

20 YEARS 20 STORIES

... or how getting a quid from festive diners
has helped thousands of souls.



STREETSMART
HELPING HOMELESS PEOPLE

**“STREETSMART IS A
FABULOUS CHARITY
THAT REMEMBERS
THE HOMELESS IN
OUR CITIES AT A TIME
OF YEAR WHEN WE
SHOULD BE THINKING
ABOUT OTHERS.
MORE IMPORTANTLY,
OUR GUESTS AGREE.”**



MARCUS WAREING

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THE BIG PICTURE

AN UNACCEPTABLE NUMBER

During the 1990s and the early Noughties, government initiatives had a significant impact on homelessness numbers. In 1998, the first snapshot street count recorded **1,850** rough sleepers on any one night in England. By 2002, that number had fallen to **585**. But the fallout from the 2008 financial crisis reversed the trend. Fast forward to 2011, and the snapshot street count figure jumps to **2,181**. From then on the trend is steadily upward. In 2016, the estimated number of rough sleepers on a single night in autumn in England was **4,134** - an increase of **132%** since 2010. Of course, rough sleeping is only the visible face of homelessness. Crisis estimates that for every rough sleeper there are **100** people in hostels and **1,100** in bed and breakfasts and overcrowded temporary accommodation.

Figures taken from Crisis Homelessness Monitor 2017

A MISUNDERSTOOD CAUSE

HOMELESSNESS CAN HAPPEN TO ANYONE

DESPITE ITS VISIBILITY ON MANY STREETS

in our cities and towns, homelessness remains a very misunderstood phenomenon and not an easy cause to raise money for. Homeless people are often marginalised and blamed for their situation. However, anyone can be vulnerable to homelessness, particularly those who suffer a personal crisis without a safety net. Once alone and vulnerable, individual risk factors help determine who may slip into a vicious downward spiral. These include:

- ✦ family breakdown
- ✦ bereavement
- ✦ redundancy
- ✦ leaving institutional living (such as the army, the police, social care or prison)
- ✦ mental illness
- ✦ childhood abuse / domestic violence
- ✦ substance abuse (the underlying cause of which is often one or more of the above).

At its inception, StreetSmart funded basic needs projects that offered emergency food and shelter to rough sleepers. Although the funds raised were just a drop in the ocean, we targeted smaller charities working on the front line.

From 2000 to 2010, as the number of rough sleepers declined, StreetSmart tried to help organisations tackle some of the longer-term issues surrounding homelessness. Our primary focus was on training and employment programmes, with a particular emphasis on those aimed at preventing youth homelessness.

Since 2010, however, statutory homelessness figures have climbed. This is due in part to the sharp increase in the number of people who have been made homeless from the private rented sector, with cases almost quadrupling over the period - from fewer than 5,000 to almost 18,000 per annum.

This is reflected in the number of requests that StreetSmart has received from charities to help provide emergency care for many people suddenly finding themselves without a home. The demands on these charities have risen sharply at a time when their statutory funding (if indeed they had any) has been cut. Finding funding from other sources such as StreetSmart is therefore vital.

In some ways it feels as though we have come full circle, but we are still dedicated to the charities that have the greatest positive impact on people's lives. We still fundamentally believe that the number of people who find themselves without a home in the UK is unacceptable.

Anyone can be vulnerable to homelessness, particularly those who suffer a personal crisis without a safety net.

WILLIAM SIEGHART + MARY-LOU STURRIDGE

Groucho Club co-conspirators on where it all began for StreetSmart

PORTRAIT | GILES DULEY

WILLIAM: "I stepped over a homeless man as I came out of the Groucho, having spent the evening discussing how the club could put something back into the community. The chairman, Tony Mackintosh, thought that as I had recently set up National Poetry Day, I might have another idea up my sleeve that would work for the Groucho. He told me that he thought the club could sponsor an artist at one of the then local colleges. But seeing the man – in fact the two men – who had for sometime made the entrance to the Groucho their base, I started to think.

"It was only when I got home that the idea for the pound on the bill came to me. Partly because I remember being fascinated as a child by stories about how much money could be raised by rounding up unwanted half pennies, and partly because I wanted a way of raising money for the homeless that wouldn't go directly to them but would be used to help them.

"The very next day I tried it out on Mary-Lou Sturridge, the general manager of the Groucho, before we were about to go into a board meeting. Mary-Lou seized on the idea with enthusiasm and instantly added to it. In no time the board was persuaded, Mary-Lou organised the first of her many fundraising Gang Shows, and also helped me recruit two restaurateurs, Ruth Rogers and Pierre Condou to join in – and StreetSmart was born. A long and delightful lunch with Fay Maschler spawned a long-running media partnership with the *Evening Standard* and once we had recruited the entrepreneur, Nick Emley, as StreetSmart's director there was no stopping us."

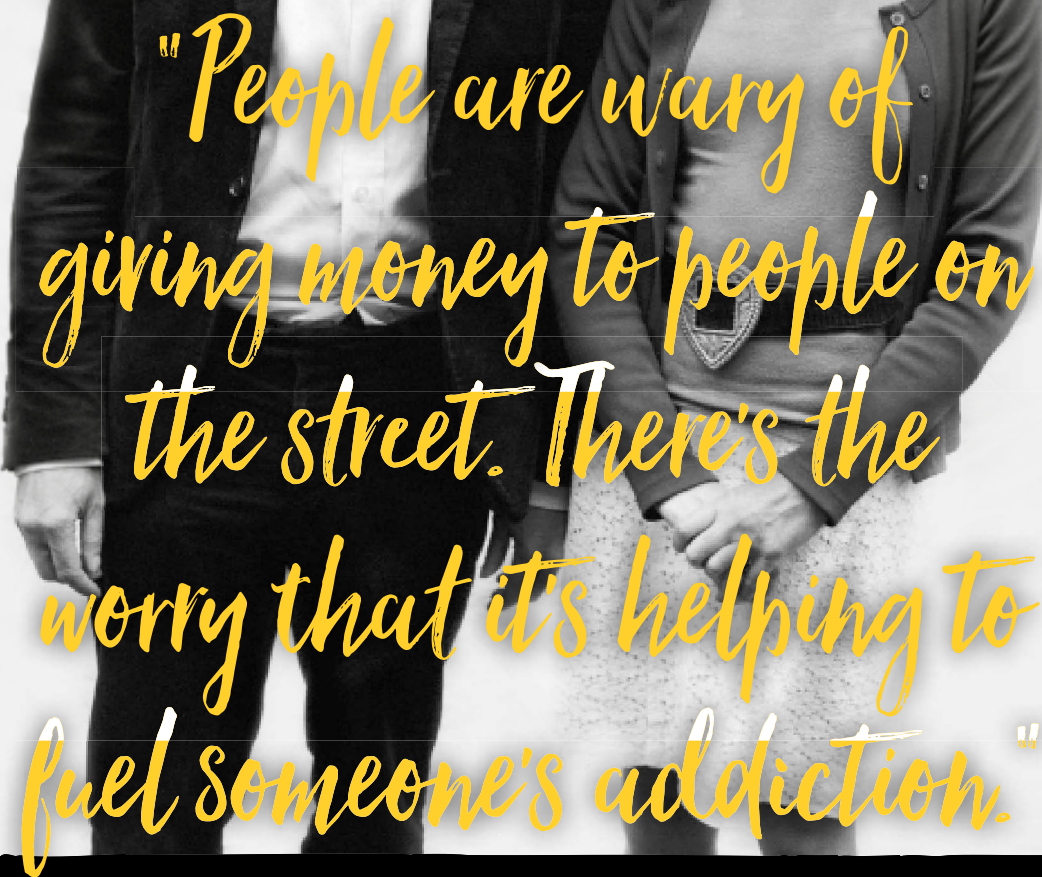
MARY-LOU: "In our first December we raised £50,000 and realised we were onto something. William ordered practical things that rough sleepers needed – sleeping bags, pants, socks and needles – and staff at Forward Publishing took them to homeless shelters to be given out on Christmas Eve.

"Nearly a hundred restaurants joined us in the second year, when Nick Emley came on board. He really blazed the trail for StreetSmart in the early days. He'd sit down, share a drink with the owner or general manager and get him – or her – to sign on the dotted line.

"People are wary of giving money to people on the street. There's the worry that it's helping to fuel addiction. Which is why from the start StreetSmart was focused on funding things – one of our very first grants was for a washing machine in a day centre for the homeless.

"When we started out, it was all about supporting small charities with absolutely no money. The first people we helped were church shelters in central London like St. Patrick's in Soho and The Connection at St. Martin-in-the-Fields. They were small, they were local – and we've stuck to that approach.

"StreetSmart took off in our very small world. We were fortunate. But the industry has changed a lot in two decades. Pubs are turning into restaurants, restaurants are moving out of the West End to the whole of London, and to outside the capital. The goodwill is there but we have to keep talking to people, keep people interested in the issues and the fantastic work that homeless charities are doing at a local level."



"People are wary of giving money to people on the street. There's the worry that it's helping to fuel someone's addiction."

NICK EMLEY

The wrangler

PORTRAIT | GILES DULEY

As StreetSmart started to gain traction on the London restaurant scene, William and Mary-Lou decided that they needed someone on board who could grow and expand the charity into other cities. Someone with an entrepreneurial background, who could both charm and cajole restaurateurs into signing up. That someone was Nick Emley. Nick's credentials were perfect – co-founder and Director of the Poster Shop, he'd sold the business, retired early, and was up for a new challenge. He also happened to have some great contacts in the restaurant business.

Nick joined StreetSmart in 1998 and was a Director until 2005. He is still a Trustee. We asked him for a few insights about the early days wrangling restaurateurs for StreetSmart...

How much arm-twisting was involved?

I already knew quite a few restaurateurs, guys like Simon Hopkinson, Alistair Little and Rowley Leigh, so it wasn't too hard a sell to begin with. It was more a question of "pitch in guys, you know it's a worthwhile cause". Generally people were quite keen, and as more restaurants came on board, the spirit of competition kicked in.

How did you persuade Gordon Ramsay and Conran to take part?

By telling them that participation would be good for their souls.

What was the most surprising response you encountered?

Mostly people were incredibly positive, but occasionally we'd come up against some naked prejudice. "Why do you want to help scum?" was the probably the rudest reaction we came across.

Less offensively, some restaurants said that they didn't want to put politics on the table.

Any moments that made you want to bang your head on the table?

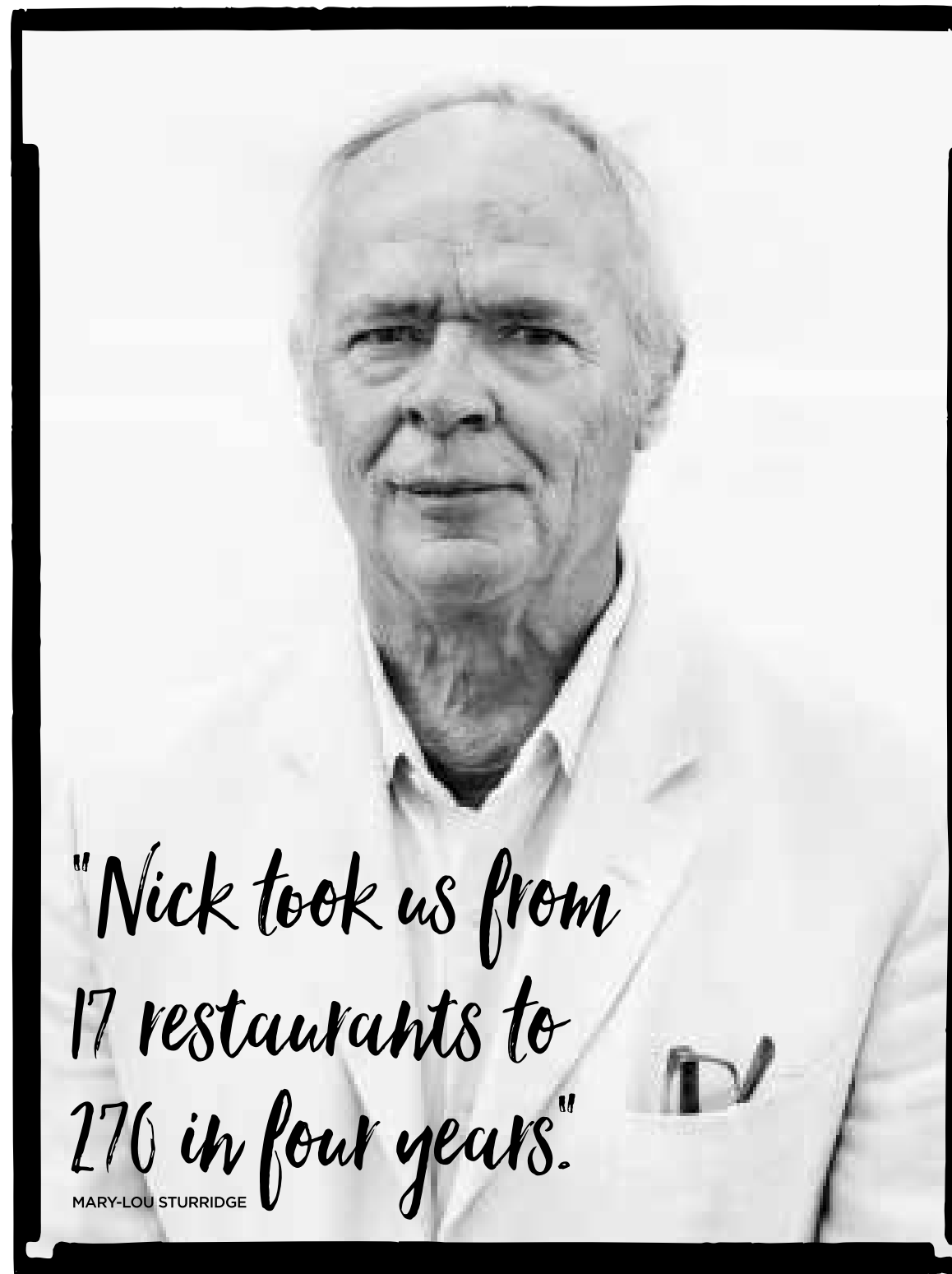
Getting money out of the odd restaurant could be tricky. I remember one well-known restaurateur with several participating restaurants – he was a very keen supporter but woefully inefficient. The campaign runs in November and December, and most restaurants hand over their contribution in January. But by the end of March we still hadn't received anything from the restaurant in question, so I made my way over to the head office. I was told politely that the owner wasn't in, so I said, "Don't worry, I'll wait. I've got a book with me and it's 330 pages long and I've only read as far as page 10." Ten minutes later, the cheque I was after for nine grand arrived.

What was the best part of the job?

Each year it became more demanding, it was hard work moving into other cities and getting StreetSmart off the ground. But I was invited to join StreetSmart on account of my entrepreneurial skills and I regarded it as an entrepreneurial challenge. Like any business, you've got to believe in your product and you've got to be determined. The best part of the job, without question, both as Director and Trustee, is dealing with the charities. It's enormously rewarding.

What have you learned about homelessness in your time with StreetSmart?

I knew very little about homelessness before I joined StreetSmart. During my time as Director and as a Trustee, I learned gradually that homelessness is a political issue that pays absolutely no respect to class, gender, race or wealth.



"Nick took us from
17 restaurants to
276 in four years."

MARY-LOU STURRIDGE

FAY MASCHLER

Food critic and arm-twister

PORTRAIT | BENJAMIN McMAHON



Left: Fay Maschler.

Opposite page:
Back (left to right):
Rowley Leigh, Dominic Ford,
Ronald Loges, William Sieghart,
Sally Clarke, Fay Maschler,
Marion Scrutton
Front: Nick Emley,
Graham Edwards
Kensington Place, 2000

WAY BACK THEN TIM ETCHHELLS, whom I originally met in his capacity as an event organiser – I think it was at the BBC Good Food Show at the NEC in Birmingham that we first encountered one another – and who became a friend, asked me to join him for lunch at Cibo in Kensington to meet William Sieghart. Twenty years on, I see that on its website Cibo claims the description “the pioneer of Italian food in London”. I don’t remember what we ate that day but happily the restaurant and its fish-frisky menu is still going strong, with riotous ceramics and bare-bosoms bas-relief “art” firmly in place. I must go back. I will go back.

William Sieghart wouldn’t claim it for himself but I think of him as the pioneer of effortless giving. Even two decades ago the notion of one pound on a restaurant bill for a whole table seemed a bagatelle. The two months leading up to Christmas, cold, flinty months where the contrast of promise of ding-dong-merrily-on-high with the reality for some of mean streets and no presents and no future is so acutely troubling, the idea that it could be assuaged a little bit, a manageable bit, with an accumulating roll out of £1 coins to bring a glimmer of hope to the homeless and helpless was irresistible.

The *Evening Standard*, for whom I worked then and still work now, backed the effort and I wrote to restaurateurs year after year to ask them to participate.

Pressure on the so-called hospitality industry

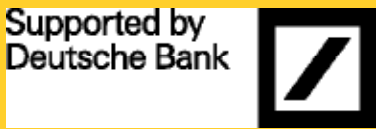
to “do their bit” increases all the time. It is a natural connection for charitable outsiders to make between presentation of bountifulness and the reality of hardship – although I would like to say here that catering is an industry that offers employment and advantage to many from kitchen porter onwards. Chefs and restaurateurs are urged to cycle across Rajasthan, run to France, climb every mountain, ford every stream, which of course they enjoy hugely because chefs are incredibly competitive, but the StreetSmart initiative just noiselessly, fluently, with no sweat builds up vital funds.

I can’t be the only one who when seeing people wrapped in sleeping bags tucked into doorways fishes around in their bag for money and then wonders, as we are told to wonder, whether handing over money is strictly sensible. Actually, I couldn’t care less if the money is then spent on drink and drugs. That’s exactly what I would do in the circs. But it is consoling to know that StreetSmart has it sensibly nailed and that, thanks to its corporate partner, none of the accumulating contributions is spent on administration.

When I met William Sieghart I immediately liked him. I asked him to dinner at my house, omitting the £1 surcharge. William had such a bad cold he couldn’t speak, but what he and everyone involved with StreetSmart do speaks volumes. In today’s political climate, more so than ever.



"Even two decades ago the notion of ONE POUND on a restaurant bill for a whole table seemed a bagatelle."



GIVING 100%

Ensuring every penny goes to homeless causes

"I like StreetSmart, they have a partner who pays for all the administration separately, so that the total of the raised funds goes directly to the homeless. How can you fault that?"

GORDON RAMSAY

SINCE 2006 OUR PARTNER has been Deutsche Bank and we're incredibly grateful for everything that it has done to help StreetSmart in our mission to help homeless people and those at risk of becoming homeless.

The numbers speak for themselves: since 2006, the partnership between StreetSmart and Deutsche Bank has generated £6.1m – all from £1 donations. One hundred percent of the funds have gone to grassroots organisations tackling homelessness across 22 UK cities. We have engaged diners in 1,035 restaurants, pubs and hotels and made an impact on an estimated 1,800 individuals each year.

Our growth as a charity – including expanding from 10 to 22 cities – has been made possible because StreetSmart's costs for administering our annual campaign, engaging more restaurants, printing design-conscious collateral, and bringing on board digital expertise and PR support have been met by Deutsche Bank, thus ensuring that every penny raised at the restaurants has been donated to local charities.

Partnering with Deutsche Bank also means we have been able to engage the bank's employees through running the campaign in staff restaurants, and leverage employees' client and restaurant contacts in support of the charity.

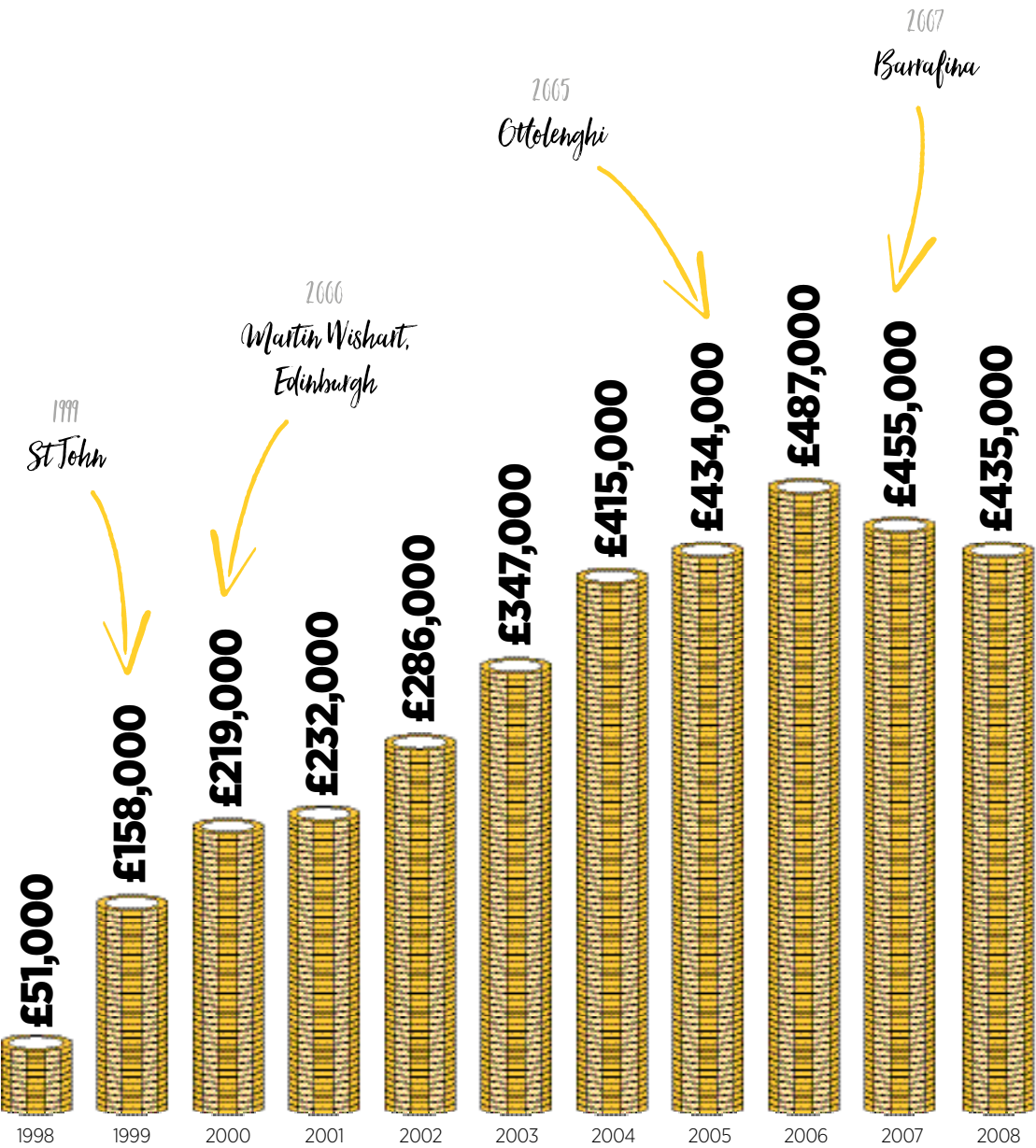
We will work with Deutsche Bank to find fresh approaches to tackle homelessness ensuring that StreetSmart and the vital revenue it generates is sustainable in the years ahead and works for the good of restaurants, their customers and the communities they belong to.



FUNDS RAISED

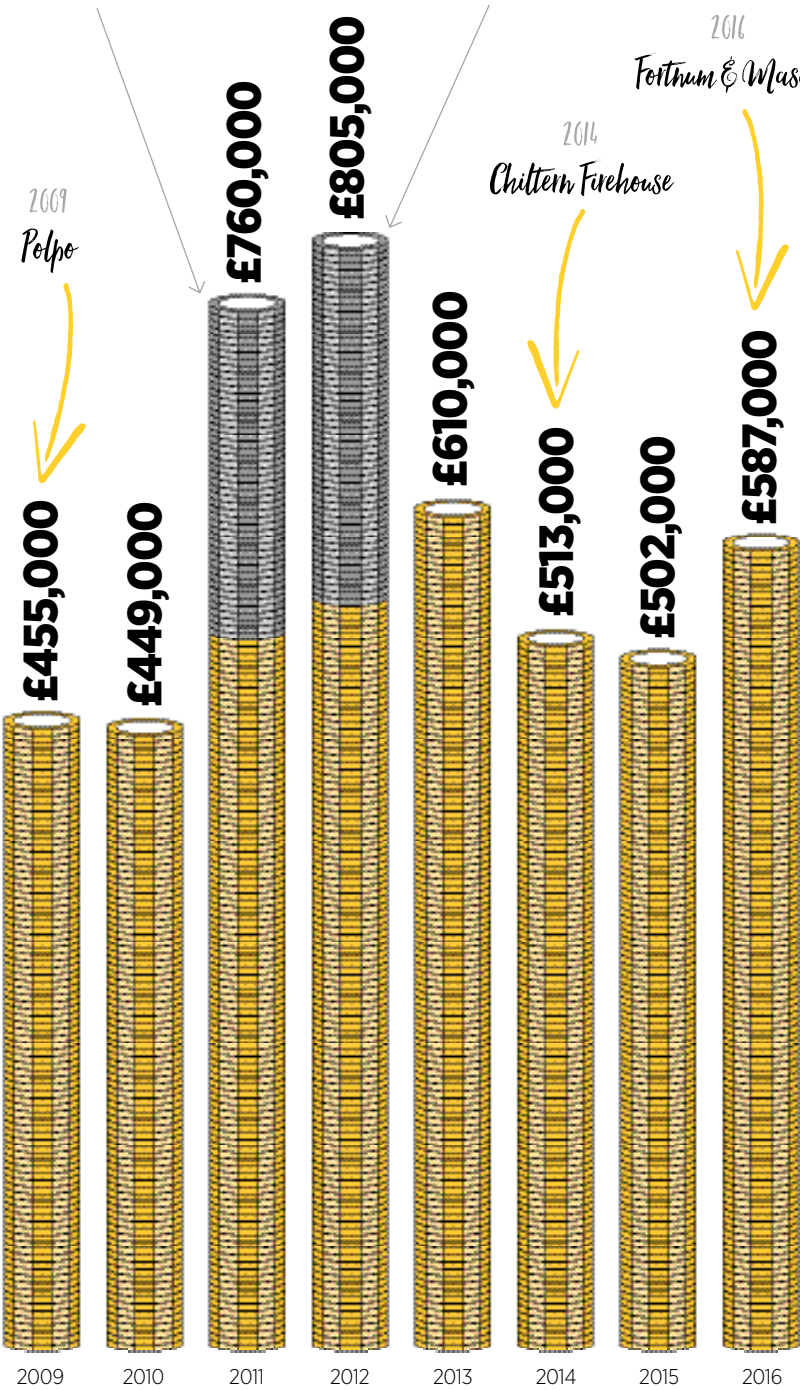
£8.2M TO DATE

HERE'S HOW THE NUMBERS STACK UP



2011 - Government matched funding raised in December

2012 - Government matched funds raised outside London



Who signed up and when - edited highlights

- | | |
|---|---|
| 1998
Groucho Club
River Cafe
OXO Tower
Joe Allen
Orso | 2007
Barrafina
The Grove,
Leigh-on-Sea
Vinoteca |
| 1999
St John
Club Gascon
D&D London
Gilbey's
Mildred's
Riva
Sonny's | 2008
Café St
Honore,
Edinburgh
Modern
Pantry
Salvos, Leeds
Trishna |
| 2000
Fishers, Bristol
Cherwell
Boathouse,
Oxford
Sir Charles
Napier,
Chinnor
Harvey
Nichols,
Manchester
Martin
Wishart,
Edinburgh | 2009
Polpo
Selfridges |
| 2001
Café 21,
Newcastle | 2010
Murano
Zucca |
| 2002
Gordon
Ramsay
Lemonia
Locanda
Locatelli
The Olive Tree,
Leeds | 2011
Dinner by
Heston
Blumenthal |
| 2003
Drapers Arms
Nobu
Simpson's,
Birmingham
World Service,
Nottingham | 2012
10 Greek St
Lardo
MEATliquor
Zoilo |
| 2004
e&o
The White
Swan | 2013
The Grain
Store
Lima |
| 2005
Ottolenghi
Bellamy's | 2014
Chiltern
Firehouse
Clove Club
The Palomar
Spring |
| 2006
Fish
Franco's
Salt Yard
Wright
Brothers | 2015
Tredwells
Chesil Rectory,
Winchester
Coggins and
Co., Brighton
& Hove |
| | 2016
el gato negro,
Manchester
Fortnum &
Mason
Som Saa |

WHERE THE MONEY GOES

100 PER CENT OF FUNDS RAISED GO TO

HELPING HOMELESS PEOPLE IN THE UK

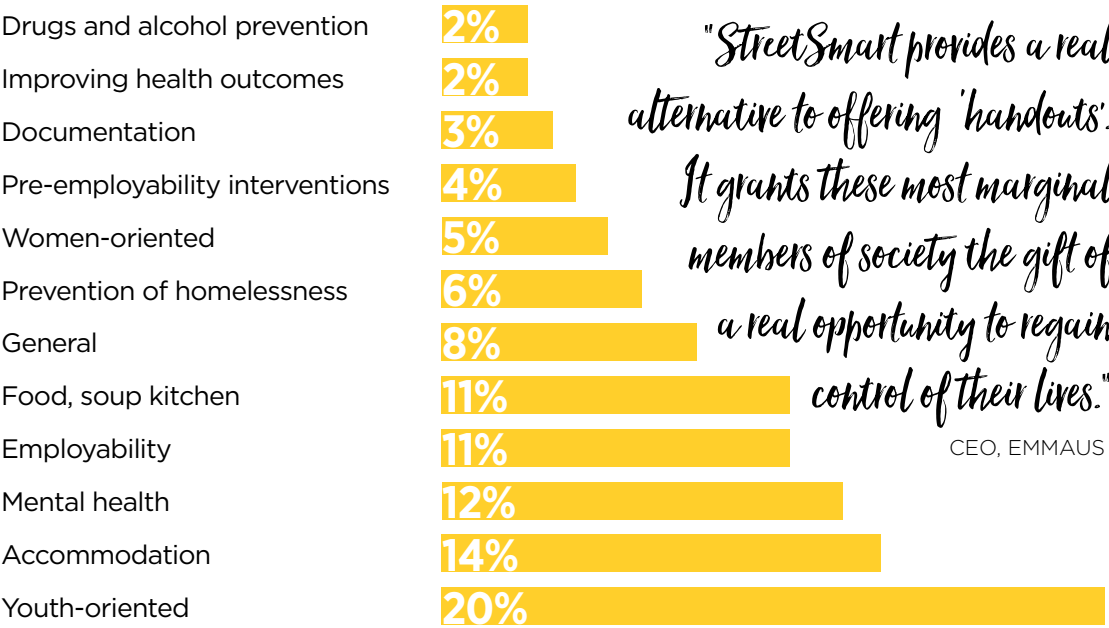
BECAUSE DEUTSCHE BANK COVERS ALL STREETSMART'S ADMIN COSTS

HOW STREETSMART FUNDING IS MAKING A DIFFERENCE IN 2017



	Number of people impacted*
Served with meals	2,724
Housing advice received	692
Training completed	202
Beds provided	1,180
GP/NHS registrations	293
Employment created	94
Evictions prevented	12
Other	242

HOW THE FUNDS ARE USED BY CHARITIES: TARGET INTERVENTIONS*



*Social impact analysis of StreetSmart's work helping the homeless, independent analysis, ECG Consulting, April 2017

“

“We’d just stuffed our faces and it was a no-brainer. I can’t imagine not giving it. Homelessness resonates at this time of year.”

“I LIKE THAT IT GOES TO LOCAL CHARITIES.”

“It’s a big and growing issue. It’s so visible. And in winter I realise how awful it must be.”

“Homelessness really resonates at this time of year, there are a lot of people homeless in London and a lot just on the verge of it.”

“THERE BUT FOR THE GRACE OF GOD – SOMETIMES IT’S A SLIDING DOORS MOMENT THAT TAKES YOU INTO HOMELESSNESS.”

“THERE ARE FEW THINGS WORSE THAN BEING HOMELESS AT CHRISTMAS.”

“I didn’t historically support the StreetSmart campaign, but homelessness is getting worse and worse. I work in Manchester and it’s an increasing problem, one that’s becoming much more noticeable.”

“I THINK IT’S ADMIRABLE AND I’M HAPPY TO DONATE.”

“IT’S UNOBTUSIVE, I LIKE THAT. NO-ONE HASSLES YOU.”

“Homelessness has got worse in the past 10 years and it’s heartbreaking.”

“What works well about the way they do it is you’re almost certainly being your best self and expressing generosity and kindness – you wouldn’t quibble about it.”

“PEOPLE DO HAVE MORE COMPASSION AT THIS TIME OF YEAR. IT’S EASIER TO BE GENEROUS.”

“It’s the right time to be helping, you’ve just enjoyed a meal, you’ve spent money on food. It feels native, totally the right environment to help.”

”

FOOD HEROES

Over the past 20 years, StreetSmart has worked with more than 1,000 restaurants across the UK. On the following pages, we talk to some of the movers and shakers on the restaurant scene who’ve persuaded two decades of diners to donate a staggering £8.2 million to our cause.

RUTH ROGERS

River Cafe co-founder and trailblazer

PORTRAIT | GILES DULEY

"Homelessness is one of the big issues of our time. We've been doing StreetSmart since the beginning. It's just kept growing and become a bit of a family tree amongst restaurateurs in London."

The River Cafe has been one of our staunchest supporters. Many chefs who began their careers with Ruth Rogers and the late Rose Gray – including Stevie Parle, Sam and Sam Clark, Sam Harris and Theo Randall – have since opened their own restaurants and signed up for StreetSmart in their own right. We're delighted that the next generation are just as invested in the cause as their mentors are.



STEVIE PARLE

Chef-owner and long-term supporter

PORTRAIT | GILES DULEY

"I remember thinking that it was great that we were doing the StreetSmart thing, because maybe that man in the underpass would be on the receiving end."

STEVIE PARLE IS THE CHEF-OWNER of Dock Kitchen, Rotorino, Craft London and Palatino. As an alumnus of the River Cafe, Moro and Petersham Nurseries kitchens, his links with StreetSmart stretch all the way back to the beginning of his career.

Homelessness is something that's hard to overlook when you work in London, says Stevie. "I used to walk to the River Cafe through the subway at Hammersmith. There was a man who was always in the underpass – I don't know whether he lived there. I talked to this guy most days, and if I was picking up food I would pick some up for him too. I remember thinking it was great that we were doing the StreetSmart thing, because maybe that man in the underpass would be on the receiving end. It made what StreetSmart did quite tangible for me."

Signing up for StreetSmart when he launched his first restaurant, he says, was an absolute no-brainer. "We got on board straight away when we opened. Dining in a restaurant is a fantastic

luxury and it's brilliant people are able to support a good cause while they're doing it." Getting the restaurant staff on board is key, says Stevie. "It's part of our training process. I don't just want us to put money on people's bills, I want everyone on the staff to understand what it is and where the funds are going – the fact that local charities benefit is really important, it makes the campaign much more relevant. The staff are fully briefed on what StreetSmart does, so they're really able to engage customers. There's the occasional customer who doesn't want to pay the £1, but that's fine too. Mind you, it's only happened a couple of times."

Shortly after opening Dock Kitchen in 2009, Stevie called StreetSmart to lend his support. He now runs the campaign across all his restaurants. The funds raised support local projects in Notting Hill, Hackney, Docklands and Clerkenwell.



SAM CLARK + SAM CLARK

Chef-owners, Moro and Morito

PORTRAIT | GILES DULEY

TWO PEOPLE WITH A PASSION FOR FOOD, with identical names – Samantha’s maiden name was Clarke – what are the odds? Moro was one of the trailblazers on the London foodie scene, bringing the flavours of Spain and the Moorish Mediterranean to Exmouth Market. Like StreetSmart, Moro is celebrating its 20th anniversary – very serendipitous.

Signing up for StreetSmart was an easy decision, say the Sams. “It was new, it was the right time and the customers responded really well. It was a win-win for everyone. We’ve never looked back and we’ve never had any negative feedback. It’s always been a very healthy relationship.”

It’s a relationship that they’re keen to continue. “Homelessness is more of an issue now than ever – that makes StreetSmart more relevant than ever. It’s important that governments and charities carry on

putting it on the public’s agenda. But it’s something that we all have to take a bit more responsibility for. It’s not only about people on the street. The housing crisis and crazy property prices affect the young people who work here. It’s become harder and harder for them. These are people in jobs, professional people with support networks, but you can see how easily people can tip over the edge into homelessness. It’s a horrible thought that some people in the industry are really struggling.”

The first to sign up each year and the first to pay, Moro has supported StreetSmart since 1999, raising around £3,000 each and every year. As well as all those diners’ £1 donations, the Sams add a generous one of their own.

“StreetSmart is a win-win



for everyone.”



CITY SLICKERS

WITH RESTAURANTS SIGNED UP in Bristol, Edinburgh, Leeds and Manchester, Harvey Nichols is one of StreetSmart's biggest supporters. Funding grassroots projects has always been central to what we do, so we thought we'd ask a couple of the Harvey Nichols team from outside London for their perspectives on StreetSmart's impact locally. Step forward Louise McCrimmon, Executive Chef, Harvey Nichols Second Floor Restaurant, Bristol, and Phil Lockwood, Café and Bar Manager, Leeds.

Has supporting StreetSmart deepened your understanding of homelessness in your city?

LM: We've worked with StreetSmart for almost 20 years. This continuity has helped the team and our customers to understand the charity's aims and ethos. There's no quick solution to homelessness, but by giving consistent support, StreetSmart can really

help the charities it raises funds for. Over the years, I've had the opportunity to meet some of the people who've benefited and find out more about how donations actually help people living on the streets.

PL: It's definitely increased my understanding of homelessness in Leeds, and the ways working with StreetSmart can help homeless people locally.

Do you think the fact that funds go to local charities makes it easier to raise money?

LM: Absolutely – most of our customers are more willing to engage with a charity if the donations are going towards local causes. One of my favourite things about StreetSmart is that the message and the charity's aims are so clear; it's easy for every one of our team to explain to customers.

PL: Yes, especially with locals. If customers have any questions about where their donation goes, they always seem pleased to know it's supporting local homeless people – they can see how their donation makes a difference.

Are you familiar with any of the local charities that StreetSmart fundraises for?

LM: I've volunteered at a few events in Leeds and I've taken some of my team to see the work that Emmaus does in Bristol. I always encourage them to get involved – I know they're keen to deepen their understanding of the charity's work.



David Pacey / Picfair.com



“CUSTOMERS ALWAYS SEEM PLEASED THAT STREETSMART SUPPORTS LOCAL HOMELESS PEOPLE”

How do the staff and customers view StreetSmart?

LM: I rarely hear anything negative about the campaign. Most customers seem to understand exactly what StreetSmart's about, which, I think, is because we've been a partner for so many years.

PL: The reaction has always been really positive. The staff like it as it's a local project – they feel comfortable explaining StreetSmart to customers. A few diners question the £1 donation, but once the staff explain how it helps the homeless people in the city, they are happy to leave it on, or even add to it.

To what degree do you think the timing of the campaign is integral to its success?

LM: It's a perfect time for the campaign. Our customers are more than happy to donate to homeless causes at a time when they're celebrating.

PL: I think the timing is really key. Customers are more than happy to add a donation because it's the festive period.

Harvey Nichols restaurants have raised an incredible £690,000 for StreetSmart – no other organisation has raised more. They are crucially important to our cause in Bristol, Leeds, Manchester, Edinburgh and London. In addition, over the years staff have worked closely with selected projects in each of these cities.

STREETSMART ACROSS THE COUNTRY



StreetSmart spread quickly from its London roots; it now raises funds and supports local projects in 22 cities and regions throughout the country.

YIANNI PAPOUTSIS

Chef and co-founder, MEATliquor

"The housing crisis we're facing requires both INDIVIDUALS and BUSINESSES to support organisations and projects that help to ease the situation."

PORTRAIT | GILES DULEY

"WE'VE ALWAYS WORKED WITH DISUSED

spaces in urban environments – we started off in a van on an industrial estate. When we opened our first restaurant it was in a disused building that was due to be pulled down in a couple of years. Stokes Croft, where we opened our Bristol branch, was an area with lots of social issues. And there were 17 empty shops in the stretch of road where we opened in Brighton. A year later, not a single one was empty, they'd all been taken over by local businesses. But there's a downside to gentrification – it can push out marginalised communities and can create more homelessness. I'm depressed by the commoditisation of residential property – housing is one of the most basic of human rights. There

are so many new developments where there are barely any lights on at night. The blackness is a sign that the flats are empty – they're investments, not homes. People have to move further and further out to find affordable housing and then they have a long commute. The housing crisis we're facing requires both individuals and businesses to support organisations and projects that can ease the homelessness situation. StreetSmart is the perfect example of how much of a difference this can make."

MEATliquor have raised £138,000 since 2012, supporting projects local to their restaurants in Bristol, Leeds, Brighton, Croydon, Islington, Brixton and central London.



TOUGH MUDDERS

ETM GROUP GOES THE EXTRA MILE
TO RAISE FUNDS FOR STREETSMART

BACK IN 2000, a shared love of pubs led brothers Ed and Tom Martin to open The Well, in Clerkenwell. Since then, they've opened more than 17 gastropubs, brasseries and bars including The Botanist in Sloane Square, The Gun in Docklands and The Cadogan Arms in Chelsea. ETM group has been one of StreetSmart's biggest fundraisers for more than a decade. We asked the brothers why they're still on board...

"If you live in London you're confronted with homelessness on a daily basis. The level of the problem here and across the rest of the country is unacceptable – we all have to pull together to enable people to take control of their lives and their circumstances.

"We've supported StreetSmart for more than 10 years now and we've raised in excess of £80,000. StreetSmart works with more than 100 organisations supporting homeless and vulnerable people and their funding has a far-reaching impact. It's really inspiring.

"From day one, our staff and customers have always been extremely receptive to the campaign. We're delighted to be involved each year, and we always aim to beat the previous year's total. We try to help in other ways too: The Botanist Broadgate Circle hosted StreetSmart's launch event in 2015, and this year some of our staff ran a Tough Mudder to raise money. We're developing a new CSR strategy and we'll be looking at how else we can support StreetSmart."



**"FROM DAY ONE
OUR STAFF
HAVE ALWAYS
BEEN EXTREMELY
RECEPTIVE TO
THE CAMPAIGN."**

CHARITY HEROES

StreetSmart's fundraising connects independent restaurants and their diners with local homelessness projects. We partner with organisations that make a real difference, who provide the most personal and therefore most effective care – often with limited funds. In the next section, you'll meet some of our charity partners, along with individuals they've helped. Their stories are inspiring and moving in equal measure.

JAY RAYNER

Writer, broadcaster, good egg

PORTRAIT | JOHN ARANDHARA-BLACKWELL

"HOME IS NOT JUST FOUR WALLS or even four rooms. It is not just a roof over your head so the rain can't get in, however vital one of those may be; however much of a basic human right one of those happens to be.

"It is not just a kitchen and a bathroom and a bed, though they are all a part of it. The word 'home' describes something else. It describes somewhere that you belong, because everybody needs one of those. It's a place where you are wanted, and where you are missed by others when you are not there, even if they do not live with you; it is the start point of your story, because we all of us have one, a narrative which helps define our place in this complex, dizzying world.

"Homelessness doesn't merely describe the absence of a secure room with a bed. It doesn't only happen because someone couldn't make the rent or the mortgage. It describes a missing human element too: homelessness happens to the person who couldn't make the rent but who also had no one to catch them when they fell, no one emotionally invested enough to make sure the very worst things didn't happen. We are not the sum of the bricks and mortar we live inside, or the objects we place there alongside us. We are the sum of our stories, of our friendships and our love affairs and our families. Home is where somebody else gives a damn about us. Because without an 'us' we are nothing."

*"We are the sum of our stories,
of our friendships and our love
affairs and our families."*



DELE

From sofa surfer to youth mental health worker

PORTRAIT | GILES DULEY

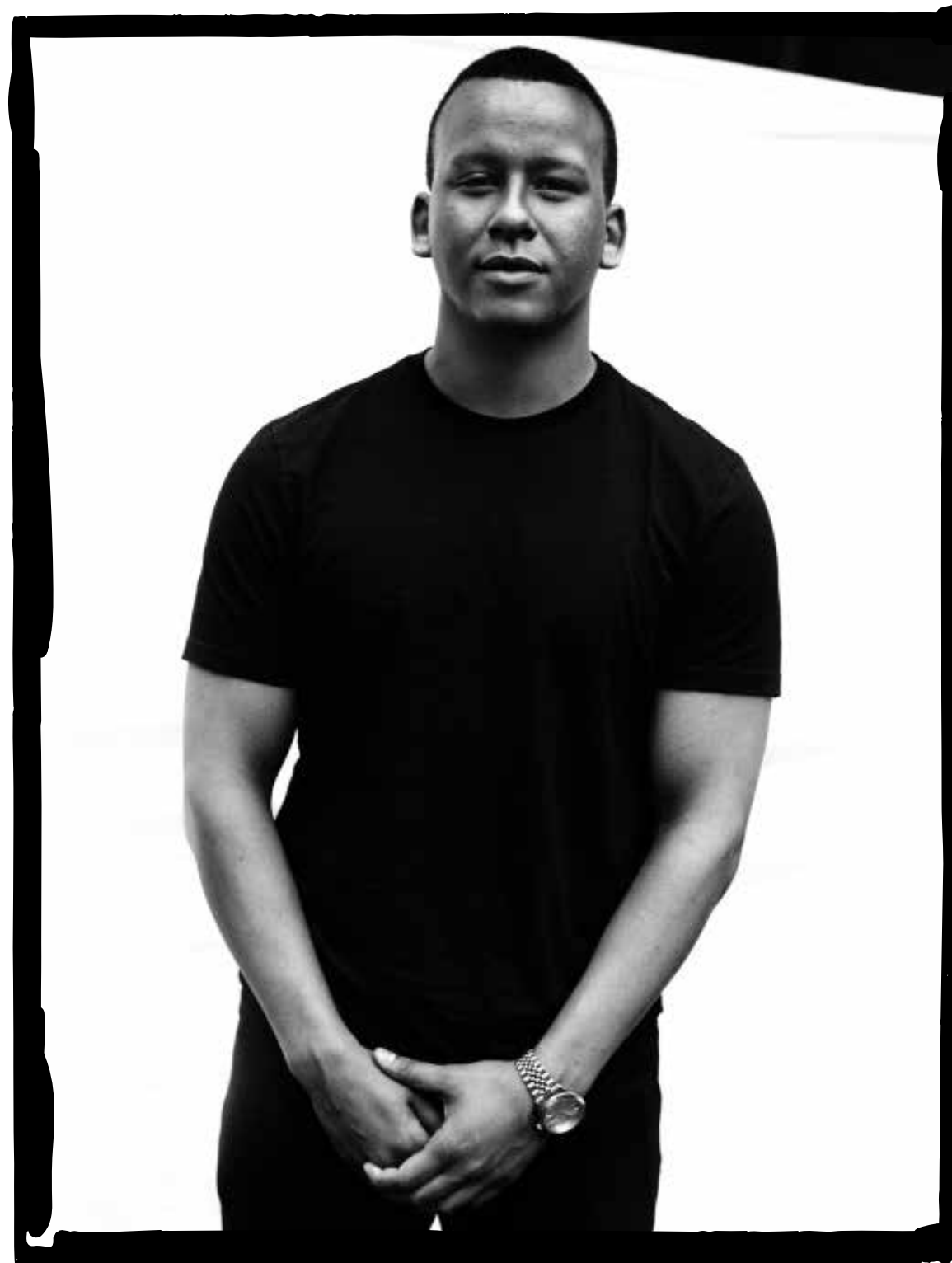
Dele became a peer mentor at the centre, supporting other young people.

FAMILY BREAKDOWN, POVERTY AND GANG VIOLENCE are just some of the reasons that every year an estimated 83,000 young people face homelessness. Local authorities can only help those in the most extreme circumstances – the rest find themselves sofa-surfing, living in squats or in overcrowded hostels. Many will be struggling to hold down a place at college or a minimum wage job, but spiralling private rents put permanent accommodation out of their reach. Without the right support, homelessness can seriously damage young people's lives and increase the risk of becoming homeless again in later life.

Aged 19, Dele felt he had to leave his family home due to a relationship breakdown and other difficulties. He was sofa-surfing and rough sleeping and due to his circumstances, lost his full-time job in recruitment. Dele went to New Horizon Youth Centre in Camden to get help finding hostel accommodation. Once he had a hostel place, he met their Education, Employment and Training team who supported him to work on his CV and look for jobs. At the same time, Dele wanted to make sure he looked after his wellbeing and keep on the right track, so he joined their sports and fitness programme, attending sessions three evenings a week. This helped him to manage the stresses of his situation, build trust with staff at the centre and also helped him realise he had an interest in supporting others.

Dele then worked with the youth work team to become a peer mentor at the centre, supporting other young people with their CVs and interview skills. Following this, Dele then secured two part-time jobs, one of which was becoming a paid mentor with a youth mental health charity.

StreetSmart has worked with New Horizon Youth Centre since 2007. The Centre provides everything from hot food, showers and laundry to help finding accommodation, training and employment. It also offers counselling, drug and alcohol support, health, fitness, art, music and communication skills workshops. StreetSmart funding is put towards the weekend Lifeskills service which provides essential numeracy, literacy, ESOL and accredited vocational key skills.



DENISE

The big comeback

PORTRAIT | GILES DULEY

“EXACTLY TWENTY-ONE YEARS AGO I left Notting Hill Police Station, where I worked in the office, to go on maternity leave. I was full of optimism, hopes and dreams for the baby I so yearned for, who was kicking inside me. I had worked hard since leaving school and had bought into the shared ownership dream in Acton, West London. I was married, and life was perfect. On the surface it was the fairytale that little girls dream of. I didn’t realise, though, that I was giving up my independence, my own income, and that I’d be completely dependent on another person. But, most importantly, I didn’t realise that without a career others would see me as having no purpose; that for many years I would be known as my daughter’s mother, not Denise. I soon came to realise that society judges you on what you earn, not what you do.

“As wonderful as being a mother was, I was going to neglect and lose Denise and begin a descent into alcoholism, which ruined my once perfect life. I finally decided it was time to turn my life around and got clean with the help of Turning Point, who introduced me to The House of St Barnabas. I enrolled on the Employment Preparation Programme in September 2016 getting training and work experience in the kitchen. The programme finished at the end of November and the next week I was employed as Breakfast Chef in the kitchen at The House of St Barnabas, under the guidance and encouragement of Head Chef, Nick.

“The House of St Barnabas made my initial first weeks, till I got paid, easier by helping me with travel and lunch; thus making the transition from unemployment to work much easier. A warm meal

and access to public transport made my day less difficult and stressful. I start my shift at 6.45am, which means that I can use the bus; it’s much cheaper and the roads are almost empty. I’m so proud of the city of my heritage, and this simple journey always gives me a lift and a smile. I walk along Great Marlborough Street noticing the once Marlborough Street Court, where my dad worked 20 years ago – it’s now an upmarket hotel. As I reach the House the shutters are drawn and the House is already getting ready for service. In my 21 years of hibernation London has evolved, and so must I. With my crisp and laundered chef’s jacket and apron, I start my shift making Hollandaise sauce and Head Chef Nick is there to calm my nerves and tutor me. My shift of five hours goes quickly, being supported through the orders and the high standards expected in the club.

“I finally have a purpose again, I feel like I’m part of a community, and have a sense of belonging and a new-found serenity. I have learned to love myself, to feel that I am worthy, and not to doubt myself, to be confident in my own abilities. I have found Denise again and I couldn’t have done this without the magical support of The House of St Barnabas.”

The House of St Barnabas in Soho is a not-for-profit members’ club. StreetSmart has worked with the charity for seven years, supporting its 12-week Employment Programme, which gives people affected by homelessness and social exclusion work experience in the club, together with onsite and offsite training and 12 months of mentoring and ongoing support.



PROVIDENCE ROW

PHOTOGRAPHS | KATHY ANNE LIM



SOME OF THE MOST VULNERABLE members of society are hidden away in the richest square mile in the country. A stone's throw from Brick Lane on the edge of the City, Providence Row provides employment and training support for rough sleepers or people still struggling with substance abuse or mental health problems. The charity runs award-winning catering and bakery training schemes, and they have their own social enterprise, Rise Bakery, selling brownies online. In 2015, the charity launched a gardening training scheme which has transformed its rooftop garden into a thriving urban allotment. Working alongside staff and volunteers, clients learn about soil and composting, organic gardening and raising plants. They grow an astonishing range of fruit, veg and herbs – almost everything is used in the charity's kitchen which produces breakfasts and lunches for the 30-50 rough sleepers who use the centre every day. A pond and pockets of wildlife and wildflower planting encourage biodiversity; this urban oasis is also home to a colony of bees who pollinate the produce and make honey.

But as Employment and Training Manager Dom Gates points out, the gardening training scheme doesn't just provide clients with key skills, it can also have a positive effect on their wellbeing. "We work a lot with clients in different settings, for example holding keyworker meetings in the rooftop garden," he says. "For clients who have been institutionalised at some point in their lives, outdoor spaces can be really enabling."

StreetSmart has worked with Providence Row for the past seven years, providing funding for the Catering and Gardening Training Schemes. Last year, the schemes helped 35 trainees gain accreditation and eight trainees find employment.



"FOR CLIENTS WHO HAVE SPENT TIME IN INSTITUTIONS OUTDOOR SPACES CAN BE REALLY ENABLING."



STREETWISE OPERA

Confounding expectations

PORTRAIT | GILES DULEY

“THE HOMELESS – aren’t they the people you step over coming out of the Opera House?” This ill-judged remark by an MP in 2000 was the spark that ignited the passion project that became Streetwise Opera. Founder Matt Peacock, then an opera critic and support worker at The Passage, decided to challenge preconceptions about homelessness with an opera performed by homeless people at the Royal Opera House. It was a huge success and a regular series of music workshops in homeless shelters followed.

Streetwise Opera was established as a charity in 2002. Since then it has worked with thousands of people who have experienced homelessness, running drop-in workshops around the country, as well as ‘Explore’ workshops involving termly opera projects with a range of progression opportunities, including work placements. Through music making, Streetwise Opera gives vulnerable people a sense of community and purpose, and helps them make positive, sustainable changes in their lives.

“The workshops focus on the art, not the homelessness,” explains Co-Executive Director Susie Gorgeous. “People taking part leave their homelessness identity at the door. They come as performers, they don’t share any information about their circumstances. Everyone’s ideas are valued, the participants help shape the libretto and the staging.” But even though all comers are welcome and there are no auditions, there is no dumbing down. “The performers work with professional artists, who treat them as they would other professionals.”

By taking part in an art form often considered elitist, people’s beliefs about their capabilities are

fundamentally challenged. A Streetwise Opera performance can be life changing – for the first time in years a person who has lost touch with friends and family through the stigma of homelessness will have a positive reason to reconnect with them.

The most eloquent testimony to Streetwise Opera’s success, however, comes from the participants themselves:

“It gives you self-worth – makes you feel like

you’ve got a reason to be here. You get a sense of achievement that you’ve got up there and done that.”

“There is an ‘X factor’ to Streetwise Opera. I don’t know what it is – it’s compelling, it’s very healing. I don’t know how else to describe it.”

“Coming to Streetwise every week, meeting my family – because they are like family to me – it’s just built me up so much.”

“Streetwise gives us an opportunity to fire up

parts of ourselves that had been hiding, and to find ourselves. Something comes out that was buried for so long.”

StreetSmart has worked with Streetwise Opera for the past 12 years, and is its longest-running grant-giver. Funding from StreetSmart goes towards the charity’s workshops in London.



"There is an 'X factor' to Streetwise Opera. I don't know what it is - it's compelling, it's very healing."



THE NIGHT SHIFT

NEIL PARTRIDGE, OUTREACH WORKER
The Connection at St. Martin-in-the-Fields

"A LOT OF PEOPLE COME TO WESTMINSTER because there's no support locally. If you live in a small town, you won't have the same access to food and basic services. The area also attracts people with mental health problems, who tend to want to stay hidden.

"Not everyone accepts help when it's offered. And it can be a really long time before you discover what led to someone sleeping rough. One man we talked to for several years only revealed when he was terminally ill that he ended up on the streets because of two bereavements in the family. He started drinking to cope with the pain of bereavement. When he finally went into accommodation, he said that he wished he'd accepted the help years before. I'd said to him many times, 'Just come and have a look at somewhere with me, you don't have to stay there.' But he couldn't make that step.

"Doing this job, I've learned that homelessness can affect anyone, and that it takes enormous strength to survive on the street. For somebody to walk out of their home, away from all their friends, because life was so bad within a marriage or because they were bereaved, is a huge step. It's not an easy choice to live on the streets.

"I've been doing outreach work for 16 years. There are times when I feel exhausted or completely despairing, but I love what I do. I have some fascinating chats with people early in the morning. Even on days when you wake up at 4am to go out at 6am and it's bucketing with rain, even then, it's worth it."

StreetSmart funding helps support Neil and the Outreach Team at The Connection at St. Martin-in-the-Fields. The Connection supports people away from the streets through specialist services including a day and night centre, street outreach, help finding employment and specialist mental health and addiction support.



*"Homelessness can affect **anyone**. It takes enormous strength to **survive** on the streets. It's not an easy option."*

KATIE

Peer-to-peer power

"After a chaotic period in my life I wanted to make up for lost time."

PORTRAIT | GILES DULEY

GROUNDSWELL BELIEVES that the most effective way of tackling homelessness is to involve homeless people themselves. The charity's work focuses on peer research and healthcare – an often neglected need. Homeless people often have multiple health problems, but Groundswell's work has highlighted how their priorities may differ from the health professionals' – a painful minor injury might be a higher priority than a more serious chronic health problem. Acknowledging this encourages more homeless people to engage with healthcare services.

Through their Homeless Health Peer Advocacy scheme (HHPA), Groundswell helps clients access healthcare and navigate a system that can be challenging. Volunteers offer practical support, introducing the scheme at coffee mornings and smoothie sessions in hostels and shelters, and accompanying clients to appointments. Crucially, HHPA volunteers have all experienced homelessness themselves and are able to make connections with people that some healthcare professionals can find hard to reach.

As a Groundswell HHPA volunteer, Katie was supported by the Volunteer Progression Programme, which provides training as well as support with housing and welfare issues. She is now the charity's administrator. Here, she shares her Groundswell journey:

"Lived experience is very important to the charity's work, and I'd had a period of homelessness when I came back to London after being in prison

overseas. Another charity, Prisoners Abroad, put me in touch with Groundswell and I joined their HHPA programme. The training is extremely thorough – three days a week for seven weeks, covering mental health, drug awareness, advocacy and motivational interviewing – a technique for getting people to come up with their own solutions. I was really impressed by Groundswell's strong sense of community, and their view that there are only 'inclusive solutions', not 'problems to be solved'. Feeling that you're part of that as a volunteer is incredibly empowering.

"I'm a very different person from when I first started volunteering. It's 18 months since I first connected with Groundswell and I've been employed by the charity for six months now. After a very chaotic period in my life, I really wanted to make up for lost time. Groundswell has been incredibly supportive, it's been a huge factor, being with an organisation like this, it's allowed me to really flourish. The compassion you come across here is extraordinary."

StreetSmart has worked with Groundswell for the past four years, supporting 20 formerly homeless volunteers through the Volunteer Progression Programme and into employment. The programme provides one-to-one coaching, training and clinical supervision, as well as a peer support network.



TRUE HOSPITALITY

All guests are equal

PHOTOGRAPH | KATHY ANNE LIM



KNIGHTSBRIDGE, ONE OF LONDON'S wealthiest areas, is one of the last places you'd expect to find people sleeping rough. But every Sunday night from November to April, St. Columba's Church in Pont Street provides 35 homeless people with a place to sleep and a hot meal. Just a stone's throw from Harrod's, it's one of a network of churches that make up Glass Door, the city's largest emergency winter night shelter.

For the past three years, Antje Balow, General Manager at the Jumeirah Carlton Tower hotel

(a long-term StreetSmart supporter), has volunteered with a group of colleagues at St. Columba's. She admits that initially she was surprised to discover that there were people sleeping rough in Knightsbridge. "Step onto the street and you're surrounded by smart shops and smart cars. It's hard to imagine that there's any homelessness in this part of London. And when I started volunteering I was surprised, too, by how easily many of the guests at the night shelter could have blended in back at the hotel. It really challenged my preconceptions. It made me realise that whether you're working in a hotel or volunteering at a night shelter, the guests are equally deserving of hospitality."

Aside from their support of the night shelter, the hotel also donates necessities like toiletries and towels to Glass Door's Day Centre around the corner on the King's Road. Getting more involved through volunteering and donations has helped staff to be more engaged with StreetSmart, says Antje. "It makes it more real, more relevant. As part of their induction, I take new staff members up to the ninth floor and point out St. Columba's and tell them about StreetSmart," she explains. "A lot of colleagues arrive with very little, with no family or support network. It's easy for them to empathise with what Glass Door is doing in the local community."

StreetSmart has been involved with Glass Door since 2004 and is one of Glass Door's longest standing supporters and donors. Funding goes mainly towards sleeping spaces in the charity's night shelter network of 14 churches.

GILES DULEY

Photographer, humanitarian

PORTRAIT | KATHY ANNE LIM



"It's over meals that we build, cement and celebrate relationships."

GILES DULEY BEGAN HIS CAREER as a music and fashion photographer. Disillusioned with celebrity culture, in 2000 he decided to pursue documentary photography, concentrating on humanitarian issues and the long-term effects of conflict on civilians. In 2011 he suffered life-changing injuries after stepping on an IED in Afghanistan. He is currently working on a five-year project, *Legacy of War*, documenting the lasting impact of war on individuals and communities.

"For me the most important element in a portrait is trust. And one of the best ways to build that trust is through food. Whether it be on a first date, a parent feeding a child or a family reunion – it's over meals that we build, cement and celebrate relationships. And it's through those relationships that we build trust.

"My portraits are often made against a plain white sheet, using just daylight and an old film camera. It's the simplest form of photography – no tricks, no re-touching – and one that treats each sitter equally. In front of a white background, every sitter is the same, the camera truly democratic. In that simple form of photography, it's the connection between photographer and subject that elevates the image.

"How do I achieve that? Through conversation and whenever I can, through a shared meal. Put simply, I always create a better portrait if I've eaten with the person before. Food – the most wonderful way to connect with those you love or hope to know."



"It's always exciting when a new restaurant comes on board as it gives us a good excuse to eat there. After all, one cannot live by St. John alone."

PORTRAIT | GILES DULEY

WE WOULD LIKE TO THANK EVERYONE who has contributed to making StreetSmart a huge success over the past 20 years. We are indebted to all the restaurateurs and their staff who have taken part, and hugely appreciative of the generosity and goodwill shown by many thousands of diners. Although we only ask for £1, we know many people donate again and again – they are lovely people, as well as being a well-fed bunch. We hope to be around for the next 20 years, but for that to happen we need to expand and grow, engage more people and businesses with the cause, and innovate wherever possible. So this is a call out to food aficionados of all types – cooks, restaurateurs, publicans, café owners, street-food vendors and especially ice cream makers. Please get in touch if you wish to take part in the campaign this year or if you'd like to support StreetSmart in any other way, at any other time – the more, the merrier.

One thing is for sure, StreetSmart is needed as much in 2017 as it was back in 1998. We are determined to continue to raise as much as possible in a cost-effective way, as we are committed to the projects we support and to helping individuals out of homelessness. We operate anywhere there is a thriving restaurant community, or where there is a group of people interested in enjoying good food and helping out their community at the same time. So please do get in touch.

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StreetSmartUK

For more information on events to mark our 20th anniversary go to streetsmart.org.uk or squaremeal.co.uk/streetsmart

SQUAREMEAL

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STREETSMART
HELPING HOMELESS PEOPLE

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It’s a place where you are wanted, and where you
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JAY RAYNER



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