



Referrals don't solve loneliness; **human connection does.**

Human connection is essential.
We help you create it where it matters.



Spreading Our Net

Loneliness can affect any of us. Half of us feel lonely at least sometimes. One in 14 of us feels lonely often or always. **Loneliness harms our mental and physical health. Its health impact is equivalent to smoking up to 15 cigarettes a day.**

Many public service staff working in communities report that their greatest daily challenge is loneliness among the local people who they work with. It causes significant avoidable demand and makes services less efficient. **Equally, loneliness costs U.K. employers around £2.5 billion each year.**

“We all want to live in the place we call home, with the people and things we love, in communities where we look out for each other, doing the things that matter to us.”

The assets that we need for new connections and friendships already exist within our neighbourhoods and communities. They include neighbours, local shops, tradespeople, faith organisations and delivery workers.

Rather than service provision, the **Spreading Our Net** approach supports the natural, trusted connectors within a population to create denser, stronger social networks. At the same time, people who feel lonely get new, simple entry points to do enjoyable things, mix with other people, make new friends, and feel valued for helping others.

“If I can help one person a day, I’m happy.”

“Activities that people can take ownership of and feel like they are making a difference in their own community, rather than something that makes them feel like ‘a charity case’.”

As a result, public services find it easier to focus on what they most need to do, and to become more effective and efficient.

Communities can grow their own sustainable solutions. We already have the soil, which does not need heavy digging. Spreading Our Net fertilises the networks and the nutrients filter through.



How connection works





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