



# Annual Report

2018/19



MANCHESTER **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

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Manchester Cares is a **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.

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, 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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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 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 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 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 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 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

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Manchester is one of the most amazing places in the world: its businesses, culture and diversity all make this one of the most exciting places to live, work and play. But as new office and apartment blocks go up in front of our eyes and whole swathes of our city are transformed by gentrification, 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 Manchester overwhelmed and lacking meaningful connection.

This is not just personally 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 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.



# 2018/19

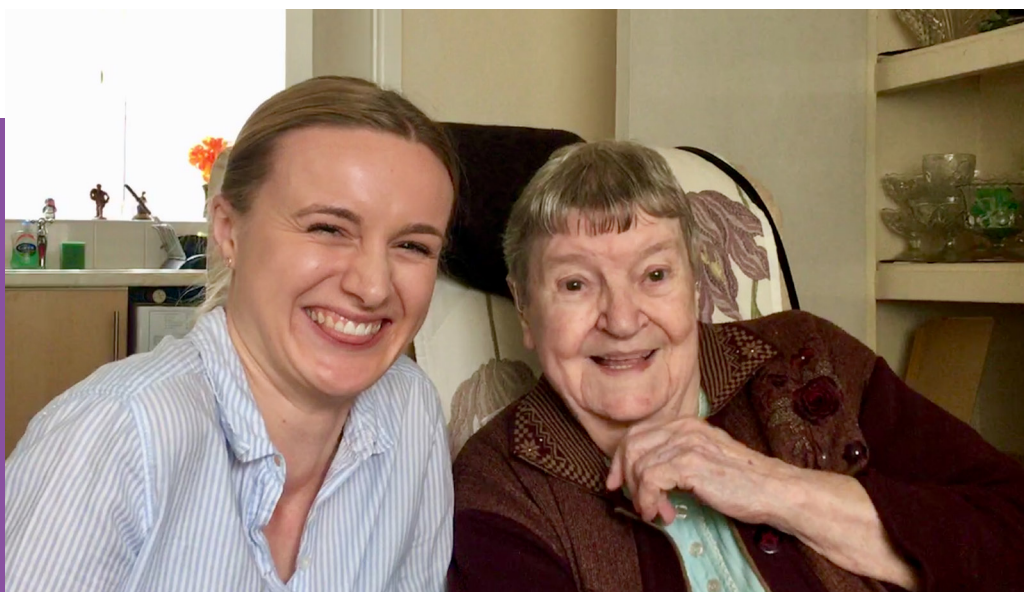
## IN NUMBERS

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Manchester Cares has now been running for two years. In that time, we have built up a network of 750 young people and 650 older neighbours who have shared time, laughter and new experiences across the generations in so many ways. In 2018/19 our results included:

Over two years older and younger people have now **shared a total of 8,700 interactions and 2,900 hours** across the rapidly changing city of Manchester.

- **137 social clubs were hosted**, attended 1,618 times by older and younger people;
- **66 older and younger people** were part of the Love Your Neighbour programme, enjoying conversation and companionship every week;
- **188 older people were connected** to local activities and services through our second ever Winter Wellbeing project;



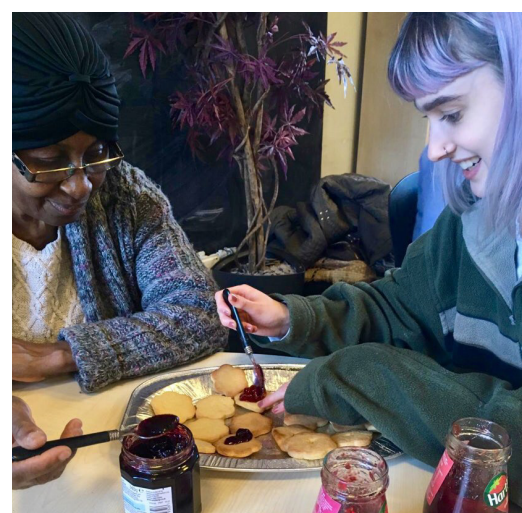


# SOCIAL CLUBS

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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.

This year they've included dance parties, yoga, new tech workshops, 'Desert Island Discs' nights, 'Hip Hop Chip Shop' sessions, pub clubs, documentary making, 'back to work' business visits and more.

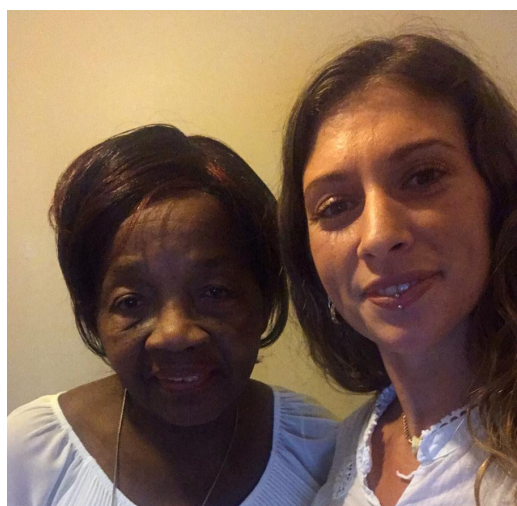




# LOVE YOUR NEIGHBOUR

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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 connection. 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

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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, Longsight to Levenshulme. We receive referrals, from partners at Manchester City Council and across the proud local 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.

Every year, Manchester Cares runs an intensive Winter Wellbeing project, to help people stay warm, active and connected during the most isolating time of year. Through this work in winter 2018/19, we:

- Held 636 conversations with older neighbours about how to stay warm and connected;
- Knocked on over 600 doors to identify people most in need of connection;
- Gave out 51 blankets and items of warm clothing, and distributed grants totalling £974 to 15 people really feeling the cold;
- Made 283 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 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 this year nearly £40,000 of Manchester Cares' income was raised from within the network – through individual donations, corporate partnerships, online campaigns, and scores of Mancunians taking on runs, cycles and other challenges to help fund the network they love.





# WHO WE WORK WITH

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We're so grateful for all the wonderful local partners who help 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.



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- 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 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;



- 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 MANCHESTER CARES

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“ Manchester Cares has opened up my city to me again. ”



“ At Manchester Cares' events it's good to mix with the younger generation and exchange ideas, views and bring back memories. We can learn from each other, the younger ones from the older ones and the older from the younger in these ever changing times. ”

“ Manchester Cares has brought me back to life. ”







“ You're a great organisation, I always look forward to spending time with people like you. ”

“ I love visiting Prudence, I often arrive feeling tired and stressed from work but leave feeling so much better, with a huge grin on my face and feeling relaxed. ”



“ I love listening to Marjorie's stories! ”

“ It is lovely having someone to share dinner with again! ”



“ I love all my visits with Audrey but my favourite of all time has to be when we did a fashion show for each other. Audrey did a catwalk for me in some of her favourite outfits and I tried on all of Audrey's wigs - it was really fun and we laughed a lot! ”

# OUR FINANCES

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## STATEMENT OF FINANCIAL ACTIVITIES

|                               | 18/19          | 17/18          |
|-------------------------------|----------------|----------------|
|                               | £              | £              |
| <b>Incoming resources</b>     | <b>212,683</b> | <b>105,987</b> |
| Grants                        | 79%            | 98%            |
| Donations                     | 17%            | 2%             |
| Commissions                   | 0%             | 0%             |
| Restricted income             | 79%            | 98%            |
| Unrestricted income           | 21%            | 2%             |
| <b>Resources expended</b>     | <b>205,384</b> | <b>97,448</b>  |
| Direct charitable expenditure | 85%            | 80%            |
| Management & fundraising      | 15%            | 20%            |
| <b>Net resources</b>          | <b>7,299</b>   | <b>8,539</b>   |

## BALANCE SHEET

|                       |               |               |
|-----------------------|---------------|---------------|
| <b>Fixed assets</b>   |               |               |
| Tangible assets       | 2,658         | 2,853         |
| <b>Current assets</b> |               |               |
| Debtors               | 126           | 126           |
| Cash at hand          | 40,729        | 51,218        |
| <b>Total</b>          | <b>40,729</b> | <b>51,344</b> |
| Creditors             | (27,549)      | (45,658)      |
| Net current assets    | 15,838        | 8,539         |
| <b>Total funds</b>    | <b>15,838</b> | <b>8,539</b>  |

## DETAILED STATEMENT OF EXPENDITURE

|                                       | <b>18/19</b>   | <b>17/18</b>  |
|---------------------------------------|----------------|---------------|
|                                       | <b>£</b>       | <b>£</b>      |
| Staff costs                           | 140,219        | 58,724        |
| Other staff costs                     | 5,459          | 2,336         |
| Direct cost of raising funds          | 2,793          | 1,394         |
| Direct costs of charitable activities | 11,719         | 2,270         |
| Management recharges                  | 10,000         | -             |
| Rent and office running costs         | 11,790         | 9,259         |
| Insurance                             | 461            | 383           |
| Advertising and marketing             | 1,235          | 516           |
| Printing, postage and stationery      | 3,002          | 1,639         |
| Other office expenses                 | 540            | 109           |
| Staff development                     | 1,680          | 2,109         |
| Travel and subsistence                | 7,226          | 12,695        |
| Website                               | 497            | 720           |
| Accountancy fees                      | 2,973          | 2,110         |
| Independent examination fee           | 600            | 600           |
| Subscriptions                         | 518            | 412           |
| Telephone and internet                | 3,614          | 1,656         |
| Depreciation                          | 1,058          | 516           |
| <b>Total expenditure</b>              | <b>205,384</b> | <b>97,448</b> |

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



# OUR SUPPORTERS

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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.

# OUR INFLUENCE

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Manchester 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.



# OUR TEAM

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## **LAUREN BANKS**

### HEAD OF PROGRAMMES

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

## **AMY SAUNDERS**

### PROGRAMME COORDINATOR (OUTREACH AND VOLUNTEERS)

Amy manages our volunteer network and leads on reaching older Mancunians and bringing them into the community. Amy previously worked with a mental health charity in Tameside.

## **HEATHER MADDEN**

### PROGRAMME COORDINATOR (SOCIAL CLUBS)

Heather manages the Social Clubs at Manchester Cares, leading on designing and delivering a varied programme of activities for our growing network of younger and older neighbours. Previously Heather worked in a variety of engagement and community building roles across the charity sector.

## **VICKY HARROLD**

### PROGRAMME COORDINATOR (LOVE YOUR NEIGHBOUR)

Vicky manages our Love Your Neighbour programme, which aims to create genuine, long lasting friendships through connecting younger and older neighbours. Previously Vicky trained as a Wellbeing Practitioner supporting people to overcome anxiety and depression, and previously designed and delivered programmes to connect young people in their communities.

## **ROB PATERSON**

### DEVELOPMENT COORDINATOR

Rob coordinates and manages fundraising for Manchester Cares, and is a cheerleader for our fundraisers, donors and supporters. Previously, Rob was responsible for overseeing secondary school tuition in Manchester with The Tutor Trust.

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

## **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 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.



# A MESSAGE FROM OUR CEO

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It's been an inspiring second year at Manchester Cares. We've mobilised new younger and older people to share time and experiences through more social clubs and Love Your Neighbour friendships. We've developed new 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, Manchester Cares has now inspired a movement of thousands and thousands of older and younger people to get together and to build connections 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  
MANCHESTER CARES AND THE CARES FAMILY

# A MESSAGE FROM OUR CHAIR

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This year at Manchester 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 Manchester Cares remains rooted – representing this unique 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 Manchester Cares has been so welcomed by 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 Manchester Cares and The Cares Family last year. Josie drove the expansion of a small local charity and her legacy of community impact is enormous.

My job in the coming year is to build on that strong platform to help Manchester 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.

**BEN WILSON**

INTERIM CHAIR

MANCHESTER CARES AND THE CARES FAMILY



MANCHESTER **CARES**

**[manchestercares.org.uk](https://manchestercares.org.uk)**