

# PARADIGM PROJECT ANNUAL REPORT

for year ending December 2023



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# Reference and administrative details of the charity, it's trustees and advisers

**Trustees:**

Chair - Michelle Edwards  
Treasurer - Justin O'Neill  
Secretary - Joel Dawes  
Board member - James Noble  
Board member - Amanda Ashley

**Charity registration number:**  
1191206

**Registered office:**  
The Stephen Lawrence Centre  
39 Brookmill Road  
Lewisham  
London  
SE8 4HU

**Website:**  
[www.paradigmproject.co.uk](http://www.paradigmproject.co.uk)

**Email contact:**  
[info@paradigmproject.co.uk](mailto:info@paradigmproject.co.uk)

**CEO and founder:**  
Joel Dunn

**Charity secretary:**  
Joel Dawes

**Accountants:**  
1st Class Accounts  
320 City Road  
London  
EC1V 2NZ



# Trustees annual report

The Trustees present their annual report, together with the financial statements, for Paradigm Project for the year 1st January to 31st December 2023. The annual report serves the purposes of both a trustees' report and a directors' report under company law. The Trustees confirm that the annual report and financial statements of the charitable company comply with the current statutory requirements, the requirements of the charitable company's governing document and the provisions of the Statement of Recommended Practice (SORP) applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102) (effective 1st January 2019).

Since the Charity qualifies as small under section 382 of the Companies Act 2006, the strategic report required of medium and large companies under the Companies Act 2006 (Strategic Report and Directors' Report) Regulations 2013 has been omitted.



# Message from the chair

Dear Friends and Partners,


As Chair of Trustees, I am proud to reflect on the resilience and strategic growth of Paradigm Project during 2023. This year has undoubtedly been challenging, but it has also been a period of essential development and focus.

The transition to a sustainable business model and the continued demand for our programmes underscore the importance of our work. The support from Zing! and the ongoing development of the My Next Steps programme demonstrate our capacity to innovate and adapt in the face of adversity.

Our collaboration with academic institutions and the launch of new research projects are paving the way for impactful changes in education policy and practice. Joel Dunn's achievements and his studies at Cambridge highlight the strength and potential of our leadership.

Looking ahead, we are enthusiastic about the opportunities that 2024 holds. We remain dedicated to our vision of an equitable education system and are grateful for your unwavering support.

Sincerely,



## Michelle Edwards

- Chair of the board of trustees Paradigm Project
- Head of Youth offending, Safety & Resilience London Borough of Newham





# Message from the founder

Dear Supporters,

2023 has been a year of profound reflection and strategic realignment for Paradigm Project. Despite the financial challenges we faced, our commitment to fostering equity in education has only grown stronger. The end of COVID-specific funding cycles presented significant hurdles, but also an opportunity to focus on building a sustainable business model that will support our mission in the long term.

Our flagship programme, My Next Steps, is being developed into a licensing model, allowing us to reach more schools and children across the UK. The grant from Zing! has been instrumental in advancing our technological capabilities and launching new initiatives like our podcast, "Thrive! The Equity in Education Podcast."

Personally, beginning my studies at the University of Cambridge has been a transformative experience. The research and knowledge gained will enhance our approach and validate our work. We are excited about the future and the potential impact of our upcoming projects.

Thank you for your continued support and belief in our mission.

Warm regards,

A stylized, handwritten signature in black ink that reads "J. A. Dunn". The signature is fluid and cursive, with the last name "Dunn" being more prominent.

**Joel Dunn**

- CEO and Founder of Paradigm Project



# About Us

## **Vision Statement**

To be a transformative force in the UK educational landscape, shaping a future where every institution embodies equity, inclusivity, and diversity. We envision a world where every child, regardless of their background, has access to quality education and proactive support to thrive, fostering a society that values and uplifts each individual's potential.

## **Mission Statement**

We are dedicated to creating a more equitable education system in the UK through research, programme design and delivery, training, and professional development for educators and parents. Our mission is to use evidence-based, preventive, and upstream approaches to drive systemic and policy changes, ensuring every child is supported, resourced, and given opportunities to succeed in their unique way.

## **Who We Are**

Paradigm Project is a pioneering organisation committed to transforming the educational landscape in the UK. We focus on preventing youth issues by addressing educational disparities and providing early, proactive support to every child, especially those from disadvantaged and high-risk backgrounds.

## **What We Do**

We design and deliver innovative programmes, conduct cutting-edge research, and provide training and professional development for educators and parents. Our flagship initiative, "My Next Steps," supports children during critical educational transitions, ensuring they receive the necessary preventive support to succeed.

## **Why We Do It**

We believe that early intervention and preventive measures are key to ensuring every child can thrive. By tackling complex youth issues at their roots, we aim to prevent problems before they arise, creating lasting positive impacts in the lives of young people and their communities.



# About Us

## How We Do It

- **Research:** Conducting extensive studies to understand and address educational inequalities and identify upstream solutions.
- **Programme Design and Delivery:** Implementing targeted, preventive support programmes like "My Next Steps" to assist high-risk children.
- **Training and Professional Development:** Offering CPD training for educators and workshops for parents to equip them with the skills to provide early and proactive support to their children.
- **Advocacy:** Using evidence and insights from our work to influence policy and drive systemic change towards preventive and upstream approaches.

## Commitment to Safety and Inclusion

We ensure the safety and well-being of children through rigorous safeguarding policies and continuous staff training. Our inclusive approach involves children and young people in decision-making processes, ensuring their voices shape our programmes and initiatives.



'There comes a point where we need to stop just pulling people out of the river. We need to go upstream and find out why they're falling in.'

**Bishop Desmond Tutu**



# 2023 Review

## Introduction

2023 has been a pivotal year for Paradigm Project, marked by significant challenges and opportunities. Following exponential growth in 2022, we faced the end of COVID-specific funding cycles which required us to scale back and refocus on sustainability and business model development. Despite these hurdles, our commitment to creating an equitable education system remains unwavering.

## Overview of 2023

### Challenges and Strategic Shifts

After experiencing exponential growth in 2022, 2023 brought new challenges, primarily due to the end of COVID-specific funding. This shift necessitated a strategic refocus towards building sustainability and refining our business model to ensure long-term viability. Demand from schools remained high, but the financial constraints required us to scale back our operations and prioritize strategic development.

### Technology and Content Development

We were fortunate to receive a grant from Zing!, which significantly contributed to our ongoing technology developments. This included system upgrades, website development, and content creation, as well as the launch of our new podcast, "Thrive! The Equity in Education Podcast." This podcast aims to further our mission by providing a platform to discuss critical issues in education equity.

### My Next Steps Programme

Our flagship programme, My Next Steps, has been the central focus of our efforts this year. We have been developing this programme into a licensing model delivered through a digital learning platform. This model aims to sell licenses to local authorities, allowing them to provide schools with access to our comprehensive support programme throughout the academic year. This approach not only helps build sustainability and predictability into our business model but also extends our reach beyond specific London boroughs, aligning with our ambitions for systemic and policy change across the UK.

# 2023 Review

## **Community Consultation and Future Development**

In 2024, we plan to conduct a community consultation to further develop the My Next Steps Programme. We are actively seeking funders to support the build and pilot of the new version of the programme. This community-driven approach ensures that our programmes remain relevant and effective in addressing the needs of our beneficiaries.

## **Research Projects**

We have also applied for several research-focused projects aligned with our vision of creating a more equitable education system. These projects include studies on the exclusion of Black girls from schools, anti-racist practices in education, and disrupting the school-to-prison pipeline. These research initiatives will provide valuable insights and evidence to support our advocacy for systemic change.

## **Reflection and Personal Wins**

Despite the financial challenges, 2023 allowed us to strip back to the basics and refine our model, ensuring alignment with our long-term goals. A significant personal achievement for our founder and CEO, Joel Dunn, was the commencement of his studies at the University of Cambridge. His research on the school-to-prison pipeline, combined with the learning and networking opportunities at Cambridge, will significantly benefit both his personal development and the strategic direction of Paradigm Project.



# Trustee recruitment and annual report info

## **Trustees**

The trustee board are the original five members selected before registration with the charity commission. As per our governing document trustees length of appointment is staggered between one or two year periods. Upon completion of time in the post trustees must indicate whether they wish to stay and new terms have to be agreed by a majority of the board.

We seek to strengthen our trustee board by bringing in experienced trustees and those who represent specific specialist skills that will support our vision and expansion through our next phase of work.

To recruit new trustees we will publicly advertise the position and follow the interview and voting process as per our governing document.

## **Debts and reserves policy**

Paradigm Project have no current debts, credit or liabilities.

We have so far only received funding to deliver our programmes as we expand and increase our fundraising streams we plan to develop a reserves strategy to support our ambitions for growth

## **Financial information and accounts**

Our annual accounts for the year ending December 2023 have been checked and prepared by:

1st Class Accounts  
320 City Road  
London  
EC1V 2NZ

An addendum to this document completes the annual report and gives an overview for our year one financial accounts.

Trustees Report and Financial Statements for the Period 01 January 2023 to 31 December 2023  
for  
Paradigm Project



**Paradigm Project**

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**Paradigm Project**

**References & administrative details of the charity, its trustees and advisers  
for the Period 01 January 2023 to 31 December 2023**

**TRUSTEES:**

Michelle Edwards  
Joel Raymond Dawes  
Amanda Elizabeth Ashley  
James Noble  
Justin Nicholas Adair O'Neill

**REGISTERED OFFICE:**

Stephen Lawrence Centre  
39 Brookmill Road  
LONDON  
SE8 4HU

**CHARITY REGISTERED NUMBER:**

1191206 (England and Wales)

**ACCOUNTANTS:**

1st Class Accounts  
320 City Road  
London  
EC1V 2NZ



**Paradigm Project**

**Trustee Report for the Period 01 January 2023 to 31 December 2023**

The trustees submit the financial statements of the Paradigm Project (the charity) for the period ended 31 December 2023. The trustees confirm the annual report and financial statements of the charity statutory requirements of the charity's governing documents and the provision of the statement recommend practice (SORP) "Accounting and Reporting by Charities" issued in March 2005.

**a. Constitution**

The principle objective of the charity is to advance in life and help young people through the provision of mentoring, support and activities which develop their skills, capacities and capabilities to enable them to participate in society as mature and responsible individuals.

**b. Method of appointment or election of Trustees**

The management of the charity is the responsibility of the trustees who are elected and co-opted under the terms of the trust deed.

**Trustees' responsibilities**

The trustees are responsible for preparing the Annual Report and the financial statements in accordance with the applicable law and United Kingdom Generally Accepted Accounting Practice applicable law and United Kingdom Generally Accepted Accounting Practice applicable to smaller charities.


Law applicable to the charities in England & Wales requires the trustees to prepare financial statements for each financial year which give true and fair view of the state of affairs of the charity and of surplus or deficit of the charity period. In preparing those financial statements the trustees have:

- selected suitable accounting policies and applied them consistently
- made judgements and estimates that are reasonable and prudent
- prepared the financial statements on the going concern basis (unless it is inappropriate to presume that the charity will continue in operating)

The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Charities Acts 1993. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the detection and prevention of fraud and other irregularities.

The trustees are responsible for keeping the maintenance and integrity of the corporate financial information included on the Charities Commission website. Legislation in the United Kingdom governing the preparation dissemination of financial statements may differ from legislation in order of jurisdictions.

The report was approved by the trustees on **03/07/2024** and signed on its behalf by:



Justin Nicholas Adair O'Neill - Trustee

Date: **04/07/2024**

**Paradigm Project**

**Accountants' Report for the Period 01 January 2023 to 31 December 2023**

**INDEPENDENT EXMINER'S REPORT ON THE ACCOUNTS**

Report on the trustees/members for the period ended 31 December 2023 on the accounts set out on page 6 to 9.

**RESPECTIVE RESPONSIBILITIES OF TRUSTEES AND EXAMINER**

As described on page 4 the trustees are responsible for the preparation of the accounts and they consider that an audit is not required for the preparation of the accounts and they consider that an audit is not required for the year (under section 43 (2) of the Charities Act 1993 (the Act)) and that an independent examination is needed. It is my responsibility to:

- examine the accounts (under section 43 (2) (a) of the Act):
- follow the procedure laid down in the General Directions given by the Charity Commission (under section 43 (7) (b) of Act)) and
- state whether particular matters have come to my attention.

**BASIS OF INDEPENDENT EXAMINERS' STATEMENT**

In connection with my examination, no matter has come to my attention:

(1) which give me reasonable cause to be believe that in any material respect the requirements:

- keep accounting record in accordance with section 41 of the 1993 Act; and
- to prepare accounts which accord with the accounting records and comply with the accounting requirements of the Act have not been met;

or

(2) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

Signed ..... 

Y Ajala

Date: **30-06-2024** .....

**Paradigm Project**

**Statement of Financial Activities**  
**(Incorporating income and expenditure account)**

	Notes	2023 £
<b>INCOME</b>		
Administrative costs		61,207
		61,565
<b>NET INCOME/EXPENDITURE</b>		<hr/> -

358

The Statement of Financial Activities includes all gains and losses recognised in the year.



**Paradigm Project**

**Balance Sheet**  
**31 December 2023**

			2023	
	Notes	£		£
<b>FIXED ASSETS</b>				
Tangible assets	2			-
<b>CURRENT ASSETS</b>				
Debtors	3		167	
Cash at bank		-	350	
		-	183	
<b>CURRENT LIABILITIES</b>				
Amounts falling due within one year	4		-	
<b>NET CURRENT LIABILITIES</b>			-	183
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			-	183
<b>CHARITY RESERVES</b>				
Surplus	5		-	358
Retained Surplus				175
<b>TOTAL FUNDS</b>			-	183

03/07/2024

The financial statements were approved by the director on ..... and were signed by:



.....  
Justin Nicholas Adair O'Neill - Trustee

**The notes form part of these financial statements**

**Paradigm Project**

**Notes to the Financial Statements**

**1. ACCOUNTING POLICIES**

**Accounting convention**

The financial statements have been prepared under the historical cost convention and in accordance with the exception of investments which are included at market value, and in accordance with the Financial Reporting Standard for smaller Entities (effective January 2007). The financial statements have been prepared in accordance with the Statement of Recommended Practice (SORP), "Accounting and Reporting Charities" published in March 2005 and applicable accounting standards.

**Tangible fixed assets**

Tangible fixed assets are stated at cost less depreciation. Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Instruments & Equipment	~ 25% reducing balance
Furniture & Fittings	~ 25% reducing balance
Other Fixed Assets	~ 25% reducing balance

**2. TANGIBLE FIXED ASSETS**

	2023 £
<b>COST</b>	
At 01 January 2023	-
Additions	-
At 31 December 2023	-
<b>DEPRECIATION</b>	
At 01 January 2023	-
Charge for period	-
At 31 December 2023	-
<b>NET BOOK VALUE</b>	
At 01 January 2023	-
At 31 December 2023	-

**3. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	£
Other debtors	167

**4. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	£
Credit card	-
Loan	-
Social securities and other taxes	-
Other creditors	-

**5. CHARITY RESERVES**

	2023 £
At 01 January 2023	-
Suplus for the period	358
At 31 December 2023	358

**Paradigm Project**

**Statement of Financial Activities**  
**(Incorporating income and expenditure account)**  
**for the Period 01 January 2023 to 31 December 2023**

	2023	
	£	£
<b>Income</b>		
Charitable activities	61,207	61,207
<b>Expenditure</b>		
Advertising/Promotional	125	
Accounting Fees	750	
Contractor Costs	2,975	
Insurances	393	
Mentor Payment	900	
Office Rent	2,750	
Office/General Administrative Expenses	158	
Other Professional Services	52,636	
Website Expenses	878	
		61,565
<b>NET INCOME/EXPENDITURE</b>		<b>- 358</b>



**Trustees Report and Financial Statements for the Period 01 January 2023 to 31 December 2023**  
**for**  
**Paradigm Project**

**Paradigm Project**

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Michelle Edwards  
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Stephen Lawrence Centre  
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Law applicable to the charities in England & Wales requires the trustees to prepare financial statements for each financial year which give true and fair view of the state of affairs of the charity and of surplus or deficit of the charity period. In preparing those financial statements the trustees have:

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The report was approved by the trustees on **03/07/2024** and signed on its behalf by:

  
.....

Justin Nicholas Adair O'Neill - Trustee

Date: **04/07/2024**  
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**Paradigm Project**

**Accountants' Report for the Period 01 January 2023 to 31 December 2023**

**INDEPENDENT EXMINER'S REPORT ON THE ACCOUNTS**

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Signed ..... 

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Date: **30-06-2024** .....

**Paradigm Project**

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**(Incorporating income and expenditure account)**

	Notes	2023 £
<b>INCOME</b>		
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		61,565
<b>NET INCOME/EXPENDITURE</b>		<hr/> -

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**31 December 2023**

			2023	
	Notes	£		£
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**The notes form part of these financial statements**

## Paradigm Project

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	2023 £
<b>COST</b>	
At 01 January 2023	-
Additions	-
At 31 December 2023	-
<b>DEPRECIATION</b>	
At 01 January 2023	-
Charge for period	-
At 31 December 2023	-
<b>NET BOOK VALUE</b>	
At 01 January 2023	-
At 31 December 2023	-

#### 3. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	£
Other debtors	167

#### 4. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	£
Credit card	-
Loan	-
Social securities and other taxes	-
Other creditors	-

#### 5. CHARITY RESERVES

	2023 £
At 01 January 2023	-
Suplus for the period	358
At 31 December 2023	358



**Paradigm Project**

**Statement of Financial Activities**  
**(Incorporating income and expenditure account)**  
**for the Period 01 January 2023 to 31 December 2023**

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