



neighbourly

Global change starts locally.



Neighbourly's May 2024 Community Survey Results

1,130 responses

Fieldwork dates: 18 April – 3 May 2024

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Executive Summary

We surveyed 1,130 good causes across the UK and Ireland to understand the impact of the ongoing cost of living crisis amongst the community and their service users.

78% say that **demand has increased** over the past 3 months

47% say there are people they **can't help** due to limitations in capacity or funding

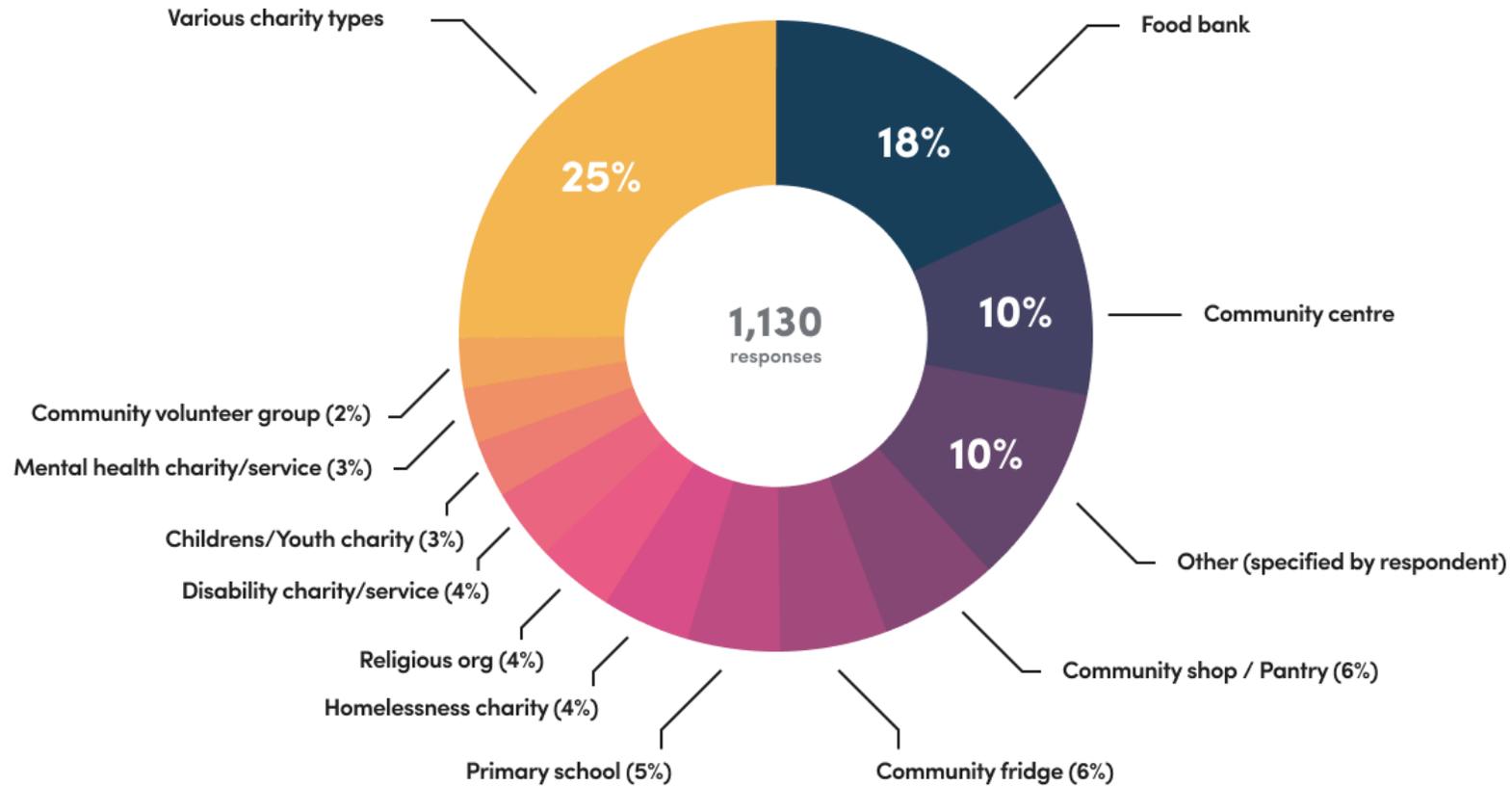
88% have seen negative impacts on communities as a result of **local council funding cuts**

45% say **food and product donations have decreased** over the past 3 months

64% don't know where to start with **Generative AI**



Respondents from across the Neighbourly network and across the UK & Ireland



Insights

Just over half of the respondents provide food aid

55% collect surplus food through Neighbourly

The need in communities remains high – 374 people supported per good cause, per week, on average

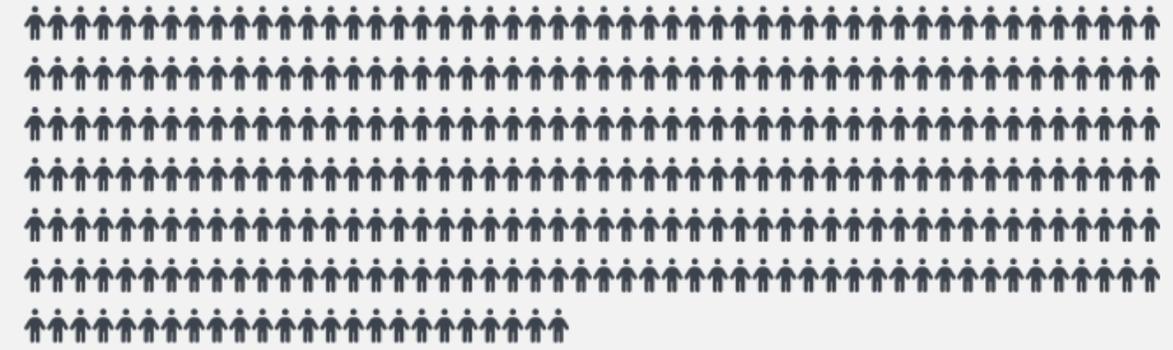


Insights

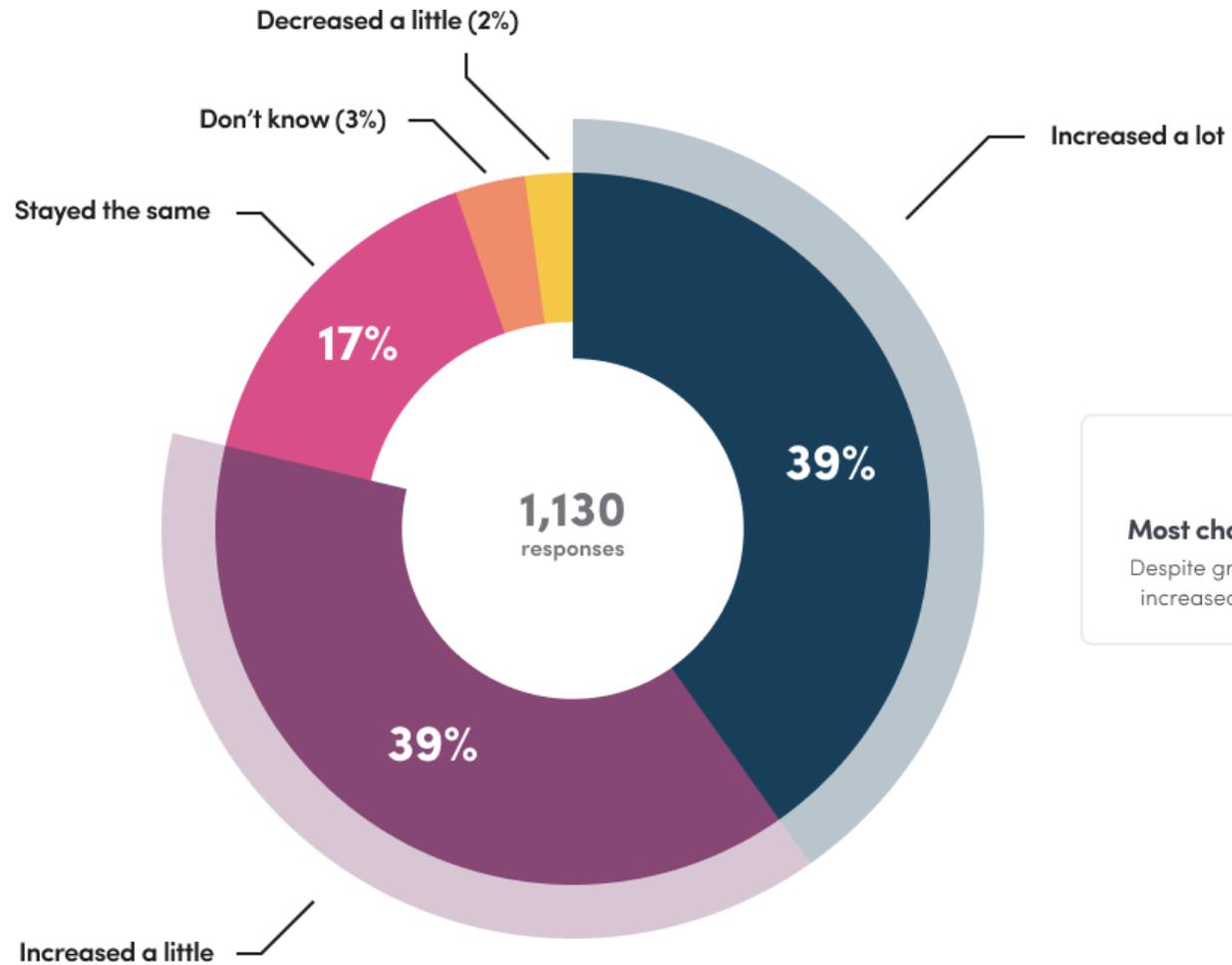
374

Avg number of people supported per week, per good cause

That's enough to fill up 3 Boeing 737 flights at full capacity.



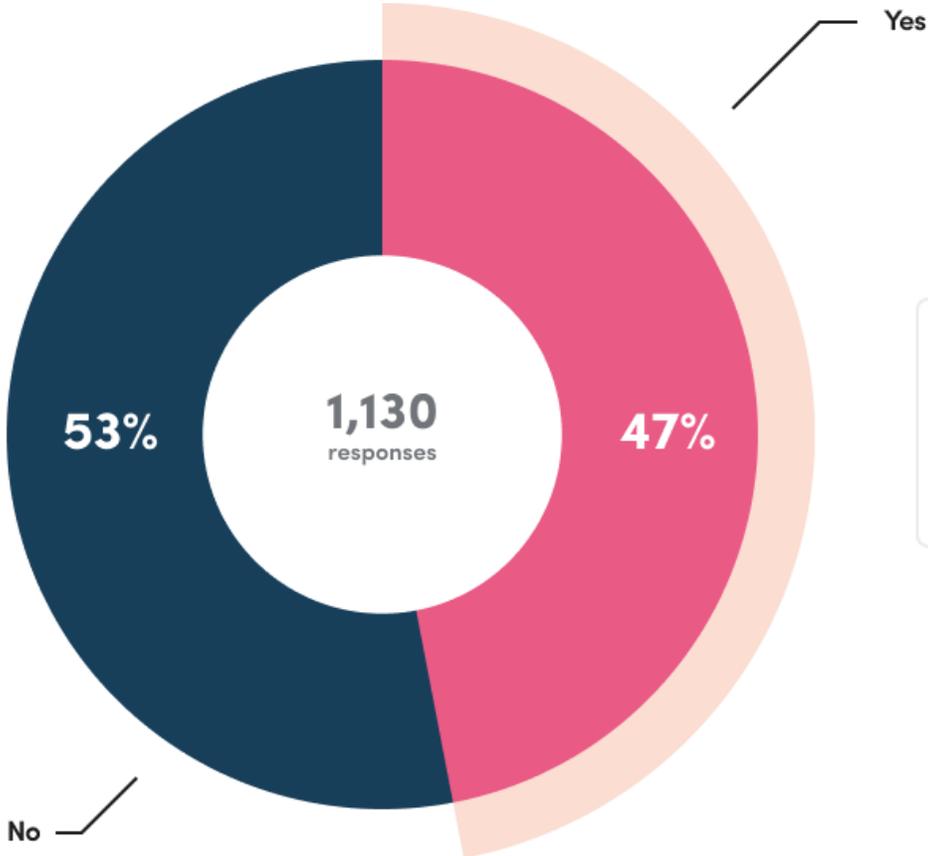
Demand is still rising - 78% say demand has increased over the past 3 months



Insights

Most charities are seeing increased demand
Despite growing demands, charities are not seeing an increased amount of support or resource donations.

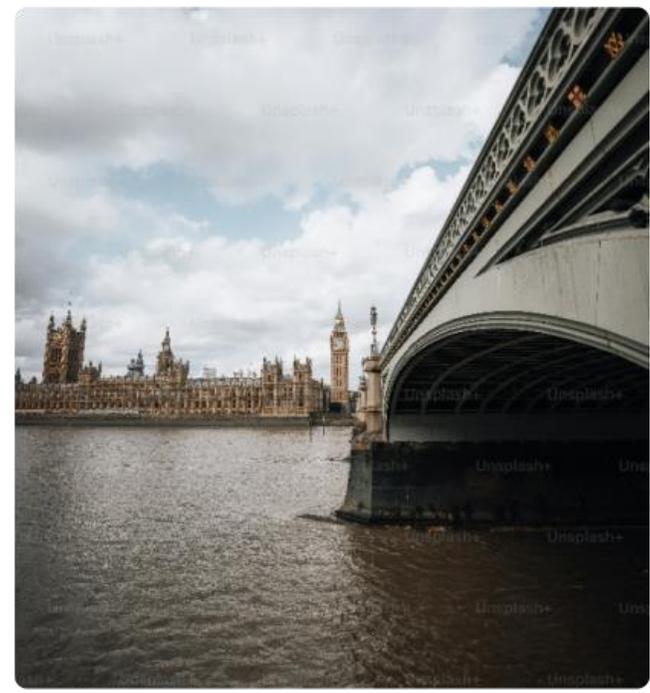
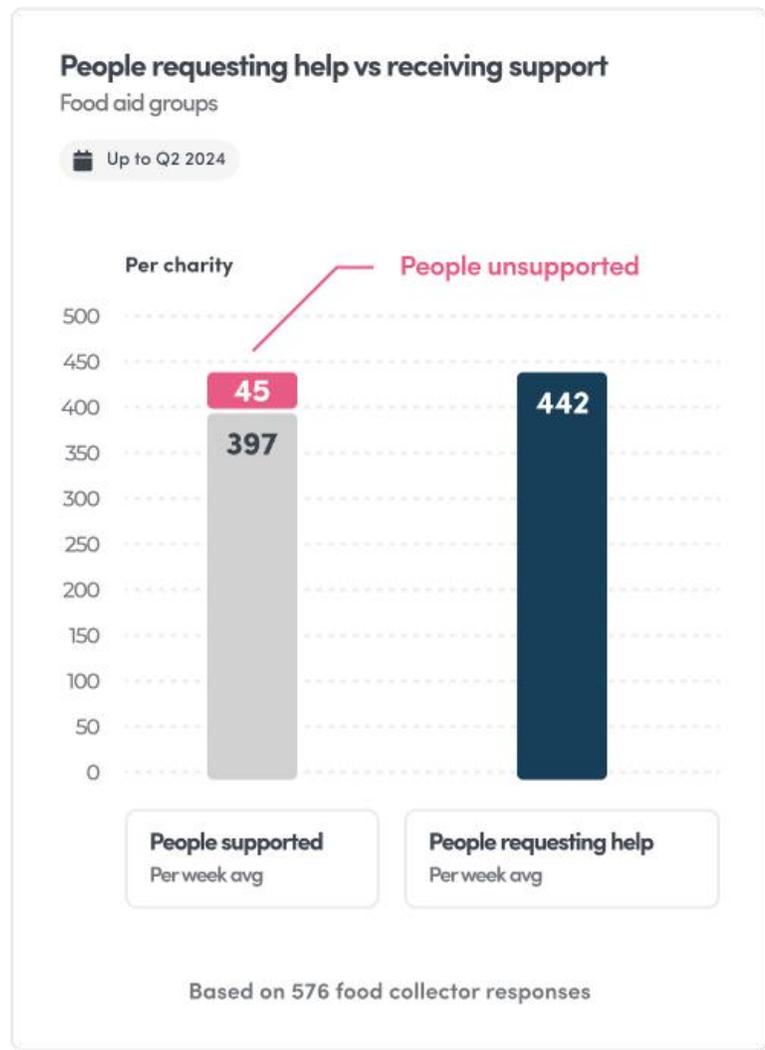
There are people that can't be helped due to limitations in capacity or funding



Insights

Nearly half say there are people they can't support due to limitations in capacity and funding

For food-aid organisations, of those who are requesting support, an average of 45 people per week are unable to be helped due to capacity



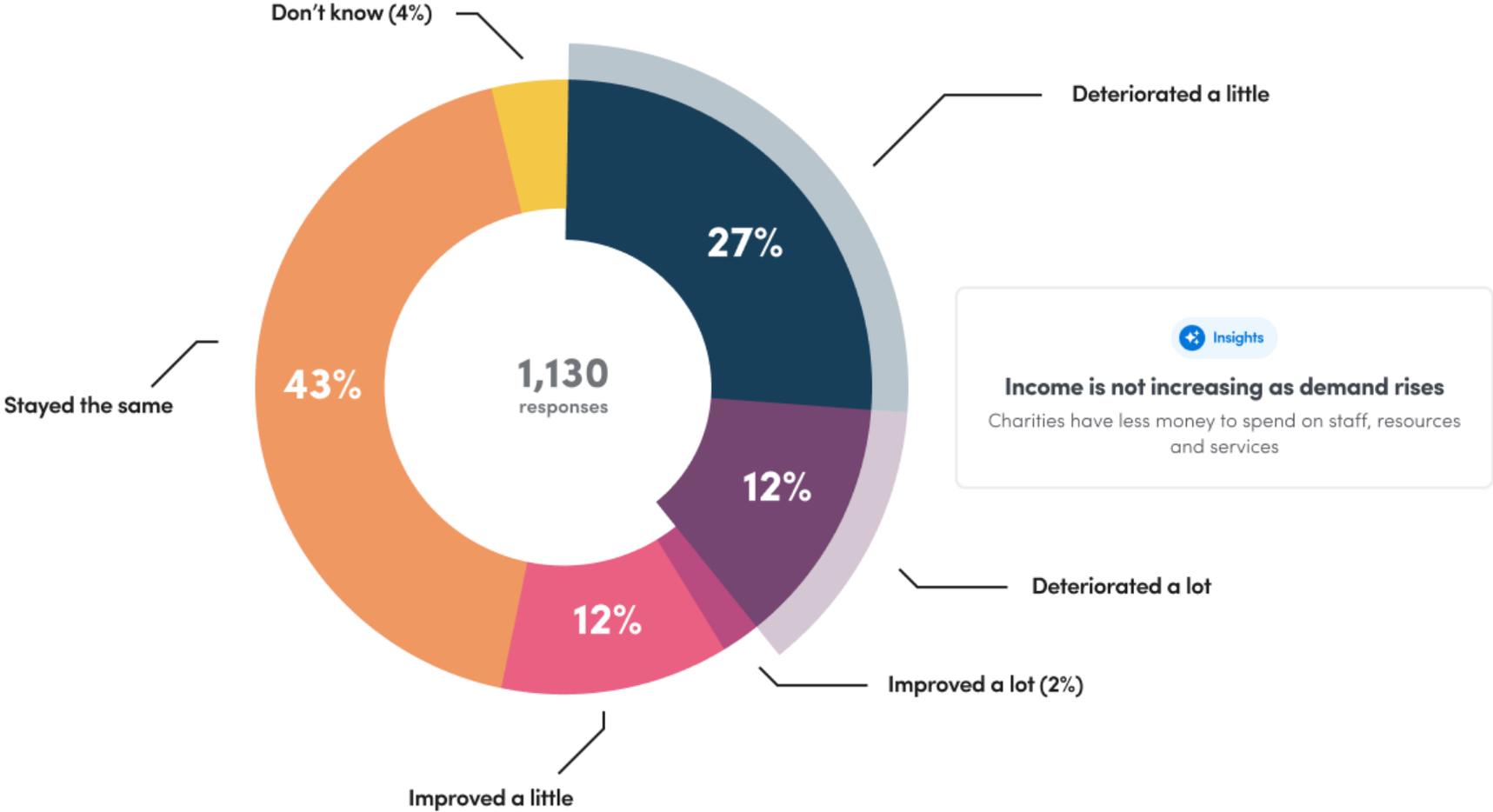
Insights

225,000

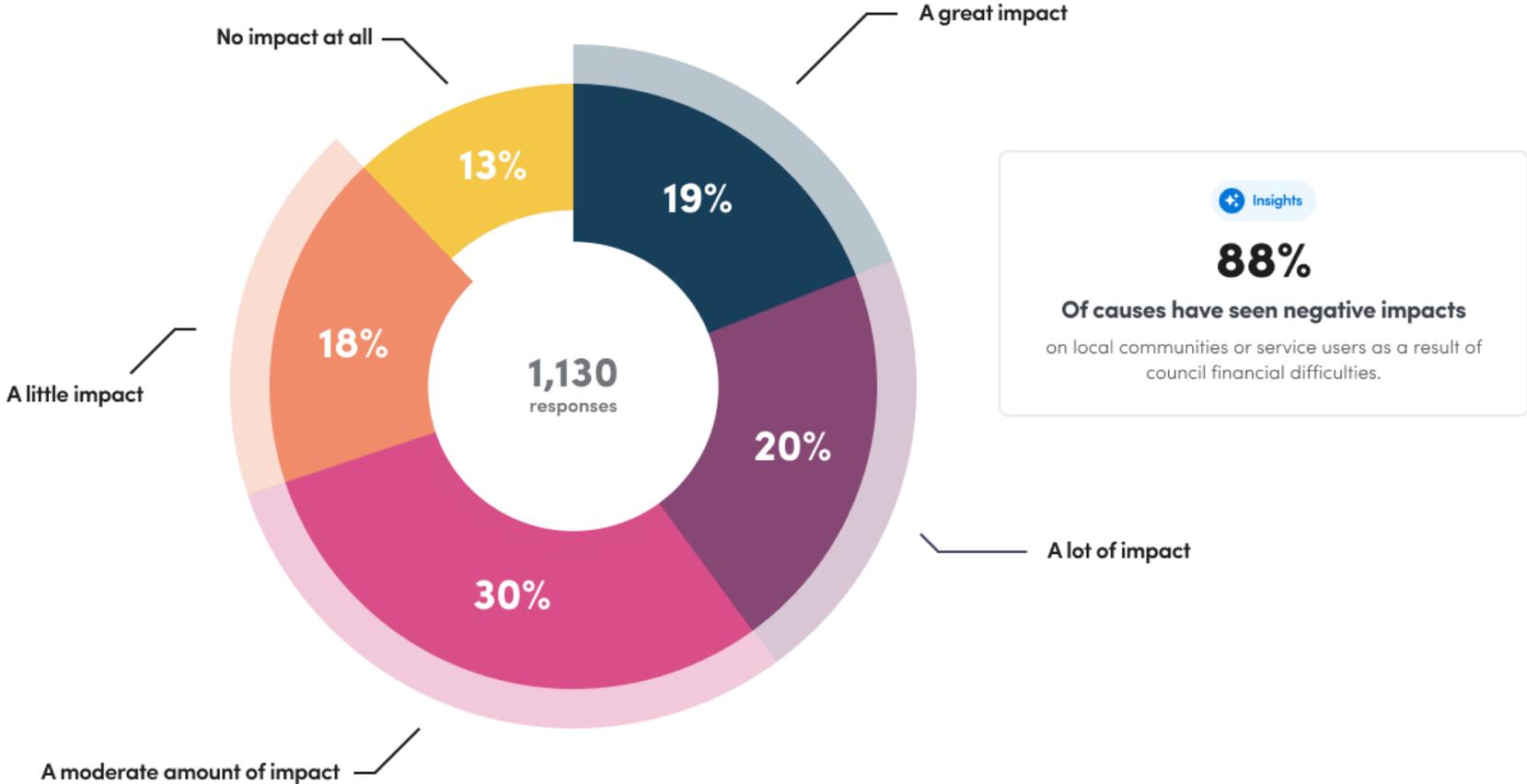
People unsupported per week, across 5,000 food aid groups.

That's more than the entire population of Westminster

Income is not aligned with the rise in demand



The impacts of council financial difficulties are being felt by local communities and service users

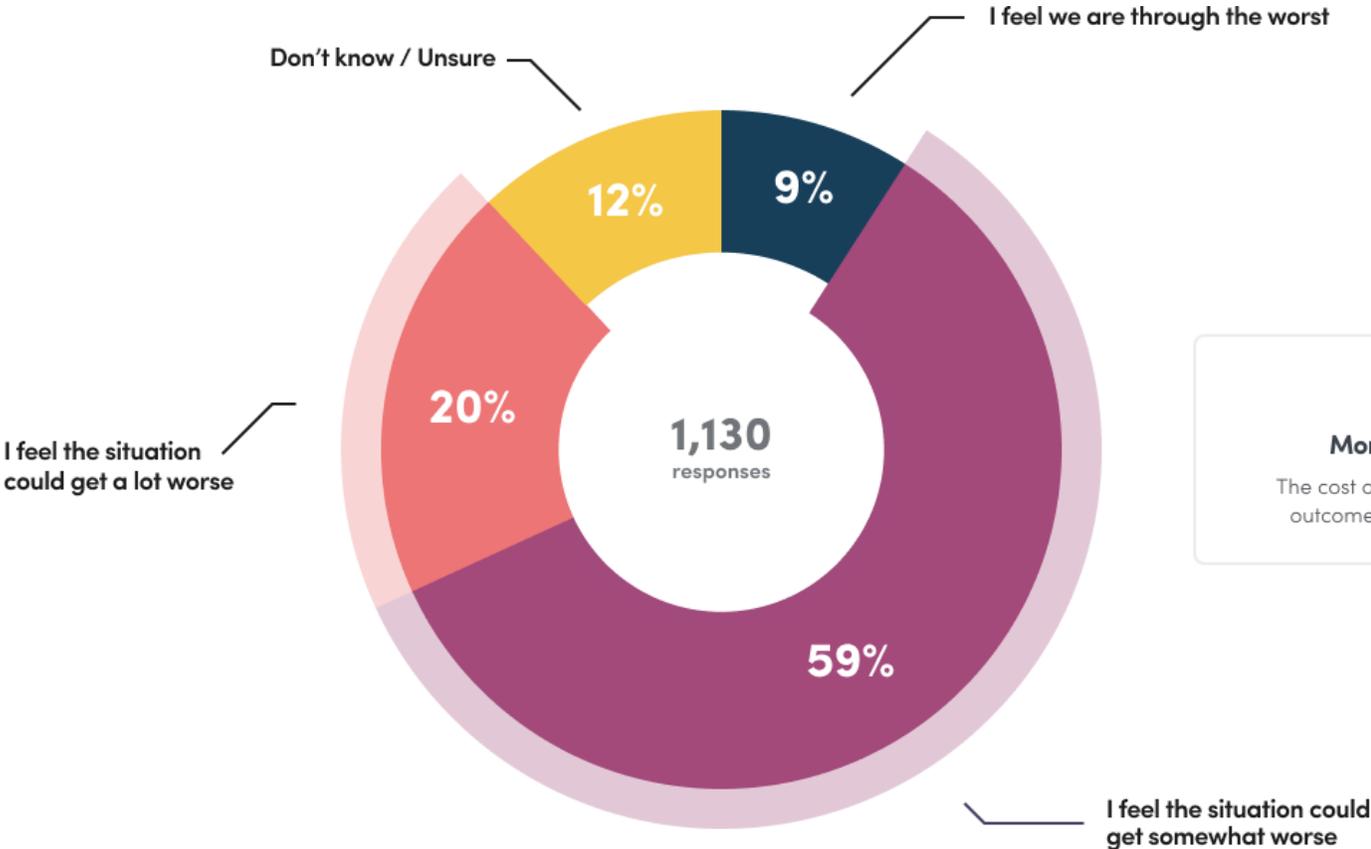


Southampton Street Pastors

“The local authority has traditionally made up 40% of our funding. This sum has just been slashed by 25% for this financial year and will be halved again the following year. In 26/27 it will cease.”

79% feel the cost-of-living crisis will continue or worsen through the rest of the year

(vs 85% in Nov 23, 86% in July 23)

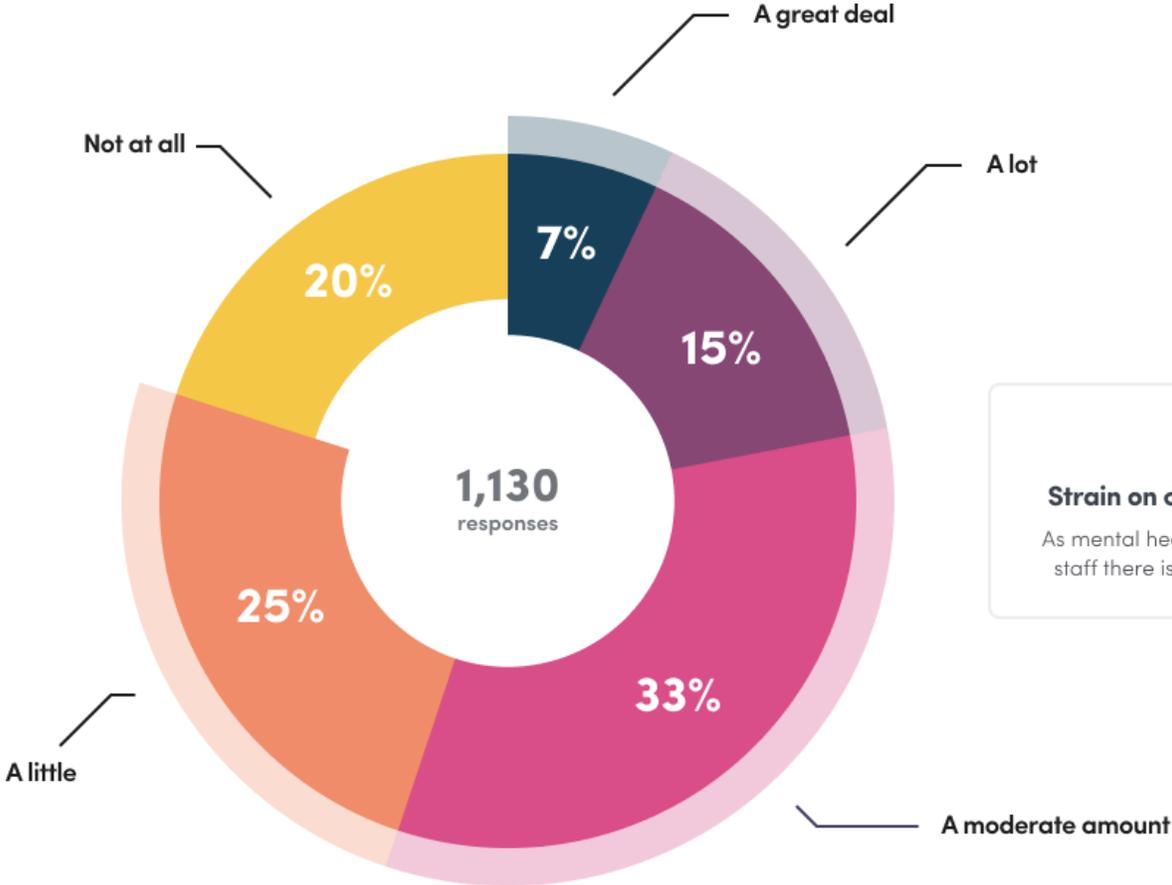


Insights

More people requiring help

The cost of living crisis is expected to worsen outcomes and increase strain on charities

Respondents are concerned that pressures and volume of work are impacting the wellbeing of staff and volunteers

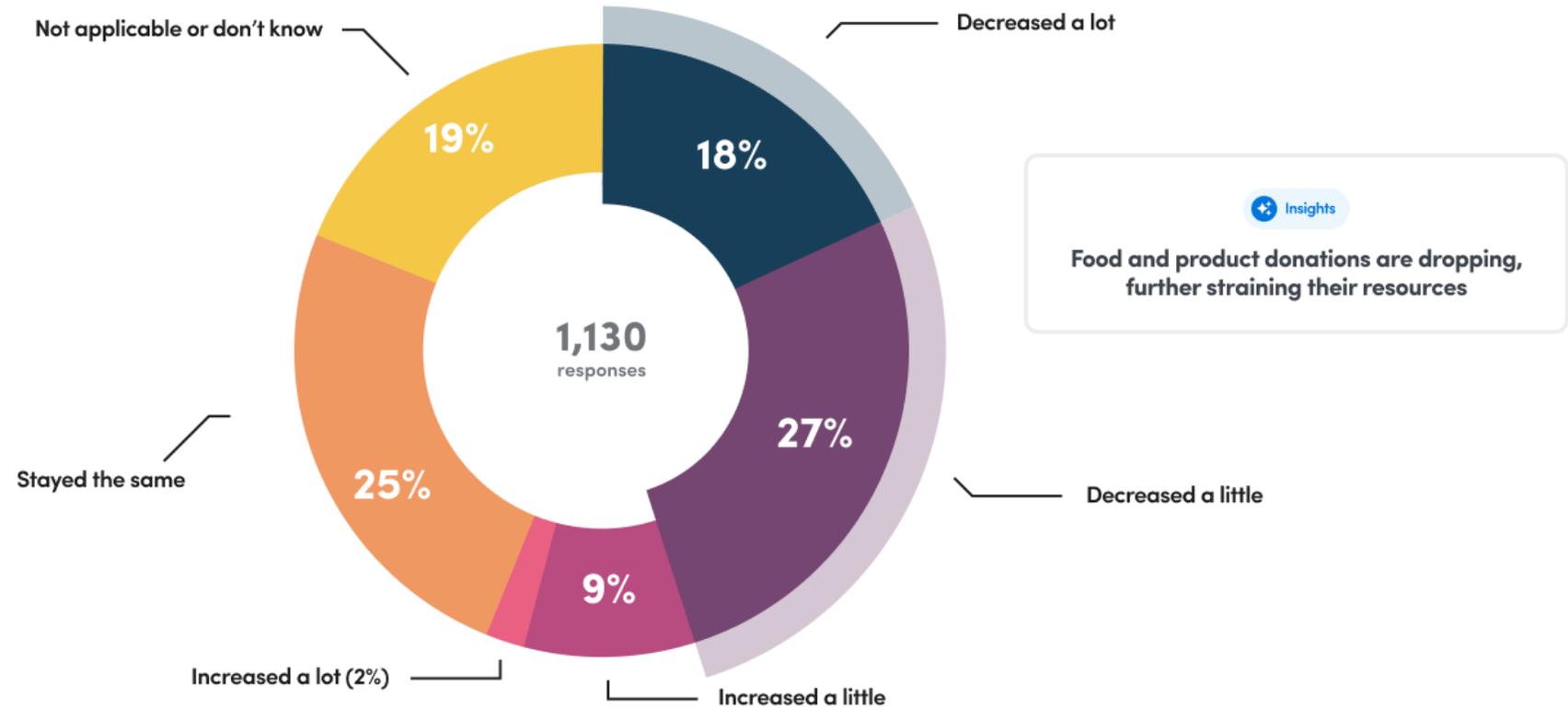


Insights

Strain on charity workers and volunteers

As mental health & wellbeing outcomes worsen for staff there is higher risk of turnover and absence

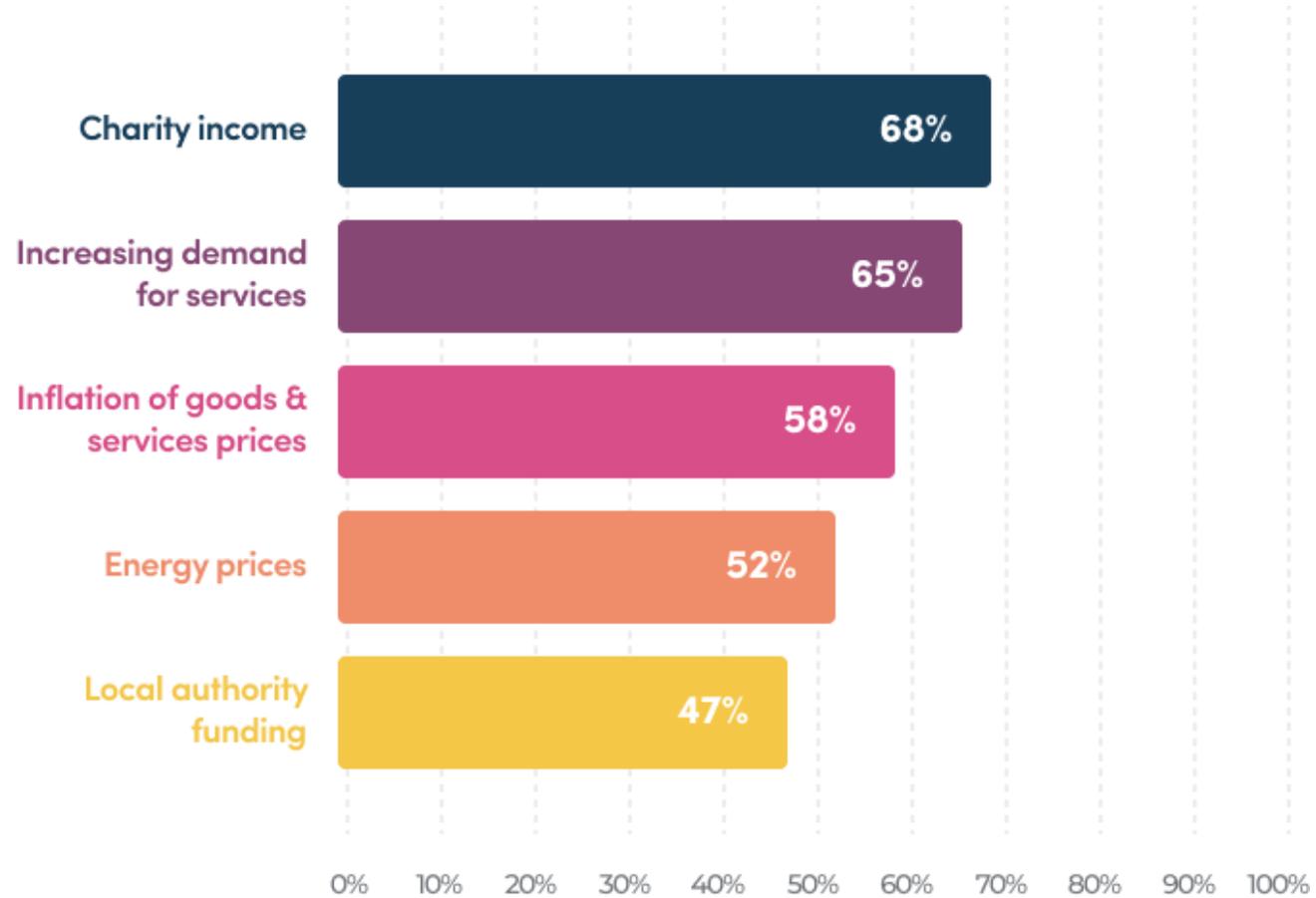
Food banks and food-aid groups are needing to buy food & daily essentials to supplement donations



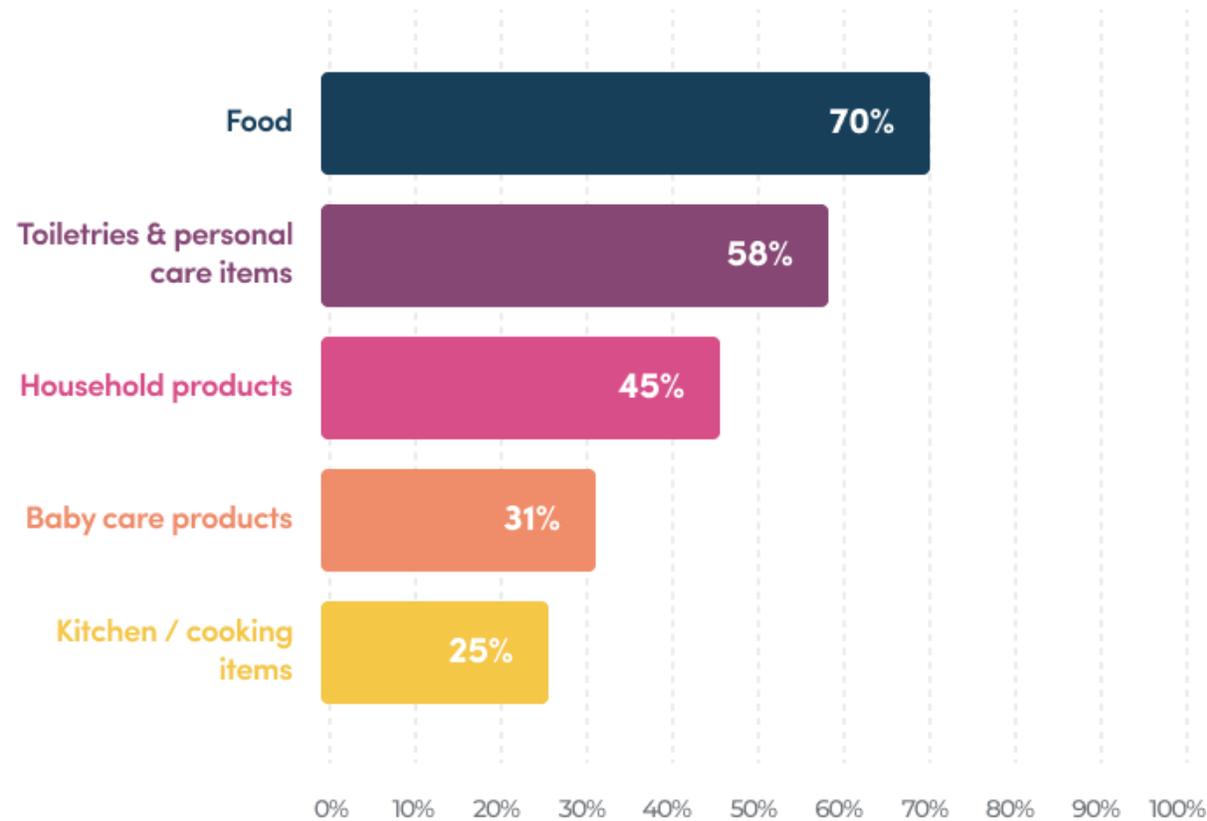
“Foodbank demand still remains strong, with people from all walks of life – employed and unemployed looking for help. It seems every sector is feeling the impacts and we've seen a reduction in amount of food passed on by supermarkets over the past 4-5 months.”

Leg Up Foundation, foodbank, Doncaster

Charity income and increasing demand are the top concerns

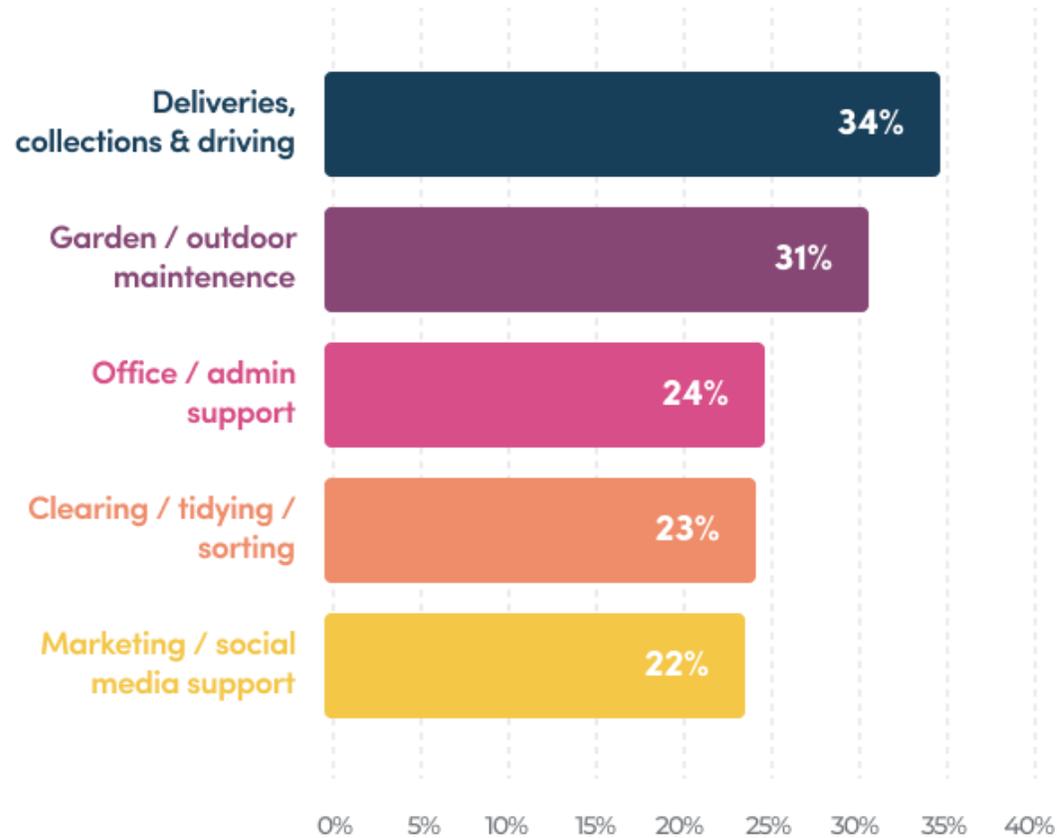


Food and toiletries are the most needed product types



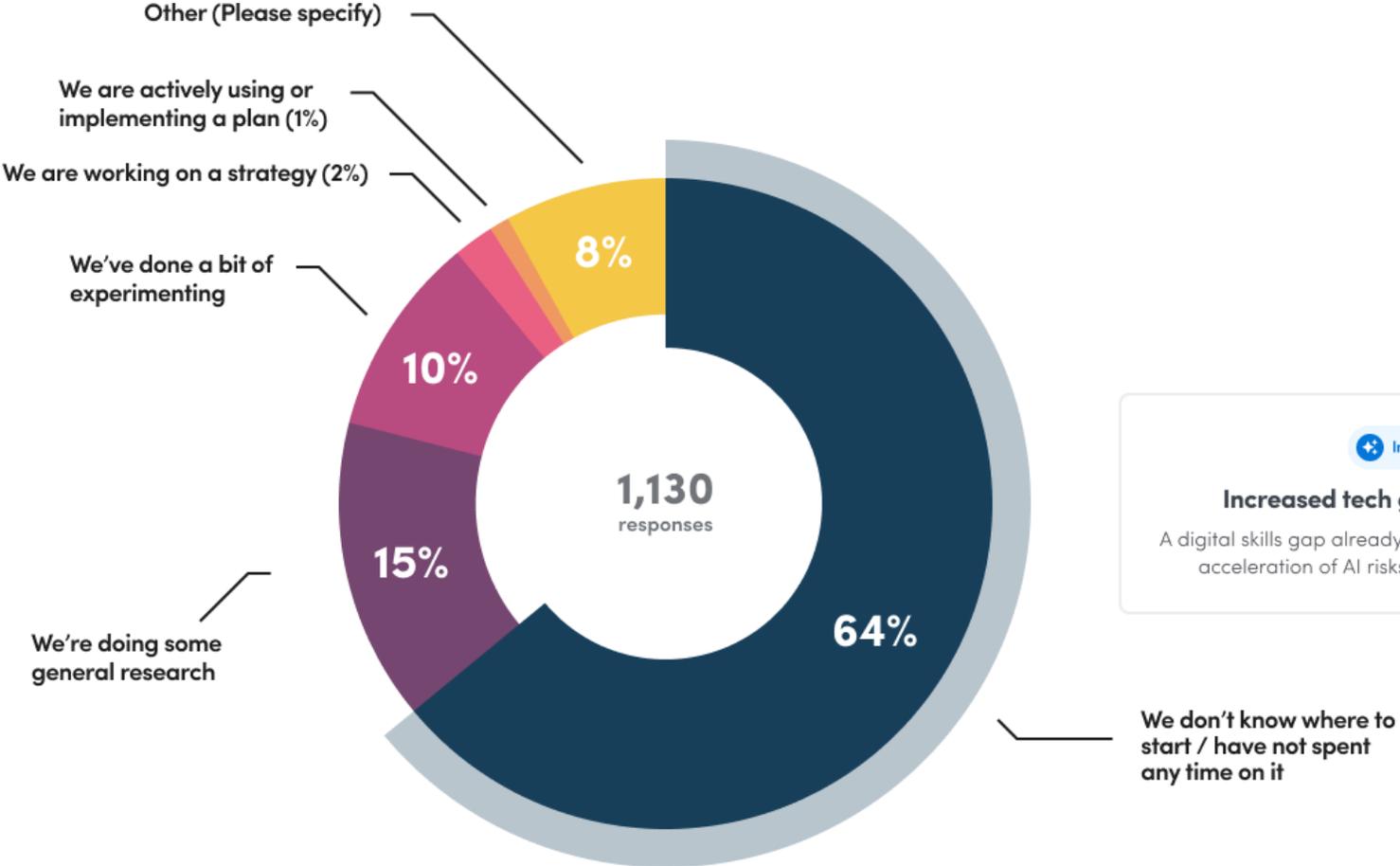
Other items ranked highly – Pet care products (24%), Toys, games, activities for children (20%), Garden items (20%), Craft, writing, art materials for adults (19%), Clothing (18%)

Delivery support and garden/maintenance are the most needed volunteer activities



Other items ranked highly – DIY / decorating (19%), Business / financial support (18%), Delivering services or programmes (17%) , Befriending - for beneficiaries (14%)

Skills gaps - a third of good causes don't know where to start with Generative AI or have not yet spent any time on it



Insights

Increased tech gap for charities

A digital skills gap already exists for charities and the acceleration of AI risks worsening the divide.



Thank you

This report offers valuable insights into the health and wellbeing of the small charity sector – our thanks to everyone who has contributed.





neighbourly

0117 422 0866

hello@neighbourly.com

Engine Shed, Station Approach
Temple Meads, Bristol, BS1 6QH

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