



SOUTH LONDON **CARES**

WINTER WELLBEING
2018/19 EVALUATION REPORT

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1.0 Introduction

Five years ago, South London Cares was set up to tackle the social isolation and loneliness felt by older and younger neighbours in Southwark and Lambeth and to improve the sense of community in the boroughs. At the heart of this work has been our annual **Winter Wellbeing** project: supporting people aged over 65 to keep **warm, active, healthy and connected** during the most isolating time of year. For five winters in a row, South London Cares has multiplied outreach efforts to reach our most at risk older neighbours and to offer them support. Each year the project has grown and matured by learning from previous years, adapting to changing times, and taking on new opportunities.

The objectives of the Winter Wellbeing project are to identify people over the age of 65 at risk of isolation or struggling with the cold, and to **offer practical and emotional support holistically** – and connect people to our year-round programme of social activities. Each year we've established greater ties in the community, partnering with more organisations than before, enabling us to work deeper with neighbours.

Loneliness does not discriminate and can be felt by anyone at any point in their lives. There is, however, evidence to suggest that certain circumstances leave people more susceptible to becoming victims of loneliness – the loss of a loved one, the end of meaningful relationships, moving to a unknown place, financial or housing difficulties¹. These circumstances are huge challenges at the best of times but can be exacerbated during the colder, darker winter months.

With **the number of over-50s experiencing loneliness set to reach 2 million by 2025/6, compared to around 1.4 million in 2016/7²** – and two fifths of people over 65 already saying the TV is their main form of company – the Winter Wellbeing project importantly focuses on prevention and not just a cure. We work proactively to reach neighbours aged 65 and over in Southwark and Lambeth, to speak to them and invite them to our year round work before their circumstances may become unmanageable.



SOUTH LONDON CARES South London Cares is a local charity working across Southwark and Lambeth. We connect young professionals and their older neighbours so that Londoners of all ages feel better connected to the changing world around them.

WINTER WELLBEING

IF YOU'RE OVER 65, WE CAN HELP YOU STAY WARM, ACTIVE, HEALTHY AND CONNECTED DURING THE WINTER

FROM OCTOBER TO FEBRUARY WE CAN:

- ♥ Deliver **blankets or warm clothing** to your door.
- ♥ **Connect you to partners** who will help keep your homes warm and safe, provide benefits advice, and help reduce bills.
- ♥ Connect you to brilliant **free social activities** in your area.
- ♥ Arrange **small grants** for people in difficult circumstances who are struggling to keep their homes warm.

TO FIND OUT MORE GET IN TOUCH WITH OUR TEAM:
Call **0207 118 0404** or **07710 777 233**
Email elyssa.kill@southlondoncares.org.uk
or visit www.southlondoncares.org.uk

Throughout the year South London Cares runs **free social clubs** and **one-to-one friendship matches** across **Southwark and Lambeth**.
South London Cares is a UK registered company, number 8757344 and a UK registered charity, number 1157401.

¹ Age UK 2018, All The Lonely People.

² Age UK 2018, All The Lonely People.

1.1 What we offer

The older neighbours that we meet in Southwark and Lambeth are offered a range of interventions. Naturally, every person is different and while some interventions may be quite serious, for example help with foodbank vouchers or debt advice, others may be seeking information on local social or exercise activities. As our number of community partners grows, and we establish ourselves further into the community, our list of interventions expands too. As a result, we've been able to help people in more substantial ways than ever before.

This year we:

- Offered a face-to-face visit or phone call to talk about South London Cares' [Social Clubs](#) and [Love Your Neighbour](#) programmes;
- Delivered **blankets, gloves, hats, thermal socks, thermos flasks and scarves** to neighbours struggling with the cold;
- **Awarded small winter grants of up to £100** – to be put towards paying for gas and electricity, or items such as heaters, duvets or winter coats – for people facing fuel poverty or rapidly changing circumstances related to winter which might deepen isolation and/or anxiety;
- Helped with **energy saving at home** in partnership with the Seasonal Health Interventions Network (**SHINE**) which provided home visits to:
 - Install insulation adaptations and share tips on how to be energy efficient;
 - Help people to understand their energy bills and switch energy suppliers when they could be on a lower tariff;
 - Check if people were eligible for money off their water bills;
- Referred to **Age UK Lambeth** and **Age UK Southwark and Lewisham** Safe and Independent Living (**SAIL**) schemes which provided holistic help for **social connection, benefits advice, house adaptations, occupational therapy needs, social care provisions and health advice**;
- Applied to grant giving bodies such as **Friends of the Elderly** and **AFTAID** for people facing ongoing financial hardship;
- Referred and signposted to local authority-provided services and other organisations to address issues such as **mental health, social care, legal, housing and transport issues**;
- Gave people **information** and leaflets outlining good winter health – such as flu vaccinations, heating checks, home insulation and preventing falls.



2.0 Approach

Last year we worked in neighborhood by neighbourhood waves, with GP surgeries, hospitals, pharmacies, local businesses, local partners, sheltered housing units, door knocking and re-engagement. This year we decided to group these outreach approaches into the following four focus areas:

1. Health professionals
2. Housing
3. Community
4. Re-engagement

Working this way enabled us to push further into each focus area and identify the gaps in our work while continuing to work with groups we identified in last year's project. The following sections outline the specific outreach work that took place in these four areas, whether by building on last year's partnerships or exploring new territory.

2.1 Health professionals

From previous Winter Wellbeing projects we've learnt that people who are most likely to need support will perhaps only leave their homes to go to an appointment with the GP, or pick up a prescription from a pharmacist – the most isolated or at risk of isolation may not have any other reason to leave their home. And given that by the age of 65, **“most people will have at least one long-term condition and by the age of 75 most will have at least two”**³ we kicked off our work focusing on partnerships with health professionals.



Last year we attended flu jab clinics for the first time and, as recommended in [last year's report](#), we began this work earlier this time. From August 2018 we had conversations with GP practices about what joint work could look like. As a result, we decided to focus efforts on two surgeries in Lambeth and two in Southwark. **Attending six flu jab clinics across the boroughs resulted in 43 interactions with people aged 65 over – interactions about how people can stay warm, active and connected during the winter – and 14 deeper interventions were made.**

³ **Making our health and care systems fit for an ageing population**, The King's Fund, David Oliver, Catherine Foot, Richard Humphries.
<https://www.kingsfund.org.uk/publications/making-our-health-and-care-systems-fit-ageing-population>

Case Study – Flu jab clinic at South Lambeth Road Practice

Our work with South Lambeth Road Practice can be used as a blueprint for future flu jab clinic work. The active coordination and joint interest in working together resulted in a smooth process. Over the course of two days the surgery would try to complete their flu jabs for patients over 65 while also offering them Winter Wellbeing support. We sent across **Winter Wellbeing leaflets for the surgery to include in their invitations to all 605 patients over 65**, inviting them to come to their flu jab clinic and informing them that a member of South London Cares would be present for them to chat to. Advance notice of our attendance prompted people to come on those set days and the nurses and GPs directed all patients to us while we were there. This encouragement from the staff helped gain the trust of the patients, who were all more than happy to have a chat with us. In the two mornings we spent at the surgery we **spoke to 12 people and 14 deeper interventions were made**. We continue to receive referrals from GPs, nurses and self-referrals from patients at South Lambeth Road Practice.

It was at South Lambeth Road Practice that we met **Kate (74)**. Kate expressed some difficulties staying warm and keeping up with her bills. A couple of weeks later, we visited Kate to take round a blanket and we were able to offer her a Winter Grant, which she used to buy a warm cardigan. She's since braved the cold in her new cardi to come along to our Stockwell social clubs: **"I love to see new faces and new volunteers – whoever is there! We share and talk, and it's nice for me to get that opportunity."**



This year we began a new initiative working with **ICS Health who are one of four providers to deliver the NHS Diabetes Prevention Programme (NHS DPP)** across the UK⁴. As the highest prevalence of diabetes in England lies with those who are aged 65+⁵ it was a great initiative to work with to ensure that people attending their diabetes prevention programmes were aware of our activities and support. During the course of the Winter Wellbeing project we attended **four of these sessions and spoke with a total of 23 people over 65**.

While new initiatives are a brilliant way to reach people we may not have communicated with before, we still continued our work with long standing partners.



⁴ <https://icshealth.co.uk/our-services/diabetes-prevention/>

⁵ Diabetes in the UK 2012 - Key Statistics on Diabetes.

At Guy's Hospital Physio Department we attended **nine strength and balance classes** where, in total, **we spoke to 38 people and made 18 interventions**. We met **Victoria, 79**, who told us that her house was cold year-round but the strain on her bills meant she couldn't always heat her home. We gave Victoria a **winter grant of £80**, delivered warm items and referred her to **SHINE** for longer term help with heating and bills.



We also continued to work with Patient Participation Groups (PPGs) and **pharmacies** to reach more older neighbours across Southwark and Lambeth. Working with PPGs was particularly fruitful – with **89 interactions and 32 deeper interventions** coming through this route. On the other hand this year we placed less priority on outreach at pharmacies – primarily due to consistent low return over previous years. So this year, we opted to drop leaflets at pharmacies and reduce in-person pharmacy outreach to just a few sessions at **Hills Pharmacy**, in Kennington.

2.2 Housing

With **over 2.2 million people aged 75 and over living alone in Great Britain⁶**, we chose to build upon previous methods of reaching people directly in their homes. Where in previous years we've visited and revisited sheltered housing schemes, this year for the first time, we partnered with our first housing association to reach more people aged over 65 who we'd never met before. While for some years now we've acknowledged that people living in sheltered housing often already have access to support networks who could provide assistance in difficult circumstances, we had not until now had the opportunity to dive into another type of substantial door knocking.



⁶ Office for National Statistics.

Case Study - Southern Housing Group door knocking

In February 2019 Southern Housing Group shared with us the names and addresses of residents aged 65 and over in Southwark and Lambeth – totalling **91 addresses**. We co-signed letters that were sent out neighbours explaining that a member of the South London Cares team would be visiting before the end of March to have a chat about what we could offer through Winter Wellbeing. The option to opt out via phone, email or post was given; however, we only received one opt out.



After mapping out each address the remaining 90 addresses were divided into six canvas sheets based on their location and over the course of a week we successfully completed all door knocks. We managed to **speak to over one third of all residents face-to-face**. The rest unfortunately were not in when we called or did not answer the door but were left with the most recent South London Cares social club programme and our contact information should they wish us to call again. Our efforts led to **21 interactions and 13 interventions**. We met **Reginald, 80**, who is looking forward to joining in with South London Cares' social clubs with his wife, in particular the business visits and trips to local exhibitions.

Understanding community doesn't mean just being familiar with high streets and landmarks, but also being embedding in the housing estates that surround them. So while out and about meeting people on the streets of south London we also took the time to walk through the houses finding **Tenants and Residents' Association and Housing Office notice boards, community halls and local people** to gather information on what was available and who might benefit from the Winter Wellbeing project. Through this kind of exploration we ended up giving talks at **five small community groups** embedded in local estates that we would otherwise never have known about. We also spoke at the **Borough, Bankside and Walworth Community Council meeting** which focused on community groups and volunteering.

In addition to these new approaches, we contacted all sheltered housing units we'd visited in the past to let them know that the project was up and running, and as a result we were **invited to talk at 13 coffee mornings or tenants' meetings**. We also managed to build partnerships with a further **nine sheltered housing units that we'd never visited before**, to speak to people one-to-one. These nine unvisited schemes resulted in **46 interventions and 134 interactions**. This result, compared to the **eight interventions and 106 interactions we had** from group coffee mornings and tenants' meetings, offers more evidence that **one-to-one, face-to-face outreach is more successful than meeting people in larger groups**.



2.3 Community

The most successful outreach is never a solitary effort but one that involves the whole community. So, as in previous years, we teamed up with other local organisations, businesses and South London Cares' own year-round programmes teams to deliver frontline outreach across Southwark and Lambeth – including a new initiative to bring older neighbours and a multitude of community partners together under one roof to meet face-to-face and learn about what is on offer in the community.

After five years of running our Winter Wellbeing project across Southwark and Lambeth, we've come to know so many brilliant organisations and services that work in and around the boroughs. These community partners include people we meet with, refer to, and receive referrals from. Though we all have different areas of speciality, there is a common goal to be found – our interest in **supporting people in the community to help them get the best out of life**.

Case study – Winter Warmer social club

This year we also ran a 'Winter Warmer' social clubs for the first time. Our aim was twofold: to let neighbours know of the support/services available in the community and also to strengthen and build on relationships with current and new partners to support older neighbours more effectively. Rather than giving older neighbours a telephone number, leaflet, or referral form, we wanted to offer people a space to meet in person. **54 older neighbours attended these events, each with eight community partner** representatives in one room, chatting, informing and sharing all they had to offer.



"The event you did last Wednesday was really, really good for us. I didn't know about Black Prince Trust where you get free classes. I might go and try it out!"
Victoria, 68.

"We had two of your members I met on Wednesday attend our class this morning!"
Jason, Black Prince Trust

Across the six months of this year's project we also went to six events led by other partners, and **133 Winter Wellbeing referrals were made to us** by partner organisations. Of the **560 interventions we made in total 172 involved signposting and referrals to charities and community groups** including: Age UK Southwark and Lewisham, Age UK Lambeth, SHINE, GoodGym, Black Prince Trust, Everyone Active, PPGs, pharmacies, Southwark Pensioners, LinkAge Southwark, Centre 70, British Red Cross, Time and Talents, Pembroke House, Southwark Wellbeing Hub, Blackfriars Settlement, Friends of the Elderly, Silver Line, Alzheimer's Society, Southwark Carers, Opening Doors London, Contact the Elderly, Posh Club, Ability Net, Brixton Foodbank and GLL Better Gyms.

"What a discovery! It's lovely that there are things to do during the winter days as you find you want to get out but don't know where to go. Socialising is so important."
Mary, 72, who heard about us through a local community group.



Local businesses also had a big part to play in this year's project. **STR Global** donated 145 items of warm clothing, the **Energy Networks Association** donated 40 warm items and **Anthony Gold Solicitors** donated a further 20 warm items. These items included flasks, woolly hats, thermal socks, gloves and scarves which were delivered to older neighbours who had told us they were feeling the winter chill at home.

We also also organised **nine outreach events at three different supermarkets** across the two boroughs, where we **engaged 226 older neighbours**. Supermarkets are an effective place to do outreach and in particular to find people who are willing to stop and have a longer chat. In Sainsbury's Dulwich we met **Patrick, 87**, who asked us about local **strength and balance** classes. After we got in touch with more information Patrick began his classes and also asked us to sign him up to our **social clubs** mailing list. Cases like Patrick's are examples of how **helping someone once builds trust which can result in further interest in South London Cares and our activities**.



2.4 Re-engagement

This year we continued to build on our work to **re-engage older neighbours who had previously been involved in our programmes but whom we hadn't heard from for six months**. We began this line of work over two years ago and time and again it's proven to have a positive impact and is now integral to how South London Cares operates. From October until March we held **three re-engagement call sessions** in which we managed to chat to **74 older neighbours** on the phone about the project and make a **30 direct interventions**. Those who we didn't have telephone numbers for or who didn't return our calls were sent letters encouraging them to get in touch.

We met **Mary, 89**, in 2015 – she came along to our **West Norwood dances for several years**. However, as Mary's health deteriorated she became less mobile and able to get out of her home. In February 2019, Mary was contacted as part of our re-engagement and we told her about **Love Your Neighbour** and how she could still meet someone new but from her comfort of her own home. She was delighted, and is soon to be matched up with **Kate, 38**, for weekly visits to chat over a cuppa.



3.0 Project in numbers

Through South London Cares' Winter Wellbeing project in 2018/19:

- **1,447 face-to-face conversations** were held and **202 telephone conversations – 1,669 interactions in total;**
- **359 older neighbours** received **further specific help;**
- **115 people** received **more than one form of intervention;**
- **549 deeper interventions** were made in total;
- Of the people who received deeper interventions **255 were completely new to South London Cares;**
- **32 small grants of up to £100** were given to those in most urgent need – £2,500 in total;
- **242 blankets, hats, gloves, thermal socks** and other items of warm clothing were delivered to **66 people** who felt cold in their homes;
- We gave Winter Wellbeing talks at **82 community events;**
- **26 sheltered housing units** were visited;
- **91 social housing doors** were **knocked** in partnership with housing associations;
- We made **172 referrals to partner organisations** including for help with housing and benefits, social care guidance and energy advice;
- **158 people signed up to social clubs** and **119 referrals were made to Love Your Neighbour.**



4.0 Case studies

Numbers are important, but they do not tell the whole story. A huge part of the success of this project is down to its highly personal approach and ensuring that everyone feels listened to and treated like an individual – we never limit the time we give to any of the people we meet.

4.1 Bob, 83

We met Bob at **Age UK Lambeth's Celebrating Age Festival**. Bob uses a zimmer-frame, and struggles to get out as much as he'd like to with his wife. They were both interested in **social clubs** and signed up to receive the programme each month. We also organised a **taxi card** application to be sent to Bob to help him get to our clubs.

4.2 Jerilyn, 65

Jerilyn was **referred to us by Age UK Lambeth** back in October. Since sharing with us her love of art and creative writing, she's come along to a handful of **social clubs**. She even got on so well with volunteer Rachel, that the pair asked to be matched through our **Love Your Neighbour** programme.



4.3 Adoracion, 74

We got in touch with Adoracion through our **re-engagement calls** towards the end of 2018. During our call Adoracion told us how she sometimes struggled to stay warm at home so we visited her a couple of weeks later to take round a few **warm items**. She then invited us along to chat about Winter Wellbeing at her **Zumba class** – helping us to reach more people.



4.4 Peter, 67

Peter was at his GP surgery to get his **flu jab** while we were there in the waiting room. He told us of how since his wife was unwell he'd been sleeping on his sofa as the bedroom was set up for her. He was happy to receive a **blanket** from us and signed up to **social clubs** to help him unwind.

4.5 Sue, 71

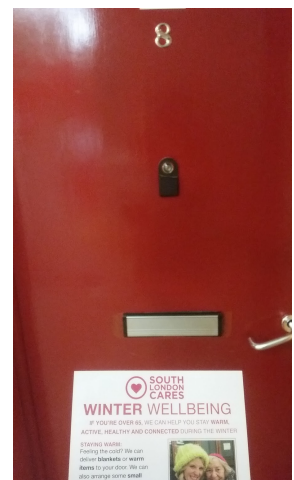
We met Sue while **door knocking** at a previously unvisited sheltered housing scheme in Southwark. She was keen to talk to us as she didn't have much company. We signed Sue up to **social clubs** but after hearing about **Love Your Neighbour** she's now also awaiting a match with a younger neighbour for one-to-one friendship. She also told us how she's been struggling to keep her flat warm, and as a result can only afford the most basic food so we gave her a **winter grant** worth £60.



5.0 Project strengths

Our Winter Wellbeing project is both ambitious in its scope and personal in its approach. This combination of breadth and depth makes it a challenging project to deliver, but the benefits for older people living in Southwark and Lambeth are clear. Specifically, we believe that this project was one of our best to date because:

- We focused on reaching older people without community support networks and **for the first time worked with housing associations** to reach more people who can usually be hard to identify;
- We moved our focus away from community outreach to **focus on reaching people who may be housebound** by working with tenants and resident' associations and housing offices.
- We booked in supermarket outreach dates in our calendars for the duration of the project which meant we became a **familiar and trusted face** for those using those stores;
- We connected **349 people to our own activities and other local community and statutory services – with a total of 549 interventions**;
- For the first time ever we ran a **'Winter Warmer' social club** for our older neighbours to meet other organisations in the community, face-to-face, to help them understand what's on offer for them;
- For the second year we attended **flu jab clinics** in October, but this year we were better prepared and were able to notify patients of our visit, attracting more attention;
- With our raised profile in primary care we were **introduced to ICS Health** who invited us along to their diabetes prevention groups across Southwark and Lambeth;
- We spent more time in local estates and with housing offices to **tap into the smaller community groups** that make up our boroughs – as a result we were introduced to more residents' associations than ever before;
- Every older neighbour involved with our one-to-one Love Your Neighbour programme – the majority of whom are housebound and living alone – received a call or had a face-to-face visit to see if they needed any extra help over the winter. As a result we made **123 interventions**;



- Due to the generosity of our funders **United St Saviour's, The Ajahma Trust, St George The Martyr, Peckham Community Foundation and Southern Housing Group**, whose combined grants underpinned this project, corporate partners including **STR Global, Essentia, Energy Networks Association and Anthony Gold Solicitors**, who donated many of our warm items, and individual supporters directly donating through **The Big Give Christmas Challenge**, we were able to offer 32 small grants to people really struggling with the cold;
- We offered a **greater variety** of practical warm items which we had ready at the start of the project – limiting delays in delivery – and with the creation of a warm item delivery map people didn't wait long until they received their items;
- We continued our work with the Seasonal Health Intervention Network (SHINE), who also this year set up an **electronic referral pathway** for their colleagues to refer to South London Cares;
- Re-engagement work has become a core piece of work for the Winter Wellbeing project. Using South London Cares' team's experience we **streamlined the process of calling up older neighbours** who we'd not heard from for over six months, resulting in 30 interventions;
- We used our time effectively by **door knocking at nine previously unvisited sheltered housing units** and offering to talk at 13 schemes we had previously door knocked at;
- The interventions we provided were actioned faster and more thoroughly than ever as our dedicated **Outreach Officer worked 5 days a week** (rather than 4 days last year) – and by hiring the same Outreach Officer as last year who therefore brought knowledge and expertise;
- Our **strengthened relationships with local partners** and organisations and the growth in our profile enabled us to offer greater support and make deeper interventions for older neighbours;
- The **Winter Wellbeing message was spread throughout our own network** through our monthly social club programme which prompted 54 interventions;
- We spoke to more people than ever before about the project: **1,669 interactions were held in 2018/19** compared to 1,420 in 2017/18;
- Of the 359 people who received interventions **255 of them were completely new to South London Cares.**



6.0 Challenges and recommendations

A project of this scale and intimacy requires the ability to adapt and grow to meet the changing needs of our communities. As a result, each year we have made changes and we constantly look to improve the project. Below are some of the challenges we faced in delivering Winter Wellbeing in 2018/19 and some recommendations for improving the project for future years.

Outreach shortfalls

- Due to demand, two thirds of our winter grants were given to older neighbours living in Lambeth and only one third to older neighbours living in Southwark;
- We so much time walking through housing estates that we didn't have as much time to put posters up in businesses along high streets across Southwark and Lambeth;
- We contacted more tenants and residents' associations than ever before but this didn't result in any greater response;
- 359 people received deeper interventions in 2018/19 compared with 367 in 2017/18, with fewer interventions overall (549 this year compared with 715 in 2017/18).

Recommendation: We should look into the reasons for the Lambeth-heavy results, perhaps looking to work more deeply through the year with partner organisations in Southwark, or thireach out in the area. We should focus on deepening partnerships with a few partners (e.g. GPs, pharmacies etc.) rather than spreading ourselves too thinly in order to speak to more people – as our experience shows us that quality over quantity is key: we've learnt, for example, that a deeper relationship with a GP will build trust and confidence, whereas a one-off visit is usually forgotten. We should try different ways to communicate with tenants and residents' associations, and perhaps consider removing this line of work if it continues to be unfruitful. We should also consider the impact of the warmer weather this winter on our intervention total compared to last year's.



Timelines

- We secured support from a number of **brilliant local corporate partners** who offered to donate warm items when we'd already spent money on items. With the donations, we had more than enough to get us through the project.

- Our partnership with Southern Housing Group was only confirmed half way through the project. Delays with data and communications sign offs meant that we had only two weeks to complete 91 door knocks.

Recommendation: We should communicate with corporate partners well in advance of the project to gauge interest in supporting it. Working with housing associations is something that we should continue to grow as it helps us reach people who may be housebound and who we are likely to have never met before. However, we should use the learning from this year's pilot project with Southern Housing to inform future work; ensuring timely deadlines are agreed to help with a smooth delivery.



Record keeping

- At about the same time the project began South London Cares went live with a new database system. This meant for much of the project our record keeping and tracking was new to us and we faced multiple teething problems.

Recommendation: Though these problems were unavoidable, during times like this it was important to have our Outreach Officer focused solely on the Winter Wellbeing project for five days a week. We should also work closely with our sibling charities North London Cares, Manchester Cares and Liverpool Cares to establish best practice for reporting using our new database.

7.0 Conclusion

South London Cares has led its biggest Winter Wellbeing project to date. **We spoke to more people than ever before about our winter efforts – 1,649 older neighbours in total.** That is 1,649 people over 65 living in Southwark and Lambeth who have had an extended conversation with us about the free activities, support and connections that are available to them in their neighbourhood.

Our knowledge and expertise wouldn't exist without the partnerships and strong lines of communication we have with local organisations in the health, private, and voluntary sectors. As the UK continues to adapt to reductions in statutory services it has fallen on the shoulders of the community to support people who are falling through the gaps. This is a significant challenge that no organisation can tackle alone. **It's thanks to our community partners that we can reach more people each year**, that we receive referrals of older neighbours who benefit from our activities, and that we can strive to achieve personal support for each individual who comes our way. Whether it's working with other community groups, deepening our connections with GP surgeries or growing our work with housing associations, it's important to maintain an adaptable approach and respond to opportunities and need.

If we do that, this project will continue to flourish. Every year we see the importance of Winter Wellbeing during the colder, darker, most isolating time of the year. **20% of the 1,649 people we spoke to took up an offer of help. Over a quarter of those people asking for help received more than one form of intervention.**



We work hard to generate trust throughout our boroughs. Taking the time to have a face-to-face conversation and removing the bureaucracy helps people feel better connected and more likely to ask for help. Through our proactive outreach we continue to prevent situations from becoming emergency cases and equip individuals with the knowledge they need to help themselves.



There are **over 2.2 million people aged 75 and over living alone in Britain, an increase of almost a quarter (24%) over the past 20 years⁷**. This is why South London Cares' ethos will always be people-centered: listening, reaching out and reacting, rather than waiting for people to come to us. For the time and energy we put in, our results and outcomes are far reaching, showing how a simple neighbourly conversation can go a long way. Following this year's recommendations we hope that future projects will continue to connect, support, and nurture the people who make up our thriving communities in Southwark and Lambeth. In particular, we hope our work continues to help older neighbours feel valued and visible in our rapidly changing city.

April 2019

⁷Office for National Statistics.