

# THE PAVEMENT

England & Wales · Charity number 1110656

## Details

---

**Status** Registered

**Legal form** Other

**Registered** 2005-08-01

**Register** [View on the Charity Commission register](#)

## Contact

---

**Address** The Pavement  
38 Allcroft Road  
London  
NW5 4NE

**Phone** 02074855002

**Email** [trustees@thepavement.org.uk](mailto:trustees@thepavement.org.uk)

**Website** [www.thepavement.org.uk](http://www.thepavement.org.uk)

## Activities

---

**Objects:** THE RELIEF OF POVERTY, HARDSHIP, AND DISTRESS AMONG HOMELESS PERSONS IN OUR DISTRIBUTION AREA, BY PROVISION OF INFORMATION AND GUIDANCE ON ACCESSING DAY/NIGHT SHELTERS VOLUNTARY BODIES PROVIDING FOOD TO THE HOMELESS, HEALTH ISSUES AND GENERAL ADVICE.

**Activities:** The production & distribution of a free monthly news magazine and online resources for the homeless with advice columns & an up-to-date list of services available.

## Classification

---

- **How:** Provides Advocacy/advice/information
- **What:** The Advancement Of Health Or Saving Of Lives, Accommodation/housing, Other Charitable Purposes
- **Who:** Other Charities Or Voluntary Bodies, Other Defined Groups

## Geography

- Scotland
- Throughout London

## Finances

Period end	Income	Expenditure	Assets	Employees
2025-04-05	£47,480	£34,647	-	-
2024-04-05	£30,388	£29,340	-	-
2023-04-05	£32,612	£26,246	-	-
2022-04-05	£43,035	£37,485	-	-
2021-04-05	£43,035	£37,485	-	-

## Trustees

Name	Role	Appointed
<b>Val Stevenson</b>	Chair	
Christina Lawford		2014-09-17
Clare Argent		
PROFESSOR STEPHEN CHAN		2014-03-19
William Butler		2014-09-17

**THE PAVEMENT**

England & Wales - Charity number 1110656

---

# Accounts

---

# *the* Pavement

Annual Report 2024–25

Established in 2005, *the Pavement* is a free bi-monthly magazine and website for people with lived experience of homelessness. On average we distribute to 173 homelessness service providers (148 in London and 25 in Scotland). The content is mostly written, researched and drawn/photographed by volunteers with lived experience of homelessness and other volunteer journalists. Consequently, many of our contributors have a personal understanding of what it's like to survive without a home.

Each pocket-sized magazine can be lifesaving. That's because we share a 16-page central list, collating all the information about what's available for a hungry person who wants to find a shower, get a bed for the night or needs professional support for any mental health issues or active addiction. Readers can find *the Pavement* at hostels, day centres, homeless surgeries, soup-runs and libraries. All our content is written with our readers in mind, offering a unique way to help people help themselves.

***the Pavement Magazine***  
38 Allcroft Road  
London  
NW5 4NE

**www.thepavement.org.uk**  
Twitter: @ThePavementMag  
Facebook: the Pavement Magazine  
Instagram: @Pavement\_Magazine  
[www.justgiving.com/thepavement/Donate](http://www.justgiving.com/thepavement/Donate)

**Established 2005**  
**Registered Charity #1110656**  
**Scottish Charity Register #SC043760**

## Welcome

Every year, we sound like a broken record: homelessness is worse than last year, and *the Pavement* is needed now more than ever. This, tragically, is true again. Housing benefits have trailed behind soaring private rents since the Local Housing Allowance was frozen five years ago, and councils are struggling to help those either evicted or unable to afford them. If they are ineligible for (often dismal) temporary accommodation, then sofa-surfing, a hostel or rough sleeping are the unacceptable options.

For 20 years, *the Pavement* has been providing information and encouragement via our website, magazine and, more recently, social media. We are largely run by volunteers, many of whom have lived experience of homelessness. Apart from employing a couple of ferociously good very part-time staff, all our income goes to getting more information out to those who desperately need it and sustaining our peer journalism training to amplify the authentic voice of the people behind the statistics.

Please help *the Pavement*, which as I said, is needed now more than ever.

Val Stevenson



Chair of Trustees

## Meeting the challenges

Across the UK, homelessness is on the rise in many different guises. Whether living in temporary accommodation, sofa surfing or sleeping rough, *the Pavement* works to support people experiencing homelessness in all forms. Through traditional journalism, immersive storytelling, accessible writing, witty satire, speaking to experience, vital resources and guidance, *the Pavement* aims to connect with and uplift our readership.

We are constantly striving to reach under-served people experiencing homelessness, which means making the magazine available to more outreach services across the three cities we distribute to: London, Glasgow and Edinburgh.

Alongside those sleeping rough and who may not be connected to local services, *the Pavement* is a vital tool for everyone with lived experience of homelessness, including people with complex and multiple support needs, linked to mental and physical health issues, addiction or coming out of prison, the armed forces or care.

Alongside our written content, our List of services connects our readers to helpful and sometimes life-saving local resources. We print succinct, clear information on service providers' offerings, among other things, temporary accommodation, food, showers, internet access, housing, health and employment advice and creative outlets.

And as the homelessness crisis in the UK intensifies, we are gratified that the unique value of *the Pavement* continues to be recognised, both by those with lived experience and the Services that support them.

## Contents

◆ Meeting challenges	2
◆ Our achievements	3
◆ Homelessness in a nutshell	3
◆ Our Impact	4
◆ Social Media & Web	5
◆ Funders & Supporters	5
◆ Accounts	6
◆ About Us	9
◆ Our Aims	10

## Our achievements

The landscape of services for people experiencing homelessness has changed post-Covid and *the Pavement* is moving with the times. To reach underserved individuals we are providing more magazines to services with working outreach teams, for example, Streets Kitchen in London and Homeless Project Scotland in Glasgow.

We print roughly 6,250 London copies of *the Pavement* per issue and about 1,750 for Scotland. With the two versions being differentiated by a location-tailored List of services in the centre pages of the magazine.

An important mission of *the Pavement's* is to ensure that our readers feel seen and heard by a society that barely tolerates them. This means that the magazine should reflect our diverse readership and to achieve this we have an equally diverse team of writers. In 2024/25, a host of incredibly talented new volunteer writers contributed to *the Pavement*; the vast majority of whom contributed to at least two issues during 2024/25, showcasing the positive appeal writing brings to our volunteers.

Among these new writers are Mohammed Musa, Marsha Glenn, Siobhán McGuirk and André Rostant. Between them they have covered such wide and varying subjects as LGBTIQ+ homeless people, refugees experiencing homelessness, reporting on local services and mental health. And we are extremely proud of our whole team's ability to tackle the challenging topics that are relevant and important to all of our readers. In addition, we've been joined by other writers from different backgrounds, including professionals working with the homeless community, whose insights and expertise are a vital source of information for our readers.

In 2024/25, we were happy to continue our relationship with Queen Mary, University of London. The magazine takes part in the university's micro internships programme, providing work experience to young, aspiring journalists and people interested in working with charities.

For those writers with lived experience, volunteering with *the Pavement* provides confidence and skill-building that can be life-changing.

## Homelessness in a nutshell

- ◆ 2024 Government figures reveal that on any given night in England, 354,000 people are homeless – a 17% rise on the previous year's total. While in Scotland there were 34,067 homeless households as of March 2025.
- ◆ During 2023/24, 11,993 people were counted sleeping rough in London - a 19% increase on the previous year, issue 151 of *the Pavement* noted.
- ◆ Shelter's research suggests that 1 in 153 people in England are experiencing homelessness, with 10,360 children in Scotland living in temporary accommodation.
- ◆ London councils spent a combined £1.4bn on temporary accommodation for people experiencing homelessness in the year to March 2024, according to figures released in 2025 by the Ministry of Housing, Communities and Local Government.
- ◆ Councils are still using Section 21 'no-fault' evictions to make households homeless, despite successive government promises to outlaw the practice. In February 2025, *Private Eye* reported Lambeth Council in London had made 160 households homeless using Section 21.
- ◆ In July 2024, the Scottish Government cut funding to its flagship affordable homes scheme, which aimed to end homelessness. The cuts halted production of 1,826 affordable homes.
- ◆ One in every 50 Londoners were experiencing homelessness in early 2025, London Councils found.
- ◆ Research by the No Accommodation Network (Naccomm) published in November 2024, showed the number of refugees experiencing homelessness in the UK had risen by 99% in the past year, up to 1,941. The figure jumped to 4,146 when factoring in asylum seekers and other migrants.

# Our Impact

## Milestones

In 2024, *the Pavement* published our 150th issue, themed 'Reflections'. We turned 20 in 2025, with both our partner service providers and the people they support continuing to tell us that the need for our pocket-sized magazine has never been greater.

Our 150th issue illustrated the ever-deepening crisis of homelessness in the UK. It shared a story from our very first edition from 2005, detailing how a count by the Simon Community had found 300 people sleeping rough in London. And the editorial noted that an official count (which are generally understood to be underestimate) from December 2023 had numbered 4,389 people sleeping rough in the Capital during the fourth quarter of the year.

Since our inception in 2005, this trend of dizzying increase applies across the UK as a whole. The situation is urgent and it is clear a multi-faceted rather than a one-size-fits-all approach is required to turn things around.

Here is where *the Pavement* comes in, providing a helpful resource to readers, a unique forum for ideas and advice to be shared, and a platform for people's voices to be amplified and heard.

Our circulation has continued to grow, following a post-Covid trend, while our journalism has remained a trusted source of information to readers, reflected in the fact that during 2024–25 we registered no complaints with Impress, the press regulator.

## Peer journalism

Alongside our bi-monthly magazine, *the Pavement* creates and delivers peer journalism training for people with experience of homelessness. In 2024–25, we ran a small pilot workshop with the Crisis Skylight service in Brent. Coordinated by the editor Jake Cudsi and co-created with magazine writers, they delivered a workshop focused on journalism, poetry and creative writing themes.

One attendee wrote the following uplifting lines about their experience:

*"They listened openly, turning my dreams into images,*

*Literature and writing became the key to unlocking my heart,*

*Warmth and encouragement stirred me to move forward.*

*Amplifying my voice, here I found an opportunity*

*The journey at Crisis Skylight is not easy,*

*Yet, from it, I found a voice that will not be silenced,*

*Warmth and support, I will never forget."*

– Mukhtar.

Moving forward, there are plans to have workshops to the larger Crisis Skylight service in Commercial Street, East London.

The magazine also continues to deliver on its promise of providing reliable information, a high standard of journalism and entertaining articles.

## Why readers love the *Pavement*

Put simply, *the Pavement* is a respected and valued magazine because:

- The majority of our writers have lived experience of homelessness and include people from countless backgrounds.
- The List of services is a vital signpost to local services and is edited for every issue.
- We take care to consider all our readers, which means designing the magazine in a way that supports reluctant readers and people with dyslexia.
- Artwork and cartoons are found across the magazine's pages, many made by artists with lived experience, providing another avenue for people to have their work published.
- Ultimately, we work towards raising awareness, reducing stigma and to support the realisation of human rights.

**Missing**

**Alexander James Flanagan**  
Alexander James Flanagan has been missing from Redditch, Worcestershire, since 19 August 2023. He was 45 at the time.

**John Keaveney**  
John Keaveney has been missing from Cork, Ireland, since 21 August 2023. He was 43 at the time of his disappearance.

Alexander, use our free and confidential helpline: we can offer support and advice without judgement, and the opportunity to send a message to loved ones. Call or text 116 000.

John, we're here for you whenever you need us: we can talk through your options, send a message for you and help you be safe. Call or text 116 000. It's free and confidential.

If you think you may know something about Alexander or John, you can contact our helpline anonymously on 116 000, or you can send a letter to Freepost Missing People.

Our helpline is also available for anyone who is missing, away from home or thinking of leaving. We can talk through your options, give you advice and support or pass a message to someone. It's free and confidential.

**missing people**

A lifeline when someone disappears

**Missing People:** every issue of *the Pavement* features an appeal from Missing People, the only UK charity providing a lifeline to those affected by a disappearance or thinking of going missing.

We are proud to assist Missing People in sharing their appeals to our readership, and often receive updates from the charity with the positive news that people have been found.

# Our Impact

## Social media

*the Pavement* uses social media to connect directly with our readers, both by promoting new issues of the magazine and inviting feedback on our content, or contributions to future issues. In addition, many readers get in touch via Facebook Messenger to request help and signposting to other services. Our social media accounts continue to be managed by editor Jake Cudsi and deputy editor Mat Amp.

We have a very small decrease in Facebook followers to 1,762 – just down 18 from last year, showing a consistent follower base on that platform. Our average post reach has increased to 170 per post (an increase from 130 last year), but our engagement levels have stayed the same, averaging at 15 engagements per post. Some posts do far better than others, with around 80 % of our engagement happening on Photo posts, rather than written posts and Stories. Most of our engagement this year was purely Reactions at 93.8 %, with only 6.3 % of our followers actually Sharing our content.

On Twitter/X, we have 3,300 followers, which is down slightly from 3,616 followers last year (a decrease of 9.1 %). This is to be expected as the overall platform has seen a 15.2 % decline in active users since 2024. Despite Twitter/X still having larger engagement numbers than its direct competitors, this decrease is partially to do with users moving to new platforms like Bluesky or Meta's Threads.

Our Instagram followers are now at 1,048, showing an increase of 84 from last year. This shows a continuing trend of growth on Instagram, whilst both Facebook and Twitter follower

numbers are slightly decreasing. As a primarily visual app this may indicate a continuing societal shift towards photographic and video content over written content, showcased in particular by the rise of TikTok in recent years - a newer social media platform we have yet to tap into.

## Website

Our website provides both a digitised version of each magazine issue, as well as an online version of "The List" of Services that we publish bi-monthly with each magazine. The online List has information on over 600 services across the UK, far exceeding the number we can publish in the printed magazines (around 90-100 services), and is therefore an invaluable resource to our readers.

Between April 2024 and April 2025, the website received 34,337 visits from 28,102 total active users. We had around 70,533 unique page views – a 15 % increase from last year, and the average session duration was 1 minute 10 seconds.

The Services page (The List) is still the most visited part of the website, making up 40.73 % of the website's total traffic with 37,595 total views. This is down from 58 % of total traffic last year, but it is still significantly higher than the traffic we even get to the main home/landing page of the website, which got 23,833 views (25.82 % of the total). This shows that a large quantity of our website traffic goes straight to the Services (The List) page, rather than navigating there from the homepage.

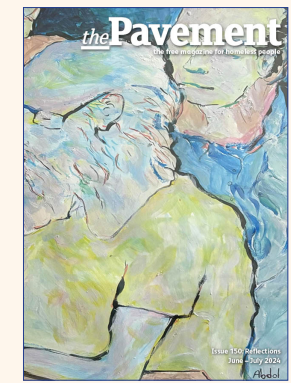
Mobile phone users are still the most common, with 56 % of overall traffic coming via smart phones (15,870 visits). Desktop users account for

41.78 % (at 11,726 visits), whilst 454 users (1.6 %) used tablets, and 4 users (0.01 %) used Smart TVs to access our website.

## Funders and supporters

We are extremely grateful for the Oak Foundation's significant support which funded a significant proportion of our 2024/25 costs and enabled us to continue to serve people with lived experience of homelessness.

Our thanks also go to the Alexandra Trust, individuals who gave through Benevity, Just Giving and Stripe platforms, and to the homelessness service providers who support our endeavours through making our magazines available to their service users.



**Reflections:** This year, *the Pavement* celebrated the release of its 150th issue (right). Back in 2005, the first magazine (left) was a newspaper consisting of eight pages of news, service listings and cartoons.

That very first issue's editorial bemoaned the then government's failure to pursue a "long-term, joined-up approach" to ending homelessness. Sound familiar?

## Statement of Financial Activities for the year ended 5th April 2025

		Year ended 5th April 2025	Year ended 5th April 2024
	Funds note *	Total Funds	Total Funds
<i>Incoming Resources from generated funds</i>			
Voluntary income	1	47,130	1,882
Advertising		350	–
<b>Total Incoming resources</b>		<b>47,480</b>	<b>1,882</b>
<i>Resources expended</i>			
Governance and management costs	2	(4,551)	(793)
Charitable activities	3	(30,097)	(28,547)
<b>Total resources Expended</b>		<b>(34,647)</b>	<b>(29,340)</b>
Net (deficit) / surplus for the year		12,833	(27,458)
Total funds/(deficit) brought forward		2,930	30,388
<b>Total funds carried forward</b>		<b>15,763</b>	<b>2,930</b>

\* Notes on Pages 7 – 8 form part of these accounts

All currency figures in GBP (£).

## Balance Sheet as at 5th April 2025

	5th April 2025	5th April 2024
<i>Current Assets</i>		
Bank Balances	15,763	2,930
<b>Net current assets</b>	<b>15,763</b>	<b>2,930</b>
<i>Represented by:</i>		
<i>General funds</i>		
Balance brought forward	2,930	30,388
Current year (deficit) / surplus	12,833	(27,458)
<b>Balance carried forward</b>	<b>15,763</b>	<b>2,930</b>

All currency figures in GBP (£).

# Accounts

## Notes to the Financial Statements for the FY ending 5th April 2025

### 1. Accounting policies

#### ◆ Basis of preparation

The financial statements have been prepared using the Accruals basis and in accordance with applicable accounting standards. They follow the recommendations of the Charity Commission for non-company charities with an annual income of less than £250,000.

#### ◆ General and Restricted Funds

Restricted funds are to be used for specific purposes as laid down by the donors. Expenses, which meet these criteria, are charged to the funds.

Unrestricted or general funds are donations and other incoming resources received or generated for charitable purposes.

#### ◆ Voluntary income

Voluntary income is received by way of donations and gifts and is included in full in the statement of financial activities.

#### ◆ Resources expended

Resources are expended in the period in which they are incurred and include attributable VAT, which cannot be recovered.

#### ◆ Charitable activities costs

Costs applied to undertake work to meet objectives of *the Pavement*, particularly expenditure on goods and services including those of volunteers, programme and project expenditure and related costs.

#### ◆ Governance and management costs

Governance costs are the costs and expenses associated with the governance arrangements of the charity. These costs and expenses are associated with the constitutional and statutory requirements and include cost and expenses associated with the strategic management of the charity's activities.

#### ◆ Reclassification of previous year's amounts

Certain comparative amounts for the prior period have been reclassified to conform to current period presentations. Such reclassifications had no effect on net income or the charity's funds.

### 2. Resources explained – Governance costs

	2025	2024
<i>From General Funds</i>		
Insurance	241	235
General postage / PO Box fee	4,250	450
General office expenses	60	68
<b>Total General Funds</b>	<b>4,551</b>	<b>753</b>

All currency figures in GBP (£).

### 3. Resources explained – Charitable activities

	Year ended 5th April 2025	Year ended 5th April 2025
	Total Funds	Total Funds
Printing newsletters & associated delivery charges	15,347	14,954
Editorial and related costs	13,784	12,495
Volunteer costs and recruitment	350	243
General fundraising	216	216
General office expenses	400	639
<b>Total</b>	<b>30,097</b>	<b>28,547</b>

All currency figures in GBP (£).



Val Stevenson  
Chair of Trustees  
02 December 2025

# Accounts

## Independent Examiner's Report to The Trustees of *the Pavement*

### Respective responsibilities of trustees and examiner

The Trustees are responsible for the preparation of the accounts and keeping accounting records which disclose with reasonable accuracy the financial position of the Charity and ensure that the accounts comply with the Charities Act 2011. They are also responsible for safeguarding the assets of the Charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The Trustees consider that an audit is not required for the period under review under section 144(2) of the Charities Act 2011 (the Act) and that an independent examination is needed.

It is my responsibility to:

- examine the accounts under section 145 of the Act
- to follow the procedures laid down in the general Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act
- to state whether particular matters have come to my attention.

### Basis of independent examiner's statement

My examination was carried out in accordance with General Directions given by the Charity Commission and in accordance with the Charities and Trustee Investment (Scotland) Act 2005 and the Charities Accounts (Scotland) Regulations 2006 (as amended). An examination includes a review of accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts and seeking explanations from trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the accounts present a true and fair view and the report is limited to those matters set out in the statement below.

### Independent examiner's statement

In the course of my examination, no matter has come to my attention:

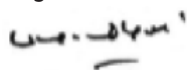
1. Which gives me reasonable cause to believe that in any material respect, the requirements:

- to keep accounting records in accordance with section 130 of the Act;
- to prepare accounts which accord with the accounting records and comply with the accounting requirements of the Act;

have not been met or adhered to; or

2. To which attention should be drawn in order to enable a proper understanding of the accounts to be reached.

Signed



Wing Y Wong Date: 9th November 2025

Report on the accounts for the year ended 5 April 2025 as set out on pages 6 – 7.



**Art in the magazine:** Pictured above is a work by Chris Bird, a regular contributor to *the Pavement*. Chris produces art as well as creative writing for *the Pavement*.

We are proud to serve as a space for creatives experiencing homelessness to practice their craft and have their work published.

Our commitment to highlighting and supporting the incredible artwork produced by homeless people was evidenced by our Creativity-themed August-September issue.

We have welcomed a host of new artists onto the magazine's pages, as well as continuing our collaborative relationships with Homeless Diamonds magazine, Portugal Prints art therapy, Koestler Arts and Accumulate.

*Artwork © Chris Bird*

# About us

## Trustees

The trustees who served the charity during the period were as follows: **Val Stevenson** (Chair), **Clare Argent** (secretary), **William Butler** (General/Financial Management & Fundraising), **Stephen Chan**, **Christina Lawford**.

Email: [trustees@thepavement.org.uk](mailto:trustees@thepavement.org.uk)

## Structure, governance & management

*The Pavement* is a registered charity (No.1110656; Scottish Charity Register No. SC043760) established on 21 June 2005 under a governing document that outlines the objects and powers of the charity. All trustees give their time voluntarily and receive no benefits from the charity.

## Recruitment & appointment of trustees

The board has the power to appoint trustees, and recruitment is carried out through personal recommendation and advertising as appropriate. Induction and training of trustees includes the provision of up-to-date financial and other information about the organisation and Charity Commission and OSCR publications giving guidance on the role of trustees.

## Staffing and volunteers

Since March 2021, *the Pavement* has been edited by **Jake Cudsi**, who works on a freelance part-time basis. **Marco Biagini** does the layout design and coordinates the Scottish List and distribution to Glasgow and Edinburgh. He's a freelance designer and project co-ordinator based in Glasgow. Marco also works on a freelance part-time basis.

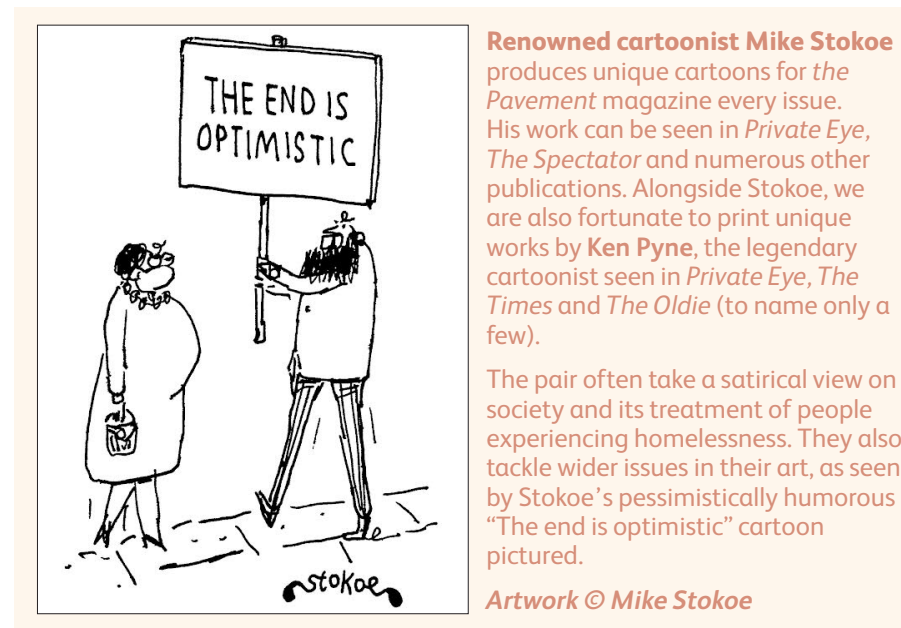
Deputy Editor **Mat Amp** has volunteered with the magazine for a number of years. He works closely with some of our reporters, offering inspiring support to many writers as he has lived experience of homelessness. He also helps to bring new volunteers and voices to the magazine. Mat writes a regular column in *the Pavement* and helps to organise the distribution in London. We are very grateful for all his support.

## Volunteer contributors

We would like to thank the many volunteers who have supported our work during 2024–25. They carry out a range of duties, including editorial, artwork and administrative functions, such as distribution. Without this team, the charity would be unable to continue and we are sincerely grateful for everything they do. We estimate that they contribute the equivalent of six full-time paid staff members.

An immense effort has been made by our London co-ordinator **Sophie Dianne**, who also supports our social media output.

A special thank you to our volunteer contributors, some of whom prefer to be unnamed, during 2024–25, with apologies to anyone we've accidentally left out.



## Writers/researchers/photographers:

Mat Amp, Nicola Baird, Dominic Barrett, Sinéad Bennett, Elodie Berland, Joshua Beutum, Chris Bird, Liv Boyce, Michelle Brennan, Kate Brewin, Pam Campbell, Liam Court-Road Sophie Dianne, Leon Eckford, Jason Electricity, Rhiannon England, Becky Evans, Sarah Flambard, Christy Flemming, Viki Fox, Greta Gillett, Marsha Glenn, Vicki Green, Denise Harrison, Darren Harvey, Rosie Healey, Kieran Hughes, Chris Hunton, Emma Ireland, Ian Kalman, Mx. Adam Khan, Joseph Kitson, Ant Mac, Siobhán McGuirk, John Joseph Sheehy McSheehy, Alastair Murray, Mohammed Musa, Emdad Rahman, Shakir Razak, Claire Rivers, Garnet Roach, Jocelyn Robson, André Rostant, Chris Sampson, Bronagh Sheridan, Show0\_0man, Simon, Val Stevenson, Robert Straw, Pilar Thorley-Saiz, Sugianto Wijaya, Janet Wilkes and David Wishart

Each issue we print exclusive works by renowned cartoonists Ken Pyne and Mike Stokoe, who can be found on the pages of various prestigious papers and magazines. Their razor-sharp wit and topical humour is an essential part of the magazine. We were honoured to share the artwork of the following artists in our pages over the course of the past year: Abdol Azizi, Chris Bird, Sophia Rose Byrne, Michelle Christopher, John Fleissner, Emily Rose Markovic, John Joseph Sheehy McSheehy, Lui Saatchi, Marius Samavicius and Maurice Woolger. We would also like to thank Julian Baker and Hattie Price at Flat Earth Industries for their help with the website.

# Our aims

## *the Pavement exists...*

For the relief of poverty, hardship, and distress among homeless persons in our distribution areas, by provision of information and guidance on accessing day/night shelters, voluntary bodies providing food to homeless people, health issues and general advice.

## **Our mission is...**

To improve the lives of people affected by homelessness in the UK

## **We aim...**

- To increase uptake and reach of *the Pavement*
- To enable homeless people to make informed choices and access services and their rights
- To enable homeless people to contribute to *the Pavement*
- To raise awareness in the wider population of homelessness
- To enable service providers to improve the information they give to clients

## **Our objectives:**

- To offer an entertaining and engaging website and free magazine that include news, features and opinion, information on services, articles on health and wellbeing, events and networking opportunities
- To undertake awareness raising and campaigning activities
- To produce topic-driven resources
- To train and support people with direct experience of homelessness as volunteers

## **Public benefit:**

*the Pavement* provides benefit to homeless and vulnerably housed individuals by:

- Signposting sources of support, advice and shelter, with an up-to-date and detailed directory of homeless services across the UK (known as the List, and integrated into every issue of *the Pavement*)
- Offering tailored information from professionals within the homelessness sector

- Presenting news on homeless events to strengthen community and allow our readers to make informed decisions
- Standing as a forum for homeless views and comment to help overcome isolation and encourage involvement.

The charity provides benefit to the wider community, through promoting the ability of homeless or vulnerably housed individuals to participate in their communities; and to individuals and the wider community through publicising homelessness issues. The charity's trustees assess its activities with regard to the Charity Commission's guidance on public benefit, and will use this guidance as a tool in considering any new activities it may undertake.

## *the Pavement in a nutshell*

*the Pavement* is a UK-wide homeless charity with big ideas. Since 2005, we have published a free pocket-sized magazine for a homeless readership, produced alongside [www.thepavement.org.uk](http://www.thepavement.org.uk). On the website we regularly update a unique listings service of everything those who are homeless might need to know: from soup kitchens, day centres and night shelters to mental health support, addiction services and arts projects; it's all there in one place.

On top of that, our volunteer journalists – many who have experience of homelessness - cover the news from the streets or news affecting the streets. We often deal with topics ignored by the mainstream press. We produce a unique blend of reportage, advice, cartoons and inspiring real life stories, all written with our homeless readership firmly in mind.

## **Our aim is also to ensure the potentially life-changing information offered by *the Pavement* is going straight into the hands of the homeless people who need it most.**

We believe that drives to produce homogenous services for homeless people are misguided, and that a range of service types and sizes are the only way to cater successfully for our diverse readership. While we know that sleeping rough is physically and mentally harmful, we do not preach to those who find themselves there: we believe that we need to work closely with homeless people themselves to identify solutions that work for them.

# *the* Pavement

Annual Report 2024–25

“*The Pavement* is considered absolutely precious to so many of our guests, to our volunteers and for our ShowerBox Service as a whole. An incredible directory of services, important pieces about people’s rights, powerful articles from individuals in the heart of it all and great cartoons which make us all laugh out loud and rage us into action in equal measures. I’d go as far as to say that *the Pavement* is a true lifeline on the streets.”

– Caroline Allouf, ShowerBox Lead & Trustee

“Streets Kitchen is out on the streets of London every day of the week, sharing food and spreading joy. *The Pavement* magazine is a vital part of our outreach gear, enabling us to sign post people to essential services and saving lives within a broken system that fails those who end up on the streets.”

– Elodie Berland, StreetsKitchen and SK Legal co-director

“In the last decade working with *the Pavement* I have heard hundreds of people tell me what they think of it, and in all that time I have heard only one criticism: the time one of the services was listed as quarter of an hour later than it was now happening (it had been correct at the time of printing but had since changed). We corrected that for the next issue because we realise how important details like this are.

On the other hand, the positive responses I hear almost daily are about how professional the mag looks, how it reflects the experience of people experiencing homelessness, that it is full of useful life hacks, it makes people laugh, people relate to the content, it is authentic, it fits snugly in the pocket and above all how people could not imagine being homeless without it. At the end of the day it is both extremely functional and entertaining.”

– Mat Amp, deputy editor of the Pavement

## *the* Pavement

*the Pavement* Magazine  
38 Allcroft Road  
London  
NW5 4NE

fundraising@thepavement.org.uk  
<http://www.thepavement.org.uk>  
Twitter: @ThePavementMag  
Facebook: *the Pavement* Magazine  
Instagram: @Pavement\_Magazine  
[www.justgiving.com/thepavement/Donate](http://www.justgiving.com/thepavement/Donate)

**Design:** Marco Biagini

**Words:** Jake Cudsi, William Butler & Marco Biagini

**Date:** December 2025 © *the Pavement*

**THE PAVEMENT**

England & Wales - Charity number 1110656

---

# Accounts

---

# thePavement

## ANNUAL REPORT 2023–24

Established in 2005, *the Pavement* is a free bi-monthly magazine and website for people with lived experience of homelessness. In 2023/24 we distributed to 173 homelessness service providers (148 in London and 25 in Scotland). The content is mostly written, researched and drawn/photographed by volunteers with lived experience of homelessness and other volunteer journalists. Consequently, many of our contributors have a personal understanding of what it's like to survive without a home.

Each pocket-sized magazine can be lifesaving. That's because we share a 16-page central list, collating all the information about what's available for a hungry person who wants to find a shower, get a bed for the night or needs professional support for any mental health issues or active addiction. Readers can find *the Pavement* at hostels, day centres, homeless surgeries, soup-runs and libraries. All our content is written with our readers in mind, offering a unique way to help people help themselves.

Registered Charity # 1110656

Scottish Charity Register # SC043760

Registered address: 38 Allcroft Road, London, NW5 4NE

[www.thepavement.org.uk](http://www.thepavement.org.uk)

[www.facebook.com/ThePavementMagazine](https://www.facebook.com/ThePavementMagazine)

[http://twitter.com/thepavementmag](https://twitter.com/thepavementmag)

**Donate:**

<http://www.justgiving.com/thepavement/Donate>

## **CONTENTS**

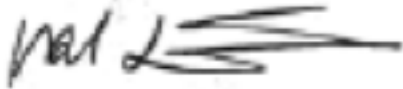
Meeting the Challenges:	4
Homelessness in a nutshell:	5
Our Achievements:	6
Our Impact:	7
Accounts	12
About Us:	19
Our Aims:	21

## **WELCOME**

Last year, I wrote that we had never needed your support more to reach and help our readers. Unfortunately, I was wrong... in London, council spending on temporary accommodation has leapt by 68% with rough sleeping up 18%. The trajectory is ever upwards, exemplified by 33,619 households in Scotland being assessed as homeless in 2023-24 with an estimated 90% increase in homelessness applications by 2040.

So *the Pavement* desperately needs to reach more people with more vital information about what practical help is available. Which means that our unique listing of homeless services and facilities needs to be scaled up to deal with the challenge, whilst our volunteer peer (and peerless) journalists will continue to provide support, humour and hope, and enable our readers' voices to be heard to a growing readership. Yet again, more than ever, we need your help: please donate what you can.

**Val Stevenson**

A handwritten signature in black ink, appearing to read 'Val Stevenson', with a stylized flourish extending to the right.

**Chair of Trustees**

## MEETING THE CHALLENGES

*the Pavement* exists to support those with lived experience of homelessness through relevant journalism, information and guidance, including the support available from (mainly charitable) service providers offering temporary accommodation, meaningful activity, food, showers and housing, health and employment advice.

We create and distribute our bi-monthly magazine in three UK cities with high levels of rough sleeping and homelessness (London, Glasgow and Edinburgh). It was distributed to more Services than in 2022/23 and we welcomed more writers with lived experience of homelessness. However, despite much talk, ambitious targets and a pledge to end rough sleeping by 2024, government efforts to reduce (never mind eradicate) homelessness have largely failed, and we heard and reported many first-hand experiences about these larger systemic failures.

Since its foundation almost 20 years ago *the Pavement* has been a vital resource for the homeless communities within our distribution areas. Communities that include people experiencing all forms of homelessness, many of whom have complex and multiple support needs, linked to mental and physical health issues, addiction or coming out of prison, the armed forces or care. We provide vital information tailored to their needs and circumstances, through in 'The List' of Services in every issue and on our website. As a well-loved, respected and highly regarded magazine, targeted at people with lived experience of homelessness and the service providers supporting them, we strive consistently to deserve and sustain their trust.

## HOMELESSNESS IN A NUTSHELL

- In late February 2024, the Department for Levelling Up, Housing and Communities released the rough sleeping snapshot for Autumn 2023, showing a sharp 27% annual increase in rough sleepers and an estimated 3,898 people sleeping rough in England on any given night, up by more than a quarter on the previous year (3,069 in Autumn 2022).
- In London, in late June 2023, the Combined Homelessness and Information Network (CHAIN) released rough sleeping data for the capital for 2022-23. Figures showed a 21% increase in the number of people recorded sleeping rough as compared with 2021-22. While a total of 10,053 people were recorded as sleeping rough.
- As of March 2023, figures published by the Scottish government identified 9,595 children who were homeless and living in temporary accommodation in Scotland. Issue 146 of *the Pavement* reported this as the highest number of children experiencing homelessness in the country since records began in 2002.
- Issue 148 of *the Pavement* reported that 121,327 children lived in temporary accommodation in England, according to data collected by the House of Commons Library.
- An 'Observer' investigation in early 2024 revealed some UK children experiencing homelessness are spending their entire childhoods in temporary accommodation. And in London, cash-strapped councils spent a staggering £90m per month on temporary accommodation for homeless people in 2023.
- As of September 2023, STV News reported that there were 30,129 open homelessness cases in Scotland, the highest number ever recorded.

## OUR ACHIEVEMENTS

Year-on-year post-pandemic the magazine has been rebuilding the relationships we lost to Covid, when Services temporarily closed or shut down altogether. In 2023/24 we distributed an average 6,000 copies of *the Pavement* amongst homelessness services in London and 1,735 in Scotland every two months.

We also continue to take on more volunteer writers with lived experience of homelessness, providing a platform for people to share their experience and learn a new craft in peer journalism. But as readers of the magazine will attest, many of our writers with lived experience already have the tools and the skills to succeed, and we're lucky to have them. This diverse writing team selects a theme for each issue of the magazine, usually decided at one of our bi-monthly writer meetings.

A host of new writers have joined the team in the past 12 months, including Joshua Beutum, CAM, Leon Eckford, Jason Electricity, Jamie McGowan, Eric Protein Moseley and David Wishart. All of whom have brought their own skill sets to the magazine, such as Wishart's penchant for poetry or McGowan's expertise in housing law. And while each issue has a unique theme, the magazine includes consistent features, with which regular readers are very familiar. There's our deputy editor Mat Amp's unmissable column, the Groundswell health resource pages and a poetry and creative writing space. Emdad Rahman and Leon Eckford bring intimate knowledge of working with homelessness communities to their articles. Eckford as a writer with years of experience working for a major homeless charity and Rahman as an outreach worker with close ties to east London Services.

This mosaic of talented writers from different backgrounds and with different interests helps us connect with more readers, offering something of interest to as many people as possible.

## OUR IMPACT

With the support of homelessness charity Crisis's evaluation team, and based on tailored questionnaires completed by service providers, service users and current writers, we completed an impact assessment of *the Pavement* in mid-2023. The following extracts highlight the importance of *the Pavement* to **our readers**.

64 responses were received from service users in response to questions about what difference *the Pavement* made to them.

- 93% said they found out about support or services available to them
- 67% that they were able to make informed decisions about what to do next
- 66% to improve their health and wellbeing
- 64% found out about events and opportunities to meet new people,
- 48% improved their financial situation (through access to benefits, employment)
- 37% were able to improve their housing situation.
- 35% of respondents gave a clear indication of how life changing they felt the magazine to be.

### ***Our readers said - that the Pavement:***

*"Helped me to feel less ashamed of who I am. It made me realise that I belong to a positive community rather than believing that being homeless is something to be ashamed of".*

*"Helped me get off drugs - helped me access and engage with new people. Helped me get my life together".*

*"And I have a house now, so the Pavement helped me with that as well"*

*"I find that it is very helpful to my everyday life. I use the listed services in this mag on a weekly basis and sometimes daily".*

Other questionnaire responses also reinforce the importance of *the Pavement* to its readers. These included the following:

*'Gives people a 'community' as really there isn't one on the street but helps people feel less isolated ...'*

*'Reading articles where people are unashamed about their situation – being ashamed is a terrible driver ...'*

*'Articles very inspirational both practically and emotionally – gives people hope.'*

***Our writers expressed what contributing to the magazine means to them:***

*"It gives me a platform to express myself and through reading the Pavement and contributing to it I have got myself back in to full time work as a researcher. Without the Pavement I wouldn't be here, let alone getting out of bed to do work that I love doing. Being able to be part of giving something back is important to a lot of people in recovery and it certainly has been key for me".*

*"I learnt how to write in journalistic way and interview people which is helpful to what I do now. It was great and really boosted my confidence. It has led to full time employment".*

*"Really rewarding to see my work in print. Helping me build a start-up portfolio and thinking on one day how to profit from my work".*

*"It felt great, not only did it mean I could start sharing my writing with others, it was for a special cause as I have been on the streets over the years".*

In addition, **Service providers** reported that the Pavement helped 58% of their service users to make informed decisions about what they will do next, 44% to access their rights/entitlements, 50% to improve their health and wellbeing, 36% to improve their social networks, and 25% to improve their housing situations. While 88% of service providers believe that their service users found the 'The List' very or quite useful.

***The Impact assessment concluded that:***

“Survey evidence clearly supports the firm conclusion that *the Pavement* creates significant social value, is highly regarded across the homelessness eco-system and has a major impact on the lives of service users and on service provider’s ability to support them. This is reinforced both through the positive comments of survey respondents and their stories of lived experience.

Service users were effusive about the concrete difference *the Pavement* makes to them, and service providers attach great value to the tools that enable their staff and volunteers to provide targeted and appropriate support.”

***the Pavement is valued and loved because:***

- People with lived experience of homelessness and the Services supporting them are at the heart of what we do.
- We have a great mix of magazine contributors, a majority of whom have lived experience of homelessness, while some work with homeless communities and others in organisations relevant to homelessness, i.e. Jamie McGowan sharing his expertise on housing law and Bronagh Sheridan honing her journalistic craft in our news pages.
- We design *the Pavement* in a way that supports reluctant readers and considers people with dyslexia and other difficulties around reading.
- Pages are regularly illustrated with fantastic art made by artists experiencing homelessness, as well as having two pages reserved for legendary cartoonists Ken Pyne and Mike Stokoe.
- *the Pavement* strives to raise awareness, reduce stigma and work in partnership with others to ensure people with lived experience of homelessness have their human rights realised.

## **SOCIAL MEDIA**

*the Pavement* maintains a strong social media presence to promote new issues of the magazine and to keep our readers informed of any vital information that may affect them or their rights. It also provides an important platform for our readers and contributors to get in touch and to ask us for help. Our social media accounts continue to be managed by editor Jake Cudsi and deputy editor Mat Amp.

Our followers on Facebook are at 1,742, showing a slight increase of 42 from last year's total. However, our reach and post-engagement have both decreased to an average of 130 people and 15 people respectively. Whilst Facebook continues to be the world's most popular social media site, its popularity is slowly decreasing as apps like Instagram and TikTok attract more new, younger users.

Our X (formerly Twitter) follower count is at 3,616, which is down 94 followers from last year. There has been a decrease in users on X due to bot removal, as well as people leaving the platform due to a change in ownership, meaning this decrease is to be expected.

We now have 964 followers on Instagram, up by 37 from 927 last year - showing a small but continued increase in engagement on that platform.

## **WEBSITE**

*the Pavement's* website provides online access to our magazine, acting as both an information point for readers who do not receive the printed version and as an archive of our content from previous issues. It also includes an online version of 'The List' so that readers can find vital information on shelters, food and other help.

Between April 2023 and April 2024, the website received over 27,000 visits from 21,370 unique users - similar numbers to the previous financial year. We also had around 61,000 unique page views - a very small 1.6% decrease from last year's total. While the average session duration has almost doubled, from 1 minute 35 seconds to 2 minutes 50 seconds.

Cumulatively these statistics show that although around the same number of users are visiting as before, they are spending more time on the website per visit, suggesting that recent content may be more engaging or useful.

The Services ('The List') section continues to be the most viewed page, accounting for 58.5% of the overall visits to the website, demonstrating that once again over half of our online visits are from people searching for life-saving services

Mobile users now account for 59% of our overall total, with 12,618 of the 21,370 total users using mobile phones. Desktop users dropped to 39% at 8,357 in total, with the remainder using tablets (393 users) or Smart TVs (2 users). As with previous years, the 7% increase in mobile users demonstrates a steady shift away from desktop and laptop computers, suggesting we need to optimise our website for mobile users in the coming years.

## **FUNDERS**

We are again extremely grateful to **Crisis** for the significant contribution that enabled us to both undertake our 2023 Impact Survey and continue to serve people with lived experience of homeless. Our thanks also goes to the Alexandra Trust, individuals who gave through Benevity, Just Giving and Stripe platforms, and to the homelessness Service Providers who support our endeavours through making our magazines available to their service users

## ACCOUNTS

**The Pavement (Registered Charity No. 1110656  
Statement of Financial Activities for the year ended 5<sup>th</sup> April 2024**

	Note	Year ended 5 <sup>th</sup> April 2024			Year ended 5 <sup>th</sup> April 2023		
		General funds	Restricted funds	Total funds	General funds	Restricted funds	Total funds
		£	£	£	£	£	£
<b><i>Incoming resources from generated funds</i></b>							
Voluntary income	1	1,882	-	1,882	32,612	-	32,612
		-----	-----	-----	-----	-----	-----
Total incoming resources		1,882	-	1,882	32,612	-	32,612
<b><i>Resources expended</i></b>							
Governance and management costs	2	(793)	-	(793)	(528)	-	(528)
Charitable activities	3	(28,547)	-	(28,547)	(25,718)	-	(25,718)
		-----	-----	-----	-----	-----	-----
		(29,340)	-	(29,340)	(26,246)	-	(26,246)
Net (deficit)/surplus for the year		(27,458)	-	(27,458)	6,366	-	6,366
Total funds brought forward		30,388	-	30,388	24,022	-	24,022
Transfer of funds - Restricted to General		-	-	-	-	-	-
		-----	-----	-----	-----	-----	-----
Total funds carried forward		2,930	-	2,930	30,388	-	30,388
		=====	=====	=====	=====	=====	=====

*The notes on pages 14 to 18 form part of these accounts*

**The Pavement (Registered Charity No. 1110656)**  
**Balance Sheet as at 5<sup>th</sup> April 2024**

	5 <sup>th</sup> April 2024	5 <sup>th</sup> April 2023
	£	£
<b>Current assets</b>		
Bank balances	2,930	30,388
	-----	-----
Net current assets	2,930	30,388
	=====	=====
 Represented by:		
<b>General funds</b>		
Balance brought forward	30,388	24,022
Current year (deficit)/surplus	(27,458)	6,366
	-----	-----
Balance carried forward	2,930	30,388
	=====	=====

*The notes on pages 14 to 18 form part of these accounts*

**The Pavement (Registered Charity No.1110656  
Notes to the Financial Statements for the year ended 5<sup>th</sup> April 2024**

**1. Accounting policies**

**Basis of preparation**

The financial statements have been prepared using the accruals basis and in accordance with applicable accounting standards. They follow the recommendations of the Charity Commission for non-company charities with an annual income of less than £250,000.

**General and Restricted Funds**

Restricted funds are to be used for specific purposes as laid down by the donors. Expenses, which meet these criteria are charged to the funds.

Unrestricted or general funds are donations and other incoming resources received or generated for charitable purposes.

**Voluntary income**

Voluntary income is received by way of donations and gifts and is included in full in the statement of financial activities.

**Resources expended**

Resources expended are expended in the period in which they are incurred and include attributable VAT, which cannot be recovered.

**Charitable activities costs**

Costs applied to undertake work to meet objectives of the Pavement, particularly, expenditure on goods and services including those of volunteers, programme and project expenditure and related costs.

**Governance and management costs**

Governance costs are the costs and expenses associated with the governance arrangements of the charity. These costs and expenses are associated with the constitutional and statutory requirements and include cost and expenses associated with the strategic management of the charity's activities.

**Reclassification of previous year's amounts**

Certain comparative income and/or expenses for the prior period have been reclassified to conform to current period presentations. Such reclassifications had no effect on the charity's net income or funds.

**The Pavement (Registered Charity No.1110656)**  
**Notes to the Financial Statements for the year ended 5<sup>th</sup> April 2024**

	<b>2024</b>	<b>2023</b>
	<b>£</b>	<b>£</b>
<b>2. Resources expended - Governance costs</b>		
<i>General funds</i>	<b>£</b>	<b>£</b>
Insurance	<b>235</b>	226
General postage and PO Box charges	48	242
General office expenses	<b>510</b>	60
	-----	-----
	<b>793</b>	528
	=====	=====

**The Pavement (Registered Charity No. 1110656)**  
**Notes to the Financial Statements for the year ended 5<sup>th</sup> April 2024**

**3. Resources expended - Charitable activities**

	Year ended 5 <sup>th</sup> April 2024			Year ended 5 <sup>th</sup> April 2023		
	General funds £	Restricted funds £	Total funds £	General funds £	Restricted fund £	Total funds £
Printing newsletters and associated delivery charges	14,954	-	14,954	14,102	-	14,102
Editorial and related costs	12,495	-	12,495	10,309	-	10,309
Volunteer costs	243	-	243	333	-	333
General fundraising	216	-	216	216	-	216
General office expenses	639	-	639	758	-	758
	-----	-----	-----	-----	-----	-----
	<b>28,547</b>	<b>-</b>	<b>28,547</b>	<b>25,718</b>	<b>-</b>	<b>25,718</b>
	=====	=====	=====	=====	=====	=====



**Val Stevenson**  
**Chair of Trustees**

**3 December 2024**

## **The Pavement (Registered Charity No.1110656**

### **Independent Examiner's Report to the Trustees of The Pavement**

Report on the accounts for the year ended 5 April 2024 as set out on pages 12 to 16.

#### **Respective responsibilities of trustees and examiner**

The Trustees are responsible for the preparation of the accounts and keeping accounting records which disclose with reasonable accuracy the financial position of the Charity and ensure that the accounts comply with the Charities Act 2011 ('the Act'). They are also responsible for safeguarding the assets of the Charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The Trustees consider that an audit is not required for the period under review under section 144(2) of the Act and that an independent examination is needed.

It is my responsibility to:

- examine the accounts under section 145 of the Act
- to follow the procedures laid down in the general Directions given by the Charity Commission under section 145(5)(b) of the Act, and
- to state whether particular matters have come to my attention.

#### **Basis of independent examiner's statement**

My examination was carried out in accordance with General Directions given by the Charity Commission and in accordance with the Charities and Trustee Investment (Scotland) Act 2005 and the Charities Accounts (Scotland) Regulations 2006 (as amended). An examination includes a review of accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the accounts present a true and fair view and the report is limited to those matters set out in the statement below.

#### **Independent examiner's statement**

In connection with my examination, I confirm that no matter has come to my attention:

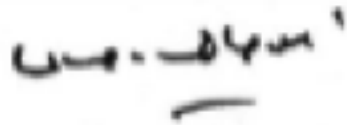
- (1) which gives me reasonable cause to believe that in, any material respect, the requirements
  - (a) to keep the accounting records in accordance with section 130 of the Act;

and

(b) to prepare accounts which accord with the accounting records and to comply with the accounting requirements of the Act

have not been met; or

(2) I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.



Wing Y Wong  
19 November 2024

## ABOUT US

### THE BASICS

#### **Trustees**

The trustees who served the charity during the period were as follows: Val Stevenson (Chair), Clare Argent (secretary), William Butler (General/Financial Management & Fundraising), Stephen Chan, Christina Lawford. Email: [trustees@thepavement.org.uk](mailto:trustees@thepavement.org.uk).

#### **Structure, Governance & Management**

The Pavement is a registered charity (No.1110656; Scottish Charity Register No. SC043760) established on 21 June 2005 under a governing document that outlines the objects and powers of the charity. All trustees give their time voluntarily and receive no benefits from the charity.

#### **Recruitment and appointment of trustees**

The board has the power to appoint trustees, and recruitment is carried out through personal recommendation and advertising as appropriate. Induction and training of trustees includes the provision of up-to-date financial and other information about the organisation and Charity Commission and OSCR publications giving guidance on the role of trustees.

#### **Staffing and volunteers**

*the Pavement* has been edited since March 2021 by **Jake Cudsi**, who works on a freelance part-time basis. **Marco Biagini** does the layout design and coordinates the Scottish List and distribution to Glasgow and Edinburgh. He's a freelance designer and project co-ordinator based in Glasgow. Marco works on a freelance part-time basis.

Deputy Editor **Mat Amp** is a volunteer who has provided powerful and inspiring support to our peer reporters as he has lived experience of rough sleeping. Mat writes a hugely popular column in *the Pavement* and organises the distribution in London. We are very grateful for all his support.

## **Volunteers**

Huge thanks to the many volunteers who supported our work. They carry out a range of activities, including editorial, fundraising and administrative functions such as distribution. Without them, the charity would be unable to continue, and we are sincerely grateful for everything they do. We estimate that they contribute the equivalent of six full-time paid staff members.

A special thank you to our volunteer contributors during 2023-24, with apologies to anyone we've accidentally left out:

### **Writers/researchers/photographers:**

Mat Amp, Nicola Baird, Alanna Baldwin, Elodie Berland, Joshua Beutum, Chris Bird, Olivia Boyce, Michelle Brennan, CAM, Tracey Charrier, Rachel Cullen, Sophie Dianne, Leon Eckford, Jason Electricity, Becky Evans, Viki Fox, Greta Gillett, John Graham, Giselle Green, Andy Guise, Jack Hanington, Rosie Healey, Bellara Huang, Kieran Hughes, Chris Hunton, Ian Kalman, Joseph Kitson, Ant Mac, Jamie McGowan, Eric Protein Moseley, Alastair Murray, Emdad Rahman, Claire Rivers, Garnet Roach, Rosie Roksof, Chris Sampson, John Sheehy, Bronagh Sheridan, Jess Turtle and David Wishart

We are grateful to renowned cartoonists Ken Pyne and Mike Stokoe for their sharp, humorous contributions. We were honoured to share the artwork of the following artists in our pages over the course of the last year: Chris Bird, Sophia Rose Byrne, Michelle Christopher, Pedro del Canto, Emily Rose Markovic, Tessa Paxton, Christopher Pritchard, Leo Rabelo, Rosie Roksof, Lui Saatchi, Marius Samavicius, John Sheehy, Tievh, David Tovey, Mary Vallely, Maurice Woolger and Juliet Young. We'd would also like to thank Julian Baker and Hattie Price at Flat Earth Industries for their help with the website.

## **OUR AIMS**

### ***The Pavement exists...***

To help relieve poverty, hardship, and distress among homeless persons in our distribution areas, by provision of information and guidance on accessing day/night shelters, voluntary bodies providing food to the homeless, health issues and general advice.

### **Our mission is...**

To improve the lives of people affected by homelessness in the UK.

### **We aim...**

1. To increase uptake and reach of *the Pavement*
2. To enable homeless people to make informed choices and access services and their rights
3. To enable homeless people to contribute to *the Pavement*
4. To raise awareness in the wider population of homelessness
5. To enable service providers to improve the information they give to clients.

### **Our objectives are:**

1. To offer an entertaining and engaging website and free magazine that include news, features and opinion, information on services, articles on health and wellbeing, events and networking opportunities
2. To undertake awareness raising and campaigning activities
3. To produce topic-driven resources
4. To train and support people with direct experience of homelessness as volunteers.

### **Public benefit:**

*The Pavement* provides benefit to homeless and vulnerably housed individuals by:

- Signposting sources of support, advice and shelter, with an up-to-date and detailed directory of homeless services across the UK

(known as the List and inserted into every issue of *the Pavement*).

- Offering tailored information from professionals within the homelessness sector.
- Presenting news on homeless events to strengthen community and allow our readers to make informed decisions.
- Standing as a forum for homeless views and comment to help overcome isolation and encourage involvement.

The charity provides benefit to the wider community, through promoting the ability of homeless or vulnerably housed individuals to participate in their communities, and to individuals and the wider community through publicising homelessness issues. The charity's trustees assess its activities with regard to the Charity Commission's guidance on public benefit and will use this guidance as a tool in considering any new activities it may undertake.

### ***The Pavement* in a nutshell**

*The Pavement* is a UK-wide homeless charity with big ideas. Since 2005, we have published a free pocket-sized magazine for a homeless readership, produced alongside [www.thepavement.org.uk](http://www.thepavement.org.uk). On the website we regularly update a unique listings service of everything those who are homeless might need to know: from soup kitchens, day centres and night shelters, to mental health support, addiction services and arts projects; it's all there in one place. On top of that, our volunteer journalists – many who have experience of homelessness – cover the news from the streets or news affecting the streets. We often deal with topics ignored by the mainstream press. We produce a unique blend of reportage, advice, cartoons and inspiring real-life stories, all written with our homeless readership firmly in mind.

Our aim is also to ensure the potentially life-changing information offered by *the Pavement* is going straight into the hands of the homeless people who need it most. We run a waiting list for organisations that wish to receive the magazine and regularly contact organisations to check if copies are still required and to see if the quantities needed increasing or reducing.

We believe that initiatives to produce homogenous services for homeless people are misguided, and that a range of service types and sizes are the only way to cater successfully for our diverse readership. While we know that sleeping rough is physically and mentally harmful, we do not preach to those who find themselves there: we believe that we need to work closely with homeless people themselves to identify solutions that work for them.

## SUMMING UP

“I knew *the Pavement* when it first started, and I still recommend it. The quality of journalism has got better and there’s more info. It’s a useful publication you are producing especially for people on the street. Everyone thinks everyone knows people know where to get things, but they don’t. At Liverpool Street station staff would say ‘where can we send rough sleepers?’ and I’d say they need *the Pavement* so they know where to get food and support.” - **Paul Ryan from Café Art**

The Pavement offered me a doorway back to the world. Through that door has been opportunity after opportunity when it comes to doing something with my days. Because of these opportunities I’ve found my sense of self once again. The weight of depression and the burden of shame have been slowly erased to be replaced with a genuine sense of purpose that comes with belonging to a team that organises, writes, collates, edits, designs, prints and distributes a publication that is both loved and respected by the homeless community it is produced for.” - **Mat Amp, deputy editor of *the Pavement***

“I first came across the Pavement when I was living on the streets. What interested me at that time was the central pages which listed services and places I could get food, a necessity for me in those days. I followed it through my time on the street and sent a piece in about the American Church and to my surprise it was published. I feel the magazine services the homeless community with news, features and information. There is no other journal like it, long may it live.” - **Ian Kalman (deceased) former volunteer writer at *the Pavement***

*the Pavement*

38 Allcroft Road

London NW5 4NE

[fundraising@thepavement.org.uk](mailto:fundraising@thepavement.org.uk)

Twitter @ThePavementMag

Facebook The Pavement Magazine

Instagram @pavement\_magazine

<http://www.justgiving.com/thepavement/Donate>

**Design:** Marco Biagini

**Words:** Jake Cudsi, Marco Biagini and William Butler

**Published:** December 2024 © *the Pavement*

**THE PAVEMENT**

England & Wales - Charity number 1110656

---

# Accounts

---



# *the* Pavement

Annual Report 2022–23

*the Pavement* is a small charity founded in London in 2005. Every two months, we produce around 7,000 free magazines for homeless and insecurely housed people in London, Edinburgh and Glasgow. The content is mostly written, researched and drawn/photographed by volunteers with lived experience of homelessness and volunteer journalists. Consequently, many of our contributors have a personal understanding of what it's like to survive without a home.

Each pocket-sized magazine can be lifesaving. That's because we share a 16-page central list, collating all the information about what's available for a hungry person who wants to find a shower, get a bed for the night or needs professional support for any mental health or active addiction. Readers can find *the Pavement* at hostels, day centres, homeless surgeries, soup-runs and libraries. All our content is written with our readers in mind, offering a unique way to help people help themselves.

***the Pavement Magazine***  
38 Allcroft Road  
London  
NW5 4NE

[www.thepavement.org.uk](http://www.thepavement.org.uk)  
Twitter: @ThePavementMag  
Facebook: the Pavement Magazine  
Instagram: @Pavement\_Magazine  
[www.justgiving.com/thepavement/Donate](http://www.justgiving.com/thepavement/Donate)

Established 2005  
Registered Charity #1110656  
Scottish Charity Register #SC043760

## Welcome

We are preparing this year's annual report with homelessness higher than it has been for 25 years and shortly after the Home Secretary described homelessness as a lifestyle choice, which must make the Pavement the unlikeliest lifestyle magazine. There has, quite literally, never been a greater need for our magazine and our online resources. Our listing of homeless services and facilities is unique and a lifeline for the growing number of people who do not know what practical help is available. Equally important, our wonderful team of peer journalists understand our readers' emotional needs and can share their stories of being in and rising above the same situations. We provide volunteering opportunities, community and, most of all, enable the voices of our readers to be heard. Now, more than ever, we need your help.

**Val Stevenson**  
Chair of *the Pavement* trustees

## Contents

- ◆ Meeting challenges 2
- ◆ Our achievements 3
- ◆ Impact 4
- ◆ Finance 5
- ◆ About us 8
- ◆ Our aims 9

## Meeting the challenges

We create and distribute our bi-monthly magazine in three UK cities with high levels of people with lived experience of homelessness (London, Glasgow and Edinburgh). The past year has seen more services open up post-pandemic, allowing us to slowly but surely ensure that more locations receive the magazine. We continue to provide copies to Services that have previously received too little attention and to meet growing demand for the magazine. Issue on issue our print run grows, emphasising the failure of macro-efforts (or lack thereof) to reduce homelessness. The increasing print runs also inform us how valuable a resource the magazine is considered by readers and Services alike.

A trusted source of information, the Pavement is a vital resource to the increasing number of people experiencing homelessness, many of whom have complex and multiple support needs, linked to mental and physical health problems, addiction and coming out of prison, the armed forces or care. They all need information tailored to their needs and circumstances, which we include in 'The List' - a 16-page directory of local services available to the reader, with a larger list of services is available on our website.

We strive to earn our readers' trust and are proud of our continued membership of the press regulator 'Impress' thus ensuring accountability and an easy avenue for any complaints. And whilst we've had none in the past year, we believe it is vital for us to be always open to any positive and negative feedback that helps to improve the magazine for readers.

## In a nutshell

- ◆ In April 2022 Shelter Scotland revealed that there were 7,510 children experiencing homelessness in Scotland. Issue 140 of the Pavement reported that there were a staggering 35,230 applications made for homelessness assistance to Scottish councils in the year 2021-22.
- ◆ In November 2022 research by Combined Homelessness and Information Network (CHAIN) revealed there were 3,628 people counted sleeping rough in London between July and September 2022. These figures are widely viewed as a significant underestimation.
- ◆ In March 2022 the Museum of Homelessness held its annual vigil, remembering the people who died experiencing homelessness in 2021. A day prior to which it had estimated that 1,286 people died experiencing homelessness in England in 2021. Its research relies on freedom of information requests and again the number is likely an underestimate.
- ◆ On one single night in November 2021, 187 people were tallied sleeping rough in Westminster, as reported in issue 138 of the Pavement.
- ◆ Analysis of Ministry of Justice data by the Independent found 12.8% of women leaving prison in 2020-21 were released into homelessness. Meanwhile 65% of women were released without safe, sustainable accommodation to stay in.
- ◆ In April 2023 the Pavement reported that an estimated 3,069 people slept rough in England on any given night in Autumn 2022, up by more than a quarter on the previous year.

# Executive Summary

## Our achievements

### A year of bold writing

It's been a year of progress for the magazine, as we gradually reach more services and more underserved people. We've been able to grow our incredibly talented volunteer writing team, to both publish more peer journalists' stories about being homeless and their recovery, and to enable our other volunteer journalists to continue to share their passion and the craft that complements direct experience.

New recruits to our volunteer writer team include a number of women both with and without lived experience of homelessness, who provide a voice often drowned out or under-represented when discussing homelessness. These are, in no particular order, Greta Gillett, Rosie Healey, Michelle Brennan, Sophie Dianne, Charlotte Payne, Liat Fainman and Eve McDougall. And working together, all our writers have helped the Pavement become an even more effective voice for people who are homeless or insecurely housed. There's nothing else like it.

Paired with what we believe to be our impactful journalism, the magazine has welcomed an increasing amount of creative work - satire, poetry and other forms of creative writing which can be highly accessible, enjoyable and provide a unique lens into the experience of homelessness. For example, writers Mat Amp and Chris Sampson are well-known for injecting humour and satire into their work, while our poetry pages have garnered a lot of attention from readers and prospective writers and are the most common entry point for new contributors.

This year we also entered into a partnership with Homeless Diamonds, the arts magazine for people experiencing homelessness, to feature artwork by people connected to the magazine. And we share artwork with the publication, connecting artists who have contributed to the Pavement to a new magazine and new audience.

'The List' of services in the magazine provides a detailed directory of local, available resources which can be lifesaving, whether it's shelter for the night, somewhere to find food or details of healthcare services. While the

contents can be augmented from issue-to-issue to reflect the theme of the magazine. For example, issue 139 – themed 'Creativity' – featured pages dedicated to services involved in the arts.

The content of the magazine is steered by writers' meet-ups, occurring once every two months on Zoom. Along with steering editorial direction and workshopping content for the magazine, the meetings establish unique themes for each issue. In the past year our themes have been: 'Connection'; 'Practical advice'; 'Creativity'; 'Resolve'; 'Winter homeless' and 'New beginnings'.

These meetings involve writers with and without lived experience of homelessness. Deputy editor Mat Amp continues to assist new writers in their involvement with the magazine and to involve writers who have graduated from previous projects and other groups, such as the Groundswell Listen Up hub. We are proud to continue publishing these writers' work while Mat, a graduate of an earlier peer reporters training course, has his own column in the magazine.

### Distribution

In 2022–23, on average we distributed 5,755 copies of the Pavement amongst homelessness Services in London and 1,635 copies in Scotland every two months.

### Social media

*the Pavement's* social media presence is vital to keeping our readers informed and promoting the work of our brilliant contributors. It also acts as a communication hub, allowing readers, and those needing help finding services to contact us directly with any questions and we regularly get messages on Facebook from individuals seeking help.

Our Twitter follower count is at 3,710, which is down 58 followers from last year. However, this makes sense as during Twitter's rebranding to X.com the platform removed

a large quantity of fake bot accounts, resulting in lower follower numbers across the platform for all users.

We now have 927 followers on Instagram, up from 833 last year – showing a gradual increase in engagement on that platform.

We also have 1,700 followers on Facebook, down from 1,782. Last year Facebook announced that they deleted 6.5million fake bot accounts, which could explain this slight decrease in followers. On average, our Facebook posts reach around 500 of our followers, with around 60 followers engaging in each post (liking, sharing or commenting).

### Website

During 2022–23 our website attracted 27,652 visits, a 41 % increase from last year, which was to be expected due to last financial year's particularly lower visit count caused by downtime on our website during a migration process. The website also attracted a 46 % increase in unique page views to over 62,000. Average session duration dropped by around 10 seconds to 1min 35 seconds per visit. As usual, the Services section ('The List') received the most visits, accounting for over 52 % of the website's overall traffic.

Interestingly, this year saw the total number of mobile phone users (51 %) over-take desktop users (42.8 %), showing an overall shift towards mobile technology for internet usage.

### Funders

For the second year we are extremely grateful to **Crisis** for the significant financial contribution that has enabled us to continue to serve people with lived experience of homeless, to the many individuals who gave through Benevity, Just Giving and Stripe platforms, and to the homelessness Service Providers who support our endeavours through making our magazines available to their service users.

## People love *the Pavement*

People with lived experience of homelessness are at the heart of the magazine, are involved in all aspects of the work and ensure their voices are shared, heard and represented; whilst they and the Services who work with them tell us again and again how much they value *the Pavement*.

- The majority of our contributors have had lived experience of homelessness. They come from a wide array of backgrounds, but all share a passion for writing on the subject.
- We regularly run 'experience' stories by writers with homelessness experience alongside 'expert' pieces by writers working in particular fields (e.g. healthcare, charity, peer support, etc.). And the former will often feature signposts to solutions, a direct legacy of our 2021 'solutions-based' journalism training programme.
- We design *the Pavement* in a way that supports reluctant readers and considers people with dyslexia and other difficulties around reading.
- We know that each copy of *the Pavement* is read by multiple readers
- We campaign to raise awareness, reduce stigma and work in partnership with others to ensure people with lived experience of homelessness have their human rights realised.

“At the end of the day, being part of this project has done everything for me. It has given me a sense of purpose, a platform to express my voice and has given me back my self-esteem. I hear nothing but positive feedback when I talk to others about *the Pavement* and there is nothing I like more than handing someone the latest copy.”

– Mat Amp, Deputy editor of the *Pavement* and Groundswell staff member

“*the Pavement* is an invaluable resource for anyone experiencing homelessness, and not just for its exhaustive List of accessible services: it's a miniature wellspring of friendly hellos from others who know what it's like.”

– Jen Burnham, Editorial Committee member, *Homeless Diamonds* magazine

“*the Pavement* provides really valuable information and resources for the homeless community, and also what else is available to help people progress their lives. Accumulate participants always need this and regularly refer to this magazine in order to help them find the guidance and advice they need.”

– Marice Cumber, *Accumulate* Founder and Director

“Many people we work with love *the Pavement*. Copies of it are always popular and run out quickly! It's also a great way for us to communicate with people sleeping rough and to stay updated on the issues they're facing on a broader level.”

– Sophie Glickman, *The Connection* at St. Martin's

## Statement of Financial Activities for the year ended 5th April 2022

	Funds note *	Year ended 5th April 2023			Year ended 5th April 2022		
		General Funds	Restricted Funds	Total Funds	General Funds	Restricted Funds	Total Funds
		£	£	£	£	£	£
<i>Incoming Resources from generated funds</i>							
Voluntary income	1	32,612	-	32,612	33,340	-	33,340
Activities for generating funds	2	-	-	-	1,958	-	1,958
<b>Total Incoming resources</b>		<b>32,612</b>	<b>-</b>	<b>32,612</b>	<b>35,298</b>	<b>-</b>	<b>35,298</b>
<i>Resources expended</i>							
Governance and management costs	3	(528)	-	(528)	(583)	-	(583)
Charitable activities	4	(25,718)	-	(25,718)	(24,896)	-	(24,896)
<b>Total resources Expended</b>		<b>(26,246)</b>	<b>-</b>	<b>(26,246)</b>	<b>(25,479)</b>	<b>-</b>	<b>(25,479)</b>
Net (deficit) / surplus for the year		6,366	-	6,366	9,819	-	9,819
Total funds/(deficit) brought forward		24,022	-	24,022	11,773	2,430	14,203
Transfer of funds - Restricted to General		-	-	-	2,430	(2,430)	-
<b>Total funds carried forward</b>		<b>30,388</b>	<b>-</b>	<b>30,388</b>	<b>24,022</b>	<b>-</b>	<b>24,022</b>

\* Notes on Pages 6–7 form part of these accounts

## Balance Sheet as at 5th April 2022

	5th April 2023	5th April 2022
<i>Current Assets</i>		
Bank Balances	30,388	24,022
<b>Net current assets</b>	<b>30,388</b>	<b>24,022</b>
<i>Represented by:</i>		
<i>General funds</i>		
Balance brought forward	24,022	11,773
Current year (deficit) / surplus	6,366	9,819
Transfer from Restricted Funds	-	2,430
<b>Balance carried forward</b>	<b>30,388</b>	<b>24,022</b>
<i>Restricted funds</i>		
Balance brought forward	-	-
Current year surplus / (deficit)	-	2,430
Transfer to General Funds	-	(2,430)
<b>Balance carried forward</b>	<b>-</b>	<b>-</b>
<b>Net current assets</b>	<b>30,388</b>	<b>24,022</b>

All currency figures in GBP (£).

## Notes to the Financial Statements for the FY ending 5th April 2021

### 1. Accounting policies

#### ◆ Basis of preparation

The financial statements have been prepared using the Accruals basis and in accordance with applicable accounting standards. They follow the recommendations of the Charity Commission for non-company charities with an annual income of less than £250,000.

#### ◆ General and Restricted Funds

Restricted funds are to be used for specific purposes as laid down by the donors. Expenses, which meet these criteria, are charged to the funds.

Unrestricted or general funds are donations and other incoming resources received or generated for charitable purposes.

#### ◆ Voluntary income

Voluntary income is received by way of donations and gifts and is included in full in the statement of financial activities.

#### ◆ Resources expended

Resources are expended in the period in which they are incurred and include attributable VAT, which cannot be recovered.

#### ◆ Charitable activities costs

Costs applied to undertake work to meet objectives of *the Pavement*, particularly expenditure on goods and services including those of volunteers, programme and project expenditure and related costs.

#### ◆ Governance and management costs

Governance costs are the costs and expenses associated with the governance arrangements of the charity. These costs and expenses are associated with the constitutional and statutory requirements and include cost and expenses associated with the strategic management of the charity's activities.

#### ◆ Reclassification of previous year's amounts

Certain comparative amounts for the prior period have been reclassified to conform to current period presentations. Such reclassifications had no effect on net income or the charity's funds.

### 2. Activities for generating funds

	2022	2022
Magazine sales	-	1,958
<b>Total</b>	<b>-</b>	<b>1,958</b>

### 3. Resources explained – Governance costs

	2022	2022
<i>From General Funds</i>		
Insurance	226	226
General postage / PO Box fee	242	221
General office expenses	60	136
<b>Total General Funds</b>	<b>528</b>	<b>583</b>

### 4. Resources explained – Charitable activities

	Year ended 5th April 2023			Year ended 5th April 2022		
	General Funds	Restricted Funds	Total Funds	General Funds	Restricted Funds	Total Funds
Printing newsletters & associated delivery charges	14,102	-	14,102	10,917	-	10,917
Editorial and related costs	10,309	-	10,309	12,808	-	12,808
Volunteer costs and recruitment	333	-	333	287	-	287
General fundraising	216	-	216	216	-	216
General office expenses	758	-	758	668	-	668
<b>Total</b>	<b>25,718</b>	<b>-</b>	<b>25,718</b>	<b>24,896</b>	<b>-</b>	<b>24,896</b>

All currency figures in GBP (£).



Val Stevenson  
Chair of Trustees  
13 December 2023

## Independent Examiner's Report to The Trustees of *the Pavement*

### Respective responsibilities of trustees and examiner

The Trustees are responsible for the preparation of the accounts and keeping accounting records which disclose with reasonable accuracy the financial position of the Charity and ensure that the accounts comply with the Charities Act 2011. They are also responsible for safeguarding the assets of the Charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The Trustees consider that an audit is not required for the period under review under section 144(2) of the Charities Act 2011 (the Act) and that an independent examination is needed.

It is my responsibility to:

- examine the accounts under section 145 of the Act
- to follow the procedures laid down in the general Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act
- to state whether particular matters have come to my attention.

### Basis of independent examiner's statement

My examination was carried out in accordance with General Directions given by the Charity Commission and in accordance with the Charities and Trustee Investment (Scotland) Act 2005 and the Charities Accounts (Scotland) Regulations 2006 (as amended). An examination includes a review of accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts and seeking explanations from trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the accounts present a true and fair view and the report is limited to those matters set out in the statement below.

### Independent examiner's statement

In the course of my examination, no matter has come to my attention:

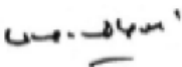
1. Which gives me reasonable cause to believe that in any material respect, the requirements:

- to keep accounting records in accordance with section 130 of the Act;
- to prepare accounts which accord with the accounting records and comply with the accounting requirements of the Act;

have not been met or adhered to; or

2. To which attention should be drawn in order to enable a proper understanding of the accounts to be reached.

Signed



Wing Y Wong FCCA

Date: 05 / 12 / 2023

Report on the accounts for the year ended 5 April 2022 as set out on pages 5–6.



© Chris Bird

## The Basics

### Trustees

The trustees who served the charity during the period were as follows: Val Stevenson (Chair), Clare Argent (secretary), William Butler (Financial Management & Fundraising), Stephen Chan, Christina Lawford.

Email: [trustees@thepavement.org.uk](mailto:trustees@thepavement.org.uk)

### Structure, governance & management

*the Pavement* is a registered charity (No.1110656; Scottish Charity Register No. SC043760) established on 21 June 2005 under a governing document that outlines the objectives and powers of the charity. All trustees give their time voluntarily and receive no benefits from the charity.

### Recruitment & appointment of trustees

The board has the power to appoint trustees and recruitment is carried out through personal recommendation and advertising as appropriate. Induction and training of trustees includes the provision of up-to-date financial and other information about the organisation and Charity Commission and OSCR publications giving guidance on the role of Trustees.

### Staffing and volunteers

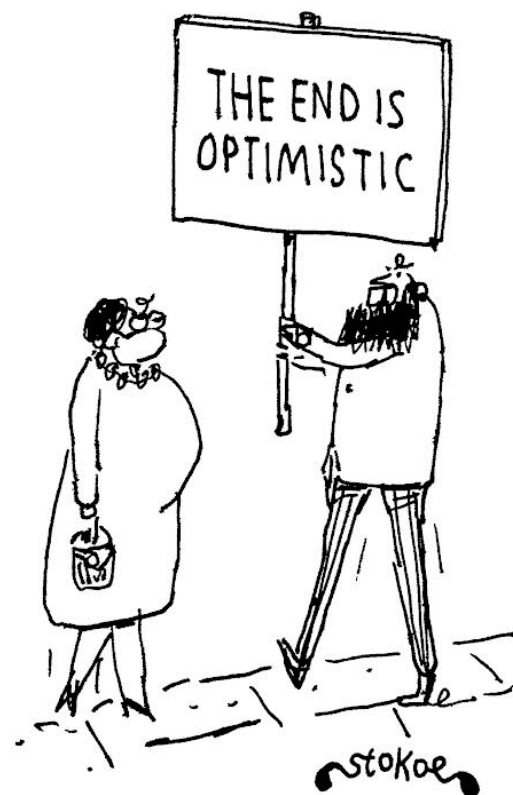
*the Pavement* has been edited since March 2021 by **Jake Cudsi**, who works on a freelance part-time basis. **Marco Biagini** does the layout design and coordinates the Scottish List and distribution to Glasgow and Edinburgh. He is a freelance designer and project co-ordinator based in Glasgow and also works on a part-time freelance basis.

Deputy Editor **Mat Amp** is a volunteer who has provided powerful and inspiring support to our peer reporters as he has lived experience of rough sleeping. Mat writes a hugely popular column in the Pavement and also organises the distribution in London. We are very grateful for all his support.

### Volunteer contributors

Huge thanks to the many volunteers who supported our work. They carry out a range of activities, including editorial, fundraising and administrative functions such as distribution. Without them, the charity would be unable to continue, and we are sincerely grateful for everything they do. We estimate that they contribute the equivalent of six full-time paid staff members.

A special thank you to our volunteer contributors during 2022–23, with apologies to anyone we've accidentally left out.



© Mike Stokoe

**Writers/researchers/photographers:** Mat Amp, Laura Ashcroft, Paul Atherton, Nicola Baird, Alanna Baldwin, Tina Banda, Chris Bird, CAM, Ben Campbell, Del Campbell, Claire, Esther Crespo-Ruperez, Leon Eckford, Becky Evans, Liat Fainman, Viki Fox, Sophie Glickman, Giselle Green, Andy Guise, Rosie Healey, Sarah Hough, Bellara Huang, Kieran Hughes, Justina Jameson, Ian Kalman, Abbie Ludlam, Ant Mac, Emily Macauley-Wilcox, Eve McDougall, Jamie McGowan, Eric Moseley, Alastair Murray, Nell, Alan O'Connor, Dr Seema Pattni, Charlotte Payne, Charlie Radbourne, Emdad Rahman, Rebekah, Garnet Roach, Rosie Roksof, Chris Sampson, Sarka, Bronagh Sheridan, Cachella Smith, Surfing Sofas, Dave Sohanpal, Sheryle Thomas, David Tovey, Sarah Turley, Santiago Vazquez and David Wishart

We are grateful to renowned cartoonists Ken Pyne and Mike Stokoe for their sharp, humorous contributions. We were honoured to share the artwork of the following artists in our pages over the course of the last year: Chris Bird, Mitchel Ceney, Michelle Christopher, Faranaz, Simona Hartia, Free Healer, Kevin Ho, Hannah Kaley, Krysia, Mark McGowan, Milena, John Murphy, Don Pollard, Rosie Roksof, Marius Samavicius, David Tovey and Maurice Woolger. We would also like to thank Julian Baker and Hattie Price at Flat Earth Industries for their help with the website.

## Motivations

### *the Pavement exists...*

For the relief of poverty, hardship, and distress among homeless persons in our distribution areas, by provision of information and guidance on accessing day/night shelters, voluntary bodies providing food to homeless people, health issues and general advice.

### Our mission is...

To improve the lives of people affected by homelessness in the UK

### We aim...

- To increase uptake and reach of *the Pavement*
- To enable homeless people to make informed choices and access services and their rights
- To enable homeless people to contribute to *the Pavement*
- To raise awareness in the wider population of homelessness
- To enable service providers to improve the information they give to clients

### Our objectives:

- To offer an entertaining and engaging website and free magazine that include news, features and opinion, information on services, articles on health and wellbeing, events and networking opportunities
- To undertake awareness raising and campaigning activities
- To produce topic-driven resources
- To train and support people with direct experience of homelessness as volunteers

### Public benefit:

*the Pavement* provides benefit to homeless and vulnerably housed individuals by:

- Signposting sources of support, advice and shelter, with an up-to-date and detailed directory of homeless services across the UK (known as the List, and integrated into every issue of *the Pavement*)
- Offering tailored information from professionals within the homelessness sector;

- Presenting news on homeless events to strengthen community and allow our readers to make informed decisions
- Standing as a forum for homeless views and comment to help overcome isolation and encourage involvement.

The charity provides benefit to the wider community, through promoting the ability of homeless or vulnerably housed individuals to participate in their communities; and to individuals and the wider community through publicising homelessness issues.

The charity's trustees assess its activities with regard to the Charity Commission's guidance on public benefit, and will use this guidance as a tool in considering any new activities it may undertake.

### *the Pavement in a nutshell*

*the Pavement* is a UK-wide homeless charity with big ideas. Since 2005, we have published a free pocket-sized magazine for a homeless readership, produced alongside [www.thepavement.org.uk](http://www.thepavement.org.uk). On the website we regularly update a unique listings service of everything those who are homeless might need to know: from soup kitchens, day centres and night shelters to mental health support, addiction services and arts projects; it's all there in one place. On top of that, our volunteer journalists – many who have experience of homelessness - cover the news from the streets or news affecting the streets. We often deal with topics ignored by the mainstream press. We produce a unique blend of reportage, advice, cartoons and inspiring real life stories, all written with our homeless readership firmly in mind.

**Our aim is also to ensure the potentially life-changing information offered by *the Pavement* is going straight into the hands of the homeless people who need it most.**

We believe that drives to produce homogenous services for homeless people are misguided, and that a range of service types and sizes are the only way to cater successfully for our diverse readership. While we know that sleeping rough is physically and mentally harmful, we do not preach to those who find themselves there: we believe that we need to work closely with homeless people themselves to identify solutions that work for them.

# *the*Pavement

Annual Report 2021–22

"We never go on outreach without copies of *the Pavement*. We see more and more people sleeping rough across London, and the information we are able to share thanks to *the Pavement* literally saves people's lives."

- Elodie Berland

## *the*Pavement

*the Pavement* Magazine  
38 Allcroft Road  
London  
NW5 4NE

fundraising@thepavement.org.uk  
<http://www.thepavement.org.uk>  
Twitter: @ThePavementMag  
Facebook: *the Pavement* Magazine  
Instagram: @Pavement\_Magazine  
[www.justgiving.com/thepavement/Donate](http://www.justgiving.com/thepavement/Donate)

**Design:** Marco Biagini

**Words:** Jake Cudsi, William Butler & Marco Biagini

**Date:** December 2023 © *the Pavement*

**THE PAVEMENT**

England & Wales - Charity number 1110656

---

# Accounts

---

# *the* Pavement

Annual Report 2021–22

*the Pavement* is a small charity founded in London in 2005. Every two months, we produce around 7,000 free magazines for homeless and insecurely housed people in London, Edinburgh and Glasgow. The content is mostly written, researched and drawn/photographed by volunteers with lived experience of homelessness and volunteer journalists. Consequently, many of our contributors have a personal understanding of what it's like to survive without a home.

Each pocket-sized magazine can be lifesaving. That's because we share a 16-page central list, collating all the information about what's available for a hungry person who wants to find a shower, get a bed for the night or needs professional support for any mental health or active addiction. Readers can find *the Pavement* at hostels, day centres, homeless surgeries, soup-runs and libraries. All our content is written with our readers in mind, offering a unique way to help people help themselves.

**the Pavement Magazine**  
38 Allcroft Road  
London  
NW5 4NE

[www.thepavement.org.uk](http://www.thepavement.org.uk)

Twitter: @ThePavementMag

Facebook: the Pavement Magazine

Instagram: @Pavement\_Magazine

[www.justgiving.com/thepavement/Donate](http://www.justgiving.com/thepavement/Donate)

Established 2005  
Registered Charity #1110656  
Scottish Charity Register #SC043760

## Welcome

Last year's Annual Report covered the period just after lockdown began. Unsurprisingly, Covid's aftereffects continue to reverberate, as our 2021–22 coverage showed, and the need for our magazine and online resources, sadly, is still with us. Many more people are skating on the edge of homelessness, poverty is growing and the number sleeping rough has rocketed. Our fantastic volunteer team continue to produce a magazine with a laser focus on our readers' practical and emotional needs. It helps readers discover the practical ways, shares the accounts of people who have been where they are, provides volunteering opportunities and community, and so much more... Until homelessness disappears, we will continue to share lifesaving information - with your help.

**Val Stevenson**  
Chair of *the Pavement* trustees

## Contents

- ◆ Meeting challenges 2
- ◆ Our achievements 3
- ◆ Impact 4
- ◆ Finance 5
- ◆ About us 8
- ◆ Our aims 9

## Meeting the challenges

We create and distribute our bi-monthly magazine in three UK cities with high levels of people with lived experience of homelessness (London, Glasgow and Edinburgh). During 2021-22, closures of homeless facilities and hostels, stemming from the Covid-19 pandemic, continued to massively affect service providers in the homelessness community and while we printed around 7,000 copies of each issue, demand continued to grow as we adjusted our distribution to reflect re-opened or closed services.

*The Pavement* is unique, trusted both by our readers and homelessness service providers, we offer life-saving information and a vehicle for people with lived experience to share it. We know that the number of people experiencing homelessness continues to increase, many with complex and multiple support needs, including addiction, mental and physical health problems, coming out of prison, the armed forces and care. They all need information tailored to their needs and circumstances, which we include in 'The List' of services in each issue of *the Pavement* and which is now back to pre-pandemic size, having been condensed amidst the many service closures of services during lockdown.

A wide range of service providers request copies of each issue of *the Pavement* and a growing proportion of each print run goes directly to grassroots organisations and outreach teams, such as 'StreetsKitchen' and 'The Outside Project' in London. We also send thousands of magazines to churches, food banks and charities spread across London, Glasgow and Edinburgh.

We know our simple formula - a magazine focused on homelessness issues with a list of what and where help is available, works. It's why Crisis at Christmas purchased 600 copies to hand out to their 2021 guests and St Vincent de Paul ordered 11,700 for their 2021-22 Vinnie Packs - a festive care package to people experiencing homelessness in the UK. The need for our little magazine is critical and very real, and while in some cases we have found creative ways of meeting this demand, more often we have had to add organisations to our waiting list.

## In a nutshell

- ◆ Issue 131 of *the Pavement* (March/April 2022) reported that a staggering 207,543 households in England had approached their local council for assistance in avoiding homelessness between April and November 2020.
- ◆ In April 2021 the Museum of Homelessness revealed there has been a 170% increase in people sleeping rough between 2010 and 2020.
- ◆ The number of homeless people who died in the UK jumped by more than a third in 2020, according to The Museum of Homelessness's Dying Homeless Project. In 2020, 976 people died while experiencing homelessness. The figure was 710 for 2019.
- ◆ A staggering 99% increase in homeless households placed in B&B accommodation in Scotland in 2020. Jumping from 704 households in 2019, to 1,414 in 2020.
- ◆ Shelter Scotland reported in August 2021 that there were an estimated 8,000 children living in temporary homeless units in Scotland at the time.
- ◆ Issue 134 of *the Pavement* reported on the government's plans to make rough sleeping grounds for refusing or cancelling a person's right to remain in England

## Our achievements

### A year of bold writing

In May 2021 *the Pavement*'s solutions-based journalism course, which we ran in early 2021, bore fruit, with the European Journalism Centre-funded project culminating in a special 'takeover' issue of the magazine written by course participants. The theme was "Access to Healthcare" and it provided writers with the opportunity to share their valuable, informative insight into accessing, as well as being excluded from healthcare when experiencing homelessness.

Giselle Green, a former *BBC News* journalist, ran the course, training 12 writers with homeless experience in solutions-based journalism. Of these 12, seven have become regular contributors to *the Pavement*, providing essential solutions-based content for our readers. The editor has also worked on developing these budding peer journalists, with the writers tasked with providing an array of content ranging from opinion to interview. We are fortunate to have writers from the course interested in utilising their new-found skills in specific areas of journalism. For example, Sheryle Thomas has become *the Pavement*'s unofficial interviewer, while Charlie Radbourne is developing an interest in health journalism.

During 2021-22, *the Pavement*'s team of incredibly talented writers grew and continued to hone their skills. Our team of volunteer peer journalists keep publishing their stories about being homeless and what helped them recover from the experience. We have also featured journalists without lived experience of homelessness whose cumulative years of experience in the industry complemented our peer journalists. Amongst our committed new journalists producing exclusive unique content for *the Pavement* is our news writer, Bronagh Sheridan, who has a background in environmental work and society issues. Combined, all of our writers have helped *the Pavement* become an even more effective voice for people who are homeless or insecurely housed. There's nothing else like it.

2021-22 has seen creativity in *the Pavement*'s pages flourish. While the magazine has always been a space for cartoons and art, we have increased our featured writing, with writers Mat Amp and Chris Sampson often inject

humour and satire into their work. A new initiative this year has been the regular poetry pages in the magazine, which gathered the most attention from readers and prospective writers. We have also entered into partnerships with creative organisations and projects (e.g. Portugal Prints and New Art Studio) to feature artwork by people with lived experience of homelessness, with the magazine providing a platform for people involved with the groups to have their artwork published and shared on social media.

The year has not been without its difficulties. A funding gap in late 2021 saw the scheduled November-December magazine pushed back to December-January. We took the opportunity to adapt and find ways to better serve our readership. The December-January issues of the magazine are bumper editions of *the Pavement*, as they now cover the holiday season and we have taken the opportunity to provide details on shelter and services running during the winter months. This included an in-depth look at the Crisis at Christmas centres in London and Scotland.

'The List' of services in the centre pages of the magazine continues to provide a one-stop directory of local, available resources, which can be lifesaving, whether its shelter for the night or details of healthcare services. 'The List' is managed by Kieran Hughes, Jake Cudsi and Marco Biagini.

The content of the magazine is steered by writers' meet-ups, occurring once every two months on Zoom. Along with editorial direction and workshopping content for the magazine, the meetings establish themes for each issue of the magazine, which in the last year have been: *Solutions; Access to healthcare; Know your rights; Losses and gains; Opportunity and Respect*. The meetings involve writers with and without lived experience of homelessness. Deputy editor Mat Amp continues to assist new writers in their involvement with the magazine and also makes every effort to involve writers who have graduated from previous projects, such as 2019-20's volunteer peer journalists. The magazine is proud to continue publishing these writers' works and Mat, a graduate of an earlier peer reporters training course, has his own column in the magazine.

### Distribution

In 2021-22 we distributed 5,500 copies of *the Pavement* in London every two months. In Scotland we printed 1,500 copies of the magazine to distribute among services every two months.

### Social media

Social media continues to provide a platform for *the Pavement* to share our work and promote our writers. Our pages showcase artwork featured in the magazine and allowed us to connect and interact with homeless services across the UK. We have increased activity on Twitter over the past year and boast 3,768 followers on the platform. Our Instagram account continues to grow, with 833 followers, up from 534 followers last year. We have 1,782 followers on Facebook, with our posts regularly reaching more than 500 unique users. One post on Facebook in late 2021 has reached 3,381 accounts and has 202 engagements (i.e. likes, comments and shares). Accounts have been run by editor Jake Cudsi and deputy editor Mat Amp.

### Website

During 2021-22 our website attracted 19,609 visits, and while there was a 15.5% decrease in visitors and new users were 20.5% down, we had 43,000 unique Page Views - a similar total to last year and average session duration remained largely the same at around 1 min 44seconds per visit. The services section ('The List') continues to be the most viewed part of the website, where users access the online version accounting for around 43% of page views.

### Funders

We are extremely grateful to Crisis for the significant contribution that enabled us to continue to serve people with lived experience of homeless and to the many individuals who gave through Benevity, Just Giving and Stripe platforms and to the service providers who support our endeavors through making our magazines available to their service users.

## People love *the Pavement*

Homeless people are at the heart of the magazine, involved in all aspects of our work and we take immense pride in ensuring their voices are heard and represented in the magazine:

- The majority of our contributors have had lived experience of homelessness.
- We often run 'experience' stories by writers with homeless experience alongside 'expert' pieces by writers working in particular fields (i.e. healthcare, charity, peer support, etc.). The former will often feature signposts to solutions, a direct legacy of our writers' solutions-based journalism work.
- We design *the Pavement* in a way that supports reluctant readers and considers people with dyslexia.
- We know that each copy of *the Pavement* is read by multiple readers
- We campaign to raise awareness, reduce stigma and work in partnership with others to ensure people with lived experience of homelessness have their human rights realised.

"We're grateful to work with *the Pavement* to ensure vital health and wellbeing information reaches people experiencing homelessness who may not find our information online or in services."

– Becky Tansley, Communications Director, Groundswell

"*The Pavement* magazine has been a great support for those in need, for both those on the streets and those living in temporary accommodation. The knowledge and wisdom shared is priceless!"

– Holly, Digital Marketing at PINT (People in Need Today)

"*The Pavement* is not only - still - a very useful source of information, but *the Pavement* team are more present in the sector than ever before - learning about new services and ways to improve the resources they provide to the homeless community."

- Rachel Woolf, Founder & Director Street Storage

"*The Pavement* magazine is an essential part of our outreaches across London. We always carry it with us, sharing the vital information it contains, in solidarity, with the many people we encounter."

– Elodie Berland Joy, Coordinator at Streets Kitchen

## Statement of Financial Activities for the year ended 5th April 2022

	Funds note *	Year ended 5th April 2022			Year ended 5th April 2021		
		General Funds	Restricted Funds	Total Funds	General Funds	Restricted Funds	Total Funds
		£	£	£	£	£	£
<i>Incoming Resources from generated funds</i>							
Voluntary income	2	33,340	-	33,340	11,655	28,386	40,041
Activities for generating funds	3	1,958	-	1,958	2,994	-	2,994
<b>Total Incoming resources</b>		<b>35,298</b>	<b>-</b>	<b>35,298</b>	<b>14,649</b>	<b>28,386</b>	<b>43,035</b>
<i>Resources expended</i>							
Governance and management costs	4	(583)	-	(583)	(1,664)	-	(1,664)
Charitable activities	5	(24,896)	-	(24,896)	(18,550)	(17,271)	(35,821)
<b>Total resources Expended</b>		<b>(25,479)</b>	<b>-</b>	<b>(25,479)</b>	<b>(20,214)</b>	<b>(17,271)</b>	<b>(37,485)</b>
Net (deficit) / surplus for the year		9,819	-	9,819	(5,565)	11,115	(5,550)
Total funds/(deficit) brought forward		11,773	2,430	14,203	8,653	-	8,653
Transfer of funds - Restricted to General		2,430	(2,430)	-	8,685	(8,685)	-
<b>Total funds carried forward</b>		<b>24,022</b>	<b>-</b>	<b>24,022</b>	<b>11,773</b>	<b>2,430</b>	<b>14,203</b>

\* Notes on Pages 6–7 form part of these accounts

## Balance Sheet as at 5th April 2022

	5th April 2022	5th April 2021
<i>Current Assets</i>		
Bank Balances	24,022	14,203
<b>Net current assets</b>	<b>24,022</b>	<b>14,203</b>
<i>Represented by:</i>		
<i>General funds</i>		
Balance brought forward	11,773	8,653
Current year (deficit) / surplus	9,819	(5,565)
Transfer from Restricted Funds	2,430	8,685
<b>Balance carried forward</b>	<b>24,022</b>	<b>11,773</b>
<i>Restricted funds</i>		
Balance brought forward	-	-
Current year surplus / (deficit)	2,430	(11,115)
Transfer to General Funds	(2,430)	(8,685)
<b>Balance carried forward</b>	<b>-</b>	<b>2,430</b>
<b>Net current assets</b>	<b>24,022</b>	<b>14,203</b>

All currency figures in GBP (£).

## Notes to the Financial Statements for the FY ending 5th April 2021

### 1. Accounting policies

#### ◆ Basis of preparation

The financial statements have been prepared using the Accruals basis and in accordance with applicable accounting standards. They follow the recommendations of the Charity Commission for non-company charities with an annual income of less than £250,000.

#### ◆ General and Restricted Funds

Restricted funds are to be used for specific purposes as laid down by the donors. Expenses, which meet these criteria, are charged to the funds.

Unrestricted or general funds are donations and other incoming resources received or generated for charitable purposes.

#### ◆ Voluntary income

Voluntary income is received by way of donations and gifts and is included in full in the statement of financial activities.

#### ◆ Resources expended

Resources are expended in the period in which they are incurred and include attributable VAT, which cannot be recovered.

#### ◆ Charitable activities costs

Costs applied to undertake work to meet objectives of *the Pavement*, particularly expenditure on goods and services including those of volunteers, programme and project expenditure and related costs.

#### ◆ Governance and management costs

Governance costs are the costs and expenses associated with the governance arrangements of the charity. These costs and expenses are associated with the constitutional and statutory requirements and include cost and expenses associated with the strategic management of the charity's activities.

#### ◆ Reclassification of previous year's amounts

Certain comparative amounts for the prior period have been reclassified to conform to current period presentations. Such reclassifications had no effect on net income or the charity's funds.

### 2. Voluntary income – restricted funds

	2022	2021
Crisis Booklet	-	6,630
European Journal Centre	-	21,756
<b>Total</b>	<b>-</b>	<b>28,386</b>

### 3. Activities for generating funds

	2022	2021
Magazine sales	1,958	2,994
<b>Total</b>	<b>1,958</b>	<b>2,994</b>

### 5. Resources explained – Charitable activities

	Year ended 5th April 2022			Year ended 5th April 2021		
	General Funds	Restricted Funds	Total Funds	General Funds	Restricted Funds	Total Funds
Printing newsletters & associated delivery charges	10,917	-	10,917	7,605	5,441	13,046
Editorial and related costs	12,808	-	12,808	10,157	11,436	21,593
Volunteer costs and recruitment	287	-	287	87	-	87
General fundraising	216	-	216	216	-	216
Training packs/Zoom	-	-	-	-	337	337
General office expenses	668	-	668	485	57	542
<b>Total</b>	<b>24,896</b>	<b>-</b>	<b>24,896</b>	<b>18,550</b>	<b>17,271</b>	<b>35,821</b>

All currency figures in GBP (£).

### 4. Resources explained – Governance costs

	2022	2021
<i>From General Funds</i>		
Insurance	226	226
General postage / PO Box fee	221	1,378
General office expenses	136	60
<b>Total General Funds</b>	<b>583</b>	<b>1,664</b>



Val Stevenson  
Chair of Trustees  
1 December 2020

## Independent Examiner's Report to The Trustees of *the Pavement*

### Respective responsibilities of trustees and examiner

The Trustees are responsible for the preparation of the accounts and keeping accounting records which disclose with reasonable accuracy the financial position of the Charity and ensure that the accounts comply with the Charities Act 2011. They are also responsible for safeguarding the assets of the Charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The Trustees consider that an audit is not required for the period under review under section 144(2) of the Charities Act 2011 (the Act) and that an independent examination is needed.

It is my responsibility to:

- examine the accounts under section 145 of the Act
- to follow the procedures laid down in the general Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act
- to state whether particular matters have come to my attention.

### Basis of independent examiner's statement

My examination was carried out in accordance with General Directions given by the Charity Commission and in accordance with the Charities and Trustee Investment (Scotland) Act 2005 and the Charities Accounts (Scotland) Regulations 2006 (as amended). An examination includes a review of accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts and seeking explanations from trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the accounts present a true and fair view and the report is limited to those matters set out in the statement below.

### Independent examiner's statement

In the course of my examination, no matter has come to my attention:

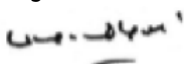
1. Which gives me reasonable cause to believe that in any material respect, the requirements:

- to keep accounting records in accordance with section 130 of the Act;
- to prepare accounts which accord with the accounting records and comply with the accounting requirements of the Act;

have not been met or adhered to; or

2. To which attention should be drawn in order to enable a proper understanding of the accounts to be reached.

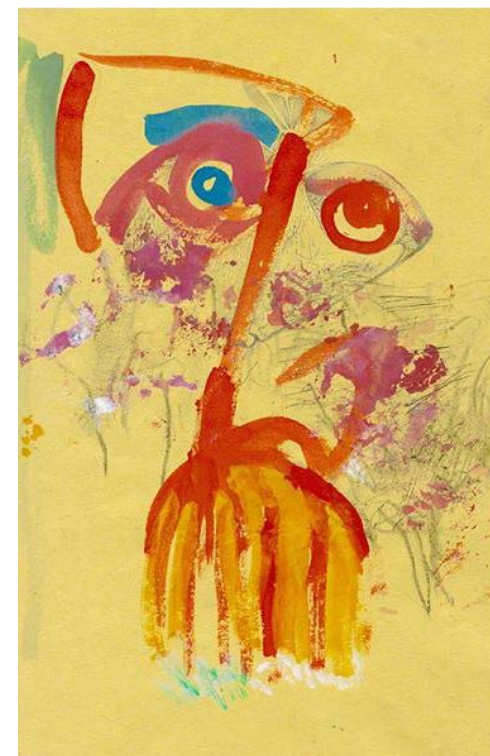
Signed



Wing Y Wong FCCA

Date: 17 / 11 / 2022

Report on the accounts for the year ended 5 April 2020 as set out on pages 5–6.



**Art in the magazine:** This year has seen a host of new artists contribute their unique work to *the Pavement* magazine. We are proud to offer a platform to artists with lived homeless experience, such as Glasgow-based Marius Samavicius (see artwork above). We also welcomed cartoonist Mike Stokoe as a regular contributor, complimenting long-time friend of the magazine Ken Pyne's similarly brilliant cartoons. The past year has also seen *the Pavement* enter partnerships with organisations such as Portugal Prints – an art therapy group – and Koestler Arts, a trust working with artists in criminal justice settings, to have work by their artists featured in *the Pavement*.  
Image © Marius Samavicius

# About us

## The Basics

### Trustees

The trustees who served the charity during the period were as follows: Val Stevenson (Chair), Clare Argent (secretary), William Butler (Financial Management & Fundraising), Stephen Chan, Christina Lawford.

Email: [trustees@thepavement.org.uk](mailto:trustees@thepavement.org.uk)

### Structure, governance & management

*the Pavement* is a registered charity (No.1110656; Scottish Charity Register No. SC043760) established on 21 June 2005 under a governing document that outlines the objectives and powers of the charity. All trustees give their time voluntarily and receive no benefits from the charity.

### Recruitment & appointment of trustees

The board has the power to appoint trustees and recruitment is carried out through personal recommendation and advertising as appropriate. Induction and training of trustees includes the provision of up-to-date financial and other information about the organisation and Charity Commission and OSCR publications giving guidance on the role of Trustees.

### Staffing and volunteers

From January 2018 to March 2021 *the Pavement* was edited by [Nicola Baird](#). In March 2021 [Jake Cudsi](#), who had previously volunteered at the magazine since 2017, was made editor. Both work on a freelance part-time basis.

[Marco Biagini](#) does the layout design and coordinates the Scottish List and distribution to Glasgow and Edinburgh. He's a freelance designer and project co-ordinator based in Glasgow.

Deputy Editor [Mat Amp](#) works on a voluntary basis. He has provided powerful and inspiring support to our homeless trainees as he has lived experience of rough sleeping. He writes a hugely popular column in *the Pavement* and also organises the distribution in London. We are very grateful for all his support.

[Kieran Hughes](#) continues to manage our website and List of Services on a voluntary basis.

### Volunteer contributors

Huge thanks to the many volunteers who supported our work. They carry out a range of activities, including editorial, fundraising and administrative functions such as distribution. Without them, the charity would be unable to continue, and we are sincerely grateful for everything they do. We estimate that they contribute the equivalent of six full-time paid staff members.



The legendary cartoonist Ken Pyne, a regular contributor to publications such as *Private Eye* and the *Times* and the *Oldie*, has been producing exclusive works for *the Pavement* for a number of years. His cartoons have appeared in every issue of *the Pavement* published in the 2021/22. This cartoon appeared in issue 134 of *the Pavement*, themed *Losses & Gains*. Image © Ken Pyne

A special thank you to our volunteer contributors during 2021–22, with apologies to anyone we've accidentally left out:

**Writers/researchers/photographers:** Mat Amp, Laura Ashcroft, Paul Atherton, Nicola Baird, Alanna Baldwin, Tina Banda, Chris Bird, Ben Campbell, Del Campbell, Claire, Regina Coker-Ogunsola, Esther Crespo-Ruperez, Crosby, Leon Eckford, Becky Evans, Viki Fox, Lee Foxall, Giselle Green, Andy Guise, Jack Hanington, Griffin Haworth, Matt Hobbs, Sarah Hough, Kieran Hughes, Justina Jameson, Ian Kalman, Abbie Ludlam, Ant Mac, Alastair Murray, Nell, Alan O'Connor, Dr Seema Pattni, Charlie Radbourne, Garnet Roach, Rosie Roksof, Chris Sampson, Sarka, Bronagh Sheridan, Cachella Smith, Sheryle Thomas, David Tovey, Sarah Turley, Santiago Vazquez and Steve Walker.

We are grateful to renowned cartoonists Ken Pyne and Mike Stokoe for their sharp, humorous contributions. We were honoured to share the artwork of the following artists in our pages over the course of the last year: Benjamin Balazs, Chris Bird, Poppy Burnley, Mitchel Ceney, Michelle Christopher, DK, James Gray, Ella Meyer, Rosie Roksof, Marius Samavicius, SK, David Tovey and Juliet Young.

We'd would also like to thank Julian Baker and Hattie Price at Flat Earth Industries for their help with the website.

# Our aims

## Motivations

### *the Pavement exists...*

For the relief of poverty, hardship, and distress among homeless persons in our distribution areas, by provision of information and guidance on accessing day/night shelters, voluntary bodies providing food to homeless people, health issues and general advice.

### Our mission is...

To improve the lives of people affected by homelessness in the UK

### We aim...

- To increase uptake and reach of *the Pavement*
- To enable homeless people to make informed choices and access services and their rights
- To enable homeless people to contribute to *the Pavement*
- To raise awareness in the wider population of homelessness
- To enable service providers to improve the information they give to clients

### Our objectives:

- To offer an entertaining and engaging website and free magazine that include news, features and opinion, information on services, articles on health and wellbeing, events and networking opportunities
- To undertake awareness raising and campaigning activities
- To produce topic-driven resources
- To train and support people with direct experience of homelessness as volunteers

### Public benefit:

*the Pavement* provides benefit to homeless and vulnerably housed individuals by:

- Signposting sources of support, advice and shelter, with an up-to-date and detailed directory of homeless services across the UK (known as the List, and integrated into every issue of *the Pavement*)
- Offering tailored information from professionals within the homelessness sector;

- Presenting news on homeless events to strengthen community and allow our readers to make informed decisions
- Standing as a forum for homeless views and comment to help overcome isolation and encourage involvement.

The charity provides benefit to the wider community, through promoting the ability of homeless or vulnerably housed individuals to participate in their communities; and to individuals and the wider community through publicising homelessness issues.

The charity's trustees assess its activities with regard to the Charity Commission's guidance on public benefit, and will use this guidance as a tool in considering any new activities it may undertake.

### *the Pavement in a nutshell*

*the Pavement* is a UK-wide homeless charity with big ideas. Since 2005, we have published a free pocket-sized magazine for a homeless readership, produced alongside [www.thepavement.org.uk](http://www.thepavement.org.uk). On the website we regularly update a unique listings service of everything those who are homeless might need to know: from soup kitchens, day centres and night shelters to mental health support, addiction services and arts projects; it's all there in one place. On top of that, our volunteer journalists – many who have experience of homelessness - cover the news from the streets or news affecting the streets. We often deal with topics ignored by the mainstream press. We produce a unique blend of reportage, advice, cartoons and inspiring real life stories, all written with our homeless readership firmly in mind.

**Our aim is also to ensure the potentially life-changing information offered by *the Pavement* is going straight into the hands of the homeless people who need it most.**

We believe that drives to produce homogenous services for homeless people are misguided, and that a range of service types and sizes are the only way to cater successfully for our diverse readership. While we know that sleeping rough is physically and mentally harmful, we do not preach to those who find themselves there: we believe that we need to work closely with homeless people themselves to identify solutions that work for them.

# thePavement

Annual Report 2020–21

*"The Pavement is an important publication, one that is trusted and respected on the streets and by grassroots organisers. Thanks to the fact that a lot of the content is written by people with experience of homelessness, the Pavement is connected in with what's really happening on the ground. It can be a lifesaver to people new to the streets and an education to people who are not homeless."*

*- Jessica Turtle, co-founder the Museum of Homelessness*

## thePavement

**the Pavement Magazine**  
38 Allcroft Road  
London  
NW5 4NE

fundraising@thepavement.org.uk  
<http://www.thepavement.org.uk>  
Twitter: @ThePavementMag  
Facebook: *the Pavement Magazine*  
Instagram: @Pavement\_Magazine  
[www.justgiving.com/thepavement/Donate](http://www.justgiving.com/thepavement/Donate)

**Design:** Marco Biagini

**Words:** Jake Cudsi, Marco Biagini & William Butler

**Date:** December 2022 © *the Pavement*

**THE PAVEMENT**

England & Wales - Charity number 1110656

---

# Accounts

---



# *the* Pavement

Annual Report 2020–21

*The Pavement* is a small charity founded in London in 2005. Every two months, we produce 8,500 free magazines for homeless and insecurely housed people in London, Edinburgh and Glasgow. The content is researched, written and drawn or photographed by people with lived experience of homelessness, and other volunteer journalists. Many of our contributors have a personal understanding of what it's like to survive without a home.

Each pocket-sized magazine can be life-saving. That's because we share a 16-page central List of Services, collating all the information about what's available for a hungry person who wants to find a shower, get a bed for the night or needs professional support for any mental health or active addiction. Readers can find *the Pavement* at hostels, day centres, homeless surgeries, soup-runs and libraries. All our content is written with our readers in mind, offering a unique way to help people help themselves.

**the Pavement Magazine**  
38 Allcroft Road  
London  
NW5 4NE

[www.thepavement.org.uk](http://www.thepavement.org.uk)

Twitter: @ThePavementMag

Facebook: the Pavement Magazine

Instagram: @Pavement\_Magazine

[www.justgiving.com/thepavement/Donate](http://www.justgiving.com/thepavement/Donate)

Established 2005  
Registered Charity #1110656  
Scottish Charity Register #SC043760

## Welcome

*The Pavement's* 2020/21 financial year began just after the first lockdown began in March 2020. Our magazine for people who are homeless continues to be hugely in demand, primarily because our readers both trust the content and find it inspiring. But for new readers, newly homeless, it can be a life-saver because it shares services information, opportunities to volunteer and stories about experiencing homelessness right now. The team creates each issue with enthusiasm and skill, but that doesn't stop us from wishing people didn't need the help of our magazine. Until homelessness is resolved, we are here to share the info that someone on the street tonight will need.

**Val Stevenson**  
Chair of *the Pavement* trustees

## Contents

- ◆ Meeting challenges 2
- ◆ Our achievements 4
- ◆ Impact 7
- ◆ Finance 10
- ◆ About us 16
- ◆ Our aims 19

## Meeting the challenges

We create and distribute our bi-monthly magazine in three UK cities with some of the largest numbers of homeless people: London, Glasgow and Edinburgh. During 2020–21, lockdowns and closures massively affected service providers in the homeless community, but there was continued demand for the 8,000 magazines we printed each issue.

*The Pavement* is a trusted source of news and direction for its readers, and can provide life-saving information. The magazine's unique combination of news, views, advice and vital information on services, found in the List in the centre pages of the magazine, has been of profound importance to our readership in the past year. The pandemic has laid bare the spiralling crisis of housing shortages and increased homelessness. The government's 'Everyone In' scheme, introduced in March 2020 to house people sleeping rough during the pandemic, pointed towards the scale of the problem, and the need for increased support. The government drew up their plans for the scheme based on a survey stating only 4,266 people slept rough in the UK. In reality, 33,139 used the scheme between March and November 2020. While some of our readers were positive about the scheme, others were left out, or felt increasingly vulnerable as services closed and were not replaced.

*The Pavement* is special. It's trusted by its readers and offers life-saving information. Reports from leading organisations highlight the significant increase in the numbers of homeless people presenting with complex and multiple support needs, including addiction, mental and physical health problems. Many have been in prison and there is a significant proportion coming out of the armed forces and care. They all need information tailored to their needs and circumstances, which we include in our central list. Unfortunately, cuts to council budgets means that our readers tell us that finding the right support is becoming ever more difficult.

A wide range of service providers request copies of each issue of *the Pavement*, and a growing proportion of each print run goes directly to grassroots organisations and outreach teams, such as StreetsKitchen and The Outside Project in London. We also send thousands of magazines to churches, food banks and charities. The feedback we receive from the organisations and charities we deliver our magazines to confirms our conviction that the magazine has a formula that works for its readers. The need for the magazine and its directory of services continues to grow. That's why we have continued to maintain a waiting list for organisations keen for copies of each issue.

We know our simple formula – a magazine with a list of what help is available – works. It's why St Vincent de Paul ordered an extra 11,700 for their Winter 2020 Vinnie packs. In a year of flux and uncertainty, *the Pavement* has been a reliable companion to its readership. The need for the magazine has only increased, and demand for it has remained consistent in a year like no other.

## In a nutshell

Between March and November 2020, 33,139 people took part in the 'Everyone In' scheme providing emergency accommodation for homeless people during the Covid-19 pandemic. The government had planned for only 4,266 people to use the scheme, according to the National Audit Office.

- ◆ The Office for National Statistics says there were an estimated 688 homeless deaths in England and Wales registered in 2020, a decrease of 11.6% from 2019 (778 estimated deaths).
- ◆ Issue 131 of *the Pavement* reported that a staggering 207,543 households had approached their local council for assistance in avoiding homelessness between April and November 2020.
- ◆ Our November/December issue (129) shared the news that 10,726 people had spent at least a single night sleeping rough in London between April 2019 and March 2020, representing a 21% increase on the previous year.
- ◆ The same issue reported that about 25% of rough sleepers in the UK are foreign nationals. The figure rises to 42% in London.
- ◆ Scottish Household Survey data from 2019 suggests that around 5,300 adults sleep rough at least once in a year in Scotland: this equates to an estimated 700 people on a typical night. Rough sleeping is primarily concentrated in Scottish cities. ([scotpho.org.uk](http://scotpho.org.uk))

## Our achievements

### A year of bold writing

*The Pavement* rose to the challenges of Covid-19 to meet the needs of our readers. This ambition to deliver vital content and information to the homeless community drove special editions of the magazine, namely our *Health and Wellbeing in a Crisis* booklet. Likewise, we were driven to further serve our readership by exploring a style of journalism that asks: "What is next?" Solutions-based journalism can play a critical role in directing readers to useful resources and necessary support. *The Pavement* was proud to run a solutions-based journalism course in early 2021 thanks to funding from the European Journalism Centre (EJC).

The course was delivered by Giselle Green, a former BBC News journalist and solutions-focused news specialist. Giselle helped to train 12 writers with homeless experience in solutions-based journalism, and all 12 have written for the magazine.

Discussing the project, Giselle called the course "One of the best, most fulfilling projects I've worked on." Meanwhile, course graduate Esther Rupero-Cruz said it had been "Amazing to have this opportunity."

During 2020–21, *the Pavement's* team of incredibly talented writers grew and continued to hone their skills. We are happy to have so many of the 12 writers involved in the EJC-funded solutions-based journalism training continue to produce content for the magazine. The skills these writers learned during their training have become a vital feature of the magazine this year. Journalism with a focus on finding and signposting solutions is particularly important for a magazine like ours.

Despite the Covid-19 pandemic, the magazine kept up regular writers' meet-ups, moving these meetings online to Zoom. These calls helped shape future issues of the magazine, and our solutions-based journalism graduates are heavily involved in each meeting. Deputy editor Mat Amp continues to assist new writers, including the aforementioned solutions-based journalism graduates, in their involvement with the magazine. He also makes every effort to involve writers who have graduated from previous projects, such as 2019–20's volunteer citizen reporters. The

magazine is proud to continue publishing these writers' works. Mat is a graduate of our peer reporters training course, and has his own column in the magazine. He also helps coordinate London distribution.

The Covid-19 pandemic wreaked chaos with numerous services working with the homeless community. *The Pavement* magazine took on a profound importance to many readers who wanted to know which services remained functioning. Our List team, led by Kieran Hughes and Marco Biagini, kept the list of services ticking over, ensuring information was up to date before each publication.

Serving our readership is paramount, and this was never better exemplified by our *Health and Wellbeing in a Crisis* booklet, produced in collaboration with Groundswell, and made possible thanks to funding from the Covid-19 In This Together Emergency Award by Crisis.

Following on from our feedback focus groups last year, writers for *the Pavement* are now regularly asked about the content of the magazine, and how best to approach sensitive or complicated topics. One theme that explored subjects that are difficult, but necessary, was our September/October 2020 issue 'Coping'. The issue was particularly timely, as it provided a space for our writers to air their concerns and struggles during the pandemic.

Alongside serious discussion, vital stories and hard-hitting journalism, *the Pavement* always tries to find space in its pages for humour. Cartoonists Ken Pyne and Mike Stokoe are treasured regulars, and we have a roster of writers with a unique, yet equally brilliant, sense of wit. These include deputy editor Mat Amp, Rosie Roksof and Chris Sampson.

### Distribution

In 2020–21, we distributed 6,500 magazines around London every two months.

The Covid-19 lockdowns had a significant impact on distribution in Scotland, with many key organisations moving to remote service. Numbers have gradually increased back to around 1,600 copies, and are expected to continue growing as more organisations re-open.

### Social media

Social media continues to be an important tool in promoting the magazine and sharing our work. We have 3,763 followers on Twitter, while our Facebook and Instagram have experienced gradual growth this past year. Our 746 Instagram followers are an improvement on last year's 534 followers. Meanwhile, on Facebook, we have 1,650 followers, up from 1,506 this time last year. One Facebook post reached 3,206 people, a near tenfold increase on our usual reach of 350 people per post. All sites have been managed by editors Jake Cudsi and Nicola Baird, and deputy editor Mat Amp.

### Website

During 2020–21 the website attracted over 25,000 visits, a 24.6% increase from last year, with around 43,000 unique Page Views - a similar total to last year.

There was also a 27.3% rise in New Users to the website, increasing to 20,169, suggesting our scope has increased.

However, the Average Session Duration decreased by 30%, from 2mins 30sec to around 1min 44sec. In addition, the number of Pages per Session dropped 22.5% from 5.6 to 4.34. This suggests that despite the increased traffic, people are spending less time on the website. A portion of this change can be attributed to (now solved) issues that we had with our web host in late 2020, which resulted in usability issues and periods of sustained downtime for the website.

The Services section continues to be the most viewed part of the website, where users access the online version of our List of Services. It accounted for around 43% of the Page Views on our website in 2020–21.

### Funders

We are grateful to the following organisations and individuals for their generosity in funding us:

Crisis, European Journalism Centre, The Odin Charitable Trust; Karen Hardy, Helen Hibberd and those who gave through the Benevity, Just Giving and Stripe platforms.

In addition, St Vincent de Paul have supported us through block purchases of additional magazines.

## Our readers love *the Pavement*

Homeless people are involved in all aspects of our work, as we strive to ensure their voices are heard:

- After training 12 writers with homeless experience in solutions-based journalism, thanks to funding from the European Journalism Centre, we have retained eight of them as regular contributors to the magazine. They constitute a core part of our writing team.
- These solutions-based graduates, along with our other writing staff, help shape the magazine by debating and choosing which themes the magazine uses. Our 2020–21 themes were:
  - Moving On (March/April 2020)
  - Health & Wellbeing in a Crisis (May/June 2020)
  - Hope (July/August 2020)
  - Coping (September/October 2020)
  - Unbelievable (November/December 2020)
  - Change (January/February 2021)
  - Solutions (March/April 2021).
- These decisions are generally made on one of our writer meet-ups. Pre-pandemic these generally took place at the Groundswell offices in Brixton. Covid-19 risks saw all meetings move to Zoom.
- We design the magazine in a way that supports reluctant readers and considers people with dyslexia.
- We also campaign to raise awareness and reduce the stigma associated with being homeless and work in partnership with others to call for homeless people to have their human rights realised.

*"The Pavement* is a publication that fills many needs of those experiencing homelessness. As a practical information source it is invaluable, but it also feeds the cultural & psychological soul of the reader, with its writing & case studies. The thing, however, that makes it unique is it gives voice to the voiceless, empowering those who've been made to feel inferior & disposable in a society that's done nothing to assist, by allowing them the space and time to write their own stories as journalists."

– Paul Atherton (FRSA), Campaigning Filmmaker, Artist, Playwright, Author & Journalist.

**"I absolutely love the mag, and am honoured to play a small part in it."**

– Mike Stokoe, Cartoonist and *the Pavement* contributor

"What a privilege to work on *the Pavement* until March 2021. I met so many amazing characters who campaign hard to tackle homelessness at the same time as dealing with the huge challenges anyone experiencing homelessness or being insecurely housed has to handle right now, this minute. I was so impressed by the skilful pieces our writers produced for the magazine, which were so perfect and helpful for our readers. Here's wishing very good luck to everyone involved in *the Pavement*: it was an immense privilege to also work with the trustees; deputy editor Mat Amp and his colleagues at Groundswell; super-talented designer Marco Biagini and new editor Jake Cudsi who all give the magazine such huge support." – Nicola Baird, Editor 2018–21

**"Accumulate are proud to work closely with *the Pavement* magazine, such an important resource and essential voice for the homeless community."**

– Marice Cumber, Founder and Director of Accumulate, the Art School for the Homeless

## Statement of Financial Activities for the year ended 5th April 2021

	Funds note *	Year ended 5th April 2021			Year ended 5th April 2020		
		General Funds	Restricted Funds	Total Funds	General Funds	Restricted Funds	Total Funds
		£	£	£	£	£	£
<i>Incoming Resources from generated funds</i>							
Voluntary income	2	11,655	28,386	40,041	18,944	-	18,944
Activities for generating funds	3	2,994	-	2,994	3,328	-	3,328
<b>Total Incoming resources</b>		<b>14,649</b>	<b>28,386</b>	<b>43,035</b>	<b>22,272</b>	<b>-</b>	<b>22,272</b>
<i>Resources expended</i>							
Governance and management costs	4	(1,664)	-	(1,664)	(626)	-	(626)
Charitable activities	5	(18,550)	(17,271)	(35,821)	(25,912)	-	(25,912)
<b>Total resources Expended</b>		<b>(20,214)</b>	<b>(17,271)</b>	<b>(37,485)</b>	<b>(26,538)</b>	<b>-</b>	<b>(26,538)</b>
Net (deficit) / surplus for the year		(5,565)	11,115	5,550	(4,266)	-	(4,266)
Total funds/(deficit) brought forward		8,653	-	8,653	12,919	-	12,919
Transfer of funds - Restricted to General		8,685	(8,685)	-	-	-	-
<b>Total funds carried forward</b>		<b>11,773</b>	<b>2,430</b>	<b>14,203</b>	<b>8,653</b>	<b>-</b>	<b>8,653</b>

\* Notes on Pages 6–7 form part of these accounts

## Balance Sheet as at 5th April 2021

	5th April 2021	5th April 2020
<i>Current Assets</i>		
Bank Balances	14,203	8,653
<i>Creditors - amounts due within one year</i>		
Accrued Expenses	-	-
<b>Net current assets</b>	<b>14,203</b>	<b>8,653</b>
<i>Represented by:</i>		
<i>General funds</i>		
Balance brought forward	8,653	12,919
Current year (deficit) / surplus	(5,565)	(4,266)
Transfer from Restricted Funds	8,685	-
<b>Balance carried forward</b>	<b>11,773</b>	<b>8,653</b>
<i>Restricted funds</i>		
Balance brought forward	-	-
Current year surplus / (deficit)	11,115	-
Transfer to General Funds	(8,685)	-
<b>Balance carried forward</b>	<b>2,430</b>	<b>-</b>
<b>Net current assets</b>	<b>14,203</b>	<b>8,653</b>

All currency figures in GBP (£).

## Notes to the Financial Statements for the FY ending 5th April 2021

### 1. Accounting policies

#### ◆ Basis of preparation

The financial statements have been prepared using the Accruals basis and in accordance with applicable accounting standards. They follow the recommendations of the Charity Commission for non-company charities with an annual income of less than £250,000.

#### ◆ General and Restricted Funds

Restricted funds are to be used for specific purposes as laid down by the donors. Expenses, which meet these criteria, are charged to the funds.

Unrestricted or general funds are donations and other incoming resources received or generated for charitable purposes.

#### ◆ Voluntary income

Voluntary income is received by way of donations and gifts and is included in full in the statement of financial activities.

#### ◆ Resources expended

Resources are expended in the period in which they are incurred and include attributable VAT, which cannot be recovered.

#### ◆ Charitable activities costs

Costs applied to undertake work to meet objectives of *the Pavement*, particularly expenditure on goods and services including those of volunteers, programme and project expenditure and related costs.

#### ◆ Governance and management costs

Governance costs are the costs and expenses associated with the governance arrangements of the charity. These costs and expenses are associated with the constitutional and statutory requirements and include cost and expenses associated with the strategic management of the charity's activities.

#### ◆ Reclassification of previous year's amounts

Certain comparative amounts for the prior period have been reclassified to conform to current period presentations. Such reclassifications had no effect on net income or the charity's funds.

### 2. Voluntary income – restricted funds

	2021	2020
Crisis Booklet	6,630	-
European Journal Centre	21,756	-
<b>Total</b>	<b>28,386</b>	<b>-</b>

### 3. Activities for generating funds

	2021	2020
Advertising income	-	765
Magazine sales	2,994	2,563
<b>Total</b>	<b>2,994</b>	<b>3,328</b>

### 5. Resources explained – Charitable activities

	Year ended 5th April 2021			Year ended 5th April 2020		
	General Funds	Restricted Funds	Total Funds	General Funds	Restricted Funds	Total Funds
Printing newsletters & associated delivery charges	7,605	5,441	13,046	10,726	-	10,726
Editorial and related costs	10,157	11,436	21,593	14,618	-	14,618
Volunteer costs and recruitment	87	-	87	352	-	352
General fundraising	216	-	216	216	-	216
Training packs/Zoom	-	337	337	-	-	-
General office expenses	485	57	542	-	-	-
<b>Total</b>	<b>18,550</b>	<b>17,271</b>	<b>35,821</b>	<b>25,912</b>	<b>-</b>	<b>25,912</b>

All currency figures in GBP (£).

### 4. Resources explained – Governance costs

	2021	2020
<i>From General Funds</i>		
Insurance	226	226
General postage / PO Box fee	1,378	285
General office expenses	60	115
<b>Total General Funds</b>	<b>1,664</b>	<b>626</b>



Val Stevenson  
Chair of Trustees  
1 December 2020

## Independent Examiner's Report to The Trustees of the Pavement

### Respective responsibilities of trustees and examiner

The Trustees are responsible for the preparation of the accounts and keeping accounting records which disclose with reasonable accuracy the financial position of the Charity and ensure that the accounts comply with the Charities Act 2011. They are also responsible for safeguarding the assets of the Charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The Trustees consider that an audit is not required for the period under review under section 144(2) of the Charities Act 2011 (the Act) and that an independent examination is needed.

It is my responsibility to:

- examine the accounts under section 145 of the Act
- to follow the procedures laid down in the general Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act
- to state whether particular matters have come to my attention.

### Basis of independent examiner's statement

My examination was carried out in accordance with General Directions given by the Charity Commission and in accordance with the Charities and Trustee Investment (Scotland) Act 2005 and the Charities Accounts (Scotland) Regulations 2006 (as amended). An examination includes a review of accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts and seeking explanations from trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the accounts present a true and fair view and the report is limited to those matters set out in the statement below.

### Independent examiner's statement

In the course of my examination, no matter has come to my attention:

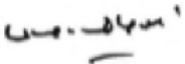
1. Which gives me reasonable cause to believe that in any material respect, the requirements:

- to keep accounting records in accordance with section 130 of the Act;
- to prepare accounts which accord with the accounting records and comply with the accounting requirements of the Act;

have not been met or adhered to; or

2. To which attention should be drawn in order to enable a proper understanding of the accounts to be reached.

Signed



Wing Y Wong FCCA

Date: 07 / 12 / 2021

Report on the accounts for the year ended 5 April 2020 as set out on pages 5–6.



As the winter period approached in 2020, *the Pavement* once again supplied St Vincent de Paul with copies of the magazines for their 'Vinnie packs'. These packs are dispensed to homeless people across England and include items such as socks and gloves, as well as vital resources, including *the Pavement*. In 2020 St Vincent de Paul ordered a staggering 11,700 copies of the magazine for their Vinnie packs. The packs are distributed in early December, in time for the winter shelter season.  
© *Pavement*

## The Basics

### Trustees

The trustees who served the charity during the period were as follows: Val Stevenson (Chair), Clare Argent (secretary), William Butler (Financial Management & Fundraising), Stephen Chan, Christina Lawford.

Email: [trustees@thepavement.org.uk](mailto:trustees@thepavement.org.uk)

### Structure, governance & management

*the Pavement* is a registered charity (No.1110656; Scottish Charity Register No. SC043760) established on 21 June 2005 under a governing document that outlines the objectives and powers of the charity. All trustees give their time voluntarily and receive no benefits from the charity.

### Recruitment & appointment of trustees

The board has the power to appoint trustees and recruitment is carried out through personal recommendation and advertising as appropriate. Induction and training of trustees includes the provision of up-to-date financial and other information about the organisation and Charity Commission and OSCR publications giving guidance on the role of Trustees.

### Staffing and volunteers

From January 2018 to March 2021 *the Pavement* was edited by [Nicola Baird](#). In March 2021 [Jake Cudsi](#), who had previously volunteered at the magazine since 2017, was made editor. Both work on a freelance part-time basis.

[Marco Biagini](#) does the layout design and coordinates the Scottish List and distribution to Glasgow and Edinburgh. He's a freelance designer and project co-ordinator based in Glasgow.

Our Deputy Editor [Mat Amp](#) works on a voluntary basis. He has provided powerful and inspiring support to our homeless trainees as he has lived experience of rough sleeping and many of the associated issues our readers face. He writes a hugely popular column in *the Pavement* and also organises the distribution in London.

[Kieran Hughes](#) continues to manage our website and List of Services on a voluntary basis.

### Volunteer contributors

Huge thanks to the many volunteers who supported our work. They carry out a range of activities, including editorial, fundraising and administrative functions such as distribution. Without them, the charity would be unable to continue, and we are sincerely grateful for everything they do. We estimate that they contribute the equivalent of six full-time paid staff members.



In March 2020, the UK went into a lockdown, profoundly affecting everyone's lives, none more so than homeless people's. Many were quickly housed in emergency accommodation through the 'Everyone In' scheme, many more had to contend with service closures and night shelters/day centres dropping off the map. Our May/June 2020 issue, titled *Health and Wellbeing in a Crisis*, sought to allay some of the fears and confusion that were by now dominating people's everyday lives. © Pavement

A special thank you to our volunteer contributors during 2020–21, with apologies to anyone we've accidentally left out:

**Writers/researchers/photographers:** Mat Amp, Ashley, Paul Atherton, Nicola Baird, Neanderthal Bard, Polly Bindman, Chris Bird, Rachel Brennan, Tristan Brookes, Jo Brown, Martin Burrows, Declan Cairns, Sophie Dianne, Bethan Edwards, Becky Evans, Lee Foxall, Duncan Gray, Giselle Green, Andy Guise, Jack Hanington, Selina Hanley, Matt Hobbs, James Hopkirk, Sarah Hough, Kieran Hughes, Justina Jameson, Ian Kalman, Judith Kennon, Michael Keshani, David Lawrence, Dan Lewer, Simone Lincoln, Abbie Ludlam, Donatas Matonis, Lola May, Nell May, Pete May, Elizabeth McManus, McGinlay, Jacqueline Messih, Alastair Murray, Luckner Pierre, James Quigley, Charlie Radbourne, Chris Reed, Garnet Roach, George Robertson, John Rokos, Rosie Roksof, Maddy Ross, Chris Sampson, Sarka, Daniela Sbresny, Frances Schofield, Oscar Smith, Sheryle Thomas, David Tovey, Sarah Turley and Rodney Young.

We also thank renowned cartoonists Ken Pyne and Mike Stokoe for their wickedly funny contributions. We were also honoured to share the artwork of the following artists in our pages over the course of the last year: Benjamin Balazs, Chris Bird, Mitchel Ceney, Kris, Donatas Matonis, Rosie Roksof, Maddy Ross, Stik, Ionna Kyriaki Toufexi and David Tovey.

We'd would also like to thank Julian Baker and Hattie Price at Flat Earth Industries for their help with the website.

## Motivations

### *the Pavement* exists...

For the relief of poverty, hardship, and distress among homeless persons in our distribution areas, by provision of information and guidance on accessing day/night shelters, voluntary bodies providing food to homeless people, health issues and general advice.

### Our mission is...

To improve the lives of people affected by homelessness in the UK

### We aim...

1. To increase uptake and reach of *the Pavement*
2. To enable homeless people to make informed choices and access services and their rights
3. To enable homeless people to contribute to *the Pavement*
4. To raise awareness in the wider population of homelessness
5. To enable service providers to improve the information they give to clients

### Our objectives:

1. To offer an entertaining and engaging website and free magazine that include news, features and opinion, information on services, articles on health and wellbeing, events and networking opportunities
2. To undertake awareness raising and campaigning activities
3. To produce topic-driven resources
4. To train and support people with direct experience of homelessness as volunteers

### Public benefit:

*the Pavement* provides benefit to homeless and vulnerably housed individuals by:

- Signposting sources of support, advice and shelter, with an up-to-date and detailed directory of homeless services across the UK (known as the List and inserted into every issue of *the Pavement*)
- Offering tailored information from professionals within the homelessness sector;
- Presenting news on homeless events to strengthen community and allow our readers to make informed decisions
- Standing as a forum for homeless views and comment to help overcome isolation and encourage involvement.

The charity provides benefit to the wider community, through promoting the ability of homeless or vulnerably housed individuals to participate in their communities; and to individuals and the wider community through publicising homelessness issues.

The charity's trustees assess its activities with regard to the Charity Commission's guidance on public benefit, and will use this guidance as a tool in considering any new activities it may undertake.

### *the Pavement* in a nutshell

*the Pavement* is a UK-wide homeless charity with big ideas. Since 2005, we have published a free pocket-sized magazine for a homeless readership, produced alongside [www.thepavement.org.uk](http://www.thepavement.org.uk). On the website we regularly update a unique listings service of everything those who are homeless might need to know: from soup kitchens, day centres and night shelters to mental health support, addiction services and arts projects; it's all there in one place. On top of that, our volunteer journalists – many who have experience of homelessness - cover the news from the streets or news affecting the streets. We often deal with topics ignored by the mainstream press. We produce a unique blend of reportage, advice, cartoons and inspiring real life stories, all written with our homeless readership firmly in mind.

During 2018–19 *the Pavement* magazine found ways to increase the amount of content written by people with experience of being homeless, in part thanks to the third year of running a unique peer reporter training scheme with the homeless health charity, Groundswell (funded by Comic Relief).

**Our aim is also to ensure the potentially life-changing information offered by *the Pavement* is going straight into the hands of the homeless people who need it most.**

**During 2020-21 we continued to operate a waiting list of organisations that wish to receive the magazine and regularly contacted organisations to check if copies were still required, being picked up and see if the quantities need increasing or reducing.**

We believe that drives to produce homogenous services for homeless people are misguided, and that a range of service types and sizes are the only way to cater successfully for our diverse readership. While we know that sleeping rough is physically and mentally harmful, we do not preach to those who find themselves there: we believe that we need to work closely with homeless people themselves to identify solutions that work for them.

# the Pavement

Annual Report 2020–21

“The Pavement continues to be an extremely useful resource for people experiencing homelessness - particularly for those who cannot access the internet or service information online. Street Storage receives weekly referrals from people who have found us in *the Pavement* - and the same can be said for many other services. It has been great in 2021 to see *Pavement* staff get out and about and spread the word at events and on outreach. We have really enjoyed being featured in the magazine and learning about other featured individuals and organisations throughout the year.”

- Rachel Woolf, Founder and Director of Street Storage

## the Pavement

the Pavement Magazine  
38 Allcroft Road  
London  
NW5 4NE

fundraising@thepavement.org.uk  
<http://www.thepavement.org.uk>  
Twitter: @ThePavementMag  
Facebook: the Pavement Magazine  
Instagram: @Pavement\_Magazine  
[www.justgiving.com/thepavement/Donate](http://www.justgiving.com/thepavement/Donate)

Design: Marco Biagini

Words: Jake Cudsi, Marco Biagini & William Butler

Date: December 2021 © the Pavement