

YOU'RE NEVER FULLY DRESSED WITHOUT A SMILE!



#Permission to SMILE 

TM

GREET SOMEONE TODAY



# HISTORICALLY, BRITAIN IS FAMOUS FOR HER STREET PARTIES, BUT WHAT DID THESE LOOK LIKE?





# HOW DO YOU THINK STREET PARTIES MADE PEOPLE FEEL?



# SADLY, TIMES HAVE CHANGED, AND BRITAIN HAS BECOME LESS OF A COMMUNITY THAN IT WAS BEFORE

This has had a real impact on loneliness, particularly on elderly members of our population. Studies have shown that...

- 17% of older people are in contact with family, friends and neighbours less than once a week and 11% are in contact less than once a month (Victor et al, 2003)
- Over half (51%) of all people aged 75 and over live alone (ONS, 2010)
- Two fifths all older people (about 3.9 million) say the television is their main company (Age UK, 2014)

How do these statistics make you feel?





WE WANT TO CHANGE HOW ISOLATED PEOPLE FEEL AND  
THIS IS WHERE PERMISSION TO SMILE COMES IN!



PERMISSION TO SMILE IS ALL ABOUT MAKING PEOPLE FEEL PART  
OF THEIR COMMUNITY AND THEREFORE LESS ISOLATED



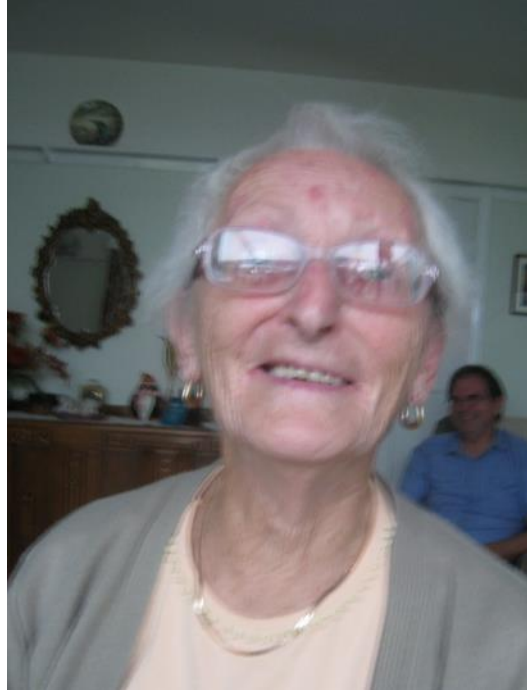
# HOW CAN BEING MADE PART OF A NEIGHBOURHOOD COMMUNITY MAKE PEOPLE FEEL?

The following testimonials all come from people who have been part of their local street organisation.

You will notice they are from all different types of people, but each talks about how being made part of a community has changed their lives for the better...



# DYLLIS' STORY - DYLLIS LIVES ALONE AND IS PARTIALLY SIGHTED.



"People now speak to me. The other day, Kumar said to me: 'before the first Street Association meeting, we'd have walked past you; now we stop for a chat'".

"It's nice that people know I can't see. Otherwise, they might think I'm stupid or think I'm being funny or rude because I don't recognise them. Now they know to greet me and give me their name, and then I'll know who it is!"

"I've got to know 10 or 12 people well. The street feels different now. There's no feeling of isolation. If in need, I could knock on a door for help".

"There was a power-cut, which was scary, but a neighbour who I got to know through the Street Association came immediately with a torch and candles - my knight in shining armour!"

"I have had my first barbecue at the age of 87!"





## SARAH'S STORY - SARAH WORKS IN STUDENT ACCOMMODATION AT BIRMINGHAM UNIVERSITY. SHE MOVED INTO THE AREA A YEAR AGO AND LIVES ALONE.



"As soon as I moved in, I had a card through my door, saying 'Welcome to your new home - best wishes from the Street Association', signed by neighbours. It was just the loveliest thing and it really touched me. Then, a week later, I bumped into one of the neighbours who'd signed it. It's difficult to get to know people on this kind of road because there's loads of traffic, but this was the start of getting to know lots of people. I got invited to the Christmas function. It was lovely - it was great to get to know other neighbours. Everybody was just so welcoming - it just shows people's good spirits. I feel particularly lucky that the people who lead it are who they are".

"I just feel more neighbourly - and it inclined me to think what can I do to help. For example, in the snows I got my snow shovel out and made the pathway for an elderly neighbour. Later, at a party, she said: 'I still don't know to this day who cleared my drive for me'. I told her I did it and she was so thrilled! I then mowed the lawn for an elderly gentleman. And when new neighbours moved in, it was I who instigated a card to welcome them!"

## NADEEM AND MAIRA'S STORY -NADEEM IS A GP AND MAIRA IS TRAINING TO BE AN INTERPRETER. THEY BOTH GREW UP IN PAKISTAN. THEY HAVE FOUR CHILDREN AGED 15, 13, 11 AND 5.

"When Brian approached us, we wanted to be part of it. This was a whole new world - for the first time, we got to meet our neighbours and spend time together. It made us closer as a community. It's more of an extended family now". (Nadeem)



"It's good for the children, too. They can all get together. It's nice to come out of your comfort zone and meet people. We hardly knew anyone. It's bringing back the way people used to live in the 60s and 70s. In the 80s, many people started to detach themselves and live separately. Now, we feel we're part of something". (Maira)

"From a GP's point of view, if people have this, especially for vulnerable and elderly people, so often they don't even know their neighbours. A good sense of community can be good for sharing and supporting. It could be a life-line for someone". (Nadeem)

"As people from a racial minority, I feel more at home now. People live their own lives and you don't want to intrude. The Street Association breaks a potential division. Everyone's really lovely. For me, it's my childhood coming back. (Nadeem)



# DEBBIES' STORY -DEBBIE IS A PROFESSOR OF DENTISTRY AND IS MARRIED TO GILES



"I'm actually a shy person and I've only lived on the street for two years, but I know more people on this street than I've ever known anywhere I lived. Its made me feel this is a home, rather than just another house".

"It has really changed the feel of the street. It's a nice, warm feeling. A feeling you could approach people if you were in trouble. A sense of belonging that is quite strong".

"The Street Association has given me a reason to get to know my neighbours. The other day, I went outside and did a bit of gardening and several people I knew came past and stopped for a chat. Before the Street Association, they'd have just walked past. And I've met lots of people I'm really glad to get to know - I have lots in common with them".

"I've always wanted to be in a book club, but nobody ever asked me. So, through the Street Association, I thought: 'why not start one?' Now 12 people are involved and we're having our fourth monthly meeting tomorrow."



## RINKEL'S STORY - RINKEL, MARRIED TO JAZ, HAS BEEN VERY INVOLVED WITH THE STREET ASSOCIATION SINCE ITS INCEPTION.



"People are much more friendly now. I have made six close friends on the street - previously, I never even said hello to neighbours. For years, I wanted to get to know my neighbour across the street, but I was scared. Then, through the Street Association, I found out that she always wanted to get to know me, but was also scared! Now we're good friends".

"There has been a big effect on loneliness"



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## A TOUCHING STORY...



These two ladies met for the first time at a barbecue we did on their street. They got chatting and one said she was going on a coach holiday the following week. The other said she'd always wanted to go on one, but had no-one to go with. The first said she'd been waiting for someone to go with, gave up and was now going alone. Wouldn't it be nice to go together, they thought. A week later, they were both booked in and did go together!



WHAT CAN YOU DO TO HELP?



REMEMBER, SIMPLY SMILING AT SOMEONE OR SAYING GOOD  
MORNING COULD MAKE THEIR DAY 🖥️

