

HOME-START LONDON

ANNUAL REPORT & ACCOUNTS

YEAR ENDED 31ST MARCH 2021

HOME-START LONDON

Legal and Administrative Information

Charity Number 1161629

Address 17 East End Road
Stephen's House
London
N3 3QE

Chair of Trustees Julia Roberts

Trustees Farkhunda Jabeen Ali
George Szlachetko
Christina Smyth
Helen Anastasi
Karen Robertson
Lydia Lezama
Margaret O'Connor
Paul Masterson (resigned 11/08/21)
Sian Sinclair
Simon Lloyd
Janet Mountford
Philippa South (resigned 06/01/21)
Sarah Messenger (appointed 06/01/21)

Treasurer Raphaell Harris

HOME-START LONDON

Trustees Report

YEAR ENDING 31 MARCH 2021

The objectives of Home-Start London ("the Charity") are to promote and facilitate the provision of Home-Start services throughout London, and in particular:

- To research and provide funding opportunities for members that may not otherwise be accessible to them, enabling them, with support, to extend services in their area.
- To provide a voice for and promote the work of the Charity's members collectively, in London.
- To apply for funds for projects to involve some or all of the Charity's members;
- To raise the profile and awareness of the collective work of the Charity's members, the extent and breadth of volunteer support, families reached and successful outcomes in London;
- To use collective membership data to influence policy and strategic planning of children and health services in London;
- To identify efficiencies through savings on back-office functions, training, marketing and fundraising; and
- To reach larger numbers of vulnerable families across London, in areas where a Home-Start service may not already exist.

History

Established in 2015, Home-Start London started operating in 2016. Five years ago, Home-Start London comprised of 14 Home-Starts operating across 15 boroughs. Our membership and its operations have since adapted and changed - some Home-Starts have merged, operating across larger geographical areas, creating cost efficiencies and attracting new funding opportunities. Many other Home-Starts have extended their services into new areas (we now cover 24 London Boroughs, with a service shortly starting in Lewisham). Each year more families and children across London have benefitted from the support of Home-Start (with the exception of a year impacted by Covid). We know from evidence that the work of Home-Start means families develop new skills and resilience so that they are less isolated, better connected to their community and local services, as well as more confident in their parenting.

Home-Start London continues to play an integral role in supporting its members, particularly in finding new funding opportunities to expand their provision to meet the increased demand for services, creating new partnerships to develop and deliver new approaches and creating efficiencies and skills by sharing ways of working, information and good practice across the London network. A significant amount of work via the use of social media has been undertaken to promote the work of Home-Starts in London. We have attracted new stakeholders particularly mental health-related, funders, policymakers and partners.

In addition to its core activities, Home-Start London has run several new projects and pilots, all of which are of strategic importance to the network.

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Covid-19

This year has been exceptionally challenging for everyone. Many Home-Start families were adversely affected by Covid-19 restrictions and lockdown, the availability of our valued Home-Start volunteers was also impacted because of their health issues or caring responsibilities. This impact was also felt by our committed Home-Start staff who needed to isolate or juggle childcare, education or caring responsibilities with the demands of working from home.

Rapid response - Despite these challenges, the London Home-Starts quickly implemented new ways of working, rolled out telephone and online support services to groups and individual families and coordinated the delivery of essential items to the doors of isolating families. Whilst it was difficult to recruit and train new volunteers in person, some London Home-Starts adapted their training, delivering it online. Working safely with families, volunteers and staff has remained a key priority throughout the year with some excellent information sharing and exchange of high-quality resources amongst the London members.

Impact - In 2020/21, 2,026 London families and 3,222 children were supported by 496 volunteers. 24% of these families had multiple and complex issues. Due to Covid-19 there was a significant fall in the number of home-visiting volunteers¹. In addition, hundreds of families received Covid-related support e.g. delivery of essential items and food vouchers. This year, like no other, the support and friendship provided to families has helped them cope with long periods of isolation, financial worries and the ongoing and changing demands of living in lockdown.

A year later, as we slowly emerge out of restrictions, Home-Starts are beginning to experience a rise in referrals as statutory services begin to resume their face to face appointments. Home-Starts have adapted the way they work with families and many are now safely meeting families (at a distance) in outdoor spaces and local parks.

Thanks - Home-Start London and member Home-Starts have worked very hard to raise sufficient income to keep their operations going. In particular, Home-Start London has researched and linked Home-Starts to new funding opportunities to enable operations to continue. The support and generosity of our partners throughout this difficult period has been most welcome - £618,000 Covid-19 response funding has been granted to the London Home-Start network in the 2020/21 year. Thank you.

HSL continues to work towards attaining the above objectives and the Trustees can report that good progress has been achieved. In particular, we would like to highlight the following activities:

Governance

Home-Start London continues to demonstrate sound governance with productive, quarterly Board meetings, we have continued to run four in the last year. These have all been conducted over Zoom. As we lift out of restrictions, we hope to be able to resume to face to face meetings soon.

¹ This figure would be much higher if local Home-Starts' volunteer training courses were not cancelled throughout the year.

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Marketing & communications

Home-Start London has continued to work towards and review the final year of its 3-year strategic plan. With modest marketing and communications resources, we have continued to raise awareness of the brand across London (and beyond) to further promote our work to funders and reach out to potential partners. Home-Start London has a new presence on LinkedIn and has significantly increased its use of Facebook and Twitter. Regular news items have been added to the Home-Start London website. We have diagnostic reporting in place to show the impact of our communications activities and this is shared with the Board of Trustees in our quarterly meetings. Some positive results have emerged, including a 2,317% increase in Tweet impressions over the last 6-months with a greater focus on perinatal mental health messaging (a key focus of our work). A monthly HSL Communications group started in March 2021. Led by the HSL Communications Manager, a staff member from each London Home-Start is encouraged to attend to share ideas, good practice and unify ways of working to create a rich mix of comms content that highlights London Home-Start success to funders and potential partners.

Perinatal Support

Perinatal mental health (PMH) remains a Home-Start London development priority. We can report that support services with delivery take place across 10 London boroughs. This year, Home-Start London has been working in partnership with the Central and North West London (CNWL) NHS Foundation Trust to pilot a perinatal peer support approach with 70 referred families with mild to moderate perinatal support needs living in Westminster, RBKC, Hillingdon, Brent and Harrow. The 18-month Transformation Fund contract (value £166,000) started in August with delivery taking place in October 2020. There has been some significant learning from this pilot (especially as delivery has had to adapt to meet the challenges of operating during a pandemic). We hope to capture this learning via an independent external evaluation.

Systems development

The development of sound systems and alerts has continued to ensure Home-Start London receives timely information and can research grant-making trust and contract opportunities. Member schemes continue to regularly submit information to Home-Start London so that data trends can be scrutinised at Board level. Looking ahead, we will be developing a comprehensive repository of information for each Home-Start member to further support the HSL marketing and fundraising functions.

New and existing partnership work

Following the successful submission of our annual return to City Bridge Trust, we are now in our second (of five) year funding towards the Director's salary. In addition, City Bridge Trust granted Home-Start London a one-off unrestricted grant of £5,000 in recognition of the difficulties presented by Covid.

Our relationship with Berkeley Homes North East London Ltd continues. Because of lockdown and/or Covid restrictions, the three fundraising events due to take place in March, May and June 2020 were cancelled. We managed to continue Home-Start delivery across the four new geographical areas during the first half of the 2019/20 financial year and then successfully applied to the London Community Response Fund Wave 3 (£50,000) and Berkeley Foundation Covid-19 Emergency grant

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(£10,000)² to enable remote support activity to continue to the end of the year³. From 1 April 2020 to 31 March 2021, 76 families with 166 children benefitted from the support of trained Home-Start volunteers and staff.

Berkeley Homes coordinated a Covid-19 response, with employees generously donating bags of toys, DVDs, dry food and supermarket vouchers to distribute to families in need. The Big Christmas Give resulted in employees donating 229 toys to Home-Start children across the four North East London boroughs. With many families facing a very difficult period, these gifts were particularly well-received just before Christmas.

Following a Berkeley Homes submission to the Third Sector Charity Awards, Home-Start London was congratulated on being a finalist for Reaching More Families Across North East London in the Community impact category.

We are delighted to report Berkeley Homes North East London Ltd agreed to extend our 3-year partnership by another year, to take account of the disruptions throughout 2019/20.

We would like to take this opportunity to thank all Berkeley Homes (North East London) Ltd staff (and especially Fionna McDermott and Mark Tomlinson) for their continued enthusiasm and support in fundraising and volunteering for Home-Start in North East London.

Clarion Futures has continued to support Home-Start by awarding Home-Start London two small contracts. One included the distribution of sensory packs and support to 40 families across North London. Many Home-Start families have children on the Autistic spectrum and Covid-19 lockdown measures have proven particularly challenging for families parenting children with special educational needs. By partnering with Clarion Futures, many families unable to afford these expensive resources, benefitted, with additional online or face to face support to help them use the packs with their children.

In March 2020, Home-Start London was awarded a small grant from Home-Start UK (£15,000) for a new project entitled 'Upskilling volunteers – Domestic Violence and Abuse (DVA) Module Course of Volunteer Preparation. Working with Home-Start Lambeth and partner, AWA Project, a training package started to be developed to raise DVA awareness amongst London volunteers. Because of Covid, it was not possible to progress the project activities (we, therefore, researched and circulated a DVA-referral and resource-pack to the London members). We have re-profiled the project activities and the project will be completed later in 2021.

As Covid restrictions lift, we expect a rapid rise in family referrals. To ensure the network is well-positioned to meet this need, Home-Start London applied to the London Community Response Fund (Wave 5) and successfully secured £31,000 towards the costs of a new Partnerships Manager post. We look forward to working with the new postholder in 2021/22.

Finally, HSL has maintained links with new partners, including the Microsoft store Oxford Circus which has supported Home-Starts with IT issues, also Barclays Bank Women's Initiative Network – which has worked with some of the London Home-Starts, providing a 6-month mentoring programme to managers.

² We also received a £10,000 unrestricted donation from the Berkeley Foundation.

³ With donations from Berkeley Homes and their fundraising events.

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We would like to thank all our funders and partners in supporting the work of Home-Start across the capital, particularly throughout this difficult period.

Reserves policy

The accumulated funds at 31 March 2021 were £19,378 (2020 - £54,987). It should be noted that we used the 2020 reserves to enable Home-Start activity to continue in the first 6 months of the year ending 31 March 2021.

It is the policy of the charity to maintain unrestricted funds, which are the free reserves of the charity, at a level that equates at least to approximately six months' unrestricted expenditure (£40,000). This provides sufficient funds to cover management and administration and support costs.

Trustees' responsibilities statement

The trustees are responsible for preparing the Trustees' Annual Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

The law applicable to charities in England & Wales requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources of the charity for that period. In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP 2019 (FRS 102);
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Charities Act 2011, the Charities (Accounts and Reports) Regulations 2008, and the provisions of the trust deed. 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.



Julia Roberts
Chair of Trustees

20/12/2021

Date

INDEPENDENT EXAMINERS REPORT TO THE MEMBERS OF HOME-START LONDON

YEAR ENDING 31 MARCH 2021

Independent Examiner's Report to the Trustees of Home-Start London

I report to the charity trustees on my examination of the accounts of the charity for the year ended 31st March 2021.

Responsibilities and basis of report

As the charity's trustees you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

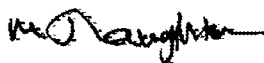
I report in respect of my examination of the charity's accounts carried out under section 145 of the Act and in carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent examiner's statement

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records were not kept in respect of the charity as required by section 130 of the Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair view' which is not a matter considered as part of an independent examination.

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.



M J Laughton CA
MUNRO BROWN LTD
Chartered Accountants
38 Gay Street, Bath BA1 2NT

Date: 27-12-21

HOME-START LONDON

STATEMENT OF FINANCIAL ACTIVITIES (including summary income and expenditure account)

FOR THE YEAR ENDED 31 MARCH 2021

		UNRESTRICTED FUNDS	RESTRICTED FUNDS	TOTAL FUNDS	TOTAL FUNDS
	Notes	2021 £	2021 £	2021 £	2020 £
INCOME					
Grants & donations		12,585	168,767	181,352	135,493
Other income		-	-	-	404
TOTAL INCOMING RESOURCES	4,9	12,585	168,767	181,352	135,897
EXPENDITURE					
Charitable activities		54,148	162,813	216,961	106,691
TOTAL EXPENDITURE	9	54,148	162,813	216,961	106,691
NET INCOME / (EXPENDITURE)		(41,563)	5,954	(35,609)	29,206
TRANSFERS BETWEEN FUNDS		-	-	-	-
NET MOVEMENT IN FUNDS		(41,563)	5,954	(35,609)	29,206
TOTAL FUNDS BROUGHT FORWARD		54,987	-	54,987	25,781
TOTAL FUNDS CARRIED FORWARD	9	13,424	5,954	19,378	54,987

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BALANCE SHEET

AT 31ST MARCH 2021

	Notes	2021 £	£	2020 £	£
CURRENT ASSETS:					
Debtors	10	-		-	
Cash at bank		<u>92,230</u>		<u>72,346</u>	
Total Current Assets		92,230		72,346	
CREDITORS, AMOUNTS FALLING DUE WITHIN ONE YEAR:					
Creditors	11	<u>72,852</u>		<u>17,359</u>	
Total Current Liabilities		72,852		17,359	
NET CURRENT ASSETS			<u>19,378</u>		<u>54,987</u>
TOTAL ASSETS LESS CURRENT LIABILITIES			19,378		54,987
TOTAL NET ASSETS			<u>19,378</u>		<u>54,987</u>
<i>The funds of the charity:</i>					
UNRESTRICTED FUNDS	12		13,424		54,987
RESTRICTED FUNDS	12		5,954		-
TOTAL CHARITY FUNDS			<u>19,378</u>		<u>54,987</u>



Julia Roberts
Chair of Trustees

20/12/2021

Date:

HOME-START LONDON

NOTES TO THE ACCOUNTS

FOR THE YEAR ENDED 31 MARCH 2021

1) ACCOUNTING POLICIES

The principal accounting policies adopted in the preparation of the financial statements are set out below, and have been consistently applied within the accounts:

a) Basis of accounting

The financial statements have been prepared on a going concern basis under the historical cost convention, modified to include certain items at fair value. The financial statements have been prepared in accordance with the Financial Reporting Standard 102 (FRS 102), the Statement of Recommended Practice (SORP), "Accounting and Reporting by Charities" published in 2019 SORP (FRS102), and applicable charity and company law. The charity has taken advantage of the reduced disclosure framework and has not prepared a Cash Flow statement.

b) Incoming Resources/ Income

Incoming resources are recognised on an accruals basis, except that donations and legacies are recognised only upon receipt unless the donor advises otherwise. Grants & contracts are treated as income for the period to which the funder assigns the funds so matching the income for the period to which the funder assigns the funds with the associated costs of the services.

c) Charitable activities expenditure

Charitable activities consist of expenses incurred to further the company's aims and objectives of developing and maximising the effectiveness of the charity. Charitable expenditure includes the costs of training, sponsorship, grants and support to member organisations. The costs of liaising with member organisations, the preparation of directories, events and conferences are included.

d) Stocks of materials & literature

Stocks of materials and literature are written off as incurred.

e) Going concern basis

The accounts have been prepared on a going concern basis.

f) VAT

Where appropriate expenditure includes irrecoverable value added tax.

g) Fund Accounting

Unrestricted funds are available for use in the furtherance of the charity's objectives. Restricted funds are subject to restrictions imposed by donors as set out in the notes to the accounts.

h) Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid after taking account of any trade discounts due.

i) Creditors

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

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NOTES TO THE ACCOUNTS

FOR THE YEAR ENDED 31 MARCH 2021

2) NET OPERATING SURPLUS/(DEFICIT):

	2021	2020
The net operating surplus/(deficit) of income over expenditure is stated after charging:	£	£
Staff costs (note 3)	34,981	27,147

3) STAFF COSTS

	2021	2020
Staff costs for the year were as follows:	£	£
Salaries & Social Security costs	31,981	24,939
Defined contribution pension costs	3,000	2,208
	<u>34,981</u>	<u>27,147</u>

The average number of persons employed by the charitable company in the year was 1 person (2020 - 1).
The total amount of employee benefits received by key management personnel was £34,981 (2020 - £27,147). The Charities key management costs were £34,981.

4) ANALYSIS OF CHARITABLE ACTIVITIES INCOME

	2021	Deferred income movement	TOTAL 2021	TOTAL 2020
UNRESTRICTED FUNDS	£	£	£	£
General Fund	29,816	(17,231)	12,585	94,475
TOTAL UNRESTRICTED FUNDS	<u>29,816</u>	<u>(17,231)</u>	<u>12,585</u>	<u>94,475</u>
RESTRICTED FUNDS:				
Awards For All	-	-	-	10,000
City Bridge Trust	20,000	-	20,000	10,000
NCLF Covid-19 Response Fund	50,000	-	50,000	-
Clarion Futures	11,000	-	11,000	12,000
HSDK ICAP	-	7,599	7,599	-
Central and North West London NHS Foundation Trust	88,251	(26,083)	62,168	-
Berkeley Homes (North East London) Ltd	7,254	(7,254)	-	-
Perinatal Mental Health Partnership Project	5,000	(5,000)	-	-
Kristian Gerhard Jensen Foundation	16,000	(8,000)	8,000	-
SAGE Publishing	-	-	-	3,000
Berkeley Foundation	10,000	-	10,000	-
Perinatal Mental Health Partnership Project	-	-	-	6,422
TOTAL RESTRICTED FUNDS	<u>207,505</u>	<u>(38,738)</u>	<u>168,767</u>	<u>41,422</u>
TOTAL UNRESTRICTED & RESTRICTED	<u>237,321</u>	<u>(55,969)</u>	<u>181,352</u>	<u>135,897</u>

The General Unrestricted Fund includes £5,000 of income from the City Bridge Trust (Additional Support Funds).

NOTES TO THE ACCOUNTS

FOR THE YEAR ENDED 31 MARCH 2021

5) TRUSTEES' REMUNERATION AND BENEFITS

No Trustees had expenses reimbursed or paid directly in the year (2020 - Nil).

6) TAXATION

The charity is an exempt charity within the meaning of schedule 3 of the Charities Act 2011 and is considered to pass the tests set out in Paragraph 1 Schedule 6 Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes.

7) EXPENDITURE

	Activity Costs	Governance Costs	TOTAL 2021
	£	£	£
UNRESTRICTED FUNDS			
Charitable Activities	53,248	900	54,148
TOTAL UNRESTRICTED FUNDS	53,248	900	54,148
RESTRICTED FUNDS			
City Bridge Trust	20,000	-	20,000
NCEF Covid-19 Response Fund	50,000	-	50,000
Clarion Futures	11,000	-	11,000
HSUK ICAP	4,197	-	4,197
Central and North West London NHS Foundation Trust	62,168	-	62,168
Kristian Gerhard Jebsen Foundation	5,448	-	5,448
Berkeley Foundation	10,000	-	10,000
TOTAL RESTRICTED FUNDS	162,813	-	162,813
TOTAL FUNDS	216,061	900	216,961

8) GOVERNANCE & SUPPORT COSTS

	£
Independent examiner's fee	900
	900

UNRESTRICTED FUNDS

General Fund

TOTAL UNRESTRICTED FUNDS

RESTRICTED FUNDS

City Bridge Trust

NCLF Covid-19 Response Fund

Clarion Futures

HSUK ICAP

Central and North West London NHS Foundation Trust

Berkeley Foundation

Kristian Gerhard Jebsen Foundation

TOTAL RESTRICTED FUNDS

TOTAL UNRESTRICTED & RESTRICTED

	£	£	£	£	£
General Fund	54,987	12,585	54,148	-	13,424
TOTAL UNRESTRICTED FUNDS	54,987	12,585	54,148	-	13,424
RESTRICTED FUNDS					
City Bridge Trust	-	20,000	20,000	-	-
NCLF Covid-19 Response Fund	-	50,000	50,000	-	-
Clarion Futures	-	11,000	11,000	-	-
HSUK ICAP	-	7,599	4,197	-	3,402
Central and North West London NHS Foundation Trust	-	62,168	62,168	-	-
Berkeley Foundation	-	10,000	10,000	-	-
Kristian Gerhard Jebsen Foundation	-	8,000	5,448	-	2,552
TOTAL RESTRICTED FUNDS	-	168,767	162,813	-	5,954
TOTAL UNRESTRICTED & RESTRICTED	54,987	181,352	216,961	-	19,378

10) DEBTORS, amounts falling due within one year

Other Debtors

	2021 £	2020 £
Other Debtors	-	-

11) CREDITORS, amounts falling due within one year

Deferred Income

Taxation & Social Security

Other Creditors & Accruals

	2021 £	2020 £
Deferred Income	70,969	15,000
Taxation & Social Security	981	399
Other Creditors & Accruals	900	1,960
	72,850	17,359

12) ANALYSIS OF NET ASSETS BETWEEN FUNDS

Current Assets

Creditors

	Restricted £	Unrestricted £	Total £
Current Assets	59,692	32,538	92,230
Creditors	(53,738)	(19,114)	(72,852)
	5,954	13,424	19,378

13) ANALYSIS OF GRANTS TO INSTITUTIONS

	2021 £	2020 £
Grants to other Home Start Charities:		
Home-Start Barnet, Brent, Harrow, & Enfield	100,182	25,335
Home-Start Camden & Islington	24,675	8,084
Home-Start Hillingdon	5,000	-
Home-Start Southwark	4,000	-
Home-Start Westminster	10,000	-
Home-Start Haringey, Hackney, & Waltham Forest	26,025	9,084
Home-Start Richmond, Kingston & Hounslow	-	375
	<u>169,882</u>	<u>42,878</u>