

**HOME-START LONDON**

**ANNUAL REPORT & ACCOUNTS**

**YEAR ENDED 31ST MARCH 2020**

***AMENDED***

# HOME-START LONDON

## Legal and Administrative Information

**Charity Number** 1161629

**Address** 17 East End Road  
Stephen's House  
London  
N3 3QE

**Chair of Trustees** Julia Roberts

**Trustees** Farkhunda Jabeen Ali  
George Szlachetko  
Caroline Banks (resigned 08/10/19)  
Christina Smyth (appointed 08/10/19)  
Helen Anastasi  
Karen Robertson  
Lydia Lezama  
Felicity Clarkson (resigned 08/10/19)  
Margaret O Connor (appointed 08/10/19)  
Paul Masterson  
Sian Sinclair  
Simon Lloyd  
Pauline Cook (resigned 09/07/19)  
Janet Mountford (appointed 09/07/19)  
Philippa South (resigned 27/11/20)

**Treasurer** Raphael Harris

# HOME-START LONDON

## Trustees Report

### YEAR ENDIND 31 MARCH 2020

The objectives of Home-Start London ("the Charity") are to promote and facilitate the provision of Home-Start services throughout London, and in particular:

- To research and provide funding opportunities for members that may not otherwise be accessible to them, enabling them, with support, to extend services in their area.
- To provide a voice for and promote the work of the Charity's members collectively, in London.
- To apply for funds for projects to involve some or all of the Charity's members;
- To raise the profile and awareness of the collective work of the Charity's members, the extent and breadth of volunteer support, families reached and successful outcomes in London;
- Using collective membership data to influence policy and strategic planning of children and health services in London;
- To identify efficiencies through savings on back office functions, training, marketing and fundraising; and
- To reach larger numbers of vulnerable families across London, in areas where a Home-Start service may not already exist.

In 2019/20, 928 London volunteers made a significant difference to 2,492 families and 3,841 children (a 3% rise in the support provided to London families compared to the previous year and a 6% rise in the numbers of home-visiting volunteers<sup>1</sup>). Invaluable support and friendship helped these Home-Start families build better futures for themselves and their children. We are delighted to report that the consortium has continued to grow, despite the loss of one of our smallest Home-Starts in Redbridge.

There are now 13 Home-Start London members delivering services across 24 boroughs. We are also pleased to report that Home-Starts continue to operate their services across more than one borough. HSL continues to work towards attaining the above objectives and the Trustees can report that good progress has been achieved. In particular, we would like to highlight the following activities:

#### *Governance*

Home-Start London continues to demonstrate sound governance with productive, quarterly Board meetings, there have been four in the last year.

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<sup>1</sup> This figure would be higher if local Home-Starts' volunteer training courses had to be halted due to the Covid-19 outbreak at the end of the year.

# HOME-START LONDON

## Trustees Report

### YEAR ENDING 31 MARCH 2020

#### *Marketing & communications*

Home-Start London has continued to work towards its strategic, fundraising and marketing plans, and continues to raise awareness of the brand across London. With the support of a new freelance communications role, Home-Start London launched its new website in December 2019 and a volunteer recruitment campaign via Twitter and Facebook. Funded by the National Lottery Awards for All, three films have been created by Home-Start London, Tuesday Films and the Media Room to promote Home-Start volunteering and services across London. These have been part of a wider awareness raising amongst commissioners, funders and partners. Linked to the recruitment campaign, four volunteer recruitment ads were placed in the London Metro newspaper as part of a 'season of goodwill' (December and the new year).

#### *Perinatal Support*

Home-Start London continues to focus on Home-Start's perinatal mental health (PMH) support services with delivery taking place across nine London boroughs. This year, Home-Start London has been working in partnership with South London and Maudsley NHS Foundation Trust and the Institute of Psychiatry Psychology and Neuroscience, Kings College London. Together, we have co-developed a training module to facilitate stronger working links between NHS PMH services and Home-Start organisations in south London (specifically Home-Starts Lambeth and Southwark and the south London community perinatal mental health teams). The project finished successfully in September 2019.

In March 2020, Home-Start London successfully bid to the Central and North West London (CNWL) NHS Foundation Trust to pilot a perinatal peer support approach to families with mild to moderate perinatal support needs living in Westminster, RBKC, Hillingdon, Brent and Harrow. The 18-month Transformation Fund contract (value £166,000) is due to start in August 2020 (delayed by 4-months due to Covid-19). This is an exciting development for the consortium, and it is hoped that in addition new relationships will be developed within other NHS sub-regions, enabling Home-Start to work with more families with PMH issues.

#### *Systems development*

The development of sound systems and alerts has continued to ensure Home-Start London receives timely information and can research grant making trust and contract opportunities. Member schemes continue to regularly submit information to Home-Start London so that data trends can be scrutinised at Board level. In early 2020, HSL successfully applied to the Analytical Volunteer Programme to receive pro bono support from a civil servant to assist Home-Start London in developing a guide to support local Home-Starts in developing their own project logic models.

# HOME-START LONDON

## Trustees Report

### YEAR ENDING 31 MARCH 2020

#### *Core funding*

It continues to be challenging to find funding in this environment however Home-Start London is delighted to report a successful approach to City Bridge Trust in November 2019 for five-year core funding (£100,000). This funding will make a significant difference to developing the capacity of the Home-Start London network.

#### *New and existing partnership work*

Home-Start London continues its successful relationship with Berkeley Homes. This is the second year of a 3-year relationship. Two large fundraising events were organised by Berkeley Homes (North East London) staff in May and June this year, a sponsored cycle race from Montpelier to Monaco and a Dragon Boat Race on the West Reservoir, Woodberry Down (raising £94,000). This incredible effort has funded Home-Start delivery in four new areas, including Enfield, Hackney, Tower Hamlets and south Islington. Starting 1 May 2019, the following results have been achieved to date: 69 new families have received support from a Home-Start, including home-visiting and financial literacy support. 149 new children have benefitted, and 41 newly recruited and trained volunteers have provided home-visiting support to families.

Berkeley Homes staff have also volunteered their time and skills to help local Home-Starts in north east London. A DIY SOS makeover in August 2019, transformed the flat of a Home-Start family. This ambitious project took two-weeks, assisted by 19 highly skilled Berkeley Homes (North East London) staff and contractor volunteers. A film recording the makeover can be seen on the new Home-Start London website.

In addition, Berkeley Homes (North East London) staff responded enthusiastically to this year's Big Christmas Give, sourcing and supplying 356 children's sleeping bags and 250 children's toys to benefit over 356 Home-Start children.

We would like to take this opportunity to thank all Berkeley Homes (North East London) Ltd staff (and especially Fionna McDermott and Mark Tomlinson) for their continued enthusiasm and support in fundraising and volunteering for Home-Start in north east London.

Clarion Futures has continued to support volunteer recruitment and family referral activity in two London boroughs, Haringey and Southwark, through the award of a small contract.

In March 2020, Home-Start London was awarded a small grant from Home-Start UK (£15,000) for a new project entitled Upskilling volunteers – Domestic Violence and Abuse (DVA) Module Course of Volunteer Preparation. Working with Home-Start Lambeth and partner, AVA Project, a training package is being developed to support DVA awareness amongst London volunteers, this will be completed later in 2020.

Finally, HSL has developed new partnerships this year, including the Microsoft store Oxford Circus, to deliver bespoke IT workshops for Home-Start volunteers, staff and families, also the Barclays Bank Family Network – Bring Your Child to Work Day fundraiser in December 2019.

**We would like to thank all our funders and partners in supporting the work of Home-Start across the capital.**

# HOME-START LONDON

## Trustees Report

### YEAR ENDING 31 MARCH 2020

#### *Reserves policy*

The accumulated funds at 31 March 2020 were £54,987 (2019 - £25,781) all of which were unrestricted funds.

It is the policy of the charity to maintain unrestricted funds, which are the free reserves of the charity, at a level which equates at least to approximately six months unrestricted expenditure. This provides sufficient funds to cover management and administration and support costs.

#### *Looking ahead*

Finally, with the outbreak of Covid-19 in March 2020, we know many families will be adversely affected by lockdown and restrictions. We also recognise the availability of our valued Home-Start volunteers will be impacted because of their own health issues or caring responsibilities. The forthcoming period will be extremely challenging, not only in terms of local Home-Starts adjusting to new ways of working but also the need to raise sufficient income to keep their operations going in the longer term. Home-Start London will strive to support its Home-Start members in any way necessary to ensure families continue to receive support. We especially thank all of our funders for supporting us during this difficult time.

#### *Trustees' responsibilities statement*

The trustees are responsible for preparing the Trustees' Annual Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

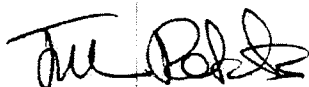
The law applicable to charities in England & Wales requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources of the charity for that period. In preparing 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 2019 (FRS 102);
- make judgements and 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;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

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 Act 2011, the Charities (Accounts and Reports) Regulations 2008 and the provisions of the trust deed. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Julia Roberts  
Chair of Trustees

Date: 09-02-21



# **INDEPENDENT EXAMINERS REPORT TO THE MEMBERS OF HOME-START LONDON**

**YEAR ENDING 31 MARCH 2020**

## **Independent Examiner's Report to the Trustees of Home-Start London**

I report to the charity trustees on my examination of the accounts of the charity for the year ended 31st March 2020.

### **Responsibilities and basis of report**

As the charity's trustees you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of the charity's accounts carried out under section 145 of the Act and in carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

### **Independent examiner's statement**

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records were not kept in respect of the charity as required by section 130 of the Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair view' which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.



M J Laughton CA  
**MUNRO BROWN LTD**  
Chartered Accountants  
38 Gay Street, Bath BA1 2NT

Date: 9-2-21

# HOME-START LONDON

## STATEMENT OF FINANCIAL ACTIVITIES (including summary income and expenditure account)

FOR THE YEAR ENDED 31 MARCH 2020

		UNRESTRICTED FUNDS	RESTRICTED FUNDS	TOTAL FUNDS	TOTAL FUNDS
	Notes	2020 £	2020 £	2020 £	2019 £
INCOME					
Grants & donations		94,071	41,422	135,493	103,046
Other Income		404	-	404	-
TOTAL INCOMING RESOURCES	4,9	94,475	41,422	135,897	103,046
EXPENDITURE					
Charitable activities		65,269	41,422	106,691	107,061
TOTAL EXPENDITURE	9	65,269	41,422	106,691	107,061
NET INCOME / (EXPENDITURE)		29,206	-	29,206	(4,015)
TRANSFERS BETWEEN FUNDS		-	-	-	-
NET MOVEMENT IN FUNDS		29,206	-	29,206	(4,015)
TOTAL FUNDS BROUGHT FORWARD		25,781	-	25,781	29,796
TOTAL FUNDS CARRIED FORWARD	9	54,987	-	54,987	25,781



# HOME-START LONDON

## BALANCE SHEET

AT 31ST MARCH 2020

	Notes	2020 £	£	2019 £	£
CURRENT ASSETS					
Debtors	10	-		70,000	
Cash at bank		<u>72,346</u>		<u>16,002</u>	
Total Current Assets		72,346		86,002	
CREDITORS, AMOUNTS FALLING DUE WITHIN ONE YEAR					
Creditors	11	<u>17,359</u>		<u>60,221</u>	
Total Current Liabilities		17,359		60,221	
NET CURRENT ASSETS			<u>54,987</u>		<u>25,781</u>
TOTAL ASSETS LESS CURRENT LIABILITIES			54,987		25,781
TOTAL NET ASSETS			<u>54,987</u>		<u>25,781</u>
<i>The funds of the charity:</i>					
UNRESTRICTED FUNDS	12		54,987		25,781
RESTRICTED FUNDS	12		-		-
TOTAL CHARITY FUNDS			<u>54,987</u>		<u>25,781</u>

Julia Roberts  
Chair of Trustees



Date: 09-02-21

## HOME-START LONDON

### NOTES TO THE ACCOUNTS

#### FOR THE YEAR ENDED 31 MARCH 2020

##### 1) ACCOUNTING POLICIES

The principal accounting policies adopted in the preparation of the financial statements are set out below, and have been consistently applied within the accounts.

a) Basis of accounting

The financial statements have been prepared on a going concern basis under the historical cost convention, modified to include certain items at fair value. The financial statements have been prepared in accordance with the Financial Reporting Standard 102 (FRS 102), the Statement of Recommended Practice (SORP), "Accounting and Reporting by Charities" published in 2019 SORP (FRS102) and applicable charity and company law. The charity has taken advantage of the reduced disclosure framework and has not prepared a Cash Flow statement.

b) Incoming Resources/ Income

Incoming resources are recognised on an accruals basis, except that donations and legacies are recognised only upon receipt unless the donor advises otherwise. Grants & contracts are treated as income for the period to which the funder assigns the funds so matching the income for the period to which the funder assigns the funds with the associated costs of the services.

c) Charitable activities expenditure

Charitable activities consist of expenses incurred to further the company's aims and objectives of developing and maximising the effectiveness of the charity. Charitable expenditure includes the costs of training, sponsorship, grants and support to member organisations. The costs of liaising with member organisations, the preparation of directories, events and conferences are included.

d) Stocks of materials & literature

Stocks of materials and literature are written off as incurred.

e) Going concern basis

The accounts have been prepared on a going concern basis.

f) VAT

Where appropriate expenditure includes irrecoverable value added tax.

g) Fund Accounting

Unrestricted funds are available for use in the furtherance of the charity's objectives. Restricted funds are subject to restrictions imposed by donors as set out in the notes to the accounts.

h) Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid after taking account of any trade discounts due.

i) Creditors

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 due.

# HOME-START LONDON

## NOTES TO THE ACCOUNTS

### FOR THE YEAR ENDED 31 MARCH 2020

<b>2) NET OPERATING SURPLUS/(DEFICIT)</b>	<b>2020</b>	<b>2019</b>
The net operating surplus/(deficit) of income over expenditure is stated after charging:	£	£
Staff costs (note 3)	27,147	27,324
<b>3) STAFF COSTS</b>	<b>2020</b>	<b>2019</b>
Staff costs for the year were as follows:	£	£
Salaries & Social Security costs	24,939	25,884
Defined contribution pension costs	2,208	1,440
	<u>27,147</u>	<u>27,324</u>

The average number of persons employed by the charitable company in the year was 1 person (2019 - 1).  
The total amount of employee benefits received by key management personnel was £ 27,147 (2019 - £27,324). The  
Charities key management costs were £27,147.

<b>4) ANALYSIS OF CHARITABLE ACTIVITIES INCOME</b>	<b>2020</b>	<b>Deferred income movement</b>	<b>TOTAL 2020</b>	<b>TOTAL 2019</b>
UNRESTRICTED FUNDS	£	£	£	£
General Fund	94,475	-	94,475	103,046
<b>TOTAL UNRESTRICTED FUNDS</b>	<u>94,475</u>	<u>-</u>	<u>94,475</u>	<u>103,046</u>
RESTRICTED FUNDS				
Awards For All	10,000	-	10,000	-
City Bridge Trust	10,000	-	10,000	-
Clarion Futures	12,000	-	12,000	-
HSUK ICAP	15,000	(15,000)	-	-
Perinatal Mental Health Partnership Project	6,422	-	6,422	-
SAGE Publishing	3,000	-	3,000	-
<b>TOTAL RESTRICTED FUNDS</b>	<u>56,422</u>	<u>(15,000)</u>	<u>41,422</u>	<u>-</u>
<b>TOTAL UNRESTRICTED &amp; RESTRICTED</b>	<u>150,897</u>	<u>(15,000)</u>	<u>135,897</u>	<u>103,046</u>

## HOME-START LONDON

### NOTES TO THE ACCOUNTS

#### FOR THE YEAR ENDED 31 MARCH 2020

##### 5) TRUSTEES' REMUNERATION AND BENEFITS

No Trustees had expenses reimbursed or paid directly in the year (2019 - Nil).

##### 6) TAXATION

The charity is an exempt charity within the meaning of schedule 3 of the Charities Act 2011 and is considered to pass the tests set out in Paragraph 1 Schedule 6 Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes.

##### 7) EXPENDITURE

	Activity Costs	Governance Costs	TOTAL 2020
UNRESTRICTED FUNDS	£	£	£
Charitable Activities	64,669	600	65,269
TOTAL UNRESTRICTED FUNDS	64,669	600	65,269
RESTRICTED FUNDS			
Awards For All	10,000	-	10,000
City Bridge Trust	10,000	-	10,000
Clarion Futures	12,000	-	12,000
Perinatal Mental Health Partnership Project	6,422	-	6,422
SAGE Publishing	3,000	-	3,000
TOTAL RESTRICTED FUNDS	41,422	-	41,422
TOTAL FUNDS	106,091	600	106,691

##### 8) GOVERNANCE & SUPPORT COSTS

	£
Independent examiner's fee	600
	600

# HOME-START LONDON

## NOTES TO THE ACCOUNTS

### FOR THE YEAR ENDED 31 MARCH 2020

#### 9) MOVEMENT ON FUNDS IN YEAR

	Opening Balance 1 April 2019	Income	Expenditure	Transfers	Closing Balance 31 March 2020
	£	£	£	£	£
UNRESTRICTED FUNDS					
General Fund	25,781	94,475	65,269	-	54,987
TOTAL UNRESTRICTED FUNDS	25,781	94,475	65,269	-	54,987
RESTRICTED FUNDS					
Awards For All	-	10,000	10,000	-	-
City Bridge Trust	-	10,000	10,000	-	-
Clarion Futures	-	12,000	12,000	-	-
Perinatal Mental Health Partnership Project	-	6,422	6,422	-	-
SAGE Publishing	-	3,000	3,000	-	-
TOTAL RESTRICTED FUNDS	-	41,422	41,422	-	-
TOTAL UNRESTRICTED & RESTRICTED	25,781	135,897	106,691	-	54,987

#### 10) DEBTORS, amounts falling due within one year

	2020 £	2019 £
Other Debtors	-	70,000
	-	70,000

#### 11) CREDITORS, amounts falling due within one year

	2020 £	2019 £
Deferred Income	15,000	-
Taxation & Social Security	399	361
Other Creditors & Accruals	1,960	59,860
	17,359	60,221

#### 12) ANALYSIS OF NET ASSETS BETWEEN FUNDS

	Restricted £	Unrestricted £	Total £
Tangible Fixed Assets	-	-	-
Current Assets	-	72,346	72,346
Creditors	(16,000)	(1,359)	(17,359)
	(16,000)	70,987	54,987