



**Supporting and Connecting
Communities in Lincolnshire**

Alford Hub
Annual Report 2023/2024

Alford Hub

Trustee Annual Report 2023 / 2024

Charity Number: 1193992

Chairman's Statement

By Dr Lynnette Pryke

Alford Hub is a registered charity dedicated to assisting individuals in Lincolnshire. In 2023/2024, there has been a noticeable rise in the demand for all services provided by Alford, with over 120,000 help requests fulfilled since its launch on March 15, 2020.

The level of poverty has significantly escalated in the post-pandemic era, particularly among the working poor and pensioners. This situation is exacerbated by the increasing cost of living, and through our engagement with the community, we have discovered a notable lack of basic knowledge in budgeting, home economics, and essential life skills.

In response to this challenge, Alford Hub has introduced the Aspiration Hub, designed to empower individuals with skills that promote self-reliance and reduce dependence on state support. This initiative will play a crucial role in Alford Hub's future efforts, with strong partnerships already established with the Department of Work and Pensions and the local educational authority.

Through our various programs and initiatives, we aim to provide not only immediate relief but also long-term solutions that foster independence and resilience among those we serve. Our community workshops and training sessions focus on equipping individuals with the knowledge and skills they need to manage their resources effectively, make informed decisions, and improve their overall quality of life.

Moreover, we are dedicated to expanding our outreach efforts to ensure that more people in need can access our services. By collaborating with local businesses, educational institutions, and other charities, we strive to create a supportive network that enhances our impact and reaches a wider audience.

As we move forward, Alford Hub will continue to adapt and innovate, ensuring that our approach remains relevant and effective in the face of evolving social challenges. We are grateful for the support of our volunteers, donors, and partners, whose contributions are invaluable to our mission, and we remain committed to building a brighter future for the communities of Lincolnshire.

Memberships

Baby Bank Alliance

Our collaboration with the Baby Bank Alliance allows us to provide essential items such as clothing, nappies, and baby equipment to families in need, ensuring that every child has a fair start in life. This partnership also facilitates educational workshops for new parents, covering topics like child nutrition, safety, and early childhood development, empowering them with the knowledge to nurture their children effectively.

Furthermore, Alford Hub actively participates in regional forums and advocacy groups to influence policies that affect young families. By lending our voice to these discussions, we aim to drive systemic changes that address root causes of poverty and inequality. Our commitment to this cause is unwavering, as we believe that investing in a child's early years lays the foundation for their future success and well-being.

Looking ahead, we plan to expand our support network by engaging more community volunteers and fostering connections with healthcare providers and local councils. Through these efforts, we hope to create a holistic support system that not only addresses immediate needs but also promotes long-term stability and growth for families across Lincolnshire.

The Befriending Network

Alford Hub has been part of The Befriending Network since 2020, and the Befriending Team takes full advantage of the membership benefits, including industry training.

Fundraising Regulator

Alford Hub is registered with the Fundraising Regulator.

Training

2023/2024 has seen the volunteers undertake a number of courses to enhance their skills and the services that Alford Hub offers. These include but are not limited to:

Mental Health First Aid

Fire Marshall

First Aid

Suicide Prevention

Domestic Abuse Champion

NHS Pain Cafe Training

Active Listening

Bereavement Counselling

Premises

Jan 2024 saw Alford Hub take over the whole building of the former Mechanics Institute. The building was renamed as Alford Hub HQ and has provided the charity with the space to offer a wider range of services and increase the operational hours.

Thanks must be given to the volunteers who worked tirelessly to ensure that each room was functioning as it should prior to the public opening.

Projects

In the upcoming pages, you will find information and impact

reports related to the projects that Alford Hub has undertaken in the past year. This information plays a crucial role in guiding the hub's future initiatives and guarantees that the charity continues to adapt and respond to the needs of the community we serve.



THE MULTIPLY
PROJECT 2023/2024

Impact Report

RIGHT INTO THE HEART OF COMMUNITY.

Alford Hub has seamlessly incorporated the Multiply project across all its services, owing to its unique support for the most underserved individuals in communities across Lincolnshire. This integration has allowed Alford Hub to collect data and evaluate the success of the Multiply project in a manner that is not accessible to other organisations, thanks to the diverse range of referrals from partner organisations and our own engagement efforts.

A YEAR WITH UNIQUE CHALLENGES

In 2023/2024, Alford Hub has surpassed 100,000 help requests across all of the services since its establishment in March 2020. Additionally, we have launched and developed the Alford Hub Aspiration Hub, which aids individuals in upskilling, retraining, entering the workforce, or achieving self-employment.

We have observed a growing trend of in-work poverty across the County, alongside a heightened interest in enhancing Maths skills, as offered through the Multiply project.

IMPACT SNAPSHOT

3000

Alford Hub Goody Bgs containing Multiply information given out at Public engagement evenings such as East Coast Pride, Lincoln Pride, Alford's Weekend, Bathing beauties, Carnivals and major events across the county.

110

People engaged through Multiply on Tour! Coffee Mornings.

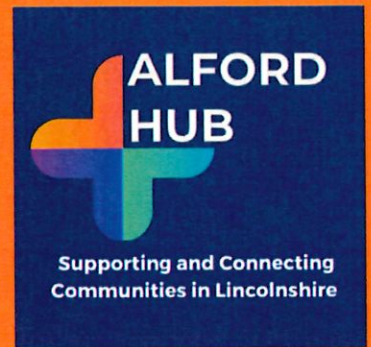
50

Participants booked in to the Air fryer Courses in collaboration with Just Begin.



FREE

Menopause Mentors



Alford Hub is a registered charity.
Charity number: 1193992

PEER TO PEER SUPPORT GROUP GUEST SPEAKERS - WELLBEING FRIENDSHIP - FREE REFRESHMENTS Alford Hub HQ

15 South Market Place, Alford, Lincolnshire, LN13 9AE
(Opposite Alford Hub Office and Library)

6pm - 8pm

Mon 5th February

Mon 4th March

Mon 1st April

Mon 6th May

Mon 3rd June

2024

Mon 1st July

Mon 5th August

Mon 2nd September

Mon 7th October

Mon 4th November

Mon 2nd December



platform
housing group

Lincolnshire
COUNTY COUNCIL
Working for a better future



East Lindsey
DISTRICT COUNCIL

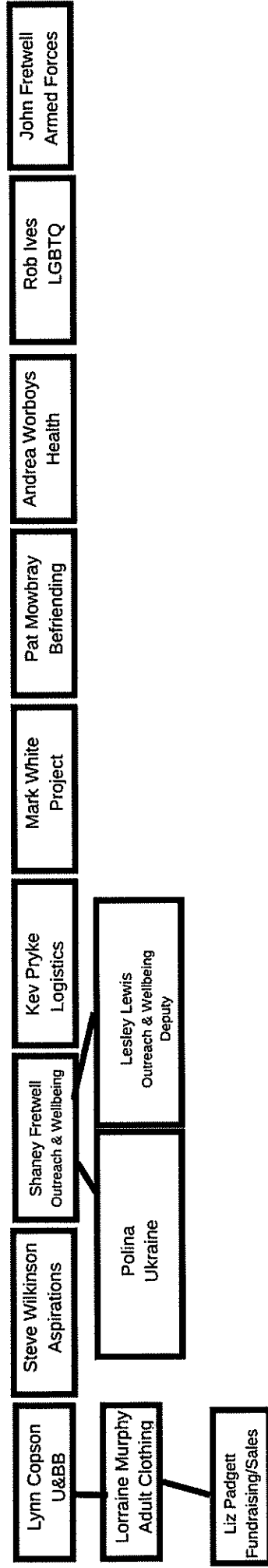
COMMUNITY
FUND

Alford Hub

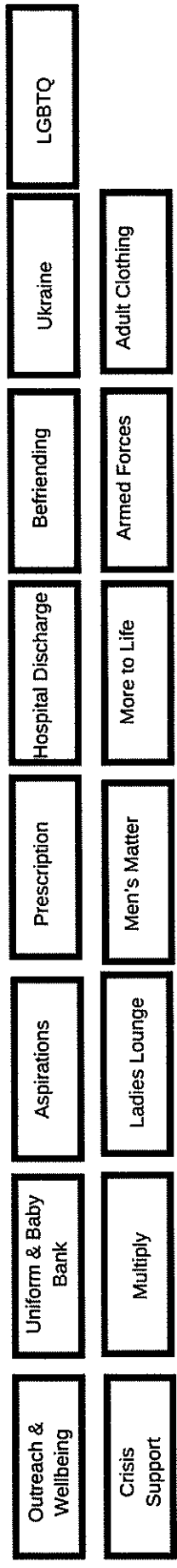
Board of Trustees



Coordinators



Teams





Home Energy Advice & Retrofit Team



In Partnership with Alford Hub Connecting Communities across Lincolnshire

**Come along to speak to the HEART team
and see what Grants are available to
make your home more energy efficient.**



**Free Refreshments
Free Advice
Free Goody Bag**

**Friday 19th January
Friday 26th January
Friday 2nd February
Friday 1st March
Friday 5th April
Friday 3rd May
Friday 7th June
Friday 5th July**

10am - 2pm



**Alford Hub HQ - 15 South Market Place, Alford,
Lincolnshire, LN13 9AE**

Tel. 01507 464901 for further information

Men Matters!

Friendship - Debate - Projects
Free Refreshments



2024 Dates

Monday 22nd January
Monday 26th February
Monday 25th March
Monday 22nd April
Monday 27th May
Monday 24th June
Monday 22nd July
Monday 26th August
Monday 23rd September
Monday 28th October
Monday 25th November
Monday 23rd December

6pm - 8pm Alford Hub HQ
15 South Market Place, Alford,
Lincolnshire
(Opposite the Library and Alford
Hub Office)

Alford Hub is a registered Charity:
Charity Number 1193992





Reg Charity: 1193992

Alford Hub's Ladies Lounge.



Make friends and help straighten each other's crowns!

All welcome
FREE to attend & FREE Refreshments
Every Wednesday
1pm - 3pm
Alford Hub HQ

15 South Market Place, Alford, Lincolnshire, LN13 9AF
(Opposite the Alford Hub office and Library)



About Us

Alford Hub Aspiration Hub is committed to assisting you in lifelong learning and steering you towards achieving your career aspirations.

Recognising that life may have presented challenges that hindered you from reaching your full potential, at Alford Hub, we view you holistically and provide comprehensive support to empower you to become the best version of yourself!

The Multiply Project

Mathematics plays a crucial role in our daily lives, yet many of us may not have fully understood the subject during our school years or faced challenges that affected our learning. The Multiply project aims to support you in reaching your objectives, enhancing your learning capabilities, and implementing mathematical concepts in your day-to-day activities.



Why choose us?

Small Class
Sizes

Experienced
Teachers

Safe
Environment

Supportive
Peers

Confidential
and free

One to one
support



Multiply sessions, courses and workshops.

Maths in everyday life workshop.

Budgeting and Household finances - Part 1

Cooking on a budget - Part 2

Free Air Fryer on completion of Parts 1 & 2

Small Groups

One to one focus groups

Maths through Play - Parent and Toddler
Applying Maths to Hobbies - Leatherwork

Are you Neurodivergent?

Don't worry we have dedicated Tutors who specialise in teaching the subjects using different methods to suit all learning needs!

Email: sarah.kennett@alfordhub.co.uk
Educational Coordinator

Funded by

**SKILLS
FOR LIFE**

Multiply

Lincolnshire
COUNTY COUNCIL
Working for a better future

NHS

Lincolnshire
Integrated Care Board

DIGITAL INCLUSION

What do the people actually want?

Analysis Report

Compiled by Dr Lynnette Pryke - Chair and founder of Alford Hub



Avoiding Survivorship Bias within Digital Inclusion.

As technology becomes increasingly essential in our daily lives, access to digital resources and tools is crucial for participating in education, employment, and social activities. However, survivorship biases can create barriers to digital inclusion, resulting in disparities regarding who benefits from technological progress.

The goal of digital inclusion is to ensure that everyone, regardless of their background, has equal access to technology and the internet. Unfortunately, marginalised groups often encounter challenges such as limited access to high-speed internet, a lack of digital literacy, and inadequate representation in technology development. These hurdles can reinforce existing inequalities and obstruct the full participation of all individuals in the digital landscape.

To address survivorship bias in digital inclusion, Alford Hub recognises the importance of implementing strategies that not only promote equitable access but also clarify the specific needs and desires of clients regarding digital inclusion, rather than making assumptions of their digital needs.

There are numerous barriers to digital inclusion, and it would be misleading to think that the absence of "formal" training is the only issue. Self-taught skills are also valuable, and many individuals we support have effectively "mastered" skills such as sending emails, browsing the internet, and online shopping. They express a desire to enhance their digital inclusion by learning to identify scams, understand online safety, take courses, and engage with social media responsibly. These are all areas that Alford Hub will be addressing in the coming year.

Similarly, Alford Hub may involve creatively investing in infrastructure in underserved areas by obtaining connective dongles alongside offering digital literacy training programs for the digital beginners.

It is only by tackling these challenges, we can strive toward a more inclusive digital future where everyone has the chance to thrive and contribute to society.

DIGITAL INCLUSION

What do the people actually want?

Analysis Report

Key Metrics

Total Engagement sessions:

14

Attendees

166

Objective

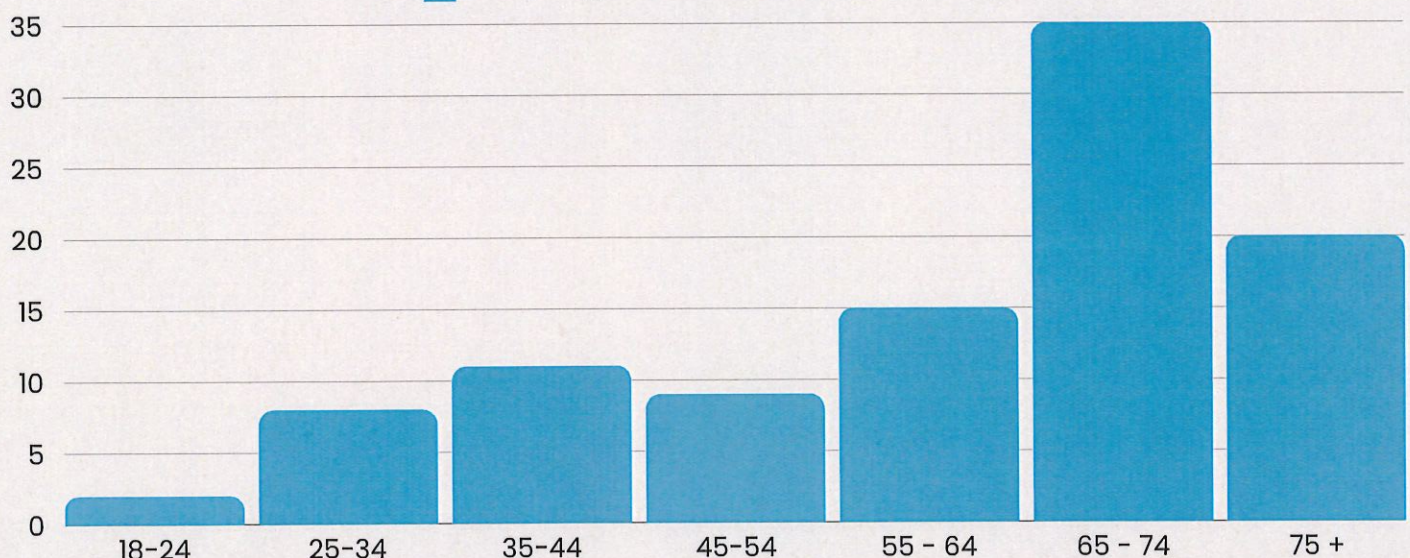
Digital inclusion

DATE RANGE:

July 2024 –
September
2024

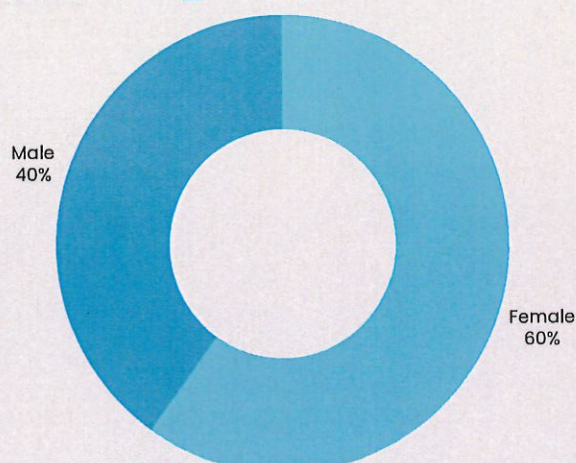
Audience Demographics by age and gender.

■ Percentage of attendees within age range.



Gender

■ Female ■ Male



Statistics are based on 166 people attending 14 drop in sessions.

The sessions were designed to ascertain the topics and areas of learning required by the clients.



Minority Impact – Identifying the minority to enhance inclusion of the project.

Community minorities encompass a variety of groups that may include individuals with disabilities, the elderly, people of different races, and members of the LGBTQ+ community.

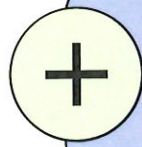
Recognising the challenges faced by these communities for digital inclusion is vital for promoting inclusivity and equality. For instance, individuals with disabilities may encounter barriers in access to services and opportunities, while the elderly may face social isolation. Racial minorities often navigate systemic inequalities, and LGBTQ+ individuals may experience discrimination or lack of acceptance within community based learning.

Understanding the needs and rights of these groups not only honours their contributions but also reinforces the importance of representation in digital inclusion. Alford Hub aims to foster an environment where all voices are heard and valued, leading to a greater cohesion. This commitment to inclusivity ensures that everyone, regardless of their background or identity, feels empowered and supported by Alford Hub to embrace their needs of digital inclusion.



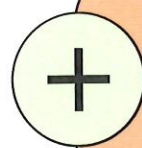
25%

Identified as LGBTQ+



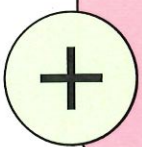
15%

Spoke English as their second language.



30%

Identified as living with a disability

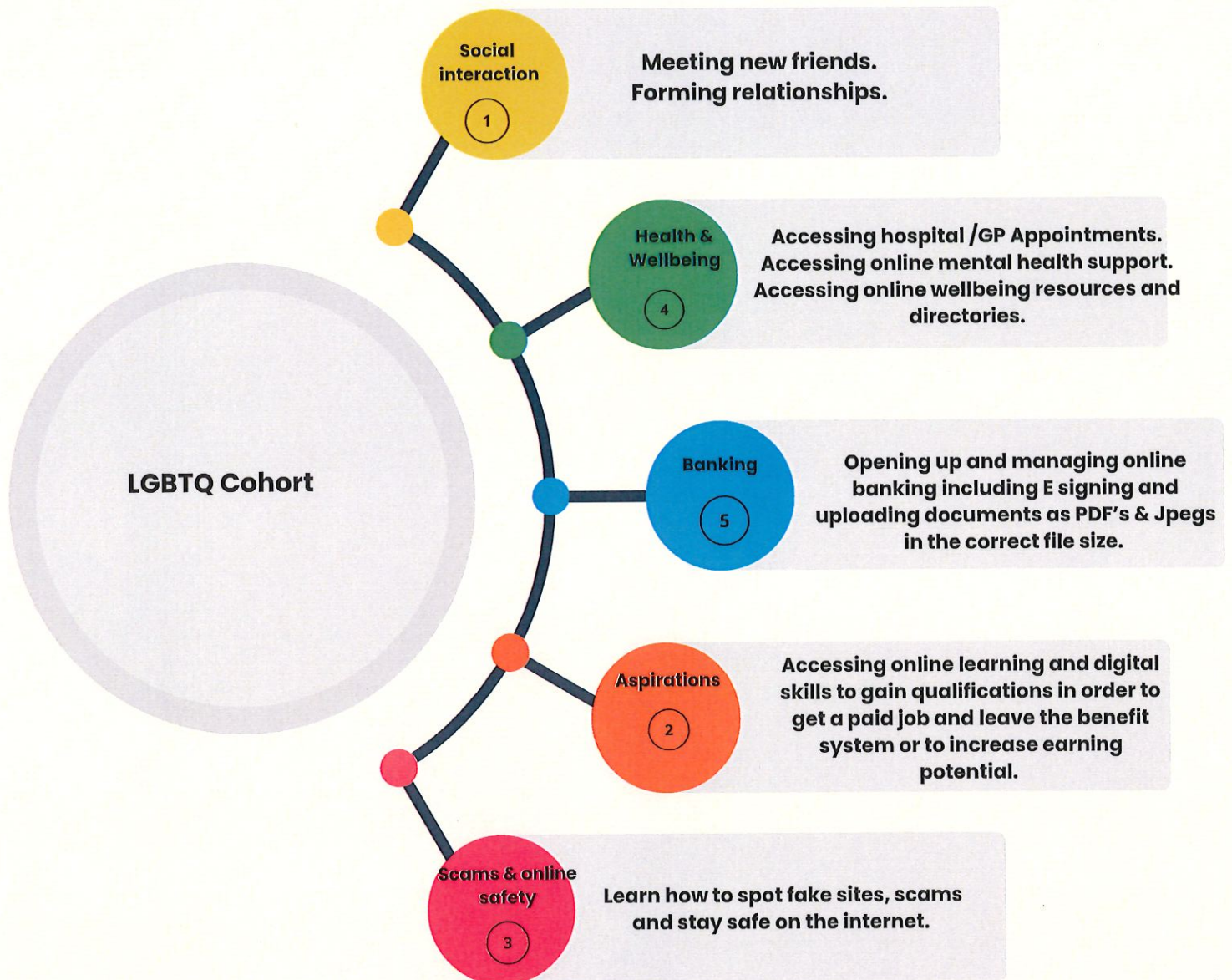


20%

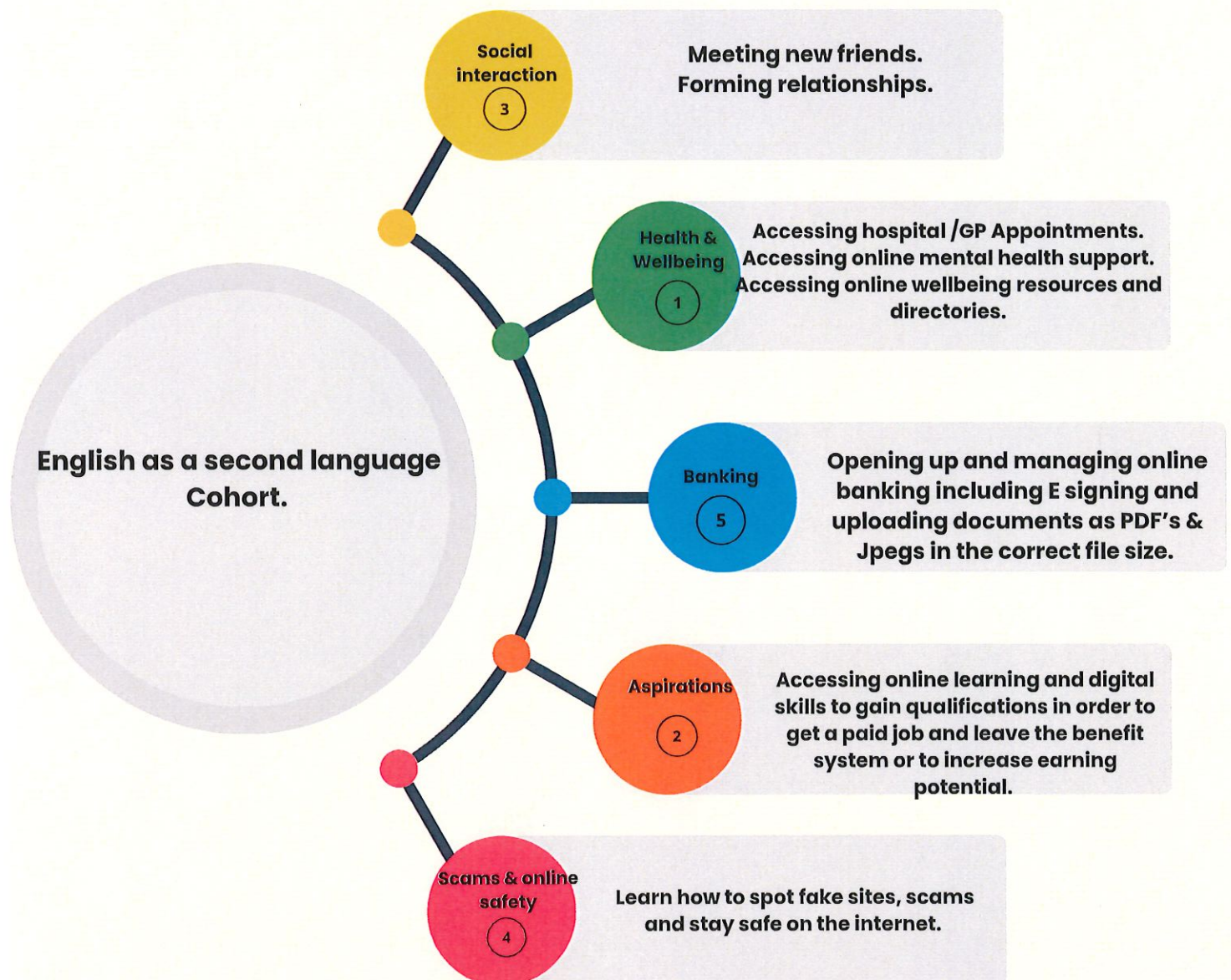
Identified themselves as a Carer for someone else.

Lgbtq Cohort – Digital Inclusion requirements.
Grading scale: 1 Most important – 5 Least important.

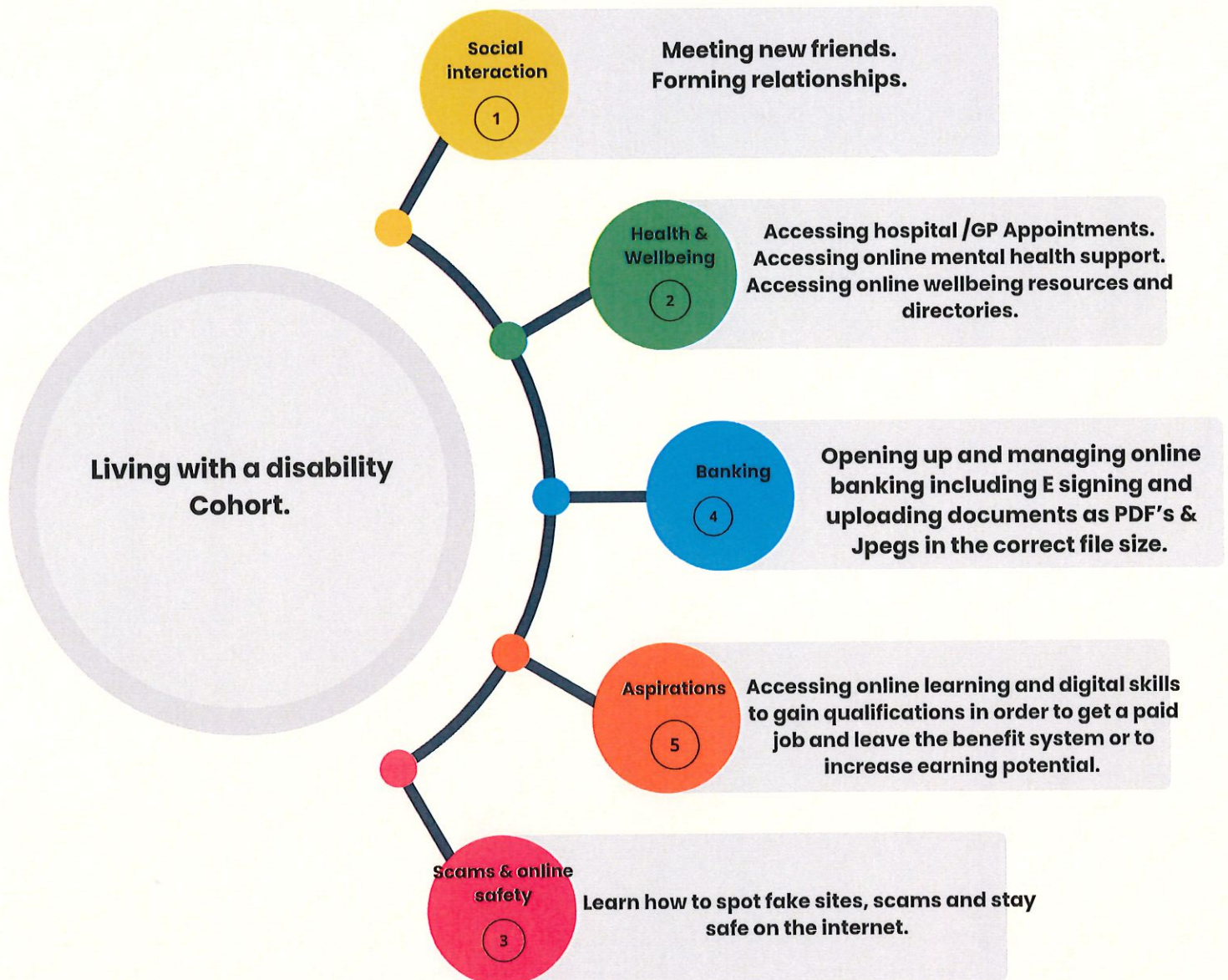
Each of the Cohorts above identified and rated the learning requirements differently in order of importance.



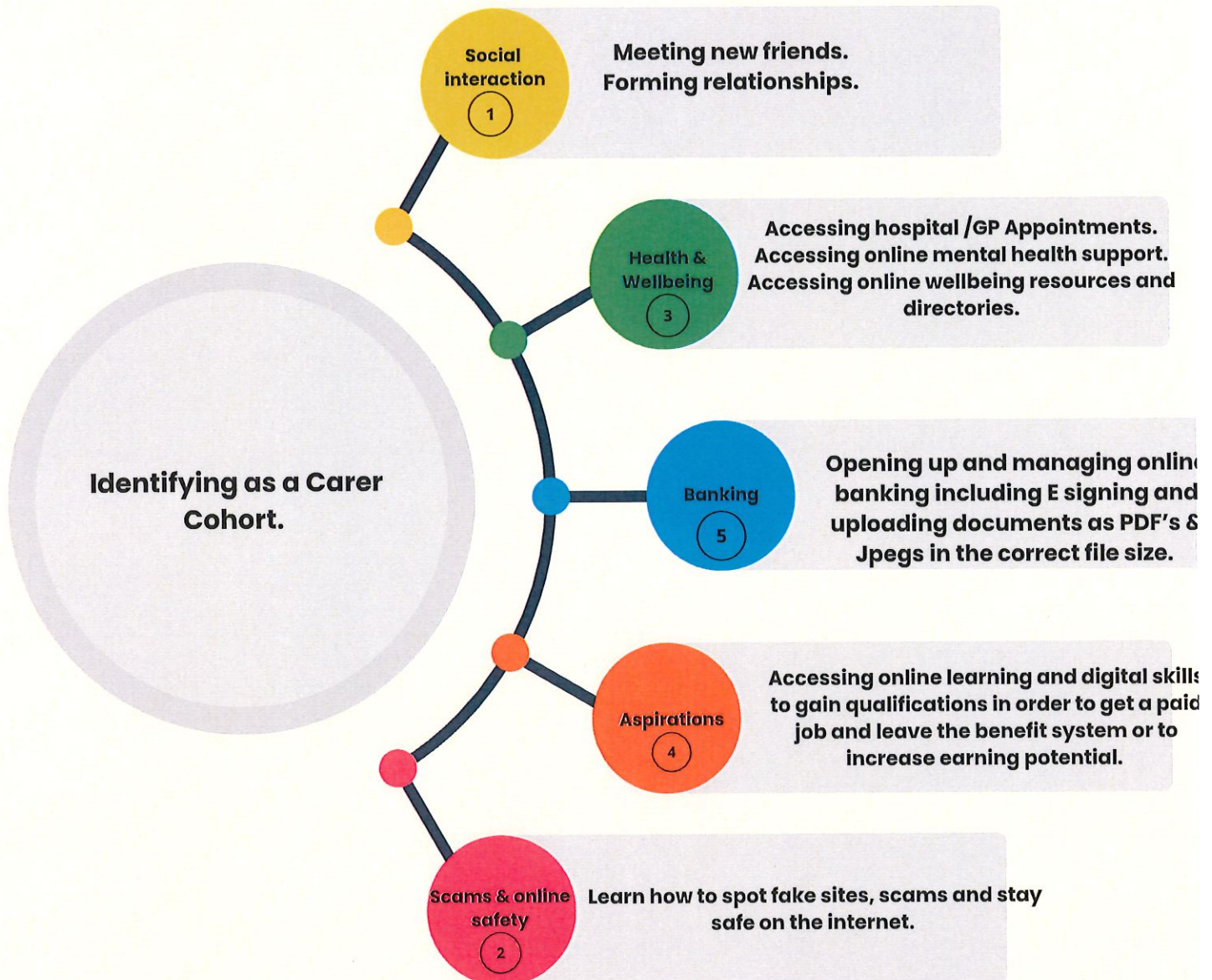
English as a second language Cohort – Digital Inclusion requirements.
Grading scale: 1 Most important – 5 Least important.



English as a second language Cohort – Digital Inclusion requirements.
Grading scale: 1 Most important – 5 Least important.

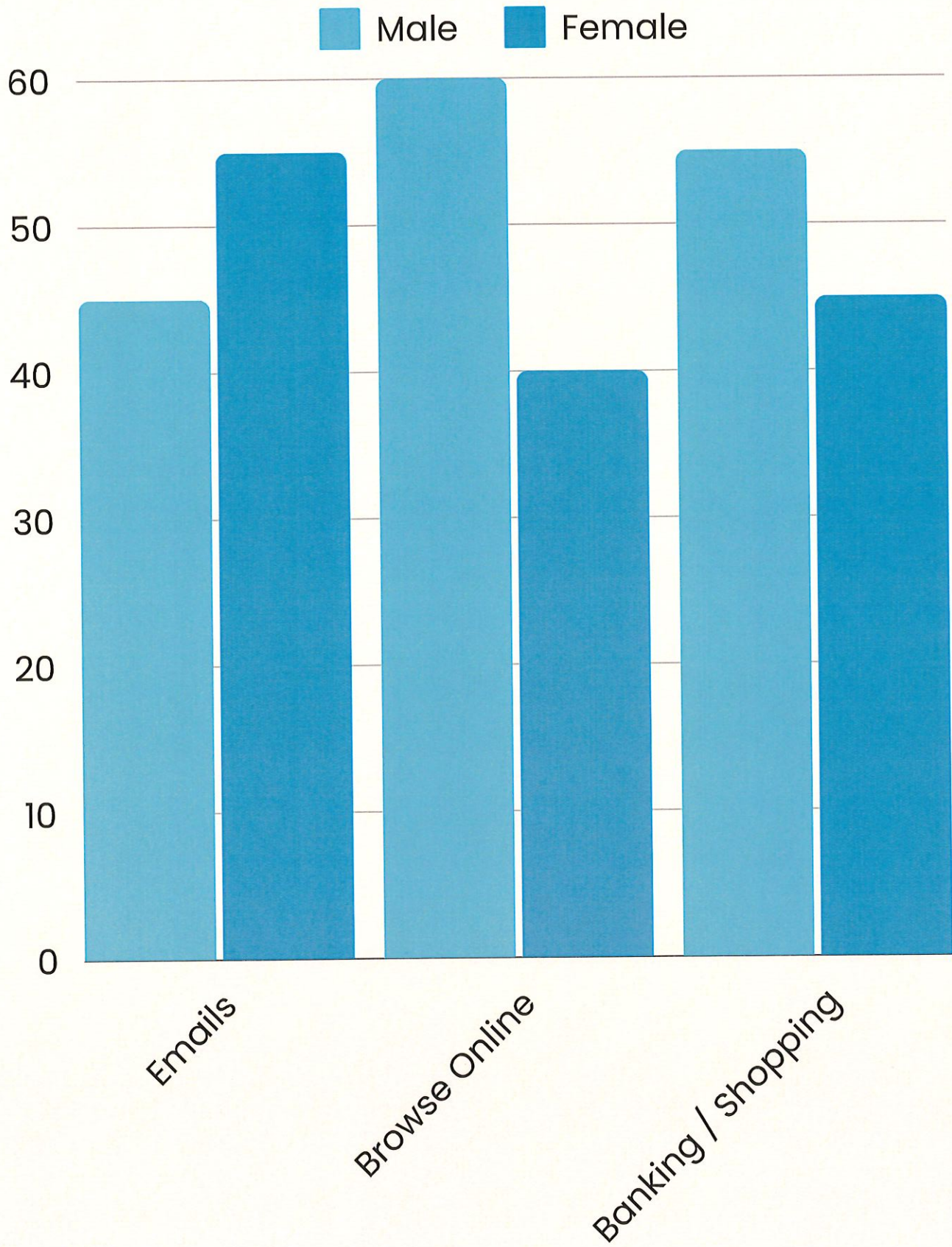


Identified as a Carer or Caring for someone else – Digital Inclusion requirements.
Grading scale: 1 Most important – 5 Least important.



Confidence in basic skills.

Percentage shown.



Bridging the divide of digital inclusion.

Alford Hub – The next step on the digital pathway in 2025 and beyond.

The project aims to bridge the digital divide by providing comprehensive, accessible resources that cater to diverse learning styles. The physical workbook will offer hands-on exercises, clear instructions, and real-world examples to guide learners through essential digital skills. Meanwhile, the online course will feature interactive modules, video tutorials, and engaging activities to reinforce learning and ensure participants can apply their knowledge effectively.

Both resources will cover key topics such as internet navigation, online safety, digital communication, and the use of essential software tools. They will be designed to accommodate beginners as well as those looking to enhance their existing skills, ensuring everyone can confidently participate in the digital world.

To make the content as inclusive as possible, the workbook and course will be available in multiple languages and formats, including large print and audio versions. Additionally, community support groups and forums will be established to encourage peer-to-peer learning and provide ongoing assistance.

By empowering individuals with the knowledge and skills to navigate the digital landscape, this initiative will open up new opportunities for education, employment, and social connectivity, ultimately contributing to a more inclusive and equitable society.



Family Hubs Capital Grants Funding Evaluation Form

Name of Grantee:	Alford Hub
Date by which Evaluation Form should be returned to the Council	By 5pm on 17 th January 2025
Return email address	familyhubs@lincolnshire.gov.uk

1. Confirmation of spend against agreed grant funding		
Please confirm that the grant funding has been utilised for the purpose set out in your grant funding application and the Grant Funding Letter of Agreement	YES ☐	NO ☐
Please confirm that you have provided evidence of expenditure with this return, e.g. copies of receipts	YES ☐	NO ☐
Are there any items that you have not yet ordered or are still awaiting delivery on? *If yes, please indicate what these are and when they are expected to be delivered/obtained.	YES* ☐	NO ☐
2. Evidence of impact/outcomes from the Capital Grant Funding Allocated		
Has the funding supported you to meet all the aims, objectives outlined within your grant funding application?	YES ☐	NO* ☐
*If no, please briefly outline why and what aims, objectives and outcomes has the funding supported you to achieve.		
Please indicate the number of children up to the age of two years and/or their families attending your provision prior to receipt of the grant funding and the number attending at the time of this completed return, that have also benefitted from the funding provided.	Attendance prior to funding allocation	Attendance at time of completed return
Please provide an overview, in no more than 1500 words, of the difference this grant funding has made to children up to the age of two years and/or their families accessing your provision. Please include: • How the anticipated outcomes for Lincolnshire children up to the age of two years and/or their families have been achieved. • The difference the grant funding has made for the children and/or their families. This could include, for example, how the funding has supported children's physical, cognitive or educational development, or their personal or social skills and the difference this has made to their development/skills, • Feedback from parents/carers/families on the difference the funding has made for them. This can include written and verbal feedback and any feedback/analysis from surveys undertaken. Please note: you must ensure all information provided is anonymised and no personal identifiable information is provided about any of your service users. Should you include any photos of		

children and/or their families you are responsible for ensuring you have the appropriate permissions in place to share these with LCC.

3. Form Completed by Authorised Signatory

I can confirm that the information provided within this return is correct and to the best of my knowledge.

I can confirm that no personal identifiable information of service users is included within this return.

I can confirm that where any photographs have been included of children and/or their families within this return that the appropriate permissions are in place in order to share these with the Council.

I understand that the Council, where appropriate, may request further evidence or further feedback and this will be provided within 4 weeks of the request by the Council.

Name of Authorised Signatory	
Contact Email Address	
Contact Telephone Number	
Authorised Signature (electronic signature is acceptable)	
Date	

Thank you for completing this Evaluation Form. Please return the completed Evaluation Form to the email address and by the return date identified at the top of this form.