	61,553	38,501
Rent and office running costs	19,507	10,920	7,657
Insurance	1,749	1,156	1,053
Advertising and marketing	2,009	1,086	3,406
Printing, postage and stationery	9,226	6,640	-
Other office expenses	8	479	-
Staff development	4,664	3,273	-
Travel and subsistence	18,830	10,077	-
Website	2,156	684	4,884
Evaluation and consultancy	-	7,195	6,620
Accountancy costs	2,424	2,550	1,330
Independent examination costs	750	750	700
Subscriptions	1,376	1,972	-
Telephone and internet	2,130	2,388	-
Depreciation	1,610	1,028	80
<b>Total expenditure</b>	<b>337,173</b>	<b>306,274</b>	<b>179,606</b>

All figures are taken from North London Cares' annual accounts 2016/17, submitted to Companies House and the Charity Commission.

# Our supporters

None of our work would be possible without the constant support, belief and encouragement of some amazing local and national grant funders and the wonderful corporate partners who, through their investment in our model and their support of our staff team, underpin all our core programmes. We are so grateful for that support from:



We also receive hugely generous donations and wider guidance from a number of individual donors who wish to remain anonymous. Their humility is matched by our gratitude for how they help support and sustain relationships through North London Cares. Thank you.

# Coverage of our work

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In 2017 North London Cares improved our profile in order to be able to influence the wider local and national debate on loneliness and our perceived generational divides.

We received coverage of those issues and our model in The Guardian, Time Out, The New Statesman, Channel 4 News, BBC Online and BBC Radio 5.

We have also contributed to the **Jo Cox Loneliness Commission** and **All Party Parliamentary Group on Social Integration**.

In 2016/17 our CEO spoke at events at **Number 10 Downing Street** and **London's City Hall** and published essays on 'disconnection in our connected age' and 'a plan to connect the generations'.



*It's a problem we all have some capacity to solve. By spending time with people who are not like us – people whose age, life experiences, class and views on the world may differ substantially from our own – we can show that people from across perceived divides have so much to gain from one another.*

## **North London Cares' CEO; The Guardian**

*Alex Smith, who runs community networks in London, says that it's important to look at how segregated our neighbourhoods have become, as the housing crisis drives old and young apart. "Where I feel the generations have become estranged from one another is in the lack of sharing time, laughter, experiences, relationships, everyday interaction," he says. "That reduction of interaction – and therefore dialogue – occurs because of a shortage of mixed housing, lack of public squares, businesses that undervalue both youth and later-life experience, and a national culture and debate that stereotypes millennials and baby boomers as diametrically opposed."*

**The New Statesman**



# Our team

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## Laura De Souza

Laura is Head of Programmes, having been with the team for four years. She oversees all our programmes as well as managing and developing the staff team.



## Mike Evans

Mike is Senior Programme Coordinator (Social Clubs), designing and delivering exciting experiences across Camden and Islington for younger and older north Londoners to share.



## Rosie Clewlow

Rosie is Programme Coordinator (Social Clubs) and delivers social clubs across Camden and Islington.



## Harry Jenkins

Harry is Programme Coordinator (Love Your Neighbour), connecting younger and older neighbours one-to-one for weekly visits and long term friendship.



## Roxanne Rustem

Roxi is Volunteer and Outreach Coordinator, managing our growing network and leading on reaching out to older north Londoners.



## Anneka Kapadia

Anneka is Outreach Officer, working primarily on our Winter Wellbeing project, ensuring older neighbours feel warm and connected during winter.



## Victoria Buckle

Victoria is Development Coordinator, supporting our individual donors, coordinating fundraising events and cheering on our challenge fundraisers.



## Emily Clarke

Emily is Director of Development at both North London Cares and our sister charity South London Cares. Emily develops corporate partnerships, supports our individual donors and coordinates the fundraising strategy.



## Tess Young

Tess is Director of Operations for North London Cares and our sister charity South London Cares, leading on the development of our systems, processes and staff teams. She has been with 'The Cares Family' since 2014.



## Alex Smith

Alex is founder and Chief Executive of North London Cares and our sister charity South London Cares. He has been awarded two UnLtd social enterprise awards for his work founding North London Cares in 2011 and South London Cares in 2014.

# Our trustees

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## Josie Cluer

Josie has been chair of North London Cares and our sister charity South London Cares since 2013. She is a Director at EY, focusing on transforming local public services. Josie was an adviser to the Jo Cox Loneliness Commission, was formerly Special Adviser to the government, and trains women who aspire to public office.



## Aoife Davern

Aoife works on Programme Leadership at Deloitte. She was formerly a Business Development Analyst in the welfare sector, leading on procurement projects to support the long term unemployed.



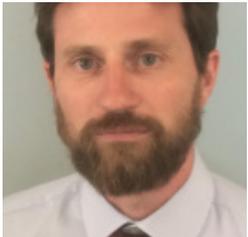
## David Easton

David is an Investment Manager at CDC Group, responsible for investments in Africa and South East Asia. David was previously at Bridges Ventures and worked for the Tony Blair Africa Governance Initiative and McKinsey & Company.



## David Hayman

David is a Special Advisor to the Executive Director at the One Campaign. A strategy specialist, David previously worked for education charity Ark, Educate Girls where he was responsible for expansion over three new Indian regions, and The Prince's Trust.



## James Lee

James works as Head of Service in Culture and Community Development and as Service Group Manager for Prevention, Inclusion and Public Health Commissioning at Lewisham Council.



## Ben Wilson

Ben is Chief of Staff to the Executive Chairman of Liberty House Group. Prior to this he worked for 12 years in the commodity merchant and investment banking industries in financial roles. He is a qualified accountant and holds an MBA. Ben is North London Cares' treasurer and supports our financial management.

# Our plans

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In summer 2017 North London Cares celebrated our sixth birthday. We are now an established organisation with strong links to local and national partners. In the next year we plan to build on those foundations to focus on deepening our sustainability, continuing to innovate, proving our impact and expanding our influence so that we can make an even bigger difference to older and younger neighbours' lives in Kilburn, Kentish Town and beyond.

## **Sustainability**

Over the last year we have worked hard to diversify our income and invest in our staff team to ensure we can meet our objectives for the long term. With our Community Fundraising now recognised as a core programme we aim to further increase the proportion of funds raised through our networks.

With health and public services still changing, and demand for our activities growing, we will continue to grow our outreach and re-engagement work. And we will invest in further distributing leadership across our staff team, working closely with our sister organisations South London Cares and our new Manchester Cares branch to ensure the sharing of best practice across the Cares Family and throughout the wider community and sector.

## **Innovation**

In 2016/17 North London Cares focused on keeping our programmes fresh and engaging, with brand new Social Clubs, the introduction of 'friendship budgets' to our Love Your Neighbour programme and through broadening our Outreach and Community Fundraising.

In 2018 we will continue this work and newly analyse attendance and engagement data to ensure we are targeting people most at risk of isolation in Camden and Islington and connecting them to inspiring, meaningful activities.

## Proving our impact

In 2018 we will deepen our understanding of why our model works, starting a new four-year evaluation partnership – and share this learning widely and in real time.

The partnership is supported by Nesta and Esmee Fairbairn Foundation and will be underpinned with the adoption of a new CRM system to help us better mine and analyse attendance and engagement data.

## Influence

Through our work with the media, the Jo Cox Loneliness Commission and the All Party Parliamentary Group on Social Integration we have contributed to raising awareness of the dangers of isolation, loneliness and social and generational divides. In 2018 our CEO will continue to make the case for the importance of local community-led engagement, working with local authorities, national government and other partners.

All of this will be spurred by the expansion of our newest sister charity, Manchester Cares, and the creation of additional new Cares Family branches in 2018 and 2019 – as well as the opportunities for learning within the group and in the wider community sector.



# A message from our CEO

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In 2017, our ‘loneliness epidemic’ – for so long a scourge hidden behind closed doors and in the hearts of those who suffer it – finally became glaringly visible. In our media debates, our scientific research, our political discussion, and our wider national consciousness the issue received more thought and coverage than ever.

On Christmas Eve, on BBC Radio 1, people across the country, of all ages, called in to talk about their feelings of disconnection in our connected age – building on powerful features in The Guardian, Good Morning Britain, Channel 4 and other forums through the year. Much of this was spurred by our friends at the Jo Cox Loneliness Commission and The Campaign to End Loneliness, who have banged the drum about the need for new initiatives to tackle one of the most insidious trends of our time.

Meanwhile, with another divisive general election following on from the previous year’s referendum, our commentariat also focused anew on another form of social segregation – the perceived schism between our older and younger generations. Headlines pitting ‘baby boomers’ against ‘millennials’ were not always nuanced, but they helped us to understand the challenges we face in bringing people together.

As the world moves at a rapid pace, it’s in our urban communities where these divisions have been most severely felt. That’s why we’re so proud of the work North London Cares does to help older and younger people feel part of their changing city rather than left behind by it. Through thousands of interactions in social clubs, one-to-one friendships, our outreach work and our community fundraising, neighbours have shown that our different experiences don’t have to divide – on the contrary that there’s a richness in diversity that can unite us.

The vibrancy and stories in this report are testament to that. Through good times and bad, older and younger neighbours have inspired and supported one another, laughed together and consoled one another, and forged relationships with meaning and solidarity at their heart. Those relationships have been supported by a passionate and determined team at North London Cares which I’m proud to work with.

As we move into 2018 we have more work to do to develop our infrastructure and deepen our impact and evidence. And we want to continue to influence the debate – and show that loneliness and isolation from one another are issues to tackle year-round, not just at Christmas. We’re excited to get started with that work. In the meantime, I want to thank everyone who supports North London Cares to make a difference – funders, donors, partners and of course the older and younger neighbours who inspire us all.

**Alex Smith, Founder and Chief Executive, North London Cares and The Cares Family**



# A message from our Chair

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Seven years ago, as we discussed the potential of creating a community network capable of bringing together older and younger north Londoners, we made the decision to root our work and our values in community – to build a local model in Camden and Islington that could also be replicated in changing neighbourhoods up and down the country.

Today, that vision and the thousands of older and younger people who have taken it to their hearts have demonstrated the power of interaction and relationships at a local level. This report highlights just some of those friendships and the difference they make in people's lives. We hope you have been as motivated by those stories in Kentish Town and Kilburn, Camden and the Cally, as we are.

Now, as North London Cares deepens its partnerships to make an even bigger difference in our home boroughs – with sustainability, innovation, impact and influence as our watchwords – we know that the experience and stories shared by older and younger north Londoners can be shared at a wider level too.

That has been made possible with the guidance and belief of many local and national partners and supporters, without whom none of our work would be possible. Trusts and foundations, businesses big and small, individuals and wonderful local community groups have shared their experience with us, helping us to focus on external outreach and internal development.

Our friend Jo Cox said 'young or old, loneliness doesn't discriminate.' We have seen that to be true. But we have also seen that by bringing the generations and people from different backgrounds and life experiences together we can all do something in our own communities to meet this challenge.

Thank you to everyone who is involved. We're looking forward to working with you in 2018 and beyond to show that we truly have more in common than that which divides us.

**Josie Cluer, Chair, North London Cares and The Cares Family**





**NORTH LONDON CARES**

[www.northlondoncares.org.uk](http://www.northlondoncares.org.uk)

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