



**DATE: 17<sup>th</sup> April 2023 – For Immediate Release**

**Age UK Hillingdon, Harrow & Brent partners with Two Generations to ‘match’ people across the generations to reduce isolation**

**Homeshare Service launches across Hillingdon, Harrow and Brent**

17 April 2023 - Age UK Hillingdon, Harrow and Brent (HHB) is today launching a new partnership with social enterprise Two Generations, a leading national Homeshare service provider, which uses unique platform technology to match older people looking for help or companionship at home with a younger person who can lend a hand and needs affordable accommodation.

Age UK HHB launched Homeshare in 2019 as a way of reducing isolation for people living alone, reducing the risk of an older person needing to go into a care home and encouraging relationships between older and younger generations.

Age UK research suggests that 1.4 million older people in the UK are lonely, with this figure only projected to increase with the ongoing cost of living crisis making it harder for millions of people to afford to socialise. Loneliness can be as harmful as smoking 15 cigarettes a day, increasing mortality by 26%, making it a major public health concern.

The Homeshare service carefully checks, screens and matches an older householder looking for help or companionship at home with a younger sharer. In return for the accommodation the Sharer gives the Householder up to 10 hours of their time each week as a combination of companionship and practical help.

Each Homeshare match is unique and carefully agreed. It may include some cooking or light housework, help with computers and technology, maybe some shopping or gardening, spending time together over a meal or cup of tea as well as occasional trips out. The reassuring presence of another person in the house overnight is often an additional benefit for the Householder. A Homeshare match does not involve any personal care.

**Friendship, a generation apart - [video](#)**

Rick and Gretta are a fantastic example of how homeshare can transform lives. Gretta is 93 years old, a very independent lady who recently had a fall and knew she needed some overnight companionship if she wanted to remain at home. Two Generations placed Rick, 68, with her over 18 months ago and the pair now spend time together playing cards and gardening. Gretta said *“Rick is incredibly generous with his time, we are now dear friends, I can highly recommend Two Generations”*

**Age UK HHB's CEO Julian Lloyd said:** "We're pleased to be partnering with Two Generations to make Homeshare even more widely available for the benefit of everyone across our three boroughs. We wanted to ensure we had the resources necessary to grow our homeshare service so that we could offer it, as one of a number of tools to help combat loneliness and provide key support at home.

Two Generations are the perfect partner to deliver this service. They encapsulate the same values and warmth towards all their clients and are set up to support far larger numbers. We are really excited at being able to offer such an important service across the boroughs.

Set up five years ago as a social enterprise, Two Generations is a specialist in delivering homeshare and has been matching householders and homesharers on a national scale for the past five years.

**Two Generations Co-Founder and experienced social worker Natasha Langleben said:** "Our mission is to tackle loneliness for as many people as possible across the country and Age UK are the perfect partners to help us reach a large number of older people early on so that we can support them to remain independent in their own home."

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**Age UK Hillingdon Harrow & Brent** is the local arm of the UK's leading charity supporting older people in the London Boroughs of Hillingdon, Harrow and Brent. We have a proud history of over 25 years providing a wide range of services to meet the needs and demands of older people living in our boroughs. Our mission, vision and values underpin everything we do and our passion is to make Hillingdon, Harrow and Brent great places to grow old in.

Website: <https://www.ageuk.org.uk/hillingdonharrowandbrent/>

Twitter: [https://twitter.com/AgeUK\\_HHB](https://twitter.com/AgeUK_HHB)

Facebook: <https://www.facebook.com/AgeUKHHB>

Instagram: <https://www.instagram.com/ageukhhb/>

**Media Enquiries:** Tina Smith at [tsmith@ageukhnb.org.uk](mailto:tsmith@ageukhnb.org.uk) or call **020 8756 3040**

**Two Generations** is an award-winning Community Interest Company and national Homeshare service provider tackling loneliness and fostering friendship between generations. We are a member of Homeshare UK and safety is paramount to us. All homesharers undergo DBS checks, references and interviews prior to any match.

**Website:** <https://twogenerations.co.uk/>

**LinkedIn:** <https://www.linkedin.com/company/twogenerations/>

**Twitter:** <https://twitter.com/twogenhomeshare>

**Facebook:** <https://www.facebook.com/twogenhomeshare/>

**Youtube:** <https://www.youtube.com/@twogenerations7914/featured>

**Media Enquiries:** Charlotte at Catch Communications - [charlotte@catchcomms.co](mailto:charlotte@catchcomms.co) or 07531304941

Graham & Lee's Story: Age UK HHB testimonial: <https://www.ageuk.org.uk/wp-assets/globalassets/hillingdon-harrow--brent/our-services/homeshare/age-uk-hhb---graham-and-lee-case-study.pdf>

Gretta's Story: Two Generations testimonial: <https://youtu.be/DosZVqLVALs>