



ANNUAL REPORT **2014/15**





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The delivery data within this Annual Report cover the period August 22nd 2014 to December 31st 2015. Financial accounts and fundraising information are for the period November 1st 2014 to August 31st 2015 and are compared with the previous period between November 1st 2013 and October 31st 2014.

"I sit by my TV a lot. But I can't hear or see much of it so it's like being by myself. It's so nice to spend an evening chatting to people." **Mary, 93**



CHAIR'S INTRO

As we go into 2016, South London Cares, and our sister charity North 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 day¹.

In the 16 months since South London Cares opened we have shown that our model of bringing together young professionals and older neighbours and harnessing the resources and dynamism of the community is a popular one: it helps people to feel more at ease and better connected in this rapidly-changing city.

Anecdotally, we hear every day the difference these interactions make, to both the older people and their younger neighbours. And at the end of 2015, South London Cares' first snapshot evaluation showed statistically too that our model improves lives in Southwark and Lambeth.

67% of the older people participating say being part of South London Cares is their only form of social activity. 81% say they feel less lonely as a result. 90% feel more at ease with modern life. Happily, and deliberately, those benefits run both ways. 79% of our young professional volunteers tell us they feel more in touch with the wider world as a result of their participation. And, revealingly, one in two volunteers feel that being part of South London Cares helps improve their own moods too².

In this context, we are hungry to seize new opportunities to grow in 2016 and beyond. In Southwark and Lambeth, and also beyond those 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.

South 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 happier, healthier, and 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 South London Cares: <https://southlondoncares.org.uk/blog/the-difference-you-make-slcs-snapshot-evaluation-survey>

CEO'S INTRO

As a new organisation tackling the very modern and ever-deepening issue of social isolation and social division in our rapidly changing capital city, South London Cares has already, in just 16 months, been on an extraordinary journey.

We knew from our experience building North London Cares above the river during the previous three years that the model of connecting older neighbours and young professionals through a pro-active community network was powerful. But we didn't know that our Social Clubs, one-to-one friendships and Winter Wellbeing programme spanning Brixton to Bermondsey would be quite so well received.

On every measure, South London Cares is already more advanced than its sister charity was at the same stage of its development. We've signed up and mobilised more young professional volunteers, and those volunteers are hanging out and helping more of their older neighbours, and more often.

We've held some 200 more group activities. And, pleasingly, our work with local and national partners demonstrates that South London Cares is filling an important gap and providing people in Southwark and Lambeth with just the type of regular new interactions and experiences they need to live happier, more connected lives.

We know, of course, that we have a long way to go to further prove our model and to embed our activities and network in the fabric of a local community sector with a truly rich heritage. Over the next year, we need to strengthen our partnerships even more, consolidate our work, and grow the number of people who regularly participate in our activities. That's our goal.

But we also know from 16 months of connecting people through vibrant socials and vital one-to-one interactions that our model is making a big difference to people – and at a crucial time. As local authority budgets are further reduced and our ageing population continues to grow in the context of a city that simply never stops, finding time for meaning and friendship by harnessing the dynamism of our transforming capital will become ever more important.

We are so grateful for the support and belief of all our funders and partners on that mission. And we are especially thankful for the time, energy, enthusiasm and dedication of our wonderful volunteers. Together with our older neighbours, who are constantly inspiring and who have a thousand stories of mischief and misadventure to tell, those people are the life and soul of South London Cares.

As we move into 2016, we're re-energised by those personalities and those stories, some of which you can see in our Hidden Heroes films (see page 18). Thank you to everyone for your support – we can't wait to see what the future holds.

Alex Smith, Founder/CEO



"In just two social clubs, I've found myself back in touch with my humanity, through the simple act of conversation. In just a couple of hours, I have been given so many diverse perspectives I can't help but feel I'm the one profiting from spending time with my neighbours."

Hannah, volunteer





VISION

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

We do this because we know that for all of London's vibrancy and cultural and economic opportunity, 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, and often beyond recognition.

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

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

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

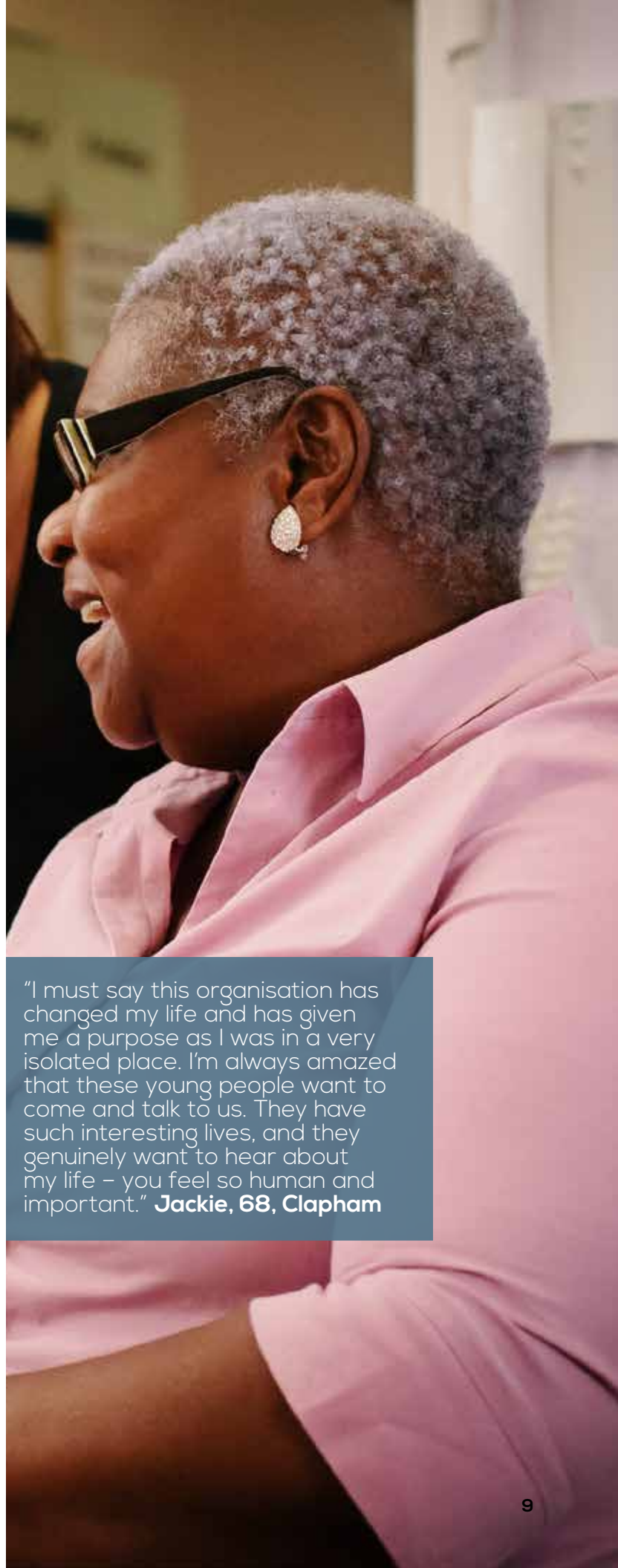
SOUTH LONDON CARES' COMMUNITY NETWORK CONSISTS OF 700 **VOLUNTEERS** AND 600 **OLDER NEIGHBOURS**

OUR WORK HAS **THREE CORE OBJECTIVES:**

- ♥ To reduce isolation and loneliness amongst older people (and young professionals alike) in Southwark and Lambeth;
- ♥ 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 pro-active community outreach effort that helps neighbours stay warm, active, healthy and connected during the most isolating time of year.



"I must say this organisation has changed my life and has given me a purpose as I was in a very isolated place. I'm always amazed that these young people want to come and talk to us. They have such interesting lives, and they genuinely want to hear about my life – you feel so human and important." **Jackie, 68, Clapham**

IN SHORT

Between August 2014 when South London Cares opened and December 2015, older neighbours and young professionals shared:

244
Social Clubs

13,050
Interactions

3,195
Volunteer hours

641
One-to-one hours

1,533
Meals



Activities between older and younger neighbours have taken place in:



16 community centres in Southwark and Lambeth



16 local businesses, corporates and institutions

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

700

young professional volunteers (of which 317 have been active to date)

AND

600

older neighbours

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

"IT MAKES OUR DAY EVERY TIME WE COME TO A SOCIAL CLUB. SOUTH LONDON CARES REALLY IS CHANGING OUR LIVES FOR THE BETTER. OUR DAUGHTER LIVES IN DEVON, SO WE DON'T REALLY HAVE ANY OTHER CHANCE TO SPEAK TO YOUNG PEOPLE, SO THE SESSIONS ARE AN AMAZING OPPORTUNITY TO GET OUT OF THE HOUSE AND STOP FEELING SO ISOLATED."

DIONA & BILL, HERNE HILL





WHERE WE WORK



SOCIAL CLUBS

South London Cares' Social Clubs are dynamic group activities offering an anchor of shared time, interaction, laughter and new experiences for young professionals and older neighbours to enjoy together. They occur across our patch from Peckham to Streatham 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 a varied and involving programme of Social Clubs. Our 244 clubs have included:



COMEDY NIGHTS



NEW TECH WORKSHOPS



BUSINESS VISITS



CHRISTMAS PARTIES



FILM NIGHTS



PUB QUIZZES



BRUNCH CLUBS



ARTS & CRAFTS



DINNER PARTIES



BAKING CLUBS



COOKING CLUBS



BREWERY TOURS



LINE DANCING



THEATRE TRIPS



MUSEUM TOURS



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. Love Your Neighbour aims to help particularly isolated older neighbours to benefit from the quality time, personality and warmth that a weekly visit from a friend brings. It really can make someone's day.

For both older and younger neighbours, those interactions provide a chance to learn from another perspective, to build a new connection and to share stories. Lots of our older neighbours tell us that it's like having a new friend, and that the new company helps them to feel less lonely. Often, friends will just enjoy a cup of tea; other times they will share a trip to a museum, café or one of our Social Clubs together. South London Cares has created 50 Love Your Neighbour friendships across Southwark and Lambeth so far.

"It's a great help, having someone to talk to. You tell Charlotte – always welcome. It's nice to have company. I enjoy the atmosphere. She comes here for relaxation as well, which she says she enjoys. I give her a few tales of the war. She likes that!"

Frederick, 92, Walworth



WINTER WELLBEING

South London Cares' 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.

As part of a community coalition supported by Southwark and Lambeth Public Health departments, in 2014/15 we deployed our networked approach – knocking on doors, hosting supermarket stalls and working with local businesses – to identify isolation.

In 2015/16 South London Cares will deliver an even more ambitious Winter Wellbeing campaign, increasing the numbers of people we speak to, the number of interventions, and the number of grants distributed (supported by London Catalyst and Octopus Investments).

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

- **Delivered literature about how to stay warm and well to 1,880 older neighbours**
- **Held face-to-face conversations with 1,007 older neighbours**
- **Made 147 direct interventions to connect people to activities and services**
- **Gave out 43 blankets**
- **Distributed £1,000 in small grants to those in most need**
- **Engaged 180 local businesses that often encounter isolation in the campaign**

Through the Winter Wellbeing work of our sister charity North London Cares we know that these methods are effective. In last year's evaluation North London Cares found that:

- 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

IMPACT

As a young charity, South London Cares is building an evidence base that proves that our model works. In December 2015 we published a snapshot impact evaluation based on 40 surveys with our younger and older neighbours. The results are based on a very small sample, but they nevertheless demonstrate the value and meaning of our work.

For example, we learned that:



The impact on volunteers is striking too:

84% say their motivation for being involved is to connect with older people
79% feel more in touch with the wider world as a result of their participation
53% say being involved directly improves their own moods

This evidence underlines research published by our sister charity North London Cares and funded by Esmeé Fairbairn Foundation which, in 2014, showed that 81% of the neighbours in the network feel better connected to other people as a result of their participation in the Cares family. 73% say their isolation has reduced, and 86% are more able to appreciate the world.

CASE STUDY: **RICHARD**

Until two years ago, Richard was the main carer for his sister, but when her Alzheimer's deteriorated and she moved into a home, Richard began to feel quite alone. His main purpose in the recent part of his life had disappeared. As Richard has told us in his own words:

"I'd been accustomed to living with Eve, in this great big old house, for 40 odd years. Habits were well ingrained. I wanted what was best for her and I put all my efforts into getting it right for her.

I thought it would follow that I'd be OK. But in fact, I was wrong. Without intending it or thinking about it, I'd become a lonely old man. And I didn't like it. But when the opportunity of South London Cares came, I thought '*Yeah, this is good*'"

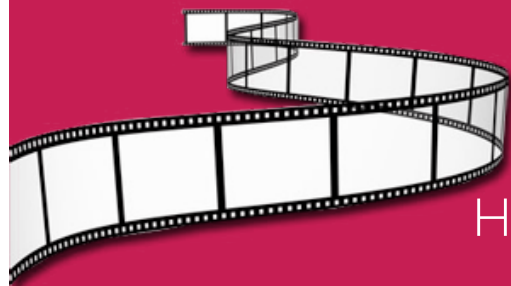
Richard now attends South London Cares' Social Clubs several times a month. He also has a friend, Emily, who visits him at home every week and enjoys hearing him recite Shakespeare or Wordsworth through our Love Your Neighbour project.

Richard says it's the younger people who are the key to South London Cares' model:

"You've sussed out the priority, because you might think 'old people with old people' but that is not a formula for success. The formula for success is when you have much younger people. I think it's a kind of miracle that young people are prepared to come and it works because you really feel you're being carried forward. You're not being left behind.

London goes at 1,000 mph. You all could be out with your friends, and you choose to spend time with us. It's like a hidden jewel. Meeting you all is giving me a new lease of life. The weekends are a lonesome time for me. I go up and down. When I'm with you, I go all the way up."





HIDDEN HEROES

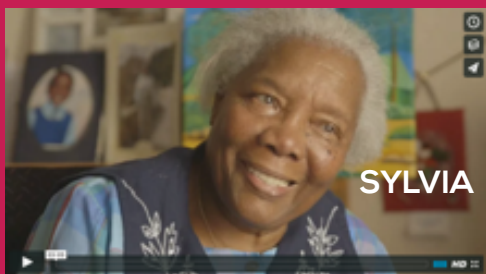
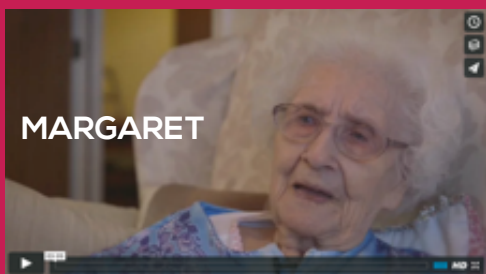
In November 2015 South London Cares premiered our special Hidden Heroes films at our fundraising dinner at the Camberwell Arms.

The six short films celebrate the lives, passions, personalities, humour and contributions to the local community of seven of the older neighbours we work with.

Each film is an inspiring, positive story focusing on the reflections on the past of people in their 70s, 80s and 90s – and their hopes for the future.

The films were released across six consecutive weeks by our partners Below The River, and were viewed hundreds of times in their opening weeks.

They will be further promoted in 2016, and shown at our many film nights and volunteer inductions in the coming months and years, helping to introduce our older neighbours to the digital generation in a different way.



FUNDRAISING

South 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. South London Cares couldn't exist without those wonderful supporters, and we're so grateful for everyone's contributions.

We're especially grateful for the support of Simon Peckham, Henry Tinsley and other friends for their generous contributions.

The figures below demonstrate funding support received by South London Cares during the period October 2013 to August 2015 (covering our two accounting periods to date). For a fully up-to-date list of funders please see our website at southlondoncares.org.uk.



Southwark Council	
Adult Innovation Fund	£24,500
Joint Securities Initiative	£6,000
Mercer's Company	
Core grant	£49,550
London Community Foundation	
Comic Relief/ES Dispossessed Fund	£10,000
Happiness and Wellbeing Fund	£2,000
Prudential Fund	£1,500
Elephant & Castle Fund	£5,000
UnLtd	
Scaling Up Award	£20,000
Locality	
Community Organising grant	£7,000
Terra Firma	
	£8,500
Nesta	
Centre for Social Action Innovation Fund	£76,250
Octopus Investments	
Octopus Foundation grant	£30,000
TOTAL from major strategic partnerships	£240,300
Some of this funding is restricted to future work and therefore appears on the Balance Sheet of our Accounts, rather than the Statement of Financial Accounts (see page 21).	

COMMUNITY FUNDRAISING

As a community organisation, it's integral to South London Cares' vision that we enable our volunteers and supporters to help us grow in as many new, exciting and inclusive ways as possible. Through a varied programme of fundraising activities we therefore harness 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 2014/15, supporters have:

- ♥ Run 10ks and marathons
- ♥ Curated and hosted comedy nights
- ♥ Held bake sales at work
- ♥ Hosted clothes swaps at home
- ♥ Completed triathlons
- ♥ Cycled over 300 miles
- ♥ Encouraged their employers to donate



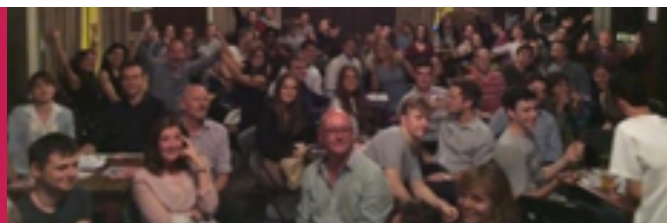
In September 2015, 27 volunteers walked 50km from London to Runnymede in the Thames Path Challenge, raising an amazing £16,615 for South London Cares. It was a wonderful day full of fun and camaraderie, and we're so proud of everyone who took part.

In August we hosted our 1st birthday party at the Dogstar in the heart of our patch. 80 supporters attended the pub quiz and comedy night, each celebrating the community network and their role in it.

In November we hosted a special dinner for 40 guests at the Camberwell Arms, and raised over £4,000 from the event. With speeches from our Chair, CEO and local MP Helen Hayes we also built vital strategic relationships with new supporters.

With the redesign of our website, our regular giving scheme launched in 2015. Local primary school Eaton House The Manor and the local Asda supermarket have also supported our work through fundraising activities.

In 2016 we're planning more fundraising activities – including a major comedy gig, more parties, and another big physical challenge. Stay posted!



FINANCE

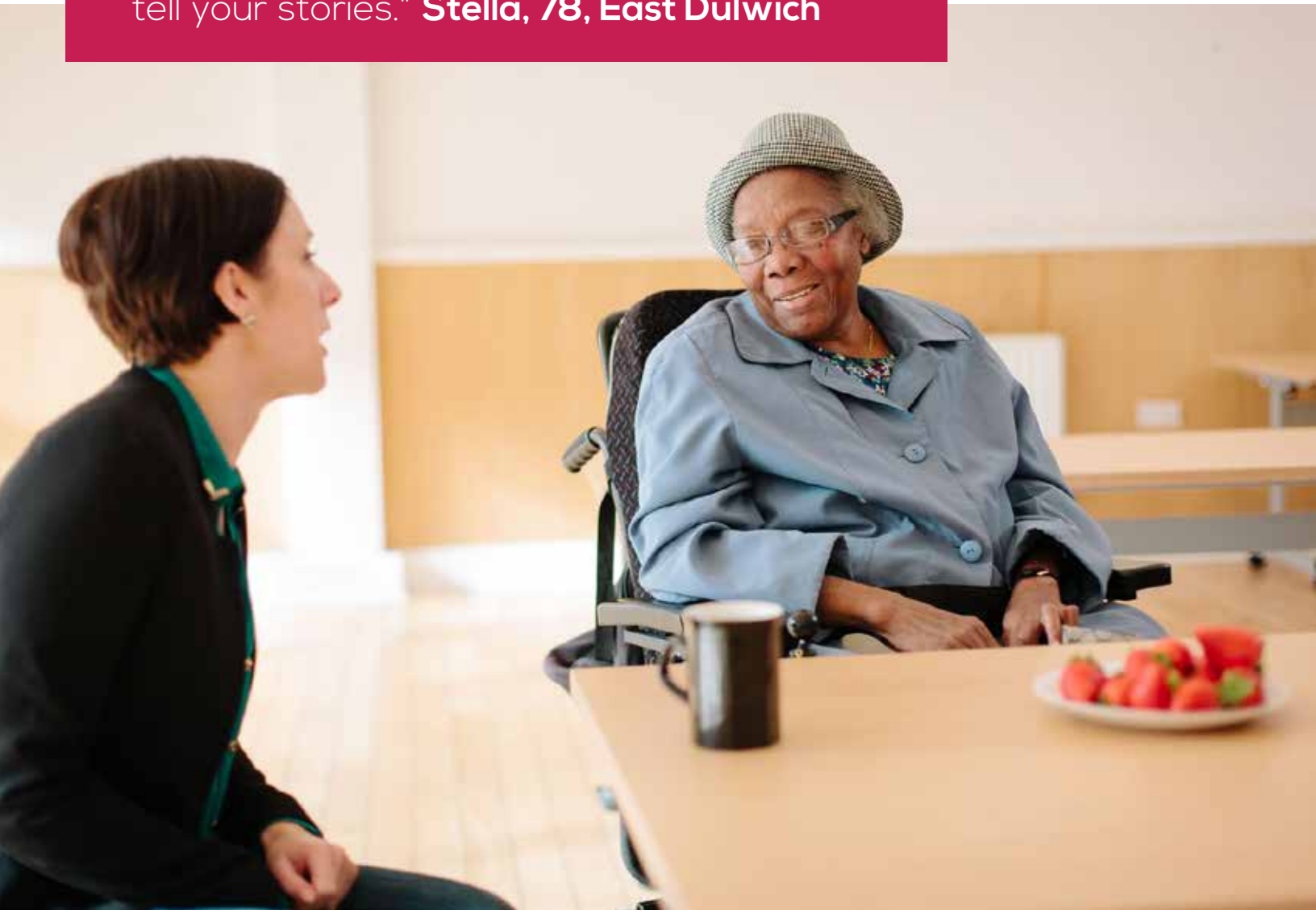
1. STATEMENT OF FINANCIAL ACCOUNTS

	2014/15 £	2013/14 £
INCOMING RESOURCES	164,345	40,460
Grants	85%	96%
Commissions	0%	0%
Donations	15%	4%
Restricted	84%	91%
Unrestricted	16%	9%
TOTAL RESOURCES EXPENDED	134,760	25,933
Direct charitable expenditure	90%	74%
Fundraising and publicity	2%	17%
Management and administration	8%	8%
NET INCOMING RESOURCES	29,585	14,528

2. BALANCE SHEET

	2014/15 £	2013/14 £
FIXED ASSETS		
Tangible Assets	1,440	601
CURRENT ASSETS		
Debtors	956	103
Cash at bank and in hand	118,904	49,156
TOTAL	119,860	49,259
CREDITORS	(77,187)	(35,333)
NET CURRENT ASSETS	42,673	13,926
TOTAL FUNDS	44,113	14,527

"It's been a long time since I've spent an afternoon having such a nice, long chat. It's good for the soul to meet new people and tell your stories." **Stella, 78, East Dulwich**



PRESS & AWARDS

South London Cares has been fortunate to receive coverage across traditional and new media, with blogs and articles supporting and promoting our work in broadcast, digital and print channels.



South London Cares has won or been nominated for three awards:

- Centre for Social Justice Award 2015 (winner)
- UnLtd Level 2 Award 2014 for social enterprise (winner)
- Lambeth CCG Innovation Awards 2015 (nominated)

Coverage has included

- A 12-minute documentary about the Cares family on BBC1's Inside Out programme
- A full length comment piece about our model in The Times
- Praise in The Guardian
- Local coverage on Below The River, The Brixton Blog and Southwark News
- An article by one of our volunteers on The Malcontent website

In November 2015 South London Cares and North London Cares were chuffed to receive a national **Centre for Social Justice Award**. This was presented to us by Dame Esther Rantzen, James Cracknell and Secretary of State Iain Duncan Smith.

And in September 2015 our founder and CEO was recognised as one of the Evening Standard's 1,000 most influential Londoners.

In December 2015 MP for Dulwich and West Norwood Helen Hayes wrote a blog about South London Cares in which she said:

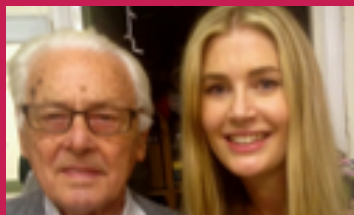
"The isolation suffered by many older people is one of the biggest challenges of our time. But when we build authentic relationships in rapidly-changing neighbourhoods our community becomes stronger. South London Cares is a beacon in so many ways, an example of south London at its best. We need more innovation from networks like South London Cares. Thank you to everyone involved – the volunteers, the neighbours and the whole team."



STAFF



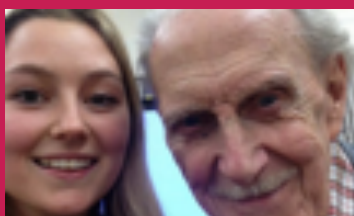
Alex Smith is Founder and CEO of South London Cares and our sister charity North London Cares. He is in charge of strategy, fundraising, finance and communications.



Tess Young is Programme Coordinator of South London Cares. She oversees all our projects, in particular by designing and delivering our Love Your Neighbour programme.



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



Rosa Friend is Outreach & Volunteer Officer for South London Cares. She is in charge of working with partners to welcome and mobilise volunteers and older neighbours to enjoy time and company together.



Charlie Jamieson is South London Cares' Projects Officer. She is responsible for designing and delivering our Social Clubs, helping people stay connected to the world around them.

We are so grateful for the skill, dedication and hard work of our first Projects Officer, Hannah Davies, who is taking extended leave from South London Cares but whose energy and passion have helped build the charity, and in particular our much loved Social Clubs. We are also grateful for the contributions over the past year of our hardworking freelance team: Chris Clarke, Will Rees and Charlotte Charlton.

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.



Aoife Davern is a Business Development Analyst in the welfare sector, leading on procurement projects to support the long term unemployed, carrying out research and project management for the New Business Team. Aoife is passionate about connecting older people in our society through South London Cares.



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 South 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.



James Lee is a Service Manager for Prevention and Inclusion for the London Borough of Lewisham, where he is on secondment from Lambeth Council.



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 South London Cares' financial management.



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.





PARTNERSHIPS

Along with our funders, South 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're really proud of what South London Cares has achieved since opening in August 2014, and the whole team – the board, the staff, the volunteers and our older neighbours – are excited about what the future may hold.

Young professionals have hosted some wonderful Social Clubs, and built some amazing one-to-one relationships with their older neighbours in Southwark and Lambeth over the past 16 months. But we know that by deploying the resources of our community – businesses, local authorities, schools, community groups and individuals – we can work with even more people in the future.

Our aim is to tackle loneliness and isolation, improve wellbeing and bridge the gaps across social and generational divides wherever those issues occur. In our ever changing world, we believe those issues are most pronounced in our inner cities.

In 2016, therefore, we will work together with existing and new partners to scope opportunities for how we can mobilise even more people to participate in – and benefit from – the Cares model. Where the conditions and support exist to bring more people together we are keen that our community networks are deployed.

Our first priority is to invest in the infrastructure that has made South London Cares possible. So, in the first quarter of 2016 we will seek funding for new Projects Officers to support our already hugely expanded programmes.

Later in the year, we will seek additional 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 Southwark and Lambeth and, potentially, beyond into other boroughs too.

As we continue with that work, we are grateful for the support of individual, Council and corporate partners. If you would like to work with South London Cares, or if you can help support our vision, please email alex.smith@southlondoncares.org.uk.

WWW.SOUTHLONDONCARES.ORG.UK



South London Cares Limited is a UK registered company, number 8757344; and a UK registered charity, number 1157401.

Our registered address is South London Cares, C/O Pop Brixton, 49 Brixton Station Road, London SW9 8PQ.