



# Trustees' Annual Report and Accounts

Year End July 2017

## CONTENTS

Administrative Details	Two
Message from Management	Three
New Identity	Four
Core Values & Strategy	Five
Structure, Governance & Management	Seven
Summary of Activities	Eight
Future Plans	Fourteen
Accounts	Fifteen
Independent Examiner's Report	Seventeen
Testimonial	Eighteen



# ADMINISTRATIVE DETAILS

## Reference Details

Registered Charity Name:	Rooted In
Registered Charity Number:	1126786
Date Registered:	19 November 2008
Registered Office:	Café West Wanstead Crescent Allerton, Bradford BD15 7PA

## Trustees

<b>Chairman</b>	Dean Naidoo
<b>Secretary</b>	Kathryn Marsden
<b>Treasurer</b>	Rob Atkins (Appointed—April 2017) Lucy Atkins (Appointed—April 2017) Pamela Grimshaw Janet Nicholson (Resigned— April 2017)

## Independent Examiner

**Torvell Dent Chartered Accountants**  
Centre of Excellence, Hope Park  
Trevor Foster Way  
Bradford  
BD5 8HH

## Bankers

Lloyds TSB  
45 Hustlergate  
Bradford  
BD1 1NT



# MESSAGE FROM MANAGEMENT



Rooted In is headed up by husband and wife Josiah and Kate, supported by a small team of staff, a large team of volunteers and a community of supporters without whom none of this could be achieved.

This year has been a significant and poignant year. As it draws to an end, so does the chapter of the organisation being known as Kidz Klub Allerton. The organisation was birthed by Kate's mother, Janet, as a simple after school club. When it began with just a handful of children no-one had any idea it would grow to what it is today, nor envisage the hundreds of children that have been cared for. As we close this chapter we do it with gratitude to those that dared to believe and step out for something greater for this community.

As we start writing the next phase as Rooted In, we do so with an exemplary track record of building up children and families and with a community alongside us.

We know we can't possibly achieve all that we wish to see happen. We look forward to a year of carving out new routes, forging partnerships and pioneering a new way of community engagement and building big people.

Josiah & Kate



## NEW IDENTITY

The work of Rooted In is the culmination of 14 years of our organisation's grassroots, volunteer-led and community-focussed vision under the name of 'Kidz Klub Allerton'. The original focus of the charity was to reach generations of children. Today our vision is to see our whole community transformed. With our new identity we have not lost our heart for the children, but we are simply articulating and formalising the growth that has happened within the leadership of the organisation to encompass even more of our community.

Rooted In better reflects our belief that the greatest resource and success of Allerton lies within. To see a community transformed we believe in the concept of 'Growing Big People'. When people grow, everything attached to them grows in an organic and sustainable way. If we build individuals on the inside by helping them discover who they are and the skills they have whilst providing holistic support, education and training they will build things on the outside. This will reflect their individual creativity and innovation, leading to a more cohesive and stable community.

Kidz Klub Allerton was started back in 2003 by a local teaching assistant as a response to the deprivation and neglect faced by children. Children were routinely unfed, unclean, subject to traumatic home lives and often witness to or involved in criminal activities. Her response was to set up an after-school programme where they could just come and have fun, be listened to, encouraged and believed in.

It quickly became apparent that we were only scratching the surface: the problems we were witnessing had root causes that ran deep and wide that were not being tackled. Our heart was and is to commit to this community long-term, not just to put a plaster over a chronic wound but to address the complex root causes with understanding and compassion.

Over the years we have developed a number of innovative approaches and activities that have created unparalleled access to the community, schools and other agencies. Over the past year we ran 26 different programmes and activities that enabled us to connect with and equip 1032 children, young people, adults and families. These programmes include after-school children's clubs, holiday activities, sports sessions, young people's volunteering and mentoring. We partner with local schools to deliver assemblies, targeted intervention, money management, parenting classes, job clubs and cookery sessions. Working with adults we provide mentoring, debt advice/management, volunteering opportunities, training, work experience and support into employment through our social enterprise venture 'The Sugar Snap Kitchen'.



## CORE VALUES & STRATEGY

The new identity has come with a new strategy, which is driven by the strengthened management team. They are committed to collaborating with the community, listening to their voice and creating a culture which encourages local social responsibility to deliver grassroots transformation.

This approach and the team's significant professional experience in community leadership, compliance and policies, business development and accountancy paired with our long-standing involvement in the community mean that we are the right people to spearhead such a significant movement.

As Rooted In, our approach of building people creates an inner strength and resilience which empowers all ages to make more positive and constructive choices rather than building a team and services that solely respond to crisis. To do this we have developed a new strategy, which is driven by our culture, purpose and beliefs.

This strategy ensures that all our programmes will be centred on developing and building people. All members of staff will have a responsibility for training and mentoring local volunteers so they feel able to play their part in building and leading within their community. Whilst this approach may be slower and harder work, we believe it will have a much deeper and longer lasting impact for the community.



# CORE VALUES & STRATEGY

## WE BELIEVE

We believe in the people of our community and their inherent value. We believe they hold the key to their own success and future prosperity of our community

## PURPOSE

RootedIn exists to empower people to reach their potential by equipping individuals from a foundation of love, to find and fulfil their purpose and contribution to the community

## CULTURE

THINK BIG AND START SMALL – It's about courage to take big steps and wisdom to tie your shoelaces first  
IT IS RIGHT TO HONOUR ONE ANOTHER – It's about being a community that's not shy to encourage one another  
EVERYONE CAN BE A CONTRIBUTOR – It's about standing up and bringing others with you  
WE THINK INSIDE THE BOX – It's about digging deep and finding the opportunities within  
BE KNOWN FOR WHAT WE ARE FOR – It's about speaking up, being life and creating unity in a diverse community

## STRATEGY

Our long-term approach to service development and delivery

## CONNECT

Including as many people as possible through partnerships, promotion and outreach

## STRENGTHEN FAMILY

Equip parents and carers with the skills to create a resilient family and a thriving home

## BUILD COMMUNITY

Provide opportunities for individuals and families to come together, so reducing isolation and segregation whilst fostering healthy relationships

## EQUIP TO ACHIEVE

Deliver training and skills development for adults enabling them to build a long-term self-supporting lifestyle

## REINVEST

Community-led initiatives and enterprises that drive social change at a local level and generate profit for purpose

**GROW BIG PEOPLE**  
Help each person uncover their identity, understand their value and discover their purpose

Successive generations of lives Rooted In Allerton, each one working out their purpose and committed to play their part in building community



# STRUCTURE, GOVERNANCE & MANAGEMENT

## Structure, Governance and Management

Rooted In (formerly Kidz Klub Allerton) was formally established by a constitution dated 6 November 2008 and was subsequently registered as a charity on 19 November 2008. The charity is managed by the Board of Trustees. Under the requirements of the constitution, in addition to the statutory powers of appointment, a new trustee may be appointed by a resolution of the trustees passed by a majority in a general meeting. Trustee training is carried out on an on-going basis making use of the Charity Commission website and other charity publications.

The trustees have adopted the provisions of the Statement of Recommended Practice (SORP) 'Accounting and Reporting by Charities' issued in March 2005 in preparing the annual report and financial statements of the charity.

The trustees actively review the major risks which the charity faces on a regular basis together with controls over key financial systems. Where appropriate, systems or procedures have been established to mitigate the risks the charity faces.

## Objectives and Activities

Rooted In's principal objectives, as set out in the Constitution, are:

To act as a resource for people of all ages and backgrounds living in Allerton and neighbouring areas by providing advice and assistance and organising programmes of physical, educational and other activities as a means of:

- a) Advancing in life and helping by developing their skills, capacities and capabilities to enable them to participate in society as independent, mature and responsible individuals.
- b) Providing recreational and leisure time activity in the interests of social welfare for people living in the area of benefit who have need by reason of their youth, age, infirmity or disability, poverty or social and economic circumstances with a view to improving the conditions of life of such persons.

Our current and planned works supports children and young people, parents and families from Allerton and Lower Grange. Our aims fully reflect the purposes that the charity was set up, to benefit all children and young people regardless of personal background, faith, gender or personal circumstances.





# SUMMARY OF ACTIVITIES

## Summary of the main activities of the charity

**Identity & Culture:** Across the year we held a number of team sessions where we shifted the focus from what we are doing to incorporate a lot more of the 'Why'. There has always been a strong sense of unity and common purpose within the staff team and great steps have been made throughout this year to ensure that volunteers feel part of the organisation.

The tangible difference has been an increase in volunteer satisfaction in the sense that they feel they know the bigger picture towards which they are working and understand that they are actually making a difference to the people we work with. Another tangible difference has been an increase in the capacity and capability of the existing team: as they are more satisfied in their roles, they feel more able to take on greater responsibilities.

**Leadership:** We are now working with a number of strategic leadership organisations and individuals. The strength here has been in the regular and structured mentoring of the existing on-the-ground leadership. The trustees very much believe in the vision of the team. The mentoring and training over the year means we are well positioned over the coming years to achieve a greater depth of impact in the community, growth in services and the development of income-generating strategies.

**Services:** In line with last year's expectations we secured finance and recruited a family support worker, which opened up a range of new services. It also has given insight into and influence on a sector of the community we had previously been unable to reach. The expansion into family support has led to key strategic relationships with social workers, family centres and a range of other statutory and non-statutory providers. Our existing youth provision was maintained through our partnership with Rocknations Youth Foundation, although a strategic plan and exploration of alternative models are being reviewed. We performed a detailed consultation and evaluation to better understand why so many children fail to access youth provision, specifically as they transition from primary to secondary school. The findings have strongly influenced our youth strategy, which we will be implementing over the following years.

**Funding:** As the trustees and management explored the options of a long-term funding strategy it became apparent that a wholesale overhaul of the existing structure and approach to our services and activities as well as our funding was required. We have embarked on an 18-month plan which will see us restructure the team and services and rebrand the organisation. Central to this new structure will be a better defined financial plan and clear strategy for long-term financial sustainability, including growing our social enterprise arm.

Over the course of the year we managed to secure all funding required for pre-planned activities as well as capital investment for the social enterprise.



# SUMMARY OF ACTIVITIES



## Achievements and Performance

To better understand the scope of work done by Rooted In, we have grouped together programmes and activities under five broad headings. Below are just a few highlights, stories and numbers summarising what has gone on this past year.

**Kidz Klub** – All our activities are tailored to children of primary school age. The changes over the year have been with a more considered transition of older children into our follow on youth provision. This year has seen us retain more children across that transition than ever before.

**Monday Night Kidz Klub:** Through our flagship programme we have reached over 350 different children across the year and provided volunteer positions for 19 local adults and teenagers. The children have continued to sponsor a child in Kibera, Kenya through the charity Compassion. They have also become more involved through writing letters and providing for birthday and Christmas celebrations. This year we have created more space for small group activities and discussion. This has been a positive move for the children enabling them to ask more questions and express their opinions and thoughts more freely.

**Whizz Kidz:** Every Thursday during term time, an after-school club for 30 children is delivered by a team of seven adults. The children have been given various projects to do with celebrations, events and seasons. The focus of this programme has been to build children's skills, self-esteem and ability to work in a group setting.

**Kidz Klub Kick Off:** The football programme has continued well this year with a consistent core of adults, teenagers and young people. Through community links we have been able to take young people on trips to Bradford City and Manchester United games, we have also seen one of our young volunteers be scouted for a local professional club.



# SUMMARY OF ACTIVITIES



**EDGE**—All our programmes and activities are aimed at young people aged 12-16. Over the year we have strengthened our transitional work through the employment of a youth worker

**Edge:** The regular youth gatherings have transitioned over the year into three separate groups, two that meet after school in the community centre. The third meets in a local primary school with targeted mentoring and support for those who may struggle with their transition to secondary school.

**Home Visitation:** Key to the young peoples development has been for us to be an intermediate between school, young people and their families. We have found that communication and relationship break down is a significant issue during the early years of secondary school. Our approach of bridging the gap and facilitating conversations between parents, schools and the teenagers has been hugely successful.

**Young Leaders:** Central to our youth work is helping young people discover their skills and talents then finding opportunities for them to outwork them for the benefit of others in their world. Practically speaking, we do this in two ways: the first is through recruiting and training volunteers in-house to support a wide range of our regular and one-off activities. The second approach is to identify other volunteering opportunities that are in line with their interests and skills.



# SUMMARY OF ACTIVITIES



**Home Grown**— activities and programmes aimed at parents and family ranging from one to one drop in sessions through to twelve week group courses.

**iCan Parent:** we have transitioned this service to be fully self funding. This has been a really significant achievement by the team achieving recognised qualifications and delivering tangible results for local schools and families. Moving forward we anticipate expanding our material to provide support for careers of adopted/fostered children as well as those who have experienced earl years trauma.

**Tea Time Club:** Once a month we host two or three families on a Friday evening by preparing a simple meal. The aim of this programme is to bring isolated individuals and families together, thus enabling them to build their local support network and our team to get to know the whole family. Over the course of this year we have hosted 25 families as well as running a fathers day event.

**Rise & Shine:** Our term time breakfast club is based in the Café West community centre and focuses on bringing families together. This programme has helped us gain a real insight into families' lives and the real life challenges the parents are facing; this allows a more open and honest dialogue and more targeted support. This year we have partnered with GP community champions and local supermarkets to better promote the work we do and secure quality healthy produce through waste reduction schemes.

**Me & My Family:** This programme has run over the year with two schools on-board. The sessions are targeted at families who are on the fringes of the community or are at potential risk of isolation and seclusion. These families are often unwilling to engage with services, but our approach of parent-and-child cookery classes breaks down these barriers really effectively. Over 80% of families who take part in this programme go on to access other services we run and 96% stated they valued the sessions and felt it had a positive impact on their home life.



## SUMMARY OF ACTIVITIES



**Sugar Snap Kitchen** —This is our strand covering employment, work experience and income generation.

This year we have put significant work into preparing to transition The Sugar Snap Kitchen into a Limited Company wholly owned and run by the charity. We believe this will create more confidence in the brand and provide a better footing for significant commercial growth.

The business will be classified as a social enterprise as all profits will be gifted back to the charity and most importantly there will be a significant focus on training up long-term unemployed local adults.

**Skills for Work:** Our partnering with St. James C of E church, Thornton has enabled us to provide ongoing work readiness support for over 30 people. This has included skills identification, interview practice, preparing the family for change and financial management/budget support .

**Work Experience:** This year we have taken on local teenagers and adults to help support a number of Sugar Snap Kitchen events. This has been a great success for participants as they get experience of a working kitchen, customer service and working under pressure as part of a team. We have tailored our programme to balance high pressure and demand with quality mentoring and support. We believe this approach will ensure they leave with a very clear understanding of the high level they are able to work and achieve at.



# SUMMARY OF ACTIVITIES



**Love Allerton** – These are the activities and groups we are involved in as part of the wider community.

**Community Events & Celebrations:** Our regular community festivals and celebrations have become an integral part of community life across Allerton and Lower Grange. Sadly over this year we have seen the number of partners drop due to scaling back of their teams and change of commitments. The positive here has been seeing how existing partners and local volunteers have stepped up to fill the gap.

**Home Visitation:** During this year we decided to take a different approach with our home visiting, in partnership with two of the local primary schools and in conjunction with a number of our projects we focussed on vulnerable, at risk and new to the area families. We felt this approach would enable us to better connect with those most in need and on the fringes of community life.

**Emergency Relief & Support:** As in previous years, finance has been raised through the work of LIFE Church Bradford with business leaders of Bradford. This enabled us to deliver food hampers, Christmas presents and emergency energy top up to over 200 homes in our community. Alongside this, our wider team were able to inform every resident about what food banks, debt management, benefits advice, family support services and employment support they could access locally. This year we have seen our first family go debt free after signing up to the CAP debt programme three years ago.



## FUTURE PLANS

### We believe the future success of this community lies within.

We will be entering into our final year of Lottery funding, whilst we have made great steps in developing the Sugar Snap Kitchen, we are aware the cost of running the charity will not be met from one venture. As such the trustees will be working with staff and other local agencies to identify opportunities within the community where we have the skillset and relationship to provide a solution that will be primarily for the benefit of our community, create opportunities to train and/or employ local residents whilst generating a surplus to re-invest back into the organisation.

We will also explore alternative ways of running services within the community looking at other ventures which will enable us to reach more people and also deliver a cost saving. Part of the alternative way of running services and ventures will be a shift towards more activities being volunteer led rather than volunteer supported. To drive this change we will look to re-train existing staff and re-focus job roles to allow more time for community outreach and volunteer training.

As part of the re-branding, we will look to host our first corporate fundraising event to identify and involve individuals, trusts and companies who have the resourcing, influence and finance to enable us to grow and outwork our new vision and strategy.

The report was approved by the trustees on 15th February 2018



Dean Naidoo      Chairman

# ACCOUNTS

## Receipts & Payments Account for the Year Ended 31 July 2017.

	Unrestricted Funds	Restricted Funds	Total Funds 2017	Total Funds 2016
<b>Income</b>				
Grants	-	235338	235338	174358
Donations & Gift Aid	2237	1000	3237	365
Income from charitable activities	14360	-	14360	19375
Income from other	3548	-	3548	-
<b>Total</b>	<b>20145</b>	<b>236338</b>	<b>256482</b>	<b>194098</b>
<b>Expenses</b>				
Staff costs	215	120920	121135	119857
Sessional workers	-	15065	15065	6818
Rent	-	11252	11252	13200
Training	-	3500	3500	4007
Computer & equipment	271	237	508	723
Insurance	-	817	817	813
Telephone	-	916	916	792
Postage & stationery	16	2206	2222	1965
Donations	480	-	480	384
Marketing & website	8	1423	1430	2647
Charitable activities -				
Childrens Projects (Kidz Klub)	1111	14135	15247	14187
Youth Projects (EDGE)	3	1720	1723	-
Family (Home Grown)	75	7640	7715	9553
Outreach & Community (Love Allerton)	2677	1965	4641	5306
Employment Support (Sugar Snap Kitchen)	1123	8633	9756	14346
Miscellaneous	270	458	728	940
Independent Examiner	500	-	500	520
<b>Total</b>	<b>6749</b>	<b>190887</b>	<b>197636</b>	<b>196058</b>
	13396	45451	58847	(1959)
Funds B/Fwd as at 31st July 2016	8685	37545	46230	48190
Transfer between Funds	(21462)	21462	-	-
<b>Total Funds as at 31st July 2017</b>	<b>619</b>	<b>104458</b>	<b>105077</b>	<b>46230</b>

### Represented by:

Cash in bank	104910	46091
Cash in hand	167	139
	<b>105077</b>	<b>46230</b>





## Schedule of Restricted Funds

	Balance at 31 July 2016	Grants Received	Transfers	Expended	Balance at 31 July 2017
Big Lottery – Reaching Communities	19021	168246	(7720)	158895	20652
The Sugar Snap Kitchen	7685	-	3307	-	10992
Big Lottery—Awards For All	-	9920		9188	732
Bradford Community Chest Fund	-	250		250	-
Co-operative Community Fund	-	3054		-	3054
Future Development	-	2000	5141	2000	5141
Henry Smith	-	23900			23900
Mars in the Community	1363	-	630	1363	630
Kidz Klub Reserves	8092	-	19769	7198	20663
SDCA	-	1000		1000	-
St James Place	-	10000		1710	8290
The Brelms Trust CIO	1720	-		1720	-
Trust House	-	12000		6854	5146
Vanquis	-	5968		709	5259
Outreach	(336)	-	336	-	-
<b>Restricted Funds Totals</b>	<b>37545</b>	<b>236338</b>	<b>21462</b>	<b>190887</b>	<b>104458</b>

### Trustees remuneration and expenses

None of the trustees received any remuneration or expenses during the year ended 31st July 2017 (2016:£Nil).



# INDEPENDENT EXAMINERS REPORT

Report to the trustees of Kidz Klub Allerton on the accounts for the year ended 31 July 2017.

## Respective responsibilities of Trustees and Examiner

The charity's trustees are responsible for the preparation of the accounts. The charity's trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed.

It is my responsibility to;

- Examine the accounts under Section 145 of the 2011 Act
- To follow the procedures laid down in the general directions given by the Charities Commission (under Section 145 (5)(b) of the 2011 Act), and
- To state whether particular matters have come to my attention

## Basis of Independent Examiner's Statement

My examination was carried out in accordance with general directions given by the Charities Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from the trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the accounts present a 'true and fair' view and the report is limited to those matters set out in the statement below.

## Independent Examiner's Statement

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

1. Which gives me reasonable cause to believe that in, any material respect the requirements:

- To keep accounting records in accordance with Section 130 of the 2011 Act; and
- To prepare accounts which accord with the accounting records and comply with the accounting requirements of the 2011 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.

S J Sutcliffe F.C.C.A.  
Torevell Dent Limited  
1-3 St Ann's Place  
Pellon Lane  
Halifax  
HX1 5RB

1 November 2017



# TESTIMONIAL

## Testimonials

Our aim is to meet people where they are at and help them make the positive life steps so they can build the future they want for themselves. This year there have been many stories, here is just one stand out example.

### Connor's Story

Eight years ago Connor joined our Kidz Klub programme. At this point he was regularly being excluded from school due to aggressive behaviour. Connor was lacking stability, care and people to believe in him. We decided to enrol him on our young leaders mentoring programme. As he has grown up with us, we have had to confront and work through many challenging situations with him. Connor struggled with a broken family, a lack of role models, personal insecurities, poor educational attainment and an environment of crime and deprivation. As we worked with him, we helped him understand that he has the ability to take responsibility for his life and decide his own path. He has become one of our most committed and diligent volunteers and at 18 years old is now



investing into other children who face similar situations by leading a number of our activities.

As Connor was working towards his GCSE's and looking to his future education or training opportunities Kate and Josiah started a self build project. Whilst his school were encouraging him to stay on for sixth form, he expressed an interest in the construction industry. After a few weekend of assisting on the building site (which turned into most weekends for 2 years) he realised his skills and talents were far better suited to a trade.

With further support from the organisation we helped him secure a place at one of the top building colleges to study plumbing. During his second year he was nominated as one of the top three students across the colleges various campuses and courses. He is now on course to complete his course and achieve a distinction.





WHERE THE ROOTS  
ARE DEEP, THERE IS  
NO REASON TO  
FEAR THE STORM.