

Company Number: 02985939  
Charity Number: 1043588

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## Core Arts

### Legal and Administrative Details

Directors	Anne Marie Bibby Gary Paul Molloy Stuart Edward Glyn Jones Mark Steven Salter Shaun Adams Sophie O'Neill
Company Number	02985939
Charity Number	1043588
Bankers	HSBC 34 Mare Street London E8 1HU
Auditors	Augustus & Co Chartered Certified Accountant 374 Ley Street Ilford Essex IG1 4AE
Registered Office	1 St Barnabas Terrace Homerton High Street Homerton London E9 6DJ
Business Address	1 St Barnabas Terrace Homerton High Street Homerton London E9 6DJ

## Core Arts

### Directors' Report

The trustees are pleased to present their annual directors' report together with the financial statements of the charity for the year ended 31 March 2021 which are also prepared to meet the requirements for a directors' report and accounts for Companies Act purposes.

The financial statements comply with the Charities Act 2011, the Companies Act 2006, the Memorandum and Articles of Association, and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015).

### Governing Document

The charity is a charitable company limited by guarantee and was set up on 2 November 1994 and registered as a charity on 24 January 1995. It is governed by Articles of Association for a Charitable Company. (The New Articles of Association of Core Arts was adopted by a special resolution of the charity passed on the 7<sup>th</sup> June 2016.)

### Objectives and activities

The principal activities of the company are to relieve the need of persons suffering from mental health illness and /or those at risk of social exclusion, by the encouragement of participation in creative activities, particularly, but not exclusively, arts, music, multimedia, sports and horticulture and to relieve the need of people with mental health disabilities by arranging work for them.

Core Arts exists to enrich the lives of socially excluded people with severe mental health issues Through professional educational input and emotional support we are able to develop and promote the individuals artistic and creative ability  
Our aim is to empower and equip service users to achieve their personal goals and aspirations and make a full contribution to society

### Strategic Aims

- To challenge negative stereotypes and the stigma facing people with mental health problems by the promotion of their positive attributes and strengths
- To develop the artistic and creative potential of our service users and increase their access to the benefits of the arts.
- To expand and develop Social Firms and Social Enterprises in order to
  - 1 Increase service users' confidence and self esteem through their engagement with a practical working enterprise
  - 2 To increase the service users' employability
  - 3 To generate income for Core Arts to enable the organisation achieve its charitable aims and objectives
- To expand the strategic and operational management capacity to ensure that the organisation is fit for purpose.

### ▲ Results

The financial position of the charity at the end of the financial year is as detailed in the attached financial statements.

## Core Arts

How our activities deliver public benefit

Our main activities and who we try to help are as described in our objectives and activities listed above.

All our charitable activities focus on these objectives to further our charitable purposes for the public benefit.

The activities and outcomes during the year under review are as described below.

### CORE ARTS Overview 2021

Our members had complex care needs including contact with the criminal justice system, drug and alcohol dependency and homelessness. We have proven in the past 29 years that we are unique in our ability to engage this group, especially young African and Caribbean men who are overrepresented in the mental health services. In this financial year we had 1300 individuals adults referred to our service from across 12 London Boroughs. Core's diversity is clear in our demographics.

764 members referred over the funding annum from NHS contracts , of which 85 were digital online members, as part of our Covid response to offer online activities which can be engaged with from the safety of home. We also supported 166 SMI support calls to Core Support during this time, signposting individuals to relevant services or resolving the issue whilst on the call as part of the advice and guidance given. We delivered 72 1:1 digital support sessions to persons to reduce the digital divide caused by national lockdowns. We also supported people to access personal health budgets to support their recovery goals.

### **Statistics of the 764 tracked members on NHS contracts referral**

64% male

70% BAME

99% on CPA on referral, 3 discharged and 25 discharges from the wards avoiding readmission

Over 50% cluster 12/13

92% non admission rate over the pandemic (10 out of 115 used inpatient services)

2 gained employment during this tough time to find it and 3 volunteering, 1 into education.

3 people supported to gain long term ASC direct payments funding to continue accessing core arts

72 early interventions from the team to support appropriate clinical support

17 PHB applications to support individual recovery goals

99%. Reported improved quality of life

23% uptick SMI sports membership

100% reported living a healthier lifestyle

15% moved onto Wellbeing Network support

44% moved on/closed over the annum

100% improved resilience using the arts

100% improved understanding of MH

85% reported skill set achievement

85% improved confidence and self esteem

78% improved social inclusion/networks

99% adherence to the code of respect

90% improved Warwick and Edinburgh (emotional wellbeing) scores

## Core Arts

Full reports on other projects for 2020-21 are downloadable from our website under the publication section.

<https://www.corearts.co.uk/publications/>

We focus on the most excluded groups in society and fight to improve their capacity to cope with their mental health, build confidence through creative education and progression pathways to develop the individual through a service user led ethos to allow them greater control over their future. We challenge the negative stereotypes and the stigma facing people with mental health issues by promotion of their positive attributes and strengths. We develop the artistic potential of our learners through high quality education, working alongside established musicians and artists and increase their access to the benefits of the arts.

Core Art is currently engaging clients on section 117c directly referred by NHS East London Federation Trust with substantial and critical mental health needs, supporting members to be social included in a creative and empowering community alongside accessing opportunities to learning and achievement and advice and guidance.

Core Arts Service: Core Arts is committed to excellence and innovative responses to health care needs in our community.

Core Arts is a service user guided organisation, reflected through our board of trustees; in 2020-2021 we had 69% service users or ex service users on the board.

Our key responses to our members health needs is to provide a constructive educational environment where they feel safe and empowered to learn and progress. Setting their own creative learning pathways where they are enabled to work in a serious way to achieve their goals. This creates an environment where people termed hard to reach feel ownership and want to attend and progress. Education: CORE provides 85 creative workshops a week under 5 departments: Art, Music, Sport, Multi-media and Horticulture; to engage our members in lifelong learning and improvement of skills.

Events: CORE organises an extensive events program and through the lockdown we provided online events hosting over 65 events, educational trips and excursions per year, showcasing our members' talents and abilities through gigs, exhibitions, poetry readings and conferences. This not only helps develop confidence and talent but also provides an important link with the general community to help combat stigma and fear of people with mental health issues. Of the many events and opportunities the highlights this year were:

- Partnership with the British Museum and the Victoria and albert Museum, for educational history trips for our members.
  - Partnership with Kew Gardens, for educational horticultural trips for our members.
  - Partnership with Survivors poets for live poetry events.
  - Mark Lane zoom gardeners question time event
  - ‘Time to Shine ‘was our first face to face event after the lockdown showcasing our music and poetry. We held a number of poetry evenings and published 3 catalogues of art works and poetry.
- Core Arts also ran a successful weekly zoom quiz night every Friday.

## Core Arts

Please check our website and facebook for a full report on events:

[www.corearts.co.uk](http://www.corearts.co.uk)

<http://www.facebook.com/coreartshackney>

<https://twitter.com/coreartshackney>

<https://vimeo.com/corearts>

<https://www.instagram.com/coreartshackney/>

The development of Social Enterprises offer our members supported work experience with alternative business models to allow for periods of ill health. This opens up to them the possibility of future employment. Supporting Social Networks: Core Arts has developed ways to engage with those excluded from society by helping to set up supportive networks for those who face continuous exclusion in their everyday lives. This includes pastoral care with one to one support, mentoring and buddy systems. For many of our members Core Arts becomes their family and with that comes all levels of support from emotional to practical.

The partnership contracts have significantly improved the patient experience of care, especially inpatients or those who are socially isolated. Core Arts has been recognised as a resource by inpatient teams and considered for patients as part of any leave or discharge plan. The service is also easily accessible to persons under high support care coordinators such as the Rehab and Recovery team or Assertive Outreach Service offering a consistent, routine building support service, supporting those who are most disengaged or hard to engage. It is widely agreed that instant access is crucial when working with clients that have varied momentum and stability.

### **Awards 2019-2021**

- GOLD 'Our Community Award' London in Bloom 2021
- Green Flag Award 2021
- GOLD 'Environmental Challenge' 2021
- OUTSTANDING 'It's Your Neighbourhood' Award 2021
- BEST NATURE PROJECT 'Social Prescribing Award' Defra finalist 2019
- 'London Sport 'Best community sports project '2021 shortlisted results on 6<sup>th</sup> Dec 21
- Marsh Award 2019 Core Sport won the 'Innovative Peer Support' category. London.
- Sports and Recreation Alliance -Mental Health Sports programme Winners 2020 (UK Wide)
- The UK wide HSJ Awards 2020: Mental health innovation of the year- WINNER: City and Hackney Clinical Commissioning Group, East London Foundation Trust, City and Hackney GP Confederation, Core Sport and Clinical Effectiveness Group – An Alliance Model for Primary Care SMI Physical Health
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<https://www.hsj.co.uk/the-hsj-awards/hsj-awards-2020-mental-health-innovation-of-the-year/7026219.article>

\*Core Arts are featured in the Science Museum New Medicine Galleries in 'Rethinking Treatments', open for the next 25 years. We are represented by our charity founder and Director Paul Monks and we have been chosen to showcase our work as innovators using creative education to improve mental health. For more information please click Link

<https://www.sciencemuseum.org.uk/see-and-do/medicine-welcome-galleries>

## Core Arts

### ELFT /CCG referrals

Core Arts supports the health care teams by providing information regarding patients in terms of routine, attendance, progress and early intervention. ELFT statistics approximately a third of patients are readmitted within 3 months, Core Arts is specifically targeting this client group to reduce health care usage by 96%.

### Social Enterprises

Core Arts has two Social Enterprises providing high quality services:

1. Core Design exists to provide graphic design services - [www.coredesignlondon.co.uk](http://www.coredesignlondon.co.uk)
2. Award winning Core Landscapes - bringing about social change locally through inclusive environmental projects through the use of meanwhile spaces. <http://www.core-landscapes.co.uk>

### Partnership

As an organisation we can evidence 29 years of partnership working with the NHS, the Homerton Hospital, John Howard Centre (MSU) and CMHT's across London. We have been jointly commissioned to work constructively within the borough aims and providing services to those who are hard to engage and particularly vulnerable due to their mental health support needs. Core Arts is an attractive service to persons who experience mental health issues, promoting positive mental health through creativity and the arts by providing a non-clinical, motivational and strengths focussed environment.

Core Arts - learning and education environment for persons with severe and enduring mental health needs, who have significant health problems limiting their ability to engage with mainstream opportunities of education. The service provides creative sessions and workshops/ courses in a non-clinical environment likened to a creative arts college whilst the patient is undergoing inpatient treatment or under CPA. The service works with patients that are difficult to engage in any activities, may reject a mental health diagnosis/ services and are especially versed at engaging those from the medium secure unit John Howard Centre and Wolfson House and work closely with mental health NHS staff to provide a treatment plan which includes meaningful occupation/ structured use of time and increased self-awareness/quality of life.

### Evidence and Outcome based

The service is in very close proximity to all inpatient mental health services in Hackney (including TCOS) and offers choice and control to those with limited choice regarding vital aspects of their immediate environment and engagement with mental health services. The service plays a vital role in social support systems, relationships and risk management as well as encouraging other social roles and responsibilities through improving motivation; self- esteem and strengths orientated goal setting. The service is supportive and psychologically informed however, promotes boundaries with expectations that patients will conform to a mainstream setting and are therefore able to demonstrate this as part of their recovery.

Core Arts has a significant role to play in a persons self-management and promoting independence and discharge from services. Core Arts has a numerous case studies, which can evidence the impact the service has had on individuals and their recovery and map the client development with reviews and self- assessment (including evidence based reporting).

## Core Arts

Particularly evidenced in the following areas:

- Identity in mental health and recovery
- Improve engagement with NHS resources (appropriate use of clinical services)
- Self-esteem and confidence/survivor stories
- Increase social network and support through social events and participation
- Peer support and promote positive mental health through talent and inspiring networks
- Promotes the use of creativity and the arts in long term wellbeing
- Access to learning and education and move on pathways
- Motivation for life-long learning and adult education and skills.
- Activities and peer support whilst on the ward as part of treatment plan
- Improved quality of life and access to opportunities
- Increase in discharges from ward/ sections/CPA and reduce likelihood of admission

The service currently works in partnership with the ELFT and the CCG, specifically the Occupational Therapy (OT) departments at the Homerton Centre for Mental Health (inpatients) and discharge planning including CPA as well as the specialist community mental health teams in the borough (AOS/ R&R/ EQUIP) and locality teams. Core Arts is also a subcontracted partner of the City and Hackney Wellbeing Network, a service aimed at persons who have experienced moderate to severe mental health issues and which to access support services to support their wellbeing and recovery. Core Arts has established new referral routes through this pathway alongside a new programme geared towards sports and health achievements. These new contracts have engaged the primary care support teams, such as GP's and therapy departments referring to Core Arts.

The main aim of the service is to provide a real life, adult environment and support skill development in order to enable patients to regain self-esteem, promote social norms and encourage move on to mainstream education, progression or work activities and sustained achievement through a better sense of identity and acceptance of mental illness (through breaking down internal stigma).

Core Arts appeals to service users who do not traditionally engage in mental health services, therefore we reach persons who may otherwise not engage. Based in Hackney where the level of mental health service needs, as concluded by the Sainsbury Centre for Mental Health, is 87% above the national average.

We consider the following outcomes:

- Connecting with others: Core Arts provides those who are experiencing mental health issues and at risk for social exclusion an opportunity to interact with others who have had similar experiences and to build relationships with them. A necessary support system can be established here - especially for those who do not have social support systems (or family) in place.
- Peer support and mentoring: the emphasis on creative expression, progression and learning through creative activity allows members creative freedom to regain confidence and reconstruct own identity as an artist/competent individual.
- Skill Development/access to learning: Creative skill development is the main focus at Core Arts and establishes human capital (self-investment/own assets/strengths) for each member. Learning and skill development, completion of projects & goals can continue regardless of mental health difficulties. Engagement in the creative process encourages skill development in cognitive process as well, such as planning, decision-making, problem solving etc.



- Self-esteem building: In addition to skill development, social factors, such as the support and affirmation from tutors as one's artwork/composition is appreciated, encourages improvements in the member's self-perception and beliefs about their potential and actualise/realise achievements.
- Development of artist identity (changing the label): The opportunities for creative skill development and the validation of ability.
- Bridging Opportunities: Members are able to take on greater responsibility through volunteering positions at Core Arts, work training and build employable skills. They are also able to establish relationships with the community through the exhibitions and event opportunities made available to members/local networks/arts community.
- Being active & structured activities; impact on motivation, routine and lifestyle and wellbeing. Core Arts timetable plus daytime/evening and various weekend events as part of events program.
- Education and Progression routes/achievements; Core Arts have established move on opportunities for members to continue personal development (away from mental health services)
- Non clinical environment in preparation for mainstream opportunities (of which is not currently able to engage due to support needs)
- Keeping Safe/risk management/well-being; early intervention and communication with services (Core Arts supported communication & intervention) re: welfare, safeguarding, self-care.
- Less crisis admissions/less CMHT input/less dependency on NHS services & access from the wards- part of treatment plan/ rehabilitation.

As an extension of the psychiatric units and NHS provision in Hackney for 25 years, we have offered community involvement to those who might otherwise not be able. We have a consultant psychiatrist as trustee on the board and act as a base for patients on s.17 on leave from hospital. Naturally we support the CPA document for many areas including activities and learning as well as a risk management plan. We engage those who are considered the most vulnerable and those unable or unwilling to engage elsewhere.

Core Arts users are not obliged to use the service, the service is available to those who choose it as part of their treatment/self-management; many case studies provide insight into the impact of the service on individuals who manage their mental health.

Service users progress through further education in mainstream settings and discharge from secondary care services (to GP support) and many volunteer within the service to support the recovery of others or gain skills in which they teach others (peer support).

Outcomes for those with critical and substantial needs;

- Improved satisfaction of inpatient services/choice and control of treatment plan
- Increase activities available to inpatients and outpatients
- Shorter hospital admissions
- Increased risk management at discharge (step down provision)
- Increased discharge from CPA due to service engagement (duty of care)
- Increased discharged of MSU clients, as part of community planning
- Increased patients involved in learning and education as part of CPA (skill development irrelevant of fluctuations in MH)

## Core Arts

- Improved engagement with treatment plans (including behaviour management and medication management)
- Reduced crisis admissions
- Increase access to provision/speed of access
- Increased engagement of hard to reach groups specifically BME males.
- Increase in signposting/ referrals to voluntary sector agencies for support regarding housing/benefits and substance use concerns (as agreed with care team)
- Improved sense of wellbeing/confidence and self-esteem/ personal achievement (reduced dependency on care team)
- Increase support network for persons who are socially excluded (single)
- Increased engagement in mainstream opportunities for this client group
- Support families and carers to maintain relationships by providing meaningful occupation/ respite/promoting independence

The service promotes three of the CCG strategic priorities:

- Improve the equality of health care for Hackney and City of London residents;  
Aimed at disadvantaged group - severe and enduring mental health/BME. Ensuring people feel supported to manage their condition.
- Ensure our health care system is affordable of high quality and improves patient experience;  
Service feedback from patients is excellent/service will continue to engage inpatients for excellent value for money and improve patient satisfaction in Hackney.
- Develop integrated out of hospital services to mitigate the increasing cost of hospital based unscheduled care;  
Structured pathway of service availability is established/ service improves activities offered by NHS and treatment plan leading to reduced use of inpatient care. Avoid crisis admissions and support the crisis pathway of support. NHS (England) Outcomes 2015/16 readmissions within 30 days of discharge.
- Reducing premature death in people with serious mental illness: people with severe mental illness who have received a list of physical checks. Core Arts communicates directly with GP to support any engagement with physical health intervention and as part of the welfare support at Core Arts promotes health and signposts to various health centres & can host projects also. Integrated approach regarding physical health and mental health services and support to engage with life prolonging treatments and support.

Clinically:

Long term conditions and the management of these, specifically increasing the quality of life to those who suffer severe mental illness. Targeted to BAME groups and the high proportion of black males on the hospital wards.

And Nationally support the CCG aims regarding:

Reducing avoidable emergency admissions;  
Improving patient experience of hospital services

## Core Arts

### Volunteer programme

Core Arts has a tried and tested volunteer programme in which there are levels of service engagement, peer support and volunteers that assist tutors to plan and run sessions, become trained tutors (PTTLS) and deliver workshops. Core Arts also facilitates volunteering as peer leaders, such as running the core council or leading the weekly tours. Volunteers can choose to get expenses or they can access more workshops for their invested time (time bank) Core Arts also promotes management opportunities and 60% of the trustee board are current or ex members of Core Arts. Through the experience of responsibilities, job profiles and expectations (including the code of respect) patients are able to use their experiences to apply for further opportunities and develop CV's alongside their ability and confidence. Core Arts workforce and staffing relies upon peer membership and supportive members to engage new members, and promote and inspire recovery and ability. Members progress to qualifications, such as access courses, masters, NVQ's, external volunteering and employment which greatly enhance a persons' well-being, quality of life and contribution to society. Core Arts is open in the evening two days a week, and offers those who are in work or have commitments elsewhere to be able to continue to engage to enhance their well-being.

Core Arts users are not obliged to use the service, the service is available to those who choose it as part of their treatment/self-management; many case studies provide insight into the impact of the service on individuals who manage their mental health.

Service users progress through further education in mainstream settings and discharge from secondary care services (to GP support) and many volunteer within the service to support the recovery of others or gain skills in which they teach others (peer support).

### REVIEW OF ACTIVITIES AND PERFORMANCE

#### INTRODUCTION:

#### Core Arts is a Leading Mental Health Day Care Service

- Core Arts has 29 years experience in providing best practice and best value in Mental Health Creative Day Care in London.
- Based in Hackney it promotes positive mental health and wellbeing through creative learning.
- Providing quality education, training, Employment and social enterprise initiatives enabling people who experience mental health issues to overcome barriers, fulfill their potential and participate fully in their community.
- Our mission is to support and promote recovery, social inclusion and mental wellbeing through the arts and enhance service user experience.

## Core Arts

### Core Arts offer a fully equipped and staffed Creative Day Service

- Offering access to 85 creative classes a week under four departments: Arts, Music, Multimedia, Horticulture and Sport.
- Open studios and resources to work on self-directed projects. 3 bookable studios, 4 exhibition spaces, 2 art studios & an ICT Suite.
- 45 professional PGCE/PTTLS equivalent, established and practicing tutors offering excellent education and inspiration in the creative arts. Effective individual guidance and support in personalised progression and skills development.
- 17 staff on PAYE and 52 self-employed tutors working the equivalent.
- 120 creative volunteers per week, working as tutors assistants per week offering 1:1 individual support and guidance.
- Individual assessment of referral and Creative Work Plan goal-setting with achievable objectives to promote success and provide personalised service tailored to the individuals needs and aims.

### Progression Pathways

- Opportunities for clients to progress to public performances, exhibitions, publishing, further education, volunteering, work experience opportunities and employment.
- Placements in our award winning innovative Social Enterprises:
  - Core Landscapes (Horticulture company)
  - Core Design (Graphic Design company)
- Opportunities to volunteer, develop existing skills and experience work like activity and training; including contributing to the running of Core Arts through the members Involvement Scheme and Core Council.

### Community Events and Social Inclusion

- Core Arts offers an internal and external events program with over 55 events a year, giving members opportunities to exhibit, perform and socialise in a safe space.
- The hall has a 300 capacity, with a fully equipped stage run by technical staff, special guest artists and bands and a fully licensed bar.
- Partnerships and networking opportunities offered regularly to clients with creative institutions across London, the UK and abroad.

### Outcomes

- Service users are supported to gain education, training, volunteering and/or other experience and qualifications through increased opportunities including those in mainstream settings which enable them to acquire or enhance their skills, gain or re-gain employment and/or become involved in other meaningful and socially inclusive activities
- Improved communication and social skills, self-confidence and motivation, and reduced sense of social isolation
- Reduction in admission and re-admission to in-patient services for users of this project
- Diversion from criminal justice system for service users, particularly those with forensic histories.

## Core Arts

Core Arts is open all year for referrals for over 18's experiencing and managing severe and enduring mental health issues

- Refer your clients to Core Arts to access creative education that will improve their opportunities, promote their well-being, give structure to their day and prevent isolation.
- Safe and enabling environment which promotes positive mental health, choice and greater independence
- Open communication with wards, providing feedback and joint working to sustain membership.

### OUR REFERRAL PROCESS

#### How to Refer to Our Service

The service currently works in partnership with the ELFT and the CCG, specifically the Occupational Therapy (OT) departments at the Homerton Centre for Mental Health (inpatients) and discharge planning including CPA as well as the specialist community mental health teams in the borough (AOS/ R&R/ EQUIP) and locality teams. Core Arts is also a subcontracted partner of the City and Hackney Wellbeing Network, a service aimed at persons who have experienced moderate to severe mental health issues and which to access support services to support their wellbeing and recovery. Core Arts has established new referral routes through this pathway alongside a new programme geared towards sports and health achievements. These new contracts have engaged the primary care support teams, such as GP's and therapy departments referring to Core Arts.

#### Eligibility for membership of Core Arts is the following

##### CCG/Recovery Alliance Hackney:

Persons with severe and enduring mental health issues and are currently engaging with clinical mental health care team, inpatient, CPA or S.117 due to high support needs (NHS referral necessary)

Persons looking for meaningful activity, social inclusion, structure, routine and development opportunities (risk management and support package)

##### Hackney Mental Health Network:

Persons with mild to severe mental health issues, outpatients or persons who manage their mental health via their GP, medication or therapy. May have a history of mental health and previous contact with services.

Persons looking to engage with time-bound skill development courses, which encourage goal setting, increased self-esteem, personal development through the participation of creative activities. As a member you will have access to a variety of sessions and workshops run by professional tutors, with experience of the creative industries

##### Sports Programme

Persons with mild to severe and enduring mental health issues wishing to participate in health and sports activities which are inclusive and suitable to a range of abilities (GP referral required)

## Core Arts

### Personalisation and Personal Budgets

Core Arts encourages self-referrals, we will contact agencies on behalf of an individual to support the referral, to ensure multi-disciplinary support planning for Core Arts membership and duty of care for the individual if there are concerns regarding health or welfare.

The three Membership Managers are the first point of contact for referrers, clients and existing members;

- Assessment of suitability for the service, current artistic skills and any support needs upon referral to the service.
- Thorough induction, and creative goal setting, including objectives for managing any identified needs.
- Recovery, strengths and solution focused support through 1:1 support sessions
- Initial and ongoing partnership working with support services involving the member, as required such as CPA feedback, assertive preventative planning, and signposting to relevant agencies.
- Creative Personal Development; evidence progression and achievements through creative work plans.
- Progression: encourage and facilitate further development such as volunteering, member involvement scheme or courses and work training

### PROGRESSION TOWARDS MEETING OUR STRATEGIC OBJECTIVES

#### OBJECTIVE 1

➤ To challenge negative stereotypes and the stigma facing people with mental health problems by the promotion of their positive attributes and strengths

#### External

Our remit is to provide opportunities for all our members and ex members to reintegrate back into society and showcase their creative talents.

Partnerships have ranged from:

- International partners with Bavaria [www.bezirkskliniken-schwaben.de](http://www.bezirkskliniken-schwaben.de),
- Research partners with New Philanthropy Capital.
- Partnership with Trusts and Foundations: Tudor Trust , City Bridge Trust, , Lloyds Foundation, Act Foundation , Taurus Trust, AKO foundation.
- Horticulture Partners: Capital Growth, Groundwork, Transport for London, Balfour Beatty, Serco, Bouyers, East London Business Alliance (ELBA) Deutsche bank, Barclays Wealth,
- Educational Partners from The Learning Trust, East London University, St Marys University College, Queen Marys university London, LSE.
- Local partners such as Whitechapel Gallery, The Freud Museum, Willian Morris Museum, Hackney Museum, East London Business alliance, Mind, HCVS, HVC, Chats Palace, Hackney College, Cycling Club Hackney, The Sovereign, Libraries, bookshops and local venues.
- Music and art Exhibitions at the British Museum, Wellcome Collection, Tate Exchange, Science Museum Medicine galleries.
- Poetry readings and book sales at bookshops across London and selling on Amazon.
- Partnership with media organisations: BBC, Channel 4, The Community Channel, Rethink, LBC all made videos, radio.

## OBJECTIVE 2

➤To develop the artistic and creative potential of our service users and increase their access to the benefits of the arts.

### Non Remit Clients

•15% discretion is applied by Core Arts for persons who display a high level of skill or added value who's presence at the centre is beneficial to service user experience and the organisation (role model for new members/peer support element). This percentage/allowance also includes a small number of persons who may otherwise fall through the gap, as they are unconventional or find it difficult to conform/express themselves and are considered socially isolated, excluded and vulnerable by the health services, ie their GP.

## OBJECTIVE 3

➤To expand and develop Social Firms and Social Enterprises in order to

- 1Increase service users' confidence and self-esteem through their engagement with a practical working enterprise
- 2To increase the service users' employability
- 3To generate income for Core Arts to enable the organisation achieve its charitable aims and objectives

Associated social enterprises and social firms continue to be actively encouraged by Core Arts with the following objectives in mind:

- To provide members with a bridge to the outside world.  
It can be hard for members who have lost confidence through mental health issues to launch back into the community. The experience of building and working for a social business in a supportive environment can be an excellent way to start to gain self-esteem and experience.
- To challenge prejudice.  
Challenging prejudice about mental health issues is central to the ethos of Core Arts. The development of successful social businesses by Core Arts members contributes to this mission.
- To encourage ownership and responsibility.  
Part of the road to recovery for those who suffer from mental health issues is to take responsibility and to feel involved in something where individual contributions count. Associated small businesses can provide exactly this, with members being encouraged to pursue their ideas with the support of Core Arts.
- Maintaining focus on the central work of Core Arts.  
Core Arts is committed to providing creative activities and structured support programmes to help its members. Associated social businesses are created as legally and financially autonomous organisations. Core Arts will therefore be protected from any risk of these ventures. Also the time devoted by Core Arts in supporting these ventures is limited and appropriately managed.

## Core Arts

- To gain income for Core Arts.  
In some (but not all) cases, associated businesses can provide income for Core Arts. Also, the existence of some of these associated businesses will help publicise the work of Core Arts, making the task of fundraising easier.

### 1. Core Landscapes <http://www.core-landscapes.co.uk>

Established in 2006: Core Landscapes is a Social Enterprise owned by Core Arts. We provide professional garden design for private gardens and public spaces, landscape design, landscaping, maintenance and project management services. From 2010 we have been running a commercial nursery in East London. We are committed, wherever it is appropriate, to providing training and meaningful work experience to people who have mental health issues. Profits go back to Core Arts.

The aims of the project are to:

- Promote mental health for all by empowering individuals and communities to improve their environment.
- Combat discrimination against individuals and groups with mental health problems, and promote their social inclusion.
- Offer a care package that will include training, meaningful work experience and volunteering opportunities. This approach will help to address the social isolation of individuals with severe mental health issues by helping to improve social skills and social networks.
- Involve service users in the service planning process of their environment.
- Develop and evaluate occupational activities which maximise social participation, enhance self-esteem and promote exercise and healthy living.
- Develop research tools with service users to assess how the environment of their services can best meet their needs.

The business aims of the project are to:

- Gain professional experience in running a horticultural training and maintenance project at the highest standard.
- Provide Core Arts with show piece gardens to obtain further contracts in neighbouring boroughs and community spaces in central London.
- Have a satisfied influential customer, who will provide good references.
- Make a profit for Core Arts and act as a trading and employment arm for the charity.

Recent Developments:

- New Partnership with the Canals and Riverside Trust.



Project Partners for Core Landscape project:

•Tower Hamlets, Barts NHS Trust and Newham Council, GLA, Groundwork and Ecominds and London Catalyst has provided us with funds to support a volunteer and work training project on this site for the next two years we have over 16 professional partners in this project that work alongside our members and the community volunteers and groups including Fabric, Deutsche bank, Barclays Wealth, ELBA, LBH Newham regeneration Teams and Guibes developers. Canning Town and Custom House Regeneration team: Sarah Braithwaite and Sam Clark, Living Places: Anita Nadkarni Fabric Architects, University of East London (UEL) London Borough of Newham Council:, Arts and Leisure, Community Leaders and Engagement, Parks, Groundwork, East London Business Alliance (ELBA), Capital Growth, Community Payback, Parkside Gardening, Canals and Riverside Trust.

2. Core Design

Based at Core Arts [www.coredesignlondon.co.uk](http://www.coredesignlondon.co.uk)

•Established in 1999: This social enterprise exists to provide excellent graphic design services, for example brochures, flyers, posters, logos, websites and annual reports. Core Design attracts many repeat jobs from satisfied clients and, in a highly competitive industry, turning in a good profit is an excellent result.

•Where possible and reasonable, Core Design aims to provide members of Core Arts with work experience. Members of Core Arts are paid for their artwork, photography and for reviewing documentation. Core Design also provides graphic design work for Core Arts at cost. Core Design supports the mission of Core Arts by raising awareness of the centre's work through its clients, and thereby improving Core's links with other organisations..

OBJECTIVE 4

➤To expand the strategic and operational management capacity to ensure that the organisation is fit for purpose.

- We have continued to be competitive and innovative in these challenging times for community social health and wellbeing services. This is partly reflected in the increase in referrals from across London, from boroughs where they have no comparable service. Currently 16 boroughs refer. We also believe that our flexible approach to each members application and the bespoke funding package they bring, increasingly makes us an attractive service for support workers and case managers, who are themselves still learning how to best to promote and support personal budgets in mental health.

## Core Arts

As this success in attracting membership has currently been built on word of mouth we have decided to invest, over the coming years, in promoting our service to potential membership from across the neighbouring boroughs. Not only do we know there is a demand for what we offer but there is also the mechanisms for gaining access to Personal Budgets to buy the service.

- Continued Professional Development is integral and embedded in all our Trustees, staff and volunteer support. We continue to develop our staff skills both internally and externally through appropriate training and peer mentoring.
- The senior management team has been preparing the organization for tender readiness and will continue review and refine policies and procedures to ensure no opportunity is missed.
- Our volunteers program numbers over 150 yearly. These are externally recruited, qualified creative professionals offering their skills and experience free to support our service delivery, enhancing and expanding our clients opportunities and learning in the creative fields.

**CORE ARTS**  
**STATEMENT OF FINANCIAL ACTIVITIES (Incorporating Income and Expenditure)**  
**FOR THE YEAR ENDED 31 MARCH 2021**

	Restricted Funds £	Unrestricted Funds £	Designated Funds £	Total 2021 £	Total 2020 £
<b>Incoming Resources</b>					
Donations	0	2,656	0	2,656	8,660
Grants - Other	209,554	55,000	0	264,554	132,309
Investment Income	0	96	0	96	190
	<u>209,554</u>	<u>57,752</u>	<u>0</u>	<u>267,306</u>	<u>141,159</u>
Earned Income - Contracts	261,817	507,359	0	769,176	786,997
Earned Income - Others	0	4,915	0	4,915	20,292
<b>Total Incoming Resources</b>	<b><u>471,371</u></b>	<b><u>570,026</u></b>	<b><u>0</u></b>	<b><u>1,041,397</u></b>	<b><u>948,448</u></b>
<b>Resources Expended</b>					
Direct Charitable Expenditure	457,291	390,344	0	847,635	908,028
Fundraising & Publicity Costs	0	15,109	0	15,109	15,363
<b>Total Resources Expended</b>	<b><u>457,291</u></b>	<b><u>405,453</u></b>	<b><u>0</u></b>	<b><u>862,744</u></b>	<b><u>923,391</u></b>
<b>Net Income/(Expenditure) for year</b>	14,080	164,573	0	178,653	25,057
Movement on Revaluations Reserves	0	-38,158	0	-38,158	701,842
<b>Funds Brought Forward</b>	<u>280,000</u>	<u>1,664,529</u>	<u>210,000</u>	<u>2,154,529</u>	<u>1,427,630</u>
<b>Funds Carried Forward</b>	<b><u>294,080</u></b>	<b><u>1,790,944</u></b>	<b><u>210,000</u></b>	<b><u>2,295,024</u></b>	<b><u>2,154,529</u></b>

**CORE ARTT  
BALANCE SHEET  
AS AT 31 MARCH 2021**

	£	2021 £	£	2020 £
<b>Fixed Assets</b>				
Tangible assets		2,293,456		2,351,362
Investments		<u>5</u>		<u>5</u>
		<u>2,293,461</u>		<u>2,351,367</u>
<b>Current Assets</b>				
Debtors	427,378		269,909	
Cash at Bank and in Hand	<u>471,083</u>		<u>419,504</u>	
	898,461		689,413	
<b>Creditors: Amounts Falling Due Within One Year</b>	<u>117,455</u>		<u>106,809</u>	
Net Current Assets		781,006		582,604
Total Assets Less Current Liabilities		<u>3,074,466</u>		<u>2,933,971</u>
<b>Creditors: Amounts falling due Over One Year</b>		779,443		779,442
<b>Net Assets</b>		<u><u>2,295,024</u></u>		<u><u>2,154,529</u></u>
<b>Funds</b>				
Restricted Funds		294,080		280,000
Unrestricted Funds		1,790,944		1,664,529
Designated Funds		<u>210,000</u>		<u>210,000</u>
<b>Total Funds</b>		<u><u>2,295,024</u></u>		<u><u>2,154,529</u></u>
 Director		 0		