

## News

# BCLP PARTNERS WITH LIFE CHANCES CAMPAIGN TO IMPROVE LIVES IN THE EAST END OF LONDON

Oct 21, 2021

## SUMMARY

International law firm BCLP is delighted to be a founding member of East End Community Foundation's (EECF) Life Chances Campaign to improve lives in the East End of London. The campaign aims to raise and distribute £5 million to grassroots organizations supporting the most vulnerable people in the East End of London, and will focus its resources to improve the wellbeing of and employment opportunities for young people, tackle digital exclusion, and reduce poverty and isolation among older people.

The East End – specifically the London boroughs of Tower Hamlets, Newham and Hackney – has historically been home to some of the highest levels of poverty in London with record levels of unemployment, child deprivation, and isolation among older people. BCLP has been working with East End Community Foundation since 2015, supporting its Newham and Tower Hamlets programs with funding, volunteering and donations in kind. These East End communities have been hit hard by the pandemic, and as a result, over 50 percent of children are now living in poverty, more than half of all older people are income-deprived with even more suffering from loneliness and isolation, and mental health issues are at record levels. Additionally, over 50,000 homes in Tower Hamlets are without internet, creating a major barrier to accessing online learning, vital public services and employment opportunities, pushing families deeper into poverty and widening the education gap between rich and poor children.

Chief Executive of the EECF Tracey Walsh said: “We’re really grateful that BCLP have generously pledged their commitment to the Life Chances campaign. Having such a prominent local business on-board who already support vital work in the community means they are knowledgeable and equally passionate about our vision to collaborate and create much-needed opportunities for the residents of the East End.”

BCLP supported EECF's [East End Emergency Fund](#) appeal launched early in the pandemic and is proud to be partnering with EECF and the other founding members in the Life Chances

Campaign. Our corporate responsibility program in London has always had a strong focus on Newham and Tower Hamlets. And this campaign complements our existing corporate responsibility programs already in situ in the area, such as the *pro bono* clinic that we run with St Hilda's East in Tower Hamlets, and our volunteer reading program with Manor Primary in Newham helping young children with literacy skills, particularly important post pandemic.

Segun Osuntokun, partner in charge BCLP UK added: "It's crucial that we support and give back to the local communities in the areas in which the firm operates. Everyone should have the opportunity for an education, and to develop skills to enable them to find employment and open up career opportunities. And now more than ever before, we've seen an increase in loneliness and isolation as people deal with the impact of the coronavirus pandemic. This has particularly hit the elderly who have sometimes been the forgotten generation as everyone has struggled to cope with the new environment in which we've had to adapt to. By providing support, services and reconnecting them with society as a whole, they can still make a valuable contribution to society.

"We hope that through the funds raised and the ongoing investments made all generations in the East End will benefit from the support."

For more information, visit the [East End Community Foundation's website](#).

## MEET THE TEAM



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