



Merton

ANNUAL REPORT AND ACCOUNTS

2019/20



Because Childhood
Can't Wait



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Mission Statement

Home-Start Merton is a local community network of trained volunteers and expert support, helping children pre-birth and up to 5 years. We help families through their challenging times. We are there for parents and children when they need us the most **because childhood can't wait.**

WHO WE ARE

Trustees:	Amita Kronsten Sue Oury Henrietta Jenner Simon Lloyd Mervyn Henwood Danny Lawrence Liana Sanzone Tracy Paul	- - - - - - -	Chair Deputy Chair Treasurer Appointed as of 3 March 2020
Patron:	Trudie Goodwin		
Staff:	Sharon Ashby Debbie Magee Eleanor Shelley Jade Atkins	- - - -	Scheme Manager Family Support Co-Ordinator P/T Administrator – Retired 31 May 2019 Administrator/ Finance Officer
Registered Charity Name:		-	Home-Start Merton
Charity registration number:		-	1108937
Company registration number:		-	5359862
Registered Office and operational address:		-	The Chaucer Centre Canterbury Road Morden Surrey SM4 6PX T: 020 8646 6044 E: admin@homestartmerton.org W: www.homestartmerton.co.uk Facebook and Twitter - Home-Start Merton
Company Secretary:			Sharon Ashby
Independent Examiner:			Kana Veluppillai KV & Co. 18 Morton Gardens Wallington Surrey SM6 8EX
Bankers:			CAF Bank Limited 25 Kings Hill Avenue Kings Hill West Malling ME19 4JQ

WHAT WE DO

GOVERNANCE AND MANAGEMENT

Home-Start Merton is a charitable company limited by guarantee, incorporated on 10 February 2005. The company was established under a Memorandum of Association which established the objects and powers of the charitable company and is governed under its Articles of Association. In the event of the company being wound up members are required to contribute an amount not exceeding £1.

The governance is vested in our Board of Trustees who have 6 scheduled meetings each year and additional meetings on other occasions as business requires. The board is responsible for the charity's long-term objectives, for its strategic priorities and for providing overall financial and management control. The day to day management of the charity is delegated to the Scheme Manager who reports to the Board of Trustees. Our Board of Trustees for 2018-19 was made up of 8 members who bring with them a range of skills and experience. Under the terms of the Articles of Association, board members are appointed at the Annual General Meeting. Under the Articles, one third must retire in rotation at each AGM. Trustees who retire are eligible to be re-appointed at the same AGM. The Trustees may co-opt any person to be appointed as a Trustee during the year and that person will hold office until the next AGM.

AIMS AND OBJECTIVES

The objectives of Home-Start Merton are to safeguard, protect and preserve the good health, both mental and physical of children and their parents and the prevention of emotional and physical abuse of such children.

Home-Start Merton believes that:-

- Children need a happy and secure childhood.
- Parents play the key role in giving their children a good start in life.
- Every parent should have the support they need in order to give their children the best possible start in life, helping them to achieve their full potential.
- The best people to help parents are other parents, who have themselves experience of bringing up children and are able to provide the kind of support that only another parent who has *'been there'* can.

Our service is provided by our team of trained and supervised parent volunteers who give tailored support to families in their own homes specific to their individual needs.

STANDARDS AND METHODS OF PRACTICE

Home-Start works with families who are experiencing difficulties and who have at least one child under eight years of age.

Home-Start is an independent voluntary organisation which works towards the increased confidence and independence of the family by:

- offering support, friendship, and practical assistance
- visiting families in their own homes, where the dignity and identity of each individual can be respected and protected
- reassuring parents that difficulties in bringing up children are not unusual and encouraging enjoyment in family life
- developing a relationship with the family in which time can be shared and understanding can be developed; the approach is flexible to take account of different needs
- encouraging the parents' strengths and emotional well-being for the ultimate benefit of their own children
- encouraging families to widen their network of relationships and to effectively use the support and services available within the community.

RISK MANAGEMENT

The Board of Trustees regularly undertakes a detailed review of our risk management procedures to ensure that appropriate systems are in place to mitigate those risks.

The trustees consider that a major risk is one which has a high likelihood of occurring and would, if it occurred, have a severe impact on operational performance. The trustees expect all staff and volunteers when engaging in any activity on behalf of Home-Start Merton to consider the risks posed and to act in accordance with the risk management procedures. Whilst it is important that the Board of Trustees remain risk alert, they do not wish to be averse to taking reasonable risks as part of their strategy to achieve the objects of the organisation.

All key policies within the organisation are regularly reviewed and updated as appropriate to reflect any legislative changes and the latest developments and thinking in relation to best practice.

MEMBERSHIP

Membership of Home-Start Merton is open to any individual or organisation interested in promoting the Objects. Membership application forms are available on request. All membership applications require approval by the Trustees. Trustees can decline an application for membership if they feel that the member's application is prejudicial to the ethos of the organisation.





CHAIR OF TRUSTEES REPORT

Last year, I described the 25 year journey of Home Start Merton as a rollercoaster. This year, I feel confident in saying that we started on a plateau with the hopes of travelling upwards. We hoped to add to our staff team with a co-ordinator to run our new service of perinatal work (Bumps to Babies). The WDNMBS (Wimbledon District Nursing Midwifery Benevolent Society) funded our training for this service at the Maudsley Hospital. Our thanks to them. We have appointed Madeleine as our new coordinator to begin in October.



We said goodbye to Eleanor at the end of May after 12 years of holding the administrative reins. Thank you for all your hard work. Jade has stepped into her shoes admirably. Debbie continues to be a major player and Sharon is as usual the bedrock of HSM. Thanks to them all.

This has been a momentous year for fundraising which opened with the 2.5 Family Fun Run organised by Bec volunteering over 200 hours and climaxed with the Ball at Bank Of England's sports ground. This was not only an enjoyable evening but the most successful fundraising event in our history. Shona, Jenner, Pauline and Malene worked tirelessly and HSM are deeply grateful to them.



Schools in Merton have been very generous. I would like to thank Ursuline High School, The Study, The Rowans School, Wimbledon High School and Kings College Wimbledon. I would also like to thank Agatha for organising the evening at CHAK 89, Sue Oury for the bridge tea and Waitrose for their numerous donations.

A rather different fundraiser but one that was of good cheer, was the Christmas lighting of the house belonging to CC Construction. Thank you and for sponsoring the ball. Our regular donors, The Dorus Fund, The Generations Fund, The Taylor Fund and the 1920 Club all deserve a huge vote of thanks. Lastly, I would like to thank 'Friends of HSM' for their regular donations.



Home Start would not exist without its volunteers. My grateful thanks to each and every one of them for making us what we are. We proudly announce that Esther won the MVSC award for outstanding contribution to volunteering and Debbie won the silver prize for volunteer manager of the year.

I would like to thank all my fellow trustees for their hard work and support, especially Sue, my Deputy Chair for stepping in whenever required and keeping me on the straight and narrow with humour.

The roller coaster was climbing when suddenly it came to a grinding halt with the world being hit by Covid-19. Unfortunately, this pandemic is here to stay for a while, and we had to think on our feet how to change our service and working practices. Our most important aims were to be able to still maintain our service to the vulnerable families of Merton as well as protecting our volunteers. Home Start's support is based on home visits and sadly, we have had to change these to telephone support. I hope we are still able to help the people of Merton as effectively as we did in the past and look forward to the time when we can return to home visits.

AMITA KRONSTEN

MANAGER'S REPORT 2019/2020

There have been so many positives during this year which I would like to start with in my report.



In May Ursuline high School held their Philanthropic final. Year 8 researched Home-Start Merton and invited me to talk about our service. In front of a large crowd and the Mayor of Merton, they presented why Home-Start Merton should win. All 8 charities were worthy, and the students demonstrated the great work all 8 charities did. I am pleased to report the 4 judges chose Home-Start Merton and we were awarded with £1000.00. The class also raised money through sponsored events. Thank you to you all. We also said goodbye to Eleanor. After 12 loyal years Eleanor retired. Thank you for everything Eleanor.



In June Bec spent over 200 hours volunteering to facilitate our family fun run/walk. After a lot of hard work and a very early start for us all, Sunday 9th June saw our first 5K fun run/walk. Waitrose Raynes Park and Lisa one of our volunteers provided snacks and funding for the event. Thank you all for your support.

HSM also began a partnership with the South West London Perinatal team to start our new project Bumps to Babies. The service will support parents with a mental ill health condition through their pregnancy up until the baby is one year old.

July-September - The Rowan school, Waitrose Wimbledon Hill and Wimbledon branches all fundraised for us. Thank you.

Our summer outing to Chessington zoo for the families was a great day out and the children enjoyed seeing all the animals.



October-December – We began our training to have a new data base (Charity Log) to provide a more comprehensive system, which will replace Home-Start UK's MESH system that we currently use.

Staff and trustees attended an awayday facilitated by Ian Beaver to update our business plan.

CHAK89 was a great success due to the hard work from Agatha. Our annual Christmas fundraiser continues to grow in popularity, which is due to Agatha's hard work, thank you.



We ended the year on a high from The Ball which raised over 40k. Thank you to Shona, Pauline, Jenner, and Marlene our wonderful volunteers who made this all possible.

Wimbledon High School's carol concert raised funds for HSM. Thank you all for your support and the amazing evening Amita and I had. Thank you to Wimbledon High school and Kings College school who have been so generous providing Christmas gifts for the families.

January-March 2020 started off so well. Debbie and I met with the 1920 club who agreed to donate their members fees which raises just over 4k each year. Thank you all.

Simon the new CEO of MVSC met with me and our new volunteers on the volunteer training course.



I would like to thank everyone who has supported Home-Start Merton in so many ways. I am proud of the work we do to empower families, which would not happen without our volunteers. I thank each one of you.

I would also like to thank the trustees for their hard work and support to enable the scheme to grow.

Finally, the staff team who work tirelessly behind the scenes to keep HSM the great organisation it is. Thank you, Eleanor, Debbie, and Jade, for all that you do, HSM are lucky to have you.

As the financial year ended in March 2020, the country went into lock down. HSM closed the office on the 19 March 2020 and our service became a remote service. I am sure there will be a lot to report at next year's AGM on the changes during 2020/21.

Sharon Ashby

STRATEGIC PRIORITIES 2020 - 2023

Our strategic planning process was extended to ensure we factored in the pandemic and its impact on our beneficiaries and the charity. We have had great success in securing grants to ensure HSM can support the immediate needs of parents and children in the borough.

Trustees have agreed a new vision: -

Our Vision 2024

Our ambition is that by 2024, HSM will support more vulnerable parents and children – achieved sustainably through increasing our funding base and use of technology in service delivery

To achieve our ambition, we have agreed three strategic priorities and associated objectives.

- To support parents and children deal with the impact of the COVID-19 Pandemic through to recovery
- To build organisational capacity and capability to deliver growth, efficiency and a sustainable income base by 2023
- To develop six new services and activities to meet emerging need and gaps in local provision by March 2023

<p>Strategic Priority 1.</p> <p>To support parents and children deal with the impact of the COVID-19 Pandemic through to recovery</p>	<p><i>The pandemic impacts our parents and children economically, socially, developmentally, and their mental and physical wellbeing. HSM is part of the community support reducing the burden and guiding families to a positive future.</i></p>
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What we will do:

- To develop and offer telephone befriending and support services during and after the pandemic to address the mental and physical health needs of parents and children to be reviewed in March 2021.
- To resource and deliver food and essentials to families struggling during and after lockdown to be reviewed in December 2020.
- To develop HSM digital (website and social media) content and signpost to other quality materials supporting parents to eat well, exercise, manage finances and support the educational and personal development of their children between 2020 and 2023.
- To develop a new programme of peer led exercise and wellbeing activities by September 2021.
- To use social media in new ways for HSM to engage parents and provide real time interaction and support by October 2020.
- To develop more parent led peer support groups to improve parenting and child development by September 2021.
- To launch a new one-year initiative to address food, rent and fuel poverty by January 2021.
- To develop and launch a new initiative supporting parents to cope with unemployment and secure new jobs by April 2021.
- To launch and sustain by June 2020 a new counselling service supporting parents cope with the stress and anxiety caused by the pandemic.
- To train (and potentially qualify) volunteers to support the mental health of parents by April 2021.
- To establish how HSM can support BAME families disproportionately impacted by the pandemic by November 2020.
- To work with HSUK on initiatives to address digital exclusion and implement locally by April 2021.

Strategic Priority 2.

To build organisational capacity and capability to deliver growth, efficiency and a sustainable income base by 2023.

In 2020, we need to increase staff and volunteer capacity to meet the increasing and more complex profile of need of parents and children Merton. Having sold our building and invested the receipt, HSM must diversify its income base from both grants and unrestricted fundraising. Central to achieving these goals is transforming some delivery models and our approach to fundraising. Maximising the use of technology and digital media across the whole organisation is the foundation meeting this strategic objective.

What we will do:

- To improve the HSM website by October 2020 to include more accessible quality resources for parents and children, greater fundraising capability and more digital content.
- To invest in growth in frontline staffing by September 2020.
- To achieve an equitable split in income by March 2023 between investments, grants/contracts and fundraising.
- To build a community of support (friends of) for HSM and manage these relationships effectively by March 2022 to achieve our diversified income objective.
- To segment fundraising into three distinct areas to reflect the skills and competencies required for each (1. contracts, trusts, foundations 2. Individual giving and donations 3. Events) by March 2021.
- To create a new post of communications and supporter relationship management by February 2021 to underpin our transformation.
- To simplify the governance structure before the summer of 2021 to reduce meetings and increase efficiency.
- To launch a trustee recruitment campaign in March 2021 to ensure the skills, competencies and experience of trustees reflect the transformed organisational profile by March 2022.
- To increase the volume of peer led activities at HSM by September 2022, starting with a scoping paper in November 2020.
- To develop and adopt a core set of impact indicators relating to all our work by March

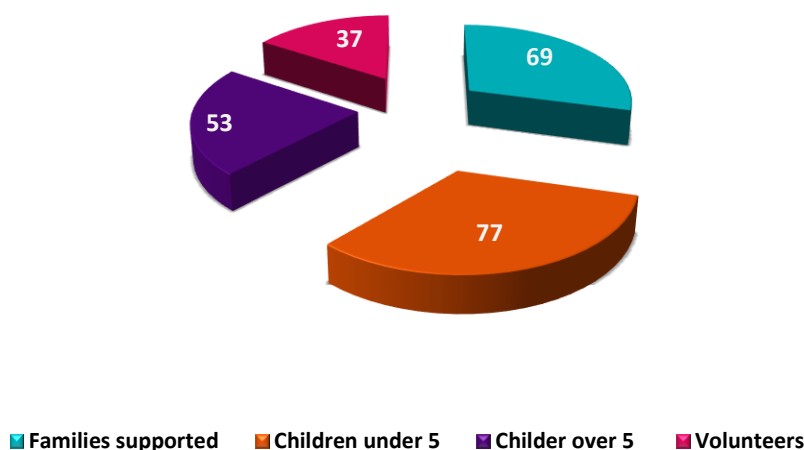
	2021 with the required systems for data capture and reporting.
<p>Strategic Priority 3.</p> <p>To develop six new services and activities to meet emerging need and gaps in local provision by March 2023.</p>	<p><i>The children and family's voluntary sector in Merton has been impacted greatly by cuts in public funding over the last ten years. Reduced provider capacity along with a rapid change in demographics and a complex profile of need has led HSM Trustees to agree to step up and address these challenges wherever possible. This is likely to include new collaborations and working across sectors.</i></p> <p>What we will do:</p> <ul style="list-style-type: none"> • To identify and enable new support initiatives for parents of children with Autism by March 2022 – empowering parents and children to access the support needed. • To develop and pilot a new service supporting the mental health and wellbeing of parents by August 2020. • To develop and pilot a new service supporting the mental health and wellbeing of children by September 2021 including listening ear, positive play and interactive activities. • To develop a new perinatal service by March 2021. • To develop a range of digital resources to support parents in making healthy life choices by March 2021 - especially around food, exercise and financial management. • To develop and pilot a range of peer led activities supporting the health and wellbeing of parents and children by September 2022.



Families supported

The benchmark for a full-time member staff is to support 30 families per year. You will note from the pie chart that 69 families, with 130 children have been supported this year.

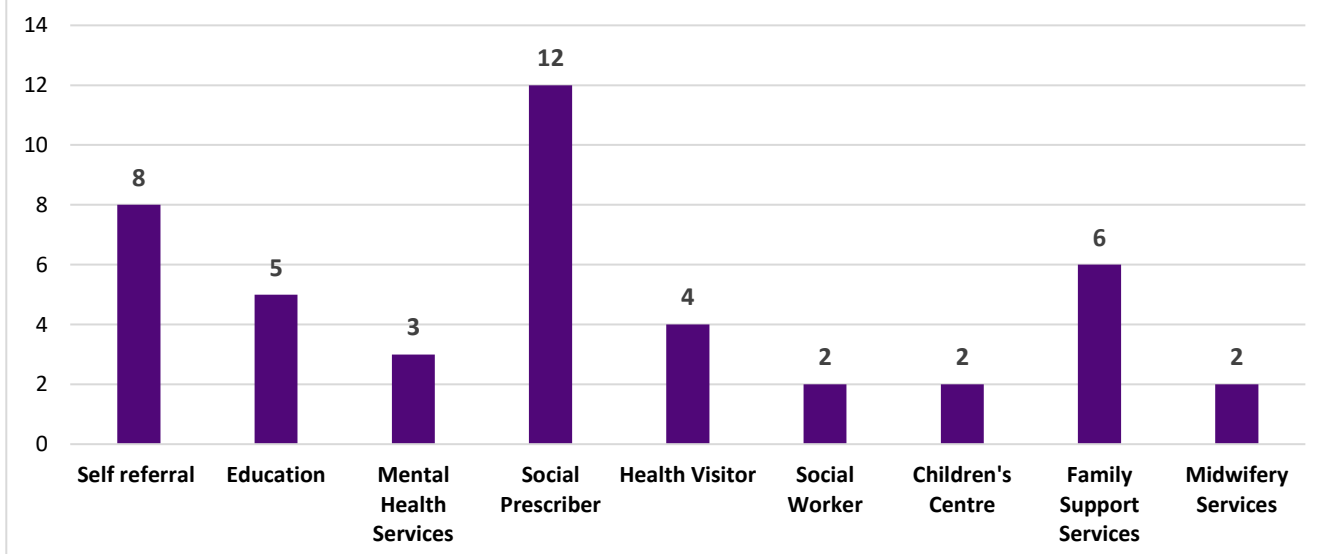
Families Supported



New referral source

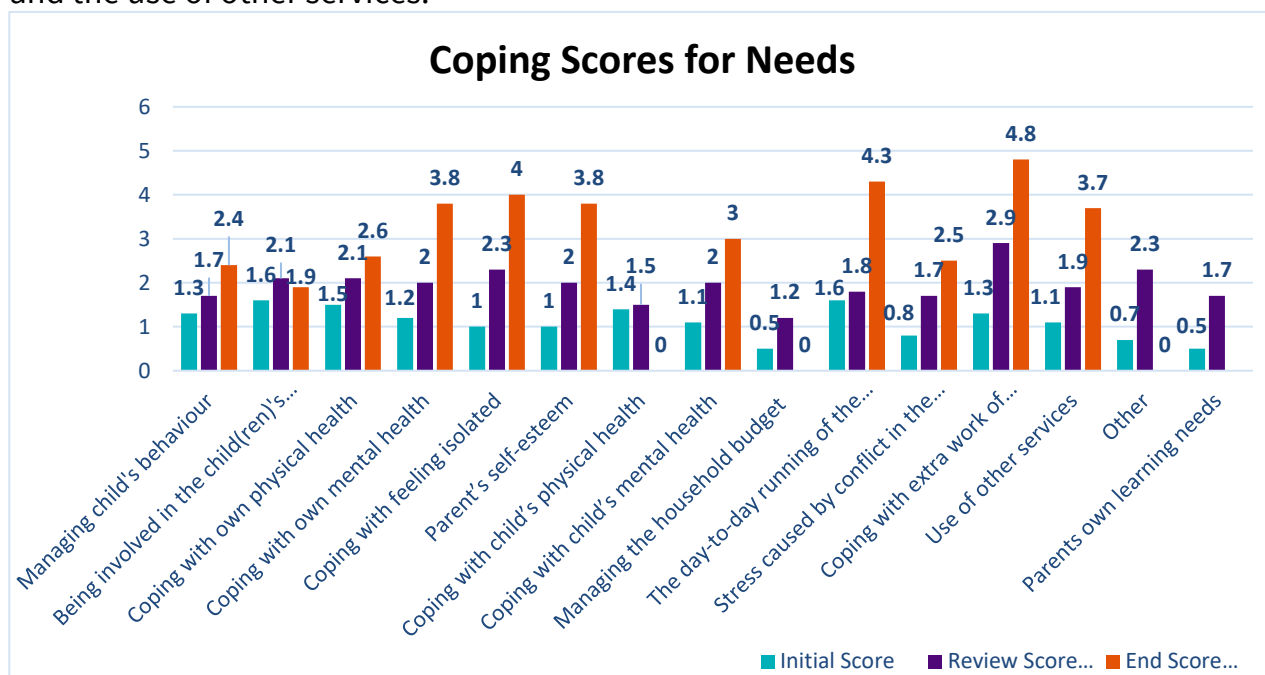
We have received 44 referrals from a range of external sources. Occasionally we receive inappropriate referrals, which become apparent once we have visited the family at home. We will always endeavour with the families' permission to pass on their details to other relevant organisations if we are unable to help

New Referral Sources



Coping score for needs

There are a range of identified needs for each family and we continue to see a high level of need for isolation and parent's self-esteem. There has been a sharp rise in mental health and the use of other services.



TREASURER'S REPORT 2020

On behalf of the Board of Trustees, I am pleased to present the Treasurer's Report for Home-Start Merton (HSM) for the financial year 1st April 2019 to 31st March 2020.

A summary of this financial year (2019/2020) compared to last year (2018/2019) is shown within this Annual Report.

Income review 2019/2020

HSM's income was £138,651 (last year's income: £77,445).

The HSM Board of Trustees wishes to sincerely thank the Generations Foundation, the Taylor Family Foundation, the Dorus Trust and the Wimbledon District Nursing and Midwifery Benevolent Society whose funding grants amounted to £45,150 during this financial year. Their support and funding are greatly appreciated.

The Board of Trustees also sincerely thanks all HSM's "friends" and supporters for their continued and very generous donations.

Fundraising events this year raised £78,006 and I also wish to thank all our fundraisers for their amazing work in raising this amount for our charity.

Expenditure Review 2019/2020

Total resources spent were £181,718 (last year: £133,336).

As with previous years, our greatest expenditure was on staff salaries and associated costs which amounted to £121,790 (last year: £101,903). Additional pension contributions were made this year to make up for shortfalls in past years. A pension deficit of £34,958 remains which the Board of Trustees are committed to reduce going forward.

This year's increased fundraising activities, in particular the organisation of the fundraising ball, led to higher costs of £24,982. Rent and premises costs amounted to £13,356 (last year: £12,240). General administrative expenses were £12,907 (last year: £12,954). The Board of Trustees and Managing Director rigorously attempt to control expenditure wherever possible.

Summary – Financial year 2019/2020

2019/2020 was distinguished by the wonderful fundraising events organised by HSM's supporters, in particular, the memorable ball which took place in November 2019. Unfortunately, the Covid-19 pandemic began to seriously curtail fundraising efforts towards the end of the financial year and income from this source remains very uncertain going forward. This is a worrying challenge to our efforts to lower or eliminate the operational deficit in running the charity.

Covid-19 also seriously impacted HSM's investments towards the end of the financial year with unrealised losses arising, however, HSM remains well capitalised with total charity funds of £523,218.

The HSM Board of Trustees is resolutely determined to face the challenges brought about by the Covid-19 pandemic and will endeavour to limit its impact on HSM's ability to meet its core objectives.

The Board of Trustees would like to take this opportunity to thank our Independent Examiner, Mr K Velupillai for reviewing the HSM accounts which have been approved by the Board of Trustees.

Treasurer

Henrietta Jenner

The following summarised accounts are an extract from the Reports and Financial Statements for the year ended 31 March 2018. The full accounts can be obtained from Home-Start Merton, The Chaucer Centre, Canterbury Road, Morden, Surrey SM4 6PX. Copies of the certified accounts will be lodged with the Charities Commission and Companies House. You are welcome to inspect the documents at our offices – please contact our Office Administrator for an appointment.

HOME-START MERTON
Statement of Financial Activities
for the year ended 31 March 2020

	Unrestricted Funds	Restricted Funds	Total Funds	Last Year Total Funds
Notes	2020 £	2020 £	2020 £	2019 £
Incoming resources				
<i>Incoming resources from generated funds</i>				
Voluntary Income	50,472	10,000	60,472	71,424
Activities for generating funds	78,006	-	78,006	5,283
Investment Income	173	-	173	738
Total incoming resources	128,651	10,000	138,651	77,445
<i>Costs of generating funds</i>				
Costs of generating voluntary income	24,982	-	24,982	241
<i>Costs of charitable activities</i>	136,711	19,025	155,736	132,095
<i>Governance costs</i>	1,000	-	1,000	1,000
Total resources expended	162,693	19,025	181,718	133,336
Net outgoing resources before transfers between funds	(34,042)	(9,025)	(43,067)	(55,891)
Gross transfers between funds			-	
Net outgoing resources before Other recognised gains and losses	(34,042)	(9,025)	(43,067)	(55,891)
Other recognised gains and losses				
<i>Losses on investment assets</i>	(63,439)	-	(63,439)	-
Net movement in funds	(97,481)	(9,025)	(106,506)	(55,891)
Reconciliation of funds				
<i>Total funds brought forward</i>	620,699	9,025	629,724	685,615
Total Funds carried forward	523,218	-	523,218	629,724

The net movement in funds referred to above is the net incoming resources as defined in the Statement of Recommended Practice for Accounting and Reporting issued by the Charity Commission for England & Wales and is reconciled to the total funds as shown in the Balance Sheet on page 10 as required by the said statement.

All activities derive from continuing operations

HOME-START MERTON

Company Number

5359862

2020

2019

Balance Sheet

as at 31 March 2020

Current assets

Current Asset Investments

406,561

500,000

Cash at bank and in hand

123,222

135,974

Total current assets

529,783

635,974

Creditors:-

amounts due within one year

7

(6,565)

(6,250)

Net current assets

523,218

629,724

Total assets less current liabilities

523,218

629,724

Creditors:-

amounts due after more than one year

-

-

Net assets excluding pension asset / liability

523,218

629,724

Net assets including pension asset / liability

523,218

629,724

The funds of the charity :

Unrestricted income funds

Unrestricted revenue accumulated funds

137,860

250,299

Pension Deficit Fund

34,958

40,000

Designated revenue funds

80,000

60,000

Unrestricted capital funds

Designated fixed asset funds

270,400

270,400

Total unrestricted funds

523,218

620,699

Restricted revenue funds

Restricted revenue accumulated funds

-

9,025

Restricted fixed asset funds

Total restricted funds

-

9,025

Total charity funds

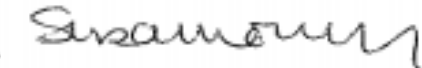
523,218

629,724

The directors are satisfied that for the year ended on 31 March 2020 the charitable company was entitled to exemption from the requirement to obtain an audit under section 477 of the Companies Act 2006 and that no member or members have required the company to obtain an audit of its accounts for the year in question in accordance with section 476 of the Act. However, in accordance with section 43 of the Charities Act 1993, the accounts have been examined by an Independent Examiner whose report appears on page 7.

The director(s) acknowledge their responsibility for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of accounts.

The accounts have been prepared in accordance with the provisions in Part 15 of the Companies Act 2006 applicable to companies subject to the small companies regime and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008).

A Kronsten 
Trustee / Director

Approved by the board of trustees on 11/10/2020

The notes on pages 9 to 11 form an integral part of these accounts.



Once again, we owe so much to all our various supporters and it is with enormous grateful thanks, we wish to acknowledge their support throughout the year, particularly the following:-

**The Dorus Trust
The Taylor Family Foundation
The Generations Foundation
The Wimbledon Foundation
Kings College School
Wimbledon High School
The Rowans School
Wimbledon School of English
Ursuline High School
Wallington School
Trudie Goodwin
WDNMBS
A. Kronsten
G. Kronsten
S. Marland
M. Short
B. Cluer
S. Kirby
S. Oury – Bridge Tea
The Polka Theatre
CHAK89
B. Yusef**

**Wimbledon Theatre
L. Collins
S. Lloyd
H. Jenner
P. Jennings
S. Cunliffe
E. Grace
1920 Club
Trinity United Reformed Church
MVSC
E. Leppard
E. Shelley
RE. Shelley
J. Bowen
L. Sanzone
J. Popham
C. Swinton
S. Sandler
L. Carlton-Jones
Waitrose
Sainsburys/Argos
Anonymous donation**



Finally, without the following people we would not be able to support our families. They are our marvellous, wonderful home visiting volunteers:-

Alex, Alice, Angela, Elaine, Emma, Eric, Estelle, Esther Greta, Jenner, Jenny, Jo, Katie, Laura, Lisa, Liza, Lucy T, Lucy W, Mabel, Madeleine, Malene, Maria, Marjorie, Natasha, Nicholas, Norma, Sheena, Pauline, Rebecca, Saima, Sam, Sammy, Sandra, Shona, Sue, Sunia and Wendy.

Because Childhood
Can't Wait



KING'S COLLEGE SCHOOL
WIMBLEDON



THE DORUS TRUST



WDNMBS

