



Home-Start London

(Charity number: 1161629)

Trustees' report and financial statements

For the year ended 31 March 2024

Home-Start London

Trustees' Annual Report

For the year ended 31 March 2024

Reference and administrative information**Charity number** 1161629**Business and registered office**
Stephens House
17 East End Road
London
N3 3QE**Trustees**

Julia Roberts – Chair
Christina Smyth
Helen Anastasi
Lydia Lezama
Margaret O'Connor
Karen Robertson
Alison Cross
Fran Boto
Ian Jesnick
Jeannie Pitt (Joined on 02 May 2024)
Silva Hrabar (Resigned 02 May 2024)
Alex Williams (Resigned 04 September 2024)

Treasurer Raphael Harris**Accountant** **Accountability Europe Limited**
Omnibus Workspace
39-41 North Road
London
N7 9DP

Home-Start London

Report of the Trustees for year ended 31 March 2024

Introduction

The board of trustees presents its report and the audited financial statements for the year ended 31 March 2024. The financial statements comply with current statutory requirements, the Memorandum and Articles of Association, and the Statement of Recommended Practice - Accounting and Reporting by Charities: SORP applicable to charities preparing their accounts in accordance with Financial Reporting Standard 102 (FRS 102).

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.

HSL was established in 2015 with 14 London Home-Starts operating across 15 boroughs, our membership and operations have evolved, responding to new challenges and opportunities. Over the course of this year, HSL supported and coordinated joint initiatives with 16 London Home-Starts collectively delivering Home-Start services across 26 London boroughs.

Achievements and Performance

In a tough year, London Home-Starts continued to show strength, resilience and courage. High demand for services was coupled with the pressures of high costs, high competition for funding and, in many boroughs, falling volunteer numbers. HSL's small team worked hard to connect, strengthen and champion our network of local Home-Starts across the capital. In line with our strategy, we focused on building new partnerships; supporting shared learning and collaboration; and raising profile and collective voice. In our annual member survey, 100% reported HSL had supported them to share learning and good practice; 84% to develop new partnerships; 84% to increase organisational effectiveness; and 64% to engage in influencing.

Over the year, 750 Home-Start volunteers and 165 staff from 16 London Home-Starts collectively provided vital services and support to over 6,000 families. Highly trained Home-Start volunteers and skilled staff teams offered home visiting alongside group support and specialist services for families in

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need. The proven Home-Start model of volunteer-led, compassionate, relational support focused on the whole family continued to deliver impressive outcomes for children, families and communities.

Building new partnerships to sustain and extend Home-Start services to more London families.

Through our partnership with Berkeley Homes North East London, we supported three local Home-Starts to provide a range of support to over 100 families across four boroughs. Alongside home visiting, other services offered to families included group support, referrals to baby/food banks, housing advice, and money management support. As one parent shared, "Having Home-Start at a very difficult time in my life has made me more confident and helped me bond with my children. Home-Start has helped me find myself again, now I enjoy life and feel strong and capable to be a good mum."

We delivered our first, London-wide volunteer recruitment campaign #My2Hours, working closely with Volunteer Managers, Communications Leads and volunteers across the network. We secured pro-bono support from Ogilvy, a leading media agency, to help develop the campaign and launched it across our digital platforms while supporting local Home-Start teams to integrate it into their local communications plans. The campaign more than doubled engagement rates across HSL platforms and boosted volunteer enquiries. Meanwhile, local Home-Starts teams now have timeless assets and have continued to use them in regular recruitment campaigns.

At the end of the year, we were delighted to launch a new corporate partnership with Elite Landscapes Ltd. The partnership recognises our shared commitment to building thriving communities across the capital. Over the year ahead, Elite Landscapes Ltd. will support HSL through a combination of staff fundraising and skills-based volunteering connecting families to nature. This builds on our partnership with ZSL London Zoo which, over the year, created unforgettable days out for Home-Start families and volunteers across London.

Sharing learning and supporting collaboration to ensure services best meet the evolving needs of London's diverse communities.

Throughout the year, we continued to facilitate our vibrant peer learning groups for Volunteer Leads, Communication Leads and Managers. These groups provided a safe space to share ideas, skills and resources to address shared challenges in areas ranging from strategy and governance to corporate partnerships to volunteer development. As one Manager shared, "HSL is a vital umbrella for Home-Start schemes and managers. We are stronger together than working in silos. Shared practice, skills and expertise enable us all to work smarter and more cost effectively."

We successfully completed our Perinatal Mental Health Peer Support project in partnership with Central North West London (CNWL) NHS Foundation Trust. Building on an initial pilot, the project supported three local Home-Starts to provide a home-visiting service for new mothers with mild to moderate mental health difficulties across five boroughs. Of the 53 women supported, over 80% reported improved mental health, reduced social isolation and increased access to local services. In their feedback, Community PMH teams and Home-Start staff highlighted how partnership had resulted in a smoother referral process and more flexible, holistic package of support for families.

Raising profile and our collective voice in support of vulnerable London families.

This year HSL delivered our second London Family Voices research and campaign profiling the experiences of families a year into the cost-of-living crisis. We surveyed London parents supported by

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Home-Start, exploring how they were coping and what support they needed. Financial worries were their main concern, followed by housing, combining caring responsibilities and paid employment, their own physical and/or mental health, and their child's development. Families were also able to share their feedback on engagement with Home-Start. We worked with London campaigning group 4in10 to profile our research, including convening a panel discussion on the early years with Little Village and London Councils at the Childhood Trust's annual London Child Poverty Summit. Meanwhile, local Home-Starts shared the research with commissioners, funders, and councillors.

HSL also coordinated several joint communications campaigns championing the voices of Home-Start families and the impact of Home-Start services. This included representing Home-Start in relevant platforms including regional Perinatal Mental Health networks, the London Poverty Alliance, the GLA's Equity, Diversity and Inclusion forum and the newly established London Volunteer Strategy Steering Group convened by London Plus. Alongside this, we continued to engage and build our profile with partners and funders including the Anna Freud's Centre for Family Hubs, Trust for London, and the London Housing Panel.

Thanks to our partners

We would like to thank all our partners for their commitment and support for the work of Home-Start across London. Alongside our funding partnerships, we received valuable pro bono support from partners including Pilotlight, Media Trust/Ogilvy and ZSL London Zoo. In the current challenging operating environment, we are particularly grateful for this support. Continuing our efforts to build a sustainable funding base for HSL and our wider network of local Home-Starts across London remains a priority for the year ahead.

Public Benefit

The board of trustees confirms it has complied with the duty in section 17 of the Charities Act 2011 to have due regard to the Charity Commission's guidance on public benefit.

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 board of trustees comprises an appointed trustee from each of the member schemes. Trustees bring skills and expertise to ensure the sound governance of the charity and representation of the member schemes. Trustees have overall responsibility for setting the strategy of the charity. The Director is responsible for delivering the strategy and for day-to-day operations.

Financial Review

During the 12-month period, the charity generated total incoming resources of £188,953 (2023: £330,235) and expended total resources of £168,289 (2023: £288,449). The decrease in income relates to significant funding partnerships for HSL coming to a close. We focused on developing our funding proposal pipeline, raising our profile and building new relationships, and scoping a new membership fee model to help drive income growth.

As of 31 March 2024, Home-Start London held £109,740 (2023: £89,076) in total reserves. Of this, £57,625 (2023: £44,930) was held as general funds, £32,115 (2023: £22,146) was held as restricted

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and £20,000 (2023: £22,000) was designated by the trustees for the purpose of fundraising and business development to support the development of new funding partnerships for HSL.

Reserves Policy

The trustees review the reserves policy on an annual basis. It was agreed that unrestricted funds, which are the free reserves of the charity, should be set at a level that equates to at least approximately six to nine months of unrestricted expenditure (£48,000-£70,000). This provides sufficient funds for management and administration and support costs. It also recognises the current challenging funding environment for HSL and our wider network. The unrestricted general funds at the end of the year were £57,625.

Statement of Trustees Responsibility

The Trustees are responsible for preparing the Trustees' 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 requires in England and 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 for that period and of the incoming resources and application of resources, including the income and expenditure, 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 accounting estimates that are reasonable and prudent
- state whether applicable UK 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 charitable company will continue in business.

The Trustees are responsible for keeping adequate 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 provision 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.

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Independent Examiner's Report
For the year ended 31 March 2024

I report to the trustees on my examination of the accounts of Home-Start London for the year ended 31 March 2024.

RESPONSIBILITIES AND BASIS OF REPORT

As the charity trustees of the CIO 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 CIO's accounts carried out under section 145 of the 2011 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 matters have come to my attention in connection with the examination giving me cause to believe:

1. accounting records were not kept in respect of the CIO 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; or
4. 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 applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

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.



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Aamer Shehzad FCA
Accountability Europe Ltd
Omnibus Workspace
39-41 North Road
London N7 9DP

Date: 20/01/2025

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Statement of financial activities

(including summary income and expenditure account)

For the year ended 31 March 2024

	Note	Unrestricted 2024 £	Restricted 2024 £	Total 2024 £	Unrestricted 2023 £	Restricted 2023 £	Total 2023 £
Income from:							
Grants & donations		48,806	140,147	188,953	54,803	275,432	330,235
Total income	2	48,806	140,147	188,953	54,803	275,432	330,235
Expenditure on:							
Charitable activities	3	38,111	130,178	168,289	23,642	264,808	288,449
Total expenditure		38,111	130,178	168,289	23,642	264,808	288,449
Net income/ (expenditure)		10,695	9,969	20,664	31,162	10,624	41,786
Transfer between funds		-	-	-	-	-	-
Net movement in funds		10,695	9,969	20,664	31,162	10,624	41,786
Reconciliation of funds:							
Total funds brought forward		66,930	22,146	89,076	35,768	11,522	47,290
Total funds carried forward	9	77,625	32,115	109,740	66,930	22,146	89,076

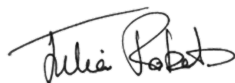
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Balance sheet

As at 31 March 2024

	Note	£	2024 £	2023 £
Current assets:				
Debtors	9	-		3,938
Cash at bank and in hand		113,018		102,198
			<u>113,018</u>	<u>106,136</u>
Liabilities:				
Creditors: amounts falling due within one year	10	(3,278)		(17,060)
			<u>(3,278)</u>	<u>(17,060)</u>
Net current assets			<u>109,740</u>	<u>89,076</u>
Total net assets	11a		<u>109,740</u>	<u>89,076</u>
Funds	8a			
Restricted funds			32,115	22,146
Unrestricted funds:				
General funds		57,625		44,930
Designated funds		<u>20,000</u>		<u>22,000</u>
			<u>77,625</u>	<u>66,930</u>
Total charity funds			<u>109,740</u>	<u>89,076</u>

Approved by the trustees on 10th December 2024
and signed on their behalf by:



.....
Julia Roberts
Chair of Trustees

The attached notes form part of the financial statements.

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 SOBP (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 and 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 conference are included.

d) Stocks of materials and 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. Designated funds are unrestricted funds earmarked by the trustees for particular purposes.

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.

2 ANALYSIS OF CHARITABLE ACTIVITIES INCOME

	2024	2023
Unrestricted	£	£
General Fund	48,806	54,803
Total Unrestricted	48,806	54,803
Restricted		
Berkeley Homes (North East London) Ltd	98,544	140,142
Central and North West London NHS Foundation Trust	20,853	114,290
City Bridge Foundation	20,000	20,000
Children England	750	1,000
Total Restricted	140,147	275,432
Total Income	188,953	330,235

3 EXPENDITURE

	Charitable Activities	Support costs	Total 2024	Total 2023
Project costs	77,017	213	77,230	205,698
Staff costs	35,873	14,853	50,726	52,561
Office and admin	-	4,488	4,488	5,142
Legal and professional	14,912	20,333	35,245	24,449
Independent Examination	-	600	600	600
	127,802	40,487	168,289	288,449
Support costs	40,487	(40,487)	-	-
Total Expenditure	168,289	-	168,289	288,449

Of the total expenditure, £38,111 was unrestricted (2023: £23,642) and £130,178 was restricted (2023: £264,808).

4 STAFF COSTS

Staff costs were as follows:	2024	2023
	£	£
Salaries & Social Security costs	48,462	50,358
Defined contribution pension costs	2,264	2,203
	50,726	52,561

The average number of persons employed by the charity in the year was 2 person (2023: 2)

The total amount of employee benefits received by key management personnel was £39,829 (2023: 29,456)

5 NET OPERATING SURPLUS/(DEFICIT)

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

	2024	2023
	£	£
Independent examination	600	600

6 TRUSTEES REMUNERATION AND BENEFITS

No Trustees had expenses reimbursed or paid directly in the year (2023 - Nil)

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Notes to the financial statements

For the year ended 31 March 2024

7 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.

8a MOVEMENT IN FUNDS

Current year

	At the start of the year £	Income £	Expenditure & losses £	Transfers	At the end of the year £
Unrestricted Funds:					
General Fund	44,930	48,806	(36,111)	-	57,625
Designated Fund	22,000		(2,000)	-	20,000
Total Unrestricted Funds	66,930	48,806	(38,111)	-	77,625
Restricted Funds:					
Berkeley Homes (North East London) Ltd	11,709	98,544	(78,138)	-	32,115
Central and North West London NHS Foundation Trust	10,437	20,853	(31,290)	-	-
City Bridge Foundation	-	20,000	(20,000)	-	-
Children England	-	750	(750)	-	-
Total Restricted Funds	22,146	140,147	(130,178)	-	32,115
Total Funds	89,076	188,953	(168,289)	-	109,740

8b MOVEMENT IN FUNDS

prior year

	At the start of the year £	Income £	Expenditure & losses £	Transfers	At the end of the year £
Unrestricted Funds:					
General Fund	35,768	54,803	(23,642)	(22,000)	44,930
Designated Fund				22,000	22,000
Total Unrestricted Funds	35,768	54,803	(23,642)	-	66,930
Restricted Funds:					
Berkeley Homes (North East London) Ltd	1,868	140,142	(130,301)	-	11,709
Central and North West London NHS Foundation Trust	-	114,290	(103,853)	-	10,437
City Bridge Foundation	-	20,000	(20,000)	-	-
HUSK ICAP	3,402	-	(3,402)	-	-
Kristian Gerhard Jebsen Foundation	2,552	-	(2,552)	-	-
London Community Response Fund Wave 5	2,600	-	(2,600)	-	-
The Invesco Cares Foundation	1,100	-	(1,100)	-	-
Children England	-	1,000	(1,000)	-	-
Total Restricted Funds	11,522	275,432	(264,808)	-	22,146
Total Funds	47,290	330,235	(288,449)	-	89,076

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Notes to the financial statements

For the year ended 31 March 2024

8c Purpose of restricted funds

Berkeley Homes (North East London): Development and delivery of Home-Start services in North East London.

Central North West London NHS Foundation Trust: Delivery of Perinatal Mental Health Peer Support Project.

City Bridge Foundation: Contribution to Home-Start London Director salary.

Children England: Communications campaign.

HSUK ICAP: Development of a training resource on domestic abuse.

LCRF Wave 5: Fundraising support to London Home-Starts.

Invesco Cares: Growth of Home-Start volunteer network.

Kristian Gerhard Jebesen Foundation: Promotion and development of Home-Start Perinatal Mental Health services.

8d Purpose of Designated funds

Funds have been designated by the Trustees for the purpose of fundraising and business development to support the development of new funding partnerships for Home-Start London.

9 Debtors

	2024	2023
	£	£
Other debtors	-	3,938
	<u>-</u>	<u>3,938</u>

10 Creditors: amounts falling due within one year

	2024	2023
	£	£
Accruals and Deferred Income	1,500	15,824
Taxation and Social Security	602	798
Other Creditors	1,175	438
	<u>3,278</u>	<u>17,059</u>

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Notes to the financial statements

For the year ended 31 March 2024

11a ANALYSIS OF NET ASSETS BETWEEN FUNDS

Current year	General Unrestricted	Designated £	Restricted £	Total funds £
Current Assets	57,625	20,000	35,393	113,017
Current Liabilities		-	(3,278)	(3,278)
Net assets at the end of the year	57,625	20,000	32,115	109,740

11b ANALYSIS OF NET ASSETS BETWEEN FUNDS

prior year	General Unrestricted	Designated £	Restricted £	Total funds £
Current Assets	44,930	22,000	39,206	106,136
Current Liabilities		-	(17,060)	(17,060)
Net assets at the end of the year	44,930	22,000	22,146	89,076

12 Related party transactions

There are no related party transactions to disclose for 2024 (2023: none).

There are no donations from related parties which are outside the normal course of business and no restricted donations from related parties.