



# Annual Report

2018/19



LIVERPOOL CARES

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Delivery figures in this report cover the period January 1st 2019 to December 31st 2019. Financial figures cover our accounting year from September 1st 2018 to August 31st 2019, as submitted in our annual accounts.

# OUR VISION

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

We do this because while our city is amazing – full of cultural and economic opportunities and with history, influence and innovation at its heart – it can also feel **anonymous, isolating and lonely**.

This is especially the case for **older people** whose social networks may have frayed and whose communities are transforming faster than ever before due to globalisation, gentrification, digitisation, transience and housing bubbles; and for **young professionals** facing work and social media pressures and often living far from friends and family.

Increasingly, as our city transforms, those two groups are living in **parallel worlds**. That separation wastes human potential, entrenches loneliness and isolation, perpetuates social division, and is ultimately corrosive for our city and our society.

Liverpool Cares is not fatalistic about this dual challenge. Our vision is to bring older and younger people together to share time, laughter, new experiences and friendship – so that everyone can feel part of our changing city, rather than left behind by it.

## Our target outcomes are to:

- Reduce loneliness and isolation amongst older and younger people alike;
- Improve neighbours' wellbeing, connection, belonging, purpose and power;
- Bring people together to bridge the gaps across social, generational, digital, cultural and attitudinal divides.



# OUR MODEL

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Liverpool Cares seeks to **address our modern blight of 'disconnection in a connected age'** by harnessing the changing people and places around us for the benefit of neighbours, communities and our city as a whole. We do this through four core programmes.

Our **Social Clubs** are group activities, occurring three or four times a week, which offer an anchor of shared time and new experiences in familiar but often changing locations including pubs, cafes, local businesses and Liverpool's world-famous cultural institutions. Sessions include dances, 'Desert Island Discs' nights, 'back to work' business visits, quizzes, themed parties 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 some of the outside world in for people who may struggle to get out. Friends share a couple of hours of conversation and companionship every week and are given a £40 budget to spend on games, takeaways, films or other experiences to share together.

Third, our proactive **Outreach** harnesses the city's culture and communities to identify and invite older and younger people who'd like to participate. We go to where people are – in local chemists, supermarkets, libraries, GP surgeries, sheltered housing units and other locations – to strike up conversations and invite people to our activities. Our Winter Wellbeing project, for example, helps older people stay warm, active and connected during the most isolating time of year.

Finally, our **Community Fundraising** offers a fourth way for younger and older Liverpudlians to share new experiences. Events, challenges, corporate partnerships and online campaigns all offer the chance for neighbours to share fresh camaraderie while raising money to keep everything in their network free.

Through each of these integrated programmes the relationships created are two-way: older people benefit from feeling part of their changing city and by sharing the stories and experiences that mean so much to them with younger people; while young professionals connect to the heritage of this global city through the friendship, connection and community of their older neighbours.



# WHY WE DO WHAT WE DO

Liverpool is one of the most amazing places in the world: its businesses, culture and heritage all make this one of the most exciting places to live, work and play. But as new apartment blocks go up in front of our eyes and whole swathes of our city are transformed by transience, digitisation and other factors we can all sometimes feel left behind by the pace of change.

In that context, loneliness, and broader disconnection – from our communities as they change, from businesses, from one another and from ourselves – is one of the greatest challenges of our time.

9 million adults in the UK say they often feel lonely. Two in five people over the age of 65 say the TV is their main form of company. 17% of older people haven't spoken to a friend or relative in a week and 11% haven't had meaningful human contact in a month. And one in ten GP appointments is taken by an older person with no other condition than that they're lonely.

But loneliness is not just a later life problem. On the contrary: studies show that young people are at least the second loneliest age group and some research shows that they may even be the loneliest. Pressures at work, social media, screen weariness, and "FOMO" (fear of missing out) can leave young people arriving in Liverpool overwhelmed and lacking meaningful connection.

This is not just personally heartbreak; it's also a national public health crisis – because loneliness kills. It brings on heart attacks, strokes, depression and dementia. While obesity increases our chance of premature death by up to 20%, and dependency on alcohol by 30%, not having meaningful relationships in our everyday lives increases our chance of early death by a sobering 45%. It is shown that people who suffer heart attacks drastically increase their chance of survival based on two key factors: not smoking and having good relationships that mean something to them.

At a time when our communities are transforming and showing signs of division, and our health and care services are under pressure, this epidemic comes at a huge financial as well as personal cost. In fact, our disconnection from one another could be costing the economy £32 billion a year. On the other hand, neighbourliness – connection to one another – delivers £24 billion in value to communities all across the country.

Liverpool Cares' goal is to help older and younger people alike to feel part of our changing city, to build the types of relationships – forged in shared new experiences – that really mean something, and to help people to connect to the past, present and future of our city through interactions with the people who make it great.



# 2018/19 IN NUMBERS

Liverpool Cares opened in 2018 and in 12 months we have built up a network of **429 young people and 360 older neighbours** who have shared time, laughter and new experiences across the generations in so many ways. In our first year of operation, 2018/19, our results included:

- **93 social clubs were hosted**, attended 828 times by older and younger people;
- **207 older people were connected** to local activities and services through our first ever Winter Wellbeing project;

Over the year, older and younger people **shared a total of 3,111 interactions and 683 hours** across our rapidly changing city.



# SOCIAL CLUBS

Liverpool Cares' Social Clubs are group activities bringing older and younger neighbours together to share friendship through the type of exciting experiences that make our city unique.

In our first year they included dance parties, comedy nights, pub clubs, pizza parties, and trips to the Albert Dock, Baltic Market and other places around the city.





# LOVE YOUR NEIGHBOUR

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In a city moving and changing at speed, Liverpool Cares' brand new one-to-one friendship programme helps different generations of Liverpudlians to find a little pause, reflection, conversation and connection. The programme only got started late in 2019. Through 2020 and beyond friends will talk about everything and nothing – from work, to weddings, to days gone by. And in sharing their stories, everyone will feel a little more connected.



# OUTREACH

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Our proactive outreach – identifying older and younger neighbours and inviting them to be part of the Liverpool Cares community – is one of the things that makes our model unique.

Every day, we are out speaking to older people where they are – on doorsteps, in pharmacies, in GP surgeries, in sheltered housing units, on estates, in supermarkets and even at bus stops, from Anfield to Everton, Fairfield to Fazakerly, Croxteth to Chinatown. We receive referrals, from partners at Liverpool City Council and across the proud local voluntary and community sector, of older Liverpudlians who might enjoy sharing time with their younger neighbours.

And we harness social, digital and employment networks to inspire young people to get involved – with positive online story sharing, monthly volunteer inductions, fundraising activities and socials.

Our first ever intensive Winter Wellbeing project helped people to stay warm, active and connected during the most isolating time of year. Through this work in winter 2018/19, we:

- Held 566 conversations with older neighbours about how to stay warm and connected;
- Gave out 59 blankets and items of warm clothing, and distributed grants totalling £670 to nine older people really feeling the cold;
- Made 257 individual referrals or interventions for people – from housing advice to support with benefits to connections to our own activities.



# COMMUNITY FUNDRAISING

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Community Fundraising is more than just a way to raise money. It's another way for older and younger neighbours to lead Liverpool Cares, to share time and friendship, and to show that when people work together they share power and a sense of belonging.

So we're proud that our nascent Community Fundraising programme £40,000 of Liverpool Cares'

income was raised over £10,000 in our first three months of fundraising from within the network – through individual donations, corporate partnerships, online campaigns, and scores of Liverpudlians taking on challenges like the Liverpool Cathedral abseil in summer 2019.



# WHO WE WORK WITH

We're so grateful for all the wonderful local partners who are helping to make Liverpool Cares' vision and activities a reality – organisations from business, government and the local voluntary sector who have let

us use their space, invited older and younger neighbours to join the network, and offered a home for Liverpool Cares to put down roots.



# OUR IMPACT

In 2019, our sibling charities in The Cares Family underwent an independent impact evaluation demonstrating the value of **Liverpool Cares'** model. The evaluation showed that The Cares Family model:

- Reduces loneliness and isolation amongst older and younger people alike;
  - Improves understanding across generational lines;
  - Helps older and younger people feel an increased sense of belonging;
  - Helps people feel an increased connection to self;

The impact report also demonstrated that our model has the strongest results for neighbours who participate the most intensely.

**The new evaluation** underscored results from two previous studies of our work which showed that, of older neighbours involved:

- 73% say their isolation is reduced;
  - 81% say they feel better connected to other people;
  - 77% say their relationships with young people have improved;
  - 86% say they are better able to appreciate the world;
  - A majority report feeling improved wellbeing, in particular in their levels of happiness;



- A majority report having more people around that they can rely on;
  - A majority report feeling closer to the community;
  - A majority report 'missing other people less';

Crucially, the young people who are part of the network benefit too:

- 98% say they have a greater connection to the community;
  - 98% say they've been able to contribute in a way they otherwise would not;
  - 97% say that they are more able to appreciate older people.

Our model is shown to work because it is designed to appeal to the people most at risk of loneliness – not just older and younger people generally, but specifically people who live alone (67% of older neighbours in our studies live alone); **the ‘oldest old’** (52% of older neighbours are over 80); **people in social housing** (59% of older neighbours are social tenants); **and transient young professionals** (60% of the young people involved live in private rented accommodation, nearly 40% in ‘flat shares’; 53% work full time in the private sector).



# QUOTES ABOUT LIVERPOOL CARES

“ There's not enough mixing! I'm looking forward to meeting my younger neighbours. ”



“ I've been meaning to get out to make new friends. I'm going to try this out! ”

“ It's nice to know younger people are thinking of us. ”



“ These get-togethers are a great idea - we all have so much to learn from one another! ”

# OUR FINANCES

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## STATEMENT OF FINANCIAL ACTIVITIES

	<b>18/19</b>
	£
<b>Incoming resources</b>	<b>115,580</b>
Grants	92%
Donations	8%
Commissions	0%
Restricted income	92%
Unrestricted income	8%
<b>Resources expended</b>	<b>107,473</b>
Direct charitable expenditure	87%
Management & fundraising	13%
<b>Net resources</b>	<b>8,107</b>

## BALANCE SHEET

<b>Fixed assets</b>	
Tangible assets	2,825
<b>Current assets</b>	
Debtors	-
Cash at hand	16,988
<b>Total</b>	<b>16,988</b>
 Creditors	 (11,706)
Net current assets	8,107
 <b>Total funds</b>	 <b>8,107</b>

## **DETAILED STATEMENT OF EXPENDITURE**

	<b>18/19</b>
	£
Staff costs	62,297
Costs of raising funds	2,060
Direct costs of charitable activities	8,622
Rent and office running costs	6,084
Insurance	573
Advertising and marketing	693
Printing, postage and stationery	329
Other office expenses	2,497
Staff development	2,375
Travel and subsistence	374
Website	1,234
Accountancy costs	2,199
Independent examination costs	540
Subscriptions	280
Telephone and internet	2,692
Management recharge	14,191
Depreciation	433
<b>Total expenditure</b>	<b>107,473</b>

All figures are taken from Liverpool Cares' annual accounts 2018/19, submitted to Companies House and the Charity Commission.

# OUR SUPPORTERS

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**MADE LOCAL FUND**



We'd like to thank **David McDonough OBE**, our first Patron, for his support, advice and kindness over the past year. We also receive generous donations and wider guidance from a number of individuals who wish to remain anonymous. Their humility is matched by our gratitude for how they help support and sustain relationships through Liverpool Cares.



# OUR INFLUENCE



Liverpool Cares, as part of The Cares Family, plays a significant role in the development of policy, awareness and good practice on the issues of loneliness, generational division and disconnection.

In 2018 we worked closely with government on the development of the world's first ever national loneliness strategy. And we have given evidence to three All Party Parliamentary Groups – on loneliness, social integration and intergenerational fairness, as well as to the

International Longevity Centre and The King's Fund. Our work regularly appears in the national and international media.

In 2018 our Founder and CEO, Alex Smith, was appointed as one of the inaugural 20 Obama Fellows, selected from 21,000 applicants in 191 countries around the world, recognising the importance of our work on loneliness and isolation as gateways into other societal issues.

The  
Economist

THE TIMES

BBC  
WORLD  
SERVICE

itvNEWS

Chicago  
Tribune

4 News

The  
Guardian

THE  
HILL

The  
Telegraph

# OUR TEAM

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## JESS DYSON-HOUGHTON

HEAD OF PROGRAMMES

Jess is Head of Programmes, overseeing all Liverpool Cares' programmes and partnerships and managing the team.

## RACHAEL TREACHER

PROGRAMME COORDINATOR  
(OUTREACH AND VOLUNTEERS)

Rachael manages our volunteer network and leads on reaching older neighbours across Liverpool – introducing them to Liverpool Cares and our programmes. Rachael was previously a freelance projects manager, delivering community arts, health and wellbeing schemes and events across the Liverpool city region.

## ABBIE BECKETT

PROGRAMME COORDINATOR  
(SOCIAL CLUBS)

Abbie leads on designing and delivering our Social Clubs programme for our younger and older neighbours. Abbie previously worked at Alder Hey Children's Hospital as an inside theatre care assistant, working alongside the scrub team and surgeons to keep operations running smoothly.

## RACHAEL FORDE

DEVELOPMENT COORDINATOR

Rachael supports individual donors, manages our fundraising events and cheers on Liverpool Cares' challenge fundraisers. Previously Rachael led physical exercise classes for older neighbours and developed falls prevention strategies.

Liverpool Cares is supported by colleagues from The Cares Family, who also work across our sibling charities in Manchester and London.

**Charlie Jamieson** is Director of Programmes.

**Emily Quilter** is Director of Development (on Maternity Leave).

**Ellenor Baron** is Director of Development (Maternity Cover).

**Catrin Thomas** is Head of Development.

**Jane East** is Managing Director.

**Alex Smith** is Founder and Chief Executive.

# OUR TRUSTEES

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## BEN WILSON

INTERIM CHAIR

Ben works in the Office of the Chairman at Liberty House Group. His financial career has focussed on banking and industry, including for Nomura International, Mitsubishi UFJ Financial Group and Noble Group. He is an Associate of the Chartered Institute of Management Accountants and holds an MBA.

## DAVID EASTON

SECRETARY

David is a Growth Equity Investor at Generation Investment Management. He was formerly at CDC Group and Bridges Ventures and before that worked for the Tony Blair Africa Governance Initiative and McKinsey & Company.

## VIX ANDERTON

TRUSTEE

Vix works to improve the lives of women and girls. She is passionate about mental health and wellbeing, diversity and inclusion. A former Royal Air Force Officer, she spent three years working in the international development sector on projects all over the world before moving into a portfolio career.

## DAVID HAYMAN

TRUSTEE

David is Campaign Director at Make My Money Matter, helping people to make more environmentally sustainable investments. He was formerly is Special Adviser to the Executive Director at the ONE Campaign, worked on strategy for education charity Ark, at Educate Girls and at The Prince's Trust.

## JAMES LEE

TRUSTEE

James has had a long career in local government, where his responsibilities include safeguarding, monitoring and evaluation. He has been part of The Cares Family since 2013.

## POLLY BALSOM

TRUSTEE

Polly is Head of Communications and Marketing at Royal Trinity Hospice where she leads on messaging and campaign delivery. She previously worked at Missing People where she was responsible for communications and partnership campaigns, and has helped to establish HIV support charity Body & Soul's social enterprise 'Brave'.

# A MESSAGE FROM OUR CEO

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It's been an inspiring first year for Liverpool Cares. We've mobilised younger and older people to share time and experiences through nearly 100 social clubs, although it's still a brand new programme, our Love Your Neighbour one-to-one friendship work is already bringing people together in beautiful ways. We've developed partnerships with local businesses, government and health organisations – and we've set in train exciting plans for 2020 and beyond.

That matters, because loneliness is increasingly recognised as one of the major challenges of our time. Until recently, loneliness was identified predominantly as an occasional and inevitable personal emotion – no different from longing or homesickness. Then it was acknowledged as a public health crisis. More recently, however, the pervasive issue of loneliness has been recognised as a wider societal crisis too.

That's because, while we prioritise what's efficient over what's important in our society, we are spending less and less time with our neighbours and wider community than ever. Indeed, while 72% of adults in the UK believe that knowing your neighbours is important, 73% do not know their neighbours themselves. That passivity – not knowing people who are not 'like us' – is creating

divisions in society. It's reducing our empathy and leading to disconnection at the national and even international levels.

But while the problem is macro, the solution is local. Our experience – and the evidence – shows how people sharing time with neighbours from another generation in a place of meaning reduces loneliness, deepens connection, and helps older and younger people alike to feel 'part of something bigger than themselves'. At times of challenge and change, that is vital.

As part of The Cares Family of charities, Liverpool Cares is part of a movement of thousands and thousands of older and younger people getting together and building friendships across the ages – connecting the past to the present to the future. As we look to that future, we're excited about the aggregate power of even more friendships, as well as the individual impact those relationships have.

We'd like to thank all our supporters, partners, donors and of course the younger and older neighbours who make this community what it is. We can't wait to share more time, laughter and new experiences with you in 2020 and beyond.

**ALEX SMITH**  
FOUNDER/CEO  
LIVERPOOL CARES AND THE CARES FAMILY

# A MESSAGE FROM OUR CHAIR

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This year at Liverpool Cares and in the wider Cares Family we've spent a lot of time growing, developing and transitioning into an established charity, with impact at the local level and influence at the national and international levels. We've hired new colleagues. And we've developed a new strategy that will help us to continue to progress in the years to come.

As we've grown into a national group of charities, however, we've also been careful to ensure that Liverpool Cares remains rooted – representing this unique and vibrant city and the people and places that make it so special. We're grateful to all the local partners – from councils to corporations – who have supported us in so many ways.

And we're proud that Liverpool Cares has been so welcomed by so many long-standing local charities, community groups, businesses and government organisations. We couldn't do this work without that partnership in neighbourhoods all across the city.

Finally, I want to place on record, on behalf of the whole Board, our thanks to Josie Cluer, who departed as Chair of Liverpool Cares and The Cares Family in 2019. Josie drove the expansion of a small local charity and helped bring it to Liverpool. Her legacy of community impact is enormous.

My job in the coming year is to build on that strong platform to help Liverpool Cares to bring even more older and younger neighbours together, to continue to innovate, and to make sure we are living up to our founding mission: 'connecting people, building communities' in this rapidly changing city that means so much.

**BEN WILSON**  
INTERIM CHAIR  
LIVERPOOL CARES AND THE CARES FAMILY



LIVERPOOL CARES

[liverpoolcares.org.uk](http://liverpoolcares.org.uk)