

CASE STUDY: BUDDY HUB



"WE MET A LADY WHO WAS COMPLETELY ISOLATED. SHE WAS ESTRANGED FROM FAMILY, HAD NO FRIENDS AND DIDN'T KNOW HER NEIGHBOURS. SHE JOINED BUDDYHUB AND WE CONNECTED HER WITH THREE BUDDIES – THEY GO TO GALLERIES AND MOVIES, AND SHE'S EVEN GETTING HER XBOX SET UP!"

WHO ARE THEY?

A platform that connects an older person with up to three like-minded Buddies, to improve lives of older people who are feeling lonely.

WHAT IMPACT ARE THEY MAKING?

One million people over the age of 65 feel lonely 'all or most of the time' in the UK. Loneliness is also harmful to both physical and mental health. The aim is to alleviate loneliness and isolation and therefore improve good health and wellbeing while making friendships during the process.

WHAT HAVE THEY ACHIEVED ON THE SERIOUS IMPACT PROGRAMME?

Founder Catherine McClen faced certain challenges as a fresh startup including securing funding and accessing partnerships with organisations. Through Allia Serious Impact she has felt supported through these challenges and has the confidence to combat them with the knowledge and skills that have been provided through the incubator.

Buddy Hub have already built around 20 friendship wheels in a pilot, connecting various seniors and buddies, and they are now able to provide lower rates of the platform for those who are on benefits.