

HOME-START LONDON

ANNUAL REPORT & ACCOUNTS

YEAR ENDED 31ST MARCH 2022

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 Christina Smyth
Helen Anastasi
Karen Robertson
Lydia Lezama
Margaret O Connor
Karen Robertson
Ally Cross
Simon Lloyd
Sarah Messenger
Paul Masterson (resigned 11 August 2021)
Sian Sinclair (resigned 11 March 2022)
Silva Hrabar (appointed 10 May 2022)
Farkhunda Jabeen Ali (resigned 1 September 2022)
Janet Mountford (resigned 7 September 2022)
Fran Boto (appointed 9 November 2022)
Ian Jesnick (appointed 9 November 2022)

Treasurer Raphael Harris

HOME-START LONDON

Trustees Report

YEAR ENDING 31 MARCH 2022

The trustees present their report and financial statements for the year ended 31 March 2022.

Objectives and Activities

The objectives of Home-Start London (HSL) 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 members collectively, in London;
- To apply for funds for projects to involve some or all members;
- To raise the profile and awareness of the collective work of members, the extent and breadth of volunteer support, families reached and successful outcomes in London;
- Using 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.

Since HSL was established in 2015 with 14 Home-Starts operating across 15 boroughs, our membership and operations have continued to evolve, responding to new challenges by adapting and changing to create cost efficiencies, operate across wider geographical areas and attract new funding opportunities. The consortium now has 12 local Home-Start members supporting vulnerable families in 24 boroughs across the capital.

In shaping our objectives for the year, and planning our activities, the trustees have considered the Charity Commission's guidance on public benefit. The Trustees have agreed that activities in pursuit of the above objectives have fully met the public benefit test.

Achievements and Performance

As the country continued to be impacted by the effects of the pandemic, London Home-Starts again adapted their services to support growing numbers of parents and families facing new and unprecedented challenges.

This year a total of 2,073 families and 3,740 children were supported by 797 volunteers through the 12 local Home-Starts in the consortium. It was a challenging year with Home-Starts reporting rising levels of mental health difficulties, financial hardship and social isolation amongst families supported. Through compassionate, non-judgemental support, Home-Start staff and trained volunteers supported parents and families to build confidence and coping abilities, connect into their communities and access local services.

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YEAR ENDING 31 MARCH 2022

Connecting and supporting peer learning between London Home-Starts

HSL continued to provide a key role in connecting and supporting the 12 London Home-Starts that form the consortium. This included facilitating quarterly peer learning forums for Home-Start CEOs/Directors, enabling them to share challenges and identify opportunities for collaboration. This year HSL established a second peer learning group for communications leads from each Home-Start. This group met bi-monthly to share learning and work on joint communications campaigns. In addition to peer learning, throughout the year the HSL Director played a key role in signposting relevant funding opportunities to the local Home-Starts, making useful connections, and providing advice and guidance on a range of issues.

Developing an effective partnership model for Perinatal Mental Health support

HSL's Peer Support pilot project in partnership with Central North West London (CNWL) NHS Foundation Trust was extended to March 2022. Over 18-months the project provided volunteer-led, home-visiting support to 89 women from five London boroughs with mild to moderate perinatal mental health needs.

The project had a target of 80% of service users reporting improvements in agreed outcome areas. These outcome areas were mental health; social isolation; use of services; and child development. The target was exceeded across all areas. The pilot was also successful in developing an effective partnership between Home-Start and CNWL. Home-Start's holistic offer enhanced the clinical interventions offered by community Perinatal Mental Health teams to provide a more comprehensive package of support for women and their families.

Alongside the CNWL contract, HSL provided targeted support to three London Home-Starts implementing the "Connecting from the Start" project supporting new parents at risk of developing mental health needs. This included mapping perinatal mental health services, connecting Home-Starts to key networks and stakeholders, and designing and rolling out a marketing strategy to raise awareness of Home-Start services.

New training resources on domestic abuse for Home-Start staff and volunteers

Recognising the rise in the number of families affected by domestic abuse during the pandemic, HSL continued work with Home-Start Lambeth to produce a high quality, comprehensive new training package for Home-Start staff and volunteers. The training was tested with 15 staff and volunteers from two London Home-Starts and adapted. A train the trainer was held for 10 staff from seven London Home-Starts. These staff will receive follow up support on embedding the training. Next year we hope to support scale up across the wider Home-Start network.

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YEAR ENDING 31 MARCH 2022

Extending Home-Start services

Through HSL's partnership with Berkeley Homes North East London we were able to support the provision of Home-Start's volunteer-led, home visiting services in South Islington, Hackney, Tower Hamlets and Enfield. Meanwhile, through HSL's partnership with Clarion Futures we supported Home-Starts in Ealing and Southwark to design and deliver successful campaigns to recruit new Home-Start volunteers and raise awareness of Home-Start services and support amongst families.

Understanding and evidencing the impact of Home-Start support

HSL contracted Claire Sands to lead an external evaluation of the Perinatal Peer Support Pilot. Conducted from November 2021 to March 2022, the evaluation clearly demonstrated the project's positive impact. Findings were shared with participating Home-Start schemes, Home-Start UK and CNWL. Highlights of the report were shared on the HSL website and through social media channels.

HSL also undertook research to better understand the motivation of Home-Start volunteers and the impact of Covid on volunteering. Findings were used to inform volunteer related communications across the consortium and fundraising applications. A summary report was shared on HSL's website. Next year we plan to take forward the recommendations of this research, including a focus on diversifying our volunteer base across London.

Raising the profile of Home-Start in London

This year additional resource was invested in profiling Home-Start services in London. This included, for example, contributing to Home-Start UK's flagship report "Home is Where We Start From" which demonstrated the impact of the pandemic, highlighted the value of Home-Start support, and called for urgent investment in family support. Findings were shared on the HSL website and social media channels, positioning Home-Start as a leading family support charity in the recovery effort.

Analysis at year end showed an increase in reach and engagement across HSL social media channels as well as increased traffic to the HSL website. Meanwhile, consortium members expressed interest in further support from HSL to develop and grow their external communications. These are solid foundations to build on next year.

Strengthening Home-Start London operations

As Home-Start London operations develop, an internal review was conducted to identify a more efficient approach to information sharing across the consortium. Recommendations will be taken forward next year. Meanwhile, financial management moved to QuickBooks to enable more efficient reporting.

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Trustees Report

YEAR ENDING 31 MARCH 2022

Fundraising and Partnership Highlights

HSL's fantastic partnership with Berkeley Homes North East London continued. Several staff fundraising events were held including a Golf Day in October and the highly successful annual Question of Sport event in March at the Hilton. As well as fundraising, BHNEL staff generously gave their time to support Home-Start events including a gift drive at Christmas. We are very appreciative of the match funding provided by Berkeley Foundation for this partnership.

We were delighted that our contract with CNWL providing support to women experiencing perinatal mental difficulties in five boroughs was extended. A grant of £10,000 received from the Pears Foundation through Home-Start UK enabled us to commission an independent evaluation of the pilot. This evaluation, in demonstrating the positive impact of the pilot on women and their families, was valuable both in generating learning and supporting successful discussions on a new contract with CNWL for 2022/23.

This year we were also successful in securing £31,600 from the London Community Response Fund Wave 5 to enable us to provide fundraising support to Home-Starts navigating a very challenging operating environment. Meanwhile, City Bridge Trust continued to provide valued support through their annual grant of £20,000 towards the Director's salary.

As ever, we would like to thank all of our funders and partners for their commitment and support for the work of Home-Start across London.

Structure, Governance and Management

Home-Start London became a CIO in May 2015. The governing documents are the Home-Start London Constitution and the Members Agreement. The trustee board comprises an appointed trustee from each of Home-Start London's member schemes. Trustees bring skills and expertise to ensure the sound governance of HSL as well as representation of the member schemes.

During the year trustees agreed that development of Home-Start London's new strategic plan should be delayed until the launch of Home-Start UK's new strategy to ensure alignment. A six-month interim plan was produced to guide activities in the short-term.

Financial Review

Income this year from all sources was £330,533 (2021 - £181,352). There is a surplus of £47,290 (2021 - £19,378) of which £35,768 is unrestricted and £11,522 is restricted. This reflects our continued efforts to build our reserves. Looking ahead, we plan to attract funding to further develop our work enabling consortium members to reach and support more families facing difficult times across London.

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Trustees Report

YEAR ENDING 31 MARCH 2022

Reserves Policy

It is the policy of Home-Start London to maintain unrestricted funds, which are the free reserves of the charity, at a level that equates to at least approximately six months unrestricted expenditure (£40,000). This provides sufficient funds for 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

16-12-2022

Date

INDEPENDENT EXAMINERS REPORT TO THE MEMBERS OF HOME-START LONDON

YEAR ENDING 31 MARCH 2022

Independent Examiner's Report

I report to the charity trustees on my examination of the accounts of the charity for the year ended 31st March 2022.

Responsibilities and basis of report

As the charity trustees of the company (and also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your company's accounts as carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

Independent examiner's statement

Since the company's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of Institute of Chartered Accounts of Scotland which is one of the listed bodies.

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

- accounting records were not kept in respect of the company as required by section 386 of the 2006 Act; or
- the accounts do not accord with those records; or
- the accounts do not comply with the accounting requirements of section 396 of the 2006 Act 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; or
- the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities

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: 16-12-2022

HOME-START LONDON

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

FOR THE YEAR ENDED 31 MARCH 2022

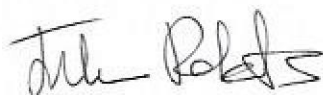
		UNRESTRICTED FUNDS	RESTRICTED FUNDS	TOTAL FUNDS	TOTAL FUNDS
	Notes	2022 £	2022 £	2022 £	2021 £
INCOME					
Grants & donations		22,344	308,189	330,533	181,352
Other Income		-	-	-	-
TOTAL INCOMING RESOURCES	4,9	22,344	308,189	330,533	181,352
EXPENDITURE					
Charitable activities		-	302,621	302,621	216,961
TOTAL EXPENDITURE	9	-	302,621	302,621	216,961
NET INCOME / (EXPENDITURE)		22,344	5,568	27,912	(35,609)
TRANSFERS BETWEEN FUNDS		-	-	-	-
NET MOVEMENT IN FUNDS		22,344	5,568	27,912	(35,609)
TOTAL FUNDS BROUGHT FORWARD		13,424	5,954	19,378	54,987
TOTAL FUNDS CARRIED FORWARD	9	35,768	11,522	47,290	19,378

HOME-START LONDON

BALANCE SHEET

AT 31ST MARCH 2022

	Notes	2022 £	£	2021 £	£
CURRENT ASSETS					
Debtors	10	-		-	
Cash at bank		<u>48,998</u>		<u>92,230</u>	
Total Current Assets		48,998		92,230	
CREDITORS, AMOUNTS FALLING DUE WITHIN ONE YEAR					
Creditors	11	<u>1,708</u>		<u>72,852</u>	
Total Current Liabilities		1,708		72,852	
NET CURRENT ASSETS			<u>47,290</u>		<u>19,378</u>
TOTAL ASSETS LESS CURRENT LIABILITIES			47,290		19,378
TOTAL NET ASSETS			<u>47,290</u>		<u>19,378</u>
<i>The funds of the charity:</i>					
UNRESTRICTED FUNDS	12		35,768		13,424
RESTRICTED FUNDS	12		11,522		5,954
TOTAL CHARITY FUNDS			<u>47,290</u>		<u>19,378</u>



Julia Roberts
Chair of Trustees

16-12-2022

Date:

HOME-START LONDON

NOTES TO THE ACCOUNTS

FOR THE YEAR ENDED 31 MARCH 2022

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.

HOME-START LONDON

NOTES TO THE ACCOUNTS

FOR THE YEAR ENDED 31 MARCH 2022

2) NET OPERATING SURPLUS/(DEFICIT)

The net operating surplus/(deficit) of income over expenditure is stated after charging:
Staff costs (note 3)

2022	2021
£	£
54,533	34,981

3) STAFF COSTS

Staff costs for the year were as follows:
Salaries & Social Security costs
Defined contribution pension costs
Other Staff Costs

2022	2021
£	£
32,643	31,981
2,750	3,000
19,140	-
54,533	34,981

The average number of persons employed by the charitable company in the year was 2 person (2021 - 1).

The total amount of employee benefits received by key management personnel was £35,393 (2021 - £34,981).

4) ANALYSIS OF CHARITABLE ACTIVITIES INCOME

	2022	Deferred income movement	TOTAL 2022	TOTAL 2021
	£	£	£	£
UNRESTRICTED FUNDS				
General Fund	22,344	-	22,344	12,585
TOTAL UNRESTRICTED FUNDS	22,344	-	22,344	12,585
RESTRICTED FUNDS				
Berkeley Homes (North East London) Ltd	62,896	29,485	92,381	-
Central and North West London NHS Foundation Trust	101,624	26,083	127,707	62,168
City Bridge Trust	20,000	-	20,000	20,000
Clarion Futures	10,000	-	10,000	11,000
HSUK ICAP	-	7,401	7,401	7,599
Kristian Gerhard Jebsen Foundation	-	8,000	8,000	8,000
London Community Response Fund Wave 5	31,600	-	31,600	-
NCLF Covid-19 Response Fund	-	-	-	50,000
Pears Foundation	10,000	-	10,000	-
The Invesco Cares Foundation	1,100	-	1,100	-
Berkeley Foundation	-	-	-	10,000
TOTAL RESTRICTED FUNDS	237,220	70,969	308,189	168,767
TOTAL UNRESTRICTED & RESTRICTED	259,564	70,969	330,533	181,352

HOME-START LONDON

NOTES TO THE ACCOUNTS

FOR THE YEAR ENDED 31 MARCH 2022

5) TRUSTEES' REMUNERATION AND BENEFITS

No Trustees had expenses reimbursed or paid directly in the year (2021 - 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 & Support Costs	TOTAL 2022
	£	£	£
UNRESTRICTED FUNDS			
Charitable Activities	-	-	-
TOTAL UNRESTRICTED FUNDS	-	-	-
RESTRICTED FUNDS			
Berkeley Homes (North East London) Ltd	88,663	1,850	90,513
Central and North West London NHS Foundation Trust	125,857	1,850	127,707
City Bridge Trust	20,000	-	20,000
Clarion Futures	9,500	500	10,000
HSUK ICAP	6,801	600	7,401
Kristian Gerhard Jebsen Foundation	7,600	400	8,000
London Community Response Fund Wave 5	29,000	-	29,000
Pears Foundation	9,500	500	10,000
TOTAL RESTRICTED FUNDS	296,921	5,700	302,621
TOTAL FUNDS	296,921	5,700	302,621

8) GOVERNANCE & SUPPORT COSTS

	£
Independent examiner's fee	900
Bookkeeping	4,800
	5,700

HOME-START LONDON

NOTES TO THE ACCOUNTS

FOR THE YEAR ENDED 31 MARCH 2022

9) MOVEMENT ON FUNDS IN YEAR

	Opening Balance 1 April 2021	Income	Expenditure	Closing Balance 31 March 2022
	£	£	£	£
UNRESTRICTED FUNDS				
General Fund	13,424	22,344	-	35,768
TOTAL UNRESTRICTED FUNDS	13,424	22,344	-	35,768
RESTRICTED FUNDS				
Berkeley Homes (North East London) Ltd	-	92,381	90,513	1,868
Central and North West London NHS Foundation Trust	-	127,707	127,707	-
City Bridge Trust	-	20,000	20,000	-
Clarion Futures	-	10,000	10,000	-
HSUK ICAP	3,402	7,401	7,401	3,402
Kristian Gerhard Jebsen Foundation	2,552	8,000	8,000	2,552
London Community Response Fund Wave 5	-	31,600	29,000	2,600
Pears Foundation	-	10,000	10,000	-
The Invesco Cares Foundation	-	1,100	-	1,100
TOTAL RESTRICTED FUNDS	5,954	308,189	302,621	11,522
TOTAL UNRESTRICTED & RESTRICTED	19,378	330,533	302,621	47,290

10) DEBTORS, amounts falling due within one year

	2022 £	2021 £
Other Debtors	-	-
	-	-

11) CREDITORS, amounts falling due within one year

	2022 £	2021 £
Deferred Income	-	70,969
Taxation & Social Security	515	981
Other Creditors & Accruals	1,193	900
	<u>1,708</u>	<u>72,382</u>

12) ANALYSIS OF NET ASSETS BETWEEN FUNDS

	Restricted £	Unrestricted £	Total £
Current Assets	11,522	37,476	48,998
Creditors	-	(1,708)	(1,708)
	<u>11,522</u>	<u>35,768</u>	<u>47,290</u>