



ANNUAL REPORT

2017/18



MANCHESTER CARES

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Delivery figures in this report cover the period November 15th 2017, when Manchester Cares opened, to December 31st 2018. Financial figures cover our accounting year from September 1st 2017 to August 31st 2018, as submitted in our annual accounts.

A MESSAGE FROM BECKY

I really value relationships and how they have the ability to make me feel more connected to my local area. As I'm not from Manchester I hoped a new friendship with one of my older neighbours might help me get just that.

Over the last year I have loved getting to know Jim. He genuinely makes my weeks better. I really look forward to seeing him and learning about his wonderful life.

We've hung out over a brew, discovered the wonders of online films and music, boogied at Desert Island Discs, chatted all things Manchester, and we've been on a trip to an arts festival together.

Even though there are 65 years between us, our outlook and attitude to life is really similar and it's

so inspirational for me to get to know someone who has lived their life with such similar morals and principles to my own.

Through our friendship I have also gained a whole new perspective on my life and felt supported, which is so powerful when it comes to life decisions.

I hoped to find a friend and I have. It's a proper friendship, but it is also so much more than that. Jim is an absolute star and I am really looking forward to continuing our journey, getting out and about together and feeling connected to our community, even as it changes around us.

BECKY, 23



A MESSAGE FROM JIM

For me, Manchester Cares is such an exciting project, bringing together vibrant young professionals with the often retired older generation. It's a truly inspirational concept. I am delighted to be a small part of it.

When it comes to Becky, what can I say? It has been a joy getting to know her. Becky is an absolutely lovely person in every particular way. Warm, generous, friendly, natural: no fear of embarrassment or awkwardness, just openness and honesty. We have managed even to find some quite common ground.

Through our growing friendship we have shared nerves before an interview for BBC Radio Manchester, excitement when a book we ordered arrived the next day, and love for our favourite city.

Manchester Cares has brought me to life: it's a true privilege to have Becky as a friend.

JIM, 88



OUR VISION

Manchester 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 of Manchester 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**. And that separation wastes human potential, entrenches loneliness and isolation, perpetuates social division, and is ultimately corrosive for our city and our society.

Manchester 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 Mancunians alike;
- Improve neighbours' wellbeing, confidence, skills, belonging, purpose and power;
- Bring people together to bridge the gaps across social, generational, digital, cultural and attitudinal divides.



OUR MODEL

Manchester 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 the 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 Manchester'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 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 Mancunians 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, laughs and experiences that mean so much to them with younger people; while young professionals connect to the heritage of our great city through the friendship, connection and community of their older neighbours.



WHY WE DO WHAT WE DO

Manchester is one of the most amazing places in the world. Its history, its radicalism, its sporting accomplishments, its industry and its diversity 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 the city are transformed by business, 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. **Nine 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 10 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 recent research has shown that they may even be the loneliest.** Pressures at work, social media expectations, screen weariness, and "FOMO" (fear of missing out) can leave young professionals arriving in our great city overwhelmed and lacking meaningful connection.

This is not just heartbreaking; 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 severe 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.

Manchester 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.**



2017/18 IN NUMBERS

Since Manchester Cares opened in November 2017 we have been working hard to build up the network, to listen to how older and younger people want to share time, and to harness Manchester's connections to offer the most exciting programme of activities possible. The results so far include:

- 350 older people and 325 young professionals are now part of the network;
- 116 social clubs have been hosted, attended 1,113 times by older and younger people;
- 26 older and younger people are now part of the Love Your Neighbour programme, enjoying regular conversation and companionship;
- 126 older people were connected to local activities and services through our very first Winter Wellbeing project;
- Older and younger people have now shared a total of 1,884 interactions and nearly 1,000 hours across our rapidly changing city of Manchester.



SOCIAL CLUBS

Manchester Cares' social clubs are group activities bringing older and younger neighbours together to share friendship through the type of exciting experiences that make Manchester unique.

Over the last year, older and younger neighbours have visited the Royal Exchange Theatre, Media City, Makers Quarter, HOME, The Co-operative Group, the Centre for Chinese Contemporary Art, Manchester Art Gallery, law firm DWF and Space Studios – and danced, sung, exercised, laughed and learned together.



LOVE YOUR NEIGHBOUR

In a city moving and changing at speed, Manchester Cares' one-to-one friendship programme helps different generations of Mancunians to find a little pause, reflection, conversation and friendship. Friends talk about everything and nothing – from work, to weddings, to days gone by. And in sharing their stories, everyone feels a little more connected.



OUTREACH

Our proactive outreach – identifying older and younger neighbours and inviting them to be part of the Manchester 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 Ancoats to Ardwick to Hulme to Levenshulme. We receive referrals, from partners at Manchester City Council and across the proud voluntary and community sector, of older Mancunians 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.

Manchester Cares also runs an intensive Winter Wellbeing project, to help people stay warm, active and connected during the most isolating time of year. Through this work during winter 2017/18, we:

- Knocked on 372 doors to speak to people about how to stay connected;
- Gave out 23 blankets and items of warm clothing, and distributed grants totalling £560 to people really feeling the cold;
- Made 176 referrals or interventions for people – from getting housing advice to support with benefits.
- In 2018/19, the project will be even bigger, helping older people to connect to our network as it grows.



MANCHESTER CARES
WINTER WELLBEING
IF YOU'RE OVER 65, WE CAN HELP YOU STAY
WARM, ACTIVE, HEALTH AND CONNECTED
DURING THE WINTER

FROM NOVEMBER 2017 TO MARCH 2018 WE CAN:

- Deliver blankets or warm clothing to your door.
- Connect you to organisations who can help keep your home warm and safe, provide benefits advice and help reduce bills.
- Connect you to brilliant social activities in your area.
- Help you to access health services and advice.
- Arrange small grants for people in difficult circumstances who are struggling to keep their homes warm.

To find out more call us on
0161 207 0800
www.manchestercares.org.uk

COMMUNITY FUNDRAISING

Community Fundraising is more than just a way to raise money. It's another way for older and younger neighbours to lead Manchester 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, while Manchester Cares is funded nationally for its first three years, Mancunians are already diversifying our income and deepening our sustainability through a combination of events, challenges, partnerships and campaigns.

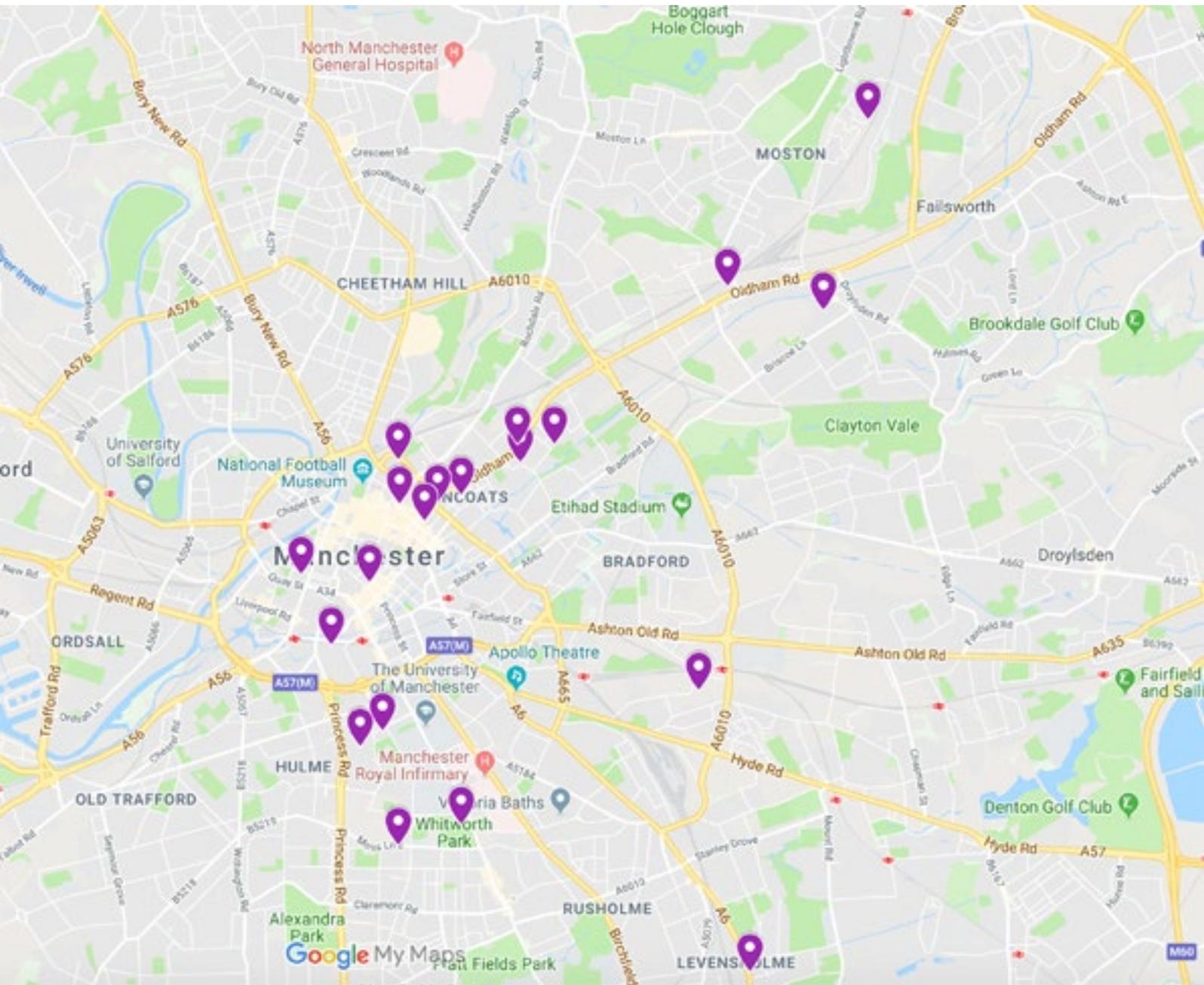
In our first year Manchester Cares:

- Inspired 25 challenge fundraisers to complete various races – raising over £4,500;
- Worked with Adidas, Alix Partners and others to raise an additional £5,700;
- Raised £10,600 in individual donations from generous supporters;
- Hosted two events – a Pub Quiz and 'Manchester Scares' Halloween special – raising another £500;
- Completed an online match funded campaign, supported by local business IPEX, which raised a total of £1,025.

We are excited about our plans for building on this community fundraising in our second year when supporters will be taking part in the Greater Manchester Marathon, Rough Runner and Gauntlet Games, and we'll be holding more exciting events and continuing to grow our corporate network.



WHERE WE WORK



WHO WE WORK WITH

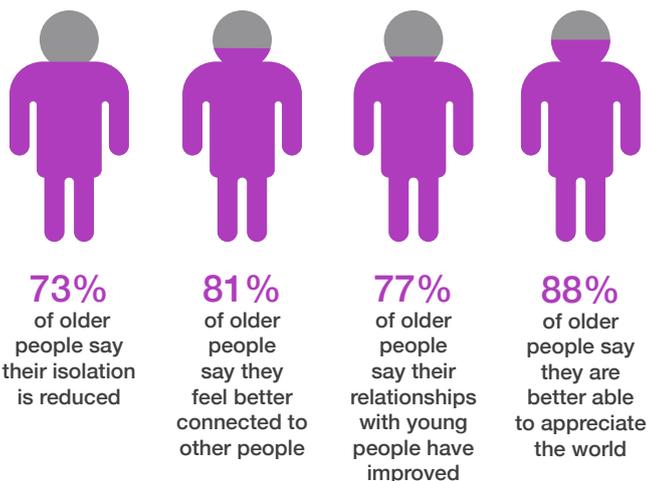
We're so grateful for all the wonderful local partners who are helping to make Manchester Cares' vision and activities a reality – organisations from business, government and the local voluntary sector who have let us use their space, invited older and younger neighbours to join the network, and offered a home for Manchester Cares to put down roots. They include:

Adactus Housing, Aquarius Centre, Centre for Chinese Contemporary Art, Colony, Co-operative Group, Crown & Kettle pub, DWF, Home, MadLab, Manchester Art Gallery, Manchester City Council, Northwards Housing, Plant NOMA, Riverside, Royal Exchange Theatre, The Sharp Project, Sonder Radio, Urban Medical Practice, and The University of Manchester Islamic Society. Manchester Community Central, Manchester Council's Age Friendly Neighbourhood team, We Love MCR, Manchester Camerata, One Manchester, Levenshulme Inspire, Cornbrook Medical Practice, Moston Miners Community Arts, St George's Community Centre, the Stroke Association, Manchester Local Care Organisation, The Arch Medical Practice, Healthy Me Healthy Communities.



OUR IMPACT

Manchester Cares is yet to undergo a full evaluation. However, as a replication of a proven model it has been shown through multiple studies that as a result of being part of activities:



- A majority of older people report improved wellbeing, in particular in their levels of happiness;
- A majority of older people report having more people around who they can rely on;
- A majority of older people report feeling closer to the community;
- A majority of older people report ‘missing other people less’;
- Almost a quarter of older people involved do not attend any other social activities apart from those put on by The Cares Family.

Crucially, the young professionals 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.

The model works 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).

STORIES

Over the past year, older and younger neighbours directly involved in Manchester Cares' programmes have given us some uniquely Mancunian quotes, articulating what being part of this community network means to them.

- At a new tech club one older neighbour said "I've not laughed that much in ages!"
- Peter said "This is the first thing I've been to in a long time and it's given me the confidence to do more. I'm really looking forward to more social clubs."
- Tony said "I now get out more and socialise more, with new people."
- At the Manchester Art Gallery Jackie said "I've never visited before, so it was lovely coming here as part of a group."
- At a Manchester memories event Mary said: "I've loved this and I'll definitely be back next time!"
- At our first birthday party, Ged said "I've always been a mixer but I didn't have any close friends in Manchester. I saw a Manchester Cares leaflet and went along not long after my wife died. I did a Desert Island Discs event and it was lovely to meet new people. Manchester Cares helped me through my grief."
- Gloria, 67 told us "Manchester has changed a lot, everything has. People are on their mobile phones 24/7, walking around, not knowing where they're going. It can make you feel isolated. Summer was really friendly when we were introduced. She likes most of the same things as me – I couldn't believe it. We just clicked. Her friendship has made a real difference to my life."
- Summer, 25 said "We like the same music, the same films. Gloria and I spend time together and it's usually based around food. We go out for meals and she's going to teach me how to cook Caribbean food. We've been to see a gospel choir. We enjoy each others' company. She makes me laugh."
- Iris, 28, said: "I feel that I'm a part of this great city when we explore it together".
- Sharlene, 28, who visits her neighbour Kathleen, 89, told us, "I really appreciate having Kathleen in my life. It's a mutual friendship. I don't see it as an intergenerational friendship. I just enjoy spending time with someone who I click with. We are at different stages in our lives but we have a lot in common in terms of our values and outlook on life."
- Adiba, 28, told us: "I'm so glad I got involved! I've been working from home all day so this is the only human contact I've had."



OUR FINANCES

STATEMENT OF FINANCIAL ACTIVITIES

	2017/18
	£
Incoming resources	105,987
Grants	98%
Donations	2%
Restricted income	98%
Unrestricted income	2%
Resources expended	97,448
Direct charitable expenditure	80%
Management, fundraising, etc.	20%
Net incoming resources	8,539

BALANCE SHEET

	2017/18
	£
Fixed assets	
Tangible assets	2,853
Current assets	
Debtors	126
Cash at hand	51,218
Total	51,344
Liabilities	
Creditors	45,658
Net current assets	5,686
Total funds	8,539

OUR SUPPORTERS



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 Manchester Cares.



COVERAGE OF OUR WORK

To help us to build our networks and partnerships, and to share the learning of the positive impact that younger and older people can have on one another's lives and their communities more broadly, we have worked with various media organisations to spread the word about Manchester Cares:



OUR TEAM

LAUREN BANKS

PROGRAMME COORDINATOR
(SOCIAL CLUBS)

Lauren leads Manchester Cares' social clubs, designing and delivering a vibrant programme of activities for our growing network of younger and older neighbours. Previously Lauren worked as a freelance producer in the arts, with a focus on socially engaged projects and events in and around Manchester.

VICKY HARROLD

PROGRAMME COORDINATOR
(LOVE YOUR NEIGHBOUR)

Vicky leads Manchester Cares' Love Your Neighbour programme, which creates genuine, lasting friendships between younger and older neighbours. Previously Vicky trained as a Wellbeing Practitioner and designed and delivered programmes to connect young people in their communities.

AMY SAUNDERS

PROGRAMME COORDINATOR
(OUTREACH AND VOLUNTEERS)

Amy manages our growing volunteer network and leads on reaching out to older neighbours in Manchester – introducing them to Manchester Cares and our programmes. Amy previously worked with a mental health charity in Tameside.

ALEX KHANYAGHMA

DEVELOPMENT COORDINATOR

Alex leads on Manchester Cares' fundraising, supporting individual donors, managing our fundraising events and cheering on Manchester Cares' challenge fundraisers. Previously Alex worked for a social integration charity, helping young people in Manchester to volunteer.

ROSA FRIEND

HEAD OF PROGRAMMES

Rosa supports the core team to deliver integrated programmes that bring older and younger people together. Rosa previously led South London Cares.

Manchester Cares is supported by additional colleagues from The Cares Family, who also work across our sibling charities in Liverpool and London. Emily Quilter is our Director of Development, leading national fundraising and supported by our Head of Fundraising Catrin Thomas. Alex Smith is The Cares Family's Founder and Chief Executive.



OUR TRUSTEES

JOSIE CLUER

CHAIR

Josie is a Director at EY, focusing on local public services. She was formerly an adviser to the Jo Cox Commission on Loneliness, a Special Adviser in Gordon Brown's government, and a trustee of Alcohol Concern.

BEN WILSON

TREASURER

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 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.

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.

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'.

DAVID HAYMAN

TRUSTEE

David is Special Adviser to the Executive Director at the ONE Campaign. He formerly worked on strategy for education charity Ark, at Educate Girls and at The Prince's Trust, having started his career at Accenture. David helped set up national educational charity Future First.

JAMES LEE

TRUSTEE

James has had a long career in local government, where his responsibilities include safeguarding, monitoring and evaluation.

A MESSAGE FROM OUR CEO

Eight years ago, I was a typical young person in the city. Day after day, I would wake up, rush to work where I would sit in front of a computer and share occasional small talk with colleagues who were much like me – ambitious to get on, busy in their personal lives, happy but possibly lacking something more meaningful.

I decided to run for my local council seat, and on election day, 2010, my life changed. It changed because, doing my rounds on that sunny day, trying to get people to come out and vote, I met an 84-year-old man named Fred.

Fred told me he'd love to come out and vote. He'd never missed an election in his life. But he wouldn't be able to make this one because he hadn't been out of his house for three months. In that time, he hadn't seen or spoken to anyone apart from his carer.

There was a wheelchair behind Fred and I asked him if he'd feel comfortable if I wheeled him to the voting place. He was happy to. While we were out, Fred waved to neighbours. He smiled. He became animated, almost giddy, as he connected with the people and places around him.

But what Fred really wanted was a haircut and so, the next day, I returned again, having lost my election, to wheel Fred down the road to the local barber's. While he sat in that chair and told his story, I learned that Fred and I had so much in common. We'd both lived in the neighbourhood for 30 years. We both loved Sinatra. And Fred had set up and run the shop that was my favourite place when I was growing up – a local fancy dress shop.

Eight years on, we're thrilled that this one interaction that spurred a friendship has now inspired so many more. And in our fast moving world, where loneliness is increasingly understood to be harmful for individuals, communities and society at large, we're inspired again that people being with people, sharing their stories, can help us to meet that challenge.

Manchester Cares is designed to reduce loneliness and help older and younger people feel better connected to one another and to the city we love. We're a young, learning charity but we know our model works because it is targeted to appeal to people who can benefit from those connections the most: generations who have so much to gain from one another in shared time, laughter, new experiences and friendship – especially as the landscape transforms.

As we move into our second year, we're so happy that so many Mancunians have made Manchester Cares their own. And we're excited to work with even more wonderful partners – from Ancoats to Ardwick – in 2019 and beyond.

ALEX SMITH
FOUNDER AND CEO, MANCHESTER CARES

A MESSAGE FROM OUR CHAIR

It's been an exciting year for Manchester Cares. A year ago, we were just getting started. Today, the network is made up of nearly 700 Mancunians – some whom have lived in the city their whole lives, others who are just arriving for the first time. We have hosted 116 social clubs from parties to quizzes to yoga sessions, and we've brought 26 older and younger people together for those all important one-to-one friendships.

In a city moving and changing as fast as Manchester, that matters. It matters because, at a national level, loneliness is increasingly understood to be one of the great challenges of our time. As my friend Jo Cox said, "young or old, loneliness doesn't discriminate". But it also matters because it's only at the local level that we can fix this issue – by bringing people together and harnessing the very quality that makes us human in the first place: our empathy.

In that first, foundational year, we've focused largely on the nuts and bolts – building a team and sustainable systems, expanding programmes, raising money, and meeting older and younger people who have infused Manchester Cares with their unique Mancunian spirit.

We're so pleased that so many partner organisations have been so supportive – from voluntary sector groups with a deep heritage in communities, to newly arriving businesses, to local government and health agencies. Thank you all for your support.

As we look to the future, we are keen to build on those foundations. So in 2019 we'll be working even more closely with local community groups, sheltered housing units, faith groups and local businesses to make sure that as many older and younger people who would like to can be part of Manchester Cares, with broader programmes and more ways to interact.

To do that, we need your help. So please support Manchester Cares in whatever way you can – by joining a social club, by connecting us to your employer, by completing a marathon, and by sharing time and laughter with your neighbours. Because it's only in that Mancunian way – *together* – that we will all enjoy the speed and vibrancy of this city.

JOSIE CLUER
CHAIR, MANCHESTER CARES



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www.manchestercares.org.uk