



Our Impact Report for 2012-13

# Growing needs: Our response



Octavia Foundation





# Welcome to the Octavia Foundation's Impact Report for 2012-13



Peter S Chapman  
Chair, Octavia Foundation

Over the past twelve months, we have witnessed a significant increase in the number of people seeking assistance from the Octavia Foundation. As a result, we have helped more older and vulnerable people, provided greater assistance to those experiencing financial hardship and received more registrations than ever before to our employment and training programmes.

We expect this situation to continue for the foreseeable future, particularly as changes to welfare benefits are implemented. This increased demand for our services was anticipated, and at the conclusion of last year's Impact Report, we pledged to address a number of key objectives. These were to:

- ▶ Create services that help to develop a sense of empowerment amongst young people
- ▶ Extend and enhance support for older and vulnerable adults
- ▶ Deliver projects to tackle financial inclusion, digital inclusion and employment and training opportunities for Octavia Housing residents and the broader community

This year's report sets out how we have delivered against these objectives, as we review the difference that we have made under two key themes:

- ▶ Inspiring positive personal change
- ▶ Welfare and benefit changes

Alongside a focused review of our activities in these areas, during an extremely challenging period for many of the people that we support, we also include a review of the steps that we are taking to increase our capacity and reach in order to meet increasing need.

I am proud of the Octavia Foundation's impact throughout west and central London and so pleased that we are able to make a difference to such a great number of local people who find themselves to be in need or in difficulty. I am very grateful to our board of trustees, skilled staff team and the many volunteers, supporters and funders that allow us to deliver these vital services and activities.

I hope that in reading this report you will find our impact and growth over the last twelve months to be impressive at this exciting time in our development.



## How we made a difference in 2012-13

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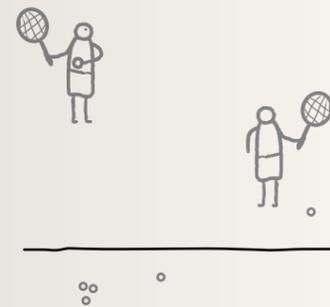
Part one

# Inspiring positive personal change

All of our projects are designed to empower individuals, enabling them to make positive personal changes to their lives in keeping with the vision and ethos of our namesake, Octavia Hill, whose aim was to make 'lives noble, homes happy and family life good'.



**59 young people took part in our summer holiday activities exceeding our target of 25**



Over the past year we have continued to develop innovative new projects, alongside more established activities with a particular interest and focus on opportunities for young people. At the end of last year's report we committed to developing new services that empowered young people in anticipation of the impact that reduced public services would have for local communities in London.

Attendance at BASE, our creative and cultural club for young people aged 7-21 is strong and up to 45 young people attend one of three sessions held at the club each week. We recruited a Youth Programmes Manager in late 2012 to guide the development of our services here and 59 young people took part in our summer holiday activities (exceeding our target of 25).

We also continued to fund a popular football club, for young people in Wembley. Delivered by Solidarity Sports, the club ran for 40 weeks during school term times and up to 15 young people attended each session. We continued our partnership with Solidarity Sports again when we provided funding for their summer holiday programme and over 30 local children aged 5-13 enjoyed a week of free tennis coaching in August.

The sports and creative activities that we fund and deliver develop a sense of self esteem, confidence, ambition and social skills and a large proportion of the young people that we work with develop a long term relationship with us, developing essential skills and life experiences.

*At BASE we get to go on trips, make things, help with cooking, play games and loads of other things. Going on trips is my favourite, this summer I've been to the Science Museum, and gone canoeing on the Thames.*



Manuela, 10  
BASE participant





**P**revent/Protect, an innovative youth-led media and education project began in April 2012, enabling a group of young people to produce a short film about sexual health and wellbeing to raise awareness amongst their peers. Thanks to a grant from the NHS Innovation Fund, nine young people were supported to produce 'Doing it Right' a short film about sexual health which was subsequently viewed over 2,400 times online and by young people at a series of screenings and workshops at local youth centres and schools.

Another key project in the period was 'Reprazent', an exciting youth-led, event-based initiative that ran from January – July 2013, celebrating the creative contribution of young people to

society. With funding from Awards for All, the project gave young people aged 16-24 the opportunity to gain hands-on experience in a broad range of activities and to develop key transferable skills to enhance and improve employment prospects. Though the event itself took place in the next financial year, our young volunteers dedicated significant time to project planning up to the end of March 2013.

The project was developed out of a discussion amongst some of the young people that we work with at BASE around the time of the London riots in August 2011 and our young people were involved at every stage of the project planning with support and guidance from our youth workers.

 **Watch the films:**

For Prevent/Protect click [here](#) or go to - [www.octaviafoundation.org.uk/prevent/protect](http://www.octaviafoundation.org.uk/prevent/protect)

For Reprazent click [here](#) or go to - [www.octaviafoundation.org.uk/reprazent](http://www.octaviafoundation.org.uk/reprazent)

*I've just finished my degree in Marketing and wanted to put some of the theory into practice! I volunteered to build skills, but also wanted to be part of an event that showcased the positive attributes of my generation. Meeting new people and working as a team has helped to improve my interpersonal skills.*



“ ”

Tolu, 22  
Reprazent participant

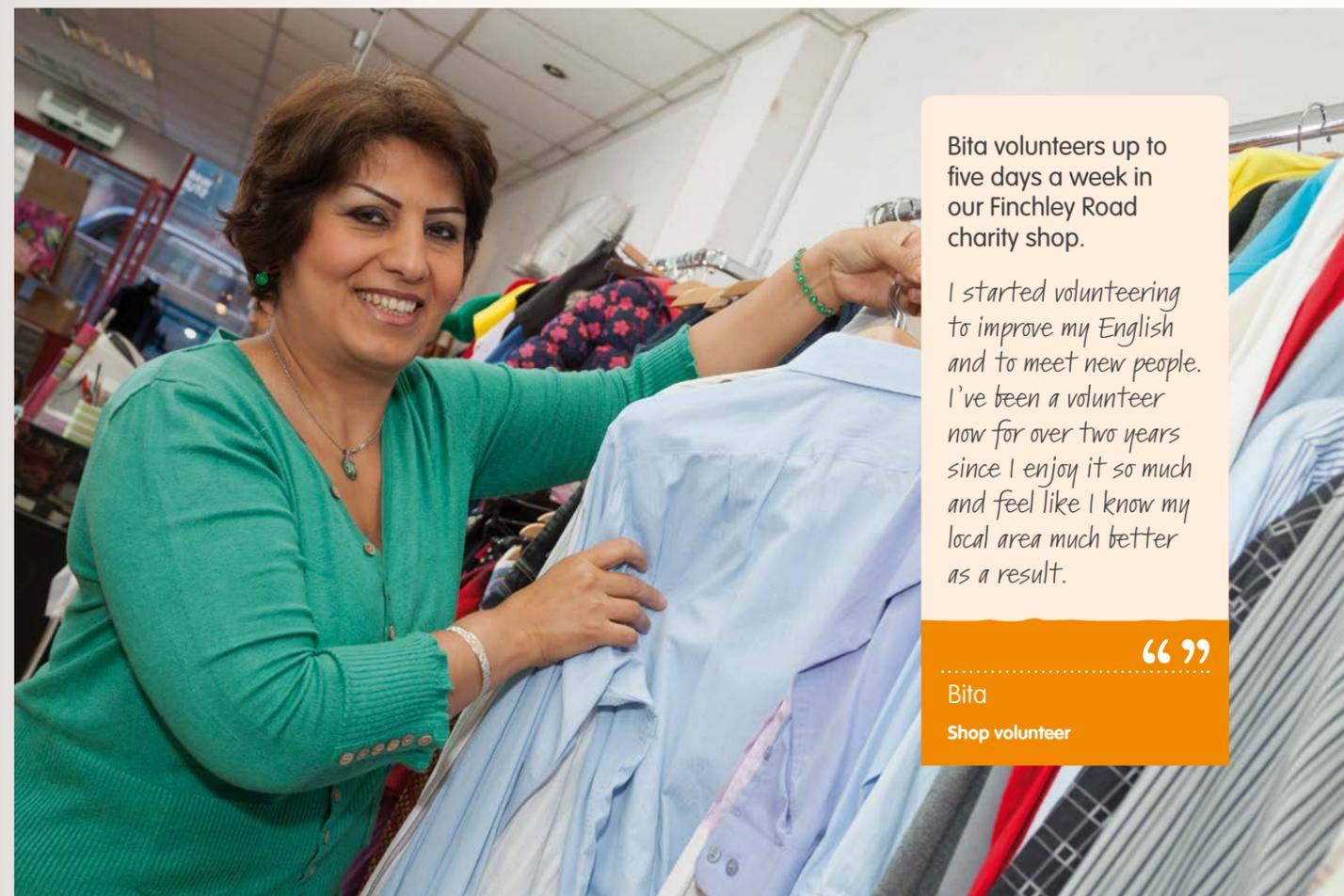
**O**ur volunteering programme, which is open to local people of all ages has also grown significantly over the last 12 months, with a 25% increase in the number of volunteers on last year. Volunteering has a significant personal impact for many of the 252 local people that volunteered with us in 2012-13 and in June 2012, we were awarded the Good Practice Award by Volunteer Centre Kensington and Chelsea.

Our volunteer programme supports local people to make a difference to their local community whilst developing their confidence, social opportunities and work and employment skills.

Our outreach and befriending project, delivered in partnership with our colleagues at Octavia Support has also gone from strength to strength with over 350 older people in Westminster registered to benefit from the outreach scheme and a further 43 older people received regular visits from a volunteer befriender. ►

 **25%**

**Our volunteering programme has also grown significantly with a 25% increase on last year.**

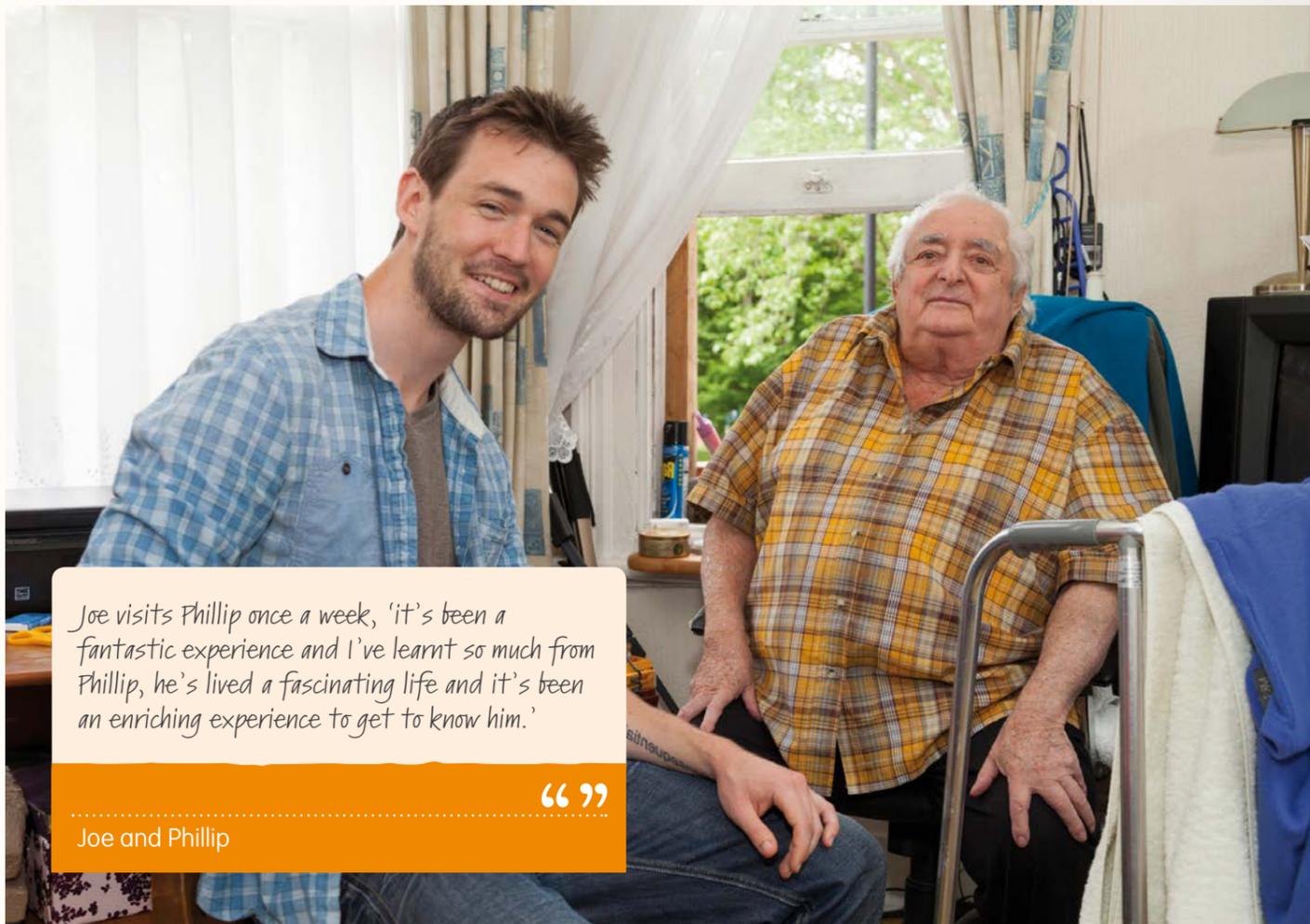


Bitu volunteers up to five days a week in our Finchley Road charity shop.

*I started volunteering to improve my English and to meet new people. I've been a volunteer now for over two years since I enjoy it so much and feel like I know my local area much better as a result.*

“ ”

Bitu  
Shop volunteer



*Joe visits Phillip once a week, 'it's been a fantastic experience and I've learnt so much from Phillip, he's lived a fascinating life and it's been an enriching experience to get to know him.'*

“ ”

Joe and Phillip

The befriending project brings immeasurable benefit to many of the older people involved who report feeling happier, more confident, and more optimistic and supported to take other positive steps to involve themselves within the local community. Our befrienders provide emotional, social and practical support and we are working hard to recruit more volunteer befrienders so that the project can benefit more local people.

*'Borscha has been a considerable help and support to me, after a series of falls she has helped me to build my confidence again, she is always smiling and a wonderful befriender to me.'*

Stella, 96



**W**e launched a new apprentice programme for young Octavia Housing tenants in September 2012. Delivered as part of our Future Foundations programme, five opportunities were available for young people aged 16-24 to develop job-specific skills and to achieve a recognised qualification whilst earning a salary.

Shameeka, who worked as an apprentice within the Octavia Foundation's employment and volunteering programmes reports that, '...my Octavia apprenticeship has completely changed my life and my aspirations, and I know it will continue to have an impact to my life and prospects after the apprenticeship comes to an end.'

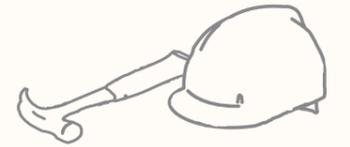
The programme will be continued in 2013/14 and dependent on external funding, we plan to open up the apprenticeship opportunities to younger people within the broader local community so that more young people will feel empowered and supported as they develop their career.

**T**he Acorns project allows us to provide additional support and investment in local people who show real promise and potential and act as positive community champions. In 2012/13 we provided support, guidance, encouragement and resources to five local people to achieve their goals.

A successful example is Saida, a young person who has been involved with our media and youth projects for several years. We provided a quiet space, facilities and one to one support for her to finish her final pieces of course work and guidance to apply to study nursing at university, helping to fund additional relevant training. Saida was offered places by a number of universities and also played a key role in the Prevent/Protect project.



**young people will feel empowered and supported as they develop their career.**



*we've helped...*

*Clifton, 18,  
Apprentice Electrical Engineer*

*'There have been tremendous benefits from my apprenticeship, I've got lots of valuable experience and I've been supported to complete my NVQ3 in Electrical Engineering.'*

*I also feel more ambitious and I feel really positive about my future. My apprenticeship has boosted my confidence and it's opened my eyes to the career paths that are open to me.'*



Part two

# Our response to changing local needs

These are extremely challenging times for many local residents, as the affects of the ongoing recession are exacerbated by cuts to public services and provisions and radical reforms to welfare that will see household incomes reduce for many households living in central and west London.



**for every £1 invested a return of £4.12 was identified (from savings of state benefits paid to unemployed households).**



➡ **More information**

For Octavia Foundation's SROI report click **here** or go to -

[www.octaviafoundation.org.uk/SROI](http://www.octaviafoundation.org.uk/SROI)

For London School of Economics' report click **here** or go to -

[www.octaviafoundation.org.uk/LSE](http://www.octaviafoundation.org.uk/LSE)

In 2012-13 our employment and training programme, Future Foundations, helped 130 local people to take the next steps towards employment, a significant increase on the 97 local people that were registered to benefit from our support in 2011-12. 48% were tenants of Octavia Housing.

All of the evidence points to an increasing demand on this aspect of our work. Research undertaken by the London School of Economics in 2012 showed that Octavia tenants were most worried about the lack of jobs and training within the local area, and increasingly concerned that there will be even fewer opportunities for their children and grandchildren.

In order to meet this anticipated demand we will continue to expand and invest in our employment and training team.

This will enable us to help even more local people and Octavia Housing tenants, without compromising our personalised and relationship-centred model which was established as important to our beneficiaries and the success of our projects in research undertaken by the University of Manchester in 2011.

In 2012 we undertook further research to better understand the social return of our employment programmes. Conservative estimates showed that for every £1 invested a return of £4.12 was identified (from savings of state benefits paid to unemployed households). This return does not incorporate the huge impact that our employment and training programmes can bring to people's wellbeing and happiness and we are confident that they present great value for money.



*There has always been strong demand for our employment programmes, by expanding our team and recruiting dedicated advisors we will help even more local people into work and training in 2013-14.*



Wray Bennett

Employment and Training Programmes Manager

As part of the Future Foundation programme, we facilitated 30 volunteer work placements within our own offices and at partner organisations. This exceeded our target of delivering 25 volunteer work placements. Partnerships with local businesses and professionals allow us to

*'...the mentoring service that we provide to the Octavia Foundation allows us to really focus candidates in their preparation for work and we've had great results, we're very happy to be a part of this fantastic project.'*

**Andrew Cartland**  
Managing Director, Acre Resources

extend the breadth of expertise on offer to our clients and additional services like mentoring serve as a 'final piece in the puzzle' for some of our job seekers.

Working with organisations like Acre Resources, a global recruitment firm for sustainability professionals acts as a differentiating factor for us and means that we can offer focused support for more experienced candidates.

We continued to fund a free welfare and debt advice service for tenants of Octavia Housing, delivered by the Citizens Advice Bureau and there was significant demand for both services in the period. The service received 112 debt referrals, where we had anticipated only 44 and the total amount of debt was over £333,000, an average of just under £3000 per tenant.

A further 139 referrals (against a target of 110) were received for welfare and benefit advice. We will evaluate and monitor this growing demand to establish how we can increase capacity to deliver welfare and debt advice services.

**↑ 150%**

**The service received 112 debt referrals, where we had anticipated only 44**



*we've helped...*

*Zoey Abbey*

Zoey is in her early twenties and lives alone in Kilburn. She had been unemployed for six months when she was referred to the 'Future Foundations' programme.

*'...the atmosphere when I did my work experience was warm and I never felt there was a difference between myself and other members of staff although I was only a volunteer. Having my expenses paid was a huge weight off my shoulders and the whole process has built my confidence and taught me a lot about the working environment.'*



*Mr Smith,*

Mr Smith, a tenant in his late 50s was diagnosed with cancer in 2012. In November, after a lifetime in employment, he had to stop work because of his poor health and treatment, Mr Smith applied for Employment and Support Allowance (ESA) a fortnight before stopping work.

In January, two months after initially applying for ESA, Mr Smith had still received no response from the Department of Work and Pensions. He was running out of money, under



**...we supported Mr Smith to apply for a crisis loan...**



significant stress and at risk of starvation, unable to afford food to eat. At a time when Mr Smith's sole focus should have been his treatment and recovery. Staff from the Citizen's Advice Bureau acted on Mr Smith's behalf, and in February, Mr Smith was awarded ESA, with the payment backdated to November 2012, when he initially made the claim.

In the interim, we supported Mr Smith to apply for a crisis loan and issued vouchers for the food bank.

In March 2013 we became voucher holders for the Trussel Trust food bank in Westminster and in early April 2013 also became affiliated with the Kensington and Chelsea and the Hammersmith and Fulham foodbanks.

Almost 400 food banks fed 346,992 people nationwide in 2012-13, including 126,889 children. When we refer a client to the Trussel Trust, the voucher they receive will provide a minimum of three days emergency food and support.

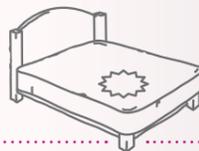
In truly desperate circumstances, where the food bank is closed and a family or individual will go hungry without support, we have issued a supermarket voucher to cover the cost of food for two days.

People in need are referred to us either as a result of the welfare and debt advice service or from our colleagues at Octavia Housing and Octavia Support. We are able to refer desperate families and individuals from within our own service to the food bank and as an intermediary, we are able to reassure and encourage people to access the service, if they feel ashamed or embarrassed.

Thanks to funding from the 'Friends of Octavia' we are able to administer and award discretionary welfare and education grants to tenants in need. This year we were able to fund grants for 120 tenants, and faced an unprecedented demand for support.

*'I am writing to thank you for helping me to buy a new bed and for all of your help. Last night I slept comfortably for the first time in months, I had forgotten what it felt like to sleep in a real bed. Thank you.'*

**Maxine**  
Welfare grant recipient



Finally, as part of our ongoing support of Your Credit Union, Kensington and Chelsea, we invested £10,000 as start up funding for the new credit union to improve services for local people at risk of financial exclusion. After a careful development process, Your Credit Union opened to local people in January 2013 and will offer safe, sensible and ethical financial products and services to every member of the local community.



**...we were able to fund grants for 120 tenants, and faced an unprecedented demand for support.**



*we've helped...*

*Mr Sargeant*

Mr Sargeant is an elderly, retired tenant of Octavia Housing. His cooker failed its annual gas check and he was unable to afford a replacement.

*'Thank you so much for my new cooker, I'm so grateful to have it and to be able to cook hot meals.'*





Part three

# Building our capacity and reach...

To continue to meet the increased demand of our services we are increasing our capacity and resources to deliver our personalised and relationship-focused services on a larger scale.

During 2012-13 significant activities have been undertaken to achieve this goal and we have prioritised:

- ▶ strategic development in fundraising to maximise voluntary income to support and extend our work.



- ▶ investment in our chain of charity shops to strengthen our retail offer and to maximise their profitability.



- ▶ identifying and developing opportunities for partnership working.



## Charity shops

We have made significant investment in our high street charity shops over the past twelve months to strengthen our retail offering and to maximise the income that can be generated. Interior signage and messaging has been reviewed alongside refurbishments to some key stores.

Our Knightsbridge store on the Brompton Road was fully refurbished, including the the introduction of a new boutique space in the lower ground floor. A designer shopping event was held in early 2013 to launch the shop's new look and also to celebrate the 20th birthday of the shop. The evening achieved sales of over £4,500 and positive press coverage and helped to acquire lots of new customers and donors for the shop. ▶



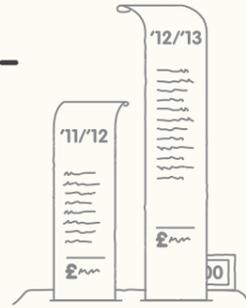
**The evening achieved sales of over £4,500 and positive press coverage...**



Our shops income has also been improved by our Gift Aid scheme. Since introducing the initiative in late 2010, we have recruited almost 10,000 gift aid donors by March 2013 and between 1 April 2012 – 31 March 2013 we claimed £65,321 (a strong increase of 36% on last year) from HMRC at no extra cost to our donors.

**36%**

**between 1 April 2012 – 31 March 2013 we claimed £65,321 from HMRC**



*'Working in partnership allows us to make best use of our resources and to maximise our expertise and experiences with other local organisations, delivering empowering and progressive projects to even more local people.'*

“ ”

Gabrielle Tierney  
Head of Community initiatives



### Our work in partnership

Working in partnership with other charities, community groups and grant holders allows us to increase the reach and impact of our work and to meet a growing need within the local community. We have developed a good reputation for our partnership work and are keen to develop more collaborative relationships that make best use of our expertise and local knowledge, to deliver key services to some of the most vulnerable and disadvantaged in our communities.

In May 2012, we celebrated the premiere of 'Margins to Mainstream' our latest youth-led media project, which was developed in partnership with Nu Century Arts, an arts and education charity based in the west Midlands.

As a result of this and other previous successes we were selected as a delivery partner by QPR in the Community Trust who received funding from the Premier League Trust to fund a youth media project - The Story of QPR.

## The Story of QPR

'The story of QPR' is an innovative community focused media and heritage project that will run for three years and was developed collaboratively between both organisations.

With funding from the Premier League Community Fund and Professional Footballer's Association, the project will provide opportunities for fans and volunteers of all ages and backgrounds to contribute and be involved throughout the research and planning stages. A further 40 young people will be recruited and trained in film-making, media, research and heritage skills as part of the production of the film and other accompanying materials, including a podcast, soundtrack and website.



**A further 40 young people will be recruited and trained in film-making, media, research and heritage skills...**





A sponsored abseil to mark the completion of the Elizabeth House development in Wembley raised over £1,700



### Fundraising

We have worked to develop an ambitious long term fundraising strategy that aims to increase our voluntary and unrestricted income. We will recruit a Head of Fundraising to deliver the strategy in late 2013, which will also incorporate our successful existing fundraising activities.

Throughout the year, we have raised thousands from annual running events, the London BUPA 10,000, Virgin London Marathon and sponsored events in the early part of the next financial year have further added to these totals. A sponsored abseil to mark the completion of the Elizabeth House development in Wembley raised over £1,700 and former Chair of the Foundation, James Tuckey raised several thousand pounds in sponsorship as part of a team that cycled from Lands End to John O 'Groats.

## What we raised and how we spent it

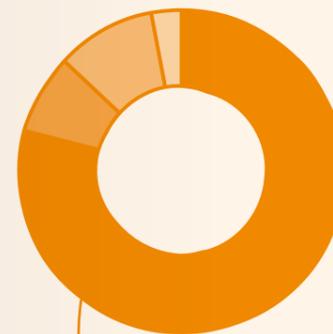


### Income

- 54% (410k) Grant from Octavia Housing\*
- 33% (248k) Other grant income
- 6% (43k) Funding from Friends of Octavia
- 4% (32k) Property rental income
- 3% (25k) Offices from Octavia Housing\*\*
- < 1% (4k) Income from investments

Our income for 12-13 increased by almost £300,000 to a total income of 758k. To view our full accounts, please visit

[www.charitycommission.gov.uk](http://www.charitycommission.gov.uk)



### Expenditure

- 79% (573k) Project costs
- 10% (73k) Administration expenses
- 8% (55k) Fundraising costs
- 3% (25k) Office services

### Project Expenditure

- 33% (187k) Older and vulnerable people
- 26% (152k) Young people and children
- 12% (71k) Employment and training
- 23% (131k) Help with money and debt
- 6% (32k) Community involvement

\*our grant from Octavia Housing includes the profits from the Octavia Foundation charity shops

\*\*this amount represents an estimate of the costs incurred by Octavia Housing in providing office services and facilities to the Foundation free of charge. An equivalent amount is included in expenditure.

# Our plans **for the future**

What a fantastic year. It has been a real privilege to lead the growth of the Foundation over the last twelve months and to see first hand how we make a difference to local people.

Our projects and activities reached over 1,200 people this year and had a transformational impact for many of these local children, young people, adults and older people. This is an increase of more than 25% from 2011-12.

We've achieved a great deal over the past year to deliver this growth but as we outline throughout this report, we expect even greater demand for our services over the coming years. Our new strategy for 2013-16 provides a clear outline to our approach and clear targets to meeting this demand.



**Reena Mukherji**  
Octavia Foundation Director

### Our key strategic priorities for the next three years are to:

- ▶ build our programme of support for individuals that need help to find work
- ▶ grow the number of personal development and training opportunities for young people
- ▶ increase our support for socially isolated older people
- ▶ help more people with their basic needs



### And by 2016 we aim to have:

- ▶ helped 300 local people with hardship grants
- ▶ increased our support for socially isolated people by providing 150 volunteer befrienders
- ▶ supported 500 people with jobs and training
- ▶ helped 450 local people with debt and welfare benefits advice
- ▶ increased our personal development support for young people by establishing a second creative and cultural club
- ▶ provided 600 annual volunteering opportunities in our shops, befriending projects and youth projects

I look forward to reporting back on our progress next year and encourage you to keep up to date with our progress and activities at our website, where you will also find full information about the community projects and initiatives that we haven't been able to include in this report, including our handyman and gardening service, and annual events for local older people.

Already, our work and its impact is entirely dependent on the generous support that we receive throughout the year and we are grateful to everyone that plays a role in the difference that we make. Thank you to our many volunteers, funders, partners, gift aid donors and friends for your support in 2012-13.

We will rely even more on the generosity of our supporters, friends and funders as we embark on this next stage of our development. If you want to join us in helping local people and communities, please contact me to discuss how you can help get involved.

# Thank you

Thank you to all of the organisations and individuals that have contributed to our work this year. We are particularly grateful to our wonderful volunteers, gift aid donors and fundraisers. We couldn't have done it without you...

### Our trustees:

- Peter S Chapman (Chair)
- Isis Amlak
- Debs Bourner
- Sue Caro
- Gwen Godfrey
- Fiona Holmes (since December 2012)
- Michael Johnson
- Lara Samuels
- Laurie Soden

### Our supporters, funders and partners:

- Acre Resources
- Age UK Kensington and Chelsea
- Aime
- ASDA
- Aspire 2 Inspire
- Avenue Design
- Awards for All
- BBC
- Beachtek
- Bella Freud
- Brook
- Camden Pupil Referral Unit
- Campden Charities
- Campden Hill Lawn Tennis Club
- Carnival Village
- Choice Textiles
- Cinegear Pro
- City of Westminster
- City of Westminster
- City University, London
- Clothworkers Foundation
- Creative Video
- Daniels Estate Agents
- EMI
- Friends of Octavia
- Fully Focussed Productions
- Gray & Osbourn
- Hammersmith United Charities
- Hyde Park Place Estate Charity
- Jack Petchey Foundation
- Kensington and Chelsea Social Council
- Kids Company
- Les Nereides
- Linda Farrow
- LiNK
- Little Bay Restaurant
- Little Waitrose Parson's Green
- Little Waitrose South Kensington
- Living Well CIC
- London Met University
- LSE Volunteer Centre
- Mears Group
- Mendez Media
- Mercers Company
- Music and Video Exchange Ltd
- NHS Innovation Fund
- NOVA
- Nu Century Arts
- Octavia Housing
- One Voice
- Open Age
- Paul Edmonds
- Pollard Thomas and Edwards
- Premier League
- QPR in the Community Trust
- Robert Irving Burns
- Rode
- Royal Borough of Kensington and Chelsea
- Sainsbury's Local Beaufort Street
- Sainsbury's Local Brompton Road
- Sainsbury's Local Earl's Court
- Sainsbury's Local Kensington Church Street
- Sainsbury's Local Ladbroke Grove
- Sainsbury's Local Sheldon Square
- Sainsbury's Local Sloane Avenue
- Satchler
- Savoy Stewart
- Scout
- Shubiz
- Solidarity Sports
- The Beethoven Centre
- The Cross
- The Good Earth, Knightsbridge
- The Hip Hop Shakespeare Company
- The K&C Foundation
- The Natural Curtain Company
- The Professional Footballer's Association
- The Sea Cadets
- Topshop
- Trowers and Hamlin Solicitors
- Twenty8Twelve
- UCL Volunteer Centre
- Volunteer Centre Kensington and Chelsea
- Westfield
- Westminster Amalgamated Charities
- Westminster Citizen's Advice Bureau
- Westminster Safeguarding Team
- Westminster Volunteer Centre
- Woodlands Trust





## Get in touch

To find out more about the work of the Octavia Foundation, our charity shops or how to get involved, please visit our website.

[www.octaviafoundation.org.uk](http://www.octaviafoundation.org.uk)

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