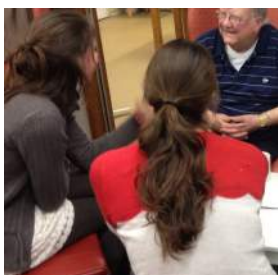




# NORTH LONDON CARES



## Annual Report 2012/13





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# Our Message.

It's been whirlwind second year at North London Cares, a really exciting period packed with creative new projects, productive new partnerships, important new funding – and the rapid organisational development that has underpinned and enabled that work. We're very proud of what we're building, and the progress we're making as a new group seeking to add value in the communities we call home.

Since our last annual report North London Cares' ever-growing numbers of young professional volunteers have created thousands of new interactions with their older, often isolated neighbours in Camden and Islington. We've worked closely with local authorities, national government departments, and third and private sector partners from across those communities. We've also registered as a charity, which will open new opportunities for exciting campaigns over the next year and beyond.

Most memorably, we have been inspired and re-motivated, if not surprised, by the consistent dedication of our amazing volunteers. Many of these young professionals live hectic work and social lives – but they warmly and generously give their evenings, weekends and lunch hours to support their older neighbours in all manner of ways. Of course, we know it's not all one way – the volunteers take friendships and inspiration from the older people they meet too: that reciprocity is what North London Cares is all about.

In building these networks we're grateful for the support of our departing founding director, Joe Hayman, who as chair of the board over the past year has offered strategy, strength and smarts. As we reflect on the past year we'd also especially like to thank our brilliant new Programme Coordinator, Sarah Gaughan, whose passion and hard work have made the North London Cares vision a reality.

As we look to the future our intention is to continue to develop and professionalise North London Cares and to make it sustainable for the future. The past two years have shown us that our methods of matching young professionals to their older neighbours to provide a little extra time, practical support, social connection and human companionship are timely and prescient. As our population ages, we know we have much more to do, and we're excited about the difference we can make by building accessible, flexible local support networks. Onwards.



**Alex Smith**  
Chief Executive

**“It’s really easy and accessible. It’s perfect for me, exactly what I was looking for.”**

# Our Vision.

**N**orth London Cares is a community network mobilising a new generation of volunteers to support their older, often isolated neighbours in need of a little extra time, practical help, social connection and human companionship.

We do this because north London is a place of social extremes. The boroughs in which we work, Camden and Islington, contain some of the best-connected people in Britain – students and young professionals working in finance, media, the law, PR and fashion – but also some of the most isolated, with huge challenges to do with loneliness, anxiety, depression and deprivation, particularly amongst pensioners.

Often those groups exist side-by-side, with too little interaction. That wastes human potential, perpetuates social division and is corrosive for our communities.

North London Cares' growing network of young professional volunteers devises and delivers imaginative programmes that help tackle that local isolation at its root. Our volunteers apply their time, energy and talent to build new relationships with their neighbours that hinge on the power of human interaction and cultural exchange.

Together with local authorities, businesses, charities, community groups and individuals, North London Cares' projects break down many of the modern-day barriers to social interaction to broker relationships between people who may not normally interact, bringing our communities closer together, improving health outcomes and reducing anxiety.

## North London Cares' dynamic programmes:

**Provide extra help to our most isolated neighbours by building trusted local support networks based on practical interventions such as shopping or gardening;**

**Create exciting new social opportunities for people to share time, new experiences, food and friendship;**

**Facilitate a resurgence of neighbourliness within - and across - the divided boroughs of Camden and Islington;**

**Make it simple, quick and hassle-free for young professionals to participate in local projects.**



**CONNECTING  
PEOPLE  
BUILDING  
COMMUNITIES**



North London Cares' community network  
currently consists of:

**500**

**young professional  
volunteers**

**Working with  
500  
older neighbours**



In 2012/2013 those volunteers hosted

**166** social clubs

They gave

**2,869**

volunteer hours



They created

**8,424** interactions

And they shared

**1,427**  
meals with their  
older neighbours

# Our Overview.

Over the past year North London Cares has also:

**Delivered a major research project** on community resilience, commissioned by DEFRA;

**Completed our second major effort** to ensure older neighbours remain warm, active, connected and healthy during the bitter winter months;

**Distributed £5,000 in grants** to some of our most vulnerable older neighbours;

**Expanded our work to Camden**, as well as in Islington;

**Partnered with local businesses**, community centres, councillors, schools and universities;

**Raised an additional £150,000** to fund our mission;

**Piloted a major new Summer Sessions project** in partnership with a local community centre;

**Brought local voluntary organisations together** to share learning on loneliness and isolation in north London;

**Expanded** our board and improved our governance;

**Registered** as a charity.



**“It’s wonderful. It’s very social and friendly. And it’s interactive, even pro active. You’re encouraged and motivated to get involved.”**

# Our Core Projects.

## Love Your Neighbour

Many older people can feel very alone, and often need help with everyday tasks such as collecting the shopping, filling in forms, or navigating the digital age. Our volunteers give time, individually or in groups, to provide lasting support networks to assist their neighbours. Often the time they give sparks a more lasting mutual friendship.

## Social Clubs

North London Cares volunteers are creative people who love bringing their skills to exciting new projects to help combat isolation. Together they host several social clubs every week, in various community locations across Camden and Islington: Story-telling Nights, Film Nights, Discussion Groups, Desert Island Disc Clubs, Knit & Knatter get-togethers, Quizzes, Shared Histories events and more.

## Cooking Clubs

We also like to give volunteers and their older neighbours a chance to break bread – to learn something new, share a skill and get a good feed through our various cooking clubs. So far, we've run Chinese, Singaporean and Italian sessions for up to 50 people at a time to come together, cook up a storm and enjoy a good meal.

## Vintage Afternoon Teas

We work with various local partners to host exciting vintage afternoon tea events that put a smile on everyone's faces. These regular events are about more than just nostalgia: they help bring people together across generations, ethnicities and social divides, creating new connections that really improve lives.

## Concert Trips

North London Cares volunteers have now supported several trips for older people from local residential care homes and day centres to see some of the best live music in the world, right on their doorsteps. These trips, in partnership with the London Symphony Orchestra, are very special: older and younger people gather at the beautiful LSO St Luke's to share in the stunning classical music, and enjoy lunch, tea and a chat.

## Care Home Visits

For our volunteers who would like a more challenging but sometimes even more valuable experience, we arrange regular Care Home visits in Camden and Islington. These visits aren't easy, but after 90 minutes of natter the volunteers leave a more vibrant room, with new friends grateful for their time.



**“The atmosphere, the camaraderie, the welcome we get with the young people is marvellous.”**

# Our Special Projects.



## Winter Warmth

For the past two winters, North London Cares volunteers have done amazing work helping to keep their older neighbours warm, healthy and connected through the bitter cold snaps. They have delivered cold and carbon monoxide alarms, blankets and jumpers; they've arranged grants totalling £5,000 to help their most vulnerable neighbours pay fuel and other bills; and they've made dozens of references to local authorities for further support. These comprehensive efforts integrate with the rest of North London Cares' work, linking isolated people with our various other projects. Read the full report on this project at our website.



## Community Resilience

In March 2013 North London Cares presented the results of our first major research project at DEFRA. The research, commissioned by DEFRA and conducted in partnership with Islington Council and University College London, had been ongoing for four months and sought to establish the levels of resilience to changing climate conditions amongst older people in south Islington. Through this project we interviewed almost 500 people over the age of 65, conducted several focus groups of older people across the borough and surveyed other local community groups about their readiness for climate impacts.



## Summer Sessions

Throughout July and August 2013 North London Cares worked in partnership with Castlehaven Community Centre to trial a successful pilot of dynamic activities for older people to learn new skills and share new experiences during the summer months. NLC volunteers hosted well attended new technologies workshops, cooking classes, photography and filmmaking courses – and created content that was exhibited in a special Summer Social hosted by 40 older people and addressed by the Mayor of Camden.

## Walking Tours

North London Cares was delighted to partner with London Metropolitan University, local councillor Andy Hull and various local groups to deliver a series of walks, introducing dozens of new students to the local community in autumn 2012. Students were treated to a tour of the Emirates Stadium thanks to Arsenal in the Community, as well as Finsbury Park Mosque and the Islington Ecology Centre.

## Matching Mentors


As a side project for volunteers who want to participate in their community in a slightly different way, North London Cares recruits support young people at Holloway School in Islington through our dedicated mentoring scheme. Volunteers meet their mentees for an hour a fortnight, coaching them through the final year of schooling and offering personal support and guidance at an important time of life.

**“The volunteers are a vitamin to us. 100/100.”**

# Our Coverage.


This year North London Cares' work has been highlighted in a number of mainstream media outlets, helping us to expand our networks, improve our reputation, and further influence the debate around isolation and loneliness amongst older people in north London.

**Lil with Richard Curtis**  
**The One Show (BBC1)**  
**Tuesday February 5th 2013**  
[www.youtube.com/watch?v=QLmev0gJjio](http://www.youtube.com/watch?v=QLmev0gJjio)



**Winter Warmth Project**  
**BBC London News (BBC1)**  
**Sunday January 20th 2013**  
[www.youtube.com/watch?v=ftYOoBbwQ00](http://www.youtube.com/watch?v=ftYOoBbwQ00)

**Paul Ross show**  
**BBC Radio London (BBC R5)**  
**Tuesday June 18th 2013**  
[www.youtube.com/watch?v=b1TKXYWELYk](http://www.youtube.com/watch?v=b1TKXYWELYk)



**Pat's 90th birthday**  
**The Islington Tribune**  
**Friday November 2nd 2012**  
<http://bit.ly/1kwZVLw>

**“I look forward to Tuesday film nights all week. It's lovely that young people give up their time to spend with us.”**

# Our Fundraising.

**N**orth London Cares relies on the generous support of various trusts, foundations, local authorities and commissioners to deliver our work.

We are hugely grateful for their support and proud that their investments enable us to make an impact on the ground in Camden and Islington. Major funders and their investments include:

<b>Camden Council</b>	
Innovation and Development Fund	£25,000
Intergenerational Week	£150
<b>Islington Council</b>	
Winter Warmth (DH contract)	£20,000
CRISP (DEFRA contract)	£15,000
Holloway Local Initiatives Fund	£3,000
Highbury West Local Initiatives Fund	£3,000
<b>Bulldog Trust</b>	
Development grant	£9,000
<b>Islington Giving</b>	
Confronting Isolation Fund	£5,000
<b>Tudor Trust</b>	
Revenue grant	£2,000
<b>London Community Foundation</b>	
Comic Relief/ES Dispossessed Fund	£17,500
Co-operative Group grant	£2,000
Surviving Winter grant	£1,000
<b>Other</b>	
Sales & donations	£227
<b>TOTAL</b>	<b>£102,650</b>

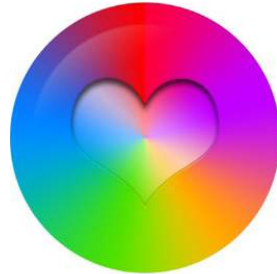


In 2013/2014 we will begin diversifying our funding base through a pro-active volunteer fundraising strategy - we aim to raise 18% of our overall budget through such creative activities by 2015, increasing to 40% by 2016.

**“You’re the only people who’ve ever knocked on my door to ask if I’m OK. Thank you.”**

# Our People.

**N**orth London Cares is a full time organisation run by a voluntary board of directors and trustees, and supported by a capable advisory group. Our core team of two employees work day-to-day to devise and deliver projects to recruit and manage young professional volunteers and mobilises them to tackle isolation amongst older people in Camden and Islington.



NORTH  
LONDON  
**CARES**



**Alex Smith** is Chief Executive of North London Cares, and founded the organisation in 2011. He was formerly an advisor to the Leader of the Opposition, Ed Miliband, and editor of one of the biggest political websites in the UK. Alex is responsible for North London Cares' strategy, operations, fundraising, relationships, finance and governance. He is a north Londoner born and raised. He was a volunteer in Camden during the 2012 London Olympics and has been a governor at Holloway School in Islington since 2009. Alex received an UnLtd social enterprise award for his work with North London Cares in 2011.



**Sarah Gaughan** joined North London Cares as Programme Coordinator in March 2013. She is the heart and soul of the charity – recruiting and mobilising volunteers, identifying isolation, and creating and delivering attractive new projects at the frontline. Sarah previously worked on policy and implementation at the Department for Health and was a caseworker for Lynne Featherstone in the north London borough of Haringey.

**Chris Clarke** worked as a consultant for North London Cares delivering the community resilience research project between January and March 2013.

**Jennifer Painter** worked as North London Cares' Network Coordinator until November 2012.

**“NLC is fantastic. It’s all about the human element - that’s new, and it’s exciting.”**



# SOOGRIM

## 70, TOLLINGTON

North London Cares' volunteer Andy had identified Soogrim as potentially needing help after knocking on his door in January 2013.

Soogrim is 70 years old, registered blind and had recently lost his wife. Although his daughter lives close by and helps out as much as possible, Soogrim can still become very anxious - and was especially nervous when his boiler broke down twice during two of the coldest snaps of the winter.

North London Cares supported Soogrim by helping him set up an urgent appointment with the Council's energy doctor to fix his boiler. Later, a volunteer took him two blankets, which gave him peace of mind should his boiler fail again.

Finally, we were able to secure a London Community Foundation grant of £500 for Soogrim to help him meet the rising cost of fuel bills. Soogrim calls us occasionally to thank us for the help our network has provided and to seek further assistance from volunteers.

# Our Networks.

**N**orth London Cares has a growing network of digital supporters and followers, helping us expand our reach with our target demographic of volunteers.



**EMAIL**

**600 SIGN-UPS**

**TWITTER**

**1,025 FOLLOWERS**

**FACEBOOK** 220 FOLLOWERS

**YOUTUBE**

**2,900 VIEWS**

**FLICKR**

**30,000 VIEWS**

**“He’s absolutely lovely. He’s such, such a good friend to me. Thank you for sending him to me.”**

# Our Plans.

In 2013/2014 North London Cares will expand our network, recruiting another 200 volunteers to work with another 200 older neighbours in Camden and Islington. We will deepen and diversify our funding base to include donations from volunteers, corporations and new foundations and trusts.

We will host exciting new social clubs to keep our activities fresh and relevant. And we will seek to repeat our vital Winter Warmth programme to help older neighbours stay warm, active and healthy during bitterly cold weather.

## In particular we will seek to deliver exciting new activities including:

**Hidden Heroes** – a series of films highlighting the continued extraordinary contribution of our older neighbours in Camden and Islington;

**LGBT projects** – to bring older and younger people together from across the LGBT community to share time, stories and new experiences;

**Saturday Socials** – a series of regular creative activities for older people to learn and share new skills and experiences at the weekends;



In addition, in 2013/2014 we will begin our exciting project, funded by The Bulldog Trust and Golden Bottle initiative, to train our best volunteers to contribute more, by hosting events and running segments of our database autonomously.

We will also begin to look at ways we can grow our impact to other areas of London and beyond.



**Christmas Cares** – building new connections to help identify and tackle isolation at its root at what can be one of the loneliest times of the year;

**Shared Histories** – a multimedia project documenting some of the amazing individual tales that have occurred over the last 100 years in Camden and Islington, recorded and presented by volunteers;

**Community Time** – a chance for older people and young to get together to prepare a meal for the whole community in Kilburn, in partnership with Abbey Community Centre.



# Our Finance.

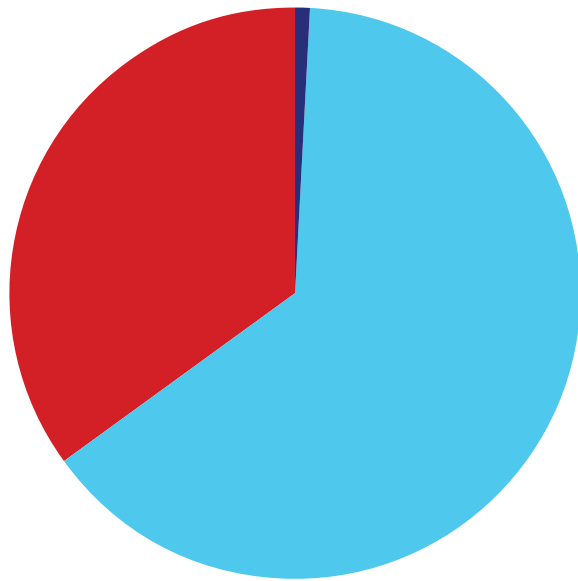
**N**orth London Cares' income increased 120% in 2012/2013, to £102,877. This enabled us to develop new projects, deliver more events and ultimately to improve more of our older neighbours' lives. Our accounts for 2012/2013, as submitted to Companies House, are as follows:

As a company limited by guarantee and registered charity all surpluses will be reinvested into achieving North London Cares' charitable objectives.

## PROFIT & LOSS ACCOUNT

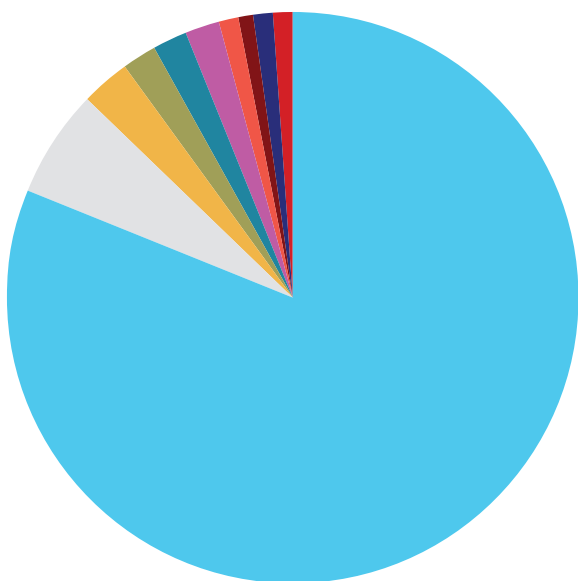
	2012/2013 £	2011/2012 £
<b>TURNOVER</b>		
Cost of sales	<b>(7,965)</b>	<b>(2,332)</b>
<b>GROSS LOSS</b>	<b>(7,951)</b>	<b>(2,050)</b>
Distribution costs	<b>(3,257)</b>	<b>(2,117)</b>
Administrative expenses	<b>(62,790)</b>	<b>(27,865)</b>
Other operating income	<b>102,877</b>	<b>46,672</b>
<b>OPERATING PROFIT</b>	<b>28,879</b>	<b>14,640</b>
Interest receivable	<b>38</b>	<b>15</b>
<b>PROFIT ON ACTIVITIES</b>	<b>28,917</b>	<b>14,655</b>
<b>PROFIT FOR FINANCIAL YEAR</b>	<b>28,917</b>	<b>14,655</b>
<b>BALANCE SHEET</b>		
	2012/2013 £	2011/2012 £
<b>FIXED ASSETS</b>		
Tangible assets	<b>1,151</b>	<b>830</b>
<b>CURRENT ASSETS</b>		
Debtors	<b>364</b>	<b>216</b>
Cash at bank and in hand	<b>45,138</b>	<b>15,826</b>
Total	<b>45,502</b>	<b>16,042</b>
<b>CREDITORS</b>	<b>3,081</b>	<b>2,217</b>
<b>NET CURRENT ASSETS</b>	<b>42,421</b>	<b>13,825</b>
<b>PROFIT AND LOSS</b>	<b>43,572</b>	<b>14,655</b>

# INCOME BREAKDOWN



**64% Grants**  
**35% Commissions**  
**1% Other**

# EXPENDITURE BREAKDOWN



**83% Salaries / NICs**  
**6% Activities**  
**3% Accounting, Insurance, etc**  
**2% Marketing**  
**2% Travel**  
**1% Subscriptions**  
**1% Training**  
**1% Equipment**  
**1% Other**

# Our Governance.

Throughout 2012/2013 North London Cares has made good progress on our professionalisation strategy. Supported by Cripplegate Foundation's CORE Programme we have improved our financial reporting systems, developed a comprehensive new policy and safeguarding framework, registered as a charity and – most importantly – strengthened the board.

## Trustees

Our board of trustees now comprises the following dedicated professionals who work in a voluntary capacity to support North London Cares' development.

**Josie Cluer** (Chair) is a senior public sector principal at Moorhouse. Josie has over 10 years' experience in public policy, specialising in home affairs, justice, community cohesion and public service reform. She is also a trustee of Alcohol Concern, the leading national charity working on alcohol issues and co-founded the Don't Judge My Family campaign.

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

**David Easton** is an Investment Manager at CDC Group, a leading social investor responsible for transactions around the world. David was previously

at Bridges Ventures, Tony Blair Africa Governance Initiative, and McKinsey & Company. David is on the Steering Committee for the Greenwich Free School and is a mentor on the OnPurpose Social Enterprise Leadership scheme.

**Joe Hayman** is Chief Executive of the PSHE Association. In autumn 2012 Joe published his first book "British Voices" after spending four months researching social attitudes in the UK.

At the end of August 2013 Joe Hayman stepped down from the board after two years, including one as Chair. **David Hayman**, a charity professional at the Prince's Trust, replaced him as a director of the company and trustee of the charity.

North London Cares is also supported by a valued advisory group, comprising a communications specialist and former aide to the Prime Minister; a campaigns expert; a marketing professional; a human rights lawyer; an investment strategist; and a policy adviser.

**Registered Office** C/O The Collective, 37 Camden High Street, London, NW1 7JE.

**Company Number** 07737818

**Charity Number** 1153137

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

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

# Our Partners.

North London Cares is proud to work at the intersection of the public, private and voluntary sectors. We work with a broad range of partner organisations to identify isolation, recruit volunteers and deliver exciting new programmes that improve the lives of our older neighbours. During the last year, our partners have included:



**“It’s wonderful that your opportunities are flexible to my time needs. I can’t wait to get involved.”**





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



NORTH  
LONDON  
**CARES**

*For Fran*

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