

SAMARITANS

Central London

Impact Report 2018-19

When time's are tough,
we're here to listen.



We're here whatever you are going through. Central London Samaritans doors have been open for 66 years to talk to callers 24 hours a day, 365 days a year, we have never closed.

[samaritans.org/branches/central-london](https://www.samaritans.org/branches/central-london)

Central London Samaritans

46 Marshall Street
Soho
London
W1F 9BF

Freephone helpline: 116 123

Office Number: 020 7758 0660

Face to face opening hours: 9am - 9pm, 365 days a year

Helpline opening hours: 24 hours a day, 365 days a year

Twitter: @CLSamaritans

Founder: The late Prebendary Dr Chad Varah CH, CBE

Chair and Branch Director: Emma Randle

Constitution dated: Charitable Incorporated Organisation (CIO) registered
26 January 2017 – effective from 01 April 2017

Independent Financial Examiners: Moore Kingston Smith LLP
4 Victoria Square, St Albans, Herts, AL1 3TF

Bankers: Lloyds Banking Group plc
Cheapside Branch, 125 London Wall, London, EC2Y 5AS

NCVO Membership Number: 25207

Central London Samaritans is a charity registered in England and Wales.
Charity Number: 1171330

*all names and images in this document have been changed in
respect of confidentiality

"Samaritans are always there to make you a cup of tea, when no one else is"
Carol, a caller during a focus group

Letter from the Branch Director & Chair of Trustees

Together we all contribute to Samaritans Vision that fewer people die by suicide.

Working alongside the Central Charity and whole Samaritans community, Central London Samaritans (CLS) contributes to ensuring that our service reaches people across London, and throughout the UK, who are struggling with emotional distress and suicidal behaviour.

Every one of CLS's near 500 volunteers (whether listening or support) contributes to creating an inclusive, confidential and non-judgemental environment in the centre of London. From our outreach work to time in the phone room, our volunteers work tirelessly to ensure that every person who contacts us feels listened to, given the time and space they need.

Each year our branch has to raise funds to support our operational and associated costs. This would not be possible without the generosity and commitment of our volunteers and supporters. We have seen CLS grow from strength to strength; both as a branch and as a part of the wider Samaritans community.

As we carry on our work to reduce suicide, we have expanded our partnerships and community work to reach more people who are experiencing emotional distress. In our annual report you will see the impact of our work for the homeless community and at Brixton Prison.

Every six seconds, Samaritans responds to a call for help. No judgement. No pressure. We're here for anyone who needs someone. Sadly, we are needed as much as we have ever been.



Emma Randle

The issue: Suicide in the UK

6,507

people died by
suicide in 2018

4,903

men took their lives,
that is 75% of all
suicides

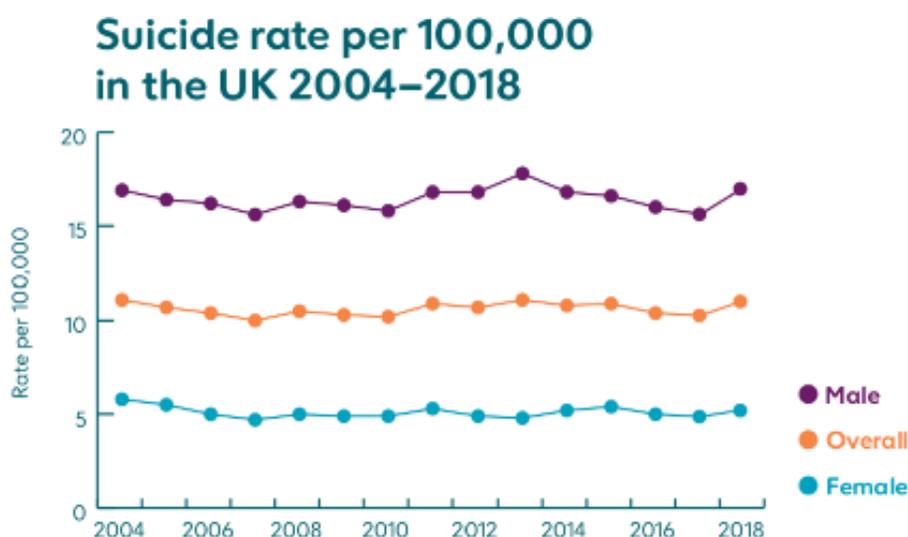
1,604

women took
their lives, 25% of
all suicides

Suicide rate has risen by **10.9%**.

The **male suicide** rate has increased by **11%** between 2017 and 2018

The **female suicide** rate has increased by **10.2%** between 2017 and 2018



"Samaritans got me out of drowning and onto a liferaft so to speak. I am walking the planet thanks to marvellous people like yourselves."

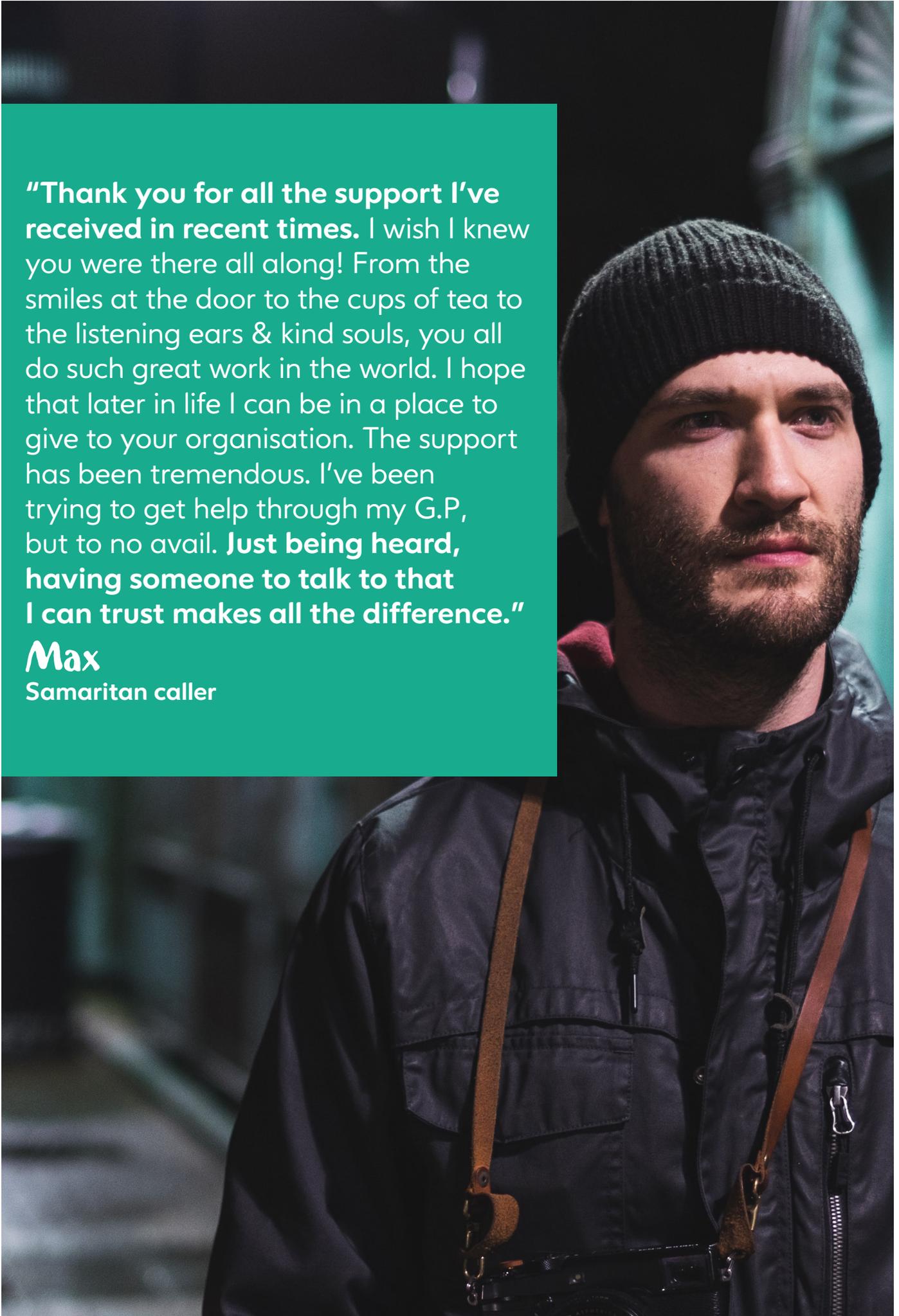
Ollie, Samaritans Caller

Data source: Office for National Statistics (ONS), National Records for Scotland (NRS) and Northern Ireland Statistic and Research Agency (NISRA). For calendar year end 31 December 2018.

“Thank you for all the support I’ve received in recent times. I wish I knew you were there all along! From the smiles at the door to the cups of tea to the listening ears & kind souls, you all do such great work in the world. I hope that later in life I can be in a place to give to your organisation. The support has been tremendous. I’ve been trying to get help through my G.P, but to no avail. **Just being heard, having someone to talk to that I can trust makes all the difference.”**

Max

Samaritan caller



Who we are

Central London Samaritans is open 24 hours a day, 365 days a year.

380

active listening
volunteers keeping
our phones open
24/7

1,400

enquiries from
potential new
volunteers in
London

85,226

volunteering hours,
equalling almost **10**
years of time

"Every shift you speak to someone who just needs to talk, and for 50 minutes they are the only person in the world.

It's amazing to have an impact like that."

Jane, Samaritan

Our impact in our phone room

Everyday volunteers come into the building to greet face to face callers, answer the phone or respond to texts and emails.

61,395

calls answered
from people
across the
country

10,149

texts answered from
people who can't
pick up the phone

4,104

visits to the branch
for a face to face
call, equalling **3,500**
hours

8,202

emails answered
to help people
who have no one
else to ask

46,275

hours spent
in the phone room
at CLS

Aisha's story

Being a Samaritan's volunteer is life changing. This is Aisha's story.



"I have a history of mental health issues and had amazing support from people around me, without them I know that I would have needed the Samaritans."

I have been a volunteer at Central London Samaritans since 2017. I wanted to be there for people who didn't have the help I did. I wanted to do it since University but couldn't make the time and was moving around for work so when I finally settled in London, I felt I was able to commit to volunteering.

For me, the journey to becoming a volunteer started with a selection day. It was incredible. It felt like a real test of whether I could do it, we did role plays and I realised that I could be a Samaritan. The training was absolutely brilliant, and completely prepares you for the experience in the phone room and I made some life long friends. One thing that really stood out is that being a Samaritan really fits with the way I engage with people; it's about being yourself and understanding them.

When you turn up in the phone room you leave your life behind and learn about the issues facing people who don't have access to support or care. You see the sharp reality of people's lives, the women that live with domestic abuse and the effects of economic deprivation on families. You have to sit down and come face to face with reality.

It changes the way you live your life. The way you can support your friends and family, just walk with them when they are going through something, you learn how to empathise.

In September I was taking part in Sing for Samaritans at Charing Cross Station with my choir, for the cause that I love, it was emotional bring my two worlds together. I felt proud and honoured to be there, singing for a cause that I know matters.

Our impact on the streets of London

1,920

homeless people supported at food drops

Every Monday night, whatever the weather, volunteers from CLS go to food drops in Holborn to support the homeless population.

530

men in Brixton prison supported by our 30 listeners

Volunteers train and support men living in Brixton prison to be Listeners. Listeners act as Samaritans for the prison population, supporting them round the clock.

54

people received specialist support after losing a loved one to suicide

In partnership with Cruse Bereavement, the Facing the Future group at CLS provide specialist support to individuals who have lost people to suicide.

Partnerships

Our branch partnerships

- **Financial Conduct Authority** to provide specialist emotional support to members across the financial services industry.
- **King's College London**, we provide support across the student population.

Our local work on organisation partnerships

- **Network Rail** work with our local stations to provide on-site support after a suicide in a station.
- **Sarah Millican** supported Samaritans branches across the country at every one of her shows on the tour. We were lucky enough to collect with her at one of the performances at the Hammersmith Apollo.

"When the Samaritans come up to us they always talk to us, sometimes ask us about how our day is and sometimes talk about the things other people are scared to ask about. It makes a huge difference to the day."

Matt, Samaritans Homeless Caller



Supporting our callers



**“Thank you to the caller support team for keeping an eye out for me when I couldn’t put boundaries in place myself”
Lydia, caller**

Everyday people contact Samaritans, either they ring the doorbell or they dial 6 digits. Sometimes these people are particularly vulnerable and they aren’t contacting the service in a way that helps them. Therefore, we introduce them to the caller support team who work with them to support them, creating a pattern of support, that will help them work towards a time where they don’t need the Samaritans.

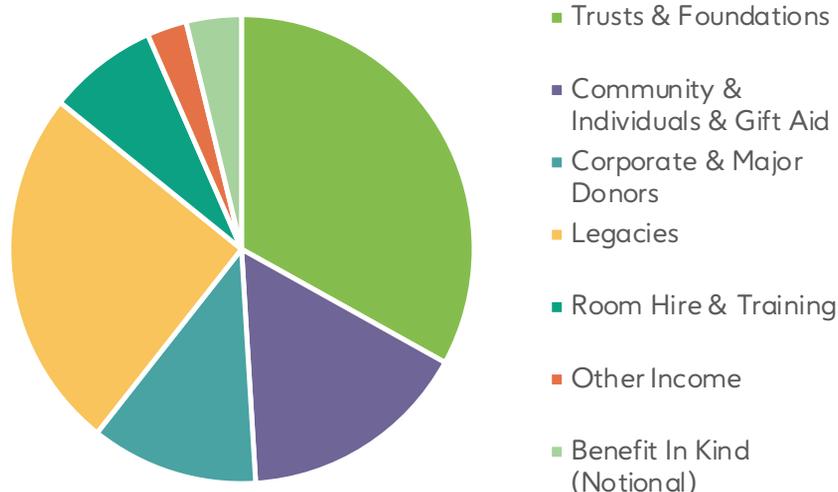
The caller support team create a safe place in which to have a difficult conversation.

**“I joined caller support because I loved the honesty of the conversations. Being able to help people move on, and giving them the choice to develop a structure that works for them so they get the support they need.”
Charlie, Caller Support**

Our finances

Our overall income for the year to 31 March 2019 was £419,260, up 19.8% from last year. Our expenditure was £430,174, a reduction of 14.7% from last year. This year we spent 84p in every pound on reaching out to people, responding to calls for help and improving our service. As at 31 March 2019 we had cash balances of £660,297 and free reserves totaling £385,692. The strength of our balance sheet places us in a strong position as we move into our second year of financial independence.

Income (Year ended 31 March 2019)



Thank you to all our supporters

- Aberdeen Asset Management Charitable Foundation
- Benjamin Barsby Trust
- Byrne Dean Associates
- Capital Group Company
- City of London School for Boys
- Elizabeth Frankland Moore and Star Foundation
- Garfield Weston Foundation
- Hyde Park Place Estate
- Kingston Smith LLP
- Pinsent Masons LLP
- Pizza Pilgrims
- Shafetsbury PLC
- Simmons & Simmons LLP
- Smith & Williamson
- St James's Piccadilly Charity
- Strand Parishes Trust
- The Aird Charitable Trust
- The April Trust
- The Bank of Engalnd
- The Berni Charitable Trust
- The Edith Lilian Harrison 2000 Foundation
- The Gilbert Edgar Trust
- The Headley Trust
- The Tudor Foundation
- The Westminster Foundation
- The Worshipful Company of Coopers
- The Worshipful Company of Tylers & Bricklayers
- TORI Global Ltd
- Wessex Youth Trust
- Westminster Amalgamated Charity
- Worshipful Company of Carmen
- Sarah Millican

Our future at 46 Marshall Street

Over the next year we are preparing for the future of Central London Samaritans.



46 Marshall Street has been our home for more than 30 years. We need to ensure it is fit for purpose for the next 30.

Moving from St. Stephen Walbrook, where we were founded 66 years ago, to Marshall Street in the heart of Soho allowed us to meet our core objective of offering emotional support by dedicated, well trained and supported volunteers. Our location is accessible to callers and volunteers alike and our ownership of the building ensures that we will be able to say "Samaritans are always there."

Importantly, Marshall Street enables us to be "home" to our near 500 volunteers who offer their energy and commitment to all those who seek our help. Our accessible location and facilities allow us to recruit, train and support volunteers from across London; volunteers who enable us to continue to live our legacy in 2019 and beyond. Over the course of the next year or so, we are looking to undertake a major refurbishment of our existing building. This will ensure we can continue to offer our vital service for generations to come. Whilst the work is being done we will continue to offer our 24 hour a day service to make sure our callers are not affected. This will require substantial capital fundraising while also raising our ongoing running costs. Thorough and carefully prepared plans are being made to achieve this.

Having Marshall Street and Soho as our home has enabled us to build on Chad Varah's legacy & wish that "*Samaritans should always be there in the middle of life!*"



Thank you
for supporting
Samaritans
and our callers

