



*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
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Twitter: @ThePavementMag

Facebook: the Pavement Magazine

Instagram: @Pavement_Magazine

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

Executive Summary

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
Total Incoming resources		35,298	-	35,298	14,649	28,386	43,035
<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)
Total resources Expended		(25,479)	-	(25,479)	(20,214)	(17,271)	(37,485)
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)	-
Total funds carried forward		24,022	-	24,022	11,773	2,430	14,203

* 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
Net current assets	24,022	14,203
<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
Balance carried forward	24,022	11,773
<i>Restricted funds</i>		
Balance brought forward	-	-
Current year surplus / (deficit)	2,430	(11,115)
Transfer to General Funds	(2,430)	(8,685)
Balance carried forward	-	2,430
Net current assets	24,022	14,203

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
Total	-	28,386

3. Activities for generating funds

	2022	2021
Magazine sales	1,958	2,994
Total	1,958	2,994

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
Total	24,896	-	24,896	18,550	17,271	35,821

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
Total General Funds	583	1,664



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:

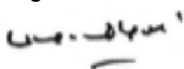
1. Which gives me reasonable cause to believe that in any material respect, the requirements:

- 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.

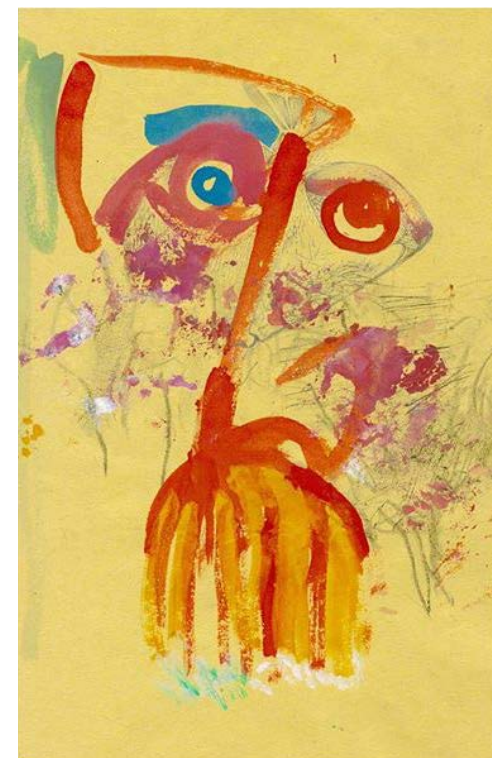
Signed



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

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 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. 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

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www.justgiving.com/thepavement/Donate

Design: Marco Biagini

Words: Jake Cudsi, Marco Biagini & William Butler

Date: December 2022 © *the Pavement*