HOME-START GREENWICH

England & Wales · Charity number 1189897

Details

Status	Registered
Legal form	Charitable company
Company number	08676376
Registered	2020-06-11
Register	View on the Charity Commission register

Contact

Address	School House Whitworth Road London SE18 3QA
Phone	02083174298
Email	admin@homestartgreenwich.org.uk
Website	www.homestartgreenwich.org.uk

Activities

Objects: (A) TO SAFEGUARD, PROTECT AND PRESERVE THE GOOD HEALTH, BOTH MENTAL AND PHYSICAL, OF CHILDREN AND PARENTS OF CHILDREN (B) TO PREVENT CRUELTY TO OR MALTREATMENT OF CHILDREN(C) TO RELIEVE SICKNESS, POVERTY AND NEED AMONGST CHILDREN AND PARENTS OF CHILDREN(D) TO PROMOTE THE EDUCATION OF THE PUBLIC IN BETTER STANDARDS OF CHILDCARE, PRINCIPALLY BUT NOT EXCLUSIVELY WITHIN THE AREA OF GREENWICH AND ITS ENVIRONS.

Activities: Home-Start Greenwich (HSG) is an independent charity affiliated to Home-Start UK offering support to families with young children in the Royal Borough of Greenwich since 1993.Our volunteers deliver one to one home visiting support to families. HSG provides help, support, advice & parenting strategies at home. HSG has four Ofsted registered childcare settings and manages 7 Children's Centres.

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Classification

- **How:** Provides Services, Provides Advocacy/advice/information
- **What:** Education/training, The Advancement Of Health Or Saving Of Lives, Disability, The Prevention Or Relief Of Poverty
- **Who:** Children/young People, The General Public/mankind

Geography

- Throughout London

Finances

Period end	Income	Expenditure	Assets	Employees
2025-03-31	£3,256,726	£3,236,703	£546,261	61
2024-03-31	£3,046,521	£2,750,644	£526,238	70
2023-03-31	£2,673,795	£2,503,590	£230,361	69
2022-03-31	£4,092,974	£4,175,035	£60,156	79

Trustees

Name	Role	Appointed
Abi Levitt		2026-04-01
Amy Copeland		2024-09-24
Carolyn Herbert		2022-09-09
Ivis Williams		2026-02-03
Jaspal Manku		2025-07-07
Joanna Lewins		2024-09-24
Joseph Sheridan		2024-11-07
Kaan Azmi		2024-09-24
Zethu Chidavaenzi		2024-09-24

Linked charities

- HOME-START GREENWICH (1189897-1)

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HOME-START GREENWICH

England & Wales - Charity number 1189897

Accounts



HOME START Greenwich

Annual Report & Audited Accounts

April 2024 – March 2025

Company Limited by Guarantee Registration Number 08676376 (England and Wales).
Charity Registration Number 1189897 (formerly 1032260)
Bankers Metro Bank, One Southampton Row, London WC1B 5HA
Auditors Simpson Wreford, Wellesley House Duke of Wellington Avenue, Royal Arsenal, London, SE18 6SS

HOME START Greenwich

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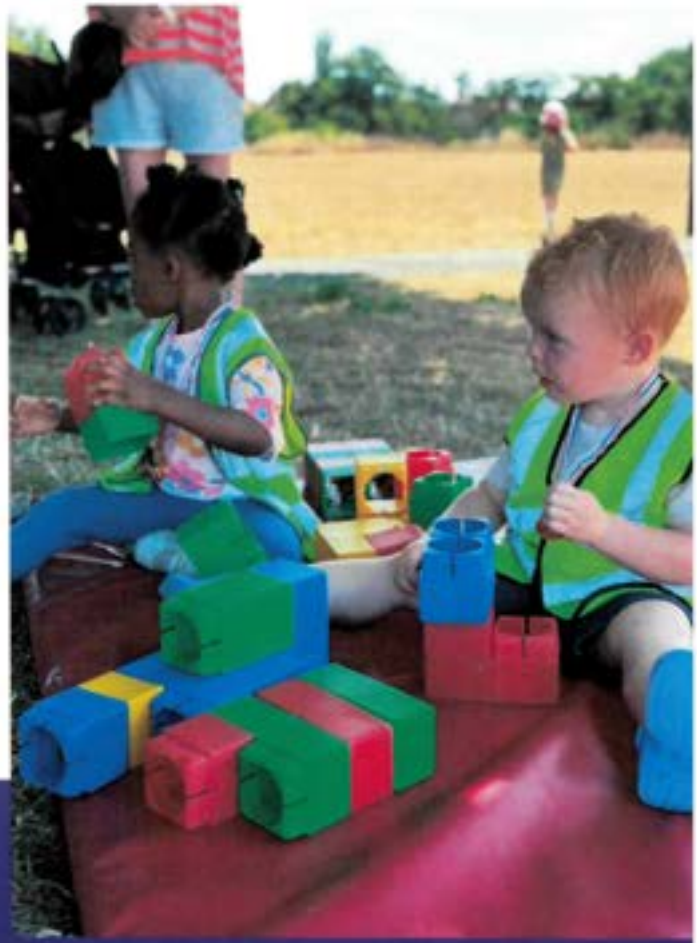
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HOME START Greenwich

Home-Start Greenwich is a Company Limited by Guarantee, Registered in England & Wales. Company number 08676376.

Home-Start Greenwich is a Charity Incorporated Organisation registered April 2022 number 1189897
Registered office and principle address: School House, Whitworth Road, SE18 3QA

- to safeguard, protect and preserve, the good health, both mental and physical of children and parents of children;
- to prevent cruelty to or maltreatment of children;
- to relieve sickness, poverty and need amongst children and parents of children;
- to promote the education of the public in better standards of childcare;
- **To offer a range of universal and targeted services to meet the varying needs of children and families.**



Our activities are carried out principally but not exclusively within the area of Royal Greenwich in South-East London.

Organisation Information

BOARD OF DIRECTORS & TRUSTEES

The directors of the charitable incorporated company (the charity) also serve as its trustees for the purposes of charity law.
The trustees and officers who served during the year, and since the year end, were as follows:



Kingsley Hyne, Chair



Joey Sheridan



Carolyn Herbert



Sara Gorgoni



Elizabeth Aderoju
Resigned on 4th February 2025



Joanna Lewins



Zethu Makatini



Amy Copeland



Kaan Azmi



Jaspal Manku
Appointed on 15th July 2025

Key Executive Personnel



Leann Cross
Chief Executive Director CEO



Jackie Freeman
Contracted Finance Director
Appointed October 2024



Rachel Cope
Director of Operations COO



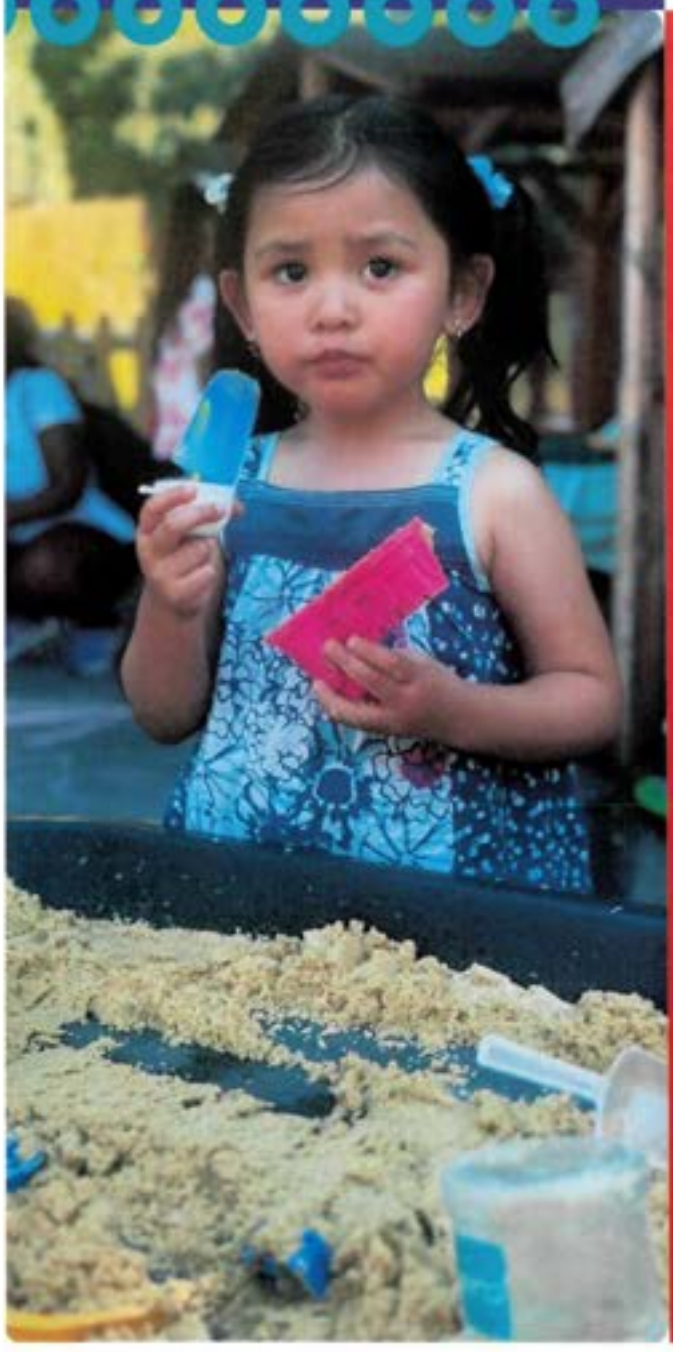
Mirela Siminiceanu
Director of Safeguarding & Services

John Egan
Director of HR, People & Strategy
(vacant since 4th April 2025)

Organisation and Structure

The trustees, who also serve as directors, together with the Directors' Management Team, comprise the key management personnel of the charity. They are responsible for directing, controlling, running and operating Home-Start Greenwich on a day-to-day basis.

The Director serves as the Chief Executive Officer (CEO) of the charity and works alongside the Operations Director (COO), the Director of Safeguarding and the Director of HR, People and Strategy. Together, they form the Leadership Management Team, which is responsible for delivering the strategic plan and supporting both the wider workforce and the broader organisational objectives.



Related Parties & Co-Operation with Other Organisations

Apart from the trustees and specific transactions disclosed in the notes to the financial statements, there are no related parties as defined by the Companies Act. However, the charity maintains a close working relationship with the Royal Borough of Greenwich and Home-Start UK.

Our work with children and families is significantly strengthened through effective partnerships with colleagues in the Royal Borough of Greenwich, our health partners and voluntary sector organisations. These collaborative relationships ensure that the range and quality of resources and support available remain consistently high, enabling us to deliver greater impact within the community.

Section 1: Chair's Statement

As we reflect on the year 2024–2025, Home-Start Greenwich has continued to rise to the challenges facing our diverse and vibrant community. We have expanded our reach, deepened our impact and delivered innovative, responsive services that meet families where they are, whether in their homes, in our centres, or out in the community.

This year we've seen a remarkable doubling of our volunteer base, a testament to the strength of our community and the growing recognition of the value of peer-led support. Our volunteers are the heart of our work and their dedication has enabled us to reach more families than ever before.

I would like to extend my heartfelt thanks to our volunteers, staff and leadership team for their unwavering commitment, creativity and compassion. Your work has made a real difference.

Over the year, we have:

-Responded to a 22% increase in referrals, reflecting both the growing needs of families and the trust placed in our services.
-Supported **263 families** with 1:1 family and volunteer support and reached 1,836 families through group programmes.
-Delivered over 24,000 hours of funded childcare and holistic support for families with two-year-olds.
-Welcomed over 4,000 children and their families into our seven Children's Centres for integrated, specialist support.
-Launched a new nursery at the Eglinton School site, expanding access to high-quality early years education.
-Successfully introduced our Family Hub Youth Offer, extending our support to older children and young people.
-Delivered over 300 early years sessions and supported 250 families with SEND needs, helping children thrive in their development.
-Participated in the public consultation on the proposed reduction of Children's Centres, advocating for the protection of vital services and amplifying the voices of families who rely on them.
-Introduced a Forest School at Plumstead Nursery, transforming outdoor learning and wellbeing for children.
-Took part in the #My2Hours campaign, boosting volunteer engagement and community awareness.
-Shared the powerful Unheard Voices film at the Child Poverty Summit, highlighting the lived experiences of families in Greenwich.
-Launched new community theatre classes, Tiny Feet dance sessions, SENDsory groups, and Baby Me Fit classes (each designed to support wellbeing, connection and confidence).
-Strengthened our governance through audits, reviews, and strategic planning, ensuring our services remain high-impact and resilient.
-Continued to support families facing food and fuel insecurity, and those newly arrived from Afghanistan and Ukraine, through strong local partnerships.
-Expanded our staff wellbeing and support programmes, including Employee Assistance and learning opportunities, to retain and nurture our dedicated workforce.



Listening to families and responding to their needs remains at the heart of everything we do. When we identify a challenge, we respond; collaboratively, intentionally and with care.

Home-Start Greenwich is deeply embedded in the local community. This year, we were proud to participate in borough-wide celebrations and events, including Black History 365, community festivals and local campaigns that reflect the richness, diversity and resilience of Greenwich.

We are especially grateful to the Royal Borough of Greenwich and to our many partners for their ongoing support, trust and collaboration.

Together, we are creating a stronger, more inclusive future for families. One rooted in compassion, connection and community.

Thank you for being an essential part of this journey.

Kingsley Hyne
Chair



Section 1: Director's Introduction

Welcome to our 31st Annual Service Report.

This year marks an important milestone: 31 years of Home-Start Greenwich supporting vulnerable young families across the Royal Borough of Greenwich. Since our founding in 1993, we have grown into a trusted, community-anchored organisation, recognised for delivering high-quality, compassionate support and forging strong partnerships across both the statutory and voluntary sectors.

IIn 2024–2025, we continued to respond to the evolving needs of our community with resilience, innovation, and care. Our incredible volunteers, students, and interns have been instrumental in breaking down barriers to access, ensuring that families receive the right support at the right time. Their energy and dedication have enabled us to expand our reach and deepen our impact.

The lasting effects of the Covid-19 pandemic, combined with the ongoing cost-of-living crisis, have continued to place immense pressure on families, particularly in the areas of mental health, domestic abuse, poverty, and early child development.

In response, we have strengthened our Early Years services, delivering over 300 targeted sessions to support children's learning and language development, while also providing vital SEND support to over 250 families.

This year's achievements reflect the collective effort of a passionate, skilled team and a committed network of partners. I am proud of what we've accomplished together and confident in the road ahead as we continue to champion and support families across our borough.

We are proud to have launched several new initiatives this year:

- The Family Hub Youth Offer, expanding our reach to older children and young people.
- A new nursery at the Eglinton School site, increasing access to quality childcare.
- A vibrant Over-60s programme, Community Café, and Community Dining at Brookhill, fostering intergenerational connection and wellbeing.
- Our ARC Partnership and EPEC ICB panel presentation, which have strengthened our collaborative and evidence-based approach to family support.



Over 60's programme in partnership with Marlborough Highways in Brookhill Children's Centre

We also made significant strides in sustainability this year, reducing our carbon footprint by 15% through the adoption of eco-friendly practices. Our volunteer base grew by 20%, and we delivered over 1,000 hours of training to staff, volunteers, and parents; demonstrating our commitment to investing in the future of our workforce and the wider community.

This year also brought a pivotal moment for the future of local family services. We actively participated in the public consultation on the proposed reduction of Children's Centres in the borough. While we welcomed the opportunity to engage directly with families and stakeholders, the potential reduction in services poses a serious risk to our most vulnerable residents. We heard powerful testimonies from parents and carers about the life-changing support they've received. Testimonies that must remain central to any decisions made. We remain steadfast in our commitment to advocating for a model that protects access, promotes equity, and ensures early intervention, because the cost of inaction is simply too high.



HOME START Greenwich



On a personal note, I was proud to take part in the October RunThrough 5K race at Greenwich Park. A fundraising effort that not only raised awareness and support for our work, but also reminded me of the importance of wellbeing, health, and perseverance. The experience of training, pushing through physical and mental barriers, and crossing the finish line mirrored the journey many of our families face. It reinforced my belief that when we invest in our own resilience, we are better equipped to support others.

As a local employer, we continue to champion a resilient and sustainable employment pathway across the early years and voluntary sectors; both of which face ongoing recruitment and retention challenges. Our wellbeing and learning initiatives have helped support staff morale and professional growth during a time of sector-wide strain.

Despite financial pressures and rising demand, our strategic and operational plans have delivered meaningful service improvements and greater stability, particularly within our Early Years provision. We are proud of the progress we've made and we know there is still more to do.

To everyone who has walked this journey with us; our staff, volunteers, partners, funders, and families: Thank You! Your unwavering support continues to make the seemingly impossible, possible. Together, we are ensuring that every child gets the best start in life. **Because childhood cannot wait.**

Leann Cross

Chief Executive Director CEO

Our Mission

At Home-Start Greenwich, we envision a society where every parent is empowered with the support they need to give their children the best possible start in life. We stand beside families during the most critical moments, because childhood can't wait. As a community-rooted charitable organisation, we are powered by a dedicated network of trained volunteers and expert practitioners. Together, we deliver inclusive, integrated services that nurture the potential of every child and family. We are committed to making a meaningful impact on both individual development and community wellbeing. Our ambition drives us to grow and evolve, expanding our reach, deepening our expertise and continuously improving our holistic approach. With a "family first" ethos, we strive for excellence in care, learning and support; ensuring every child and family feels seen, valued and uplifted.



The work of every Home-Start in the UK centres around the three key themes of:

- Family: Families must have **at least one child under the age of five** to be supported.
- Volunteers: are the lifeblood of Home-Start. The organisation simply would not exist without local people giving their time, energy, skills, experience and passion to support families.
- Communities: helping the local community through extended, skilled support networks.

We achieve our mission through:

1. **Volunteer Home-Visiting Support Service**
2. **Targeted Interventions & Family Support Groups**
3. **Quality Childcare and Early Education settings**
4. **Children's Centres services Universal Family Support**
5. **Community Centre and Family Hub delivery**
6. **Volunteering & Employability Pathways**



Our Mission

What we do:

Home-Start Greenwich delivers a wide range of specialist family support services in the home, across the seven Children's Centres and four nurseries we manage, as well as through other early learning settings and community centres.

Our programmes are delivered by trained community volunteers and professional staff, working side-by-side to meet the needs of families. In addition to our core services, we provide vital support including advocacy, emergency assistance, and help with food, fuel, clothing, childcare, and other essential needs; ensuring that the most vulnerable families are not left behind.

Our tagline, "Because childhood can't wait", reflects our belief in the power of early intervention and the lifelong impact it can have on a child's health, wellbeing and development.

Every year, over 4,000 families access Home-Start Greenwich services. Our unique 360 one-stop-shop approach ensures that trusted relationships remain at the heart of the support we provide; combining emotional and practical assistance to deliver real, life-changing outcomes for families.





Home-Start Greenwich is deeply embedded in the local community:

- **As a frontline service provider working alongside the Royal Borough of Greenwich Early Years and Family teams**
- **As a major local employer, with over 60% of our workforce living locally**
- **As an education partner, providing placements for students in social care and childcare**
- **As a volunteer-led organisation, recruiting, training, and upskilling local people to deliver community-based support**

Each year, over 30 local residents train with us as volunteers. Alongside student placements, they contributed over 4,200 hours of in-home support to more than 200 families. In collaboration with our dedicated staff teams, we provided services to over 1,800 families across the borough.

Our Strategy

To achieve our Mission, we have identified six Strategic Priorities.



At the heart of our strategy is a commitment to delivering **Impactful Services;** improving the quality of all our services and ensuring they are delivered consistently to everyone, everywhere. We aim to be recognised by Home-Start UK, Ofsted, our commissioners, and (most importantly) the families and communities we serve, as a model of excellence in practice.

To achieve this, we have identified five strategic priorities that underpin and enable our goal of delivering Impactful Services:

1. Destination Workforce

We are committed to building an organisation where people want to work and volunteer. This includes investing in a strong, inclusive culture and supporting the professional growth and wellbeing of everyone in our team: staff, volunteers, and students alike. We want Home-Start Greenwich to be known as a great place to work, learn and make a difference.

2. Effective Organisation

Strong governance, efficient systems, and well-designed processes are essential. By streamlining how we work, we empower our people to collaborate effectively and focus on achieving our mission.

3. Partnership Possibilities

We will continue to nurture and grow collaborative relationships; with commissioners, service providers, and our wider community. By working together, we can amplify our collective impact and improve the lives of children and families across Greenwich.

4. Shout About It

We are committed to transparent and impactful communication. We will share the stories, outcomes, and data that demonstrate our value, ensuring our work is visible and our impact is understood.

5. Financial Foundations

We will continue to strengthen our financial resilience; ensuring sustainability, enabling growth, and unlocking new opportunities to support families now and in the future.

This report outlines the strategic highlights and key projects delivered during the financial year April 2024 – March 2025. It reflects our progress, celebrates the contributions of our people, and reaffirms our commitment to ensuring every child gets the best possible start in life.

Impactful Services: Our Volunteer Scheme & Family Support

While the majority of families we support live within the Royal Borough of Greenwich, our reach extends into neighbouring boroughs, including Lewisham and Bexley. Improved transport links have also brought families from further afield, including parts of East London. The ongoing housing crisis and the rise in temporary housing arrangements mean that more families are moving across borough boundaries; many of them in urgent need of support. In response, we have worked closely with other Home-Start branches across London to ensure a smooth transition and help families integrate into their new communities.

We are steadily progressing towards a sustainable, borough-wide home-visiting support programme by 2026. An ambitious goal that will ensure no family is left without access to personalised, in-home support.

This year, we were commissioned by the Royal Borough of Greenwich to deliver family support services in Central Greenwich, reinforcing our trusted role within local service delivery. In addition, we received funding to deliver impactful initiatives such as Empowering Parents, Empowering Communities (EPEC); a parent-led programme focused on improving parenting skills and strengthening community engagement across Royal Greenwich.

263 families received 1:1 family support.

100% of those families reported achieving positive outcomes in one or more areas:

70% improved emotional wellbeing and social networks

70% saw progress in managing home, money and employment

60% improved boundaries and daily routines

We distributed:

Over 250 food bank and **over 160 fuel bank** vouchers, helping to ease financial pressure and stress for families facing hardship.

Over 260 families received donations and grants, including:

food, clothing, toys, baby equipment, and white goods, supporting essential household needs.

36 families received personalised support, guidance and advice to help them move towards employment opportunities.



- **Over 120 parents** reported:
  1. **increased knowledge, confidence and parenting skills, feeling more equipped to support their children's developmental and emotional needs.**
  2. **improved family relationships** as a result of engaging in key programmes, including: Empowering Parents, Empowering Communities, Connecting from the Start, Army Project, Big Hopes Big Futures, Solihull, Wellbeing Welcome.
- 9 in 10 children (400+) have been supported to access free Together for Two's early learning education.
- Thanks to the support and guidance from our family support team, **28% of families on a Child Protection Plan (CPP) or Child in Need (CIN) Plan successfully stepped down from social care intervention,** reflecting the effectiveness of early and sustained support.
- Over **46 trained Volunteers**, delivered over 5000 hours of Volunteer time in kind supporting families in their home and/or at the children's centres.

Celebrating Inclusion: Digital Volunteer of the Year Award



Home-Start UK's Digital Volunteer of the Year - Lesley Walmsley

This year, we were proud to see one of our volunteers, Lesley Walmsley, recognised as Home-Start UK's Digital Volunteer of the Year for her outstanding contribution as a British Sign Language (BSL) interpreter. Lesley's support has significantly advanced our work in making services accessible to Deaf families in the borough.

Recruited by one of Home-Start Greenwich Family Support Coordinator during a joint visit with the Health Visitor Team, Lesley joined our organisation after completing the Volunteer Preparation Course.

Her professional expertise has played a vital role in supporting effective communication between staff and Deaf parents, especially during a Video Interaction Guidance (VIG) intervention.

Her involvement ensured a Deaf mother could fully participate in the intervention process, leading to improved outcomes for her and her two children. This support not only empowered the family but also exemplified our commitment to inclusive practice.

Beyond direct family support, a BSL interpreter involvement sparked broader organisational change. The Family Support Coordinator who worked alongside her completed Deaf Awareness training through the Royal Association for Deaf People and then went on to train the entire Wellbeing Team.

This investment in awareness has laid a strong foundation for greater advocacy and inclusivity across our services. This volunteer's contribution also led to operational benefits, including cost savings on interpreter fees, greater service flexibility, and improved compliance with accessibility standards. Her role has been a valuable asset in helping us create a more inclusive and equitable environment for all families.

This initiative has opened the door to new opportunities. We have been invited to take part in discussions with Home-Start UK about piloting a national Deaf community engagement programme, led by Home-Start Greenwich.

This work demonstrates how professional volunteering can expand access to essential services, reduce inequality, and strengthen community connections which are core values of our mission at Home-Start Greenwich.



*"**(Mum)** Home-Start Greenwich's Support opened doors for me. Thanks to HSG I've gained strength and improved my relationship with my children. I've never had a support like this. Never. I really appreciate them both - Lesley and HSG Coordinator. They've saved my life!"*

Our Children's Centres (Central Greenwich)

Home-Start Greenwich delivers an integrated model of Children's Centre services across the Central Greenwich area, in partnership with local delivery partners. This geographic area includes the integrated Children's Centres at Woolwich Common (Eglinton), Woolwich Barracks (Mulgrave) and Woolwich Dockyard (Cardwell).

We are delighted to be working in close partnership with the Bromley Healthcare Health Visiting team and the Lewisham and Greenwich NHS Trust Midwifery team as we continue to develop our sites at Brookhill, Mulgrave, and Eglinton. Their collaboration has been instrumental in expanding the range of services available to parents, helping us to provide more accessible, joined-up support for families across these centres.



We registered **5627** children, which represents **97%** total number of children under 5 living in our area.

4849 children have been seen at our centres.
1,908 of these are under two.
82% of babies in our area.

422 fathers and **394** lone parents have used our services

402 children living in workless households have accessed support, free learning and play opportunities.

We offered over **372** activities and sessions throughout the year in partnership with service providers, health and midwives.

At Home-Start, parents' and children's voices are at the heart of everything we do. We are committed to continuously developing our services in response to the needs and feedback of the families we support.

Over the past year:

- 251 parent evaluations were completed, with an impressive **96% satisfaction rate**
- 172 suggestions led directly to meaningful changes in how we deliver our services
- 79 compliments highlighted how much families value and appreciate the support they receive

This ongoing dialogue with families ensures our services remain relevant, responsive, and rooted in the lived experiences of our community.



Our Exceptional Early Years

Create, Play, Explore through Loose Play

Our vision for early years and childcare is to provide high-quality, enriching experiences that stimulate children's early learning and development. Through loose parts play, we encourage children to explore, discover and create, nurturing their curiosity, imagination, and confidence.

We are committed to offering families access to play-based education and care facilities, creating opportunities for parents and children to learn together through play.

We also recognise that a child's early education and wellbeing are closely linked to the broader family environment. That's why, alongside our early years provision, we offer tailored early intervention support, helping families address challenges and build strong foundations; so that parents can focus on giving their children the best possible start in life.





Our focus stays firmly on:

- Embedding and extending the early years' framework
- Developing SEN and transition support
- Extending training for transition and development work
- Better identification of learning needs
- Providing first class, nurturing early years' learning environments
- Extending opportunities to learn and play in supportive external environments
- Sharing our spaces and 'live' learning with the community

Forest Schools and Our Nature Spaces

In October 2024, families were invited to take part in Plumstead Day Nursery's Forest School initiative, making the most of our newly redeveloped outdoor learning space. This initiative encouraged hands-on exploration, environmental learning, and connection with nature, fostering children's curiosity and wellbeing.

With generous support from Elite Landscapes, who funded the redevelopment, families joined us to plant new botanicals and engage in outdoor activities that promote learning through nature.

Parents feedback: They felt closely connected to our space and activities that also transcended into building closer relationships between themselves, as families. They had the opportunity to share experiences of being parents and share ideas to support each other's needs from the perspective of 'what it means to be a parent'.

What were the one or two most helpful things of the activities for you personally?

"I feel part of the Plumstead Day nursery. Even though Jasmine is now at school, we love attending your events still to be part of the whole experience. We feel that we belong here, and Jasmine always speaks about her nursery to her school friends."

"Your event inclusion is brilliant. I enjoy coming to every time you plan something. Stefanie takes so much joy out of our presence and your games are so much fun"

Youri (dad)

All Childcare settings across Home-Start Greenwich are rated Ofsted graded 3 (Good), across all four core inspection categories.

Our Early Years' spaces are at:

- Plumstead Day Nursery and Together for Twos creche
- Brookhill Together for Twos creche
- Slade Together for Twos creche
- Eglinton Nursery (opened September 2024)

Ofsted conclusion

Excerpts from reports:

- **Quality of Education** - Leaders of the nurseries ensure that the needs of children and families are at the heart of the curriculum. The curriculum is well-sequenced and builds upon what children 'Can Do' Children access high-quality and diverse learning experiences, so no child is left behind.
- **Behaviours and Attitudes** - Staff set high expectations of children's behaviour and are highly experienced in supporting children to understand the expected behavioural boundaries and attitudes towards learning.
- **Personal development** - Staff set high expectations for all children's learning, including those with special educational needs or disabilities. They organise the learning areas well and plan activities that capture children's interest and imagination.
- **Leadership and Management** - is well structured and ambitious with high expectations for all children. All children acquire essential skills for their next stage of learning, including starting school.

Volunteers, work experience, apprenticeships, Students

- 41 volunteers, 47 work experience students from 19 colleges.
- 10 volunteers entered study from Level 3 Childcare qualification 6 students gained a level 3 qualification 1 student achieved a distinction.
- 2 Volunteers gained employment with Home-Start Greenwich.
- 6 SEND students

This year, we strengthened our partnership with Woolwich Polytechnic School, and for the first time, welcomed 10 male students for work experience placements across all our sites. The students were actively engaged. Feedback from the students was overwhelmingly positive, with several expressing a genuine interest in pursuing careers in Early Years education. As a result of the successful placements, Home-Start Greenwich has been invited to speak to the next cohort of work experience students; a promising step towards encouraging more young men into the Early Years workforce.

Our Community Centre Offer



The Welcome Café at Brookhill Children's & Community Centre will offer a variety of services designed to support families and promote community well-being:

1. Affordable and Nutritious Food: The café will provide delicious, affordable meals to families, helping to ensure everyone has access to healthy food options.
2. Cooking and Nutrition Workshops: Specialist guidance on how to cook healthy, nutritious meals at home will be available through cookery clubs and nutrition workshops.
3. Positive Parenting Activities: The café will host activities that promote positive parenting skills, offering a supportive environment for parents.
4. Perinatal Mental Health Support: Bespoke support for perinatal mental health and parent-infant relationships will be integrated into the café's offerings.
5. Community Space: The café will serve as a safe, friendly and inclusive space for families to connect and access various support services.

These services aim to create a vibrant community hub where families can gather, learn, and support each other.

Cllr Matt Morrow, Cabinet Member for Children and Young People, said:

"There is a huge range of support on offer for families, from free activities and early learning for children right through to financial advice and wellbeing support for mums, dads and carers. Family Hubs are making life easy by putting it all in one place - providing the support families need, in the ways they need it. The Hubs are growing rapidly and I know that many families are already feeling the benefit."

Leann Cross, Director, Home-Start Greenwich commented:

"We're all really excited about the launch of the new family hub. We know that many families within our local community are feeling the strain right now, so being able to provide them with a safe space where they can access a range of support, as well as expert food education and nutritional advice, is invaluable."

Dominic Honeysett, Executive Chef of London Greenwich, Chartwells said:

"We're looking forward to working with the team at the Brookhill Children's and Community Centre on a long-term basis, supporting the volunteers to create delicious and healthy meals for those who visit the hub, as well as working closely with them to deliver more activities, so we can help equip families in the local area, with the knowledge and confidence to create healthy and nutritious meals at home too."

Our families said:

"After three months of support from Home-Start Greenwich, I received my biometric card. My Family Support Coordinator connected me to Welfare Benefits and supported me to secure Universal Credit and Housing Benefits. The volunteer supported me to obtain child benefit, which was backdated, and I received £2,000. With this money, I was able to secure a spacious one-bedroom flat with a kitchen, toilet and living room. I now feel secure in my own accommodation."





"We have been lucky to have you at our most difficult times."

"I want to say Thank You for your support for me and my daughter through this time. We have been lucky to have you at our most difficult times! Thank you and I wish you all the best!"

"I wanted to take a moment to express my deepest gratitude for all the support and assistance you (Wellbeing Support Worker) have given me and my son. Your guidance and encouragement have been invaluable, and I cannot thank you enough.

Without your help, I wouldn't have been able to access Disability Living Allowance, which has been a tremendous relief for us. Additionally, your encouragement gave me the courage to send my son to school, a decision that has brought us immense joy.

Your wealth of knowledge about the various free activities for kids in the Royal Borough of Greenwich and neighbouring areas has been truly eye-opening. Thanks to you, I've been able to explore so many wonderful opportunities with my son without worrying about the cost.

I'm particularly grateful for the information about the monthly passes for places like the London Aquarium and the heavily discounted tickets for the London Zoo. These opportunities have allowed us to create unforgettable memories together.

Furthermore, the stay and play sessions at Brook Hill have been a fantastic resource for us, and I'm thrilled to have discovered them through your recommendation. I also want to extend my thanks for all the toys you gave. They have brought my son so much joy.

Once again, thank you from the bottom of my heart for your unwavering support. Your kindness and generosity have made a world of difference in our lives, and I am truly appreciative."

Our Special Educational Needs & Disability Services

At Home-Start Greenwich, inclusion is at the heart of everything we do. All our settings are welcoming and accessible to all children and families. However, we recognise that some families require more tailored support to meet their children's individual needs. Since 2021, we have seen a steady increase in the number of children and families with SEND engaging with our services. In response, our team has strengthened partnerships with local schools and statutory services to ensure that children with SEND receive the support they need to thrive.

A key focus has been on supporting positive transitions into education from our childcare and crèche settings. By working closely with families and professionals, we help ensure that each child's unique needs are understood, respected, and met; laying strong foundations for their future learning and development.

Key achievements

- **Transition support for SEND enhanced**
- **Enhanced training for musical instruments, sensory toys and equipment**
- **Our settings have delivered over 24,000 hours of funded early education for 2-year-olds**
- **Targeted SEND programme opens to all**

Embedding Inclusion – Our SEND Support Across Settings

Across all our settings, SEND support is embedded within our daily provision. We are committed to creating inclusive, nurturing environments where every child can thrive. This includes:

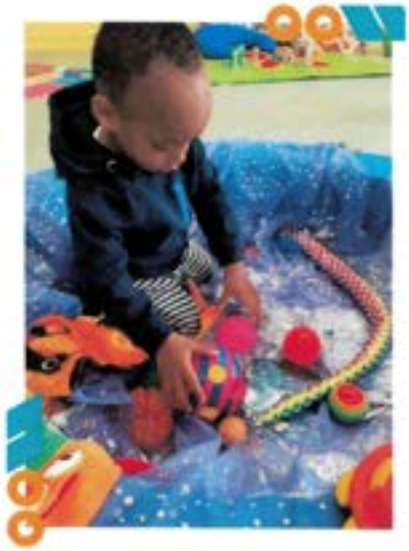
- Increased staff-to-child ratios
- Larger, accessible spaces tailored to children's needs
- Close partnerships with specialist external providers

Our staff are highly skilled in advocating for children and families, not only post-diagnosis but also through the early stages of need identification, ensuring every child receives appropriate support along their learning journey.

To ensure our services continue to reflect and respond to local needs, we work closely with three specialist parent-led volunteer groups and community partners, enhancing our SEND offer through targeted, inclusive programming:

- Autistic Inclusive Meets (AIM) Community Group
- Special Children's Group – in partnership with The Bridge & Anchor Centre
- Down's Families Group

These partnerships allow us to complement our standard provision with specialist support, ensuring children with additional needs—and their families—feel seen, supported, and empowered within our services



Strengthening Transitions and Expanding Our SEND Support

For children moving on from our settings, we work closely with local schools to extend transition periods and enable support visits from key professionals. This helps ensure that both children and families feel confident and prepared for the next stage in their educational journey.

To further support families, we have developed a comprehensive transition programme, helping parents make informed decisions about choosing the most appropriate school for their child's individual needs.

Over the past year, we identified a significant gap in support due to delays in external assessments for children with possible additional needs. In response, we secured three-year funding to strengthen our in-house SEND provision, including the recruitment of a dedicated Early Years SENCO.

This has enabled us to launch a structured, in-setting SEND support programme that focuses on:

- Timely interventions and personalised strategies
- Inclusive environments where every child can thrive
- Specialist collaboration to provide tailored support
- Practical training and development for staff to embed early intervention
- Strong, trust-based relationships with parents to support their child's learning journey

We have also made significant progress in developing our Autism Awareness training programme for staff and families. We are extremely proud of what our early years team and volunteers have achieved to ensure that children requiring additional support are seen, understood, and empowered to reach their full potential.

Destination Workforce

People are also at the heart of our organisation. We look to the community to support and explore local employment in the first instance.

Key highlights

WINNER Staff Development AWARD







Students taking part in Early Years Sports Day

Over 50 Students joined us from over 20 Educational settings learning new skills and exploring Childcare, Social Care, Family Support, Business Administration and Food and Hospitality

- **Driving our apprenticeship initiative in the early years space by adding 3 new EY level 3 students.**
- **Driving our internal capacity planning, by offering apprenticeship and management development opportunities from levels 5-8.**
- **Developing our internal HR capacity through formal successful academic development.**
- **Celebrating 5 internal promotions and 9 previous volunteers moving into paid job roles.**
- **Continuing to support our local labour force by employing almost two-thirds of our workforce from within the Greenwich borough.**

Destination Workforce

Integrated learning and staff benefits

- Working with volunteers, leading to 81% of our volunteers moving into employment and 19% progressing to further education.
- Our integrated range of accredited training and learning pathways, employment fayres and employment workshops, alongside the volunteer flourish together programme has helped upskill and create opportunities for both volunteers and staff alike.
- Our staff benefits include discounted Childcare places, Tech scheme, Cycle scheme, the Blue light card and the Greenwich one-card.

Metric	Result and findings
Total staff (average)	61
Internal promotions	5
Volunteers moving into paid roles	9
Redundancy	7
Percentage of our staff living in the Royal Borough of Greenwich community	42%
Unique team member capabilities (valuable, rare, inimitable, and non-substitutable)	Our key organisational differentiator is our unique and diverse staff capabilities. This helps us to have a meaningful and insightful understanding of the HSG context and our mandate. This is demonstrated in our shared and deep knowledge of our community.
Turnover and recruitment	· Recruitment in the EY space, core delivery staff and for managerial and specialist roles remains challenging. · The charity sector shows broad fluctuation in salary and EVP elements with HSG's challenge of retaining key staff. · In the year we saw 7staff leave and 3 be employed. This included 2 bank staff in permanent position.

Partnership Possibilities

Our local business Partners

Our Commitment to Local Employment and Ethical Practice

As one of the largest charity employers in Greenwich, Home-Start Greenwich is proud to employ over 60 staff, with 42% of our team living within the local community. We are committed to being a London Living Wage employer, ensuring our staff are fairly compensated for the valuable work they do. We also prioritise supporting the local economy by buying local wherever possible and working with local suppliers and contractors. This approach strengthens community ties, supports small businesses, and ensures our operations reflect our values of sustainability, fairness, and community investment.

How much and how we spend our money in the local community

Over 30% of our expenditure is spent with other local businesses, which equates to just under £200,000 back into the local economy.

Local Spend Breakdown	Amount £
Partnerships	6,884.20
Service Providers	14,713.00
Suppliers	125,818.71
RBG Schools	49,041.82
	196,457.73

Partnership Possibilities - Projects

Empowering Families, Empowering Communities

Commissioned by the South-East London Integrated Care Service in partnership with South London and Maudsley Trust.



Empowering Parents, Empowering Communities (EPEC) is a group parenting intervention, delivered by parents who have themselves previously participated in a parenting group and have undertaken the ten-week EPEC training programme for peer facilitation.
We delivered three EPEC parent groups, over 8 weekly two-hour sessions, by two certified EPEC peer facilitator group leaders, with 27 parents attending in total.

Sessions covered strengthening the parent-child relationship through positive communication, developing parental sensitivity, safe care and child-led play. Through the programme, parents reported that they learnt a range of positive parenting skills, better understanding of their children's feelings, value effective parent-child communication and how to build better, more resilient family relationships.

- **95% of parents reported that the programme developed their understanding of positive parenting.**
- **94% of parents reported that the programme developed their parenting skills and confidence.**
- **98% of parents reported that the programme met their expectations and were satisfied with the programme.**



Feedback from Caregivers

"I learnt to express my emotions and acknowledge my children's feelings in a positive way"

"I have learnt how to communicate with my child"

"This course really helped me grow. I have learnt so much about myself to enable me to be a better parent"

"The sessions and the facilitators were absolutely wonderful"

"The best things are a sense of community, learning and sharing ideas with other parents and having a safe space to share"

"Fantastic sessions. Equality, diversity and inclusion is handled perfectly"

Army Families Building Resilience

Commissioned by the Army Covenant Fund and Army Volant Charitable Trust.

Thanks to grant funding, we were able to extend vital support to Army families based at the Woolwich Army Barracks, delivering targeted programmes to address mental health, isolation, and the unique challenges military families often face.
Our projects focused on reducing parental loneliness and anxiety, fostering a sense of community, and improving emotional well-being through a range of accessible and impactful services.



Emotional and Practical Support: Through our befriending programme, volunteers provided one-to-one support via regular home visits, reducing isolation, improving emotional resilience and providing respite. **Improved Access to Services:** Families received assistance navigating health, employment, education, benefits, and local services. **Targeted Mental Health Support:** We facilitated access to child and adult mental health services, ensuring families received timely and appropriate care. **Grants for Essentials:** With the help of additional donations, we secured items such laptops, and essential vouchers for families in crisis.

Parents' Feedback:

"The after-school club has been a great space for me and my daughter to connect. We cook together, have fun and talk more now, which didn't happen before."

"The weekly Tea and Toast sessions gave me a reason to get out and talk to others. It's been a lifeline—especially with everything happening around us lately."

Program Highlights:

- **After-School Club (Family Meal & Learning Sessions):** We introduced a weekly after-school club offering board games, homework help, refreshments, and meal preparation sessions. These cooking sessions not only taught practical skills but ensured families left with a nutritious meal—supporting both learning and well-being. After-School Club also provided a safe, supportive environment for families to connect and engage through shared activities, promoting stronger parent-child relationships and reducing social isolation.
- **Tea and Toast Mornings:** In response to rising local concerns—such as knife crime, vandalism, and financial stress—we launched a weekly "Tea and Toast" session for Army parents. This welcoming drop-in space allowed parents to share experiences, connect with one another, and access meaningful support.

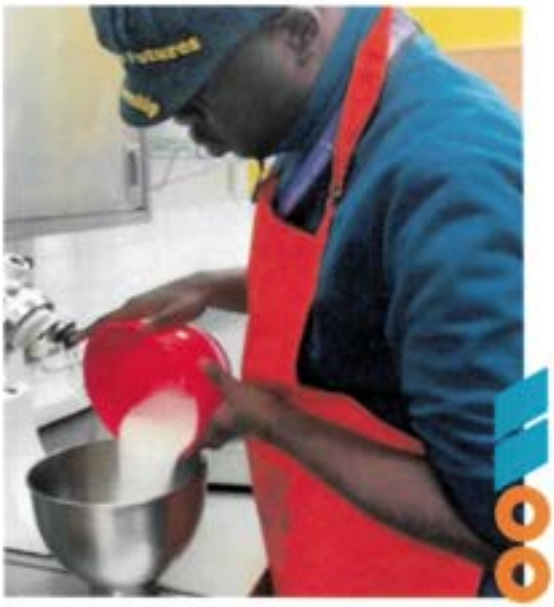
Lasting Impact:
These initiatives have fostered a greater sense of connection, stability, and trust within the community. They have helped Army families feel seen, supported, and empowered in the face of stress and uncertainty. We are proud to have built a model of wraparound care that combines emotional, practical, and social support—creating a community where families feel truly connected and empowered.



Welcome Café – Internship
Supporting Young Adults with Learning Disabilities

Commissioned by the Army Covenant Fund and Army Volant Charitable Trust.

The Home-Start Greenwich Internship Programme was developed in partnership with the Brighter Futures Foundation, a charity that supports adults with learning disabilities to become more independent in their communities.

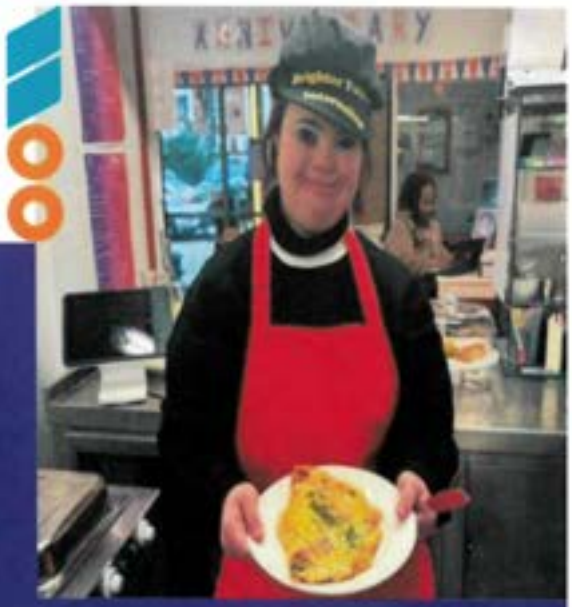


> *"The staff make me feel happy"*
> *Samy (Intern)*

Aim: To give the participants confidence and training, in a safe environment that will allow them to grow.
Together, we have created opportunities for valuable "hands-on" work experience and development, through placements in our vibrant Welcome Café, including Barista and Customer Services training.
The Welcome Café reopened in November 2024 and now serves as a community hub, an inclusive and welcoming space where families can connect, build social networks and reduce isolation.

Visitors benefit from subsidised healthy meals, nutritional guidance and practical advice in a relaxing environment.

The Internship Programme has now been extended, allowing the partnership to grow and enrich initiatives such as Community Meals and Fundraising Events, supporting Healthy Eating Programmes and Family Cookery Sessions.



Future Plans: Looking ahead, we would like to expand the Programme further and offer placements across a wider range of departments, giving interns the opportunity to broaden their skill sets, while gaining a deeper understanding of how our organisation works and the support that we offer to families.

Connecting From the Start (CFTS)

Commissioned by Family Hubs

Connecting From the Start (CFTS) is a parenting intervention and network support group for new parents and pregnant mothers/ couples, delivered by professionals with expertise in infant care. CFTS provide a nurturing and shared-learning sessions to enhance early childcare and parenting skills, fosters parents' network, reduces isolation, raise awareness about key areas of parenting and facilitate access to services in the community.



We delivered three CFTS parent groups, two hours session over seven weeks, facilitated by trained, informed and expertise professionals. **36 parents have attended.** Topics included: speech and language, bonding and attachment, nutrition, play & stimulation, safeguarding, and parental wellbeing. Parents reported that their understanding of key parenting skills have improved, reduced isolation, increased network, enhance confidence, increased access to services, raised awareness of child development, established social connections with other parents and enhance confidence to access Children Centre services and other mainstream and local services which they were not aware about and did not have the confident to access.

Parents' Feedback:

"I attended the first class and fell in love with it. Since then, I have not missed a session. I keep preaching to my friends to attend this class because it eases you into motherhood"

"The class has been really educational. I totally love it! The support given is top notch"

Program Highlights:



- ***8 families were referred for counselling with Mum's Aid***
- ***7 families were supported with food and fuel bank services***
- ***18 families were signposted to children's centre services and Families information service***
- ***5 families were offered ongoing practical support and services from Home-Start Greenwich***
- ***29 Home visits to families were carried out***
- ***28 families were helped with donations of clothes, toys, food and toiletries***
- ***36 Families have attended and completed the Parent Training***

Timeless Together: Supporting the Elderly, Carers and those living with Dementia

Partnered with: Marlborough Highways

HOME START Greenwich

Our partnership with Marlborough Highways began in July 2024 as part of their social value commitment. Together, we launched "Timeless Together"; a monthly, dementia-friendly club held at Brookhill Children's/Community Centre and Family Hub.

The club provides a warm, inclusive environment for around 20 participants who now attend regularly, including elderly residents and their carers. Each session offers engaging, themed activities such as storytelling, singalongs, arts and crafts, and games.

"Timeless Together" is more than just a social event. It helps to combat isolation, build empathy across generations, and foster meaningful connections within the community.

As a dementia-friendly initiative, Timeless Together embraces reminiscence-based activities such as singing and dancing, which have been particularly enriching for those living with dementia. Participants are gently encouraged to take part, helping to raise awareness, deepen understanding and build lasting support networks.



Feedback:

"Everyone helps and supports each other, I have met many friends"



Staff and volunteers from Marlborough Highways play a vital role in **Timeless Together**, generously contributing their time and energy. Through their involvement, they gain valuable insights into working with older adults; a group that can often feel overlooked and isolated. This collaboration **continues to strengthen community ties** and reinforces the lasting impact of our partnership.

Looking ahead, we are excited to expand Timeless Together to include intergenerational sessions with Early Years families; bridging generational gaps and bringing new energy, connection, and joy to every event.

Shout About It

Our 30th year Family Hubs Launch November 2023

HOME START Greenwich

We are excited to have launched our contribution to the national Start for Life and Family Hub: 1001 Days strategy, aimed at delivering lifelong impact for young children and providing broader support for families. The approach complements Home-Start Greenwich's in-home support service, as well as our broader community and volunteer offer.

Brookhill Children's Centre is one of four hubs that form part of the wider Family Hub Network, which includes 23 children's centres and four youth hubs across the borough. The hubs are a first point of contact for families seeking support with financial help and keeping their children happy and active (from pregnancy through to the teenage years).

They offer a free and accessible way to receive consistent support throughout the different stages of parenthood, providing a safe space and seamless services for families when they need them most.

Launch of our Community Café and Welcome Space

Our Community Café will be a welcoming space for families, children, and the local community; providing a safe environment, food education, and low-level mental health support.

The café will offer opportunities for the community to prepare affordable meals, access nutrition expertise, receive weaning advice, and connect with our wider services.

The Community Café will also host parent workshops and baby and toddler-focused activities that encourage food exploration and skill sharing. Our hub partners, **Chartwells and Feeding Britain**, will support this initiative by helping us deliver a weekly free community dining experience, along with essential supplies, cooked meals, nutritional advice and recipes. This offer will foster a strong volunteer network and will also include workshops delivered by our chef and community partners.



Community Centre at Brookhill and School House

This year we further enhanced the community programme on offer for families of all ages. We look forward to having a community event launch to complement our Community Café and Family Hub!

Early Years' Ethos



Embedding Play, Curiosity and Confidence in Early Years
This year, we continue to embed our loose parts play ethos and design across all settings, extending into the home through parent-child play, home learning resources, volunteers, and family support. This approach ensures children can explore, create and thrive in safe, caring, stimulating and sustainable environments.
At the heart of our Early Years offer is the Home-Start Greenwich specialist programme, which supports young children to become curious, imaginative, confident and independent; equipped with the tools they need to grow and learn alongside their peers.

Grounded in the wraparound learning and care model delivered through our Children's Centres across the Royal Borough of Greenwich, we treat play as essential to development. Our nurseries offer carefully designed, enriching experiences based on child-led exploration, helping children transition confidently into full-time education.



Our commitment to curiosity and creativity continues outdoors, where high-quality natural learning environments, modelled on Forest Schools, enable all-weather, free-flow play. Children explore nature, experiment with tools, and develop independence in spaces that encourage sensory learning and imaginative play.
We also take food education seriously. From positive role modelling around food, textures, and smells, to our nutritious, seasonal menus (prepared by our in-house chef in 5-star rated kitchens) we promote healthy choices across all age groups. This offer is expanding to include skill sharing and learning opportunities with parents.
Finally, we continue to strengthen partnerships with schools to ensure smooth, positive transitions for all children, with a particular focus on supporting our SEND children and their families.





A Call to Action

Everyone can play a role in helping Home-Start Greenwich build a thriving community support network.

HOME START Greenwich

There are so many ways to make a difference:

Are you a corporate executive or part of a large organisation?

Choose us as your charity partner. Sponsor an event or project. Share your expertise through mentorships, workshops, training or specialist support.

Are you a working professional?

Do you have charity days or partnerships at work? Could you volunteer with us for a day or recommend us as your Charity of the Year?
Whether you have skills in data, fundraising, media, or design, or simply a few hours, you can help shape our services or even join our Board.
Why not bring your team for a volunteering day and make a real difference together?

Are you retired or have time to give?

Volunteers are the heart of Home-Start Greenwich. Whether supporting families at home, delivering projects, or helping in our centres, you'll receive full training, support, and a rewarding experience with a range of benefits. You can also volunteer as a trustee and join our Board, helping to lead our organisation to success.

Everyone Can Help

Sponsor us, donate, share our work and promote our services.
Volunteer your time, resources, networks or charity budgets.
Together, we can support vulnerable families and build stronger, more connected communities.

Are you a student or work in Further Education, Careers, or Job Centres?

The Early Years and Family Support sector needs a sustainable workforce. The pandemic has impacted recruitment and we need students exploring apprenticeships or work experience to consider our sector. Invite us to speak to your students about careers in this vital field.

Are you active in sports or fundraising events like Ride London?

Fundraising helps us provide essential services.
Just £7 covers the cost of a home visit to a family, reducing isolation and building protective networks around children.
Choose your event, raise funds and help sponsor a family support volunteer.

Are you a parent or expecting a child?

Make use of our universal services: our nurseries, Community Café and community programmes.

If you've used our services, we'd love to hear how the support has helped you.
Share your story, follow us on social media, and help spread the word.

Follow us on social media:

@homestart_greenwich

Donate **Get Involved**

Case Studies

HOME START Greenwich

Student Success Story: TS

TS joined us as one of our first interns from Shooters Hill. Despite living with severe cerebral palsy, he quickly impressed everyone with his remarkable dedication, enthusiasm, and resilience.

During his placement, TS took part in our Stay and Play sessions at Plumcroft and Brookhill TFTs. He actively shared creative ideas with staff, helping to make our learning environments more engaging and inclusive for all.

TS built warm, positive relationships with the children, demonstrating patience, empathy, and a genuine love for his work. His commitment and joy were especially evident when, on his final day, he asked to extend his placement , a true reflection of how much he valued his time with us.

After discussions with his parents and the placement coordinator, we were delighted to extend his placement for another two months. This ongoing involvement continues to nurture TS's personal growth, confidence, and sense of purpose, while also offering meaningful respite and support for his family.

We are incredibly proud of TS and all that he has achieved. He is an inspiration to us all!

T

"Being around the staff has been amazing. They really take the time to understand me and children make me laugh. I've had such a great experience".





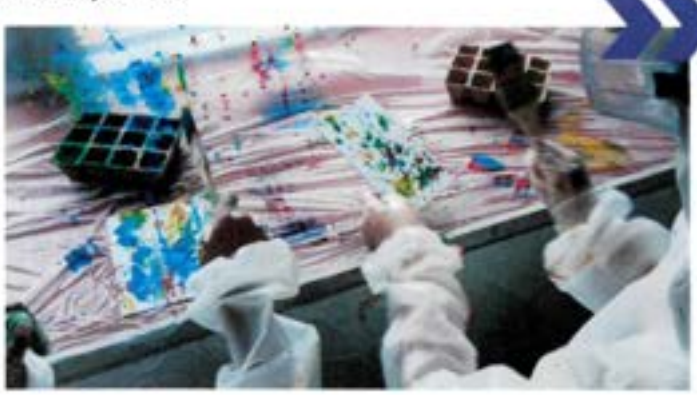
Financial Foundations

Summary of Annual Accounts

Home-Start Greenwich income is generated through commissioned contracts, Early Years income and grants. Expenditure is focused on service delivery activities in line with the charity's objectives of supporting children and families. Remaining expenditure is allocated to essential operating costs, including governance, administration and infrastructure, which enables us to deliver these services effectively and sustainably

Grant funding continues to play a vital role in supporting our work. During the year, we received grants from a range of funders, which were allocated to specific projects and initiatives aligned with our mission. These funds enable us to deliver targeted programs, pilot new services and enhance our impact in areas of greatest need.

Despite a challenging year marked by funding cuts, we successfully managed our resources to maintain financial stability. Through careful cost control and strategic planning, we not only broke even but also increased our reserves. This achievement strengthens our ability to respond to future uncertainties and ensures the sustainability of our services for those who rely on us.





Home-Start Greenwich holds £546,261 of restricted reserves as at 31 March 2025.

Below is a summary of Home-Start Greenwich's annual accounts for the year 2024/2025. Full annual accounts and financial statements are available on request or online via the charities commission.

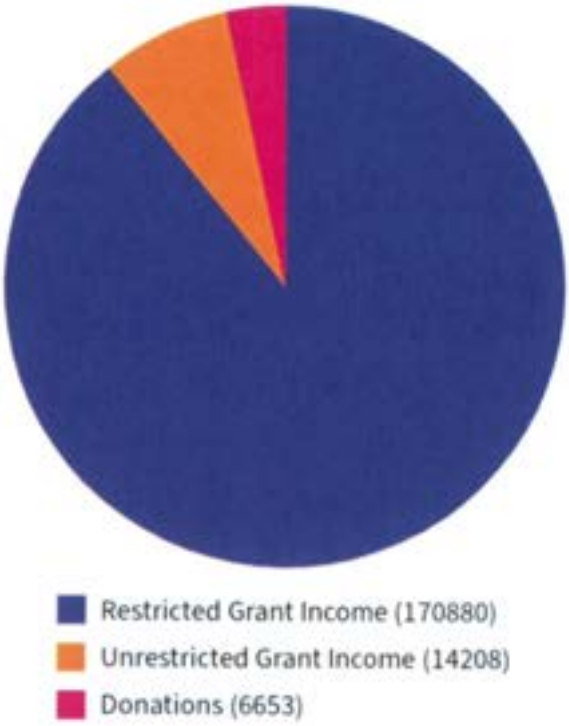
2024/2025

Total Income 3,256,726

Staffing Costs 2,635,889

Operating Expenses 600,814

Net profit 20,023



As the need for our services continues to grow, we are under pressure to sustain a level of income which meets the increasing demand. Every grant we are awarded is a direct result of your support, driving real change where it matters most.

We are incredibly grateful to all those individuals and corporate partners which have supported us this year.

Together, we can go further. Your continued donations ensures that we can continue to deliver our services, enable us to expand these initiatives and reach even more people in need and plan for the future.

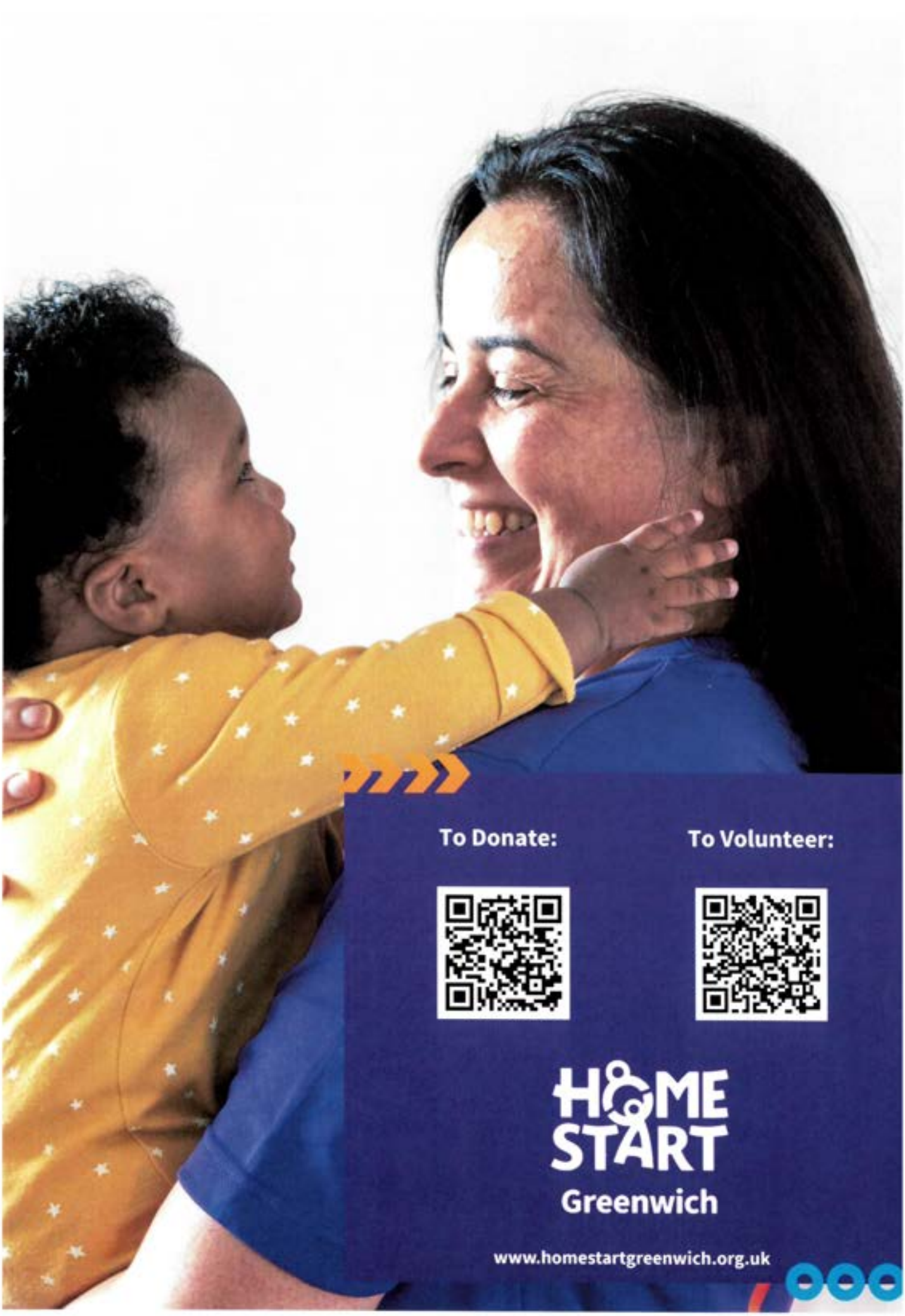
PLANS FOR THE FUTURE YEARS

Home-Start Greenwich aims to accelerate growth by expanding our revenue streams, investing in innovation and strengthening partnerships that drive long-term support and impact for our families and children.

Our strategy focuses on building financial resilience to support our service delivery across the Royal Borough of Greenwich.

We will expand our reach through innovative programs, strategic partnerships and investment in digital solutions that enhance efficiency and engagement. Our goal is to increase income by diversifying funding streams, strengthen reserves to support resilience and scale initiatives that deliver measurable benefits to the communities we serve.

By combining ambition with accountability, we aim to create lasting change and position the organisation for long-term success.


To Donate:
To Volunteer:
HOME START
Greenwich
www.homestartgreenwich.org.uk

Home-Start Greenwich
For the year ended 31 March 2025

Trustees' responsibilities statement

The Trustees (who are also directors of Home-Start Greenwich for the purposes of company law) 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).

Company law requires the Trustees to prepare financial statements for each financial year. Under company law the Trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company 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;
- make judgments and accounting 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; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in operation.

The Trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the charitable company's transactions and disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Independent auditors

Simpson Wreford LLP., were appointed as Independent Auditors during the year and have expressed their willingness to continue in that capacity.

The trustees have complied with their duty in section 17 of the Charities Act 2011 to have due regard to the public benefit guidance published by the Charity Commission.

Signed on behalf of Trustees on



K Hyne

Chair

Home-Start Greenwich
For the year ended 31 March 2025

Independent Auditor's Report to the Trustees of Home-Start Greenwich

Opinion

We have audited the financial statements of Home-Start Greenwich (the "Charity") for the year ended 31 March 2025 which comprise the Statement of Financial Activities, Balance Sheet, Cash Flow Statement and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102: The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the Charity's affairs as at 31 March 2023 and of its incoming resources and application of resources for the year thenended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice ;
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you where:

- the trustees' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or

- the trustees have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the Charity's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

Other information

The trustees are responsible for the other information. The other information comprises the information included in the annual report other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report thatfact.

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006
In our opinion, based on the work undertaken in the course of the audit:

- the information given in the trustees' report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the trustees' report has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception
In the light of the knowledge and understanding of the Charity and its environment obtained in the course of the audit, we have not identified material misstatements in the Trustees' Annual Report. We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept or returns adequate for our audit have not been received from branches not visited byus;
- the financial statements are not in agreement with the accounting records and returns;
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not obtained all the information and explanations necessary for the purposes of our audit.

Responsibilities of the trustees
As explained more fully in the trustees' responsibilities statement set out on page 30 the trustees are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as they determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the Charity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the Charity or to cease operations, or have no realistic alternative but to do so.

Our responsibilities for the audit of the financial statements
Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: [www.frc.org.uk/auditorsresponsibilities]. This description forms part of our auditor's report.

Extent to which the audit was considered capable of detecting irregularities, including fraud

- the engagement partner ensured that the engagement team collectively had the appropriate competence, capabilities and skills to identify or recognise non-compliance with applicable laws and regulations;
- we identified the laws and regulations applicable to the company through discussions with trustees and other management, and from our commercial knowledge and experience of the social care sector;

- we focused on specific laws and regulations which we considered may have a direct material effect on the financial statements or the operations of the company, including the Companies Act 2006, data protection and the Charities Act 2011;

- we assessed the extent of compliance with the laws and regulations identified above through making enquiries of management and inspecting legal correspondence; and

- identified laws and regulations were communicated within the audit team regularly and the team remained alert to instances of non-compliance throughout the audit.

Audit response to risks identified

We assessed the susceptibility of the company's financial statements to material misstatement, including obtaining an understanding of how fraud might occur, by:

- making enquiries of management as to where they considered there was susceptibility to fraud, their knowledge of actual, suspected and alleged fraud; and
- considering the internal controls in place to mitigate risks of fraud and non-compliance with laws and regulations.

To address the risk of fraud through management bias and override of controls, we:

- performed analytical procedures to identify any unusual or unexpected relationships;
- tested journal entries to identify unusual transactions;
- assessed whether judgements and assumptions made in determining the accounting estimates set out in Note 1 were indicative of potential bias; and
- investigated the rationale behind significant or unusual transactions.

In response to the risk of irregularities and non-compliance with laws and regulations, we designed procedures which included, but were not limited to:

- agreeing financial statement disclosures to underlying supporting documentation and;
- enquiring of management as to actual and potential litigation and claims.
- reviewing correspondence with The Charity Commission.

There are inherent limitations in our audit procedures described above. The more removed that laws and regulations are from financial transactions, the less likely it is that we would become aware of non-compliance. Auditing standards also limit the audit procedures required to identify non-compliance with laws and regulations to enquiry of the directors and other management and the inspection of regulatory and legal correspondence, if any.

Material misstatements that arise due to fraud can be harder to detect than those that arise from error as they may involve deliberate concealment or collusion.

Use of our report

This report is made solely to the Charity's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the Charity's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the Charity's members as a body, for our audit work, for this report, or for the opinions we have formed.

Kate Taylor FCA (Senior Statutory Auditor)
For and on behalf of Simpson Wreford LLP, Statutory Auditors and Chartered Accountants
Wellesley House
Duke of Wellington Avenue
Royal Arsenal
London
SE8 6SS

Dated:

Home-Start Greenwich
Year ended 31 March 2025

Statement of Financial Activities

(Including Income and Expenditure account)

	Notes	Restricted Funds £	Unrestricted Designated Funds £	Unrestricted General Funds £	Year to 31 Mar 2025 £	Year to 31 Mar 2024 £
Income from:						
Donations & legacies	2	167,377	-	20,861	**188,238**	96,403
Charitable activities	3	35,093	3,016,921	5,280	**3,057,294**	2,916,800
Other trading activities	4	-	-	-	-	-
Investments	5	-	-	-	-	-
Other income	6	-	-	11,194	**11,194**	33,318
Total income		202,470	3,016,921	37,335	**3,256,726**	3,046,521
Expenditure on:						
Charitable activities	7	223,336	3,001,936	-	**3,225,272**	2,739,282
Other expenditure	7	-	-	11,431	**11,431**	11,362
Total expenditure		223,336	3,001,936	11,431	**3,236,703**	2,750,644
Net income/(expenditure)		(20,866)	14,985	25,904	**20,023**	295,877
Transfers between funds		(11,767)	11,767	-	-	-
Net movements in funds		(9,099)	3,218	25,904	**20,023**	295,877
Reconciliation of funds						
Total funds brought forward		274,121	102,555	149,562	**526,238**	230,361
Total funds carried forward	17	265,022	105,773	175,466	**546,261**	526,238

The Statement of Financial Activities includes all gains and losses in the year. All income and expenditure derives from continuing activities.

The accounting policies and notes on pages 38 to 41 form part of these financial statements.

Home-Start Greenwich
Year ended 31 March 2025

Balance sheet as at 31 March 2025

	Note	2025	2024
		£	£
Fixed assets:			
Tangible assets	12	44,674	32,440
Current assets:			
Debtors	13	74,998	109,501
Cash at bank & in hand		669,883	582,004
		744,881	691,505
Liabilities:			
Creditors: Amounts falling due within one year	14	243,294	197,707
Net current assets/(liabilities)		501,587	493,798
Total assets less current liabilities		546,261	526,238
Total net assets		546,261	526,238
The funds of the charity	17		
Restricted income funds		265,022	274,121
Designated fund		105,773	102,555
General funds		175,466	149,562
		546,261	526,238

The accounts have been prepared in accordance with the special provisions of Part 15 of the Companies Act relating to small companies and constitute the annual accounts required by the Companies Act 2006 and in accordance with the Financial Reporting Standard in the UK and Republic of Ireland (FRS 102)

Approved by the trustees on 16/12/2025 and signed on their behalf by:-

K Hyne Chair

Company Registration Number: 08676376 (England & Wales)

Home-Start Greenwich
Year ended 31 March 2025

Statement of Cashflows

	Year to 31-Mar-25 £	Year to 31-Mar-24 £
Cash flows from operating activities:		
Net cash provided by/ (used in) operating activities Cash flows from investing activities:	118,998	356,692
Cash flows from investing activities:		
Interest income	-	-
Purchase of property, plant and equipment	(31,119)	(21,542)
Sale of property, plant and equipment	-	-
Net cash provided by/ (used in) investing activities	(31,119)	(21,542)
Change in cash and cash equivalents in the reporting period	87,879	335,150
Cash and cash equivalents at the beginning of the reporting period	582,004	246,854
Total cash and cash equivalents at the end of the year	669,883	582,004

Reconciliation of cash flows from operating activities

	Year to 31-Mar-25 £	Year to 31-Mar-24 £
Net income (expenditure) in the reporting period (as per the statement of financial activities)	20,023	295,877
Adjustments for:		
Depreciation charges	18,885	22,850
Dividends, interest and rents from investments	-	-
(Increase)/decrease in debtors	34,503	(13,611)
Increase/(decrease) in creditors	45,587	51,576
	118,998	356,692

Home-Start Greenwich
Year ended 31 March 2025

Notes to the financial statements

1. Accounting Policies

The principal accounting policies are summarised below. The accounting policies have been applied consistently throughout the year.

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 FRS 102), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

The financial statements are prepared in sterling, which is the functional currency of the company. Monetary amounts in the financial statements are rounded to the nearest £.

The effects of events relating to the year ended 31 March 2025 which occurred before the date of approval of the financial statements by the Trustees has been included in the financial statements to the extent required to show a true and fair view of the state of affairs at 31 March 2025 and the results for the year ended on that date.

Home-Start Greenwich meets the definition of a public benefit entity under FRS102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note(s).

Reconciliation with previous Generally Accepted Accounting Practice

In preparing the accounts, the trustees have considered whether in applying the accounting policies required by FRS102 and the Charities SORP FRS102 the restatement of comparative items was required. No restatements were required.

Preparation of the accounts on a going concern basis

The charity is considered a going concern. Adequate funding has been achieved to facilitate the charities objectives and activities for the next 12 months. There are no material uncertainties about the charity's ability to continue as a going concern.

Fund accounting

Restricted funds can only be used for a particular purpose within the objects of the charity and are subject to restrictions on their expenditure imposed by the donor which are to be solely used for particular areas of the charities work or for specific projects being undertaken by the charity.

Designated funds are unrestricted funds earmarked by the trustees for particular purposes.

Unrestricted funds are available for use at the discretion of the trustees in furtherance of the general objectives of the charity.

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 that the amount can be measured reliably.

Notes to the financial statements

Income from government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

Voluntary income is received by way of donations and gifts and is included in full in the statement of financial activities when receivable.

Revenue grants are credited to the statement of financial activities when received or receivable, whichever is earlier.

Where unconditional entitlement to grants receivable is dependent upon fulfilment of conditions within the charity's control, the incoming resources are recognised when there is sufficient evidence that conditions will be met. Where there is uncertainty as to whether the charity can meet such conditions, the incoming resource is deferred.

Income generated from the supply of goods or services is included in the statement of financial activities in the period in which the supply is made.

For legacies, entitlement is taken as the earlier of the date on which either: the charity is aware that probate has been granted, the estate has been finalised and notification has been made by the executor(s) to the Trust that a distribution will be made, or when a distribution is received from the estate. Receipt of a legacy, in whole or in part, is only considered probable when the amount can be measured reliably and the charity has been notified of the executor's intention to make a distribution. Where legacies have been notified to the charity, or the charity is aware of the granting of probate, and the criteria for income recognition have not been met, then the legacy is a treated as a contingent asset and disclosed if material.

Donated services and facilities

Donated services or facilities are recognised as income when the charity has control over the item or receive the service, any conditions associated with the donated item have been met, the receipt of economic benefit from the use by the charity of the item is probable and that economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), volunteer time is not recognised so refer to the trustees' annual report for more information on their contribution.

On receipt, donated services and facilities are recognised on the basis of the value of the gift to the charity which is the amount the charity would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

Expenditure and irrecoverable VAT

Resources expended are recognised in the period in which they are incurred. Resources expended include attributable VAT, which cannot be recovered.

Costs of generating funds comprise the costs associated with attracting voluntary income.

Charitable expenditure comprises those costs incurred by the charity in the delivery of its activities and services. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.

Other costs include those costs associated with meeting the constitutional and statutory requirements of the charity and include audit fees and costs linked to the strategic management of the charity.

All costs are allocated between the expenditure categories of the SOFA on a basis designed to reflect the use of the resource.

Home-Start Greenwich
Year ended 31 March 2025

Notes to the financial statements

Allocation of support costs

Resources are allocated to the particular activity where the cost relates directly to that activity. Support costs are the functions that assist the work of the charity but do not directly undertake charitable activities.

The overall direction and administration of each activity, comprising the salary and overhead costs of the central function, is apportioned based upon the level of resource required to support each activity.

Operating Leases

Rental charges are charged on a straight-line basis over the term of the lease.

Debtors

Trade and other debtors are recognised at the settlement amount due. Prepayments are valued at the amount prepaid.

Cash at bank and in hand

Cash at bank and cash in hand includes cash and short-term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

Creditors and provisions

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.

Tangible fixed assets

All fixed assets are initially recorded at cost.
Expenditure on fixed assets below the value of £500 are written off in the year in which it is incurred. Assets are reviewed for impairment if circumstances indicate their carrying value may exceed their net realisable value and value in use.

Depreciation is calculated so as to write off the cost of each asset less its residual value evenly over its estimated useful life on the following basis:

Leasehold improvements	10% straight line
Fixtures and fittings	25% straight line
Play equipment	25% straight line
Computer equipment	33% straight line

Notes to the financial statements

Financial instruments

The charity only has financial assets and financial 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 with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

Pensions

The charity operates a defined contribution pension scheme, which all employees are eligible to join. The total amount of contributions recognised in the Statement of Financial Activity are shown in note 9 and represent the employers' contribution to the scheme or to employees personal pension schemes.

There were no outstanding or prepaid contributions at the balance sheet date and the charity has no liability under the scheme other than the payment of those contributions.

Commitments for future expenditure

Other than normal commitments inherent to the operation of the charity and under contracts of employment there were no contractual obligations to future expenditure at the balance sheet date. Where the trustees authorise expenditure, which is not legally enforceable at the balance sheet date the appropriate amounts are set aside into designated funds.

2. INCOME FROM DONATIONS AND LEGACIES

	Restricted	Unrestricted	Year to 31 Mar 2025	Year to 31 Mar 2024
	£	£	£	£
Donations	-	6,653	**6,653**	1,550
Grants received				
Home-Start UK SGN Grant	7,744	860	**8,604**	-
John Lewis Grant	2,250	-	**2,250**	-
Lidl Fund	500	-	**500**	-
RBG - Small Grants Funding	-	-	**-**	950
RBG - Small Grants Funding	-	-	**-**	3,000
RBG - Family Hub Grant	62,847	6,983	**69,830**	-
RBG - GNGF School House Grant	8,000	-	**8,000**	-
RBG - Eglinton Outdoor Space	8,748	-	**8,748**	-
RBG - Black History 365 Funding	-	-	**-**	750
RBG - VCS Community Centre	36,000	4,000	**40,000**	40,000
The Lovell Partnership	-	-	**-**	1,000
The Armed Forces - Army Covenant Funding Grant	22,288	2,365	**24,653**	23,653
The Speech and Hearing Foundation	19,000	-	**19,000**	19,000
The Goldsmiths Company Charity	-	-	**-**	6,500
	167,377	20,861	188,238	96,403

Home-Start Greenwich
Year ended 31 March 2025

Notes to the financial statements

3. INCOME FROM CHARITABLE ACTIVITIES

	Restricted	Unrestricted Designated	Unrestricted General	Year to 31 Mar 2025	Year to 31 Mar 2024
	£	£	£	£	£
Children's Centre Contract	-	1,956,585	-	**1,956,585**	1,952,649
Creche Together for Two's	-	763,516	-	**763,516**	370,550
Stay & Play	-	27,688	-	**27,688**	12,463
Early Years Pupil Premium	-	19,983	-	**19,983**	801
Nursery	-	249,149	-	**249,149**	282,311
RBG - Empowering Parents	35,093	-	-	**35,093**	62,269
RBG - Family Hub	-	-	-	-	178,500
RBG - Jubilee Festival Funding	-	-	-	-	-
South London and Maudsley NHS Foundation Trust	-	-	-	-	36,925
Commissioned Services	-	-	5,280	**5,280**	20,332
Start-Well Trust - Mobilisation	-	-	-	-	-
Grants received				-	-
Home-Start UK - Volant Charitable Trust	-	-	-	-	-
	35,093	3,016,921	5,280	3,057,294	2,916,800

4. INCOME FROM OTHER TRADING ACTIVITIES

	Restricted	Unrestricted	Year to 31 Mar 2025	Year to 31 Mar 2024
	£	£	£	£
Fundraising Events	-	-	-	-
Courses	-	-	-	-
	-	-	-	-

5. INCOME FROM INVESTMENTS

	Restricted	Unrestricted	Year to 31 Mar 2025	Year to 31 Mar 2024
	£	£	£	£
Bank Interest Receivable - UK	-	-	-	-
	-	-	-	-

6. INCOME FROM OTHER ACTIVITIES

	Restricted	Unrestricted	Year to 31 Mar 2025	Year to 31 Mar 2024
	£	£	£	£
Service fee received	-	-	-	18,000
Other income	-	6,770	**6,770**	11,895
Student placement income	-	-	-	2,700
Café sales	-	4,019	**4,019**	295
Rent Received	-	405	**405**	428
	-	11,194	11,194	33,318

Home-Start Greenwich
Year ended 31 March 2025
Notes to the financial statements

7.1 EXPENDITURE BY COST CATEGORY

	Note	Year to 31 Mar 2025	Year to 31 Mar 2024
Charitable activities			
Staff costs	9	2,635,889	2,182,310
Professional fees		63,703	74,976
Staff travel and other expenses		2,189	1,553
Staff training		15,535	16,250
Staff recruitment		5,458	16,724
Direct project costs		714	6,212
Refreshments		28,710	22,847
Commissioned services		10,710	22,232
Outings, trips & activity costs		17,551	10,667
Advertising		5,578	6,253
Premises costs		147,834	98,195
Repairs, maintenance & cleaning		150,224	121,555
Insurance		37,118	37,750
Events & meetings		5,418	9,375
Entertainment		31	-
Office costs		32,729	50,872
Computer costs		46,810	38,494
Other costs		186	168
Depreciation		18,885	22,850
		3,225,272	2,739,283
Other			
Bank charges		2,971	3,802
Audit fees		8,460	7,560
		11,431	11,362
Total		3,236,703	2,750,645

Home-Start Greenwich
Year ended 31 March 2025

Notes to the financial statements

7.2 INCOME BY ACTIVITY

			Children's centres											
	HSG Head Office	HSG Scheme	Brookhill	Cardwell	Eglington	Glyndon	Margaret Bondfield	Mulgrave	Plumcroft	Plumstead	The Slade	Barnfield Nursery	Plumstead Nursery	Total 31 March 2025
Donations	6,653	-	-	-	-	-	-	-	-	-	-	-	-	6,653
Children's centre	709,802	-	427,612	279,512	279,512	271,225	8,287	279,512	-	346,083	387,688	-	-	2,989,233
Other Service Level Agreements:	-	-	-	-	-	-	-	-	-	-	-	-	-	-
South London and Maudsley NHS Foundation Trust	-	-	-	-	-	-	-	-	-	-	-	-	-	-
RBG Empowering parents	70,186	-	-	-	-	-	-	-	-	-	-	-	-	70,186
RBG Family Hub	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Stay & Play	26,403	-	278	-	272	-	-	-	-	165	570	-	-	27,688
Commissioned Services	5,280		-	-	-	-	-	-	-	-	-	-	-	5,280
Grants	181,585	-	-	-	-	-	-	-	-	-	-	-	-	181,585
Café income	4,019	-	-	-	-	-	-	-	-	-	-	-	-	4,019
Service fee received	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Student placement income	-		-	-	-	-	-	-	-	-	-	-	-	-
Other income	6,770	-	-	-	-	-	-	-	-	-	-	-	-	6,770
Rental income	405	-	-	-	-	-	-	-	-	-	-	-	-	405
	1,011,103	-	427,890	279,512	279,784	271,225	8,287	279,512	-	346,248	388,258	-	-	3,291,819

7.3 EXPENDITURE BY ACTIVITY

				Children's centres													
	HSG Head Office	HSG Scheme	Restricted Grants	Children Centre - General	Brookhill	Cardwell	Eglington	Glyndon	Margaret Bondfield	Mulgrave	Plumcroft	Plumstead	The Slade	Plumstead Together for Twos	Brookhill Together for Twos	Slade Together for Twos	Eglinton Nursery	Plumstead Nursery
Activities undertaken directly	814,424	-	223,336	425,268	355,980	179,860	94,964	719	15,860	47,812		117,889	146,150	46,682	77,821	44,865	89,612	555,463
Support costs reallocted	(814,424)	-	-	157,507	131,845	66,615	35,172	266	5,874	17,708	-	43,663	54,130	17,290	28,823	16,617	33,190	205,726
Total Expenditure	-	-	223,336	582,775	487,825	246,475	130,136	985	21,734	65,520	-	161,552	200,280	63,972	106,644	61,482	122,802	761,187

Supports costs are allocated to each activity based on a percentage of total costs incurred, total costs incurred are a fair representation of head office time and staff resources spent on each activity.

Home-Start Greenwich
Year ended 31 March 2025

Notes to the financial statements

8. NET INCOMING RESOURCES FOR THE YEAR

This is stated after charging/(crediting):

	Year to 31 Mar 2025 £	Year to 31 Mar 2024 £
Depreciation	18,885	22,850
Operating lease rentals: land & buildings	31,307	19,088
Audit fees	8,460	7,560
Accountancy, payroll and financial management	22,140	45,120

9. STAFF COSTS

Staff costs totalling £2,635,889 were as follows:

	Year to 31 Mar 2025 £	Year to 31 Mar 2024 £
Wages and salaries	2,078,993	1,898,707
Social security costs	178,218	159,587
Pension costs	201,633	124,016
Redundancy costs	177,045	-
	2,635,889	2,182,310

Staff numbers	Year to 31 Mar 2025	Year to 31 Mar 2024
Homestart - Core	12	3
Homestart - Charitable activities	68	75
	80	78

No single employee received remuneration in excess of £60,000

10. RELATED PARTY TRANSACTIONS

The following transactions occurred with known related parties during the year:

- Kingsley Hyne [Trustee] - £43.20 reimbursement of travel expenses
- Elizabeth Afolayan [Trustee] - £28.21 reimbursement of travel expenses
- All Change Here Ltd [Kingsley Hyne hold position as Director] - £2,112 for HR services provided

Notes to the financial statements

11. CORPORATION TAX

The charity is exempt from tax on income and gains falling within section 505 of the Taxes Act 1988 or section 252 of the Taxation of Chargeable Gains Act 1992 to the extent that these are applied to its charitable objects.

12. TANGIBLE FIXED ASSETS

	Total £
Cost	
As at 1 April 2024	198,767
Additions	31,119
Disposals	-
As at 31 March 2025	229,886
Accumulated Depreciation	
As at 1 April 2024	166,327
Charge for the year	18,885
Eliminated on disposal	-
As at 31 March 2025	185,212
Net Book Value	
As at 31 March 2025	44,674
As at 31 March 2024	32,440

13. DEBTORS

	Year to 31 Mar 2025 £	Year to 31 Mar 2024 £
Trade debtors	60,474	104,054
Accrued income	-	-
Prepayments and other debtors	14,524	5,447
	74,998	109,501

Home-Start Greenwich
Year ended 31 March 2025

Notes to the financial statements

14. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	Year to 31 Mar 2025 £	Year to 31 Mar 2024 £
Trade creditors	89,679	125,404
Accrued expenses	147,216	7,560
Deferred income	-	19,966
Taxation and social security costs	1,397	40,920
Other creditors	5,002	3,857
	243,294	197,707

15. DEFERRED INCOME

	Year to 31 Mar 2025 £	Year to 31 Mar 2024 £
Balance at the beginning of the year	19,966	43,425
Amounts released to income earned from charitable activities	(19,966)	(43,425)
Amounts deferred in the year	-	19,966
Balance as the year end	-	19,966

16. ANALYSIS OF NET ASSETS BETWEEN FUNDS

	Tangible Assets	Current assets/(liabilities)	Total
Restricted funds	-	265,022	265,022
Designated funds	-	91,742	91,742
Unrestricted funds	44,674	130,792	175,466
	44,674	487,556	532,230

Home-Start Greenwich
Year ended 31 March 2025

Notes to the financial statements

17. ANALYSIS OF CHARITABLE FUNDS

	Balance at 1 Apr 2024	Income	Expenditure	Transfers	Balance at 31 March 2025
	£	£	£	£	£
Unrestricted funds:					
General funds	149,562	37,335	(11,431)	-	175,466
Designated funds	102,555	3,016,921	(3,015,967)	11,767	103,509
	252,117	3,054,256	(3,027,398)	11,767	278,975
Restricted funds:					
John Lewis Kitchen	102	-	-	-	102
John Lewis Launderette Sponsorship	-	2,250	(172)	-	2,078
School House Project	5,000	-	-	-	5,000
Home-Start Uk Funding	510	-	-	-	510
RBG - Small Grants Funding	7,800	-	(475)	-	7,325
RBG - Small Grants Funding	(340)	-	-	-	(340)
RBG - Winter Grants Scheme 2022	4,179	-	(443)	-	3,736
RBG - Black History 365 Funding	2,848	-	(33)	-	2,815
RBG - Innovation Grant	2,373	-	-	-	2,373
RBG - Warm Spaces Grant	3,805	-	(6)	-	3,799
RBG - Jubilee Festival Funding	4,070	-	-	-	4,070
RBG - VCS Community Centre	32,631	36,000	(31,103)	-	37,528
RBG - Family Hub	141,413	-	(112,678)	(11,767)	16,968
RBG - Family Hub Parenting Workstream	-	62,847	-	-	62,847
RBG - Eglington Outdoor Space	-	8,748	(3,142)	-	5,606
RBG - School House	-	8,000	(730)	-	7,270
RBG - Empowering Parents	-	35,093	(29,063)	-	6,030
The Armed Forces - Army Covenant Funding Grant	20,222	22,288	(31,460)	-	11,050
South London and Maudsley NHS Foundation Trust	33,077	-	-	-	33,077
Home-Start UK - Volant Charitable Trust	3,501	-	-	-	3,501
Home-Start UK - SGN Grant	-	7,744	-	-	7,744
The Speech and Hearing Foundation	12,930	19,000	(14,031)	-	17,899
Lidl café grant	-	500	-	-	500
	274,121	202,470	(223,336)	(11,767)	241,488
Total funds:	526,238	3,256,726	(3,250,734)	-	520,463

Designated funds:

Childrens Centres – RBG contract Home-Start Greenwich for the delivery of services in Central Greenwich's children's centres within the Royal Borough of Greenwich. We deliver parent and children's services and activities to families with children aged 0-5.We also deliver an integrated health service with support of midwives and health visitors.

Creche Together for Twos – provisions of creche (nursery) service to families with two, three and four year old's who are entitled to free early education and childcare.

Restricted Funds:

The Armed Forces – Army Covenant Funding grant – to provide support to families with children under five and their families in the Army community by the way of home visiting, group work and activities and events. Through this we aim to reduce isolation, extend social networks for those families, improve parenting skills and improve the ability to cope with the demands of family life.

Notes to the financial statements

RBG Family Hub – The Family Hub programme aim is to join up and enhance support and services for children, young people aged 0-19 or 25 for those with special educational needs (SEN) and their families. Our family hub is a first point of contact for families bringing services together to improve access, improve connections between families, professionals, services and providers and put relationships at the heart of family support. Family hubs focus on Early language and home learning, infant feeding support, parent infant relationships and perinatal mental health and parenting support and also youth hub programmes.

RBG VCS Community Centre – Sessions covered strengthening the parent-child relationship through positive communication, developing parental sensitivity, safe care and child-led play. Through the programme, parents reported that they learnt a range of positive parenting skills, better understanding of their children's feelings, value effective parent-child communication and how to build better, more resilient family relationships.

RBG Family Hub Parenting Workstream – Home-Start Greenwich provides volunteers for community outreach and promotion surrounding the Solihull Parenting programme. volunteers will support families to access in person/online training available across the borough. A free course offering advice and practical tips to boost your confidence as a parent to help you navigate family life and strengthen your relationships.

The Speech and Hearing Foundation – Funding to enhance our SEND offer within both our nursery settings and children centre settings. With this funding we have been able to employ a SENCO to provide support to children and families in our care. Using this post, we are developing a SEND program across our children centres for families with children under 5 can access.

RBG Empowering Parents – Commissioned by the South-East London Integrated Care Service in partnership with South London and Maudsley Trust. Empowering Parents, Empowering Communities (EPEC) is a group parenting intervention, delivered by parents who have themselves previously participated in a parenting group and have undertaken the ten-week EPEC training programme for peer facilitation. It is a is a volunteer-led, evidence-based parenting programme, it is supported by the NHS . Sessions covered strengthening the parent-child relationship through positive communication, developing parental sensitivity, safe care and child-led play. Through the programme, parents reported that they learnt a range of positive parenting skills, better understanding of their children's feelings, value effective parent-child communication and how to build better, more resilient family relationships.

Fund Transfers:

A transfer has been made of £11,767 between the restricted fund RBG – Family Hub Parenting Workstream and unrestricted funds. Some of the restricted funds received were used to purchase fixed assets which have been capitalised within the financial year. The depreciation charge for the current and future years will be charged to unrestricted reserves.

18. OPERATING LEASE COMMITMENTS

At 31 March 2025 the company was commited to making the following payments under non-cancellable operating leases:

	Total 2025	Total 2024
Due within one year	23,400	16,066
Due after one year	81,900	36,150
	105,300	52,216

The lease payments for land and buildings are not under contract and can be terminated with a month's notice

Notes to the financial statements

19. ULTIMATE CONTROLLINGPARTY

The charity is controlled by the board of Trustees.

20. APB ETHICAL STANDARDS

In common with many other charities of our size and nature we use our auditors to assist with the preparation of the financial statements.

21. LEGAL STATUS OF THE CHARITY

The charity is a company limited by guarantee and has no share capital.
In the event of the charity being wound up, the liability in respect of the guarantee is limited to £1 per member of the charity.

HOME-START GREENWICH

England & Wales - Charity number 1189897

Accounts

Home-Start Greenwich

Annual Report & Audited Accounts

April 2023 – March 2024

Registered Company No. 08676376 (England and Wales)
Registered Charity: 1189897

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Home-Start Greenwich is a Company Limited by Guarantee, Registered in England & Wales No. Company number 08676376.

Home-Start Greenwich is a Charity Incorporated Organisation registered April 2022 number 1189897
Registered office and principle address: School House, Whitworth Road, SE18 3QA

1. to safeguard, protect and preserve, both mental and physical good health of children and parents of children;
2. to prevent cruelty to or maltreatment of children;
3. to relieve sickness, poverty and need amongst children and parents of children;
4. to promote the education of the public in better standards of childcare,

Our activities are carried out principally but not exclusively within the area of Royal Greenwich in South-East London.

Organisation Information

Board of Directors & Trustees

The directors of the charitable incorporated company (the charity) are its trustees for the purpose of charity law.
The trustees and officers serving during the year and since the year end were as follows:

Kingsley Hyne, Chair	
Joey Sheridan	Appointed on 7th November 2024
Sonia Olsen	Resigned on 26th January 2024
Carolyn Herbert	
Sara Gorgoni	
Ana Bortolo	Resigned 17th December 2024
Federica Franco	Resigned 17th December 2024
Elizabeth Aderoju	
Joanna Lewins	Appointed on 24th September 2024
Zethu Makatini	Appointed on 24th September 2024
Amy Copeland	Appointed on 24th September 2024
Kaan Azmi	Appointed on 24th September 2024

Key Executive Personnel	
Leann Cross	Chief Executive Director CEO
Jackie Freeman	Contracted Finance Director – October 2024
Mirela Siminiceanu	Deputy Director
Rachel Cope	Director of Operations COO
John Egan	Director of HR, People & Strategy

Registered company number	08676376 (England and Wales)
Registered charity number	1189897
Registered office	School House Whitworth Road London SE18 3QA
Independent auditors	Simpson Wreford LLP Wellesley House Duke of Wellington Avenue Royal Arsenal London SE18 6SS
Bankers	Metro Bank One Southampton Row London WC1B 5HA

Organisation and structure

The trustees, who are all directors, and the Directors Management Team comprise the key management personnel of the charity in charge of directing and controlling, running and operating Home-Start Greenwich on a day-to-day basis.

The Director operates as the Chief Executive Officer of the Charity working alongside the Operations Director (COO) and two additional directors, Director of Safeguarding and Director of HR People and Strategy. All directors work together as a Leadership Management Team to deliver the strategic plan and support the larger workforce and wider organisational remit.

Related Parties & Co-Operation with Other Organisations

Apart from the Trustees and specific transactions disclosed in the notes to the financial statements there are no related parties as defined by the Companies Act; however, the charity has a close relationship with the Royal Borough of Greenwich and Home-Start UK.

Our work with children and families is enhanced by the excellent partnership working with our colleagues in Royal Borough of Greenwich, our Health Partners and Voluntary Sector organisations, all of whom work in a collaborative manner so that the range and quality of resources available are to a high level.

Section 1: Chair's Statement

Throughout 2023-4, Home-Start Greenwich has stepped up and responded to the sometimes acute need we've seen across our diverse community. Delivering new and impactful services and programmes, working in new areas to support those most in need and ensuring that the community could access the help they needed - either from their homes or with their peers in community spaces.

I would like to thank all our volunteers, staff and management for their immense efforts, for the innovation they've shown and the positive impact they've had – Thank you all!

Over the year we have:

- Seen an 22% increase in referrals for support, highlighting both the needs of the community and the value of our support.
- Built on our partnerships with schools, in particular around school readiness and parenting programmes, which have received much positive feedback. I would like to thank our schools for their support over the year.
- Supported 222 families with 1:1 family support and volunteer support. We are very proud of the impact achieved by our network of highly trained staff and community volunteers, who are at the heart of what makes Home-Start Greenwich unique.
- Reached 1836 families through group support over the year.
- Continued to demonstrate the importance of integrated services and accommodated over 4000 children in need who accessed specialist support with their families in our seven children centres.
- Delivered over 24,000 hours of funded childcare and holistic support to families with children of two-year-olds.
- Strengthened our governance and have a careful programme of audits, reviews and assessments to ensure that performance and impact remain high and that our services continually improve. The changes made over the year have significantly improved organisational capabilities and resilience. I would like to thank the Leadership Team and fellow Trustees for all their work on this.
- Used our strong local reputation to work with a wide range of partners to help us with new initiatives, such as the settlement of Afghan families, support for families from Ukraine, food and fuel challenges and employment support. We could never have shown such speed of response or delivered such a high level of support without our partners in the community.
- Responded to the challenges in recruitment by diversifying our recruitment and retention strategies and thinking differently about the complexities of our workforce and community. We are particularly pleased to welcome our previous volunteers into our workforce.
- Expanded our Staff benefits, Employee Assistant Programmes, organisational support and wellbeing programmes.

Listening and responding to parents and the emerging needs of the community is at the heart of our approach, to do more and better for children. When we see an issue in our community, we respond - working with partners to be responsive, intentional and supportive to our community.

Home-Start Greenwich is very much embedded in the local community and through the year, the whole team has taken part in the Jubilee celebrations, community events and Black History 365, all celebrating the richness of the Greenwich community and workforce.

We are thankful to our partners who help us with innovative and responsive delivery and special acknowledgement to the Royal Borough of Greenwich and John Lewis Stratford for their funding and

other support which will enable us to rehouse the organisation and develop a new community and volunteer offer at the School House in Woolwich Common, Eglinton.

2024 is the 30th Anniversary of Home-Start Greenwich, a time for celebration. Our longevity proves we are a resilient organisation, here for the long term, providing the right support, right at the start to ensure that babies and young children develop and mature in families that are able to provide the safe, nurturing and stimulating home they need to thrive.

Home-Start Greenwich has delivered so much over the last year and is ambitious for the future. We will continue to work with our partners and communities to improve our reach and respond to new and continuing challenges.

Our fantastic outcomes are due to our hardworking staff, volunteers and our partners and stakeholders. Thank you all for contributing to our success.

Section 1: Director's introduction

Welcome to Our 30th Annual Service Report

This year marks our 30th anniversary of supporting the most vulnerable young families in the Royal Borough of Greenwich. Since 1993, Home-Start Greenwich has built a strong reputation for delivering high-quality support services and being a respected partner to a wide range of statutory and community organisations.

Our volunteers, students and interns have been instrumental in reducing barriers for families to access the right help at the right time, enabling them to thrive. We have responded to the growing needs of the community with a simple yet effective approach, focusing on accessibility and integration.

The legacy of Covid-19 has further entrenched complex challenges, including deteriorations in mental and emotional health, domestic abuse, and poverty. Delays in child development and language skills, along with an increased need for SEND support, have been prominent across our Early Years services.

We are here for families when they need us most, because childhood cannot wait. We work with parents to build on their strengths and experiences, ensuring they can provide safe, nurturing, and stimulating environments for their children.

Our integrated Children and Community Centres, quality childcare and holistic support have facilitated our community need response programme, addressing the impacts of Covid-19 and the cost-of-living crisis. New family groups needing support are emerging alongside the most vulnerable families in the community.

Despite the challenges posed by the current financial climate, including rising costs, higher referral numbers and reduced statutory services, our strategic and operational plans have delivered strong service improvement and stabilisation, especially within our Early Years programming.

As a local employer, Home-Start Greenwich contributes to community development by providing training, pre-employment volunteering and employment support. The voluntary, early years and childcare sectors are struggling to attract and retain skilled staff, making it imperative to work together to build a resilient and sustainable employment pathway.

With incredible support from our workforce, partners, and families, we are delivering our improvement strategy, ensuring resilience to meet changing community needs. We seek further help from those in the community who can support families and Home-Start Greenwich.

Thank you to our staff, volunteers, partners, grant funders and families for driving our journey of change and making the impossible possible.

Key Highlights (April 2023 - March 2024):

1. **Sustainability Efforts**: Introduced eco-friendly practices across our programs, reducing our carbon footprint by 15%.
2. **Volunteer Growth**: Increased our volunteer base by 20%.
3. **Training and Development**: Provided over 1,000 hours of training to volunteers, staff, and parents.
4. **Early Years Impact**: Delivered 300+ early years sessions, supporting child development and language skills.
5. **Holistic Support**: Assisted 250 families with SEND support and assessments.
6. **Family Hub Launch**: Successfully launched our new Family Hub at Brookhill Children's Centre, enhancing our ability to provide integrated support services to families.
7. **Empowering Parents, Empowering Communities (EPEC)**: Delivered the EPEC programme in partnership with South London & Maudsley NHS Foundation Trust and SE London ICB, training 50 Parent Group Leaders and reaching over 300 parents. The programme aims to improve children's mental health, support parents, and transform family life through peer-led parenting groups.
8. **Welcome Café Opening**: Opened the Welcome Café at Brookhill Children's & Community Centre, creating a vibrant community space for families to connect and access support services.
9. **Royal Greenwich Best of Business Award**: Proud to be a finalist for the third year in a row. This recognition provides significant benefits, including increased publicity, exposure, and networking opportunities, which help us to further our mission and encourage community support.
10. **Annual Impact Event**: Held our first Annual Impact Event in January 2024, highlighting our steps to achieve our strategic plan. The strategic plan was reviewed by the board and extended to 2027, as the needs and objectives remain relevant for the organisation and community.
11. **Royal Borough of Greenwich Consultation**: This consultation has helped us focus on planning sustainability and long-term delivery to achieve a borough-wide holistic offer for families.
12. **Ofsted Ratings**: All our Early Years settings have been inspected by Ofsted and rated as Good, awarded (June 2024), reflecting our commitment to providing high-quality early years education and care.

I hope you enjoy reading the highlights of our organisation from 2023-2024. Please see our website www.homestartgreenwich.org.uk and Social Media Homestartgreenwich | Instagram, Facebook | Linktree to stay up to date with our projects and activities.

See you in 2025, Leann, Director CEO

Our Mission

Home-Start Greenwich wants to see a society in which every parent has the support they need to give their children the best possible start in life.

We are here for families when they need us most **because childhood can't wait**.

We are a community network of trained volunteers and expert support, dedicated to the provision of inclusive services that will fulfil each family's potential.

The work of every Home-Start in the UK centres around the three key themes of:

- **Family** - to be supported, families must have at least one child under the age of five.
- **Volunteers** - are the lifeblood of Home-Start – the organisation simply would not exist without local people giving their time, energy, skills, experience and passion to support families.
- **Communities** - helping the local community through extended, skilled support networks.

We achieve our mission through:

1. Volunteer Home-Visiting Support Service
2. Targeted Interventions & Family Support Groups
3. Quality Childcare and Early education settings
4. Children's Centres services Universal Family Support
5. Community Centre and Family Hub delivery
6. Volunteering & Employability Pathways

What we do:

Home-Start Greenwich provides a wide range of specialist family support services delivered in the home, via the seven Children's Centres and 4 nurseries that we run, other early learning and childcare settings and community centres.

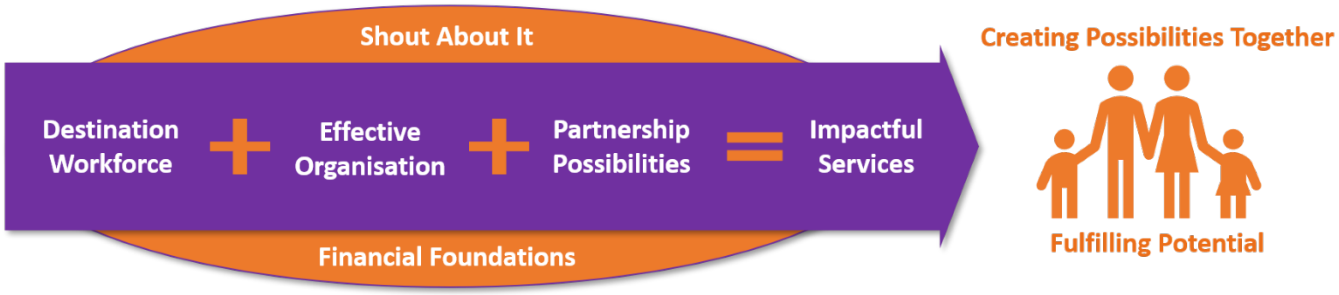
We deliver our programmes through trained community volunteers and professional staff. Alongside frontline programmes we provide advocacy, food, fuel, clothing, childcare and emergency assistance for some of the most vulnerable families with young children in the community. The Home-Start tagline is '**Because childhood can't wait**' because we recognise the impact of early intervention for children on their long-term health and development.

Over 4000 families use Home-Start Greenwich services every year. Our 360 one-stop-shop approach to support is unique. It ensures that valued and trusted relationships are at the centre of a programme of practical and emotional support to deliver real, life-changing support for families.

Home-Start Greenwich is embedded in the local community – as a service provider on the frontline; supporting Royal Borough of Greenwich early years and family teams; as a major local employer (over 60% of our workforce are local residents); as an education partner providing social and childcare student placements; and as a community volunteer network, recruiting, training and upskilling local people to deliver our programmes. Every year, over 30 local people train with us as volunteers, and together with our student placements, they delivered over 4200 hours of family support services to 200 families in their homes. Alongside our staff teams over 1800 families received support.

Our Strategy

To achieve our Mission, we have identified six Strategic Priorities.



Most importantly, we will provide **Impactful Services**. This sees us improving the quality in all our services and providing it consistently to everyone everywhere. We will be recognised by HSUK, Ofsted, our commissioners and those in the communities we serve, as a model of excellent practice.

Key to achieving this are five other Strategic Priorities, which combine to deliver Impactful Services.

First amongst these is our desire to build a **Destination Workforce**. This includes both those we employ and those who volunteer. We aspire to be a great place to work and volunteer and will invest in building a fantastic culture and in the development of everyone in our team.

Second, we will become a highly **Effective Organisation**, our governance, systems and processes will enable our people to work together well to achieve our Mission.

Third, we will make the most of **Partnership Possibilities**. We will work collaboratively with commissioners, providers and our community to improve the lives of children and families in Greenwich.

Underpinning these, we will **Shout About It** through effective communication and engagement. We will evidence our impact and lastly, we will build firm **Financial Foundations**, secure our financial resilience and establish a platform for growth and greater impact.

This report will cover our strategic highlights and projects for the financial year of April 2023 – March 2024.

Impactful Services: Support for families

Our Volunteer Scheme & Family Support
The majority of our families are residents of the Royal Borough of Greenwich. However, our reach also extends into Lewisham and Bexley boroughs, with the new transport links bringing in families from as far as East London. The housing crisis and temporary housing arrangement, means that our services are within reach of new communities needing support and we have worked closely with other London Home-Starts to integrate families into local communities.

We are making strides towards a sustainable programme of boroughwide Home-Visiting support by 2025.

This year we delivered our family support home visiting service in over 60% of the borough.

We were commissioned to deliver in Central Greenwich directly by RBG and in South Greenwich by GLL. Additional funding supported families being supported in East Greenwich.

222 families received 1:1 family support in the home and/or at the children's centres.

Across Royal Greenwich

- **74%** of children registered with a Special Educational Needs and Disabilities engaged with our services and support. We believe that all children in need should be able to access our services and have extended services and partnerships to strengthen this offer.

- **19 New Volunteers**

- **1950+** children accessed our services in their **1st 1001 days.** Recognising the central importance of early development, we target our support to families with children under two.

Our Children's Centres – Central Greenwich

Home-Start Greenwich delivers an integrated model of Children Centres across Central, a geographic area to include the Woolwich Common (Eglinton), Woolwich Barracks (Mulgrave) and Woolwich Dockyard (Cardwell) integrated Children Centre areas with our delivery partners.

Partnership with schools: In 2023 with support from our education colleagues at Plumcroft School we extended to deliver a range of services in an additional site, Margaret Bonfield (Glyndon).

We are delighted that the Bromley Health Care Health Visiting and Lewisham and Greenwich NHS Trust Midwifery teams have been working with us particularly closely as we develop the sites at Brookhill, Mulgrave and Eglinton and increasing the number of services available to parents in these spaces.

We registered nearly 5500 children of which over 2000 were under two. With over 4000 children regularly engaging with our services.

Our exceptional Early Years

Create, Play, Explore through Loose Play. Forest Schools and Our Nature Spaces
Our vision for early years and childcare is to provide quality, enriching childcare to stimulate early learning.

We encourage children to explore, discover and create learning experiences that spark their curiosity and imagination. We offer families appropriate play education and care facilities, so that parents and children can learn together through play.

However, we know that the wider family situation impacts children's early education and wellbeing. To address this, we support families with early intervention support tailored to their individual needs so parents can focus on giving their children the best start.

Our focus stays firmly on:

- Embedding and extending the early years' framework
- Developing SEN and transition support
- Extending training for transition and development work
- Better identification of learning needs
- Providing first class, nurturing early years' learning environments
- Extending opportunities to learn and play in supportive external environments
- Sharing our spaces and 'live' learning with the community

All Childcare settings across Home-Start Greenwich are rated Ofsted graded 3 (Good), across all four core inspection categories.

Our early years' spaces are at:
Plumstead Day Nursery with Together for Twos Creche
Brookhill Together for Twos creche
Slade Together for Twos creche
Eglinton Nursery (opening September 2024)

Ofsted conclusion
Excerpts from reports:

- **Quality of Education** - Leaders of the nurseries ensure that the needs of children and families are at the heart of the curriculum. The curriculum is well-sequenced and builds upon what children 'Can Do' Children access high-quality and diverse learning experiences, so no child is left behind.
- **Behaviours and Attitudes** - Staff set high expectations of children's behaviour and are highly experienced in supporting children to understand the expected behavioural boundaries and attitudes towards learning.
- **Personal development** - Staff set high expectations for all children's learning, including those with special educational needs or disabilities. They organise the learning areas well and plan activities that capture children's interest and imagination.
- **Leadership and Management** - is well structured and ambitious with high expectations for all children. All children acquire essential skills for their next stage of learning, including starting school.

Our Community Centre Offer

The Welcome Café at Brookhill Children's & Community Centre will offer a variety of services designed to support families and promote community well-being:



1. **Affordable and Nutritious Food**: The café will provide delicious, affordable meals to families, helping to ensure everyone has access to healthy food options.
2. **Cooking and Nutrition Workshops**: Specialist guidance on how to cook healthy, nutritious meals at home will be available through cookery clubs and nutrition workshops.
3. **Positive Parenting Activities**: The café will host activities that promote positive parenting skills, offering a supportive environment for parents.
4. **Perinatal Mental Health Support**: Bespoke support for perinatal mental health and parent-infant relationships will be integrated into the café's offerings.
5. **Community Space**: The café will serve as a safe, friendly and inclusive space for families to connect and access various support services.

These services aim to create a vibrant community hub where families can gather, learn, and support each other.

Cllr Matt Morrow, Cabinet Member for Children and Young People, said: *"There is a huge range of support on offer for families, from free activities and early learning for children right through to financial advice and wellbeing support for mums, dads and carers. Family Hubs are making life easy by putting it all in one place - providing the support families need, in the ways they need it. The Hubs are growing rapidly and I know that many families are already feeling the benefit."*

Leann Cross, Director, Home-Start Greenwich commented: "*We're all really excited about the launch of the new family hub. We know that many families within our local community are feeling the strain right now, so being able to provide them with a safe space where they can access a range of support, as well as expert food education and nutritional advice, is invaluable.*

Dominic Honeysett, Executive Chef of London Greenwich, Chartwells said:
"We're looking forward to working with the team at the Brookhill Children's and Community Centre on a long-term basis, supporting the volunteers to create delicious and healthy meals for those who visit the hub, as well as working closely with them to deliver more activities, so we can help equip families in the local area, with the knowledge and confidence to create healthy and nutritious meals at home too."

Our Families Said:



Ailda and Ana Rita

"In November 2022, I was referred to Home-Start Greenwich. I am a single mother with one daughter. I was emotionally very low as I was awaiting a decision from the Home Office on my immigration status and was scared that I could be deported at any time. I had experienced significant trauma as I was trafficked and was finding it difficult to pay for food and clothing as I had Nil Recourse to Public Funds.

Ana Rita (volunteer) visited me almost every week. She listened and provided emotional support when I really needed it. She also accompanied me to medical appointments which really helped me. After three months, I received my biometric residence permit. Ana Rita supported me to apply for Healthy Start vouchers and Child Benefit, which was backdated so I received about £2,000. With this money, I was able to secure a home with kitchen, bathroom and living room and now feel secure in my own accommodation. I want to say thank you for your support for me and Alea through this time. We have been lucky to have you at our most difficult times. Thank you and I wish you all the best!".

Ibtassim

"I was supported by Home-Start Greenwich after getting out of an abusive relationship and giving birth to premature twin girls. They helped to build my confidence and helped me move on with my life. After five years, I decided to give back and be a part of the family. The volunteer training covered everything from safeguarding to communication skills and it was amazing to learn from others. If there was no Home-Start Greenwich, I would not be who I am today."

Joanna and Antela



"My family was referred to Home-Start Greenwich in 2021. My son has Autism and I was finding it difficult to manage his behaviour and complex learning needs at home. As a single parent, I was also struggling financially. I do not speak good English so was also finding it difficult to manage all the paperwork and appointments.

Jo (volunteer) helped me so much. Jo visited me almost every week for two years and played with my children – they loved her. She always brought a toy or something to play with and they were always excited to see what's in the bag! She also helped us to get out into the community – to the shops, the woods and the library.

After weeks of my son refusing to walk to school, Jo decided to come every morning for a week to help me to walk him to school - after this he started to walk with no fuss!

Jo also came to paediatric appointments with me, supported me to contact housing when I received an eviction letter, helped me to organised paperwork and benefits and was someone to talk to when things were hard".

Michelle



"I was a volunteer for Home-Start Greenwich for two years and in that time, I supported four families. I was nervous at first but with the support and courage my supervisor gave me, I knew I was able to do it. Doing the volunteering gave me my confidence back after my own experience with domestic abuse. It has put me in a position where I now have a job working with children in a nursery, which has opened up so many opportunities. I have been given my own baby classes to run, where not only do I engage with the children, but I now have the confidence to start conversations with the parents and suggest things that could help them. I have even been given the opportunity to work alongside a lead practitioner as a one to one with a child. All this has been achieved through attending the Volunteer Course and the support I was given by my supervisor".

Our Special Educational Needs & Disability Services

All our settings are inclusive and open to all; however, we are acutely aware that some families would benefit from more bespoke support. The number of children and families with SEND engaging with our services has increased since 2021. To meet this need, our team has worked closely with local schools and statutory services to ensure that SEND children make positive transition into education from childcare and creche settings.

Key achievements

- Transition support for SEND enhanced
- Enhanced training for musical instruments, sensory toys and equipment
- Our settings have delivered over 24,000 hours of funded early education for 2-year-olds
- Targeted SEND programme open to all

Across all our settings, SEND support is embedded in our provision - with increased staff to children ratios, larger accessible spaces and close partnerships with specialist external provision. Our staff are very skilled at advocating for children and families pre-diagnosis and at every stage to support their learning journey.

To make sure we really are providing the type of services that meet with local need, we support three specialist parent led volunteer groups and local organisations to enhance our Special Educational Needs and Disabilities (SEND) offer – where standard programming is complemented by an additional element which provides specialist support for children with additional needs:

- Aim – Autistic Inclusive Meets Community Group
- Special Children's Group in partnership with The Bridge & Anchor Centre
- Down's Families Group

For the young children leaving our settings, we work closely with schools to extend the transition period and enable support visits from key people. We have built a programme of transition support for families to ensure they feel supported to make informed decisions around accessing the best school for their child's needs.

As part of a strategy to build our SEND offer, we have secured three-year funding and recruited an Early Years SENCO, leading on a in house SEND programme delivered within our settings.

We've been developing our Autism Awareness programme of training for staff and families and are extremely proud of what our early years' staff and volunteers have achieved for children who require additional support.

Destination Workforce

People are at the heart of our organisation. We look to the community to support and explore local employment in the first instance.
Our HR team covers all six strategic pillars, focusing particularly on the pillars of 'destination employer' and 'effective organisation'. Key highlights include:

- Attaining recognition as an employer with Great Place to Work accreditation.
- Revising our employment handbook, as a purely internal resource driven project.
- Driving our apprenticeship initiative in the early years space by adding 3 new EY level 3 students.
- Driving our internal capacity planning, by offering apprenticeship and management development opportunities from levels 5-8.
- Developing our internal HR capacity through formal successful academic development.
- Celebrating 2 internal promotions and 8 previous volunteers moving into paid job roles.
- Continuing to support our local labour force by employing almost two-thirds of our workforce from within the Greenwich borough.

Integrated learning and staff benefits

- Working with volunteers, leading to 81% of our volunteers moving into employment and 19% progressing to further education.
- Our integrated range of accredited training and learning pathways, employment fayres and employment workshops, alongside the volunteer flourish together programme has helped upskill and create opportunities for both volunteers and staff alike.
- Our staff benefits include discounted Childcare places, Tech scheme, Cycle scheme, the Blue light card and the Greenwich one-card.

Key Data Highlights:

Metric	Result and findings
Total staff (average)	70
Internal promotions	2
Volunteers moving into paid roles	8
Retirements	2
Percentage of our staff living in the Royal Borough of Greenwich community	61%
Unique team member capabilities (valuable, rare, inimitable, and non-substitutable)	Our key organisational differentiator is our unique and diverse staff capabilities. This helps us to have a meaningful and insightful understanding of the HSG context and our mandate. This is demonstrated in our shared and deep knowledge of our community.
Turnover and recruitment	• Recruitment in the EY space, core delivery staff and for managerial and specialist roles remains challenging. • The charity sector shows broad fluctuation in salary and EVP elements with HSG's challenge of retaining key staff. • In the year we saw 18 staff leave and 16 be employed. This included 2 leavers returning to HSG in a full-time capacity and a retiree returning in a limited capacity.

Partnership Possibilities

Our local business Partners

As one of the largest employers in Greenwich, employing over 70 staff, we are committed to being a London Living Wage employer. 61% of our team live in the local community and we work hard to buy local and to work with local suppliers and contractors.

How much and how we spend our money in the local community

Over 30% of our expenditure is spent with other local businesses, which equates to just under £190,000.

Local Spend Breakdown	Amount £
Partnerships	16,344.19
Service Providers	33,071.06
Suppliers	117,854.48
RBG Schools	19,467.08
	186,736.81

Partnership Possibilities: Projects

Empowering Families, Empowering Communities

Commissioned by the South-East London Integrated Care Service in partnership with South London and Maudsley Trust.

Empowering Parents, Empowering Communities (EPEC) is a group parenting intervention, delivered by parents who have themselves previously participated in a parenting group and have undertaken the ten-week EPEC training programme for peer facilitation.



We delivered three EPEC parent groups, over 8 weekly two-hour sessions, by two certified EPEC peer facilitator group leaders, with 45 parents attending in total. Sessions covered strengthening the parent-child relationship through positive communication, developing parental sensitivity, safe care and child-led play. Through the programme, parents reported that they learnt a range of positive parenting skills, better understanding of their children's feelings, value effective parent-child communication and how to build better, more resilient family relationships.

Feedback from Caregivers

Please make any other comments that you would like to offer:

"Brilliant course as a mum of 7 I found it empowering and helpful with my parenting and made me question my parenting skill and change it"

"Just appreciate the tutor and thank them for being a patient with people like me having understanding difficulties, having difficulties in processing things, I appreciate the energy and that you continue with good work"

What were the one or two most helpful things of the programme for you personally?

"The leaders they were excellent"

"The fact that the group leader was a calm gentle person. The regular rotation of attendees. The air of friendliness and relatability that the group leader created"

"See smiley faces, gaining more confidence, full of energy, more accurate, funny, related with everybody and friendly"



- ✓ 95% of parents reported that the programme developed their understanding of positive parenting.
- ✓ 93% of parents reported that the programme developed their parenting skills and confidence.
- ✓ 98% of parents reported that the programme met their expectations and were satisfied with the programme.

Family Hub

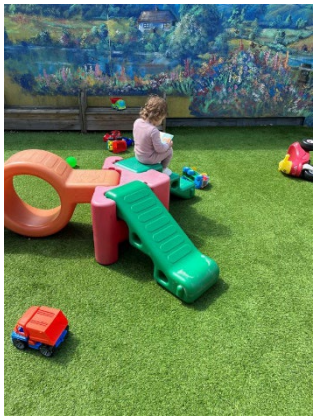


The Family Hubs Programme aim is to join up and enhance support and services for children, young people aged 0 to 19 or 25 for those with special educational needs (SEND) and their families. Our Family Hub has been the first point of contact for families bringing services together to improve access, improve connections between families, professionals, services and providers and put relationships at the heart of family support.

Key Deliverables and Achievements in line with Family Hub Agenda and Workstreams:

1. **Family Hub Steering Group** set-up and strengthened with representation from Young Greenwich, Health Visiting, Family Information Service and Mum's Aid.
2. **Early Language and Home Learning.** Accredited programmes delivered such as: Bouncing Babies, Baby Massage, Tot's Talking, Early Talk Boost, helped improve educational outcomes, parent child interactions and parenting confidence and skills. Sessions increased by 30% in response to demand. With 60 Home-learning packs distributed to families.
3. **Infant Feeding Support**
   Community Café set-up as a hub for accessing healthy nutritious meals and opportunities for community networking, to reduce isolation and improve mental health outcomes and parent-child relationships.
4. **Parent Infant Relationships and Perinatal Mental Health and Parenting Support**
   - Outreach work to 12 local schools, PVI's and local libraries raising awareness of support and services available.
   - Solihull accredited parenting programme - 4 staff trained running 3 groups for the funded period.
   - Well-being Welcome weekly drop-in sessions delivered. Over 70 parents received information, advice and signposting: TFT's/childcare, benefits, food/fuel bank, GP registrations, SEN support and children's centre offer.
5. **Youth Hub Programmes** – 5 new groups delivered and a total of 55 young people attended.
6. **Partnerships development** – New partnerships have been developed as well as existing partnerships strengthened with Parent Power, Dad's Matter, CACT, FIS, Mum's Aid, Health, SALT, Oxleas Perinatal MH.

HSG Welcome Spaces



Home-Start Greenwich launched **Warm Spaces**, which later became **Welcome Spaces**. It was funded by Royal Borough of Greenwich and operated across three locations: Plumstead, Glyndon, and Brookhill. Over the period of delivery significant enhancements were made to improve engagement, address logistical challenges, and expand available resources.

Key achievements and highlights:

- **Attendance**: 107 attendees benefitted from the sessions across the three centres.
- **Support Services**: The sessions evolved into Information and Signposting Hubs, providing attendees with immediate access to vital resources such as food, fuel and data banks, laptop loans, and supermarket vouchers.
- **Activities**: New resources, including board games, puzzles, and arts and crafts, were introduced to engage people of all ages.
- **Positive Feedback**: Attendees reported transformative impacts, such as securing childcare, resolving benefit issues, and accessing council advice.
- **Positive Outcomes**: Have reduced stress, and improved health and wellbeing as a direct result of coming together in a community setting to access help and enjoy activities in a warm environment
- **Next Steps**: Plans were outlined to invite external service providers, collect data and case studies for evaluation, and integrate the model into wider programs due to the project's success, it has now evolved into a Well-being Welcome which is delivered from our Family Hub and also has been incorporated into our outreach with visits to schools etc

The program demonstrated community-focused innovation, delivering not only a warm, welcoming environment but also critical support services that addressed individual needs.

Key Outcomes

- **Reduced Isolation**
  Created safe spaces for parents to connect with others who share similar experiences, fostering mutual support networks. Facilitated meaningful relationships, reducing feelings of loneliness within Army families.
- **Shared Community Awareness**
  Promoted understanding of local services, resources, and cultural practices through integrated community workshops.
- **Built Confidence and Resilience**
  Empowered parents with tools and strategies to navigate parenting challenges effectively.
  Delivered sessions focused on enhancing self-esteem, adaptability, and mental health awareness.
- **School Readiness**
  Supported children's development through structured play and early learning activities.
  Provided parents with guidance on preparing their children for transitions into formal education.
- **Integrated Working with Professionals**
  Fostered collaboration with local schools, nurseries, health visitors, and mental health professionals, ensuring families received comprehensive, joined-up support.

Through this project, we have seen parents develop greater confidence in their parenting abilities, children demonstrate improved social and developmental skills, and families establish stronger connections within their communities. The initiative has not only addressed immediate challenges but also laid the foundation for enduring support networks and resilience among Army families.

Future Plans

Building on the success of this project, we developed a new project for Army Families funded by the Army Covenant which completes in December 2024.

Our aim: to deliver projects that bring meaningful improvements to Armed Forces communities, addressing hidden or pressing needs.

- Engage 80 vulnerable Armed Forces families at Woolwich Garrison with at least one child under the age of six, offering group activities and one-to-one befriending support.
- Deliver weekly group sessions at Woolwich Garrison, creating a safe space for families to connect and access support.
- Provide tailored practical and emotional support to families experiencing vulnerability.
- Offer Home-Start's unique one-to-one befriending support to 10 families, where trained volunteers meet families in their homes or within the community to provide personalized guidance and care.

Army Families Building Resilience

Commissioned by the Army Covenant Fund and Army Volant Charitable Trust.



This year, we secured two grants from the Army Covenant Fund and the Army Volant Charitable Trust, enabling us to support Army families at the Woolwich Army Barracks. We delivered programs for parents experiencing mental health issues, anxiety, and isolation, especially those with babies born during the pandemic. We also assisted families adjusting to post-deployment or relocation from Cyprus, addressing relationship difficulties that could affect children's education, parenting, and well-being.
Our projects focused on reducing parental loneliness and isolation, enhancing mental health, alleviating anxiety, and fostering a sense of community.

Key Statistics:

- **Mental Health Issues:** In 2023/24, 1 in 8 (13.0%) UK Armed Forces personnel were seen in military healthcare settings for mental health-related reasons.
- **Isolation and Anxiety:** Frequent relocations and deployments contribute to feelings of isolation and anxiety among military families. Over half of UK military personnel with children believe their military career has negatively impacted their children.
- **Post-Deployment Challenges:** Deployment has been associated with poorer mental health in military families, including increased anxiety and depressive symptoms.

Key Deliverables and Achievements:

- Delivered 54 stay-and-play sessions and 27 well-being sessions over a 6-week program, with 28 families attending regularly.
- Provided holistic 1:1 support, exceeding our target by 20%.
- Improved parent-child relationships and increased parenting confidence.
- Reduced isolation and improved well-being through befriending volunteer support.
- Assisted families in accessing information and services related to health, employment, education, benefits, and more.
- Supported access to mental health services for children and parents.
- Secured grants and donations for specific needs, such as beds, baby cots, food banks, and vouchers.

Key Outcomes:

- **Well-being Program:** Nurtured emotional health, resilience, and confidence among parents through group discussions, mindfulness activities, and parenting workshops.
- **Stay and Play Sessions:** Encouraged parent-child bonding and provided a supportive environment for families to connect.

Parents' Feedback:

"I now have more activities for the twins; they have a better routine and sleep through the night. I'm less stressed and can enjoy my time with my children."

"The volunteer support was amazing. She gave me 2 hours of relaxation a week, allowing me to reset my house and myself."

Black History 365 (BH365)

BH365 aim is to raise awareness and deliver activities and events that promote Black African and Caribbean culture over a period of 365 days.



The RBG Black History 365 (BH365) Project empowered Home-Start Greenwich to connect families and communities to Black cultural heritage through a year-long series of workshops, events and activities.

A diverse programme of activities took place across HSG with over 800 participants taking part in:

- Black History Art Installation Project
- Traditional Black History Story Telling
- Black History Puppet Show
- A Celebration of Traditional Movement & Dance
- Children's Artwork Workshop.
- African Mask Making Workshop & Parade
- African Drumming Workshop
- African Food Tasting Workshop
- Artifacts Arts & Craft Workshops
- Black History Exhibition/Celebration



The programme fostered understanding and celebration of Black history and culture, culminating in an Exhibition and Art Display. HSG also supported local communities by hosting a "Black Owners" marketplace, Black Author events, and collaborating with support groups like STUBS, which provide guidance to Black ethnic minorities.

Shout About It

Our 30th year

Family Hubs and Community Welcome Cafe Launch November 2023

We are excited to have launched our part of the national Start for Life and Family Hub 1001 days strategy, to deliver lifelong impact for young children and wider support for the family. The approach complements the Home-Start Greenwich in-home support service and our wider community and volunteer offer.

Brookhill Children's Centre is one of four hubs forming part of the wider Family Hub Network, which includes 23 children's centres and four youth hubs across the borough.

The hubs are a first point of contact for families who need support to access financial help, keep children happy and active, from pregnancy to teenage years.

The hubs provide a free and easy way to get consistent support at different stages of parenthood, offering a safe space and seamless service for families when they need it the most.

Launch of our Community Café and welcome space

Our Community Café is a welcoming space for families, children and the local community - providing a safe space, food education and low-level mental health support. The café will be a space for the community to prepare affordable meals, deliver nutrition expertise, weaning advice and support pathways to our services.

The Community Café will also host parent workshops, baby and toddler focused activities for exploring foods and skill sharing. Our hub partners Chartwells and Feeding Britain supported our offer to deliver a weekly free community dining experience, essential supplies, cooked meals and nutritional advice and recipes. This offer is developing a strong volunteer network and workshops that are delivered by our chef and community partners.

Community Centre at Brookhill and School House

This year we further enhanced the community programme on offer for families of all ages. We look forward to having a community event launch to complement our Community Café and Family Hub!

Early Years' Ethos

This year we will continue to embed our loose play ethos and design, extending from settings into our parents and child play at home, via our home learning, volunteers and family support. Ensuring our children explore, create and thrive in a safe, caring and stimulating and sustainable space. We will be working hard to deliver enhancing experiences to develop children. The Home-Start Greenwich specialist early years' programme enables young children to be curious, imaginative, confident and independent, with all the tools they need to build their own development alongside their peers.

Based on the wrap around learning and care model we deliver at Children's Centres across the Royal Borough of Greenwich, we treat play seriously, with a key role in ensuring a successful transition into full time education. That is why our nurseries will provide a carefully crafted, enriching play experience based on child-initiated exploration to motivate children and inspire learning.

Our focus on stimulating curiosity and learning through creative, imaginative and explorative play inside and outside includes the high quality, outside natural learning environment, modelled on Forest Schools, which allow winter outdoor free flow play that encourages exploration and experimentation with tools.

Encouraging independence and role modelling a positive approach to food, textures and smells. Our approach to food and choice is for all age groups. Expanding our fresh and nutritious seasonal menus prepared by our in-house chef, in our 5-star rated kitchens, using the highest quality ingredients, will expand to skill sharing and learning opportunities with parents.

We will be continuing to work with schools to provide positive transitions for all children especially our SEND children and families.

A Call to Action:

Almost everyone is in position to help Home-Start Greenwich achieve its vision for a thriving community support network.

So many ways to make a difference:

Are you a Corporate Executive or part of a large organisation? Choose us as a charity partner? Sponsor an event or project. Help us create opportunities for mentorships, workshops, share expertise, training or support?

Are you a student or working with students or within Further Education institutions, Job Centre or Careers department? The Early Years' and Family Support sector needs a sustainable workforce. The pandemic has affected our workforce, and we need students looking for apprenticeship or work experience to choose us. Can we speak to your students about careers in our sector?

If you are a working professional - do you have volunteer days or charity partnerships at your place of work and can you recommend us as your Charity Partner? Can you volunteer with us for the day? Do you have skills in data, fundraising, media, design or a few hours to spare to help shape our services or join our board. Why not bring along your team for a team building volunteer day and make a real difference?

Are you involved in sports activities or events like Ride London, would you consider fundraising for us? Help us raise funds for our services. Every £7 received pays for a visit to a family at home. Supporting families to reduce isolation and helping to build a protective network around every child. Take part in an event of your preference and help sponsor a family volunteer.

Are you retired and/or have free time? Home-Start Greenwich is built on a network of volunteers supporting families in the home, helping to deliver our projects and run our centres. Our volunteers are a key part of our team and have access to comprehensive training programmes and a range of benefits. Alternatively, volunteer as a trustee and join our board, leading the organisation to success.

Are you a parent or expecting a child? You can help us by using our universal services, our childcare and nurseries. You can follow, like and share our social media. If you have been a service user, please let us know how the support has helped you. Find us on social media; Homestartgreenwich | Instagram, Facebook | Linktree

Everyone – PLEASE promote our services, sponsor us, donate and follow us on social media. Get involved and volunteer your time, resources, networks or charity budgets. Together we can create possibilities for some our most vulnerable families and together we can build stronger communities.

- Please follow us on social media
- Donate
- Help us celebrate our 30-year Anniversary

Financial Foundations

Summary of Annual Accounts

Home-Start Greenwich income is generated through commissioned contracts, Early Years income and grants. This is spent on delivery, staffing, operating expenses and providing additional services such as outings, projects, and responding to community needs.
Our current portfolio of contracts is delivered at full cost recovery on all services until 2025. This provides us with guaranteed monthly income. In the Financial year 2024/2025, we will be renegotiating the contract to reflect current rates of expenditure.

We have a reserves target and have achieved full cost recovery across all streams with each department and projects delivered inside set budgets.

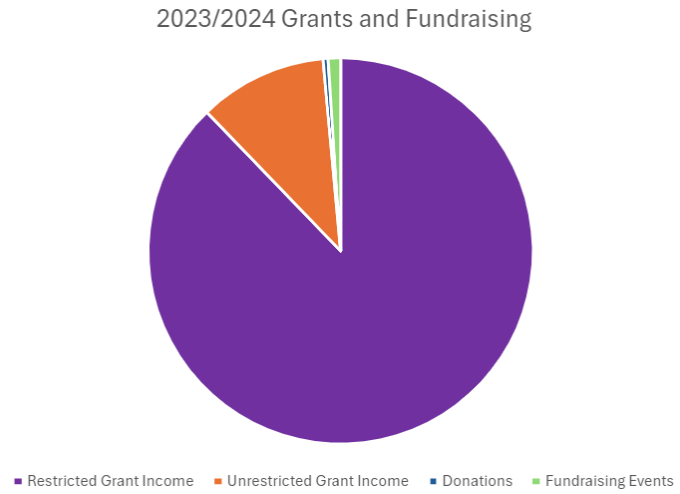
This year we are delighted to report a big increase in the level of reserves - achieved through efficiency savings and tight financial management. This is in line with our strategic goal of securing reserves of £800k or three months operating costs and we continue to work towards this goal, alongside generating additional income from service delivery and successful grant applications.

Home-Start Greenwich holds £274,121 of restricted reserves as at 31 March 2024.

Below is a summary of Home-Start Greenwich's annual accounts for the year 2023/2024. Full annual accounts and financial statements are available on request or online via the charities commission.

	2023/2024		**2022/2023**
Income	**£**		**£**
RBG Childrens Centre Contract	1,952,649		1,895,961
Early Years Income	666,125		597,831
Commissioned Services Income	20,332		19,008
Restricted Fundraising and grants	365,047		109,529
Unrestricted Fundraising and donations	9,050		15,279
Other Income	33,318		31,636
Total Income	**3,046,521**		**2,673,795**
Staffing Costs	**2,182,310**		**1,932,881**
Operating Expenses	**568,335**		**566,158**
Net surplus	**295,877**		**170,205**

	2023/2024		**2022/2023**
Reserves	**£526,238**		**£230,361**



As the need for our services continues to grow, we are under pressure to sustain a level of income which meets the increasing demand. Whilst we continue to be successful in winning restricted grants our unrestricted funding and fundraising and donations continue to struggle.

We are incredibly grateful to all those individuals and companies which have supported us this year. Your generosity ensures that we can continue to deliver our services and plan for the future.

Finance Highlights

31.4% of total expenditure is local spend within RBG

Increase in net profit in 23/24 £296k

Increase in reserves in 23/24 £526k

24/25 budgeted to deliver £100k unrestricted funding

Plans for the future years

Home-Start Greenwich has identified the following plan to develop sustainability for the future:

Short Term	Medium Term	Long Term
Increase the representatives and diversity of the trustee board and recruit to the treasurer vacancy	Develop and embed the organisational strategy	Secure sustainability for the Home-Start Greenwich Volunteer Scheme
Secure £100k of unrestricted funding in 2024/2025	Continue to strengthen areas of expertise in specialist areas	Ensure the organisation is best placed to continue delivering early education and Children's Centre services
Develop, embed and raise awareness of the organisations Funding strategy	Increase the charity's reserves to the level set out in the reserves policy of £800k by 2027	Build effective partnerships, steering local and national development for under-fives support
Diversify income streams and secure further funding	To embed effective systems and practice to develop business continuity	Share our successes with wider stakeholders and funders
Continue development of robust cost control measures and continue efficiency savings		

Trustees' responsibilities statement

The Trustees (who are also directors of Home-Start Greenwich for the purposes of company law) 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).

Company law requires the Trustees to prepare financial statements for each financial year. Under company law the Trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company 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;
- make judgments and accounting 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; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in operation.

The Trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the charitable company's transactions and disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Independent auditors

Simpson Wreford LLP., were appointed as Independent Auditors during the year and have expressed their willingness to continue in that capacity.

The trustees have complied with their duty in section 17 of the Charities Act 2011 to have due regard to the public benefit guidance published by the Charity Commission.

Signed on behalf of Trustees on 27th January 2025

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K Hyne

Chair

Opinion

We have audited the financial statements of Home-Start Greenwich (the "Charity") for the year ended 31 March 2024 which comprise the Statement of Financial Activities, Balance Sheet, Cash Flow Statement and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102: The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the Charity's affairs as at 31 March 2024 and of its incoming resources and application of resources for the year thenended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice ;
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you where:

- the trustees' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- the trustees have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the Charity's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

Other information

The trustees are responsible for the other information. The other information comprises the information included in the annual report other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006
In our opinion, based on the work undertaken in the course of the audit:

- the information given in the trustees' report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the trustees' report has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception
In the light of the knowledge and understanding of the Charity and its environment obtained in the course of the audit, we have not identified material misstatements in the Trustees' Annual Report. We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept or returns adequate for our audit have not been received from branches not visited byus;
- the financial statements are not in agreement with the accounting records and returns;
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not obtained all the information and explanations necessary for the purposes of our audit.

Responsibilities of the trustees
As explained more fully in the trustees' responsibilities statement set out on page 30 the trustees are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as they determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the Charity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the Charity or to cease operations, or have no realistic alternative but to do so.

Our responsibilities for the audit of the financial statements
Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: [www.frc.org.uk/auditorsresponsibilities]. This description forms part of our auditor's report.

Extent to which the audit was considered capable of detecting irregularities, including fraud

- the engagement partner ensured that the engagement team collectively had the appropriate competence, capabilities and skills to identify or recognise non-compliance with applicable laws and regulations;
- we identified the laws and regulations applicable to the company through discussions with trustees and other management, and from our commercial knowledge and experience of the social care sector;
- we focused on specific laws and regulations which we considered may have a direct material effect on the financial statements or the operations of the company, including the Companies Act 2006, data protection and the Charities Act 2011;

- we assessed the extent of compliance with the laws and regulations identified above through making enquiries of management and inspecting legal correspondence; and
- identified laws and regulations were communicated within the audit team regularly and the team remained alert to instances of non-compliance throughout the audit.

Audit response to risks identified

We assessed the susceptibility of the company's financial statements to material misstatement, including obtaining an understanding of how fraud might occur, by:

- making enquiries of management as to where they considered there was susceptibility to fraud, their knowledge of actual, suspected and alleged fraud; and
- considering the internal controls in place to mitigate risks of fraud and non-compliance with laws and regulations.

To address the risk of fraud through management bias and override of controls, we:

- performed analytical procedures to identify any unusual or unexpected relationships;
- tested journal entries to identify unusual transactions;
- assessed whether judgements and assumptions made in determining the accounting estimates set out in Note 1 were indicative of potential bias; and
- investigated the rationale behind significant or unusual transactions.

In response to the risk of irregularities and non-compliance with laws and regulations, we designed procedures which included, but were not limited to:

- agreeing financial statement disclosures to underlying supporting documentation and;
- enquiring of management as to actual and potential litigation and claims.
- reviewing correspondence with The Charity Commission.

There are inherent limitations in our audit procedures described above. The more removed that laws and regulations are from financial transactions, the less likely it is that we would become aware of non-compliance. Auditing standards also limit the audit procedures required to identify non-compliance with laws and regulations to enquiry of the directors and other management and the inspection of regulatory and legal correspondence, if any. Material misstatements that arise due to fraud can be harder to detect than those that arise from error as they may involve deliberate concealment or collusion.

Use of our report

This report is made solely to the Charity's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the Charity's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the Charity's members as a body, for our audit work, for this report, or for the opinions we have formed.

Kate Taylor FCA (Senior Statutory Auditor)
For and on behalf of Simpson Wreford LLP, Statutory Auditors and Chartered Accountants
Wellesley House
Duke of Wellington Avenue
Royal Arsenal
London
SE8 6SS

Dated: 28th January 2025

Statement of Financial Activities

(Including Income and Expenditure account)

	Notes	Restricted Funds £	Unrestricted Designated Funds £	Unrestricted General Funds £	Year to 31 Mar 2024 £	Year to 31 Mar 2023 £
Income from:						
Donations & legacies	2	87,353	-	9,050	**96,403**	70,940
Charitable activities	3	215,425	2,681,043	20,332	**2,916,800**	2,595,832
Other trading activities	4	-	-	-	**-**	2,943
Investments	5	-	-	-	**-**	-
Other income	6	-	-	33,318	**33,318**	4,080
Total income		302,778	2,681,043	62,700	**3,046,521**	2,673,795
Expenditure on:						
Charitable activities	7	122,448	2,616,834	-	**2,739,282**	2,496,308
Other expenditure	7	-	-	11,362	**11,362**	7,282
Total expenditure		122,448	2,616,834	11,362	**2,750,644**	2,503,590
Net income/(expenditure)		180,330	64,209	51,338	**295,877**	170,205
Transfers between funds		-	-	-	**-**	-
Net movements in funds		180,330	64,209	51,338	**295,877**	170,205
Reconciliation of funds						
Total funds brought forward		93,791	38,346	98,224	**230,361**	60,156
Total funds carried forward	17	274,121	102,555	149,562	**526,238**	230,361

The Statement of Financial Activities includes all gains and losses in the year. All income and expenditure derive from continuing activities.

The accounting policies and notes on pages 37 to 49 form part of these financial statements.

Balance sheet as at 31 March 2024

	Note	2024	2023
		£	£
Fixed assets:			
Tangible assets	12	32,440	33,748
Current assets:			
Debtors	13	109,501	95,890
Cash at bank & in hand		582,004	246,854
		691,505	342,744
Liabilities:			
Creditors: Amounts falling due within one year	14	197,707	146,131
Net current assets/(liabilities)		493,798	196,613
Total assets less current liabilities		526,238	230,361
Total net assets		526,238	230,361
The funds of the charity	17		
Restricted income funds		274,121	93,791
Designated fund		102,555	38,346
General funds		149,562	98,224
		526,238	230,361

The accounts have been prepared in accordance with the special provisions of Part 15 of the Companies Act relating to small companies and constitute the annual accounts required by the Companies Act 2006 and in accordance with the Financial Reporting Standard in the UK and Republic of Ireland (FRS 102)

Approved by the trustees on 27th January 2025 and signed on their behalf by:-

……

K Hyne Chair

Company Registration Number: 08676376 (England & Wales)

Statement of Cashflows

	Year to 31-Mar-24 £	Year to 31-Mar-23 £
Cash flows from operating activities:		
Net cash provided by/ (used in) operating activities Cash flows from investing activities:	356,692	17,745
Cash flows from investing activities:		
Interest income	-	-
Purchase of property, plant and equipment	(21,542)	(22,384)
Sale of property, plant and equipment	-	-
Net cash provided by/ (used in) investing activities	(21,542)	(22,384)
Change in cash and cash equivalents in the reporting period	335,150	(4,639)
Cash and cash equivalents at the beginning of the reporting period	246,854	251,493
Total cash and cash equivalents at the end of the year	582,004	246,854

Reconciliation of cash flows from operating activities

	Year to 31-Mar-24 £	Year to 31-Mar-23 £
Net income (expenditure) in the reporting period (as per the statement of financial activities	295,877	170,205
Adjustments for:		
Depreciation charges	22,850	26,626
Dividends, interest and rents from investments	-	-
(Increase)/decrease in debtors	(13,611)	(1,526)
Increase/(decrease) in creditors	51,576	(177,560)
	356,692	17,745

Notes to the financial statements

1. Accounting Policies

The principal accounting policies are summarised below. The accounting policies have been applied consistently throughout the year.

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 FRS 102), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

The financial statements are prepared in sterling, which is the functional currency of the company. Monetary amounts in the financial statements are rounded to the nearest £.
The effects of events relating to the year ended 31 March 2022 which occurred before the date of approval of the financial statements by the Trustees has been included in the financial statements to the extent required to show a true and fair view of the state of affairs at 31 March 2022 and the results for the year ended on that date.
Home-Start Greenwich meets the definition of a public benefit entity under FRS102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note(s).

Reconciliation with previous Generally Accepted Accounting Practice

In preparing the accounts, the trustees have considered whether in applying the accounting policies required by FRS102 and the Charities SORP FRS102 the restatement of comparative items was required. No restatements were required.

Preparation of the accounts on a going concern basis

The charity is considered a going concern. Adequate funding has been achieved to facilitate the charities objectives and activities for the next 12 months. There are no material uncertainties about the charity's ability to continue as a going concern.

Fund accounting

Restricted funds can only be used for a particular purpose within the objects of the charity and are subject to restrictions on their expenditure imposed by the donor which are to be solely used for particular areas of the charities work or for specific projects being undertaken by the charity.

Designated funds are unrestricted funds earmarked by the trustees for particular purposes.

Unrestricted funds are available for use at the discretion of the trustees in furtherance of the general objectives of the charity.

Notes to the financial statements

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 that the amount can be measured reliably.

Income from government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

Voluntary income is received by way of donations and gifts and is included in full in the statement of financial activities when receivable.

Revenue grants are credited to the statement of financial activities when received or receivable whichever is earlier.

Where unconditional entitlement to grants receivable is dependent upon fulfilment of conditions within the charity's control, the incoming resources are recognised when there is sufficient evidence that conditions will be met. Where there is uncertainty as to whether the charity can meet such conditions the incoming resource is deferred.

Income generated from the supply of goods or services is included in the statement of financial activities in the period in which the supply is made.

For legacies, entitlement is taken as the earlier of the date on which either: the charity is aware that probate has been granted, the estate has been finalised and notification has been made by the executor(s) to the Trust that a distribution will be made, or when a distribution is received from the estate. Receipt of a legacy, in whole or in part, is only considered probable when the amount can be measured reliably and the charity has been notified of the executor's intention to make a distribution. Where legacies have been notified to the charity, or the charity is aware of the granting of probate, and the criteria for income recognition have not been met, then the legacy is a treated as a contingent asset and disclosed if material.

Donated services and facilities

Donated services or facilities are recognised as income when the charity has control over the item or receive the service, any conditions associated with the donated item have been met, the receipt of economic benefit from the use by the charity of the item is probable and that economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), volunteer time is not recognised so refer to the trustees' annual report for more information on their contribution.

On receipt, donated services and facilities are recognised on the basis of the value of the gift to the charity which is the amount the charity would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

Expenditure and irrecoverable VAT

Resources expended are recognised in the period in which they are incurred. Resources expended include attributable VAT, which cannot be recovered.
Costs of generating funds comprise the costs associated with attracting voluntary income.

Notes to the financial statements

Charitable expenditure comprises those costs incurred by the charity in the delivery of its activities and services. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.
Other costs include those costs associated with meeting the constitutional and statutory requirements of the charity and include audit fees and costs linked to the strategic management of the charity.
All costs are allocated between the expenditure categories of the SOFA on a basis designed to reflect the use of the resource.

Allocation of support costs

Resources are allocated to the particular activity where the cost relates directly to that activity. Support costs are the functions that assist the work of the charity but do not directly undertake charitable activities.

The overall direction and administration of each activity, comprising the salary and overhead costs of the central function, is apportioned based upon the level of resource required to support each activity.

Operating Leases

Rental charges are charged on a straight line basis over the term of the lease.

Debtors

Trade and other debtors are recognised at the settlement amount due. Prepayments are valued at the amount prepaid.

Cash at bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

Creditors and provisions

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.

Tangible fixed assets

All fixed assets are initially recorded at cost.
Expenditure on fixed assets below the value of £500 are written off in the year in which it is incurred. Assets are reviewed for impairment if circumstances indicate their carrying value may exceed their net realisable value and value in use.

Notes to the financial statements

Depreciation is calculated so as to write off the cost of each asset less its residual value evenly over its estimated useful life on the following basis:

- Fixtures & Fittings
- Play Equipment
- Computer Equipment 25% Straight Line
- 25% Straight Line
- 33% Straight Line

Financial instruments

The charity only has financial assets and financial 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 with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

Pensions

The charity operates a defined contribution pension scheme, which all employees are eligible to join. The total amount of contributions recognised in the Statement of Financial Activity are shown in note 9 and represent the employers' contribution to the scheme or to employees personal pension schemes.
There were no outstanding or prepaid contributions at the balance sheet date and the charity has no liability under the scheme other than the payment of those contributions.

Commitments for future expenditure

Other than normal commitments inherent to the operation of the charity and under contracts of employment there were no contractual obligations to future expenditure at the balance sheet date. Where the trustees authorise expenditure which is not legally enforceable at the balance sheet date the appropriate amounts are set aside into designated funds.

Notes to the financial statements

2. INCOME FROM DONATIONS AND LEGACIES

	Restricted	Unrestricted	Year to 31 Mar 2024	Year to 31 Mar 2023
	£	£	£	£
Donations	-	1,550	**1,550**	5,836
Grants received				
RBG - Small Grants Funding	950	-	**950**	8,550
RBG - Small Grants Funding	3,000	-	**3,000**	-
RBG - Winter Grants Scheme 2022	-	-	**-**	9,000
RBG - Black History 365 Funding	750	-	**750**	5,400
RBG - Innovation Grant	-	-	**-**	10,000
RBG - Warm Spaces Grant	-	-	**-**	2,000
RBG - VCS Community Centre	40,000	-	**40,000**	-
The Lovell Partnership	-	1,000	**1,000**	-
The Armed Forces - Army Covenant Funding Grant	23,653	-	**23,653**	23,654
The Speech and Hearing Foundation	19,000	-	**19,000**	-
The Goldsmiths Company Charity	-	6,500	**6,500**	6,500
	87,353	9,050	96,403	70,940

3. INCOME FROM CHARITABLE ACTIVITIES

	Restricted	Unrestricted Designated	Unrestricted General	Year to 31 Mar 2024	Year to 31 Mar 2023
	£	£	£	£	£
Children's Centre Contract	-	1,952,649	-	**1,952,649**	1,895,961
Creche Together for Two's	-	370,550	-	**370,550**	335,701
Stay & Play	-	12,463	-	**12,463**	16,255
Early Years Pupil Premium	-	801	-	**801**	2,448
Nursery	-	282,311	-	**282,311**	243,427
RBG - Empowering Parents	-	62,269	-	**62,269**	-
RBG - Family Hub	178,500	-	-	**178,500**	-
RBG - Jubilee Festival Funding	-	-	-	**-**	6,000
South London and Maudsley NHS Foundation Trust	36,925	-	-	**36,925**	36,925
Commissioned Services	-	-	20,332	**20,332**	19,008
Start-Well Trust - Mobilisation	-	-	-	**-**	32,107
Grants received				**-**	-
Home-Start UK - Volant Charitable Trust	-	-	-	**-**	8,000
	215,425	2,681,043	20,332	2,916,800	2,595,832

Notes to the financial statements

4. INCOME FROM OTHER TRADING ACTIVITIES

	Restricted	Unrestricted	Year to 31 Mar 2024	Year to 31 Mar 2023
	£	£	£	£
Fundraising Events	-	-	-	2,943
Courses	-	-	-	-
	-	-	-	2,943

5. INCOME FROM INVESTMENTS

	Restricted	Unrestricted	Year to 31 Mar 2024	Year to 31 Mar 2023
	£	£	£	£
Bank Interest Receivable - UK	-	-	-	-
	-	-	-	-

6. INCOME FROM OTHER ACTIVITIES

	Restricted	Unrestricted	Year to 31 Mar 2024	Year to 31 Mar 2023
	£	£	£	£
Service fee received	-	18,000	**18,000**	-
Other income	-	11,895	**11,895**	3,520
Student placement income	-	2,700	**2,700**	-
Café sales	-	295	**295**	-
Rent Received	-	428	**428**	560
	-	33,318	33,318	4,080

Notes to the financial statements

7.1 EXPENDITURE BY COST CATEGORY

7.1 EXPENDITURE

	Note	Year to 31 Mar 2024	Year to 31 Mar 2023
Charitable activities			
Staff costs	9	2,182,310	1,932,881
Professional fees		74,976	125,313
Staff travel and other expenses		1,553	1,379
Staff training		16,250	17,030
Staff recruitment		16,724	4,856
Direct project costs		6,212	19,596
Refreshments		22,847	14,956
Commissioned services		22,232	8,225
Outings, trips & activity costs		10,667	4,754
Advertising		6,253	1,829
Premises costs		98,195	90,523
Repairs, maintenance & cleaning		121,555	126,329
Insurance		37,750	32,745
Events & meetings		9,375	3,053
Office costs		50,872	49,904
Computer costs		38,494	35,935
Other costs		168	374
Depreciation		22,850	26,626
		2,739,283	2,496,308
Other			
Bank charges		3,802	3,322
Audit fees		7,560	3,960
		11,362	7,282
Total		2,750,645	2,503,590

Home-Start Greenwich
Year ended 31 March 2024

Notes to the financial statements

7.3 EXPENDITURE BY ACTIVITY

				Children's centres														
	HSG Head Office	HSG Scheme	Restricted Grants	Children Centre - General	Brookhill	Cardwell	Eglington	Glyndon	Margaret Bondfield	Mulgrave	Plumcroft	Plumstead	The Slade	Plumstead Together for Twos	Brookhill Together for Twos	Slade Together for Twos	Plumstead Nursery	Total 31 March 2024
Activities undertaken directly	686,020	-	122,448	472,449	252,405	141,004	89,685	5,545	41,730	34,704	12,994	113,974	150,232	46,672	57,802	43,427	479,553	2,750,644
Support costs reallocted	(686,020)	-	-	166,880	89,155	49,806	31,679	1,959	14,740	12,258	4,590	40,258	53,065	16,486	20,417	15,339	169,389	-
Total Expenditure	-	-	122,448	639,329	341,560	190,810	121,364	7,504	56,470	46,962	17,584	154,232	203,297	63,158	78,219	58,766	648,942	2,750,644

Supports costs are allocated to each activity based on a percentage of total costs incurred, total costs incurred are a fair representation of head office time and staff resources spent on each activity.

7.3 EXPENDITURE BY ACTIVITY

				Children's centres														
	HSG Head Office	HSG Scheme	Restricted Grants	Children Centre - General	Brookhill	Cardwell	Eglington	Glyndon	Margaret Bondfield	Mulgrave	Plumcroft	Plumstead	The Slade	Plumstead Together for Twos	Brookhill Together for Twos	Slade Together for Twos	Plumstead Nursery	Total 31 March 2024
Activities undertaken directly	686,020		122,448	472,449	252,405	141,004	89,685	5,545	41,730	34,704	12,994	113,974	150,232	46,672	57,802	43,427	479,553	2,750,644
Support costs reallocted	(686,020)	-	-	166,880	89,155	49,806	31,679	1,959	14,740	12,258	4,590	40,258	53,065	16,486	20,417	15,339	169,389	-
Total Expenditure	-	-	122,448	639,329	341,560	190,810	121,364	7,504	56,470	46,962	17,584	154,232	203,297	63,158	78,219	58,766	648,942	2,750,644

Supports costs are allocated to each activity based on a percentage of total costs incurred, total costs incurred are a fair representation of head office time and staff resources spent on each activity.

Notes to the financial statements

8. NET INCOMING RESOURCES FOR THE YEAR

This is stated after charging/(crediting):

	Year to 31 Mar 2024 £	Year to 31 Mar 2023 £
Depreciation	22,850	26,626
Operating lease rentals: land & buildings	19,088	25,698
Audit fees	7,560	3,960
Accountancy, payroll and financial management	45,120	31,680

9. STAFF COSTS

Staff costs totalling £2,182,310 were as follows:

	Year to 31 Mar 2024 £	Year to 31 Mar 2023 £
Wages and salaries	1,898,707	1,647,444
Social security costs	159,587	139,719
Pension costs	124,016	145,718
	2,182,310	1,932,881

Staff numbers	Year to 31 Mar 2024	Year to 31 Mar 2023
Homestart - Core	3	3
Homestart - Charitable activities	75	66
	78	69

No single employee received remuneration in excess of £60,000

10. RELATED PARTY TRANSACTIONS

No Trustee received any remuneration for services provided to the charity in the year and no expenses were reimbursed to Trustee's during the year. A donation was received from a trustee during the year to the value of £200.

Notes to the financial statements

11. CORPORATION TAX

The charity is exempt from tax on income and gains falling within section 505 of the Taxes Act 1988 or section 252 of the Taxation of Chargeable Gains Act 1992 to the extent that these are applied to its charitable objects.

12. TANGIBLE FIXED ASSETS

	Total £
Cost	
As at 1 April 2023	177,225
Additions	21,542
Disposals	-
As at 31 March 2024	198,767
Accumulated Depreciation	
As at 1 April 2023	143,477
Charge for the year	22,850
Eliminated on disposal	-
As at 31 March 2024	166,327
Net Book Value	
As at 31 March 2024	32,440
As at 31 March 2023	33,748

13. DEBTORS

	Year to 31 Mar 2024 £	Year to 31 Mar 2023 £
Trade debtors	104,054	92,924
Accrued income	-	-
Prepayments and other debtors	5,447	2,966
	109,501	95,890

Notes to the financial statements

14. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	Year to 31 Mar 2024 £	Year to 31 Mar 2023 £
Trade creditors	125,404	64,630
Accrued expenses	7,560	3,960
Deferred income	19,966	43,425
Taxation and social security costs	40,920	24,485
Other creditors	3,857	9,631
	197,707	146,131

15. DEFERRED INCOME

	Year to 31 Mar 2024 £	Year to 31 Mar 2023 £
Balance at the beginning of the year	43,425	-
Amounts released to income earned from charitable activities	(43,425)	-
Amounts deferred in the year	19,966	43,425
Balance as the year end	19,966	43,425

16. ANALYSIS OF NET ASSETS BETWEEN FUNDS

	Tangible Assets	Current assets/(liabilities)	Total
Restricted funds	-	274,121	274,121
Designated funds	-	102,555	102,555
Unrestricted funds	32,440	117,122	149,562
	32,440	493,798	526,238

Notes to the financial statements

17. ANALYSIS OF CHARITABLE FUNDS

	Balance at 1 Apr 2023 £	Income £	Expenditure £	Balance at 31 March 2024 £
Unrestricted funds:				
General funds	98,224	62,700	(11,362)	149,562
Designated funds	38,346	2,681,043	(2,616,834)	102,555
	136,570	2,743,743	(2,628,196)	252,117
Restricted funds:				
John Lewis Kitchen	102	-	-	102
School House Project	5,000	-	-	5,000
Home-Start Uk Funding	510	-	-	510
RBG - Small Grants Funding	7,800	-	-	7,800
RBG - Small Grants Funding	-	950	(1,290)	(340)
RBG - Winter Grants Scheme 2022	5,406	-	(1,227)	4,179
RBG - Black History 365 Funding	3,891	750	(1,793)	2,848
RBG - Innovation Grant	3,594	-	(1,221)	2,373
RBG - Warm Spaces Grant	2,000	3,000	(1,195)	3,805
RBG - Jubilee Festival Funding	4,091	-	(21)	4,070
RBG - VCS Community Centre	-	40,000	(7,369)	32,631
RBG - Family Hub	-	178,500	(37,087)	141,413
The Armed Forces - Army Covenant Funding Grant	22,648	23,653	(26,079)	20,222
South London and Maudsley NHS Foundation Trust	34,089	36,925	(37,937)	33,077
Home-Start UK - Volant Charitable Trust	4,660	-	(1,159)	3,501
The Speech and Hearing Foundation	-	19,000	(6,070)	12,930
	93,791	302,778	(122,448)	274,121
Total funds:	230,361	3,046,521	(2,750,644)	526,238

Designated funds:

Children's Centres – RBG contract Home-Start Greenwich for the delivery of services in Central Greenwich's children's centres within the Royal Borough of Greenwich. We deliver parent and children's services and activities to families with children aged 0-5. We also deliver an integrated health service with support of midwives and health visitors.

Creche Together for Twos – provisions of creche (nursery) service to families with two, three and four year old's who are entitled to free early education and childcare.

Restricted funds:

The Armed Forces – Army Covenant Funding grant – to provide support to families with children under five and their families in the Army community by the way of home visiting, group work and activities and events. Through this we aim to reduce isolation, extend social networks for those families, improve parenting skills and improve the ability to cope with the demands of family life.

Notes to the financial statements

South London and Maudsley NHS Foundation Trust - EPEC parenting programme is a proven method of prevention and early intervention that helps children and families get the very best start in life. EPEC parenting courses are led by parent facilitators (volunteers) who have completed accredited EPEC training and receive ongoing training, supervision and support from parenting specialists at Home-Start Greenwich

RBG Family Hub - Brookhill Childrens Centre has been awarded funding to become a central hub for various family – oriented services and resources. These include education programmes, health services, social support, childcare and more, aimed at promoting the wellbeing and development of families. This is at families with children aged 0-19 or families with children with SEND of 0-25.

RBG VCS Community Centre - Home Start Greenwich provides two accessible Community Centres (Brookhill Community Centre and The School House). The centres provide 'diverse' activities that are focused on; helping to build inclusive/engaged/vibrant communities, tackling social isolation, offering advice services, promoting health and wellbeing. We use the one-stop-shop model, with multi-strand, holistic initiatives, i.e. Job Club, Food & Fuel, Wellbeing. This service is for those in the community 0-99.

18. OPERATING LEASE COMMITMENTS

At 31 March 2024 the company was commited to making the following payments under non-cancellable operating leases:

	Total 2024	Total 2023
Due within one year	16,066	19,280
Due after one year	52,216	48,343
	68,282	67,623

The lease payments for land and buildings are not under contract and can be terminated with a month's notice

19. ULTIMATE CONTROLLING PARTY

The charity is controlled by the board of Trustees.

20. APB ETHICAL STANDARDS

In common with many other charities of our size and nature we use our auditors to assist with the preparation of the financial statements.

21. LEGAL STATUS OF THE CHARITY

The charity is a company limited by guarantee and has no share capital.
In the event of the charity being wound up, the liability in respect of the guarantee is limited to £1 per member of the charity.



Thank you for reading

For more information to donate: www.homestartgreenwich.org.uk

To volunteer: https://homestartgreenwich.org.uk/volunteers-2/

LinkTree: https://linktr.ee/Homestartgreenwich

Website: www.homestartgreenwich.org.uk

HOME START Greenwich

HOME-START GREENWICH

England & Wales - Charity number 1189897

Accounts

HOME START Greenwich

Home-Start Greenwich

Annual Report & Audited Accounts
1 April 2022 – 31 March 2023

Company Limited by Guarantee Registration Number 08676376 (England and Wales)Charity Registration Number 1189897/-1 formerly (1032260)

Bankers Metro Bank, One Southampton Row, London WC1B 5HA

Auditors Simpson Wreford, Wellesley House Duke of Wellington Avenue, Royal Arsenal, London, SE18 6SS

Home-Start Greenwich is a Company Limited by Guarantee, Registered in England & Wales No. Company number 8676376

Home-Start Greenwich is a Charity Incorporated Organisation registered April 2022 number 1189897
Registered office and principle address: School House, Whitworth Road c/o Eglinton Childrens Centre Paget Rise SE18 3PY

1. to safeguard, protect and preserve, both mental and physical good health of children and parents of children;
2. to prevent cruelty to or maltreatment of children;
3. to relieve sickness, poverty and need amongst children and parents of children;
4. to promote the education of the public in better standards of childcare,

Our activities are carried out principally but not exclusively within the area of Royal Greenwich in South-East London.

Organisation Information

Board of Directors & Trustees

The directors of the charitable incorporated company (the charity) are its trustees for the purpose of charity law.

The trustees and officers serving during the year and since the year end were as follows:

Kingsley Hyne, Chair	**Appointed 3 May 2022**
Sonia Olsen	
Carolyn Herbert	
Sara Gorgoni	
Ana Bortolo	
Federica Franco	
Elizabeth Aderoju	Appointed 3 May 2022

Key Executive Personnel

Leann Cross	Chief Executive Director
Joey Sheridan	Contracted Finance Director
Mirela Siminiceanu	Deputy Director
Rachel Cope	Director of Operations
John Egan	Director of HR, People & Strategy

Resignations

Michael Burgoyne	1 December 2022
Sara Poke	1 December 2022
Siobhan Smyth	1 December 2022

Organisation and structure

The trustees, who are all directors, and Directors Management Team comprise the key management personnel of the charity in charge of directing and controlling, running and operating Home-Start Greenwich on a day-to-day basis.

The Director operates as the Chief Executive Officer of the Charity. In January 2023 two additional directors were added to the Leadership & Management Team to help deliver the strategic plan and support larger workforce and wider organisational remit. Directorates were identified including Services, Operations, Finance and Human Resources.

Related Parties & Co-Operation with Other Organisations

Apart from the Trustees and specific transactions disclosed in the notes to the financial statements there are no related parties as defined by the Companies Act; however, the charity has a close relationship with the Royal Borough of Greenwich and Home-Start UK.

Our work with children and families is enhanced by the excellent partnership working with our colleagues in Royal Borough of Greenwich, our Health Partners, and Voluntary Sector organisations, all of whom work in a collaborative manner so that the range and quality of resources available are to a high level.

Section 1: Chair's Statement

2022-23 has been another extremely challenging year, with the cost-of-living crisis affecting our families, staff, volunteers and communities as we recover from the impact of the pandemic.

Fortunately, Home-Start Greenwich has stepped up and responded to the sometimes acute need we've seen across our diverse community. Delivering new and impactful services and programmes, working in new areas to support those most in need and ensuring that the community could access the help they needed - either from their homes or with their peers in community spaces.

We would like to thank all our volunteers, staff and management for their immense efforts, for the innovation they've shown and the positive impact they've had – Thank you all!

Over the year we have:

- Seen an 22% increase in referrals for support, highlighting both the needs of the community and the value of our support.
- Built on our partnerships with schools, in particular around school readiness and parenting programmes, which have received much positive feedback. I would like to thank our schools for their support over the year.
- Supported over 100 families in the home, with over 7000 hours of specialist volunteer input. We are very proud of the impact achieved by our network of highly trained community volunteers, who are at the heart of what makes Home Start Greenwich unique.
- Continued to demonstrate the importance of integrated services and accommodated over 4000 children in need who accessed specialist support with their families in our seven children centres.
- Delivered over 24,000 hours of funded childcare and holistic support to families with children of two year olds.
- Strengthened our governance and have a careful programme of audits, reviews and assessments to ensure that performance and impact remain high and that our services continually improve. The changes made over the year have significantly improved organisational capabilities and resilience. I would like to thank the Leadership Team and fellow Trustees for all their work on this.
- Used our strong local reputation to work with a wide range of partners to help us with new initiatives, such as the settlement of Afghan families, support for families from Ukraine, food and fuel challenges and employment support. We could never have shown such speed of response or delivered such a high level of support without our partners in the community.
- Responded to the challenges in recruitment by diversifying our recruitment and retention strategies and thinking differently about the complexities of our workforce and community. We are particularly pleased to welcome our previous volunteers into our workforce
- expanded our Staff benefits, Employee Assistant Programmes, organisational support and wellbeing programmes.

Listening and responding to parents and the emerging needs of the community is at the heart of our approach to do more and better for children. When we see an issue in our community, we respond - working with partners to be responsive, intentional and supportive to our community.

Home-Start Greenwich is very much embedded in the local community and through the year, the whole team has taken part in the Jubilee celebrations, community events and Black History 365, all celebrating the richness of the Greenwich community and workforce.

Looking Forward, we are thankful to our partners who help us with innovative and responsive delivery and special acknowledgement to the Royal Borough of Greenwich and John Lewis Stratford for their funding and other support which will enable us to rehouse the organisation and develop a new community and volunteer offer at the School House in Woolwich Common, Eglinton.

We are a resilient organisation which intends to be here for the long term, providing the right support right at the start to ensure that babies and young children develop and mature in families that are able to provide the safe, nurturing and stimulating home they need to thrive.

To support this, the board and leadership will focus on a review of the opportunities and challenges presented by the changing funding landscape. Looking at how we can increase our reach across the community, identify new funding opportunities to expand and build our partnerships and continue to innovate.

Home-Start Greenwich has delivered so much over the last year and is ambitious for the future. Our success is due to our hardworking staff, volunteers and our partners and stakeholders. Again, I'd like to thank you all for contributing to our success.

To support our 30th Anniversary year we are extending an invitation for additional board members to join us at this exciting time, looking at our services beyond our current strategic plan. If you are interested in joining our board, please visit www.homestartgreenwich.org.uk for an application pack or email:

admin@homestartgreenwich.org.uk

Section 1: Director's introduction



Welcome to our Annual Service Report.

This report covers our 29th year supporting the most vulnerable young families in the local community!

Home-Start Greenwich has been delivering services in the Royal Borough of Greenwich since 1993, the organisation has a strong reputation for high quality support services and is a respected and well-regarded partner of a wide range of statutory and community organisations locally.

Our work with our partners has helped to reduce the barriers for families to access the right help at the right time and support our families to thrive.

In a very busy year we have captured an overview of our impactful services and our volunteer support.

Our organisation and community continue to benefit from the amazing work of our volunteers. We are extremely grateful for the contribution generously given by our voluntary workforce, students and interns.

Our simple approach to deliver the best organisation, support and services for families through integration and partnerships to create sustainable efficiencies and effectiveness. We focus on accessibility, our open to all, universal offer acknowledges that everyone may need help at some time.

The legacy of Covid-19 for our families has further entrenched some already complex challenges, with well-documented deteriorations in mental and emotional health, domestic abuse, and poverty. Child development and language skills delays and an increased need for SEND support and assessment has presented strongly across all our Early Years services.

Our integrated Children and Community Centres, quality childcare and holistic support offer alongside our partnership facilitated the delivery of our community need response programme, tackling the legacy of Covid on families, the early years and the grave challenge of the cost of living for our families. Post covid, new family groups needing support are emerging alongside the most vulnerable families in the community.

We are here for families when they need us most because childhood cannot wait. We work together with parents to build on the strengths and experience that everyone has, to ensure that parents and carers can provide the safe, nurturing and stimulating home and outdoor environments necessary to ensure that children develop as they should.

Our strategic and operational plans have delivered a year of strong service improvement and stabilisation, especially within our Early Years programming. Many organisations like ours are seeing the impact of the current financial climate; rising costs, higher referrals numbers and higher need, challenging mental and financial health, reduction in statutory services, fundraising challenges, difficulty around recruitment and retention.

As a local employer, Home-Start Greenwich contributes to the development of an often-neglected section of the community, providing opportunities for training and development, pre-employment volunteering, and employment support, all within an enriching framework of on the ground experience for staff, volunteers and parents.

The not-for-profit, early years and childcare sectors are struggling to attract and retain skilled staff and keep much needed services open for the most vulnerable families. It is imperative for long-term stability that we work together and use our voices on behalf of the most vulnerable families to build a resilient and sustainable community service.

With incredible support from our workforce, partners and families, Home-Start Greenwich is delivering our improvement strategy ensuring we are resilient to meet the changing community needs and offering the right support for challenges as they emerge.

We are looking for further help from those in the community who are in a position to give, either personally or professionally to support families and Home-Start Greenwich. Please see our call for action on page 26 to get involved.

I personally give thanks to the staff, volunteers, partners, grant funders and families who have helped us embed our long-term projects into our delivery. You all have driven us to Shout About our journey of change and made the impossible possible. Thank you!

I hope you enjoy reading the highlights of our organisation from 2022-2023.

Our Mission

Home-Start Greenwich wants to see a society in which every parent has the support they need to give their children the best possible start in life.

We **are here for families** when they need us most **because childhood can't wait.**

We are a community network of trained volunteers and expert support, dedicated to the provision of inclusive services that will fulfil each family's potential.

We achieve our mission through:

Volunteer Home-Visiting Support Service

Targeted interventions and support Family Groups

Quality Childcare and Early education settings

Universal Family Support through Children's Centres services

Community development & Volunteering Opportunities

What we do:

Home-Start Greenwich is a registered charity operating in Greenwich since 1994. We are part of a UK-wide network of peer support organisations which supports around 27,000 families each year with 13,000 volunteers. Home-Start Greenwich provides a wide range of specialist family support services delivered in the home, via the seven Children's Centres and 4 nurseries that we run, other early learning and childcare settings and community centres.

We deliver our programmes through a mix of trained community volunteers and professional staff. Alongside front-line programmes we provide advocacy, food, fuel, clothing, childcare and emergency assistance for some of the most vulnerable families with young children in the community. The Home-Start tagline is '**Because childhood can't wait**' because we recognise the impact of early intervention for children on their long-term health and development.

Over 4000 families use Home-Start Greenwich services every year. Our 360 one-stop-shop approach to support is unique. It ensures that valued and trusted relationships are at the centre of a programme of practical and emotional support to deliver real, life-changing support for families.

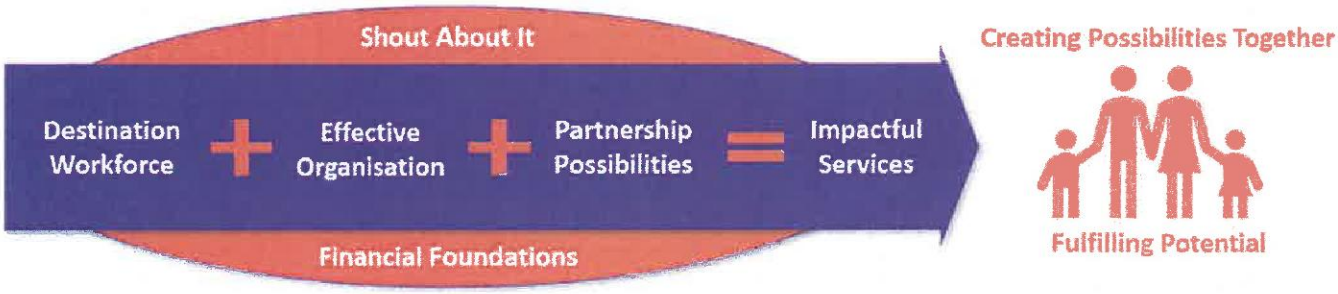
Home-Start Greenwich is embedded in the local community – as a service provider on the frontline; supporting Royal Borough of Greenwich early years and family teams; as a major local employer (over 60% of our workforce are local residents); as an education partner providing social and childcare student placements; and as a community volunteer network, recruiting, training and upskilling local people to deliver our programmes. Every year, over 30 local people train with us as volunteers, and together with our student placements, they delivered over 7000 hours of intensive family support services to 200 families in their homes. Alongside our staff teams over 1800 families received intensive support.

The work of every Home-Start in the UK centres around the three key themes of:

- **Family** - to be supported, families must have at least one child under the age of five.
- **Volunteers** - are the lifeblood of Home-Start – the organisation simply would not exist without local people giving their time, energy, skills, experience and passion to support families.
- **Communities** - the local community helping the local community through extended, skilled support networks.

Our Strategy

To achieve our Mission, we have identified six Strategic Priorities.



Most importantly, we will provide **Impactful Services**. This sees us improving the quality in all of our services and providing it consistently to everyone everywhere. We will be recognised by HSUK, Ofsted, our commissioners and those in the communities we serve, as a model of excellent practice.

Key to achieving this are five other Strategic Priorities, which combine to deliver Impactful Services.

First amongst these is our desire to build a **Destination Workforce**. This includes both those we employ and those who volunteer. We aspire to be a great place to work and volunteer and will invest in building a fantastic culture and in the development of everyone in our team.

Second, we will become a highly **Effective Organisation**, our governance, systems and processes will enable our people to work together well to achieve our Mission.

Third, we will make the most of **Partnership Possibilities**. We will work collaboratively with commissioners, providers, and our community to improve the lives of children and families in Greenwich.

Underpinning these, we will **Shout About It** through effective communication and engagement we will evidence our impact, and lastly, we will build firm **Financial Foundations** secure our financial resilience and establish a platform for growth and greater impact.

This report will cover our strategic highlights and deliverables for the financial year of April 2022 – March 2023.

Impactful Services: Support for families

Our Volunteer Scheme & Family Support

The majority of our families are residents of the Royal Borough of Greenwich. However, our reach also extends into Lewisham and Bexley boroughs, with the new transport links bringing in families from as far as East London. The housing crisis and temporary housing arrangement, means that our services are within reach of new communities needing support and we have worked closely with other London Home-Starts to integrate families into local communities.

We are making strides towards a sustainable programme of boroughwide Home-Visiting support by 2025.

This year we delivered our family support home visiting service in over 60% of the borough.

We were commissioned to deliver in Central Greenwich directly by RBG and in South Greenwich by GLL. Additional funding supported families being supported in East Greenwich.

Over 230 families received Home visiting support leading to near 2000 volunteer hours in the community.

Across Royal Greenwich

- **74%** of children registered with a Special Educational Needs and Disabilities engaged with our services and support. We believe that all children in need should be able to access our services and have extended services and partnerships to enable this to happen 2023/24.
- **38 New Volunteers**
- **2000** children accessed our services in their **1st 1001 days.** Recognising the central importance of early development, we target our support to families with children under two.

Our Childrens Centres – Central Greenwich

Home-Start Greenwich has been delivering the Central Greenwich Children's Centre contract since 2014, initially contracted to deliver across four areas: Woolwich, Glyndon, Plumstead and Plumstead Common (Slade).

In 2020 we were successfully recommissioned to deliver an integrated model of Children Centres across an expanded geographic area to include the Woolwich Common (Eglinton), Woolwich Barracks (Mulgrave) and Woolwich Dockyard (Cardwell) Start Well integrated Children Centre areas with Partners GLL and Quaggy Developing Trust.

In 2020 with support from our education colleagues at Plumcroft School we extended to deliver a range of services in two additional sites in Plumcroft Primary School (Woolwich Arsenal) and Margaret Bondfield (Glyndon).

We are delighted that the Bromley Health Care Health Visiting and Lewisham and Greenwich NHS Trust Midwifery teams have been working with us particularly closely as we develop the sites at Brookhill, Mulgrave and Eglinton and increasing the amount of services available to parents in these spaces.

We registered nearly 5500 children of which over 2000 were under two. With over 4000 children regularly engaging with our services.

Our exceptional EARLY YEARS

Section 1

Our vision for early years and childcare is to provide quality, enriching childcare to stimulate early learning.

We encourage children to explore, discover and create learning experiences that spark their curiosity and imagination. We offer families appropriate play education and care facilities so that parents and children can learn together through play.

However, we know that the wider family situation impacts children's early education and wellbeing. To address this, we support families with early intervention support tailored to their individual needs so parents can focus on giving their children the best start.

Our focus stays firmly on:

- Embedding and extending the early years' framework
- Developing SEN and transition support
- Extending training for transition and development work
- Better identification of learning needs
- Providing first class, nurturing early years' learning environments
- Extending opportunities to learn and play in supportive external environments
- Sharing our spaces and 'live' learning with the community

Our early years' spaces are at:
Plumstead Day Nursery and Together for Twos Creche
Brookhill Together for Twos creche
Slade Together for Twos creche

Our Families Said: Anita & Josiah

The family attended our stay and play sessions. During their time at Stay and play mum spoke to staff practitioners about her concerns regarding her child's development and communication and interaction with other children his age.

Mum was very worried about Josiahs's lack of speech and communication, and he had no visible awareness of danger, limited concentration and no ability to be still.

Our Lead Practitioner advised mum to make a self-referral into Speech and Language Therapy (SaLT) and to also apply for a Together for Twos nursery place at our Slade Children's Centre.

Anita and Josiah attended Speech and Language Therapy service and further assessments were made into other services to assess the needs of the child and it was agreed that Josiah was eligible to join our early learning setting. Being a part of a smaller setting enabled the team to observe and regularly feedback to the parents. Together with inclusion services a plan was put together with the family to identify and support the child's needs.

The setting made further internal referrals into family support services and the family were able to start Music Therapy support, learn more about their child's development needs and work as a family to support his learning.

The whole family is now enjoying accessing Children's Centre services and family support from a well-being worker.

Both parents have been very proactive in supporting their child's development and have been supporting him during sessions at nursery and volunteer regularly to read to the children in the setting. Anita and Josiahs names have been changed.

What our families tell us:

- **"We can't tell how valuable your support and attention has been at the nursery. I honestly don't know what we would have done without your personal interventions and diligence."**
- **"He's settling in happily and is coming home smiling and exhausted - that's about as good as you can wish for!"**

Our Special Educational Needs Disability Services

All our settings are inclusive and open to all; however, we are acutely aware that some families would benefit from more bespoke support. The number of children and families with SEND engaging with our services has increased since 2021. To meet this need, our team has worked closely with local schools and statutory services to ensure that SEND children make positive transition into education from childcare and creche settings.

Across all our settings SEND support is embedded in our provision - with increased staff to children ratios, larger accessible spaces and close partnerships with specialist external provision. Our staff are very skilled at advocating for children and families pre-diagnosis and at every stage to support their learning journey.

To make sure we really are providing the type of services that meet with local need, we support three specialist parent led volunteer groups and local organisations to enhance our Special Educational Needs and Disabilities (SEND) offer – where standard programming is complemented by an additional element which provides specialist support for children with additional needs:

- Aim – Autistic Inclusive Meets Community Group
- Special Children's Group in partnership with The Bridge & Anchor Centre
- Down's Families Group

For the young children leaving our settings, we work closely with schools to extend the transition period and enable support visits from key people. We have built a programme of transition support for families to ensure they feel supported to make informed decisions around accessing the best school for their child's needs.

As part of a strategy to build our SEND offer, we have secured addition three-year funding for a SEND Early Years SENCO role for 2023.

Going forward, we will be expanding our current programme and partnerships with specialist local organisations to include new groups, support and activities for families and increasing specialist training for key staff.

We are extremely proud of what our early years' staff and volunteers have achieved for children who require additional support.

Key achievements

- Transition support for SEND enhanced
- Enhanced training for musical instruments, sensory toys, and equipment
- Our settings have delivered over 24,000 hours of funded early education for 2-year-olds



Destination Workforce

People are at the heart of our organisation. We look to the community to support and explore local employment in the first instance.

As part of our strategic plan the HR functions and business partnering was brought in-house, to ensure our people practices reflected our organisational strategy and vision.

Employee value proposition (EVP). During the year we uplifted our staff on band 1 to band 2. This has allowed us to use a new entry level band for apprentices and trainees especially within our early years setting. We also offer childcare discounted places, Techscheme, Cyclescheme, the Blue light card, and Greenwich one-card to our staff.

We remain committed to safer recruitment practices, staff training and development, Health and Wellbeing, in line with our strategic plan.

We stand for continual training and development of our people. Employees, Volunteers, students and board members are invited to participate in online and in person professional development and team building days. All are invited to key mandatory, formal and informal training. With skill enhancing opportunities being delivered throughout this year.

Home-Start Greenwich strategy commitment to developing and embedding community skills, which is why we work with parents and volunteers to build confidence and create employment pathways in preparation for further training and employment.

Headline data:

We delivered over **5000** hours of community support.

We provided a range of accredited training and learning pathways.

All of our volunteers who left in this period went onto Education or Employment. 50% of our volunteers go onto further education or secure employment, of which 16% were employed by Home-Start Greenwich.

In addition to our 67 staff and 50 volunteers, we supported **5 students and work placements** adding over **3000** hours of learning and support and 3000 hours of student support.

We have **3 additional** student and apprenticeship posts starting in 2023/24. **Our people and processes all help to position Home-Start Greenwich as a Destination Workforce to achieve:**

- Stable workforce
- Strong retention and recruitment
- Local people represented
- Enhance skills and opportunities for the local community
- Great Place to Work accreditation Award

Home-Start Greenwich
Year ended 31 March 2023

Key Data:

Metric	Measure/s and findings
Total staff	67
Internal promotions and job reviews	7
Volunteers moving into paid roles	2
Percentage of our staff living in the Royal Borough of Greenwich community	60%
Engagement survey – organisational statements highlighting areas of strength	• I make a difference. • My work has special meaning and is not just a job. • My contribution to the community. • The level of responsibility that I have. • I feel a sense of pride in what I achieve at work. • People are made to feel welcome when they join HSG.

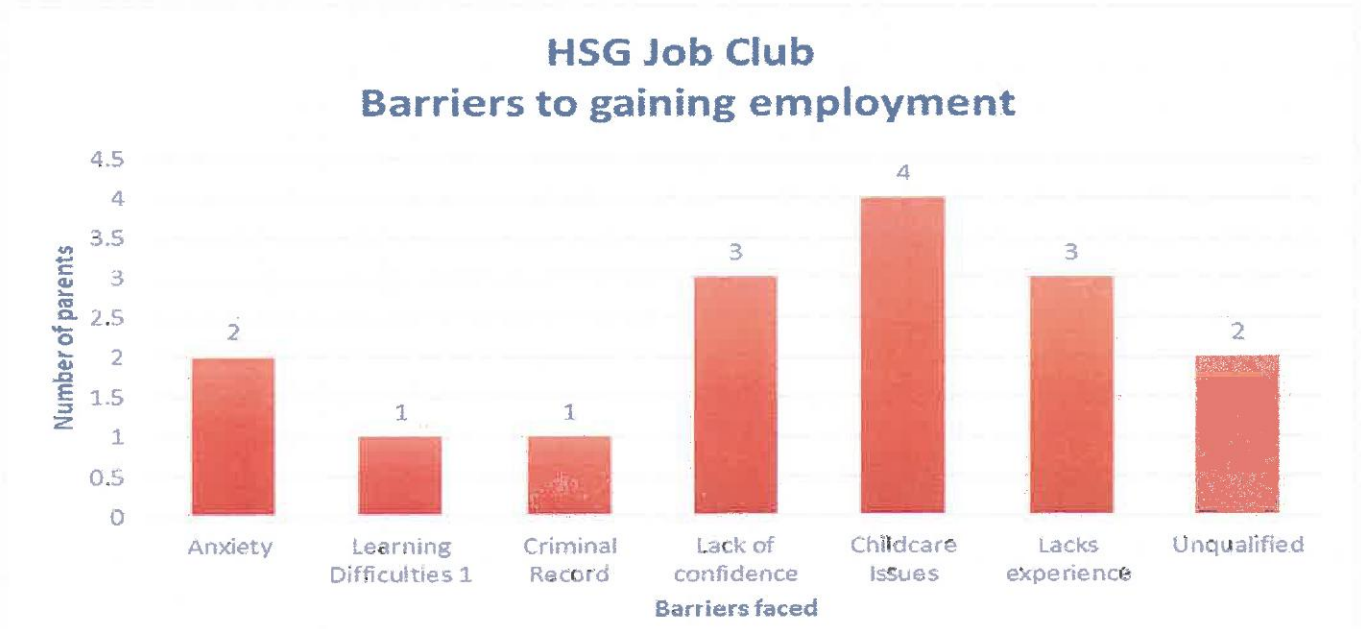
Measure	Benchmark/indicators/market factors	Home-Start Greenwich data/responses
Turnover	• Research indicates sector turnover rate is at an average of around 15%. • Post-COVID life and family decisions have impacted on turnover in all sectors. • The cost-of-living crisis has impacted staff directly. • Early years (EY) recruitment and shortages is a borough wide issue. • Managerial roles (extending to core and support service roles) are challenging to fill. • The general challenge of recruitment, the expectation of flexible/hybrid working, balancing part-time and full-time employees, and inflationary pressures have created an expectation of better salary and benefit reviews.	• Turnover fluctuates between negligible to above the sector average within the EY set up. • The traditional in-house recruitment has suggested and supported our use of specialist recruiters to boost the intake of staff though this has come at a price. • Staff expectations of employee value propositions (EVP) suggest that affective commitment may not be sufficient or important as own wellbeing or family requirements. • The introduction of EY apprenticeships and sponsored long-term development for staff is part of our strategy to retain and grow talent.
Absence rates	• ONS data for human, health and social occupations: 4.2%	• Absence rate is 3.5%. • Our context is that of our staff are 96% female, with a third falling into the 50-69 age group. This segment typically has sickness absence rates which are about double the national average.
Employee satisfaction	• The social care sector (which has a degree of fit) trends the lowest amongst levels of employee satisfaction. • Gallup research in the UK indicates challenges for all sectors in terms of employee satisfaction.	• Our commitment to improving staff satisfaction comes from running an externally managed staff-wide engagement survey in 2022. • We have a benchmark from our initial 2022 survey and have actioned a number of internal improvements to entry level salaries, team development, EVP's and an improved EAP and Wellbeing offering.

Job Club

One-to-one support for parents to help them gain employment, training, work experience and volunteering opportunities.

- The Job Club was introduced in August 2021 as a 6-month pilot as part of our covid recovery plan to support those who have experienced job loss, economic uncertainty and financial instability. It is also to help boost the confidence of those who have been out of work for a long time for various reasons and need some support and direction.
- The aim of the Job club was to help our parents to become more resilient and provide several resources, activities and links to support referred parents in finding employment opportunities and applying for them.
- The intention was to support a maximum of 12 at one time.
- The current job club as stands is going on until further notice as we have mums that are currently being supported (9). Funds are being sourced for a rebirth in the New Year with a new name - Job Club Plus, which will be an integrated support model due to the holistic support that will be accessed.

These projects were delivered alongside our regular daily, emergency food, food bank vouchers, clothing, footwear, toys, books and nursery equipment donations and loans. We continue to access grants and community funding to provide services and projects to meet emerging and critical needs for families:



Partnership Possibilities

Our local business Partners

As one of the largest employers in Greenwich, employ over 70 staff and are committed to being a London Living Wage employer. 60% of our team live in the local community and we work hard to buy local and to work with local suppliers and contractors.

How much and how we spend our money in the local community

Almost 25% of our expenditure is spent with other local businesses which equates to just under £150k.

Local Spend Breakdown	Amount
Partnerships	3,993.36
Service Providers	14,007.25
Suppliers	89,560.41
RBG Schools	40,320.00
	147,881.02

Our Partnerships made Possible

Special projects:

A majority of the families we support live in areas of significant deprivation and health inequalities. We have found that the covid-19 pandemic and the increase in energy prices has not only had a major impact on those with pre-existing hardship and inequalities, but it has also meant that we now have a new cohort of families to support. In response we developed a multi strand covid recovery and resilience delivery plan which to the conception of various projects e.g. fuel bank, data bank, job club and lap top loan. These projects were developed and sustained due to the Cost of living Crisis.

We have families who require our support because they:

- have nil recourse to public funds or are low-income families.
- now have a reduction in household income due to redundancies or loss of employment
- are experiencing an increase in household bills because of the increase in food and energy prices.
- are experiencing financial difficulty and are in debt.
- are having to make the tough decision between heat or eat.
- are facing issues in relation to food poverty due to their inability to budget or cook properly.

Cost of Living and Post Pandemic support:

Background:
Launched in November 2020 with initial funding from Feeding Britain.
Project is to support families with fuel bills to help safeguard those on low incomes or those struggling as a result of the recent increase in energy prices and the impact of Covid-19.
Criteria:
** Client is experiencing fuel insecurity, has run out of money for electricity and/or gas and their prepayment meter has been disconnected (or is about to be)*
** Client is using their emergency fuel allowance and has*
no access to funds to top up their meter before possible disconnection.
**Client is experiencing financial difficulty and needs assistance to pay a fuel bill.*

Total number of vouchers issued	270	
Total number of families supported	204	
Total cost of support funded	£10,437	£

Quotes:

"this means I can now buy food and have electric over the weekend"

"Thank you so much. I was near tears when told about it, I didn't know you offer this support. I really was getting stressed about what to do."

"I can't thank you enough for all the support you have given my family, helping with the fuel and food has just meant we can have a nice half term with the kids. I was so worried."

Data and Laptop Support

Laptop loan pilot was successful in 2021 and was expanded for this year, originally the project addressed digital inclusion to vulnerable digitally excluded communities in the borough of Greenwich. Match funded by Royal Borough of Greenwich Digital Project.
To provide the following:

1. *Device lending scheme*
2. *4G dongle lending scheme*
2. *Community Wi-Fi*
3. *Digital inclusion training*

This trial was extended as part of our covid recovery plan to support those who have experienced job loss or access to employment issues and the wider support around the families needed. The scheme supported families to meet application deadlines, job search, gain IT skills, access online training, complete homework etc. Provision offered to Job Club members to enable course and job hunting.
In January 2023 an additional 60 laptops were received from HSUK/BT which we added to our Laptop library. Running alongside our databank scheme from the previous year for parents who were at risk of feeling isolated and/or unable to purchase phone data due to their financial circumstances. The offer for data support was adjusted to referred families only due to a high level of need and restricted funding.

Quotes:
"This is really going to help me with my job search"
"now I am able to help my children with their homework"
"having this laptop will really support me with my course work"

Databank

"It has really helped me to be able to stay in contact with my family"
"I feel less isolated, I can go weeks without having enough money to top up my phone"

"I used it to top up my child's phone so she can now stay in contact with me coming to and from school.

30 Families were supported by this project.
Employability
Community Need

Shout About It

Section 4: What's upcoming for our 30th year

Family Hubs

We are thrilled to be a part of the national Start for Life Family Hub first 1001 days strategy to deliver lifelong impact for young children. The approach complements the Home-Start Greenwich in-home support service and our wider community and volunteer offer.

Brookhill Children's Centre will be one of four hubs forming part of the wider Family Hub Network which includes 23 children's centres and four youth hubs across the borough.

The hubs will be the first point of contact for families who need support to access financial help, keep children happy and active, from pregnancy to teenage years.

The hubs provided a free and easy way to get consistent support at different stages of parenthood, offering a safe space and seamless service for families when they need it the most.

Launch of our Community Café and welcome space

Our Community Café is a welcoming space for families, children and the local community - providing a safe space, food education and low-level mental health support. The café will be a space for the community to prepare affordable meals, deliver nutrition expertise, weaning advice and support pathways to our services.

The Community Café will also host parent workshops, baby and toddler focused activities for exploring foods and skill sharing. It will be supported by the Home-Start Greenwich food projects, as well as the volunteer network and community partners at Brookhill.

Community Centre at Brookhill and School House

This year we further enhanced the community programme on offer for families of all ages. We look forward to having a community event launch to complement our Community Café and Family Hub! The venues include a full service kitchen which is available for hire by the community.

Early Years' Ethos

This year we will be embedding our loose play ethos and design across all settings. Making clear our intentions for a creative, sustainable environment to stimulate the imagination and development of children. Ensuring our children will explore, create and thrive in a safe, caring and stimulating space. We will be working hard to deliver enhancing experiences to develop children. The Home-Start Greenwich specialist early years' programme enables young children to be curious, imaginative, confident and independent, with all the tools they need to build their own development alongside their peers.

Based on the wrap around learning and care model we deliver at Children's Centres across the Royal Borough of Greenwich, we treat play seriously, with a key role in ensuring a successful transition into full time education. That is why our nurseries will provide a carefully crafted, enriching play experience based on child-initiated exploration to motivate children and inspire learning.

Our focus on stimulating curiosity and learning through creative, imaginative and explorative play inside and outside includes the high quality, outside natural learning environment, modelled on Forest Schools, which allow winter outdoor free flow play that encourages exploration and experimentation with tools. Encouraging independence and role modelling a positive approach to food, textures and smells. Our approach to food and choice is for all

age groups. expanding our fresh and nutritious seasonal menus prepared by our in-house chef, in our 5-star rated kitchens, using the highest quality ingredients, will expand to skill sharing and learning opportunities with parents.

We will be continuing to work with schools to provide positive transitions for all children especially our SEND children and families.

Section 4: A Call to Action:

Almost everyone is in position to help Home-Start Greenwich achieve its vision for a thriving community support network.

So many ways to make a difference:

Are you a Corporate Executive or part of a large organisation? Choose us as a charity partner? Sponsor an event or project. Help us create opportunities for mentorships, workshops, share expertise, training or support?

Are you a student or working with students or within a Further Education institutions, Job Centre or Careers department? The Early Years' and Family Support sector needs a sustainable workforce. The pandemic has affected our workforce, and we need students looking for apprenticeship or work experience to choose us. Can we speak to your students about careers in our sector?

If you are a working professional - do you have volunteer days or charity partnerships at your place of work and can you recommend us as your Charity Partner? Can you volunteer with us for the day? Do you have skills in data, fundraising, media, design or a few hours to spare to help shape our services or join our board. Why not bring along your team for a team building volunteer day and make a real difference?

Are you involved in sports activities or events like Ride London, would you consider fundraising for us? Help us raise funds for our services. Every £7 received pays for a visit to a family at home. Supporting families to reduce isolation and helping to build a protective network around every child. Take part in an event of your preference and help sponsor a family volunteer.

Are you retired and/or have free time? Home-Start Greenwich is built on a network of volunteers supporting families in the home, helping to deliver of our projects and run our centres. Our volunteers are a key part of our team and have access to comprehensive training programmes and a range of benefits. Volunteer as a trustee and join our board leading the organisation to success.

Are you a parent or expecting a child? You can help us by using our universal services, our childcare and nurseries. You can follow, like and share our social media. If you have been a service user, please let us know how the support has helped you. Find us on Social Media; Facebook, Instagram @homestart_greenwich, Linkedin & Twitter@hsgreenwich.

Everyone – PLEASE promote our services, sponsor us, donate and follow us on social media. Get involved and volunteer your time, resources, networks or charity budgets. Together we can create possibilities for some our most vulnerable families and together we can build stronger communities.

- Please follow us on social media
- Donate
- Help us celebrate our 30-year Anniversary
- Request or download our corporate prospectus on our website

Financial Foundations

Summary of Annual Accounts

Home-Start Greenwich income is generated through commissioned contracts, Early Years income and grants. This is spent on delivery, staffing, operating expenses and providing additional services such as outings, projects, and responding to community needs.

Our current portfolio of contracts are delivered at full cost recovery on all services until 2025. This provides us with guaranteed monthly income. In the Financial year 2024/2025, we will be renegotiating the contract to reflect current rates of expenditure. At the same time, we are aiming to extend the contract until 2027, with a further extension until 2029.

We have a reserves target and have achieved full cost recovery across all streams with each department and projects delivered inside set budgets.

This year we are delighted to report a big increase in the level of reserves - achieved through efficiency savings and tight financial management. This is in line with our strategic goal of securing reserves of £800k or three months operating costs and we continue to work towards this goal, alongside generating additional income from service delivery and successful grant applications.

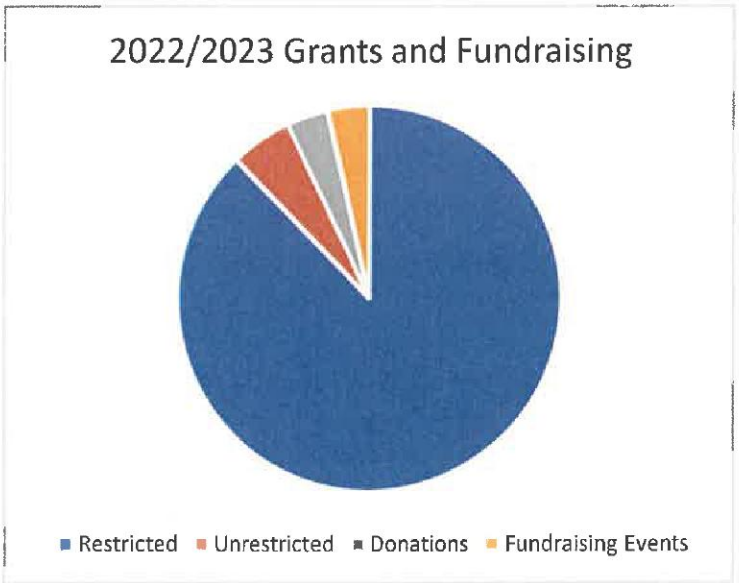
Home-Start Greenwich does not hold any restricted reserves as at 31 March 2023.

Below is a summary of Home-Start Greenwich's annual accounts for the year 2022/2023. Full annual accounts and financial statements are available on request or online via the charities commission.

	2022/2023		2021/2022
Income	£		£
RBG Childrens Centre Contract	1,895,961		3,294,007
Early Years Income	597,831		570,857
Commissioned Services Income	19,008		19,008
Restricted Fundraising and grants	109,529		29,184
Unrestricted Fundraising and donations	15,279		50,437
Other Income	31636		129,481
Total Income	**2,669,244**		**4,092,947**
Staffing Costs	**1,906,825**		**2,037,570**
Operating Expenses	**566,158**		**2,137,465**
Net profit	**196,261**		**-82,061**

	2022/2023		2021/2022
Reserves	**£256,417**		**£60,156**

Home-Start Greenwich
Year ended 31 March 2023



As the need for our services continues to grow, we are under pressure to sustain a level of income which meets the increasing demand. Whilst we continue to be successful in winning restricted grants our unrestricted funding and donations continue to struggle.

We are, therefore, incredibly grateful to all those individuals and companies which have supported us this year. Your generosity ensures that we can continue to deliver our services and plan for the future.

Finance Infographics

25% of total expenditure is local spend within RBG	↑ Increase in reserves in 22/23 £256K	↑ Increase in net profit in 22/23 £196K	23/24 budgeted to deliver £100k unrestricted funding

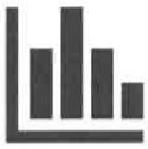
Plans for the future years

Home-Start Greenwich has identified the following plan to develop sustainability for the future:

Short Term	Medium Term	Long Term
Increase the representatives and diversity of the trustee board	Develop and embed the organisational strategy	Secure sustainability for the Home-Start Greenwich Volunteer Scheme
Secure £100k of unrestricted funding in 2023/2024	Continue to strengthen areas of expertise in specialist areas	Ensure the organisation is best placed to continue delivering early education and Children's Centre services
Recognition from HMRC in the form of gift aid	Increase the charity's reserves to the level set out in the reserves policy of £800k by 2025	Build effective partnerships, steering local and national development for under-fives support
Diversify income streams and secure further funding	To embed effective systems and practice to develop business continuity	Share our successes with wider stakeholders and funders
Continue development of robust cost control measures and continue efficiency savings		

Kingsley Hyne – Chair of Trustees – 21/12/23

Audited Accounts



Section 5: Financial Review Statement

Independent Auditor's Report to the Trustees of Home-Start Greenwich

Opinion

We have audited the financial statements of Home-Start Greenwich (the "Charity") for the year ended 31 March 2023 which comprise the Statement of Financial Activities, Balance Sheet, Cash Flow Statement and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102: The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the Charity's affairs as at 31 March 2023 and of its incoming resources and application of resources for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice;
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you where:

- the trustees' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- the trustees have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the Charity's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

Other information

The trustees are responsible for the other information. The other information comprises the information included in the annual report other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information.

If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Independent Auditor's Report to the Trustees of Home-Start Greenwich
Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the trustees' report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the trustees' report has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the Charity and its environment obtained in the course of the audit, we have not identified material misstatements in the Trustees' Annual Report. Aside from the impact of the matters disclosed in the material uncertainty related to going concern section, we have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept or returns adequate for our audit have not been received from branches not visited by us;
- the financial statements are not in agreement with the accounting records and returns;
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not obtained all the information and explanations necessary for the purposes of our audit.

Responsibilities of the trustees

As explained more fully in the trustees' responsibilities statement set out on page 30 the trustees are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as they determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the Charity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the Charity or to cease operations, or have no realistic alternative but to do so.

Our responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: [www.frc.org.uk/auditorsresponsibilities]. This description forms part of our auditor's report.

Extent to which the audit was considered capable of detecting irregularities, including fraud

- the engagement partner ensured that the engagement team collectively had the appropriate competence, capabilities and skills to identify or recognise non-compliance with applicable laws and regulations;

- we identified the laws and regulations applicable to the company through discussions with trustees and other management, and from our commercial knowledge and experience of the social care sector;
- we focused on specific laws and regulations which we considered may have a direct material effect on the financial statements or the operations of the company, including the Companies Act 2006, data protection and the Charities Act 2011;
- we assessed the extent of compliance with the laws and regulations identified above through making enquiries of management and inspecting legal correspondence; and
- identified laws and regulations were communicated within the audit team regularly and the team remained alert to instances of non-compliance throughout the audit.

Audit response to risks identified

We assessed the susceptibility of the company's financial statements to material misstatement, including obtaining an understanding of how fraud might occur, by:

- making enquiries of management as to where they considered there was susceptibility to fraud, their knowledge of actual, suspected and alleged fraud; and
- considering the internal controls in place to mitigate risks of fraud and non-compliance with laws and regulations.

To address the risk of fraud through management bias and override of controls, we:

- performed analytical procedures to identify any unusual or unexpected relationships;
- tested journal entries to identify unusual transactions;
- assessed whether judgements and assumptions made in determining the accounting estimates set out in Note 1 were indicative of potential bias; and
- investigated the rationale behind significant or unusual transactions.

In response to the risk of irregularities and non-compliance with laws and regulations, we designed procedures which included, but were not limited to:

- agreeing financial statement disclosures to underlying supporting documentation and;
- enquiring of management as to actual and potential litigation and claims.
- reviewing correspondence with The Charity Commission.

There are inherent limitations in our audit procedures described above. The more removed that laws and regulations are from financial transactions, the less likely it is that we would become aware of non-compliance. Auditing standards also limit the audit procedures required to identify non-compliance with laws and regulations to enquiry of the directors and other management and the inspection of regulatory and legal correspondence, if any.

Material misstatements that arise due to fraud can be harder to detect than those that arise from error as they may involve deliberate concealment or collusion.

Use of our report

This report is made solely to the Charity's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the Charity's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the Charity's members as a body, for our audit work, for this report, or for the opinions we have formed.

Kate Taylor FCA (Senior Statutory Auditor)

For and on behalf of Simpson Wreford LLP, Statutory Auditors and Chartered Accountants

Wellesley House

Duke of Wellington Avenue

Royal Arsenal

London

SE8 6SS

Dated:

Home-Start Greenwich
Year ended 31 March 2023

Statement of Financial Activities

(Including Income and Expenditure account)

	Notes	Restricted Funds £	Unrestricted Designated Funds £	Unrestricted General Funds £	Year to 31 Mar 2023 £	Year to 31 Mar 2022 £
Income from:						
Donations & legacies	2	58,604	-	12,336	**70,940**	55,437
Charitable activities	3	50,925	2,493,792	51,115	**2,595,832**	3,981,952
Other trading activities	4	-	-	2,943	**2,943**	-
Investments	5	-	-	-	**-**	-
Other income	6	-	-	4,080	**4,080**	55,585
Total income		109,529	2,493,792	70,474	**2,673,795**	4,092,974
Expenditure on:						
Charitable activities	7	40,862	2,455,446	-	**2,496,308**	4,167,105
Other expenditure	7	-	-	7,282	**7,282**	7,930
Total expenditure		40,862	2,455,446	7,282	**2,503,590**	4,175,035
Net income/(expenditure)		68,667	38,346	63,192	**170,205**	(82,061)
Transfers between funds		-	-	-	**-**	-
Net movements in funds		68,667	38,346	63,192	**170,205**	(82,061)
Reconciliation of funds						
Total funds brought forward		25,124	-	35,032	**60,156**	142,217
Total funds carried forward	17	93,791	38,346	98,224	**230,361**	60,156

The Statement of Financial Activities includes all gains and losses in the year. All income and expenditure derives from continuing activities.

The accounting policies and notes on pages 36 to 45 form part of these financial statements.

Home-Start Greenwich
Year ended 31 March 2023

Balance sheet as at 31 March 2022

	Note	2023	2022
		£	£
Fixed assets:			
Tangible assets	12	33,748	37,990
Current assets:			
Debtors	13	95,890	94,364
Cash at bank & in hand		246,854	251,493
		342,744	345,857
Liabilities:			
Creditors: Amounts falling due within one year	14	146,131	323,691
Net current assets/(liabilities)		196,613	22,166
Total assets less current liabilities		230,361	60,156
Total net assets		230,361	60,156
The funds of the charity	17		
Restricted income funds		93,791	25,124
Designated fund		38,346	-
General funds		98,224	35,032
		230,361	60,156

The accounts have been prepared in accordance with the special provisions of Part 15 of the Companies Act relating to small companies and constitute the annual accounts required by the Companies Act 2006 and in accordance with the Financial Reporting Standard in the UK and Republic of Ireland (FRS 102)

Approved by the trustees on 21.12.2023 and signed on their behalf by:-

K Hyne
Chair

Company Registration Number: 08676376 (England & Wales)

Home-Start Greenwich
Year ended 31 March 2023

Statement of Cashflows

	Year to 31-Mar-23 £	Year to 31-Mar-22 £
Cash flows from operating activities:		
Net cash provided by/ (used in) operating activities Cash flows from investing activities:	17,745	(192,196)
Cash flows from investing activities:		
Interest income	-	-
Purchase of property, plant and equipment	(22,384)	(11,395)
Sale of property, plant and equipment	-	80,268
Net cash provided by/ (used in) investing activities	(22,384)	(11,395)
Change in cash and cash equivalents in the reporting period	(4,639)	(123,323)
Cash and cash equivalents at the beginning of the reporting period	251,493	374,816
Total cash and cash equivalents at the end of the year	246,854	251,493

Reconciliation of cash flows from operating activities

	Year to 31-Mar-23 £	Year to 31-Mar-22 £
Net income (expenditure) in the reporting period (as per the statement of financial activities)	170,205	(82,061)
Adjustments for:		
Depreciation charges	26,626	22,837
Dividends, interest and rents from investments	-	-
(Increase)/decrease in debtors	(1,526)	(28,469)
Increase/(decrease) in creditors	(177,560)	(104,503)
	17,745	(192,196)

Notes to the financial statements

1. Accounting Policies

The principal accounting policies are summarised below. The accounting policies have been applied consistently throughout the year.

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 FRS 102), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

The financial statements are prepared in sterling, which is the functional currency of the company. Monetary amounts in the financial statements are rounded to the nearest £.

Notes to the financial statements

The effects of events relating to the year ended 31 March 2022 which occurred before the date of approval of the financial statements by the Trustees has been included in the financial statements to the extent required to show a true and fair view of the state of affairs at 31 March 2022 and the results for the year ended on that date.

Home-Start Greenwich meets the definition of a public benefit entity under FRS102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note(s).

Reconciliation with previous Generally Accepted Accounting Practice

In preparing the accounts, the trustees have considered whether in applying the accounting policies required by FRS102 and the Charities SORP FRS102 the restatement of comparative items was required. No restatements were required.

Preparation of the accounts on a going concern basis

The charity is considered a going concern. Adequate funding has been achieved to facilitate the charities objectives and activities for the next 12 months. There are no material uncertainties about the charity's ability to continue as a going concern.

Fund accounting

Restricted funds can only be used for a particular purpose within the objects of the charity and are subject to restrictions on their expenditure imposed by the donor which are to be solely used for particular areas of the charities work or for specific projects being undertaken by the charity.

Designated funds are unrestricted funds earmarked by the trustees for particular purposes.

Unrestricted funds are available for use at the discretion of the trustees in furtherance of the general objectives of the charity.

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 that the amount can be measured reliably.

Income from government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

Voluntary income is received by way of donations and gifts and is included in full in the statement of financial activities when receivable.

Revenue grants are credited to the statement of financial activities when received or receivable whichever is earlier. Where unconditional entitlement to grants receivable is dependent upon fulfilment of conditions within the charity's control, the incoming resources are recognised when there is sufficient evidence that conditions will be met. Where there is uncertainty as to whether the charity can meet such conditions, the incoming resource is deferred.
Income generated from the supply of goods or services is included in the statement of financial activities in the period in which the supply is made.

For legacies, entitlement is taken as the earlier of the date on which either: the charity is aware that probate has been granted, the estate has been finalised and notification has been made by the executor(s) to the Trust that a distribution will be made, or when a distribution is received from the estate. Receipt of a legacy, in whole or in part, is only considered probable when the amount can be measured reliably, and the charity has been notified of the executor's intention to make a distribution. Where legacies have been notified to the charity, or the charity is aware of the granting of probate, and the criteria for income recognition have not been met, then the legacy is a treated as a contingent asset and disclosed if material.

Notes to the financial statements

Donated services and facilities

Donated services or facilities are recognised as income when the charity has control over the item or receive the service, any conditions associated with the donated item have been met, the receipt of economic benefit from the use by the charity of the item is probable and that economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), volunteer time is not recognised so refer to the trustees' annual report for more information on their contribution.

On receipt, donated services and facilities are recognised on the basis of the value of the gift to the charity which is the amount the charity would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

Expenditure and irrecoverable VAT

Resources expended are recognised in the period in which they are incurred. Resources expended include attributable VAT, which cannot be recovered.

Costs of generating funds comprise the costs associated with attracting voluntary income.

Charitable expenditure comprises those costs incurred by the charity in the delivery of its activities and services. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.

Other costs include those costs associated with meeting the constitutional and statutory requirements of the charity and include audit fees and costs linked to the strategic management of the charity.

All costs are allocated between the expenditure categories of the SOFA on a basis designed to reflect the use of the resource.

Allocation of support costs

Resources are allocated to the particular activity where the cost relates directly to that activity. Support costs are the functions that assist the work of the charity but do not directly undertake charitable activities.

The overall direction and administration of each activity, comprising the salary and overhead costs of the central function, is apportioned based upon the level of resource required to support each activity.

Operating Leases

Rental charges are charged on a straight-line basis over the term of the lease.

Debtors

Trade and other debtors are recognised at the settlement amount due. Prepayments are valued at the amount prepaid.

Cash at bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

Creditors and provisions

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.

Notes to the financial statements

Tangible fixed assets

All fixed assets are initially recorded at cost.

Expenditure on fixed assets below the value of £500 are written off in the year in which it is incurred. Assets are reviewed for impairment if circumstances indicate their carrying value may exceed their net realisable value and value in use.

Depreciation is calculated so as to write off the cost of each asset less its residual value evenly over its estimated useful life on the following basis:

- Fixtures & Fittings 25% Straight Line
- Play Equipment 25% Straight Line
- Computer Equipment 33% Straight Line

Financial instruments

The charity only has financial assets and financial 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 with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

Pensions

The charity operates a defined contribution pension scheme, which all employees are eligible to join. The total amount of contributions recognised in the Statement of Financial Activity are shown in note 9 and represent the employers' contribution to the scheme or to employee's personal pension schemes.

There were no outstanding or prepaid contributions at the balance sheet date and the charity has no liability under the scheme other than the payment of those contributions.

Commitments for future expenditure

Other than normal commitments inherent to the operation of the charity and under contracts of employment there were no contractual obligations to future expenditure at the balance sheet date. Where the trustees authorise expenditure which is not legally enforceable at the balance sheet date the appropriate amounts are set aside into designated funds.

Notes to the financial statements

2. INCOME FROM DONATIONS AND LEGACIES

	Restricted	Unrestricted	Year to 31 Mar 2023	Year to 31 Mar 2022
	£	£	£	£
Donations	-	5,836	**5,836**	17,437
Grants received				
RBG - Small Grants Funding	8,550	-	**8,550**	-
RBG - Winter Grants Scheme 2022	9,000	-	**9,000**	-
RBG - Black History 365 Funding	5,400	-	**5,400**	-
RBG - Innovation Grant	10,000	-	**10,000**	-
RBG - Warm Spaces Grant	2,000	-	**2,000**	-
RBG - COVID-19	-	-	-	25,000
RBG - Get digital scheme	-	-	-	1,500
The Armed Forces - Army Covenant Funding Grant	23,654	-	**23,654**	-
B&Q Foundation - School House Project	-	-	-	5,000
The Goldsmiths Company Charity	-	6,500	**6,500**	6,500
	58,604	12,336	70,940	55,437

3. INCOME FROM CHARITABLE ACTIVITIES

	Restricted	Unrestricted Designated	Unrestricted General	Year to 31 Mar 2023	Year to 31 Mar 2022
	£	£	£	£	£
Children's Centre Contract	-	1,895,961	-	**1,895,961**	3,294,007
Creche Together for Two's	-	335,701	-	**335,701**	349,429
Stay & Play	-	16,255	-	**16,255**	7,130
Early Years Pupil Premium	-	2,448	-	**2,448**	6,932
Nursery	-	243,427	-	**243,427**	207,366
RBG - Jubilee Festival Funding	6,000	-	-	**6,000**	-
South London and Maudsley NHS Foundation Trust	36,925	-	-	**36,925**	-
Commissioned Services	-	-	19,008	**19,008**	19,008
Start-Well Trust - Mobilisation	-	-	32,107	**32,107**	73,896
Grants received				-	-
Home-Start UK - Volant Charitable Trust	8,000	-	-	**8,000**	-
Home-Start UK - Army Central Grant	-	-	-	-	-
Home-Start UK - Super Charged Communities		-	-	-	10,194
Home-Start UK - Pears Recovery & Resilience		-	-	-	10,000
Home-Start UK - Caring for families	-	-	-	-	3,990
Other	-	-	-	-	-
	50,925	2,493,792	51,115	2,595,832	3,981,952

4. INCOME FROM OTHER TRADING ACTIVITIES

	Restricted	Unrestricted	Year to 31 Mar 2023	Year to 31 Mar 2022
	£	£	£	£
Fundraising Events	-	2,943	2,943	-
Courses	-	-	-	-
	-	2,943	**2,943**	-

Notes to the financial statements

5. INCOME FROM INVESTMENTS

	Restricted	Unrestricted	Year to 31 Mar 2023	Year to 31 Mar 2022
	£	£	£	£
Bank Interest Receivable - UK	-	-	-	-
	-	-	-	-

6. INCOME FROM OTHER ACTIVITIES

	Restricted	Unrestricted	Year to 31 Mar 2023	Year to 31 Mar 2022
	£	£	£	£
Coronavirus Job-Retention Scheme	-	-	-	46,005
Other income	-	3,520	**3,520**	9,580
Rent Received	-	560	**560**	-
	-	4,080	4,080	55,585

7.1 EXPENDITURE BY COST CATEGORY

	Note	Year to 31 Mar 2023	Year to 31 Mar 2022
Charitable activities			
Staff costs	9	1,932,881	2,037,570
Start-well trust		-	1,599,766
Professional fees		125,313	140,644
Staff travel and other expenses		1,379	3,148
Staff training		17,030	8,353
Staff recruitment		4,856	1,033
Direct project costs		19,596	3,304
Refreshments		14,956	16,573
Commissioned services		8,225	17,489
Outings, trips & activity costs		4,754	9,046
Advertising		1,829	12,924
Premises costs		90,523	74,637
Repairs, maintenance & cleaning		126,329	104,115
Insurance		32,745	33,100
Events & meetings		3,053	772
Office costs		49,904	60,127
Computer costs		35,935	40,271
Other costs		374	- 18,604
Depreciation		26,626	22,837
		2,496,308	4,167,105
Other			
Bank charges		3,322	3,970
Audit fees		3,960	3,960
		7,282	7,930
Total		2,503,590	4,175,035

Notes to the financial statements

7.2 INCOME BY ACTIVITY

			Children's centres										
	HSG Head Office	HSG Scheme	Brookhill	Cardwell	Eglington	Glyndon	Mulgrave	Plumcroft	Plumstead	The Slade	Barnfield Nursery	Plumstead Nursery	Total 31 March 2023
Donations	5,836	-											5,836
Children's centre	178,870	-	331,522	273,989	273,989	273,989	273,989	-	312,973	314,789		243,427	2,477,537
Stay & Play	16,255	-											16,255
Commissioned Services	-	19,008											19,008
Fundraising Events	2,943	-											2,943
Jubilee Festival Funding	6,000	-											6,000
South London and Maudsley NHS Foundation Trust	36,925	-											36,925
Other grants	73,104	-											73,104
Start-Well Trust - Mobilisation	32,107	-											32,107
Other income	4,080	-											4,080
Investment income	-	-											-
	356,120	19,008	331,522	273,989	273,989	273,989	273,989	-	312,973	314,789	-	243,427	2,673,795

7.3 EXPENDITURE BY ACTIVITY

				Children's centres												
	HSG Head Office	HSG Scheme	Restricted Grants	Children Centre - General	Brookhill	Cardwell	Eglington	Glyndon	Mulgrave	Plumcroft	Plumstead	The Slade	Plumstead Together for Twos	Brookhill Together for Twos	Slade Together for Twos	Plumstead Nursery	Total 31 March 2
Activities undertaken directly	608,337		40,862	539,949	189,141	97,017	137,324	13,517	26,650	83,087	76,461	139,675	40,776	72,563	41,433	396,798	2,503
Support costs reallocted	(608,337)	-	-	177,131	62,048	31,827	45,049	4,434	8,743	27,257	25,083	45,821	13,377	23,804	13,592	130,170	
Total Expenditure	-	-	40,862	717,080	251,189	128,844	182,373	17,951	35,393	110,344	101,544	185,496	54,153	96,367	55,025	526,968	2,503

Supports costs are allocated to each activity based on a percentage of total costs incurred, total costs incurred are a fair representation of head office time and staff resources spent on each activity.

8. NET INCOMING RESOURCES FOR THE YEAR

This is stated after charging/(crediting):

	Year to 31 Mar 2023 £	Year to 31 Mar 2022 £
Depreciation	26,626	22,837
Operating lease rentals: land & buildings	25,698	36,473
Audit fees	3,960	3,960
Accountancy, payroll and financial management	31,680	55,851

9. STAFF COSTS

Staff costs totalling £1,915,872 were as follows:

	Year to 31 Mar 2023 £	Year to 31 Mar 2022 £
Wages and salaries	1,647,444	1,755,646
Social security costs	139,719	141,259
Pension costs	145,718	140,665
Redundancy costs	-	-
	1,932,881	2,037,570

Staff numbers	Year to 31 Mar 2023	Year to 31 Mar 2022
Homestart - Core	3	3
Homestart - Charitable activities	66	76
	69	79

No single employee received remuneration in excess of £60,000.

Notes to the financial statements

10. RELATED PARTY TRANSACTIONS

No Trustee received any remuneration for services provided to the charity in the year and no expenses were reimbursed to Trustee's during the year. A donation was received from a trustee during the year to the value of £200.

During the year the charity made payments totalling £292,918 to Start Well Trust for the provisions of Health Visiting Services. At the year end there was no balance due to Start Well Trust.

Income totalling £32,107 was received during the year from Start Well Trust for providing HR and Finance services. At the year-end a balance of £5,412 was due from Start Well Trust, this balance is included in trade debtors.

11. CORPORATION TAX

The charity is exempt from tax on income and gains falling within section 505 of the Taxes Act 1988 or section 252 of the Taxation of Chargeable Gains Act 1992 to the extent that these are applied to its charitable objects.

12. TANGIBLE FIXED ASSETS

	Total £
Cost	
As at 1 April 2022	154,841
Additions	22,384
Disposals	-
As at 31 March 2023	177,225
Accumulated Depreciation	
As at 1 April 2022	116,851
Charge for the year	26,626
Eliminated on disposal	-
As at 31 March 2023	143,477
Net Book Value	
As at 31 March 2023	33,748
As at 31 March 2022	37,990

13. DEBTORS

	Year to 31 Mar 2023 £	Year to 31 Mar 2022 £
Trade debtors	92,924	15,460
Accrued income	-	78,904
Prepayments and other debtors	2,966	-
	95,890	94,364

Notes to the financial statements

14. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	Year to 31 Mar 2023 £	Year to 31 Mar 2022 £
Trade creditors	64,630	312,303
Accrued expenses	3,960	3,960
Deferred income	43,425	-
Taxation and social security costs	24,485	102
Other creditors	9,631	7,326
	146,131	323,691

15. DEFERRED INCOME

	Year to 31 Mar 2023 £	Year to 31 Mar 2022 £
Balance at the beginning of the year	-	282,947
Amounts released to income earned from charitable activities	-	(282,947)
Amounts deferred in the year	43,425	-
Balance as the year end	43,425	-

16. ANALYSIS OF NET ASSETS BETWEEN FUNDS

	Tangible Assets	Current assets/(liabilities)	Total
Restricted funds	-	68,667	68,667
Designated funds	-	38,346	38,346
Unrestricted funds	33,748	89,600	123,348
	33,748	196,613	230,361

Notes to the financial statements

17. ANALYSIS OF CHARITABLE FUNDS

	Balance at 1 Apr 2022	Income	Expenditure	Balance at 31 March 2023
	£	£	£	£
Unrestricted funds:				
General funds	35,032	70,474	(7,282)	98,224
Designated funds	-	2,493,792	(2,455,446)	38,346
	35,032	2,564,266	(2,462,728)	136,570
Restricted funds:				
John Lewis Kitchen	10,194	-	(10,092)	102
School House Project	5,000	-	-	5,000
Home-Start Uk Funding	9,930	-	(9,420)	510
RBG - Small Grants Funding	-	8,550	(750)	7,800
RBG - Winter Grants Scheme 2022	-	9,000	(3,594)	5,406
RBG - Black History 365 Funding	-	5,400	(1,509)	3,891
RBG - Innovation Grant	-	10,000	(6,406)	3,594
RBG - Warm Spaces Grant	-	2,000	-	2,000
RBG - Jubilee Festival Funding	-	6,000	(1,909)	4,091
The Armed Forces - Army Covenant Funding Grant	-	23,654	(1,006)	22,648
South London and Maudsley NHS Foundation Trust	-	36,925	(2,836)	34,089
Home-Start UK - Volant Charitable Trust	-	8,000	(3,340)	4,660
	25,124	109,529	(40,862)	93,791
Total funds:	60,156	2,673,795	(2,503,590)	230,361

Designated funds:

Childrens Centres – RBG contract Home-Start Greenwich for the delivery of services in Central Greenwich's children's centres within the Royal Borough of Greenwich. We deliver parent and children's services and activities to families with children aged 0-5. We also deliver an integrated health service with support of midwives and health visitors.

Creche Together for Twos – provisions of creche (nursery) service to families with two, three and four year old's who are entitled to free early education and childcare.

Restricted Funds:

The Armed Forces – Army Covenant Funding grant – to provide support to families with children under five and their families in the Army community by the way of home visiting, group work and activities and events. Through this we aim to reduce isolation, extend social networks for those families, improve parenting skills and improve the ability to cope with the demands of family life.

South London and Maudsley NHS Foundation Trust - EPEC parenting programme is a proven method of prevention and early intervention that helps children and families get the very best start in life. EPEC parenting courses are led by parent facilitators (volunteers) who have completed accredited EPEC training and receive ongoing training, supervision and support from parenting specialists at Home-Start Greenwich.

Notes to the financial statements

18. OPERATING LEASE COMMITMENTS

At 31 March 2023 the company was commited to making the following payments under non-cancellable operating leases:

	Total 2023	Total 2022
Due within one year	19,280	-
Due after one year	48,343	-
	67,623	-

The lease payments for land and buildings are not under contract and can be terminated with a month's notice

19. ULTIMATE CONTROLLINGPARTY

The charity is controlled by the board of Trustees.

20. APB ETHICAL STANDARDS

In common with many other charities of our size and nature we use our auditors to assist with the preparation of the financial statements.

21. LEGAL STATUS OF THE CHARITY

The charity is a company limited by guarantee and has no share capital.

In the event of the charity being wound up, the liability in respect of the guarantee is limited to £1 per member of the charity.

HOME-START GREENWICH

England & Wales - Charity number 1189897

Accounts

Home-Start Greenwich Annual Report & Audited Accounts

April 2021 - March 2022



Company Limited by Guarantee
Registration Number
08676376 (England and Wales)

Charity Registration Number
1032260 and 1189897)

HOME START
Greenwich

Charity Information

Registered Office & Principal Office
Oak House,
71 Barnfield Road,
Plumstead,
London, SE18 3UH

Auditor
Simpson Wreford LLP
Wellesley House,
Duke of Wellington Avenue,
Royal Arsenal,
London,
SE18 6SS

Bankers
Metro Bank
One Southampton Row,
London,
WC1B 5HA

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01 Trustees Report

Home-Start Greenwich Trustees Report: Year ended March 2022

Trustees and Board



Sonia Olsen



Sara Gorgoni



Caroline Herbert



Ana Bartolo



Federica Franco



Elizabeth Aderoju



Kingsley Hyne,
Current Chair



Leann Cross,
Director



Joey Sheridan,
Finance Director

01 Trustees Report

Home-Start Greenwich Trustees Report: Year ended March 2022

Chair's Introduction

The year ending March 2022 was a challenging period for children, families, employers and charities.

We are proud that Home-Start continued to deliver impactful services throughout the year. Through the efforts of our committed and innovative staff and volunteers, we were able to reach over 5,500 children and an additional thirty-four volunteers were trained in this service year to fill this need.

We were able to meet our mission of providing relief and inclusive services to the community, seeking out families and understanding the gaps in the community and support services.

Our services of high quality, accessible family support changed during Covid:

- We strengthened our relationship with further education in Early Years and Social Care and increased opportunities for Student Social Worker and Health Care placements.
- Our intervention broadened to offer targeted and universal family support and our offer extended from befriending, advice, support and childcare to providing food, greater healthcare access and intensive at home support.
- Our support team embedded family impact measurement tools and the volunteers worked tirelessly across the organisation to learn new skills and support children and families holistically.



Over 5,000 families supported

Home-Start Greenwich Trustees Report: Year ended March 2022

Chair's Introduction

The board are delighted that the organisation have maintained:

- Living Wage Foundation status
- Healthy Early Years Silver Award
- Unicef recognition
- Increased participation of our Early Help
- Enhanced training of volunteers and staff, ensuring positive childhood experiences and learning are at the heart of what we do.

We were thrilled as a local employer to be shortlisted again for our contribution to Health & Wellbeing, becoming a finalist at the 2022 Royal Greenwich Business Awards.

Through our strategy and partnerships with London South East Colleges & GLLAB, we have broadened our scope as a local employer of local people with a structure of 75 posts, with over 65% of staff and 80% of volunteers registering as Royal Greenwich residents and over 90% of the entire workforce representing the five local South East London boroughs. We continue to work with local unions and staff to secure recognition as a destination employer.

We look to continue to improve and work towards the Great Place to Work accreditation.

We also continue to work towards embedding and delivering our strategy and continuing our presence in the Home-Start Network, with the local authority, our partner schools and local voluntary and childcare community. Projects such as the Job Club and data and tech scheme have been valuable for staff, volunteers and families.



34 new volunteers trained and actively supporting families and centres

Home-Start Greenwich Trustees Report: Year ended March 2022

Chair's Introduction

I would like to take this time to personally thank my fellow board members who are helping to shape and grow a successful organisation with the Leadership Team. I would like to acknowledge the work of Siobhan Smyth, who was Chair of Trustees for this service year, set our 2021-25 strategy and strengthened our governance arrangements. Siobhan resigned in October 2022.

Other changes to the board during the year were:

- The appointment of Frederico Franco March (2022) & Ana Bartolo (March 2022)
- The departure of Andrea Braithwaite (October 2021), Sara Poke (November 2022) & Michael Burgoyne (November 2022)

The landscape ahead is no less challenging, but we believe that our senior structure, financial management and forward planning will help us navigate the difficulties with confidence and continue to build our resilience.

We thank our partners, funders and supporters, of which there are many who worked creatively with us to meet the unprecedented need and continue to reduce the impact of the cost-of-living crisis for the workforce and families. None of this could be possible without the staff who have striven for excellence and created an organisation to be proud of.

There is a clarification to note: The HSG registration date is 11 June 2020, as charity number 1189897. As such, the March 2022 accounts will be the last under the previous reference number 1032260. The two charity registration numbers are therefore linked.



Kingsley Hyne,
Current Chair

Home-Start Greenwich Trustees Report: Year ended March 2022

Thank you

A huge thank you to all our partners and supporters!



Home-Start Greenwich Trustees Report: Year ended March 2022

Introduction and Welcome From The Director

Welcome to Home-Start Greenwich, and our 28th year of delivery working towards our mission, that every parent has the support they need to give their children the best possible start in life. Our community led workforce combines the lived experience of trained volunteers and professional expert support, working alongside experienced staff and trainees.

Delivering services in the Royal Borough of Greenwich since 1993, the organisation has a strong reputation for high quality support services and is a respected and well-regarded partner of a wide range of local and national statutory and community organisations. Home-Start Greenwich is led by a majority board of local trustees and directors. The organisation is proud of its commitment to local employment and contributing to local community development and the local economy spend. We celebrate the mutual support of small local businesses who have become an integral part of our delivery and services.

Together we provide holistic inclusive services that enable confident and positive parenting for some of the most vulnerable families in the community alongside a broad access to all childcare and children centre support offer.

We are here for families when they need us most because childhood cannot wait, working together to build on the strengths and experience that everyone has, to ensure that parents and carers provide safe, nurturing and stimulating home and outdoor environments necessary to ensure that their children thrive.

As a local Real Living Wage employer, Home-Start Greenwich contributes to the development of an often-neglected section of the community, providing opportunities for training and development, pre-employment volunteering, and employment support, all within an enriching framework of on the ground experience for staff, volunteers and parents.

Home-Start Greenwich Trustees Report: Year ended March 2022

Introduction and Welcome From The Director



This report reflects a second year of support & services delivered throughout the Covid-19 pandemic. With incredible support from our workforce, partners and families, Home-Start Greenwich was able to adjust the strategy to embed the need led services and support that emerged throughout the pandemic. The legacy of Covid-19 for our community of families will be long and deep, with well-documented deteriorations in mental and emotional health, child development and language, domestic abuse, and poverty.

I personally give thanks to the staff, volunteers and families who have showed incredible resilience, allowing our doors and support to remain open throughout the pandemic and embedding the long-term projects into our delivery. You all have driven us to shout about our journey of change and made the impossible possible. Thank you!

I hope you enjoy reading the highlights of our impact from 2021-2022.

Leann Cross, Director



Leann Cross,
Director

Family Support, Projects & Partnerships



Army Stay and Play exceeded target numbers for children and parent groups.

New Parent Groups doubled due to demand.

Connecting from the Start target exceeded.

New Connecting from the Start sessions will be offered from June 2022.

Over 5,000 families supported
69% of children profile population registered in Home-Start Greenwich, and 64% of children seen

As a result of a successful funding application to the Royal Borough of Greenwich, Together for Winter funding pot, Home-Start Greenwich hosted a Heating and Eating event that included other service providers such as SELCE and GCDA, providing help and information to support parents with the current fuel crisis, as well as healthy eating support and advice.

In addition, the event had stands occupied by Service Providers such as CACT and Public Health (Royal Borough of Greenwich) who shared information on the Healthy Start digital system, the Community Hub and the healthy lifestyle programmes that they run in Greenwich.

Family Support, Projects & Partnerships



Approximately 4,600 shoes provided to over 1,000 families, local schools and charities.

Over 6,000 pairs of donated shoes by Russell and Bromley were distributed to over 1,000 families that we support.

A large number of shoes were distributed to local schools and community partners, for them to distribute to their families in need.

Impact: 92% of families' supported needs were identified and met with appropriate support within agreed timescales

What we did

Family Support Procedure and Referral Criteria reviewed and implemented
Reviewed with staff input and support from Home-Start UK.

Reflective Group Supervision
Set-up in 2021, an opportunity for staff to share best practice and explore dilemmas in their work with families.

Supervision/Case File Management
A vital supervision and support service continues to be offered to Family Support Workers and Volunteers. It is a confidential and safe space for them to reflect on their work, seek advice and guidance on how best to support families with complex needs and/or where there are safeguarding concerns: Domestic Violence, Parental Mental Health, Substance Misuse, Parenting, Housing and Financial Difficulties, SEN, Nil Recourse to Funds, etc.

Family Star Assessment tool and Data system
All Home-Scheme staff completed the assessment tool training, and the system was implemented in April 2022. This will help assess children's and family's needs holistically, offer a support plan to address the needs, and track progress, impact and outcomes achieved.

Family Support, Projects & Partnerships



The Home-Start Greenwich Job Club was set up as a pilot for an initial 6 months, to support parents thinking about a return to work and to help them with the next steps.

Parents were offered support in CV building, interview techniques, career coaching benefits advice and confidence building. The job club also offered parents the ability to borrow laptops and receive smart work clothes.

The pilot was successful in meeting outcomes for participants and has been extended into the next financial year, while further funding is sourced. We plan to continue this important community resource and build a sustainable community programme for developing social values.

Emergency Food Provision

Weekly donations from Fareshare and Lidl, have enabled us to run a weekly emergency food provision for referred, high needs, vulnerable families. We also signpost families to local foodbanks in the Greenwich area and offer them recipes and ideas for healthy, low-cost family meals. A stock of dry goods and a voucher system is held to support the increase in emergency walk-ins and referrals from Health teams.

Family Support, Projects & Partnerships



Data Bank

We applied for funding to provide data/phone vouchers to reduce the risk of isolation and keep lines of communication open to families in need.

Fuel poverty referrals to our Fuel Bank tripled. Dedicated Fuel Champions were put in place to assist and support families.

With the highly publicised increase in fuel prices, the HSG Fuel Bank extended support to additional families by extending the criteria. Previously we only had the facility to top up pre-payment meters, but now we can support any families who are struggling to pay for their gas and/or electricity.

Community Partner and Corporate Volunteering Days

Lovells Housing Construction brought in a team of 12 staff volunteers to transform our unique forest school and outdoor area at the Plumstead site.

BT Connect sent staff from as far afield as Leeds and the Cotswolds to help build the Slade Forest School and allotment area. A worthwhile day ended with woodcarving and traditional songs around a campfire.

Lovell also provided us with a billboard display space to highlight our volunteer work and opportunities. A public unveiling took place in at the Lovell community event in February, when the company held a raffle which raised over £500 – enabling us to purchase gifts for the Brookhill Together for Twos children.

Glyndon Community Group

A close partnership between Glyndon Community Group and Home-Start Greenwich continues with the development of services, support with internal decorating and exterior gardening work and partnership bid submissions.

John Lewis

Strong support from the department store group continued throughout the year, with the provision of clothing and household items for our families and a cash budget with which we could order items to refurbish our new Head Office and Community Hub - School House, Eglinton.

John Lewis Stratford and Waitrose in Greenwich gave 5 HSG families a magical Christmas by giving them each a budget of £500 to order a wish list of decorations, gifts and food.

Family Support, Projects & Partnerships

SEND families

We are particularly proud of the level of engagement we have achieved with our volunteer-led SEN groups and we thank the group leaders who have helped us shape services to meet the particular needs of this group of children. They have helped to broaden our understanding of the challenges these families face and what is needed to ensure that their children get the very best start in life.

SEND Services

Our settings are inclusive, but we are also acutely aware that families sometimes need bespoke access or support. To understand and provide meaningful services, we have supported parent volunteers to establish three specific groups to support children with Special Educational Needs and Disabilities (SEND):



- Aim
- Special Children's Group
- Down's Group

Each group is run by parents who have children with additional needs and is targeted to ensure affected families can access these services.

Early years has formed a partnership with the TAS centre which delivers childcare and education to children with additional needs aged 0-19. We are sharing the delivery of SEND activities for families by sharing services and staff who are creating and sharing skills with each other.

Our Head of Early Years' is also working in partnership with the other Children's Centre areas on how to deliver SEND activities across the Royal Greenwich Borough that is consistent for families with SEND children.

Early Years & Plumstead Day Nursery

This year, the focus was increasing our impact in the local community by ensuring that anyone eligible for funded places takes up the offer, alongside the fee-paying places that are available at our nurseries. This is part of a strategy to build a sustainable pipeline of income for this vital service. Staff and volunteers at each location worked incredibly hard to secure resources, so that they could deliver stimulating activities for the children - ensuring positive transition experiences for the children despite the challenges they faced throughout the period.

Plumstead Nursery stayed open throughout the pandemic to support frontline workers. Barnfield Bright Start Nursery and Together for Twos settings across the sites were able to re-open across summer term 2021. At the end of the financial year, it was decided to close Bright Start Nursery at Barnfield, with the majority of staff transferring to other roles in the organisation.

Together for Twos provision

- There are a total of 36 places across Brookhill, Slade and Plumstead CC, with an additional 12 TFTS children placed at Plumstead Day nursery.
- Children continue to be identified through the DWP list, wellbeing team, stay and play activities, HSG website, parents' recommendations and advertising.
- Across all our TFTS provision, the children were able to access good quality childcare improving outcomes for the most disadvantaged children within our area. Parents/carers were also supported into our internal services or sign-posted to outside agencies and services where needed, thus supporting the whole family.
- The Inclusion Team has now returned to making onsite visits to Early Years' provision, and they are supporting staff with advice and support for children with SEND needs.

Measuring the difference

We continue to meet the standards set by Ofsted early years' requirements through the statutory responsibilities of the EYFS areas of learning and development and educational programmes. We continue to measure and identify outcomes for each unique child by observing "what a child can do" and track their progress.

We are totally focused on improving outcomes for every child, however disadvantaged, through high expectations, inspiration and effective pedagogy. Ensuring that each child thrives is at the heart of our approach to building the foundations for success, wellbeing and lifelong learning.

Resources

We continue to make investments in open-ended resources, to reduce our carbon footprint and make our early years' provision more sustainable.
We have also engaged parents in home-reading projects by creating a lending library where they are invited to select and share books with their children.
We have also developed a partnership with Bookmania to get parents involved in reading activities and fund-raising opportunities to help the nursery buy books at a reduced cost.

Children's Centres



Home-Start Greenwich sites:

- Brookhill
- Glyndon
- Cardwell
- Mulgrave
- Eglinton
- Plumstead
- Slade
- HSG Services at Plumcroft School

Focus and key targets:

- Increase engagement with families eligible for the government Two-year Funding.
- Increase school readiness programmes. Identify the challenges of this cohort of families and tailor the accessibility and activities offered on our programme.
- Identify families early by increasing engagement with pregnant mums and new birth families.
- Increase our registration and engagement with families registering a child with special needs.

We were pleased to meet all our key indicators, especially the success we achieved with 'harder to reach' families and increasing the registration of families with special needs. We have, however, identified a need to improve our data collection, tracking and monitoring of outcomes. HSG will be investing and developing this stream during 22/23, beginning with an Information Audit and identifying the Charity's information needs.

- **100% Children with a Child Protection Plan (CPP) registered and engaged.**
- **28.5% were Stepped Down from their CPP with Home-Start Greenwich Support**
- **83% Parental Engagement increased from 78%**
- **72% Together for Two's engagement increased from 64%**
- **1001 Days engagement target exceeded (93%, target 65%)**
- **100% Child Protection Engagement**

Update on KPI's & Monitoring Meeting with Local Authority Commissioners

Case studies evidencing positive impact and outcomes achieved with families received excellent feedback from Commissioners.

Home-Start Greenwich Trustees Report: Year ended March 2022

Children's Centres

We are really proud that the resourcefulness and resilience of the Home-Start Greenwich operation ensured that, despite the huge challenges of the pandemic period, we were able to ensure that our core services continued to perform very well and deliver impact to those most in need of support. Even though some of our services were halted temporarily, the bulk of our strategic plans were rolled out as programmed. The innovation and commitment of the staff group at this time was exceptional and we are pleased to report a successful year of delivery despite the challenges.

We look forward to continuing to develop our portfolio of services and ensuring high performance and impact for our families, as the community recovers and rebuilds its resilience.

Quotes from Service Users

"Plumstead Children's Centre is my second home. All the activities are great and the staff who run it are amazing and helpful, they make me feel part of their family. I only have words of gratitude for this lovely and cosy place."

"Want to use this as a chance to say I think your activities are so nice, your staff are welcoming too. And wow, I didn't realise how much you do until I started following you on Instagram. I've recently registered to volunteer because there's some really great work happening."

Thank you for what you do, I needed to get out and your staff were so friendly. Made me wish I attended children centres with my first!"

"I must admit I was very anxious about venturing out during these times, but I felt so safe in your centre. I've only been to one but confident to try some of the others now. Activities are really nice, staff are lovely and measures in place are reassuring. Would like a singing session for adults if possible."

"Really lovely friendly atmosphere. I used to love meeting dads and their little ones in my classes, was so lovely to see. I think you should promote this more, as there is a belief that these classes are only for mothers and babies. I wanted to take pics to show my partner what other dads are doing!"

Children's Centres



Thank you to all the individual donors who sponsored our children's parties, summer beach coach trips and end of year presents – those activities make so much difference to the lives of our families!

Donations and thanks

We are also grateful for the support from: Beaumont Gibbs, Coop, Tesco, Lidl's, Lovell, Hollywood Bowls, Rosac Church, New Wine Church, Angela Prescott, Charlton Toy Library, Charlton Athletic Charitable Trust, City Lit, London South-East Colleges, Greenwich Cooperative Development Agency, Keolis Amey Docklands DLR, Oxleas NHS Foundation Trust, Barnfield Hub, We are Footsteps, Cornwall IT, Football Revolution, Happily Clappily Ever Laughter, Moving Waves, Taru, Glyndon Community Group, Mums Aid, Feeding Britain, First Choice Carib Hut Lunches, Fareshare, Clemency Brookfield, John Lewis, Home-Start UK and Royal Borough of Greenwich.

Home-Start Greenwich Volunteering

3/4 of volunteers say that volunteering improves their mental health

Our principal Volunteer Scheme was commissioned in Royal Greenwich Central A, as part of our universal, targeted, Early Help Support Children's Centre contract. We continued to be commissioned by the South Greenwich Children Centres to deliver targeted Family Groups and Support Service to vulnerable families. Over the year, we targeted the service to focus on our prime commissioned and funded areas Central A and South Greenwich, taking on some additional high-need referrals from across Greenwich and neighbouring boroughs.



100 families received one-to-one home visiting support
2,000 families received intensive support

Additional highlights:

- 3 volunteers gained employment with us over this period.
- Our target number of families were supported in the South Children's Centre area with emotional and practical support.
- Our Brookhill Children's Centre creche provision was rated as Good by Ofsted.
- The Pass the Time Project which was run in collaboration with the Volunteer Centre, Mutual Aid and the Fire Brigade enabled us to provide donations of books and essential items for families in need during Covid-19.

Volunteer Celebrations Social Activities

We owe our new and long-serving community volunteers a huge thank you – despite the burdens on all of us during this period, they have remained totally committed to delivering a positive and empowering supportive experience for our families.

Home-Start Greenwich Volunteering

Early Years' Volunteers

Our Early Years' service currently has 13 volunteers and 10 students across all centres and we are committed to working in partnership with the Home Scheme to support volunteers into extended roles across the organisation.

We have also set up a feedback programme to share good practice and knowledge between volunteers and students to help improve their experience at Home-Start Greenwich.

During this period, families in the local community were significantly impacted by Covid-19. However, Home-Start Greenwich adapted our services to meet the needs of families, offering online and face-to face sessions, enabling us to continue connecting and engaging families in a meaningful way.

Volunteer Support and Children's Centre Services

All our new volunteers undergo rigorous training in terms of Safeguarding, Parenting, Child Development, Domestic Violence, Mental Health, etc. Volunteers receive ongoing support and supervision from Co-ordinators whilst volunteering for Home-Start Greenwich, which enables them to learn new skills in preparation for life beyond volunteering.

Our volunteering service provides opportunities for volunteers to work in a range of roles including peer to peer and relationship-based support for families. Opportunities are also open for volunteering within the Children's Centres and Home-Start Greenwich. 8 volunteers worked across our centres in a range of roles such as childcare, supporting the food provision for families and administration roles. In addition to our home visiting volunteers, we will continue to develop this invaluable support network for the Children's Centres and across Early Years.

> *"I saw a new dimension to volunteering."*



Home-Start Greenwich Volunteering



During Covid, our volunteers were a major asset to the organisation, supporting families remotely with weekly telephone contacts and doorstep visits, providing emotional and practical help including food donations and distributing essential items via The Food Project. The volunteers contribution to the organisation and community is invaluable.

A particular highlight in this period has been the newly established Flourish Together forum. A monthly networking event for all our volunteers to learn and expand their knowledge on key areas such as parenting and mental health. These sessions have been received positively and continue to develop using the feedback we receive from volunteers.

Coming out of lockdown has been a pivotal moment for expanding volunteering in our organisation and we are making every effort to build on the positives and take on board the learnings to plan strategically for the future.

> ***"I am not sure that the community is fully aware of the level of family orientated/beneficial resources Home-Start Greenwich has for them."***

Volunteer & Staff Journeys



Archana Aggarwal, Volunteer Journey

> *"Volunteering for Home-Start Greenwich has reinforced the value she believes that Home-Start Greenwich adds to the local community."*

Archana highlights that she really enjoyed History and Sociology during her high school years, to the extent that her undergraduate degree at Kingston University was a B.Sc. (Sociology). She adds that within her family, her academic route and interests were somewhat unique. After graduating, Archana did a summer placement in a home for the elderly. She summarises this experience as having been 'tough and emotional'.

A move into the world of travel insurance followed for the next 25 years. Archana states that this was an enjoyable part of her professional and personal development, though about 3 years ago, she felt the need to make a change, help the community, and do something from a family support perspective.

Archana says that she had heard about Home-Start from a friend and decided to become a volunteer. She attended a course in 2018 and did some interesting work at Slade (Together-for-Two's programme) and Plumstead Nursery (Administration and Reception).

Archana adds that her interactions and work with Francess Bendu (current Scheme Manger) has inspired her and this coupled with very interesting project work, resulted in her moving into a paid role with Home-Start Greenwich in January 2021. She highlights being a bit concerned about the intensity of the role and the challenge of complex and multi-layered cases, though with the support of her manager and the team, she has managed the role.

Archana talks warmly about Francess as her mentor, and how this relationship has helped her to make an impact and help families in need. At the same time, she also feels that this has helped her to grow as a professional too.

Archana says that her husband and family are proud of her and her work, and that this has reinforced the value she believes that Home-Start Greenwich adds to the local community. She sees herself growing in her role and has included the completion of a master's degree as a goal for the future.

Volunteer & Staff Journeys



Nelly Modi,
Staff Journey

> *"My job has extended to helping me with the challenge of bringing up my own children."*

Nelly was born in Kenya and moved to England in 2007. In her own words, she started in England 'from scratch'. Her first job was in a laundry servicing the hotel industry in West London. She stayed in the role for about 3 months, and then spent the next 10 years working in McDonalds. Nelly states that the latter job taught her valuable life skills and the appreciation of different cultures, as well as exposure to various local dialects and languages.

Nelly explains that she was working on a flexible hours basis at McDonalds after the birth of her second child when she attended an Armed Forces Day, and it is here that she became aware of Home-Start Greenwich.

While still working for McDonalds, Nelly enrolled on a training course with Home-Start Greenwich in 2016 where she attended volunteer training on a one day per basis over an 8-week period. Following this, she was allocated to a migrant family. Nelly proudly shares that she is still in contact with the lady in the family that she helped. She also poignantly adds that she learned a lot from this initial case.

She says that working as a volunteer coupled with having her own 2 children caused her to do her own reading and research about the concept of childcare. This motivated her to enrol at the Open University where she completed a BA (Hons.) in Childhood and Youth Studies through distance learning.

In 2017, Home-Start Greenwich offered her a half-day role at the Glyndon Community Centre as part of the stay-and-play programme. This was followed in 2020 with her successful application to be a Child and Family Practitioner. Her success story has continued, and she was promoted to Lead Practitioner in June 2022.

Nelly highlights the importance of her academic training coupled with her practical experience as being really key in shaping her career and approach professionally. She says that her job has extended to helping her with the challenge of bringing up her own children, and she is complementary of the learning from the positive examples set by her peers and managers.

She sees her future growth and studies being in the field of mental health and feels that she would like to extend her role to include greater help for parents too.

Home-Start Greenwich Trustees Report: Year ended March 2022

Financial Review

In the year to 31 March 2022, total income was £4,092,974 compared to £4,405,155 for the previous year ending 31 March 2021.

The statement of financial activities shows a deficit for the year of £82,061, compared to a surplus in the previous year of £37,048.

Total expenditure for the year totalled £4,175,035, compared to £4,368,107 in the previous year. Overall, most cost categories are fairly comparable based on a 12-month comparable figure.

As at 31 March 2021, the free reserves amount to a surplus of £142,217, with the loss from the current year, this surplus has decreased the free reserves to £35,032.

Our current portfolio of Local Authority contracts with Royal Greenwich Borough delivers full cost recovery on all services until 2025. This delivers guaranteed monthly income. In Financial year 2024/2025 we will be renegotiating the cost base of the contract to reflect current rates of expenditure. At the same time, we will have the opportunity to extend the contract until 2027, with a further extension until 2029. Other revenue driving activities such as nurseries will break even for the first time next year. Our strategy is to ensure full cost recovery for all services by the end of 2022/23. In addition, a package of other services will be launched at the beginning of 22/23, which is expected to deliver a net income of £60k in year one.

The fundraising strategy for 2022/2023 is to deliver unrestricted grant income of £100k.

Reserves Policy

The charity is working towards securing £800k or three months operating costs for reserves. This will be achieved through a mix of diligent financial management and controls, efficiency savings and generating additional income from service delivery and successful grant applications.

Financial Review

Principal Funding Sources

The vast majority of our funding comes from income from the Children's Centre contract from Royal Borough of Greenwich. The income is expected to be used to meet all the Payment by Results targets, and furthermore, provide services to ensure that Early Help is given to children and families to ensure they become more resilient.

Investment Powers & Policy

The Memorandum and Articles of Association give the trustees unrestricted powers of investment. The charity's current investment strategy is to deposit funds in short and medium-term interest bearing accounts with UK banks. The rate of interest received on deposit funds, although low, was considered satisfactory in the current economic climate. In 2022/2023 the finance subgroup will be charged with reviewing the level of bank deposits to ensure that maximum income is derived from inactive funds.

At the year-end total investment income was £Nil. The charity does not hold significant investments.

Risk Management

The Trustees have a risk management strategy which comprises:

- An annual review of risks the charity may face.
- The establishment and maintenance of a Risk Register including identification and assessment of the risks faced and the determination of strategies to mitigate those risks.
- The determination and implementation of procedures designed to minimise any potential impact on the charity should those risks materialise.

Following a comprehensive risk assessment review carried out by senior management in 2020, the Trustees have reviewed the major risks to which the charity is exposed and are satisfied that systems are in place to mitigate exposure to the major risks.

Home-Start Greenwich Trustees Report: Year ended March 2022

Financial Review

The charity has a small number of key staff. If any of these members of staff leave, the operational efficiency of the operation will suffer. The charity relies upon the support of many volunteers, including the Directors and Trustees, who give their time willingly and at no cost. As with the members of key staff, any sudden reduction in people willing to give their time would constitute a risk to the services offered.

There is very little that can be put in place to manage the loss of either key staff or volunteers. However, by keeping good supervision and strengthening the Performance Management Framework and appraisals systems, encouraging good teamwork and valuing staff, the charity hopes to reduce this as much as possible.

Plans for Future years

- Home-Start Greenwich have identified the following plan to develop sustainability for the future

Short Term

- Increase the representatives and diversity of the trustee board.
- Strengthen areas of expertise in specialist areas.
- Develop robust cost control measures and continue efficiency savings.

Medium Term

- Develop and embed the organisational strategy.
- Increase the charity's reserves to the level set out in the reserves policy.
- Secure further funding streams.
- To embed effective systems and practice to develop business continuity.
- Embed an efficient and effective organisational structure.
- Share our successes with wider stakeholders and funders.

Long Term

- Secure sustainability for the Home-Start Greenwich Volunteer Scheme.
- Ensure the organisation is best placed to continue delivering early education and Children's
- Centre services.
- Build effective partnerships, steering local and national development for under-fives support.
- Build reserves of £800k by 2025.

Home-Start Greenwich Trustees Report: Year ended March 2022

Trustees Responsibilities

Home-Start Greenwich is a Company Limited by Guarantee, Registered in England & Wales No. Company number 8676376

Home-Start Greenwich is an Incorporated Charity number 1189897 July 2020 (Home-Start Greenwich Registered Charity No. 1032260, 1st Oct 2013)

Registered office and principle address: Oak House, 71 Barnfield Road, Plumstead, London, SE18 3UH

Home-Start Greenwich is a charitable company limited by guarantee incorporated on 4th September 2013 and registered as an incorporated charity on 1 July 2020. We are governed under our Articles of Association in which our charitable objects are set out below:

1. to safeguard, protect and preserve both mental and physical good health of children and parents of children;
2. to prevent cruelty to or maltreatment of children;
3. to relieve sickness, poverty and need amongst children and parents of children;
4. to promote the education of the public in better standards of childcare.

Our activities are carried out principally but not exclusively within the area of Greenwich.

The Board of Trustees

The directors of the company are also charity trustees for the purposes of charity law. All trustees give their time voluntarily and receive no benefits from the charity. Any expenses paid from the charity are set out in note 10 to the accounts.

Governance arrangements ensure that the voices of stakeholders are fed into decision-making by increasing representation across the organisation from service delivery to the governance board.

Members of the charitable company guarantee to contribute an amount not exceeding £1 to the assets of the charitable company in the event of winding up. The Trustees are members of the charitable company but this entitles them only to voting rights. The charity is governed by a Board of Trustees collectively referred to as the Trustees. These Trustees are also the Directors of the company for Companies Act purposes.

Home-Start Greenwich Trustees Report: Year ended March 2022

Trustees Responsibilities

The Board of Trustees met 5 times during the reporting year. The Board and Director are responsible for setting the strategic direction and policy position of the charity, working closely with the Senior Leadership Team and its advisers to monitor progress against set key priorities.

Trustees' Annual Report

To provide effective oversight and accountability, the Board established subgroups to review governance and finance arrangements, in-line with good practice guidance and recommendations from the Charity Commission. The committee terms of reference are reviewed annually. All parts of the governance structure consider major risks and monitor the measures put in place.

Appointment of Trustees

As outlined in the Articles of Association, the number of Directors and Trustees forming main Board of Trustees including Officers shall not be less than four, or more than twelve members. The trustees are elected by the membership, although the board also has the power to co-opt trustees during the year. Co-opted trustees only hold membership until the next AGM, where they are eligible for re-election.

The Board has 7 members from a variety of professional backgrounds relevant to the work of the charity. The Board of Trustees seek to ensure that the needs of the community, children, parents and families who access the charity's services are appropriately understood through the diversity of the trustee body.

Induction & Training of Trustees

The trustee board reviews its membership at least annually to ensure it is representative of the service users and the community which we serve. The Board of Trustees comprises a mixture of individuals from a wide range of backgrounds including a home-visiting volunteer and individuals with specific professional skills.

Trustees Responsibilities



It is important for Home-Start Greenwich to keep this balance as we are committed to the organisation having strong user involvement at all levels.

To enhance the skill set of the Board, new Trustees have been recruited from the wider community and a new induction programme has been developed to support them as they develop their understanding of their role and the charity. This induction process includes a pack of information on the governance of the charity, documents on best practice, policies and procedures, visits to key sites and invitations to meet with our service users and staff group.

The board also reviews the skills and professional expertise of Trustees to ensure there are no knowledge or experience gaps, which would put the strategic management and development of the organisation at risk.

Trustees Responsibilities

Trustees Responsibilities In Relation To Financial Statements

The Trustees (who are also directors of Home-Start Greenwich for the purposes of company law) 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). Under new GDPR regulations, the ultimate responsibility for data protection compliance lies with the trustees.

Company law requires the trustees to prepare financial statements for each financial year, which give a true and fair view of the state of the affairs of the charitable company and of the incoming resources and application of resources of the charitable company for that year. In preparing the 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.
- Make judgements and accounting estimates which 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; and
- Prepare the financial statements on a going concern basis, unless it is appropriate to presume that the charity will continue to operate.

The trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

So far as each Trustee is aware, there is no relevant information (information needed by the charity's independent examiners in connection with preparing their report) of which the charity's examiners are unaware; and each director has taken all the steps that he ought to have taken as a director in order to make himself aware of any relevant audit information and to establish that the charity's examiners are aware of that information.

Trustees Responsibilities

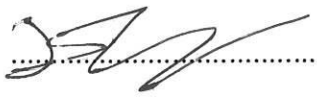
Auditors

A resolution to reappoint Simpson Wreford LLP for the ensuing year will be proposed at the annual general meeting.

This report has been prepared in accordance with the small company regime (section 419 (2)) of the Companies Act 2006 and the Financial Reporting Standard in the UK and the Republic of Ireland (FRS 102).

The Trustees have complied with their duty in section 17 of the Charities Act 2011 to have due regard to the public benefit guidance published by the Charity Commission.

Approved by the board of trustees/directors on 24 November 2022. signed on its behalf by:



.....Kingsley Hyne (Chair)

02 Independent Auditor's Report



Independent Auditor's Report to the Trustees of Home-Start Greenwich

Opinion

We have audited the financial statements of Home-Start Greenwich (the "Charity") for the year ended 31 March 2022 which comprise the Statement of Financial Activities, Balance Sheet, Cash Flow Statement and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102: The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- Give a true and fair view of the state of the Charity's affairs as at, 31 March 2022 and of its incoming resources and application of resources for the year then ended;
- Have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice;
- Have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you where:

- The trustees' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- The trustees have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the Charity's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

Other information

The trustees are responsible for the other information. The other information comprises the information included in the annual report other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Independent Auditor's Report to the Trustees of Home-Start Greenwich

Opinions on other matters prescribed by the Companies Act 2006
In our opinion, based on the work undertaken in the course of the audit:

- The information given in the trustees' report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- The trustees' report has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception
In the light of the knowledge and understanding of the Charity and its environment obtained in the course of the audit, we have not identified material misstatements in the Trustees' Annual Report. Aside from the impact of the matters disclosed in the material uncertainty related to going concern section, we have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept or returns adequate for our audit have not been received from branches not visited by us;
- the financial statements are not in agreement with the accounting records and returns;
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not obtained all the information and explanations necessary for the purposes of our audit.

Responsibilities of the trustees
As explained more fully in the trustees' responsibilities statement set out on page 30 the trustees are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as they determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the Charity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the Charity or to cease operations, or have no realistic alternative but to do so.

Our responsibilities for the audit of the financial statements
Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: [www.frc.org.uk/auditorsresponsibilities]. This description forms part of our auditor's report.

Extent to which the audit was considered capable of detecting irregularities, including fraud

- The engagement partner ensured that the engagement team collectively had the appropriate competence, capabilities and skills to identify or recognise non-compliance with applicable laws and regulations;
- We identified the laws and regulations applicable to the company through discussions with trustees and other management, and from our commercial knowledge and experience of the social care sector;

Independent Auditor's Report to the Trustees of Home-Start Greenwich

- We focused on specific laws and regulations which we considered may have a direct material effect on the financial statements or the operations of the company, including the Companies Act 2006, data protection and the Charities Act 2011;

- We assessed the extent of compliance with the laws and regulations identified above through making enquiries of management and inspecting legal correspondence; and

- Identified laws and regulations were communicated within the audit team regularly and the team remained alert to instances of non-compliance throughout the audit.

Audit response to risks identified
We assessed the susceptibility of the company's financial statements to material misstatement, including obtaining an understanding of how fraud might occur, by:
- making enquiries of management as to where they considered there was susceptibility to fraud, their knowledge of actual, suspected and alleged fraud; and
- considering the internal controls in place to mitigate risks of fraud and non-compliance with laws and regulations.

To address the risk of fraud through management bias and override of controls, we:
- performed analytical procedures to identify any unusual or unexpected relationships;
- tested journal entries to identify unusual transactions.
- assessed whether judgements and assumptions made in determining the accounting estimates set out in Note 1 were indicative of potential bias; and
- investigated the rationale behind significant or unusual transactions.

In response to the risk of irregularities and non-compliance with laws and regulations, we designed procedures which included, but were not limited to:
- agreeing financial statement disclosures to underlying supporting documentation and;
- enquiring of management as to actual and potential litigation and claims.
- reviewing correspondence with The Charity Commission.

There are inherent limitations in our audit procedures described above. The more removed that laws and regulations are from financial transactions, the less likely it is that we would become aware of non-compliance. Auditing standards also limit the audit procedures required to identify non-compliance with laws and regulations to enquiry of the directors and other management and the inspection of regulatory and legal correspondence, if any.

Material misstatements that arise due to fraud can be harder to detect than those that arise from error as they may involve deliberate concealment or collusion.

Use of our report
This report is made solely to the Charity's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the Charity's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the Charity's members as a body, for our audit work, for this report, or for the opinions we have formed.

Kate Taylor FCA (Senior Statutory Auditor)
For and on behalf of Simpson Wreford LLP, Statutory Auditors and Chartered Accountants
Wellesley House
Duke of Wellington Avenue
Royal Arsenal
London
SE8 6SS
Dated:

Home-Start Greenwich
Year ended 31 March 2022
Statement of Financial Activities

(Including Income and Expendtiture Account

	Notes	Restricted Funds £	Unrestricted Designated Funds £	Unrestricted General Funds £	Year to 31 Mar 2022 £	Year to 31 Mar 2021 £
Income from:						
Donations & legacies	2	5,000	-	50,437	**55,437**	58,284
Charitable activities	3	20,194	3,864,864	96,894	**3,981,952**	4,236,972
Other trading activities	4	-	-	-	**-**	-
Investments	5	-	-	-	**-**	1
Other income	6	-	-	55,585	**55,585**	109,898
Total income		25,194	3,864,864	202,916	**4,092,974**	4,405,155
Expenditure on:						
Charitable activities	7	70	3,864,864	302,171	**4,167,105**	4,366,019
Other expenditure	7	-	-	7,930	**7,930**	2,088
Total expenditure		70	3,864,864	310,101	**4,175,035**	4,368,107
Net income/(expenditure)		25,124	- -	107,185 -	**82,061**	37,048
Transfers between funds		-	-	-	**-**	-
Net movements in funds		25,124	-	(107,185)	**(82,061)**	37,048
Reconciliation of funds						
Total funds brought forward		-	-	142,217	**142,217**	105,169
Total funds carried forward	17	25,124	-	35,032	**60,156**	142,217

The Statement of Financial Activities includes all gains and losses in the year. All income and expenditure derives from continuing activities.

The accounting policies and notes on pages 38 to 41 form part of these financial statements.

Home-Start Greenwich
Year ended 31 March 2022

Balance sheet as at 31 March 2022

	Note	2022	2021
		£	£
Fixed assets:			
Tangible assets	12	37,990	129,700
Current assets:			
Debtors	13	94,364	65,886
Cash at bank & in hand		251,493	374,817
		345,857	440,703
Liabilities:			
Creditors: Amounts falling due within one year	14	323,691	428,186
Net current assets/(liabilities)		22,166	12,517
Total assets less current liabilities		60,156	142,217
Total net assets		60,156	142,217
The funds of the charity	17		
Restricted income funds		25,124	-
General funds		35,032	142,217
		60,156	142,217

The accounts have been prepared in accordance with the special provisions of Part 15 of the Companies Act relating to small companies and constitute the annual accounts required by the Companies Act 2006 and in accordance with the Financial Reporting Standard in the UK and Republic of Ireland (FRS 102)

Approved by the trustees on 24 November 2022 and signed on their behalf by:-

K Hyne Chair

Company Registration Number: 08676376 (England & Wales)

Home-Start Greenwich
Year ended 31 March 2022

Statement of Cashflows

	Year to 31-Mar-22 £	Year to 31-Mar-21 £
Cash flows from operating activities:		
Net cash provided by/ (used in) operating activities Cash flows from investing activities:	(192,196)	307,423
Cash flows from investing activities:		
Interest income	-	-
Purchase of property, plant and equipment	(11,395)	(136,449)
Sale of property, plant and equipment	80,268	
Net cash provided by/ (used in) investing activities	68,873	(136,449)
Change in cash and cash equivalents in the reporting period	(123,323)	170,974
Cash and cash equivalents at the beginning of the reporting period	374,816	203,842
Total cash and cash equivalents at the end of the year	251,493	374,816

Reconciliation of cash flows from operating activities

	Year to 31-Mar-22 £	Year to 31-Mar-21 £
Net income (expenditure) in the reporting period (as per the statement of financial activities)	(82,061)	37,048
Adjustments for:		
Depreciation charges	22,837	20,995
Dividends, interest and rents from investments	-	(1)
(Increase)/decrease in debtors	(28,469)	(10,032)
Increase/(decrease) in creditors	(104,503)	259,413
	(192,196)	307,423

Home-Start Greenwich
Year ended 31 March 2022

Notes to the Financial Statements

Accounting Policies

The principal accounting policies are summarised below. The accounting policies have been applied consistently throughout the year.

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 FRS 102), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

The financial statements are prepared in sterling, which is the functional currency of the company. Monetary amounts in the financial statements are rounded to the nearest £.

The effects of events relating to the year ended 31 March 2022 which occurred before the date of approval of the financial statements by the Trustees has been included in the financial statements to the extent required to show a true and fair view of the state of affairs at 31 March 2022 and the results for the year ended on that date.

Home-Start Greenwich meets the definition of a public benefit entity under FRS102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note(s).

Reconciliation with previous Generally Accepted Accounting Practice

In preparing the accounts, the trustees have considered whether in applying the accounting policies required by FRS102 and the Charities SORP FRS102 the restatement of comparative items was required. No restatements were required.

Preparation of the accounts on a going concern basis

The charity is considered a going concern. Adequate funding has been achieved to facilitate the charities objectives and activities for the next 12 months. There are no material uncertainties about the charity's ability to continue as a going concern.

Fund accounting

Restricted funds can only be used for a particular purpose within the objects of the charity and are subject to restrictions on their expenditure imposed by the donor which are to be solely used for particular areas of the charities work or for specific projects being undertaken by the charity.

Designated funds are unrestricted funds earmarked by the trustees for particular purposes.

Unrestricted funds are available for use at the discretion of the trustees in furtherance of the general objectives of the charity.

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 that the amount can be measured reliably.

Notes to the Financial Statements

Income from government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

Voluntary income is received by way of donations and gifts and is included in full in the statement of financial activities when receivable.

Revenue grants are credited to the statement of financial activities when received or receivable whichever is earlier.

Where unconditional entitlement to grants receivable is dependent upon fulfilment of conditions within the charity's control, the incoming resources are recognised when there is sufficient evidence that conditions will be met. Where there is uncertainty as to whether the charity can meet such conditions the incoming resource is deferred.

Income generated from the supply of goods or services is included in the statement of financial activities in the period in which the supply is made.

For legacies, entitlement is taken as the earlier of the date on which either: the charity is aware that probate has been granted, the estate has been finalised and notification has been made by the executor(s) to the Trust that a distribution will be made, or when a distribution is received from the estate. Receipt of a legacy, in whole or in part, is only considered probable when the amount can be measured reliably and the charity has been notified of the executor's intention to make a distribution. Where legacies have been notified to the charity, or the charity is aware of the granting of probate, and the criteria for income recognition have not been met, then the legacy is a treated as a contingent asset and disclosed if material.

Donated services and facilities

Donated services or facilities are recognised as income when the charity has control over the item or receive the service, any conditions associated with the donated item have been met, the receipt of economic benefit from the use by the charity of the item is probable and that economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), volunteer time is not recognised so refer to the trustees' annual report for more information on their contribution.

On receipt, donated services and facilities are recognised on the basis of the value of the gift to the charity which is the amount the charity would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

Expenditure and irrecoverable VAT
Resources expended are recognised in the period in which they are incurred. Resources expended include attributable VAT, which cannot be recovered.

Costs of generating funds comprise the costs associated with attracting voluntary income.

Charitable expenditure comprises those costs incurred by the charity in the delivery of its activities and services. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.

Other costs include those costs associated with meeting the constitutional and statutory requirements of the charity and include audit fees and costs linked to the strategic management of the charity. All costs are allocated between the expenditure categories of the SOFA on a basis designed to reflect the use of the resource.

Notes to the Financial Statements

Allocation of support costs

Resources are allocated to the particular activity where the cost relates directly to that activity. Support costs are the functions that assist the work of the charity but do not directly undertake charitable activities.

The overall direction and administration of each activity, comprising the salary and overhead costs of the central function, is apportioned based upon the level of resource required to support each activity.

Operating Leases

Rental charges are charged on a straight line basis over the term of the lease.

Debtors

Trade and other debtors are recognised at the settlement amount due. Prepayments are valued at the amount prepaid.

Cash at bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

Creditors and provisions

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.

Tangible fixed assets

All fixed assets are initially recorded at cost. Expenditure on fixed assets below the value of £500 are written off in the year in which it is incurred. Assets are reviewed for impairment if circumstances indicate their carrying value may exceed their net realisable value and value in use.

Depreciation is calculated so as to write off the cost of each asset less its residual value evenly over its estimated useful life on the following basis:

- Fixtures & Fittings
- Play Equipment
- Computer Equipment

25% Straight Line
25% Straight Line
33% Straight Line

Notes to the Financial Statements

Financial instruments

The charity only has financial assets and financial 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 with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

Pensions

The charity operates a defined contribution pension scheme, which all employees are eligible to join. The total amount of contributions recognised in the Statement of Financial Activity are shown in note 9 and represent the employers' contribution to the scheme or to employee's personal pension schemes.

There were no outstanding or prepaid contributions at the balance sheet date and the charity has no liability under the scheme other than the payment of those contributions.

Commitments for future expenditure

Other than normal commitments inherent to the operation of the charity and under contracts of employment there were no contractual obligations to future expenditure at the balance sheet date. Where the trustees authorise expenditure which is not legally enforceable at the balance sheet date the appropriate amounts are set aside into designated funds.

2. INCOME FROM DONATIONS AND LEGACIES

	Restricted	Unrestricted	Year to 31 Mar 2022	Year to 31 Mar 2021
	£	£	£	£
Donations	-	17,437	**17,437**	39,234
Grants received				
RBG - COVID-19	-	25,000	**25,000**	19,050
RBG - Get digital scheme	-	1,500	**1,500**	-
B&Q Foundation - School House Project	5,000	-	**5,000**	-
The Goldsmiths Company Charity	-	6,500	**6,500**	-
	5,000	50,437	55,437	58,284

Notes to the financial statements

3. INCOME FROM CHARITABLE ACTIVITIES

	Restricted	Unrestricted Designated	Unrestricted General	Year to 31 Mar 2022	Year to 31 Mar 2021
	£	£	£	£	£
Children's Centre Contract	-	3,294,007	-	**3,294,007**	3,550,173
Creche Together for Two's	-	349,429	-	**349,429**	417,688
Stay & Play	-	7,130	-	**7,130**	4,611
Early Years Pupil Premium	-	6,932	-	**6,932**	3,996
Nursery	-	207,366	-	**207,366**	126,975
Commissioned Services	-	-	19,008	**19,008**	6,661
Start-Well Trust - Mobilisation	-	-	73,896	**73,896**	20,992
Grants received				-	-
Home-Start UK - Connecting from the start	-	-	-	-	40,000
Home-Start UK - Army Central Grant	-	-	-	-	5,000
Home-Start UK - Super Charged Communities	10,194	-	-	**10,194**	-
Home-Start UK - Pears Recovery & Resilience	10,000	-	-	**10,000**	50,000
Home-Start UK - Caring for families	-	-	3,990	**3,990**	-
Other	-	-	-	-	10,876
	20,194	3,864,864	96,894	3,981,952	4,236,972

4. INCOME FROM OTHER TRADING ACTIVITIES

	Restricted	Unrestricted	Year to 31 Mar 2022	Year to 31 Mar 2021
	£	£	£	£
Fundraising Events	-	-	-	-
Courses	-	-	-	-
	-	-	-	-

5. INCOME FROM INVESTMENTS

	Restricted	Unrestricted	Year to 31 Mar 2022	Year to 31 Mar 2021
	£	£	£	£
Bank Interest Receivable - UK	-	-	-	1
	-	-	-	1

6. INCOME FROM OTHER ACTIVITIES

	Restricted	Unrestricted	Year to 31 Mar 2022	Year to 31 Mar 2021
	£	£	£	£
Coronavirus Job-Retention Scheme	-	46,005	**46,005**	106,651
Other income	-	9,580	**9,580**	3,247
Rent Received	-	-	-	-
	-	55,585	55,585	109,898

Notes to the financial statements

7.1 EXPENDITURE BY COST CATEGORY

	Note	Year to 31 Mar 2022 £	Year to 31 Mar 2021 £
Charitable activities			
Staff costs	9	2,037,570	2,124,697
Start-well trust		1,599,766	1,658,196
Professional fees		140,644	181,774
Staff travel and other expenses		3,148	2,055
Staff training		8,353	10,204
Staff recruitment		1,033	2,274
Direct project costs		3,304	15,960
Refreshments		16,573	9,336
Commissioned services		17,489	12,726
Outings, trips & activity costs		9,046	5,809
Advertising		12,924	-
Premises costs		74,637	45,848
Repairs, maintenance & cleaning		104,115	135,956
Insurance		33,100	21,667
Events & meetings		772	1,206
Office costs		60,127	53,550
Computer costs		40,271	52,963
Bad debt provision		-	7,944
Other costs		(18,604)	2,859
Depreciation		22,837	20,995
		4,167,105	4,366,019
Other			
Bank charges		3,970	2,088
Interest paid on overdue taxation		-	-
Audit fees		3,960	-
		7,930	2,088
Total		4,175,035	4,368,107

Notes to the financial statements

7.2 INCOME BY ACTIVITY

			Children's centres										
	HSG Head Office	HSG Scheme	Brookhill	Cardwell	Eglington	Glyndon	Mulgrave	Plumcroft	Plumstead	The Slade	Barnfield Nursery	Plumstead Nursery	2022 Year Total
Donations	17,473	-	964	-	-	-	-	-	-	1,086	-	110	19,633
COVID-19 Grants	25,000	-	-	-	-	-	-	-	-	-	-	-	25,000
Children's centre	60,701	-	520,480	463,036	463,036	463,036	463,036	-	505,666	506,939	18,637	390,972	3,855,539
Stay & Play	-	-	-	-	-	-	-	-	-	-	-	7,130	7,130
Commissioned Services	-	19,008	-	-	-	-	-	-	-	-	-	-	19,008
#REF!	-	-	-	-	-	-	-	-	-	-	-	-	-
Home-Start UK - Pears Recovery & Resilience	-	-	-	-	-	-	-	-	-	-	-	-	-
Home-Start UK - Super Charged Communities	-	-	-	-	-	-	-	-	-	-	-	-	-
Other grants	37,184	-	-	-	-	-	-	-	-	-	-	-	37,184
Start-Well Trust - Mobilisation	72,571	-	-	-	-	-	-	-	-	-	-	-	72,571
JRS income	46,003	-	-	-	-	-	-	-	-	-	-	-	46,003
Other income	4,020	-	44	24	213	4,569	-	1,381	121	534	-	-	10,906
Investment income	-	-	-	-	-	-	-	-	-	-	-	-	-
	262,952	19,008	521,488	463,060	463,249	467,605	463,036	1,381	505,787	508,559	18,637	398,212	4,092,974

7.3 EXPENDITURE BY ACTIVITY

					Children's centres										
	HSG Head Office	HSG Scheme	Bluebell Hub	Start Well Trust	Children Centre - General	Brookhill	Cardwell	Eglington	Glyndon	Mulgrave	Plumcroft	Plumstead	The Slade	Barnfield Nursery	Plumstead Nursery
Activities undertaken directly	450,816	4,064	3,472	1,615,088	1,367,904	91,823	29,270	22,081	8,724	29,623	13,915	30,328	23,670	41,809	442,446
Direct support costs	-	-		-	-	-	-	-	-	-	-	-	-	-	-
Support costs reallocted	(450,816)	-		-	293,431	19,697	6,279	4,737	1,871	6,354	2,985	6,506	5,077	8,969	94,910
Total Expenditure	-	4,064		1,615,088	1,661,335	111,520	35,549	26,818	10,595	35,977	16,900	36,834	28,747	50,778	537,356

Supports costs are allocated to each activity based on a percentage of total costs incurred, total costs incurred are a fair representation of head office time and staff resources spent on each activity.

Notes to the financial statements

8. NET INCOMING RESOURCES FOR THE YEAR

This is stated after charging/(crediting):

	Year to 31 Mar 2022 £	Year to 31 Mar 2021 £
Depreciation	22,837	20,995
Operating lease rentals: land & buildings	36,473	11,600
Audit fees	3,960	-
Accountancy, payroll and financial management	55,851	56,830

9. STAFF COSTS

Staff costs totalling £2,037,570 were as follows:

	Year to 31 Mar 2022 £	Year to 31 Mar 2021 £
Wages and salaries	1,755,646	1,771,796
Social security costs	141,259	147,746
Pension costs	140,665	151,978
Redundancy costs	-	53,177
	2,037,570	2,124,697

Staff numbers	Year to 31 Mar 2022	Year to 31 Mar 2021
Homestart - Core	3	3
Homestart - Charitable activities	76	80
	79	83

No single employee received remuneration in excess of £60,000

10. RELATED PARTY TRANSACTIONS

No other Trustee received any remuneration for services provided to the charity in the year.
No expenses were reimbursed to Trustee's during the year however gifts were given to the value of £86.74.

During the year the charity made payments totalling £1,599,766 to Start Well Trust for the provisions of Health Visiting Services. At the year-end a balance of £292,918 was due to Start Well Trust, this balance is included in trade creditors.

Income totalling £73,896 was received during the year from Start Well Trust for providing HR and Finance services. At the year-end a balance of £3,713 was due from Start Well Trust, this balance is included in trade debtors.

Notes to the financial statements

11. CORPORATION TAX

The charity is exempt from tax on income and gains falling within section 505 of the Taxes Act 1988 or section 252 of the Taxation of Chargeable Gains Act 1992 to the extent that these are applied to its charitable objects.

12. TANGIBLE FIXED ASSETS

	Total £
Cost	
As at 1 April 2021	223,714
Additions	11,395
Disposals	(80,268)
As at 31 March 2022	154,841
Accumulated Depreciation	
As at 1 April 2021	94,014
Charge for the year	22,837
As at 31 March 2022	116,851
Net Book Value	
As at 31 March 2022	37,990
As at 31 March 2021	129,700

13. DEBTORS

	Year to 31 Mar 2022 £	Year to 31 Mar 2021 £
Trade debtors	15,460	30,287
Accrued income	78,904	35,608
	94,364	65,895

Notes to the financial statements

14. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	Year to 31 Mar 2022 £	Year to 31 Mar 2021 £
Trade creditors	312,303	46,809
Accrued expenses	3,960	34,303
Deferred income	-	282,947
Taxation and social security costs	102	36,427
Other creditors	7,326	27,700
	323,691	428,186

15. DEFERRED INCOME

	Year to 31 Mar 2022 £	Year to 31 Mar 2021 £
Balance at the beginning of the year	282,947	-
Amounts released to income earned from charitable activities	(282,947)	-
Amounts deferred in the year	-	282,947
Balance as the year end	-	282,947

16. ANALYSIS OF NET ASSETS BETWEEN FUNDS

	Tangible Assets	Current assets/(liabilities)	Total
Restricted funds	-	-	-
Unrestricted funds	37,990	22,166	60,156
	37,990	22,166	60,156

17. ANALYSIS OF CHARITABLE FUNDS

	Balance at 1 Apr 2021 £	Income £	Expenditure £	Balance at 31 March 2022 £
Unrestricted funds:				
General funds	142,217	202,916	(310,101)	35,032
Designated funds	-	3,864,864	(3,864,864)	-
	142,217	4,067,780	(4,174,965)	35,032
Restricted funds:	-	25,194	(70)	25,124
Total funds:	142,217	4,092,974	(4,175,035)	60,156

Designated funds:

Childrens Centres – RBG contract Home-Start Greenwich for the delivery of services in Central Greenwich's children's centres within the Royal Borough of Greenwich. We deliver parent and children's services and activities to families with children aged 0-5. We also deliver an integrated health service with support of midwives and health visitors.

Creche Together for Twos – provisions of creche (nursery) service to families with two, three and four year old's who are entitled to free early education and childcare.

Restricted Funds:

Home-Start UK – Super Charges Communities – funds received from the John Lewis Partnership to refurb the kitchen in the community hub site.

Home-Start UK – Pears Recovery & Resilience – funding secured to contract a strategic development and communications consultant.

B&Q Foundation - School House Project – funding secured to use towards the renovations of a new head office site.

18. OPERATING LEASE COMMITMENTS

The charity does not have any non-cancellable operating leases.
The lease payments for land and buildings are not under contract and can be terminated with a month's notice.

19. ULTIMATE CONTROLLING PARTY

The charity is controlled by the board of Trustees.

20. APB ETHICAL STANDARDS

In common with many other charities of our size and nature we use our auditors to assist with the preparation of the financial statements.

21. LEGAL STATUS OF THE CHARITY

The charity is a company limited by guarantee and has no share capital.
In the event of the charity being wound up, the liability in respect of the guarantee is limited to £1 per member of the charity.



Thank you for reading!

For more information or to donate
www.homestartgreenwich.org.uk

To volunteer
volunteer@homestartgreenwich.org.uk

To refer for support
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