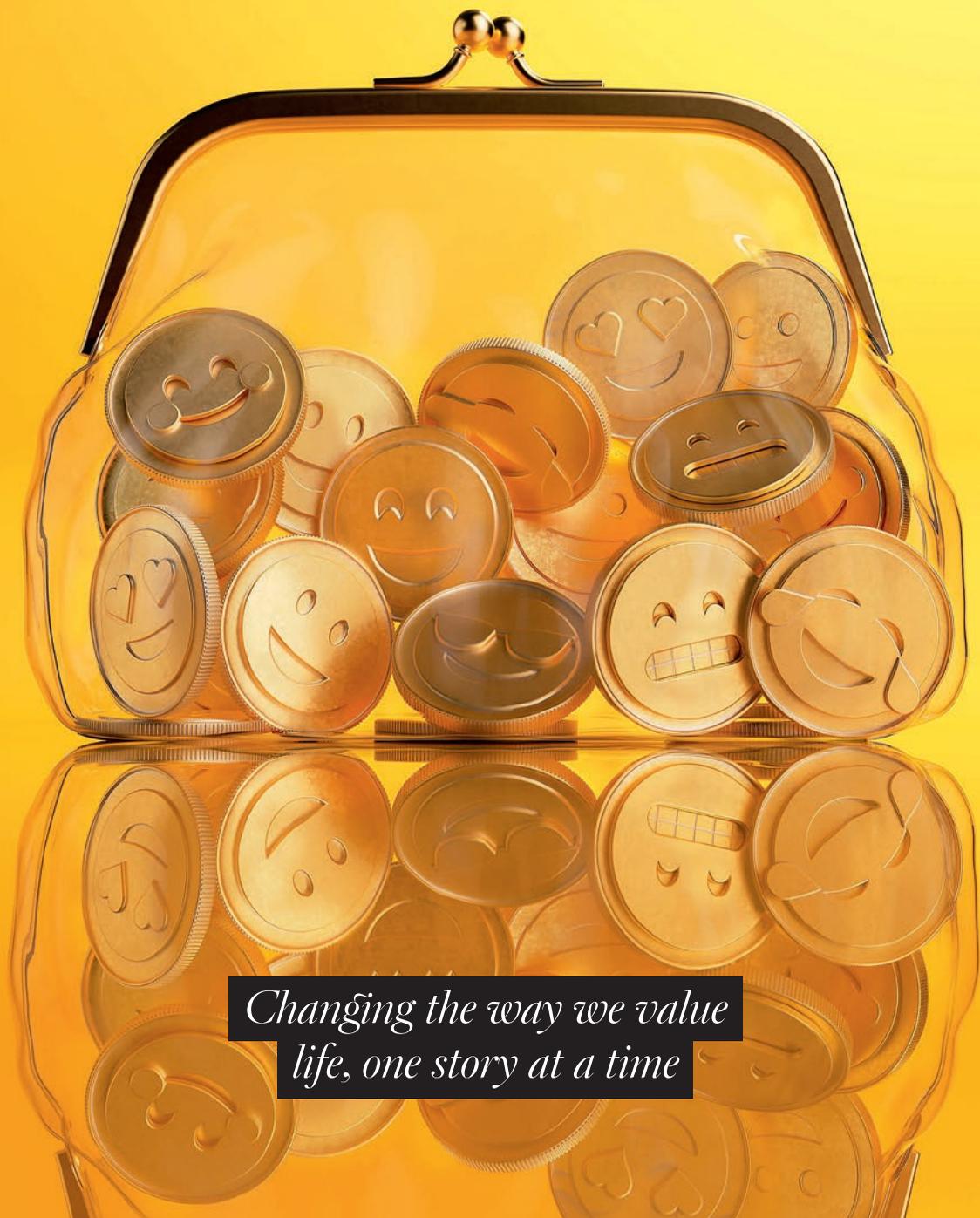


The Alternative **Rich List**

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*Changing the way we value
life, one story at a time*

The judging panel, from left to right: Kanya King, Kirsten Stagg, Sally Phillips, Trevor Phillips, Levison Wood (seated)



Criteria

Creative & Fearless

Creates work of enduring artistic value; challenges traditional thinking; leads change in their field; influencer; inspirational

The desire to create and to set trends drives some people to push their own "outlandish" ideas until they gain acceptance. The aim is to inspire others to follow them on the path to self-fulfilment, where thinking differently can bring its own rewards.

Free-spirited & Adventurous

Curious; lives life to the full; courageous; awe-inspiring; game-changer; risk-taker; rebel

The spirit of adventure is a restless master, and those who carry it within them grab life with both hands and shake it until their excitement, drive and vision are more widely shared. Pioneers in their field, they have the courage and power to change other people's minds for ever.

Fulfilled & Content

What we might aspire to; connects people; overcomes prejudice; brings joy; has found and shares inner peace; imparts wisdom

Wisdom and inner peace bring calm, and trying to attain this state is a driving force among restless souls who believe they can achieve happiness only by following their passions, and by sharing them for the benefit of all the world's inhabitants.

Altruistic & Compassionate

Changes the world for the better; overcomes whatever adversity comes their way; shows kindness and selflessness

True selflessness is a rare quality, and those who embody it think nothing of making sacrifices for the causes they believe in. Will allow nothing to stand in their way and may even risk their own lives so that the lives of others might be improved or saved.

Enduring & Persevering

Campaigner; survivor; warrior; utterly committed; catalyst for change; humanitarian; unsung hero

The need to succeed on your own terms is a motivational force that can overcome setback and failure, and it burns brightly within those who are committed to a cause, whether campaigning for change, fighting for justice or helping humanity to heal itself.

Introduction

The richest 1 per cent of the world's population now owns more than half of the world's wealth. This statistic, reported last November*, illustrates profound flaws at the heart of our society. But it doesn't tell the whole story.

Thankfully, when it comes to different sorts of wealth, the spread is rather more even. By "different", we mean the important stuff – such as finding inner contentment, striving to make the world a better place, and understanding your own intrinsic value.

The Alternative Rich List is all about celebrating people in the UK who embody these inner riches. The kind of people who are perfectly described by Skoda's guiding philosophy – "Driven By Something Different".

This is the second year we have compiled this inspiring roll call, once again in

collaboration with Skoda; the toughest task was deciding who to leave out.

On these pages you will meet 30 people who exemplify the most uplifting side of humanity.

The qualities they have in abundance – wisdom, altruism, courage, integrity and purpose – cannot easily be quantified. So how to compile our list? We invited a panel of judges, each of whom embodies some of these qualities themselves, to look at a longlist of nominees, and select The Alternative Rich List 2018.

On our panel were actress and disability campaigner Sally Phillips; broadcaster and equality campaigner Trevor Phillips; the explorer Levison Wood; Kanya King, founder of the Mobo (Music of Black Origin) Awards; and head of marketing for Skoda UK, Kirsten Stagg.

Stagg, a pivotal figure in Skoda's "Driven By Something

Different" campaign, says: "Richness in life can't be measured by money. That's what we're celebrating."

Nominees were judged according to the criteria set out, see right – and while each of those who made it into the final 30 shines through in a particular category, they all tick boxes in several others, too. They were selected during a lively and challenging judging day, under the direction of our moderator, Stig Abell, author, broadcaster and editor of the *TLS*.

Abell, a judge himself last year, says: "It's critically important that we find ways of recognising achievement, other than wealth. We've put together a list that showcases the best of human endeavour, intrinsic value, and the ability of people to influence those around them.

"We've looked at the positive impact that people can make – and that's a lovely thing."

*Credit Suisse Global Wealth Report 2017

Celebrating those who champion equality

We are living through a time of incredible progress for women. All around us, we are seeing an unprecedented change in gender relations, and it feels as if we are moving into a new age of genuine equality for women.

It is in this spirit of revolutionary change and challenge that, this year, we are introducing a new award to The Alternative Rich List: Revolution for Women.

This is a special award that will be given to the people on the list – male and female – who have done most

Revolution for Women

to actively promote the cause of gender equality and the right of women to be heard.

This award – represented by the banner above – stands as a reflection of our times. Over the past year, the UK has celebrated the 100th anniversary of the success of the Suffragette movement, delivering the first votes for women. Almost as an echo down the century, we have also seen the publication of the gender pay gap figures in the UK, and the fallout of the revelations that inequality



'It seems as if men and women are, for the first time, fighting together for equality'

between the sexes is still very much alive in the world of work in our country.

At the same time, we have seen the most influential worldwide challenge ever to the routine exploitation of women by powerful men, spearheaded by Hollywood but spreading to the grassroots of society with the #MeToo and #TimesUp campaigns.

All of this means that, for the first time, it seems as if men and women are joining together to stand up for the idea that genuine gender equality forms the backbone of the sort of world we want for ourselves, and for our children.

The people on The Alternative Rich List who have been given the Revolution for Women award are each driven by something different. But they all share the desire to champion a woman's right to work, live and compete on all playing fields, at every level of society, on an equal basis and free from sexual harassment of any kind. That's an ambition worth celebrating.



Light through the prison bars

Dr Martin Glynn
Writer, rapper and educator

For more than three decades, Martin Glynn has been giving creative workshops in prisons. Through poetry, drama and literature he gives inmates an outlet to express themselves. “To me, prison isn’t a form of

punishment, it’s a place to rehabilitate people back into the community,” he says. “I help them work through their experiences, which reduces their desire to reoffend, and I give them practical skills.”

As a criminology lecturer at Birmingham City University, Glynn also invented the


‘Martin has gone above and beyond to help those seen as write-offs’
KANYA KING

method of “data verbalisation”, which translates complex research into performance and music, to make it accessible for those excluded from higher education. “If you are researching poor people, I want them to hear what you’re saying about them in a language they can understand.” That’s why, at 60, Glynn released his debut album, *Article 51*, on which he raps about everything from Brexit to mass incarceration.

Judge Kanya King says: “Those in the justice system are often seen as write-offs. But Martin has really gone above and beyond to help those who are marginalised.”

Inspiring a generation to look up

Helen Sharman CMG OBE
Astronaut

Revolution for Women

Sharman was working as a chemist at a chocolate company when she heard a surprising radio advert: “Astronaut wanted – no experience necessary.”

She beat 13,000 applicants to become Britain’s first astronaut. After training for 18 months in Russia, Sharman blasted off for the Mir Space Station as part of Project Juno in 1991.

“I never dreamt of becoming an astronaut, people who did were American fighter pilots. Men,” says Sharman. “But then I thought, ‘Why not?’. It’s easy to carry on doing what you’ve always done. Something new takes effort.”

Today, Sharman, 54, continues to be a champion of STEM subjects for young people studying at London’s Imperial College.



‘You need to know about STEM subjects if you want to be anybody’

TREVOR PHILLIPS

“It was an amazing experience, the views were fantastic. And billions of stars – infinity. There’s so much to learn about space, that’s why we should still be exploring it. We must continue to push at the boundaries of what humans believe is possible.”

Judge Trevor Phillips says: “If you want to be anybody in the next generation, you need to know about STEM subjects. What she is doing is transformative.”

A cuppa and a chat to combat loneliness

Rev Canon Sally Fogden
Volunteer

In a bid to do something to tackle a growing sense of isolation in communities around Suffolk, retired vicar Sally Fogden set up the Rural Coffee Caravan in 2002. Today, the mobile community café and information centre offers a place for people to socialise or access services over a free cuppa, providing everything from blood pressure checks to rights advice. Last year, it welcomed more than 5,800 Suffolk residents. “I saw the loneliness that people can suffer when there are no



shops or pubs,” says Fogden, “So I found a way to bring people together. It would have been boring to retire completely, especially when there is so much left to do. I get so much joy just hearing people getting on.”

Last year, Fogden was given a Points of Light award by PM Theresa May, an award which recognises outstanding volunteers.

Judge Sally Phillips comments: “I like that Rev Fogden is older and being creative. Loneliness is one of the great modern issues we face. She saw that and did something about it.”

Norman Lazarus
Professor of physiology, cyclist



Few octogenarians can claim to have an immune system that rivals that of a 20-year-old, but Norman Lazarus is no ordinary pensioner. Determined to debunk the negative stereotypes around ageing and health, the King’s College London emeritus professor, 82, recently took part in a trial which found that older long-distance cyclists have the muscle mass and cholesterol levels of adults in their twenties. “If exercise was a pill, everyone would be taking it,” he says.

Matt Callanan
Humanitarian



When his father died of cancer, film-maker Matt Callanan, 42, decided to carry on his legacy of volunteering by doing 403 good deeds — simple, generous acts, such as clearing an elderly neighbour’s garden. This spawned #WeMakeGoodHappen, aimed at inspiring a million random acts of kindness. In 2017, Callanan launched #Tenner4Good, hiding ten pound notes around his hometown of Cardiff for people to do something positive with. The idea went viral and is spreading.

Lucy Kellaway
Columnist turned maths teacher



After 31 years as a journalist for the *Financial Times*, Kellaway decided she’d rather be teaching maths. She quit her job to retrain, at the age of 58, but found a lack of support for people her age. “There is,” she says, “an entire generation of people with untapped knowledge and expertise going to waste.” Her solution was to start Now Teach, a charity that attracts leaders in their field to retrain as teachers. Her first 46 recruits are two-thirds of the way through their training.

Stella Creasy
Labour MP for Walthamstow

Revolution for Women

 This spring, Creasy led a group of female MPs in an online campaign, #PayMeToo, which helps women hold their employers to account over the gender pay gap. Creasy also forced a change in the law last summer, enabling Northern Irish women to win access to NHS-funded abortions in mainland Britain. Creasy, 41, says: "It can be hard to persuade people that politics can make a difference, but it does."

Paul Pulford
Gardener

 His love of gardening was Paul Pulford's only salvation in the struggle to overcome heroin addiction and homelessness. Determined to help others, he founded Grounded Ecotherapy, which helps volunteer gardeners to create urban sanctuaries. He went on to work with the Chelsea Flower Show and even created a rooftop garden and foyer fernery in London's Queen Elizabeth Hall. "I was depressed for years, but now I wake up happy every day because I'm helping other people," he says.

Maggie Philbin
Technology campaigner

Revolution for Women

 As a presenter on *Tomorrow's World*, Philbin helped fire up an interest in science for a whole generation. In 2008, after 30 years talking about STEM subjects on radio and TV, she moved into a more hands-on role, co-founding TeenTech CIC, an award-winning initiative which helps people understand the opportunities offered by science, technology and engineering. Last year, Philbin was awarded an OBE.



Reach for the sky

Anoushé Husain
Campaigner and sportswoman

When a friend suggested Anoushé Husain try climbing, she had good reason to be reluctant. As a Muslim girl with only one hand and complex health problems, a climbing wall might as well have been the highest mountain on earth.

Just over two years later, however, Husain has pushed the boundaries to climb the equivalent of one-and-a-half times the height of Everest for charity, and now ranks third in the UK as a paraclimber. Plus, she is hoping to join Team GB.

Born missing her right arm below the elbow, the London

civil servant had cancer when she was 22 and was diagnosed with a debilitating connective tissue disorder two years ago.

Yet she refuses to be cowed. "Despite my health issues, I'm living the life I want and won't let anybody tell me something's not possible," she says. "My message when I go into schools to empower teenagers from deprived backgrounds is, 'Don't believe the labels other people give you.' I want them to realise they can do so much more with their lives than society thinks they can."

"Anoushé is getting out there and living life to the fullest. She is a great ambassador for young people," says judge Sally Phillips.



'Anoushé is living life to the full with enormous courage'

SALLY PHILLIPS

Close up and very personal

Alice Aedy
Photographer and film-maker

Revolution for Women

Nothing could have prepared Alice Aedy for her first trip to the Calais Jungle two years ago. "I was planning to volunteer for a weekend but ended up staying two months. At first I thought, 'What right do I have to photograph the suffering of these people?' Then I realised that, unlike a photojournalist sent somewhere for a few days, I had an opportunity to tell their stories in a different way."

Aedy, 24, has spent the time since at refugee camps from Serbia to Greece, raising money and sharing her work on social media. "Instagram can be a powerful tool. I want to use it to humanise this ongoing crisis."

In her intimate portraits, Aedy shows the raw humanity behind the statistics. "My photos are taken from only a few feet away," she says. "To me, not having a conversation with the person isn't an option."

Judge Levison Wood says: "She is doing important work in places less travelled – and will encourage others."



SAMBARKER FOR THE BRIDGE STUDIO, GETTY IMAGES, REBECCA REID / EYEVINE, BRADLEY ORMESHER / THE TIMES, RICK PUSHINSKY / EYEVINE, FRANCESCA ANSELMI / METTI



The dream of freedom made real

Jihyun Park
Refugee and campaigner

Jihyun Park has a recurring dream – she's catching up with her brother and father in the Bury home she shares with her husband and children. But the happy reunion comes to an abrupt end when North Korean secret police burst in and send her back to the dictatorship.

The former teacher fled the country when her brother was beaten almost to death for leaving the army. When she arrived in China, she was sold into sex slavery and had a child by the man who bought her.

Six years later, she was sent back to a labour camp in North Korea, but managed to get back to China to find her son. They eventually made it



'She went through so much – and goes out of her way to help others'

LEVISON WOOD

to the UK. Today, Park, 49, helps refugees rebuild their lives. She decided to share her painful story when her son asked why she had abandoned him. "This isn't only his question, it is the question of all North Korean children who have been separated from their families. Like so many children who lost their families, he didn't know I had been arrested." But she's not bitter. "I sit around my dinner table with my family every day and see their smiling faces, so I'm one of the lucky ones."

Judge Levison Wood says: "Her background is incredible. She was an abused slave, she went through so much and turned it around through her own courage. Now she goes out of her way to help others."



Tending more than his flock

James Rebanks
Shepherd/environmentalist

Shepherd James Rebanks lives and works around Penrith in the Lake District, in the valleys and fells his family has farmed for more than 600 years.

The demands of caring for up to 1,000 Herdwicks and Swaledales left no time for him to pursue his dream of being a writer. But, in 2012, he began tweeting about his daily life using @herdyshepherd1. The



‘He is fighting to protect the land that he loves and works on’

KIRSTEN STAGG

response – he now has 108,000 followers – led to a book deal, and *The Shepherd’s Life* became a *Sunday Times* No 1 bestseller.

Rebanks, 44, read history at Oxford in his twenties, but always knew he would return to the family farm. “I get a sense of pride from being part of a long line. To me it feels meaningful,” he says. “I have worked in an office but I didn’t get anything out of it. Here I have a sense of freedom, some control of the way I live.

People look to lives like mine because they’re elemental.”

As a heritage consultant, Rebanks helped to press for the Lake District to be granted World Heritage Status, a bid approved last year.

Judge Kirsten Stagg says: “In the frantic modern world, he is not only doing a deeply satisfying and meaningful job, which has been needed for generations, he is also campaigning to protect the land he loves and works on.”

A life of putting others in the picture

Lubaina Himid
Artist

“I think to myself what I could have done if I’d won it at 40... But I guess there are more things I’ve got to say now.” So says Lubaina Himid, who in 2017 became the first black woman to win the Turner Prize and, at 63, its oldest winner too. Himid, who was born in Zanzibar, came to London as a child. At 36 and broke, she moved to Preston in search of work – and found it as an artist, curator and teacher.

Now professor of contemporary art at the University of Central Lancashire, Himid’s art is finally gaining wider recognition. The Turner judges cited her “uncompromising tackling of issues, including colonial history and how racism persists today”.

Himid is best known for her paintings, installations and drawings depicting the African diaspora. She says: “I am painting parts of black women’s lives that nobody paints.”



‘You can feel the struggle she’s had to go through seeping out of her story’

KANYA KING

Judge Kanya King says: “You can feel the struggle she’s had to go through seeping out of her story, what she has had to overcome to finally achieve the recognition she deserves. It feels very relevant.”

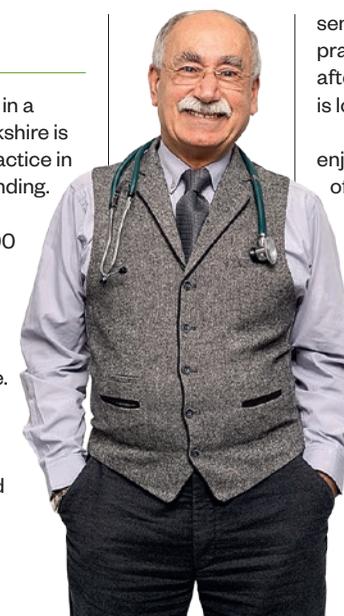
Asked how she would spend her £25,000 Turner Prize money, Himid, who has long championed other black artists, said: “I spend quite a lot of my money working with other artists... So I’ll do a bit of that. And I’ll buy some shoes.”

To his adoring patients, he’s a tonic

Gabriel Hendow
GP

Gabriel Hendow’s surgery in a deprived area of East Yorkshire is the only single-handed practice in Britain to be rated Outstanding. The 72-year-old cares for 2,600 patients (around 700 more than most solo GPs) and is a hero in his community. He refuses to turn anyone away.

“We’re a family practice. We talk to patients, ask where they’ve been on holiday. I’m not the type to give out a prescription and



send you off. I sit with my nurse and practice manager every night until after 8pm to make sure everyone is looked after.”

It’s the continuity of care he enjoys most, treating the children of people he saw as youngsters. Beyond setting up a health clinic for teenagers and making home visits to elderly patients, he gives free cooking and exercise sessions to encourage healthier lifestyles. “Long after most of us are putting our feet up, he’s working,” says Kanya King. “And he’s not just treating symptoms but the causes, too.”

Martin Lewis
Money-saving expert



“At journalism school everyone wanted to be a war correspondent, but I wanted to do money on *This Morning*,” recalls Martin Lewis. In February 2003, he launched his website, Money Saving Expert. Since then, he has informed millions of their rights and exposed banks and utility company excesses. Lewis, 45, has donated millions to charity and in 2016 launched the Money and Mental Health Policy Institute. He is now financing a book on managing money that he wants to see in every school.

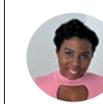
Fatima Zaman
Anti-extremism activist

Revolution for Women



She was just 13 in 2005 when the 7/7 London bombings occurred, but the subsequent Islamophobia plus the growing threat of radicalisation proved pivotal in Fatima Zaman’s life. The British Bengali Muslim studied counter terrorism at university and visits schools to confront the stereotyping of her community. “I have had threats from extremists on both sides,” she says, “But this is a lifelong commitment for me.”

Clara Holmes
Blogger and campaigner for disabled glamour



Born with Ehlers-Danlos syndrome, Clara Holmes was 25 when her illness became so painful she could no longer walk. “I got into a funk,” she says. “You grieve for the old you. But at 30, I said to myself, ‘Let’s start getting your nails done again and throw out the jogging bottoms.’” She reinvented herself as a model and launched her campaigning blog, Rollin’ Funky. “I am more confident than ever. This disability does not define who I am.”

Jonny Benjamin
Mental health champion



Jonny Benjamin, 29, became a social media phenomenon while searching for the stranger who talked him out of a suicide attempt on Waterloo Bridge. He succeeded in finding Neil Laybourn and the two became friends, teaming up to give talks about their experience. Benjamin now raises awareness of mental health issues and, last year, launched #ThinkWell, an education programme for secondary schools. He was recognised for his work with an MBE in 2017.

Christine Cort
Managing director, Manchester International Festival



In 2007, Christine Cort, together with English National Opera veteran Alex Poots, launched the first Manchester International Festival, a bi-annual event to showcase only new or specially commissioned work from the world's great talents. It has been such a triumph that last year it brought 250,000 visitors and £43 million in economic benefits to the city. Cort, 54, is quick to share the credit: "It's the support of the city, businesses and our great team that enabled it to succeed."

Jade Statt
Street vet



Jade Statt, a vet, started treating animals on the streets after meeting a homeless man and his sick dog on a night out in 2016. Armed with a backpack of medications and accompanied by a nurse, she began tending the animals of homeless people – often their only companion. A year later she met fellow vet Sam Joseph, who'd had the same idea, and together they set up StreetVet UK. Today, it's a movement of 200 vets and nurses working in five UK cities.

Sing a song of hope for the homeless



Marie Benton
Founder, The Choir With No Name

Starting a choir for homeless people in 2008 was the easy bit. "Everyone got behind the idea," says its founder and CEO Marie Benton. But, seven years later, the initial funding had been spent and new money was harder to find. "It had become a real uphill struggle."

By 2015, Benton had set up two choirs in London – and one each in Liverpool and Birmingham – to offer singing, camaraderie, support and a hot meal to those who found themselves living on the streets.

"We kept all the choirs running," says Benton, 42,



'Singing brings so much joy, and gives so much back'

KIRSTEN STAGG

"but we weren't able to grow. Now we're getting bigger again, which is a huge relief and really exciting."

A new partnership with the Brighton Housing Trust is behind her optimism. The choir is launching a new group on the south coast in June and Benton has been approached by potential partners in other cities. She says that the benefits for choir members have never changed: "It's all about confidence and building the skills you need to get on with the rest of your life."

"Singing brings so much joy," says judge Kirsten Stagg. "And this is intrinsically giving back, by giving people self-esteem."

Healing pain and restoring lives

Asim Shahmalak
Surgeon

Plastic surgeon Asim Shahmalak has spent thousands of pounds of his own money travelling from his adopted hometown of Manchester to his homeland of Pakistan to help victims of acid attacks. The country has 300 to 350 such attacks reported annually – mostly against women as "punishment" for refusing a marriage or another perceived disrespect.

During his five trips in the past nine years, Shahmalak has operated on 27 people – restoring eyebrows, performing hair transplants and even replacing eyelashes, a tricky



'What impresses me is that he chooses to do this'

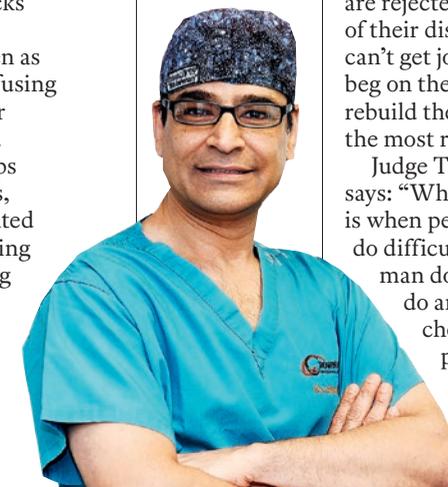
TREVOR PHILLIPS

procedure that Shahmalak pioneered in the UK.

"I see this as my way of paying back Pakistan for the education and medical training I had there before I came to live in the UK," says Shahmalak, 57, who also trains doctors in Pakistan.

"There is no government support for victims there. They are rejected by society because of their disfigurement. They can't get jobs and are left to beg on the streets. Helping to rebuild their faces is some of the most rewarding work I do."

Judge Trevor Phillips says: "What impresses me is when people choose to do difficult things. This man doesn't have to do any of this, yet he chooses to transform people's lives"



A force to be reckoned with

General Sir Nick Carter
Chief of the general staff, British Army



Revolution for Women

The British Army has a recruitment problem – it is 4,000 soldiers short of its 82,000 target. In his efforts to bolster the numbers, General Sir Nick Carter, has not been afraid to think differently.

In 2016, two years after Sir Nick became chief of the general staff, the ban on women serving in close combat roles in the British Army was lifted. By 2019, all roles within the Army will be open to women. Sir Nick has also tackled sexual harassment, bullying and discrimination, and backed a campaign highlighting the support that is now offered to new recruits.

"Our society is changing," says the 59-year-old, who commanded forces in Bosnia, Afghanistan and Iraq, "and I think it is appropriate for us to try and reach out to a broader base to get the talent we need." The Army says applications went up by 30-35 per cent in the nine months to December 2017.

Judge Trevor Phillips says: "I am always impressed by people who choose to do the hard thing. And what he has done is not easy within the culture of the armed forces."

CLAUDIA JANKE FOR THE BRIDGE STUDIO; ROBIN TROW, THE MANCOPRIALIST; GETTY IMAGES; RORY LEWIS/NEWS; BRADLEY ORMEROD/THE TIMES



He turned his life around. Now he's helping others to do the same

Yasin El Ashrafi
Prince's Trust Mentor of the Year

Yasin El Ashrafi is living proof that even people in dire circumstances can turn their lives around.

Once a drug-using "bad boy", El Ashrafi has just won the 2018 Prince's Trust Mentor of the Year Award for his work with Talent Match Leicestershire. This scheme, funded by Big Lottery, helps young people who have been unemployed for more than a year to find work, education or training.

El Ashrafi, who owns HQ Recording Studio, offers free studio space for the young unemployed, as well as one-to-



'Yasin's story is inspirational – he really goes above and beyond'

LEVISON WOOD

one mentoring. "I help them get demos together. When I see someone change their whole mindset, I really feel I've made a difference," he says.

His company also helps people who are disabled, struggling with mental illness or have been in prison to explore their creative talents.

"For years I was into drugs, but when my son, Kai, was born with cerebral palsy, I realised I had to change. Just because we've come from nothing doesn't mean we can't turn it round."

Judge Levison Wood says: The Prince's Trust does such great work and Yasin's story is inspirational – he really goes above and beyond."

Got a lot of bottle

Jo Ruxton
Film-maker/campaigner

"You have no idea what you've started," Jo Ruxton was told by the team behind Bristol's year as the 2015 European Green Capital. She had just set out the devastating problem of plastic in our oceans, in the hope of winning some funding.

Ruxton was making a film to highlight how eight million tonnes of plastic ends up in the sea every year, killing marine life and entering our food chain. She had seen the issue at first hand while making underwater films for the BBC. "I took along two jars of albatross stomach contents, and two weeks later they gave me a large donation towards finishing the film."

The result, *A Plastic Ocean*, has been shown in more than 60 countries and is described by Sir David Attenborough as "one of the most important films of our time".

Levison Wood, an award judge, says: "It would have been easy to make a lovely film about dolphins, but this is different and challenging and has provoked real change."

Ruxton gives presentations all over the world (see [plasticoceans.uk](#)). "Without exception, the feedback has been phenomenal," she says. "It makes me realise that anyone can make a difference if they believe in something."



Battling poverty

Amika George
Campaigner

RevolutionforWomen

When A-level student Amika George came across a study last year which showed that girls were missing school because they couldn't afford sanitary products, she was shocked. "I'd never heard of 'period poverty'," she says. "Being a schoolgirl, I know how hard it is to catch up when you miss a day, never mind a whole week every month."

This drove George, now 18, to launch #FreePeriods, a campaign calling on the government to provide free sanitary products to girls on free school meals and

lobbed MPs to include it in their election manifestos. Her determination paid off: the Women's Equality Party, Greens and Lib Dems signed up and her petition attracted 150,000 names. In December, George organised a 2,000 strong protest at Westminster.

Their voices were heard. The government has said that money from the Tampon Tax Fund, which distributes VAT charged on sanitary products to women's causes, will go towards ending period poverty for the first time.

Judge Sally Phillips says: "With more and more children going into poverty, this is just the kind of significant campaigning we need."



'This is just the kind of significant campaigning we need'

SALLY PHILLIPS

Julius Ibrahim
Social entrepreneur

At only 23, Julius Ibrahim was so moved by the number of rough sleepers on London's streets, that he dropped everything – including his economics degree – to create a solution. The result is Second Shot Coffee, which is now in its second year. The London shop employs and trains homeless people, giving them transferable skills to move into long-term employment. His "pay it forward" system has also provided more than 6,000 coffees and 4,000 meals to people living on the street.

Major Nics Wetherill
Antarctica expedition leader

RevolutionforWomen

While friends and family celebrated Christmas, Major Nics Wetherill, an Army doctor, was in the gruelling throes of a 1,056-mile, two-month expedition across Antarctica. Battling 60mph winds and temperatures as low as -40C, Wetherill led a team of British Army colleagues – the Ice Maidens – who succeeded in making the first all-women trek across the continent on foot.

Shehan Hettiaratchy
Surgeon

Westminster terror attack victims and Grenfell residents – Shehan Hettiaratchy has treated both in his role as trauma lead at Imperial College Healthcare Trust in London. A British Army reservist, his nerves of steel were forged in war and disaster zones, from Chechnya to Haiti. He is most proud of his work with a military team in Afghanistan: "They were some of the hardest times but we came through knowing we had delivered the best trauma care the world had ever seen."

The Judges

Credits

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Kanya King MBE
Music entrepreneur

The CEO and visionary founder of the Mobo Awards, King displayed rare drive and ambition to take black music from the margins of British popular culture to the heart of the mainstream.

The youngest of nine children, born to a Ghanaian father and Irish mother, King, 51, grew up in a north London council flat. When no one would back her idea for an award dedicated to celebrating black music, she remortgaged her home to finance the first Mobo ceremony in 1996.

She's an inspiring figure, who featured in last year's Alternative Rich List, and is in no doubt of the list's value. "I think it is a perfect way of recognising people and a way of celebrating achievement beyond wealth," she says.

"Every name and every story inspires you to do more, care more and be more. I just salute all of them."



Levison Wood
Explorer

A former soldier turned traveller, writer, photographer and raconteur, 36-year-old "Lev" Wood is an old-fashioned explorer, bitten by the travel bug when he hitchhiked to India at the age of 22.

His gutsy determination came to national attention when he became the first person to walk the 4,250-mile length of the Nile in 2013-14, a difficult expedition that was documented in a Channel 4 series. Subsequent trips to walk the Himalayas and cross Central America on foot have also been televised, and his latest series, following him for 5,000 miles around the Arabian peninsula from Iraq to Lebanon, will air later this year.

The Alternative Rich List, he says, is: "A chance to showcase people who are living rich lives, going above and beyond their normal duties to serve other people. It's something we should recognise and that will hopefully inspire others."



Sally Phillips
Comedian and actress

With a first-class degree in modern languages from Oxford, Phillips, 48, might have taken the fast track to a high-powered job. Instead, she followed her love of performing to produce the pioneering sketch show *Smack the Pony*, before creating such unforgettable comic characters as Sophie, the Travel Tavern receptionist in *I'm Alan Partridge*, and Tilly in *Miranda*.

She also fronted a BBC documentary *A World Without Down's Syndrome?*, exploring the effect on society of a new pregnancy screening test, said to detect Down's syndrome in 99 per cent of cases.

She relished the judging process for The Alternative Rich List: "It's so great that, on the same day as the Rich List, there is something that suggests that meaning might not come from cash," she says. "It's great to get behind an alternative set of values. It was spirit-lifting to spend a morning thinking about people doing wonderful things."



"The people here are billionaires of alternative wealth"

TREVOR PHILLIPS



Trevor Phillips OBE
Broadcaster and campaigner

Trevor Phillips, 64, has spent his life campaigning for an end to discrimination based on race. For ten years, he served as head of the Commission for Racial Equality and its successor, the Equality and Human Rights Commission, stepping down in 2012. His tenure was marked by controversy over his views on political correctness, best expressed in the 2015 Channel 4 film *Things We Won't Say About Race That Are True*.

What Phillips likes most about The Alternative Rich List is its potential to unite people with a new set of values.

"What the list is trying to say is, what is really worthwhile about being human?" he says. "We admire people who build great empires, but, actually, most of us want to be happy, to be good at things we enjoy doing. In one way, you might say that the people we considered are the billionaires of alternative wealth."

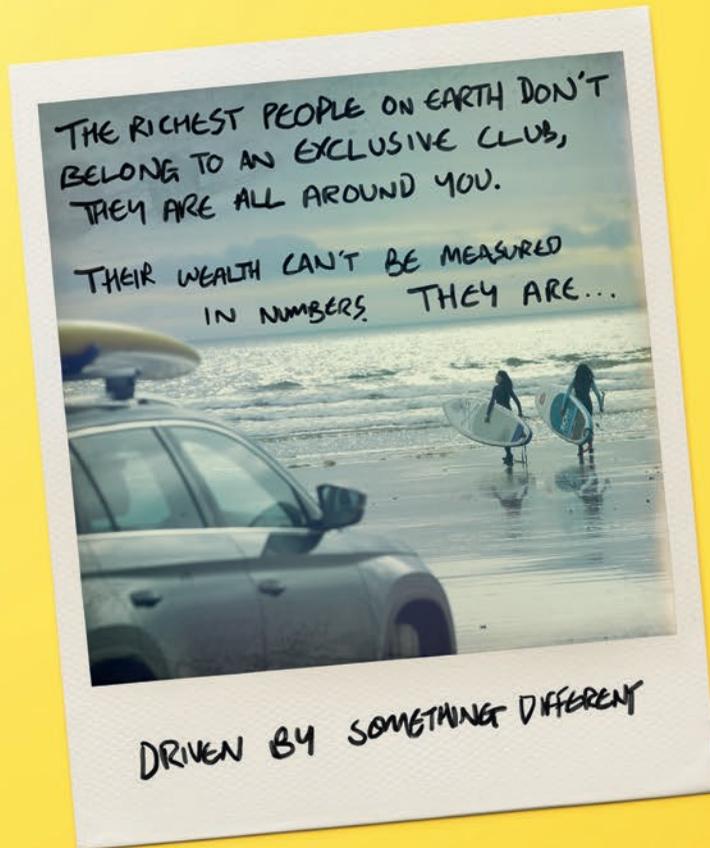


Kirsten Stagg
Head of marketing, Skoda UK

Kirsten Stagg embodies the slogan "Driven by something different". She joined the Volkswagen Group 20 years ago, fresh out of Sheffield University, and her determination to succeed in the traditionally male-dominated world of automotive marketing resulted in important work with the VW, Audi and Skoda brands.

Stagg has spearheaded some high-profile campaigns and, as someone who knows the value of a good idea, she says that The Alternative Rich List is: "Really important, because it shines a light on people who show us there is more to life than money and that richness can come from experience."

This year, she says, the judging process was more difficult than ever: "I was encouraged by how many great candidates were put forward: we had to have some quite tough debates because we were spoilt for choice."



The Alternative
Rich List

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