



neighbourly

Global change starts locally.



Neighbourly's November 2023 Community Survey Results

*1,300 responses – Neighbourly Community Research, 3 – 15 November 23

Respondents from local charities and good causes across the UK & Ireland:

- Foodbanks – 17%
- Community centres – 11%
- Community shop/pantries – 7%
- Community fridges – 5%
- Religious organisations – 5%
- Homeless charities – 4%
- Disability charities – 3%
- Youth charities – 3%
- Poverty relief – 3%
- Community volunteer groups – 3%
- Primary schools – 3%
- Family centres – 3%
- Mental health charities – 2%
- Community cafes – 2%
- Community gardens – 2%
- Health charities – 2%
- Supported accommodation – 2%
- Other – includes elderly care, environmental, hospices, sports clubs, secondary schools, nursing homes, animal charities, domestic abuse charities, city farms and more.



Contents

- 01 Executive summary
- 02 The past 3 months for charities & community causes
- 03 Future outlook & concerns
- 04 Product and volunteer needs
- 05 Neighbourly Communities Fund for winter 2024



Executive Summary

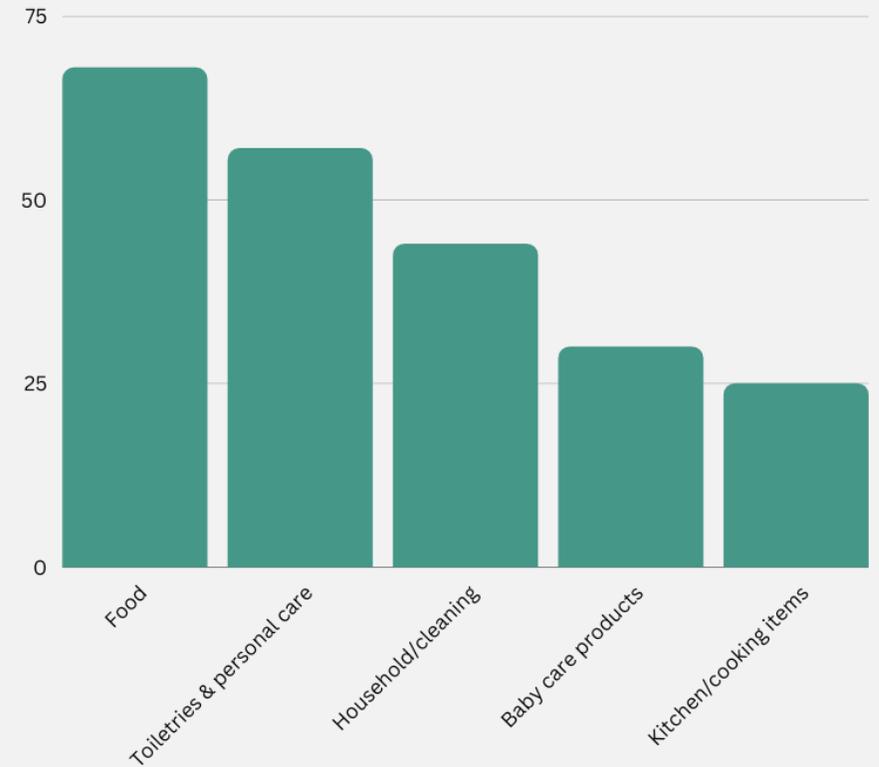
81% say that **demand has increased** over the past 3 months

41% say their financial situation has **deteriorated** in the past 3 months

42% say **food and product donations have decreased** over the past 3 months

85% Feel the **cost-of-living crisis will worsen** through the winter and into next year

94% are expecting a **rise in demand for services** over the **winter**

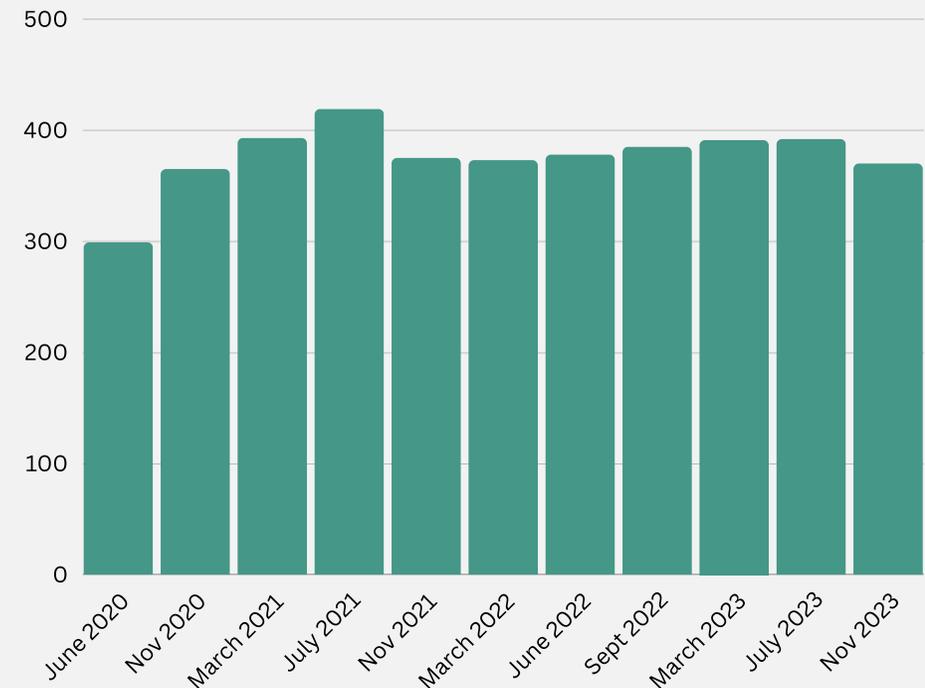


Top 5 product needs

Demand for local charities and community groups increased during the pandemic and remains high

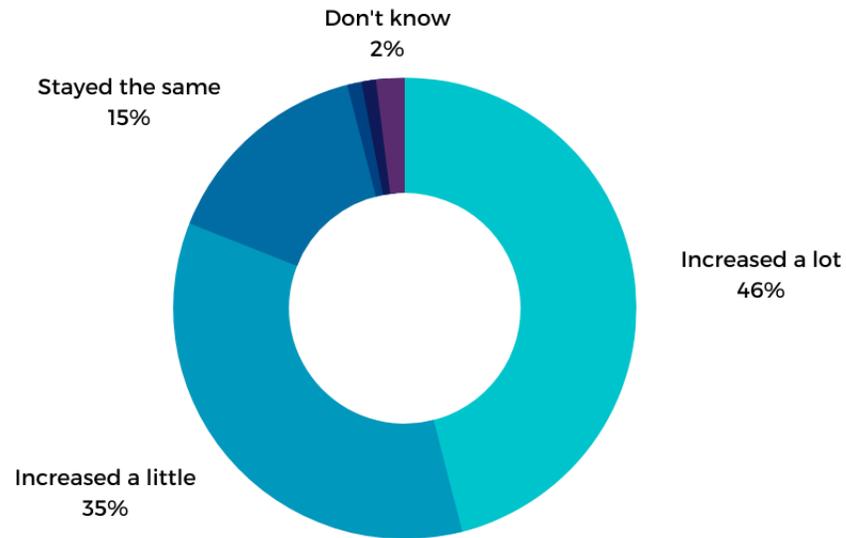
The average number of people supported each week by charities and community groups in the network is currently **370**.

Fluctuations in these figures can be caused by variation in respondents from one survey to the next.



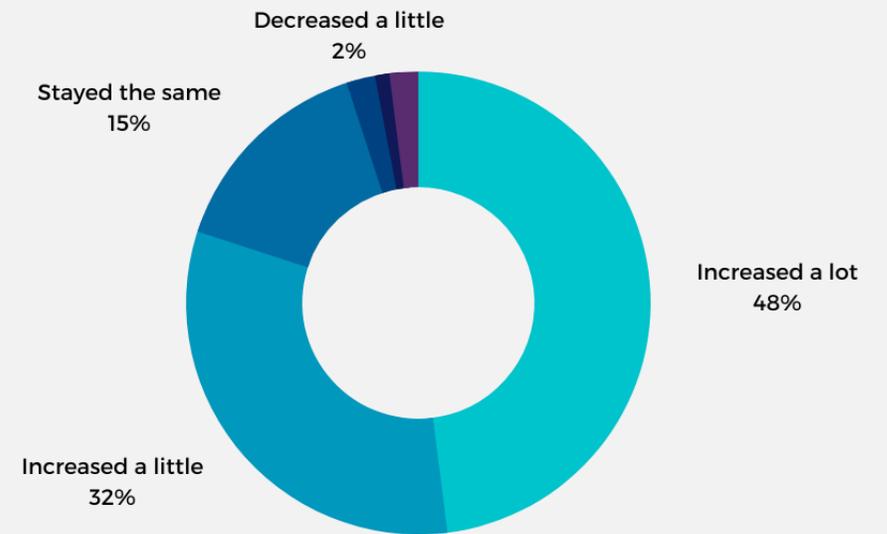
Average number of people supported weekly

81% say demand has increased over the past 3 months



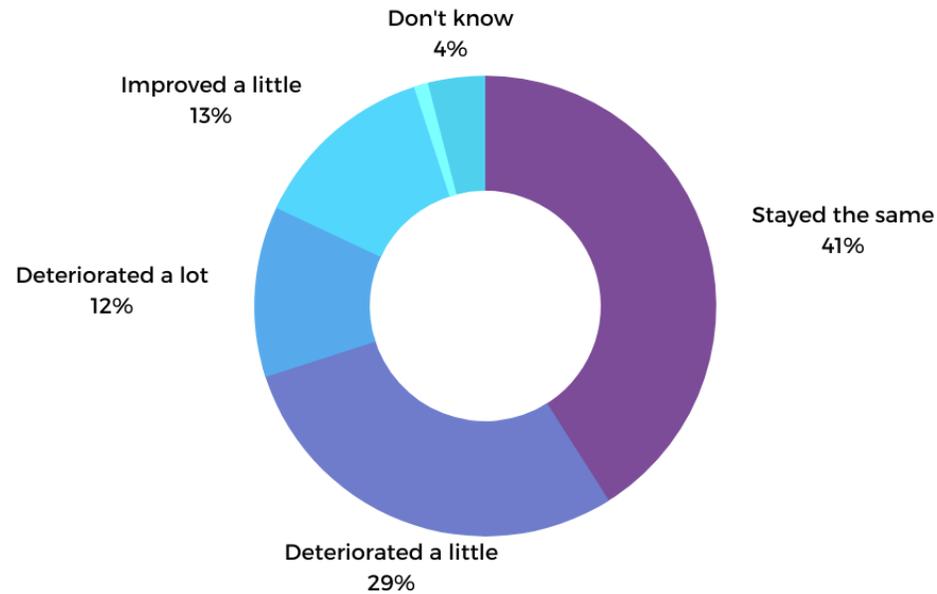
Demand over the past 3 months – November 2023

In July 2023 that figure was 80%



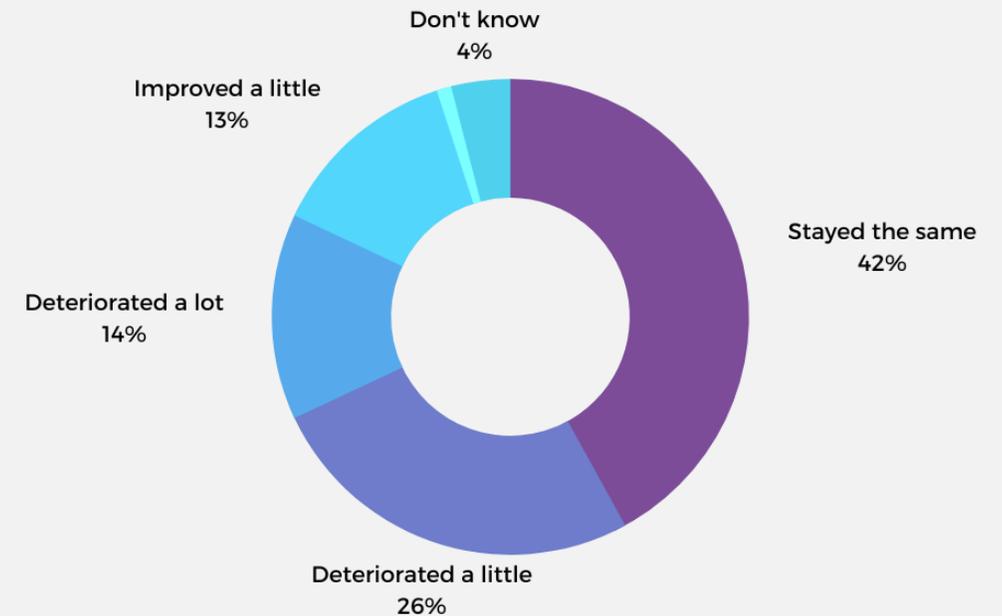
Demand over the past 3 months – July 2023

41% say their financial position has deteriorated (41% say it has stayed the same)



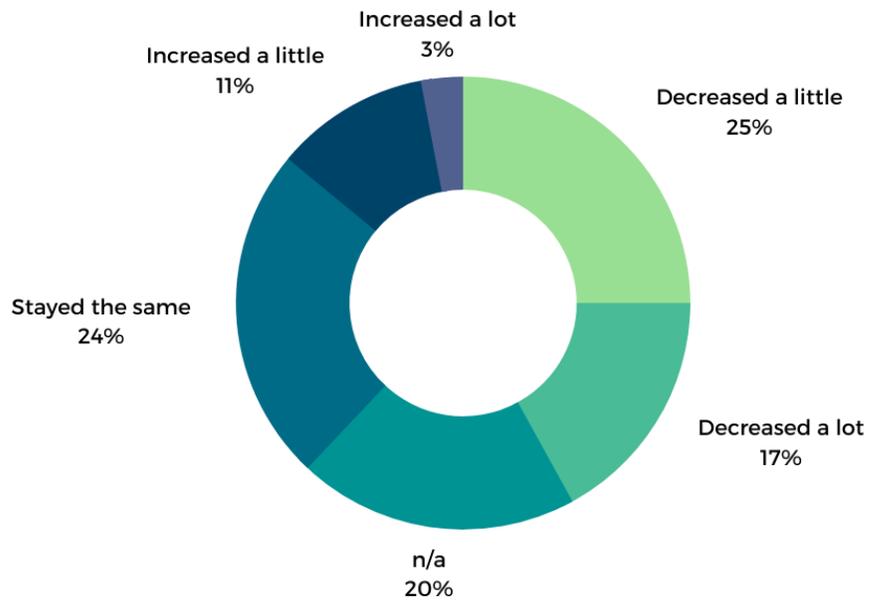
Financial position over the past 3 months – November 2023

In July 2023 that figure was 40%



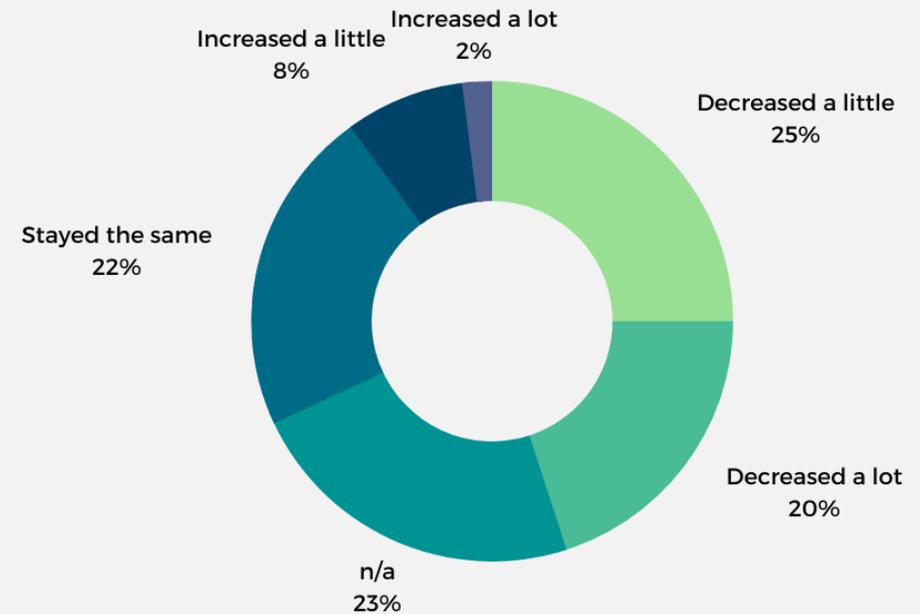
Financial position over the past 3 months – July 2023

42% say food and product donations have decreased over the past 3 months



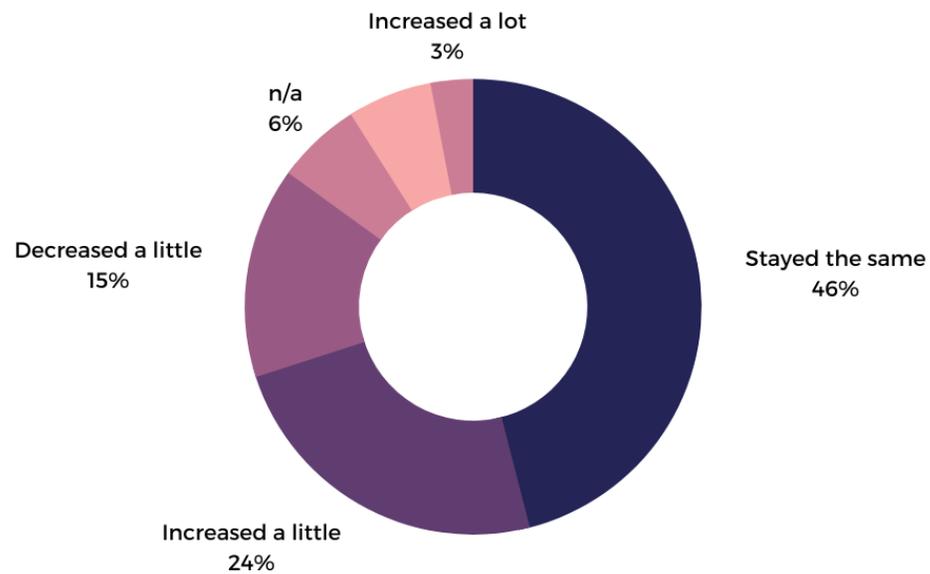
Food & product donations over the past 3 months – Nov 2023

In July that figure was 45%



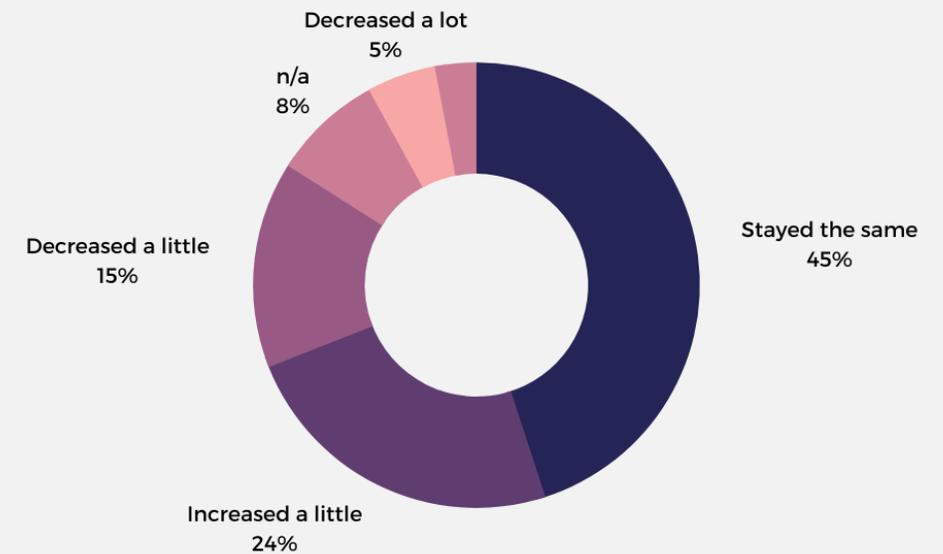
Volunteer support over the past 3 months – July 2023

Volunteer support has mainly stayed the same or increased a little



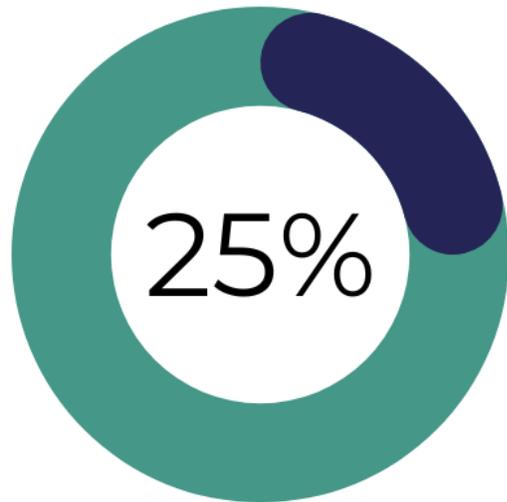
Volunteer support over the past 3 months – November 2023

Consistent with responses in July



Volunteer support over the past 3 months – July 2023

Energy bills now amount to an average of **25% of their organisation's running costs**



In July that figure was estimated as 23%

Total running costs (e.g. food, energy, bills, rent, transport etc.) have **increased by an average of 52% since this time last year**

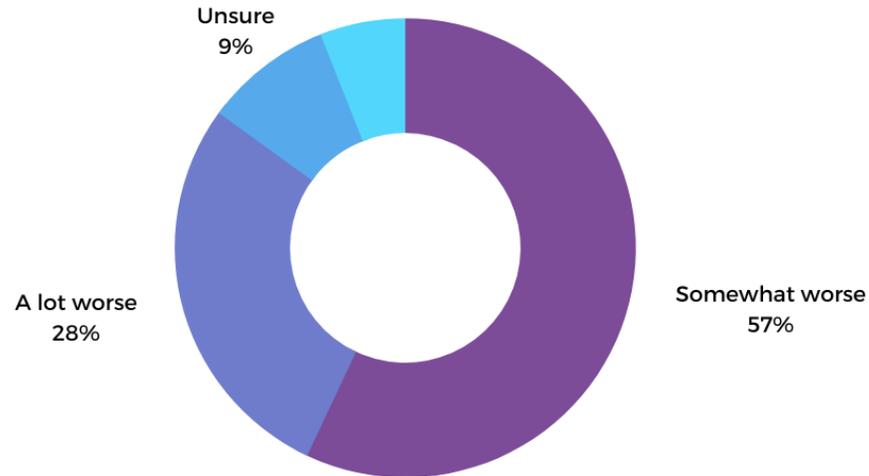


In July that figure was estimated as 56%

“The cost of living is crippling both staff and clients. I'm trying to be mindful and find a balance between the number of hours staff work as overtime, so they do not burn out. I also need to ensure that clients are able to feed and clothe themselves, and have a safe place to sleep as we approach the winter months. Our services rely heavily on donations, which have again dwindled this year due to the cost of living and the closure of some of the local businesses that used to support us.”

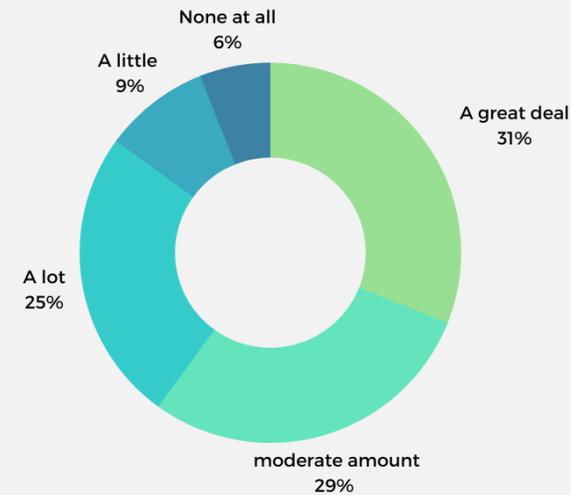
New Start (homelessness charity), Merseyside

85% feel the cost-of-living crisis will continue or worsen through 2023 and into 2024 (vs 86% in July, 79% in March)



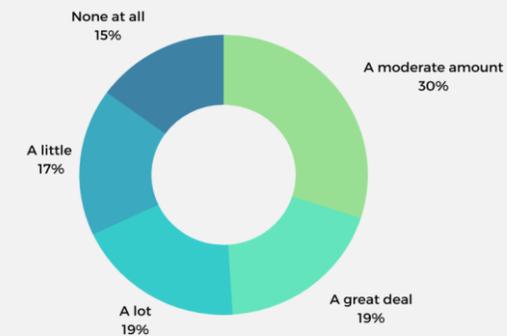
Cost-of-living crisis - outlook

94% are expecting demand for services to rise over the winter months



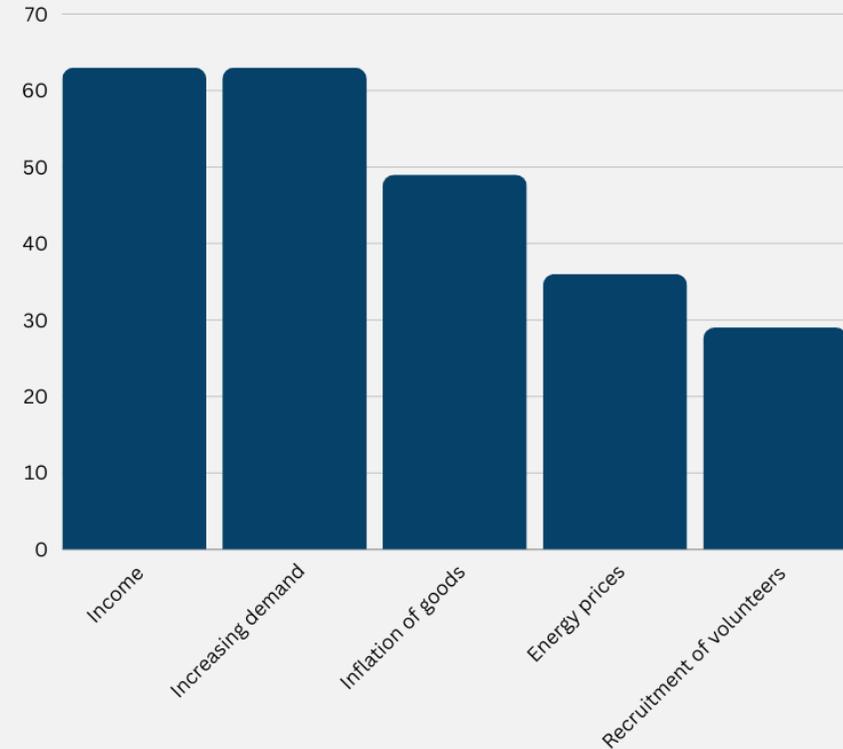
Anticipated demand over the next 3 months

85% were expecting a rise over the summer



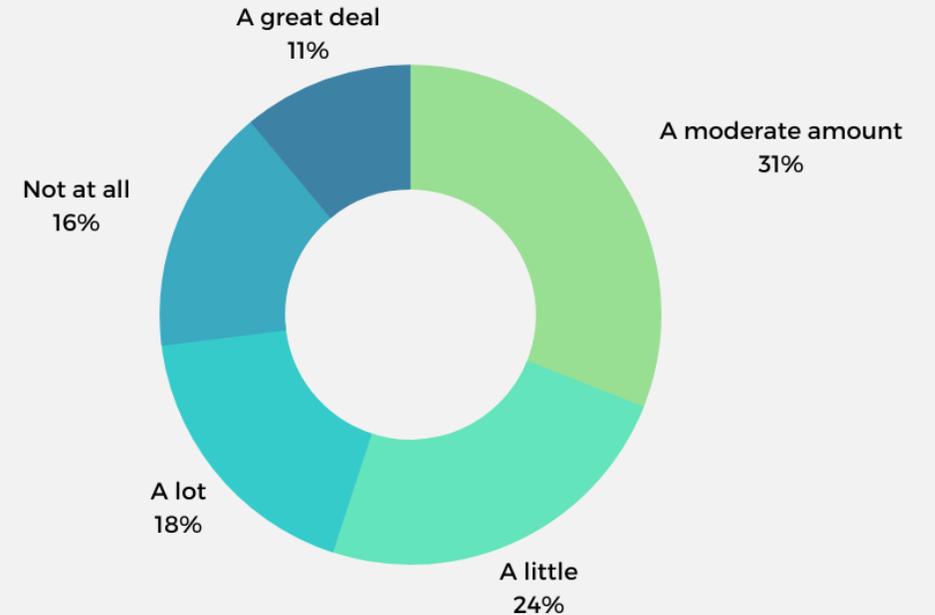
Top 5 concerns

1. Income (63%)
2. Increasing demand for services (63%)
3. Inflation of goods and services prices (49%)
4. Energy prices (36%)
5. Recruitment of volunteers (29%)



No change in top 5 concerns compared to July

84% are worried to some degree about the health & wellbeing of staff and volunteers due to the current volume of work



Concerns about staff/volunteer wellbeing

Leeds South and East Foodbank

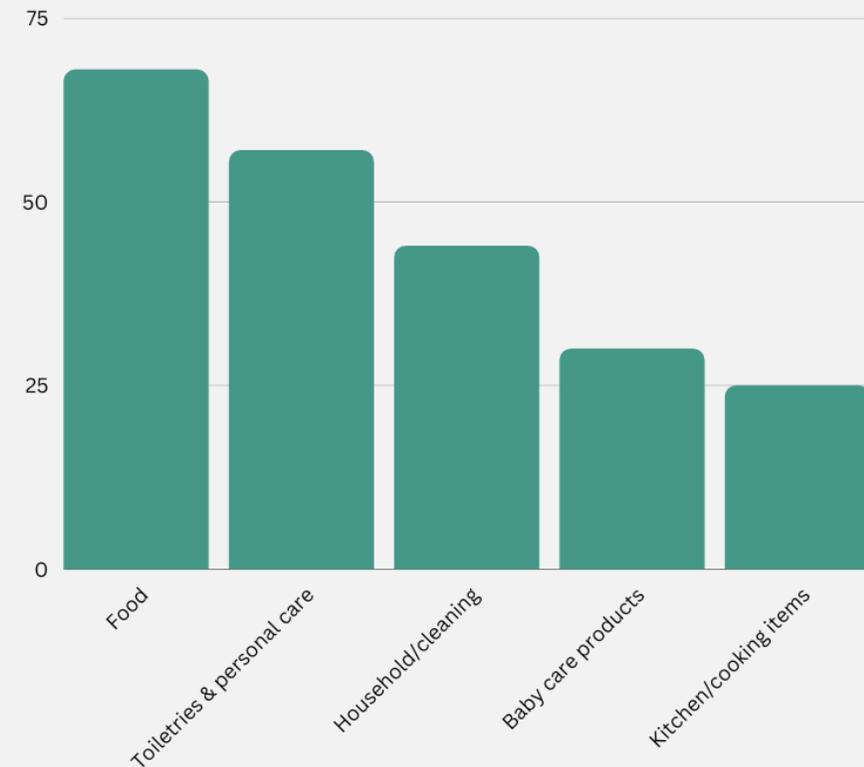
“At the foodbank we're extremely scared for the coming months, and the impact the cost-of-living crisis is having on people across the country. Demand for foodbank services has increased beyond our expectations and continues to increase.”

Top 5 product needs

1. Food (68%)
2. Toiletries & personal care products (57%)
3. Household/cleaning products (44%)
4. Baby care products (30%)
5. Kitchen/cooking items (25%)

Other items ranking highly –

- Toys, games, activities for children (24%)
- Pet care products (23%)
- Clothing (21%)
- Craft, writing, art materials for adults (19%)
- Blankets / sleeping bags (18%)



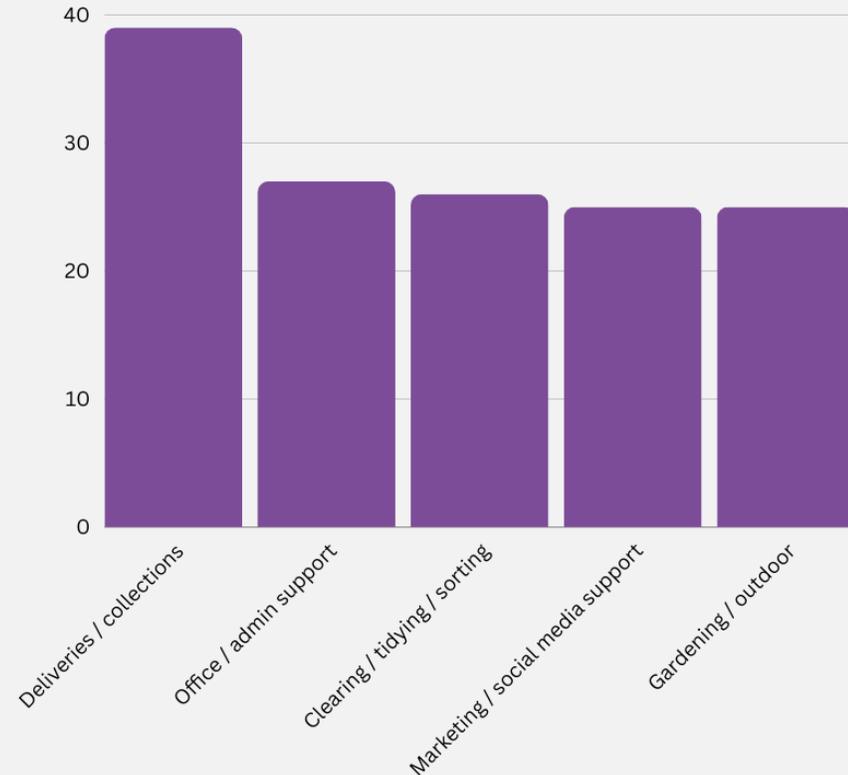
Top 5 product needs – no change in top 5 compared to July

Top 5 volunteer needs

1. Deliveries, collections & driving (39%)
2. Office/ admin support (27%)
3. Clearing, tidying, sorting (26%)
4. Marketing / social media support (25%)
5. Garden / outdoor maintenance (25%)

Other items ranking highly –

- Help delivering services or programmes (19%)
- DIY / decorating (19%)
- Befriending - for beneficiaries (17%)
- Business / financial support (16%)



Top 5 volunteer needs – no change in top 5 compared to July

In the news..

Baby milk 'crisis' amid surge in families struggling to feed infants

Millions of UK households forced to unplug fridge or freezer amid rising bills

Record number of UK households seek help with cost-of-living issues - Latest Citizens Advice data shows mounting crisis heading into winter as voluntary sector warns it will struggle to cope



Neighbourly Communities Fund 2024

- Neighbourly is scoping a **Communities Fund** for winter 2024 via the Neighbourly Foundation (charity 1189514) to support front-line services during the cost-of-living crisis
- The fund is targeted at supporting those charities and community groups in its network providing **emergency aid, food aid and warm spaces**
- Business contacts and clients of Neighbourly are being invited to support the fund, which will be distributed from the start of 2024 – **donors will be name-checked in any associated PR, comms and impact reports.**
- Campaign will be ‘needs-led’ with **micro-grants of £500 provided to causes that are delivering meaningful and sustainable support** for communities most affected

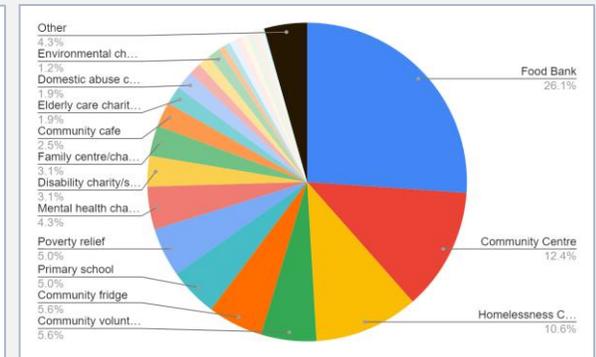
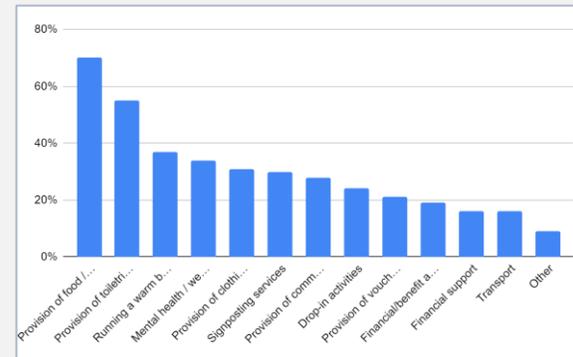
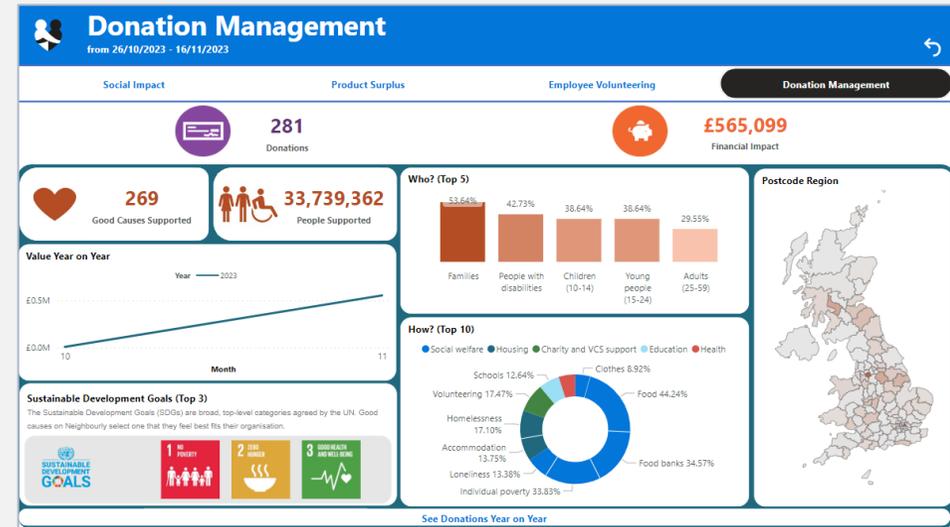
To pledge support, speak to your Neighbourly contact, or email: businessresponse@neighbourly.com



2024 fund – timing outline

- Neighbourly business contacts and clients invited to contribute to the fund – Nov 2023
- Phase 1 of the fund finalised – Dec 2023
- PR – Dec/Jan 2023
- Charities and good causes from the Neighbourly network invited to apply – Jan 2024
- Funds allocated – by March 2024
- Impact reports circulated – by May 2024

Example impact data



“These sorts of grants help people to see the light in the tunnel. It makes lot of difference in the local community. People will feel that there is someone to care for them.”

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Thank you.



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0117 422 0866

hello@neighbourly.com

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

 @nbrly

 Facebook.com/nbrlyuk

 LinkedIn.com/company/neighbourly