

PEPPER STREET FOUNDATION

England & Wales · Charity number 1190660

Details

Status Registered

Legal form CIO

Registered 2020-07-30

Register [View on the Charity Commission register](#)

Contact

Address 1a Carlton Road
Oxford
OX2 7RZ

Phone 07712937443

Email info@pepperstreetfoundation.com

Website pepperstreetfoundation.com

Activities

Objects: TO PROMOTE THE VOLUNTARY SECTOR FOR THE BENEFIT OF THE PUBLIC IN LONDON AND THE SURROUNDING AREAS BY: I. PROVIDING TRAINING, CONFERENCES AND SEMINARS ON SUBJECTS RELEVANT TO THE EFFICIENCY OF THE VOLUNTARY SECTOR; II. IDENTIFYING NEEDS IN THE VOLUNTARY SECTOR AND ESTABLISHING PROJECTS OR POLICIES TO ADDRESS THEM; III. ASSISTING IN THE ADMINISTRATION OF FUNDING PROGRAMMES TO CHARITIES AND VOLUNTARY ORGANISATIONS, MONITORING FOR GRANTS, RECOMMENDING GRANTS, ASSISTING IN APPLICATIONS FOR GRANTS; THE VOLUNTARY SECTOR' MEANS CHARITIES AND VOLUNTARY ORGANISATIONS. CHARITIES ARE ORGANISATIONS, WHICH ARE ESTABLISHED FOR EXCLUSIVELY CHARITABLE PURPOSES IN ACCORDANCE WITH THE LAW OF ENGLAND AND WALES. VOLUNTARY ORGANISATIONS ARE INDEPENDENT ORGANISATIONS, WHICH ARE ESTABLISHED FOR PURPOSES THAT ADD VALUE TO THE COMMUNITY AS A WHOLE, OR A SIGNIFICANT SECTION OF THE COMMUNITY, AND WHICH ARE NOT PERMITTED BY THEIR CONSTITUTION TO MAKE A PROFIT FOR PRIVATE DISTRIBUTION. VOLUNTARY ORGANISATIONS DO NOT INCLUDE LOCAL GOVERNMENT OR OTHER STATUTORY AUTHORITIES.

Activities: Pepper Street Foundation is a UK based charity that works with deprived communities to identify opportunities for pioneering projects that change lives by providing funding and guidance for inspired 'social marketing' projects that apply the latest marketing thinking to shift mindsets and allow individuals and communities to access the contacts and resources they need to pilot new initiatives.

Classification

- **How:** Makes Grants To Individuals, Makes Grants To Organisations, Provides Other Finance, Provides Buildings/facilities/open Space, Provides Advocacy/advice/information, Sponsors Or Undertakes Research
- **What:** Education/training, Economic/community Development/employment, Human Rights/religious Or Racial Harmony/equality Or Diversity
- **Who:** Children/young People, Other Charities Or Voluntary Bodies

Geography

- Throughout England

Finances

Period end	Income	Expenditure	Assets	Employees
2025-07-31		£40	£114	-
2024-07-31		£267	£145	-
2023-07-31		£1,158	£0	-
2022-07-31		£1,440	£0	-
2021-07-31		£100	£0	-

Trustees

Name	Role	Appointed
Dr Segar Reddy Phd	Chair	2020-03-11
Chris Foreshew		2020-03-11
Slobodan Marceta		2020-03-11

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Financial Summary (Receipts & Payments)

Opening Balance (1 August 2024)

- £3,220.25

Income

Date	Description	Amount
14 July 2025	Donation received	£40.00

Total Income: £40.00

Expenditure

Date	Description	Amount
28 July 2025	General expenses	£111.50

Total Expenditure: £111.50

Closing Balance (31 July 2025)

Opening Balance: £3,220.25
Plus Income: £40.00
Less Expenditure: £111.50

Closing Balance: £3,148.75

Revised Activities Report

During the 2024–2025 reporting period, the charity continued to support educational, community, and international development initiatives related to agriculture, education, and African engagement.

The charity participated in planning and supporting the Africa Futures 2025 initiative held at Oxford Brookes University in July 2025. The event focused on country branding, agribusiness, agricultural learning, and educational opportunities connected to Africa.

The charity also received a public donation during the reporting period and maintained prudent financial management throughout the year.

Trustee Statement

The charity remained active during the year by supporting educational and community-focused initiatives connected to Africa and agribusiness development. The charity maintained careful financial oversight throughout the reporting period and ended the year with reserves of £3,148.75.

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Pepper Street Foundation

Annual Report: Social Marketing Programme (2024)

Engaging Communities Through Art, Storytelling, and Cultural Dialogue

The Pepper Street Foundation's core mission is to use social marketing—the application of marketing principles for public good—to connect communities through meaningful, inclusive cultural experiences. In 2024, our flagship initiative supported three public-facing projects aimed at sparking dialogue, promoting emerging talent, and celebrating cultural heritage.

1. Pepa Yordanova – Bound Contradictions in Focus

Dates: 22–23 March 2024

Venue: New Road Baptist Church, Bonn Square, Oxford

Overview: A striking visual art exhibition by Pepa Yordanova exploring themes of duality, identity, and tension. Enhanced by a live classical performance from the Millennium String Quartet, the event created a cross-disciplinary cultural space.

Impact: Free public access, strong attendance, and community engagement through booking via pepaatoxford.com.

2. Slobodan Marceta – Troubled: An Exhibition of the Unresolved

Dates: 15–16 March 2024

Venue: New Road Baptist Church, Bonn Square, Oxford

Overview: This debut public exhibition by emerging artist Slobodan Marceta presents haunting and emotive works that address personal and political unresolved tensions. The theme of “trouble”—internal and societal—resonated strongly with audiences.

Impact: A rare platform for an unknown artist to exhibit in central Oxford. The event encouraged reflection and public conversation about marginalised narratives and mental landscapes.

Access: Free entry with bookings via slobodanatoxford.com.

3. Bava Chelladurai – The Art of Storytelling: Connecting Culture

Date: 2 May 2024

Venue: New Road Baptist Church, Bonn Square, Oxford

Overview: Celebrated Tamil storyteller Bava Chelladurai brought the richness of Indian oral traditions to a Western audience, fostering a powerful cross-cultural moment in Oxford's public arts calendar.

Impact: This performance created space for cultural exchange, attracting a diverse audience and reinforcing diasporic representation through traditional storytelling.

Access: Pre-booked via Google Forms; full attendance achieved.

Programme Outcomes

- 3 artists supported across different mediums and cultures
- 500+ attendees across three events
- 100% free and public
- Cross-cultural engagement and first-time exhibitions
- Hosted in a faith-based civic space, supporting inclusion and public discourse

Looking Ahead

The Pepper Street Foundation remains committed to art as a public good. In 2025, our work will continue to support emerging voices and deepen community connections through creative interventions.

Contact: pepperstreetfoundation.com | info@pepperstreetfoundation.com

Accounts

The Charity received modest donations totaling **£267** and allocated **£145** towards venue hire expenses.

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Charity Commission Annual Return 2023

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PEPPER STREET FOUNDATION

Charity registration number: 1190660

Most of the information you give in this form will become publicly available on the Register of Charities. Any field that the Charity Commission will not display will be clearly marked.

This document is a record of the information provided in the Annual Return 2023.

PART A - Charity information

Financial period

Financial period start date

01/08/2022

Financial period end date

31/07/2023

Income and spending

Income £

£ 1,158

Spending £

£ 0

Number of contracts from government

How many contracts (other than grant agreements) did your charity receive from central government or a local authority during the financial period for this return?

0

Number of grants from government

How many grants did your charity receive from central government or a local authority during the financial period for this return?

0

Income breakdown

Donations and legacies (excluding Endowments Received)

£ 1,158

Charitable activities

£ 0

Other trading activities

£ 0

Investments

£ 0

Other

£ 0

Grantmaking**Is grant making the main way your charity carries out its purposes?**

No

Recipients of grants**Please round all figures to the nearest pound (do not enter decimal points or commas).****Individuals**

£ 0

Other charities

£ 0

Other organisations that are not charities

£ 0

Trustee payments**Excluding out of pocket expenses, for what were any of the trustees paid during the financial period for this return?** e. None of the trustees have been paid**Did any of the trustees resign and take up employment with your charity in the financial period of this return?**

No

Income from outside the UK**Did your charity receive income from outside of the United Kingdom in the financial period of this return?**

No

Delivering activities outside the United Kingdom**Did your charity deliver charitable activities outside of the United Kingdom in the financial period of this return?**

No

Spending outside England & Wales**Did your charity spend funds outside of the United Kingdom in the financial period of this return?**

No

Total Spending outside England & Wales

£

Trading subsidiaries**Does the charity have any trading subsidiaries?**

No

Charity contact details correct

Is the contact address displayed from the Register of Charities, correct?

Yes

Charity headquarters details correct

Is this the same address that you use as your charity's administrative headquarters?

Yes

Charity contact address

Address Line 1

1A CARLTON ROAD

Address Line 2

OXFORD

Address Line 3

Address Line 4

Address Line 5

Postcode

OX2 7RZ

Country

Charity Headquarters address

Address Line 1

1A CARLTON ROAD

Address Line 2

OXFORD

Address Line 3

Address Line 4

Address Line 5

Postcode

OX2 7RZ

Country

Membership type

Is the charity part of a wider group structure with a parent body and subsidiary bodies?

no, the charity is not part of a wider group structure

Employment contract types

People were permanently employed by your charity

People were on fixed-terms contracts with your charity

Self-employed people were working for your charity

Governance policies

Internal charity financial controls policy and procedures

Safeguarding policy and procedures

Financial reserves policy and procedures

Complaints policy and procedures

Serious incident reporting policy and procedures

Internal risk management policy and procedures

Trustee expenses policy and procedures

Trustee conflicts of interest policy and procedures

Investing charity funds policy and procedures

Campaigns and political activity policy and procedures

Bullying and harassment policy and procedures

Social media policy and procedures

Engaging external speakers at charity events policy and procedures

Safeguarding

Has your charity provided services to children and/or adults at risk in the financial period of the return?

External risk and impact

Donations

Other income - grants

Unknown/No Change/Not Applicable

Other income - contracts

Unknown/No Change/Not Applicable

Other income - investment

Unknown/No Change/Not Applicable

Expenditure on charitable activities

Unknown/No Change/Not Applicable

Expenditure on overheads

Unknown/No Change/Not Applicable

Number of volunteers

Unknown/No Change/Not Applicable

Number of employees

Unknown/No Change/Not Applicable

Number of trustees

Unknown/No Change/Not Applicable

Fundraising activities

Unknown/No Change/Not Applicable

Capacity to deliver services

Unknown/No Change/Not Applicable

Total service demand

Unknown/No Change/Not Applicable

Volunteers

Excluding trustees, provide an estimate of the number of volunteers who carried out charitable activities on behalf of your charity in the United Kingdom during the financial period of this return?

8

Privacy statement

Any information you give us will be held securely and processed only in accordance with the rule on data protection. We will not disclose your personal details to anyone unconnected to the Charity Commission unless:

- you have consented to their release; or
- we are legally obliged to disclose them; or
- we regard disclosure as either (a) necessary so that we can properly carry out our statutory functions or (b) necessary in the public interest.

We may share and disclose information about you with relevant public authorities, regulatory bodies and agencies, outside the Charity Commission but only if:

- we can lawfully do so; and
- we decide that disclosure is necessary for national security, crime detection, prevention, and law enforcement, or other issues in the public interest

Information we collect about you

We will use this information:

To enable us to carry out our statutory functions and duties;

This will include the following actions:

- (a) update, consolidate, and improve the accuracy of our records;**
- (b) undertake crime detection and prevention and law enforcement and assist the third parties specified above to investigate or prevent crime and carry out law enforcement;**
- (c) data analysis, testing, research, statistical and survey purposes**

Information we receive from other sources.

Information we receive from other sources

We may combine this information with information you give to us and information we collect about you.

We may use this information and the combined information for the purposes set out above (depending on the types of information we receive).

We will ensure that any such disclosure and use is proportionate; considers your right to respect for your private life; and is done fairly and lawfully in accordance with the data protection principles of the Data Protection Act.

The Data Protection Act 1998 regulates the use of 'personal data', which is essentially any information, however stored, about identifiable living individuals.

As a 'data controller' under the Act, the Charity Commission must comply with it. Any changes we may make to our privacy statement in the future will be set out in the replacement version of this form.

Please check back frequently to see any updates or changes to our privacy policy.

Declaration

This annual return has not been submitted and no Declaration has been made

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Trustees' Annual Report for the period

	Period start date				Period end date		
	Day 30	Month 07	Year 2020		Day 31	Month 07	Year 2021
From				To			

Section A Reference and administration details

Charity name

Other names charity is known by

Registered charity number (if any)

Charity's principal address

Names of the charity trustees who manage the charity

	Trustee name	Office (if any)	Dates acted if not for whole year	Name of person (or body) entitled to appoint trustee (if any)
1	SEGAR REDDY	CHAIR		
2	SLOBODAN MARCETA			
3	CHRIS FORESHEW			

Names of the trustees for the charity, if any, (for example, any custodian trustees)

Name	Dates acted if not for whole year
NONE	

Names and addresses of advisers (Optional information)

Type of adviser	Name	Address
NONE		

Name of chief executive or names of senior staff members (Optional information)

Section B Structure, governance and management

Description of the charity's trusts

Type of governing document (eg. trust deed, constitution)	Constitution
How the charity is constituted (eg. trust, association, company)	Trust
Trustee selection methods (eg. appointed by, elected by)	Appointed by the Chair

Additional governance issues (Optional information)

You **may choose** to include additional information, where relevant, about:

- policies and procedures adopted for the induction and training of trustees;
- the charity's organisational structure and any wider network with which the charity works;
- relationship with any related parties;
- trustees' consideration of major risks and the system and procedures to manage them.

Section C Objectives and activities

Summary of the objects of the charity set out in its governing document

The charity's objects are

1. The advancement of education for individuals and communities in England who are deprived due to financial hardship, unemployment, ethnic origin, education or health and the advancement of community development by providing grants and guidance to set up social marketing projects (social marketing being defined as the application of marketing concepts and tools to help individuals and society achieve positive sustainable social transformation.
2. The study of how deprived communities are positively affected by social marketing initiatives.

Pepper Street Foundation consults with deprived communities to identify social marketing initiatives and supports grant applicants in researching, planning and implementing social marketing campaigns.

Summary of the main activities undertaken for the public benefit in relation to these objects (include within this section the statutory declaration that trustees have had regard to the guidance issued by the Charity Commission on public benefit)

Additional details of objectives and activities (Optional information)

You **may choose** to include further statements, where relevant, about:

- policy on grantmaking;
- policy programme related investment;
- contribution made by volunteers.

Summary of the main achievements of the charity during the year

Over this reporting period (Covid Period) the charity has be establishing connections with communities in England who are deprived due to financial hardship. unemployment, ethnic origin, education or health and the advancement of community development by providing guidance to set up social marketing projects.

Section E Financial review

Brief statement of the charity's policy on reserves

The charity had £500 in reserves at the end of the reporting period.

Details of any funds materially in deficit

None

Further financial review details (Optional information)

You **may choose** to include additional information, where relevant about:

- the charity's principal sources of funds (including any fundraising);
- how expenditure has supported the key objectives of the charity;
- investment policy and objectives including any ethical investment policy adopted.

Section F Other optional information

Section G Declaration

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees

Signature(s)



Full name(s) Dr Segar Reddy

Position (eg Secretary, Chair, etc) Chair

Date 14 November 2022