



# **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





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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 Aderaju**  
Resigned on 4<sup>th</sup>  
February 2025



**Joanna Lewins**



**Zethu Makatini**



**Amy Copeland**



**Kaan Azmi**



**Jaspal Manku**  
Appointed on 15<sup>th</sup>  
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 4<sup>th</sup>  
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.

In 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.



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.

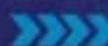
Every year, over 4,000 families access Home-Start Greenwich services. Our unique 360 one-stop-shop approach ensures that trusted relationships remain at the heart of the support we provide; combining emotional and practical assistance to deliver real, life-changing outcomes for families.



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:

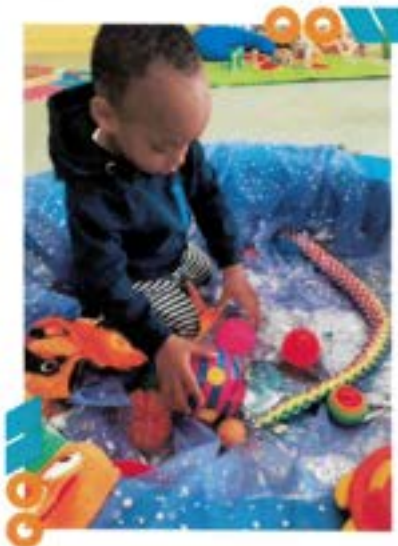
- Increased staff-to-child ratios
- Larger, accessible spaces tailored to children's needs
- Close partnerships with specialist external providers

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	<ul style="list-style-type: none"><li>· Recruitment in the EY space, core delivery staff and for managerial and specialist roles remains challenging.</li><li>· The charity sector shows broad fluctuation in salary and EVP elements with HSG's challenge of retaining key staff.</li><li>· In the year we saw 7 staff leave and 3 be employed. This included 2 bank staff in permanent position.</li></ul>







# 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 as 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.





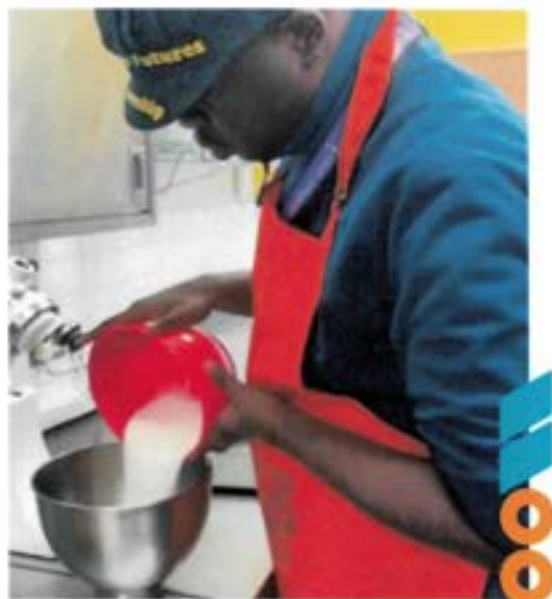


## Welcome Café – Internship Supporting Young Adults with Learning Disabilities



**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.



**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 staff make me feel happy”*  
Samy (Intern)

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 confidence 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**

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**

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!





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Greenwich

# 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  
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**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



## *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.**

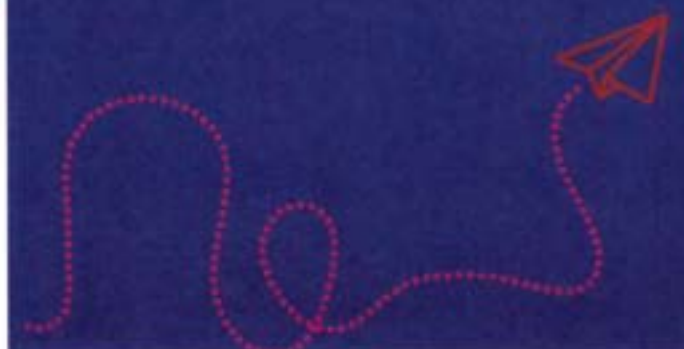
**2024/2025**

**Total Income 3,256,726**

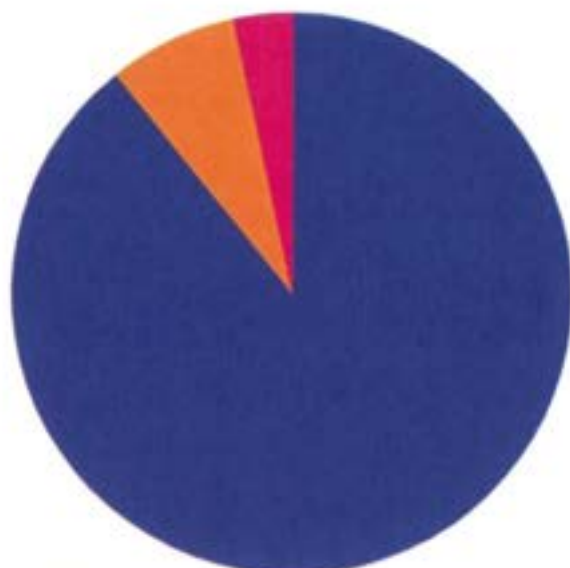
**Staffing Costs 2,635,889**

**Operating Expenses 600,814**

**Net profit 20,023**







- Restricted Grant Income (170880)
- Unrestricted Grant Income (14208)
- Donations (6653)

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

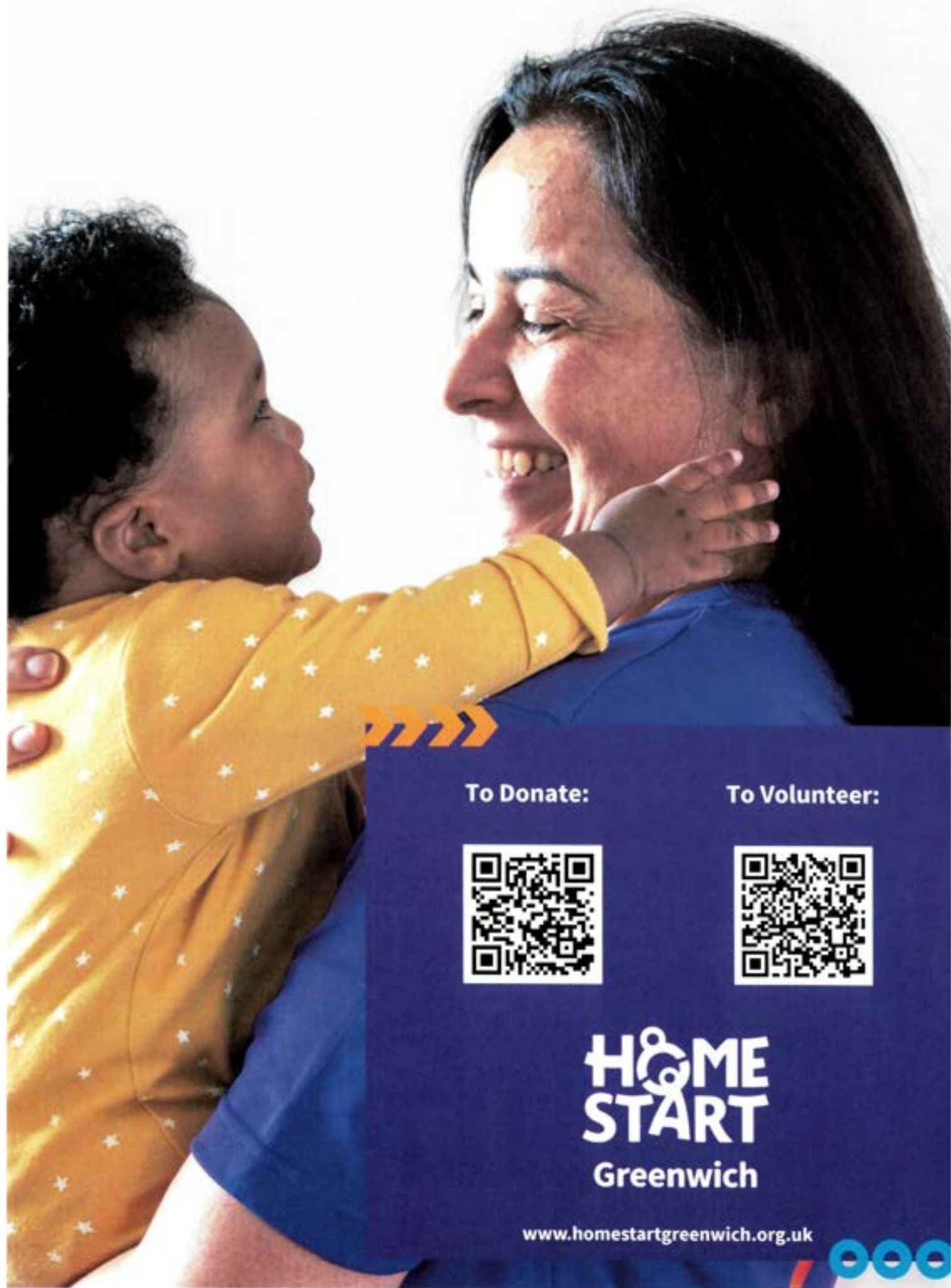
Home-Start Greenwich aims to accelerate growth by expanding our revenue streams, investing in innovation and strengthening partnerships that drive long-term support and impact for our families and children.

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:



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[www.homestartgreenwich.org.uk](http://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

A handwritten signature in blue ink, appearing to be 'K Hyne', is written over a horizontal line.

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 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.



**Home-Start Greenwich**  
**For the year ended 31 March 2025**  
**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. 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](http://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;



**Home-Start Greenwich**  
**For the year ended 31 March 2025**

**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 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 £
<b>Income from:</b>						
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
<b>Total income</b>		<b>202,470</b>	<b>3,016,921</b>	<b>37,335</b>	<b>3,256,726</b>	<b>3,046,521</b>
<b>Expenditure on:</b>						
Charitable activities	7	223,336	3,001,936	-	3,225,272	2,739,282
Other expenditure	7	-	-	11,431	11,431	11,362
<b>Total expenditure</b>		<b>223,336</b>	<b>3,001,936</b>	<b>11,431</b>	<b>3,236,703</b>	<b>2,750,644</b>
<b>Net income/(expenditure)</b>		<b>(20,866)</b>	<b>14,985</b>	<b>25,904</b>	<b>20,023</b>	<b>295,877</b>
<b>Transfers between funds</b>		<b>(11,767)</b>	<b>11,767</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Net movements in funds</b>		<b>(9,099)</b>	<b>3,218</b>	<b>25,904</b>	<b>20,023</b>	<b>295,877</b>
<b>Reconciliation of funds</b>						
Total funds brought forward		274,121	102,555	149,562	526,238	230,361
<b>Total funds carried forward</b>	17	<b>265,022</b>	<b>105,773</b>	<b>175,466</b>	<b>546,261</b>	<b>526,238</b>

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

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 £
<b>Cash flows from operating activities:</b>		
Net cash provided by/ (used in) operating activities	118,998	356,692
<b>Cash flows from investing activities:</b>		
Interest income	-	-
Purchase of property, plant and equipment	(31,119)	(21,542)
Sale of property, plant and equipment	-	-
<b>Net cash provided by/ (used in) investing activities</b>	<b>(31,119)</b>	<b>(21,542)</b>
 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
<b>Total cash and cash equivalents at the end of the year</b>	<b>669,883</b>	<b>582,004</b>
 <b>Reconciliation of cash flows from operating activities</b>		
	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
	<b>118,998</b>	<b>356,692</b>



# 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.



# **Home-Start Greenwich**

## **Year ended 31 March 2025**

### **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 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



# Home-Start Greenwich Year ended 31 March 2025

## 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
<i>Grants received</i>				
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
<b>Charitable activities</b>			
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
		<u>3,225,272</u>	<u>2,739,283</u>
<b>Other</b>			
Bank charges		2,971	3,802
Audit fees		8,460	7,560
		<u>11,431</u>	<u>11,362</u>
<b>Total</b>		<u>3,236,703</u>	<u>2,750,645</u>

# Home-Start Greenwich Year ended 31 March 2025

## Notes to the financial statements

### 7.2 INCOME BY ACTIVITY

	HSG Head Office	HSG Scheme	Children's centres										Total 31 March 2025	
			Brookhill	Cardwell	Eglington	Glyndon	Bondfield	Mulgrave	Plumcroft	Plumstead	The Slade	Barnfield Nursery		Plumstead Nursery
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

	HSG Head Office	HSG Scheme	Restricted Grants	Children's Centre - General	Children's centres										Plumstead Nursery
					Brookhill	Cardwell	Eglington	Glyndon	Margaret Bondfield	Mulgrave	Plumcroft	Plumstead	The Slade	Plumstead Together for Two's Together for Two's	
Activities undertaken directly	814,434	-	221,516	425,368	355,980	179,860	94,964	719	15,860	47,812	117,888	46,682	146,150	77,821	44,805
Support costs reallocated	(814,434)	-	-	157,507	131,845	66,615	35,172	266	5,874	17,708	-	43,663	54,130	28,823	16,817
Total Expenditure	-	-	221,516	582,875	487,825	246,475	130,136	985	21,734	65,520	-	90,345	200,280	106,644	61,622

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	-
	<u>2,635,889</u>	<u>2,182,310</u>

**Staff numbers**

	Year to 31 Mar 2025	Year to 31 Mar 2024
Homestart - Core	12	3
Homestart - Charitable activities	<u>68</u>	<u>75</u>
	<u>80</u>	<u>78</u>

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

**Home-Start Greenwich**  
**Year ended 31 March 2025**

**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**

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

**13. DEBTORS**

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



**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
	<u>243,294</u>	<u>197,707</u>

**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
	<u>-</u>	<u>19,966</u>
Balance as the year end	<u>-</u>	<u>19,966</u>

**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
	<u>44,674</u>	<u>487,556</u>	<u>532,230</u>

# 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 £
<b>Unrestricted funds:</b>					
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
<b>Restricted funds:</b>					
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
<b>Total funds:</b>	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.



# Home-Start Greenwich

## Year ended 31 March 2025

### 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 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 committed 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
	<u>105,300</u>	<u>52,216</u>

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

**Home-Start Greenwich**  
**Year ended 31 March 2025**

**Notes to the financial statements**

**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.