



www.240project.org.uk

CIO 1180267

Annual Report 2024



Football at Margate Summer Outing

Vision

At 240Project, we give people who struggle to integrate in society, for a variety of reasons, the opportunity to practise creative and artistic activities, as well as cultivating wellness in a spirit of mutual support. Our centre in West London is a community of members and belongs to its members. We are not a club - no one is excluded: it is open to all.

With our support on their projects and our wellness programs that run from meditation and walks in the park to nutrition and mental health counselling, they work to discover their individual creativity, talents and ambitions and to achieve a happier balance in their lives.

Report on the Year

2024 marked another year of resilience and growth for 240Project. Given we operate in a shared space at the Methodist Church, we have faced issues including limited storage and noise problems. However the Methodist church has been particularly helpful and responsive to our needs, including constructing extra storage space and moving forwards with acoustic treatments for the hall. We should also underline how friendly and welcoming they are to the entire project, staff and members. So we were able to maintain and even improve our support to our members. The project continues to thrive due to the dedication of our staff, volunteers, and the vibrant community of members who make 240Project their creative home.

A significant development this year was our strengthened fundraising capacity through our partnership with Zoe Doherty of Concise Fundraising. The fundraising situation is always a challenge for a small organisation, and grows increasingly so from year to year. The fact that 240Project (and its previous incarnation Notting Hill Churches Homeless Concern) have been operating for 29 years is a testament to the success of the concept and its delivery.

Our annual Art Exhibition, delayed from 2023, was successfully held in April 2024 with a private view on April 4th and public viewing from April 5th-7th. Members' work continues to gain recognition, with several pieces published in The Big Issue and members like John Sheehy receiving commissions. Our annual trip to Margate in September provided 35 members with a cherished day by the seaside, deepening bonds within our community.



Monitoring and Outcomes

In 2024, we supported 126 people, with 80 attending regularly. The impact of our work was significant, with 95% of members reporting improved wellbeing and quality of life.

Activities

Arts Groups:

- Painting and Drawing
- Mosaic Making
- Creative Writing and Drama
- Music Group
- Reading Group
- Photography workshops
- Spin Painting

Health & Wellness Groups:

- Counselling and Cognitive Behavioural Therapy
- Yoga and Movement
- Acupuncture
- Reflexology
- Sacro-Cranial Massage
- Nutrition workshops



Support Services:

- One-to-one support with trained Project Workers
- Benefits and housing assistance
- IT skills training
- Job application support

- Weekly day trips to galleries and cultural venues
- Nutritious daily meals

Outcomes for 2024

Activities

ARTS GROUPS	HOURS
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Art Group Total Hours	16,404
Mosaic Making	1,004
Clay Sculpting	211
Portrait Drawing	1,248
Creative Writing	480
Music Group	395
Reading Group	378

HEALTH GROUPS	HOURS
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Acupuncture Sessions	121
Counselling Sessions	202
Sacro-cranial Massage	301
Reflexology Sessions	250
Wellbeing Day Attendances	530
Art Trips Individual Attendances	500
Meals Served	8,000+

ART SHOW

Members Exhibiting	37
Number of Works Shown	72
Number of Works Sold	41

Outcomes

MEMBERS REPORTING	Percent
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Improved quality of life	95%
Improved wellbeing	95%
Increase or stability in socialisation	95%
Regular participation in a group	100%
Increase in creativity	87%
Increase in stability/routines	66%
Improvement in personal habits	40%
Improvement in mental health	81%
Selling artworks	28%
Volunteering, training and employment	11%



Financial Position

Our financial year 2024 showed total incoming resources of **£174,386** against expenditure of **£170,218**, resulting in a small surplus of £4,168. This improved our reserves from £31,272 to £35,440, representing approximately 3 months of operating costs.

Major funders this year included:

- Rothschild Foundation: £23,000

- Calleva Foundation: £30,000
- Awards For All: £19,100
- Various trusts and foundations totaling £162,592

We continue working toward building reserves to 6 months of operating costs to ensure stability in an increasingly competitive fundraising environment.

Staff and Trustees

Our team welcomed new staff members Alice Roots and Lorea Burge, who have proven to be excellent additions as Project Workers. The Board of Trustees includes Geoffrey Murray (Chair), Fernanda Eberstadt, Rupert Christiansen, Cornelia Grassi, Catrin Treadwell, and Francis Fitzgibbon KC.



Looking Forward

While we celebrate our achievements, we continue to seek a more suitable permanent location that would provide:

- Better hours and days of operation
- Adequate storage space
- Ability to display members' artwork permanently
- Improved acoustics for our activities

We are excited about our developing collaboration with Groundswell, focusing on supporting the most vulnerable populations in Notting Dale through allotment projects, isolation support groups, and community art initiatives.

Members Stories

Zakia's Journey: "240 is a place I feel at home. As a single mother, I often feel alone but here there is a real sense of community." After experiencing homelessness following domestic abuse, Zakia found 240Project in 2018. Her artwork has been published in The Big Issue, exhibited at Café Art, and won first prize for portraiture, instilling self-belief and confidence.

Supporting Our Eldest Members: Our 98-year-old member Rene continues to attend regularly, focusing intently on her artwork. For Blue, diagnosed with Motor Neurone Disease, staff provide vital support including weekly visits and assistance attending the project, maintaining this crucial lifeline despite his mobility challenges.

Acknowledgments

We express our deepest gratitude to all our funders, particularly the Rothschild Foundation for their continued support. We thank our dedicated staff, volunteers, and trustees who work tirelessly to maintain our welcoming, creative environment. Most importantly, we thank our members, whose courage, creativity, and mutual support make 240Project the unique community it is.

As **Joe Powell, MP** for Kensington, noted after visiting: "240Project serves as a vital social hub... It is a model of how empathy, care, and a focus on holistic well-being can truly make a difference in people's lives."



Richard takes Blue to the Park

Statutory Matters

The Trustees of the charity during 2024 were: Geoffrey Murray (Chair), Fernanda Eberstadt, Rupert Christiansen, Cornelia Grassi, Catrin Treadwell, and Francis Fitzgibbon KC.

We are proud of the resourcefulness and determination with which we have managed to work our way around the recent challenges and to provide continuing classes and care to our members, and to come through the year even stronger as an organisation. This success is largely thanks to our extraordinarily dedicated staff who devised safe and successful ways of working so we could continue to provide excellent service. We would particularly like to thank all trustees, staff, and the many volunteers who together create 240Project, in particular our staff Edward Farrelly, Alexandra Brown, Simon Parker, Eloise Maland and Richard Todd. Volunteers Bede Trillo, Gail Sagman, Claire Pringle, Anya Humphries, George Figueroa and Bella Clair made a massive contribution to the running of the project and its success.

The governing instrument: Charity Commission scheme constitution dated January 2019 Registered address: 240 Lancaster Road, London W11 4AH

The aims of 240Project are to help vulnerable and excluded people in North Kensington and West London by raising public awareness of their situation and by initiating projects to address problems experienced by homeless people. 240Project seeks to provide a safe and welcoming place where vulnerable and excluded people can come together and engage in creative arts and wellness activities.

Geoffrey Murray

Chair of Trustees

October 2025





Artist Catherine Goodman launches the art show

240 PROJECT
CIO NO. 1180267

Accounts for the year ending
31 December 2024

Principal Address:

240 Project
240 Lancaster Road
London W11 4AH

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CIO NO. 1180267

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240 PROJECT
CIO NO. 1180267

STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 31 DECEMBER 2024

	Notes	Unrestricted funds 2024 £	Restricted funds 2024 £	Total 2024 £	Total 2023 £
<u>Incoming resources</u>					
Grant Income	2	142,042	20,550	162,592	119,528
Donations		11,519	-	11,519	7,344
Interest received		275	-	275	429
<u>Total Incoming Resources</u>		153,836	20,550	174,386	127,301
<u>Resources Expended</u>					
Salaries and wages		101,062	7,587	108,649	101,450
Centre activities, programme and food cost		5,555	12,963	18,518	16,748
Rent		23,400	-	23,400	22,148
Insurance		465	-	465	466
Office expenses		4,352	-	4,352	2,669
Consultancy services		12,600	-	12,600	-
Professional fees		1,900	-	1,900	1,900
Depreciation		334	-	334	417
<u>Total Resources used</u>		149,668	20,550	170,218	145,798
<u>Net Incoming/(Outgoing) Resources</u>		4,168	-	4,168	(18,497)
Total funds brought forward		31,272	-	31,272	49,769
<u>Funds carried forward</u>		35,440	-	35,440	31,272

240 PROJECT
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Statement of Financial Position At 31st December 2024

	<u>Notes</u>	<u>2024</u> £	<u>2023</u> £
<u>Fixed assets</u>			
Office Equipment	3	1,335	1,669
		<hr/>	<hr/>
<u>Current assets</u>			
Sundry debtors	4	9,000	-
Bank accounts and petty cash		34,805	31,503
		<hr/>	<hr/>
		43,805	31,503
Creditors: amounts falling due within one year	5	(9,700)	(1,900)
		<hr/>	<hr/>
<u>Net current assets</u>		34,105	29,603
		<hr/>	<hr/>
<u>Total assets less current liabilities</u>		35,440	31,272
		<hr/> <hr/>	<hr/> <hr/>
<u>Funds</u>			
Restricted funds	6	-	-
Unrestricted funds	6	35,440	31,272
		<hr/>	<hr/>
<u>Total Reserves</u>		35,440	31,272
		<hr/> <hr/>	<hr/> <hr/>

For the financial year ended 31st December 2024 the company was entitled to exemption from audit under the provisions of the Charity's Act 2011 and that no Trustee has requested an audit.

The trustees acknowledge their responsibilities for complying with the requirements of the Charity's Act 2011 with respect to accounting records and the preparation of financial statements.

Approved by the Trustees on 22 October 2025 and signed on their behalf by:

Geoffrey Murray – Chairman - Trustee

Notes to the financial accounts for the year ended 31st December 2024

1. Accounting policies

The principal accounting policies are set out below. The accounting policies have been adopted consistently throughout the year.

a) Basis of accounting

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015) - Charities SORP (FRS102)).

b) Going Concern

The Trustees have considered a period of more than 12 months from the signing of these financial statements and are of the view that funding is sufficient for the Charity to continue its operations until at least this time. The Trustees therefore feel the Charity is a going concern and as such the financial statements have been prepared on this basis.

c) Income

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the income have been met, it is probable that the income will be received and the amount can be measured reliably.

d) Expenditure

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably. Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

Expenditure is classified under the following activity headings:

- Cost of raising funds: Costs relating to tendering for grants.
- Expenditure on charitable activities: Costs incurred in undertaking activities to further the purposes of the charity and related support costs.
- Other expenditure: Any costs not included in other headings, including governance costs.

e) Fund structure

The funds held by the charity are either:

- Unrestricted funds are funds which can be used in accordance with the charitable objectives at the discretion of the trustees
- Restricted funds are funds which are used in accordance with the specific restrictions imposed by the donor.

Notes to the financial accounts for the year ended 31st December 2024 (continued)

1. Accounting policies (continued)

f) Tangible fixed assets and depreciation

Depreciation is provided on cost in equal annual instalments over the estimated useful lives of the assets. The rates of depreciation are as follows:

Fixtures, fittings and equipment – 20% on reducing balance

g) Debtors

Trade and Other Debtors are recognised at their settlement value. Prepayments are valued at the amount calculated as being prepaid.

h) Creditors

Creditors 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 reliably. Creditors are recognised at their settlement value.

i) Financial instruments

The Charity only has financial assets and liabilities of a kind that qualify as basic financial instruments. . Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

j) Taxation

The charity is exempt from corporation tax on its charitable activities.

2. Grant Income

	<u>2024</u>	<u>2023</u>
	<u>£</u>	<u>£</u>
Street Smart	5,000	7,500
Rothschild Foundation	23,000	27,000
Barker Mills Foundation	-	2,000
Craignish Trust	-	3,000
Anton Jurgens Charitable Trust	-	4,000
Normanby Foundation	-	10,000
Cathy Wills Charity	-	10,000
Calleva Foundation	30,000	30,000
Hans and Julia Rausing Foundation	5,000	5,000
Pacificus Foundation	11,492	11,859
Anonymous	19,000	7,169
Irving Mem Trust	-	2,000
Hollick Family Charitable Trust	10,000	-
Awards For All	19,100	-
Albert Hunt Trust	7,000	-
Southall Trust	5,000	-
London Catalyst	5,000	-
Pollitzer Foundation	5,000	-
Notting Hill Methodist Church	3,000	-
Souter Charitable Trust	2,000	-
The Vandervell Foundation	2,000	-
The Innholders Charitable Foundation	2,000	-
The Calypso Browning Trust	2,000	-
DWF Foundation	1,000	-
The Health Foundation	1,000	-
Ambergate Charitable Trust	5,000	-
	<u>162,592</u>	<u>119,528</u>

Notes to the financial accounts for the year ended 31st December 2024 (continued)

3. TANGIBLE FIXED ASSETS

	<u>Fixtures & Fittings</u>	<u>Total</u>
	<u>£</u>	<u>£</u>
<u>Cost</u>		
Brought forward and carried forward	2,086	2,086
	<hr/>	<hr/>
<u>Depreciation</u>		
Brought forward	417	417
Charge for the year	334	334
	<hr/>	<hr/>
	751	751
	<hr/>	<hr/>
<u>Net Book Value</u>		
At 31 December 2024	1,335	1,335
	<hr/>	<hr/>
At 31 December 2023	1,669	1,669
	<hr/>	<hr/>

4. SUNDRY DEBTORS

	<u>2024</u>	<u>2023</u>
	<u>£</u>	<u>£</u>
Grants receivable	9,000	-
	<hr/>	<hr/>
	9,000	-
	<hr/>	<hr/>

5. CREDITORS : AMOUNTS FALLING DUE WITHIN ONE YEAR

	<u>2024</u>	<u>2023</u>
	<u>£</u>	<u>£</u>
Professional fees	1,900	1,900
Rent payable	7,800	-
	<hr/>	<hr/>
	9,700	1,900
	<hr/>	<hr/>

Notes to the financial accounts for the year ended 31st December 2024 (continued)

6. MOVEMENT IN FUNDS

	<u>At</u> <u>01-Jan-2024</u> <u>£</u>	<u>Net</u> <u>Movement</u> <u>£</u>	<u>At</u> <u>31-Dec-2024</u> <u>£</u>
Unrestricted funds	31,272	4,168	35,440

Net movement in funds, included in the above are as follows:

	<u>Incoming</u> <u>Resources</u> <u>£</u>	<u>Resources</u> <u>Expended</u> <u>£</u>	<u>Movement</u> <u>in funds</u> <u>£</u>
Unrestricted funds	153,836	149,668	4,168

	<u>At</u> <u>01-Jan-2024</u> <u>£</u>	<u>Net</u> <u>Movement</u> <u>£</u>	<u>At</u> <u>31-Dec-2024</u> <u>£</u>
Restricted funds	-	-	-

Net movement in funds, included in the above are as follows:

	<u>Incoming</u> <u>Resources</u> <u>£</u>	<u>Resources</u> <u>Expended</u> <u>£</u>	<u>Movement</u> <u>in funds</u> <u>£</u>
Restricted funds	20,550	20,550	-

7. RELATED PARTY TRANSACTIONS

No trustees or persons connected with them received any emoluments or expenses in their role as trustees (2023 - nil).

I report on the accounts of the company for the year ended 31 December 2024, which are set out on pages 1-9.

Respective responsibilities of trustees and examiner

The trustees are responsible for the preparation of the accounts. The trustees consider that an audit is not required for this period under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed. The charity's gross income did not exceed £250,000 and I am qualified to undertake the examination by being a qualified member of The Institute of Chartered Accountants in England and Wales.

Having satisfied myself that the charity is not subject to audit under company law and is eligible for independent examination, it is my responsibility to:

- examine the accounts under section 145 of the 2011 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; and
- to state whether particular matters have come to my attention.

Basis of independent examiner's report

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

Independent examiner's statement

In connection with my examination, 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 the Charity's Act 2011; and
 - to prepare accounts which accord with the accounting records, comply with the accounting requirements of that Act and with the methods and principles of the Statement of Recommended Practice: Accounting and Reporting by Charities have not been met; or
- (2) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

Paul Ross

Name: Mr Paul Ross

Relevant professional qualification or body: The Institute of Chartered Accountants in England and Wales

Address: 18 Woodcock Dell Avenue, Kenton, Harrow, Middlesex, HA3 0NS

Date: 22 October 2025