



Octavia Foundation

Making a difference on your doorstep

Impact report October 2014



**Every year we help
to change the lives of
hundreds of local people.
In this report you can
meet eight of them.**

**Their stories are as diverse
as they are inspiring and
show just how our work
is making a difference
on your doorstep.**

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Making the biggest difference with your donation

We know that providing value for money is important to those who give their money, time or unwanted clothes to help fund our work. All of our core administration costs are covered by an annual donation from Octavia Housing and we keep our governance costs to a minimum.

We estimate that for every £1 that we spent on our projects in the last year, we generated an equivalent £9.88 in social value achieved. This was calculated using the social value metrics system developed by HACT and the London School of Economics. We take value for money seriously and continually look to achieve better value for money where we can. This report cost less than last year's report to design and we encouraged our supporters to view it through our website so we could produce less printed copies.

We are registered with, and regulated by, the Charity Commission and our full accounts are available to view on our website.

One year on

Welcome to our impact report for 2013-14. Our mission is to connect people living in central and west London with opportunities for positive personal change. In 2013-14, we did that for 1800 local people affected by unemployment, ill health, social isolation or low incomes; 50% more than in the previous year. Much of our work takes place in Kensington and Chelsea, Hammersmith and Fulham and Westminster, some of the most affluent boroughs in the country. But as the needs in parts of these boroughs grow, so does the need for the activities of the Octavia Foundation. Inspired by the work of our namesake the philanthropist Octavia Hill, we have a vision to create an enriched community life in London.

Over the year our projects have done vital work to support isolated, older and vulnerable people through our befriending and outreach projects, social gatherings, welfare grants and handyman services. They have empowered young people through creative learning, training, media projects, mentoring and apprenticeships. And we have supported Octavia Housing tenants with the challenges they face due to changing legislation through our debt and welfare advice, employment and training and digital champion projects.

The outcomes and impact of each of our projects over the year can be seen in this report, where we share just some of the ways we have made a difference and tell the individual stories of some of the people we have worked with. I would like to offer a personal thank you to all of the local people and organisations that have made our work possible in 2013-14, particularly our 250+ volunteers, our funders, fundraisers and dedicated staff.

With cuts to local budgets and welfare reforms, the need for our work is becoming even greater and I am proud of our achievements in this challenging environment. However, we anticipate the coming years to present even more challenges as we respond to the growing needs in our neighbourhoods. We aim to expand our work to other local boroughs so that we can support even more people. In particular, we need to empower more young people by giving them a safe space to learn new skills and to reduce social isolation for a greater number of older people by providing them with a friendly face to visit them each week. To help meet these growing needs in our local neighbourhoods we need you or your organisation to support our work and help to make a difference on your doorstep. Please get involved.



Peter Chapman
Chair of Trustees



The impact of our work was recognised at the Westminster Community Awards 2014 where we won the Better City, Better Lives Award for our work with young people at BASE and were highly commended as Outstanding organisation of the year.

Making a difference for even more local people in need

The connections we created made a positive difference for 1800 local people in 2013-14; 600 more than last year.

“I am so grateful and honoured to be involved with this project, I could not be doing anything better. I feel very lucky.”

Max

“She has helped me so much. In the last few months she has managed to write off a large amount of my debt. I feel like a weight has been lifted off my shoulders.”

Jackie

“If I needed someone to talk to, I knew I could come here.”

Saida

Summary of our impact in 2013-14

- 111 people were awarded grants to replace cookers, carpets and other everyday items.
- Handymen did odd jobs for 350 older or vulnerable people, helping them to feel safe in their homes.
- Volunteers cut grass, pruned bushes and pulled up weeds for 26 older or vulnerable people who weren't able to look after their gardens themselves.
- 106 isolated older people benefitted from a weekly visit by a friendly volunteer.
- Our specialist advisors helped 224 people to take their next steps into employment.
- 342 people were supported by experts to deal with the stress of debt.
- 223 young people were empowered to learn skills and grow in confidence in safe and supportive environments.
- 250 local volunteers gained valuable work experience, learnt new things and made friends.

We couldn't have made such a big difference without our fantastic volunteers, funders, charity shop customers, staff and supporters – thank you.

But the needs in our neighbourhoods are growing – there are even more local people living right on your doorstep who need your help now. With your help, over the coming months and years we can reach many more people. Turn to page 43 to find out how you or your company could give your time, money or unwanted clothes to make a difference.

The needs in our neighbourhoods

Within our local community, pockets of deprivation exist on our doorsteps. Much of our work takes place with people living in Kensington and Chelsea, Hammersmith and Fulham and Westminster, some of the most affluent boroughs in the country. Yet our work supports individuals and families affected by unemployment, ill health, social isolation or low incomes.

Low incomes

Large differences in average incomes exist within some London boroughs, with Hammersmith and Fulham in the top five boroughs with the biggest differences and Kensington and Chelsea having the biggest difference between the highest and lowest paid quartiles in the whole of London.

London's children are more likely to live in poor households than children in the rest of England. In London, six out of ten everyday items are unaffordable to at least 20% of children, compared to three items in the rest of England. Using the HMRC measure, the London ward with the highest proportion of children living in poverty is Church Street in Westminster, one of the key boroughs that we work in.¹

Social isolation

In the boroughs we work in, the percentage of older people living on their own is amongst the highest in the country at around 50%.² New research has found that social isolation and loneliness has double the effect on early mortality than that of obesity and can also lead to early onset of dementia and heart disease.³ The closing of services such as day centres in some parts of London has affected older people and added to the problem of social isolation.

However, feeling lonely doesn't just affect older people – research by the Mental Health Foundation found that in general, the younger you are, the more likely you are to have felt depressed because you felt alone (53%).⁴

Unemployment

In November 2013, in some wards of Westminster, the rate of children living in out-of-work families was as high as 48%, with 40% in some parts of Hammersmith and Fulham and 39% in certain wards of Kensington and Chelsea.⁵

There are also a growing number of underemployed people in London, who work but don't earn enough money to meet their basic needs - almost 930,000 people fell into this category in 2012. The number of people in part-time work who wanted, but could not find, a full-time job was almost three times the level in 2004.

Young people in London are particularly affected by unemployment; in 2012, 25% of economically active young adults in London were unemployed, compared to 20% in the rest of England.⁶ Kensington and Chelsea had the 8th highest levels of youth unemployment rates in London in 2013 at 28%.

Ill health

Strong ongoing links have been identified between ill health and low incomes. In 2012, the proportion of children in London who were identified as being obese at ages 10 to 11 was 23%, higher than the English average and higher than five years previously. Hammersmith and Fulham was one of five boroughs identified as having the highest levels.⁷

As the population ages, pressure is being put on the health and social care systems to support the needs of older people. In North Kensington, 27% of those aged 65+ report living with poor health and 51% with a limiting lifelong illness.⁸ In Westminster, the life expectancy for women living in the poorest tenth of areas is ten years less than those living in the richest tenth. For men, the gap is 17 years.⁹

1. <http://www.londonpovertyprofile.org.uk/>

2. <http://transact.westminster.gov.uk/> and <http://www.rbkc.gov.uk/>

3. Holt-Lunstad J, Smith TB, Layton JB (2010) Social Relationships and Mortality Risk: A Meta-analytic Review. *PLoS Med* 7(7): e1000316. doi:10.1371/journal.pmed.1000316

4. <http://www.mentalhealth.org.uk/>

5. <http://data.london.gov.uk/>

6. <http://www.londonpovertyprofile.org.uk/>

7. <http://data.london.gov.uk/>

8. <http://www.rbkc.gov.uk/>

9. <http://www.londonpovertyprofile.org.uk/>

Nathan

How has the Octavia Foundation made a difference to your life?

"I've been unemployed for too long – over three years. I had a major accident when I was 19 and was told I would never be a carpenter; I had to fight to get to where I was. So when I got made redundant I suffered from depression.

Kyrsha, the Employment & Training Advisor, helped me hugely. I had next to no IT skills, so she put me forward to be helped. Her support has made an exponential difference to my life. I've learnt that I have self-worth and can be a valuable contributor to the workforce. Now I feel like I'm ready for responsibility and have a job lined up. I'm never happier than when I'm working."

Nathan, North Kensington Aged 39



Right on your doorstep

We work in central and west London, mainly in Hammersmith and Fulham, Kensington and Chelsea and Westminster.

The map and key here show just some of the places where our work and activities, and that of our project partners, took place over the year.

Projects in your community

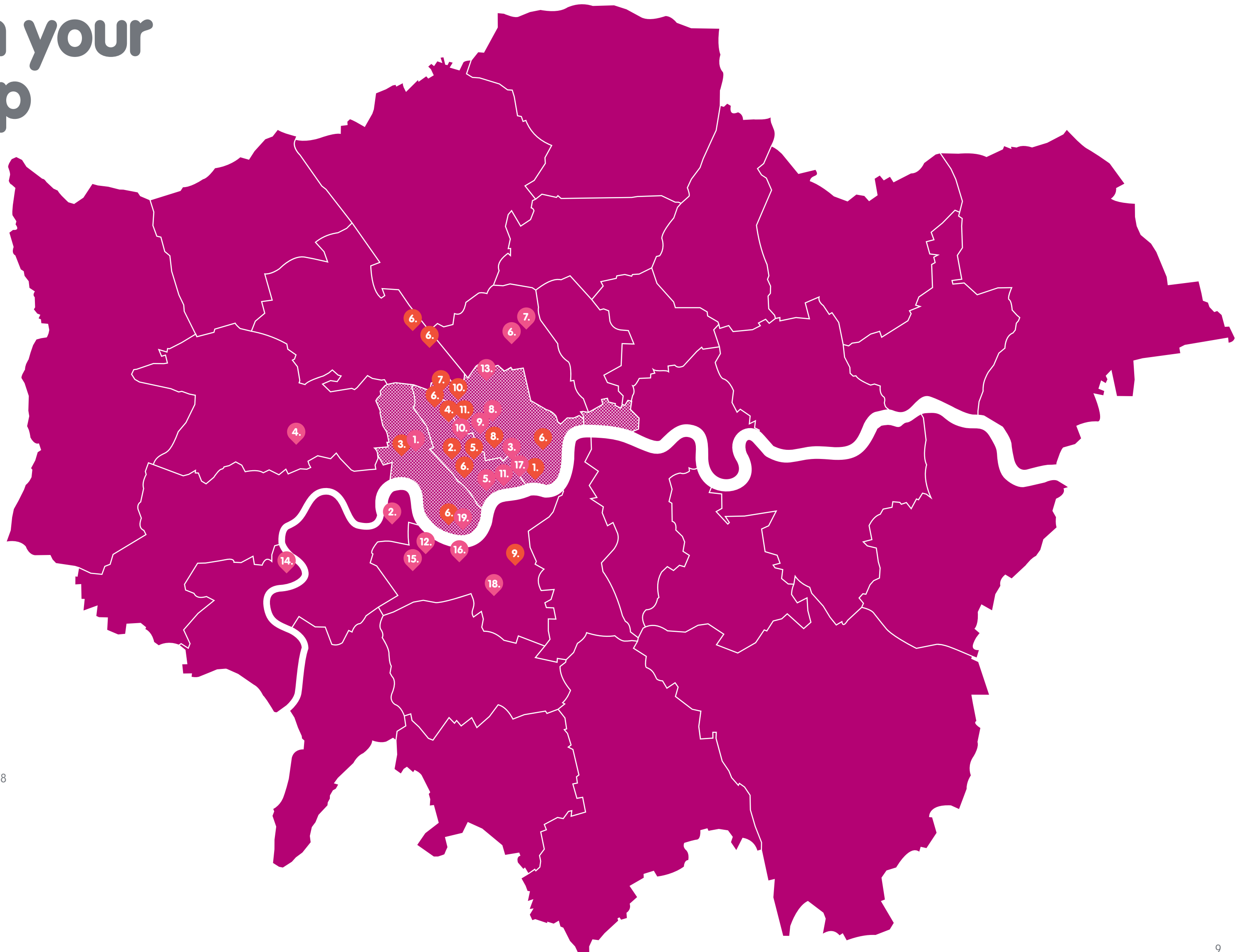
1. BASE creative learning centre
2. Solidarity Sports summer camp
3. Story of Queens Park Rangers
4. Drop in debt advice
5. Your Credit Union
6. Food banks
7. Advice Plus job shop
8. Outreach support service
9. Silver Saints handyman service
10. Garden Guardians
11. All other projects run from our head office

Our charity shops

Our 18 permanent charity shops, and the pop-up shops we sometimes welcome to our shop family, are based in local communities around central and west London. They raise money to support our work and provide a place for local people to volunteer, pick up bargains and recycle their unwanted items to help their local community.

Customers that are able to give Gift Aid on their donations also help to raise an extra 25% on the sale price at no extra cost to them.

1. 76 Askew Road, W12
2. 3 Barnes High Street, SW13
3. 211 Brompton Road, SW3
4. 40 High Street, Ealing, W5
5. 287 Fulham Road, SW10
6. 179 Finchley Road, NW3
7. 33 South End Road, Hampstead, NW3
8. 57 Kensington Church Street, W8
9. 203 High Street Kensington Pop up shop, W8
10. 266 High Street Kensington, Olympia, W8
11. 303 Kings Road, SW3
12. 288 Upper Richmond Road, Putney, SW15
13. 178 Queensway, W2
14. 394 Richmond Road, Richmond, TW1
15. 435 Upper Richmond Road, Sheen, SW14
16. 191 Upper Richmond Road, Sheen, SW14
17. 3 Bute Street, South Kensington, SW7
18. 36 High Street, Tooting, SW17
19. 136 Wandsworth Bridge Road, SW6



Leslie

How has the Octavia Foundation made a difference to your life?

"I had a meeting with Catherine, the Volunteer Coordinator, to discuss what role I'd be best suited for. She thought I'd make a good Volunteer Befriender. Thank you Catherine, you were right! What was I thinking, when I thought of volunteering in a shop?"

The thing I enjoy most is the smiling face that greets me every Tuesday when I visit Estelle. I enjoy Estelle's company. And she knows a shop where you can buy really good Winter mixture sweets, which I really like! It makes me feel good about myself and gives me a reason to get out of the house."

**Leslie, Ladbroke Grove
Aged 62**



How we work and measure our impact

To meet the needs in our neighbourhoods, our mission is to connect people with the support and opportunities for positive personal change that they need.

We use the framework given below to guide our project work and to assess its impact against our aims.

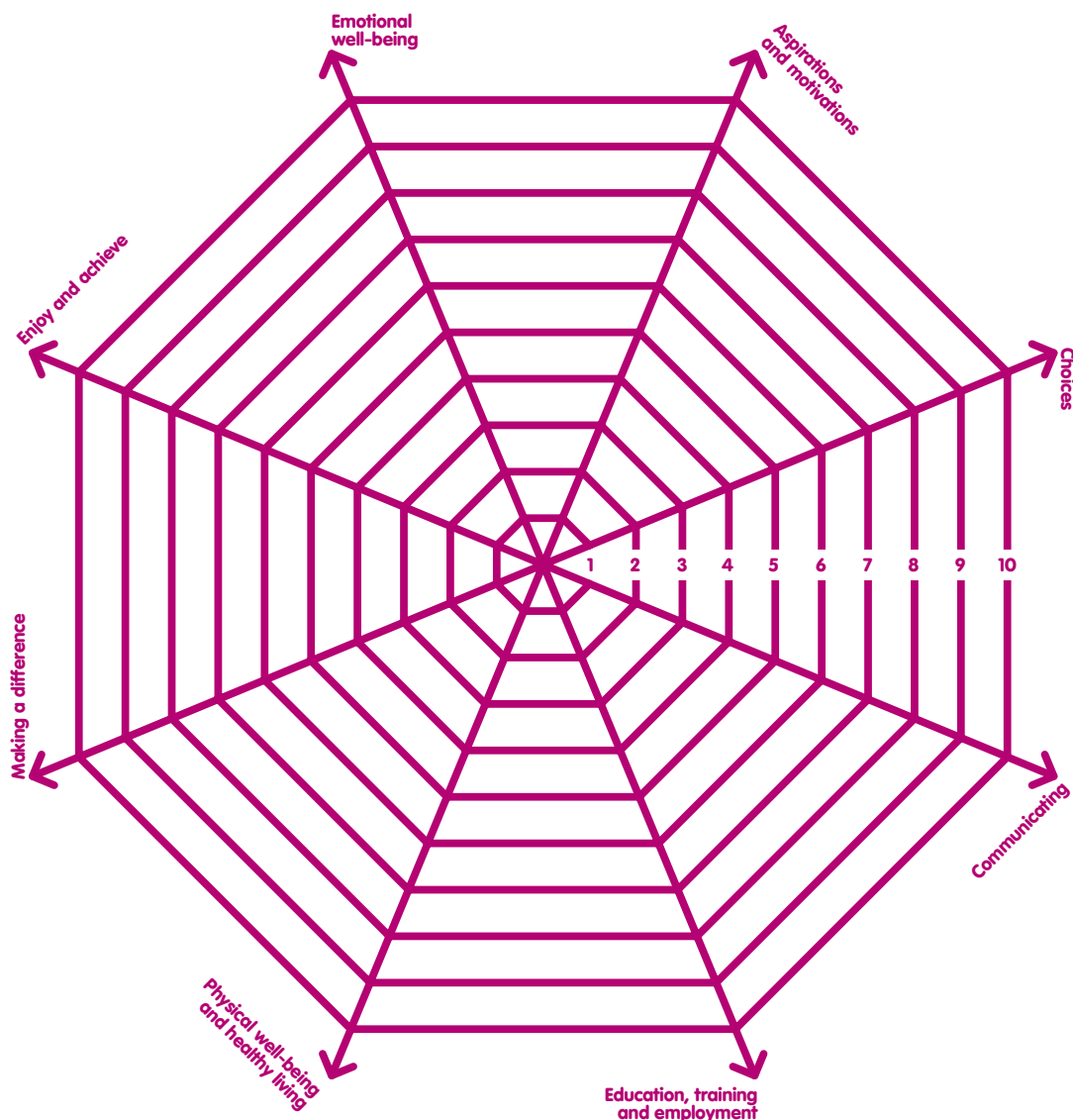
Resources	Financial and non-financial resources required to run our projects
Activities	Activities delivered through the use of our resources
Outputs	Numerical measures of our activities
Short and long term outcomes	The extent to which our service users have benefitted from our activities
Impact	The changes that have resulted from our programmes

Having a positive impact for individuals

Our approach is to work closely with people to help them to achieve their personal goals. We then assess their progress together with them, with the help of an outcomes framework. Each project has its own framework and outcomes - the people we work with are asked to assess their own level against these outcomes on a scale of 1 to 10 at the beginning and end of a project, as well as at certain points throughout.

For example, the outcomes for our work with young people at our BASE creative learning centre are:

- **Aspirations and motivations**
I am motivated to work towards my goals.
- **Choices**
I tend to make positive choices for my life.
- **Communicating**
I am excellent at communicating my feelings, ideas, opinions or worries to others.
- **Education, training and employment**
I am confident with my education, training and employment opportunities.
- **Physical well-being and healthy living**
I live an extremely healthy lifestyle, filled with exercise and healthy eating.
- **Making a difference**
I feel I am making a positive difference to my own life and the lives of others.
- **Enjoy and achieve**
I am able to enjoy and achieve activities in every area of my life.
- **Emotional well-being: confidence and self esteem**
I am extremely confident in all aspects of my self including abilities, appearance and identity.





Young volunteers started filming for the Story of QPR documentary project.



Amy, 92, was given a grant to buy a new carpet.



Delia visits Richard every week as part of our volunteer befriending scheme.



Max Robson joined the Story of QPR documentary project team.



Beth joined the Octavia care and support team as an apprentice.



ROSS

How has the Octavia Foundation made a difference to your life?

"I'm a big fan of both QPR and documentaries. 'The Story of QPR' was something that linked them together and sounded like a great project to be part of. I'm hoping it will help me further my career as a Camera Operator and Editor.

I've learnt better techniques on how to conduct interviews and my editing and camera operating skills have improved. 'The Story of QPR' has given me more confidence. I've enjoyed being able to film on the pitch at Loftus Road, especially the play-off game against Wigan. It's not often you get to walk alongside the players after they've just secured a place at Wembley! I feel proud and privileged that I was involved in such a unique project."

Ross, Aylesbury
Aged 23



**£1,200 will sponsor
a young person to
attend BASE for
a year.**

Lex

How has the Octavia Foundation made a difference to your life?

“BASE is a club, but a mix of people; youths and adults with disabilities or who need support. If I wasn't at BASE, I'd be stuck at home and feeling down all the time. I was actually struggling for someone to talk to, anyone to go out with.

BASE has given me lots of support and guidance. I even learnt how to cook. I remember making a chicken curry, with vegetables to go with it. I like to cook at BASE because I missed out on the life skills. It's my first step of learning to be independent. BASE is for everyone. No-one needs to be afraid. BASE is one big family.”

Lex, North Kensington Aged 28



How our projects made a difference

“You don’t feel so many barriers. At school you don’t talk about your culture or your opinions. It is more intellectual at BASE.”
Amirhan

“This was a place to get away from home, get away from my studies, meet new people and get experience looking after people. If I needed someone to talk to, I knew I could come here.”
Saida

Young people

BASE: A safe, accepting space for young people

BASE is a creative learning centre in Pimlico; it provided a safe and accepting space for 111 children and young people aged from 7 to 25 (or those aged up to 30 if they are disabled) over the year. With gang activity taking place nearby, BASE is one of the few safe and neutral spaces for young people in the area.

Young people are given the opportunity to build their confidence, learn skills and develop their emotional, social and physical well-being. They take part in a wide range of creative and challenging youth-led sessions, actively engaging in film and media projects, music and lyrical production, drama activities, sports and workshops around ethical issues, sexual health, gender, identity, culture and diversity. Every evening, the young people help to cook a healthy and nutritious meal which they sit down to eat together, helping to break down barriers of difference and promoting inclusion and responsibility.

We commissioned an independent evaluation of our work at BASE over the year by external consultants. Annabel Jackson’s report demonstrated that the young people who use BASE really acknowledge and appreciate the fundamental philosophy of respect and empowerment for young people that runs through everything that we do. The report found that we help young people to make informed positive decisions in their lives and enable them to reach their potential. In 2014, the impact of our work at BASE was recognised when we won the Better City, Better Lives award at the Westminster Community Awards.



Lex used his artistic skills to create the BASE logo.

Acorns: Personal development for young people, one on one

Nine young people from BASE were supported through our one-to-one mentoring scheme, Acorns. Two young people took part in intensive sessions with youth workers to challenge some of their behaviour and recognise the risks that they faced through this. Jonathan, Michael and Lex were connected with business support from The Dalgarno Trust's Enterprise hub and Octavia's finance team to develop their ideas for their film production company.

Hip Hop Shakespeare: Building confidence through performance

Five young people built their confidence and channelled their creativity through taking part in film and spoken word performances. These were created as part of the In My Mind's Eye project, run by the Hip Hop Shakespeare Company in partnership with us. In My Mind's Eye looked at the links between the works of Shakespeare and contemporary hip-hop.

Future Olympians: Staying well through sports

81 young people aged from 7-18, including 10 Octavia Housing tenants, enjoyed a summer full of sporting fun. They got to try new things and learn how to stay healthy through being involved in the Solidarity Sports Future Olympians summer project.

The young people got to take part in exciting team sports such as football, cricket and rounders, as well as spending one special week at the Campden Hill Lawn Tennis Club where they received professional tennis coaching.



Children got to try a fun new activity at the Campden Hill Lawn Tennis Club.



Visiting the National Portrait Gallery with the Hip Hop Shakespeare company.



Five local young women gained skills and work experience through Reprazent.



Prevent/Protect, a youth sexual health project, engaged with 57 young people. The project was funded by the NHS.

Story of QPR film project

Filming began in 2014 for the Story of Queens Park Rangers (QPR) football club film documentary, our latest youth multimedia project, being run in partnership with QPR in the Community Trust. The project is working with young people aged 16 – 24 years old, many of whom are not currently in education, employment or training, to produce a range of multimedia telling the story of the QPR football club and the surrounding area of Shepherds Bush and White City.

The project is engaging with fans, young people and the local community to chart the club and local history. Over 18 interviews took place for the documentary over the year so far.

27 young people attended sessions to learn skills in planning, researching, and filming and editing activities for the project, with archiving sessions at the Hammersmith Archive Centre, oral history training with the British Library, a visit to the Jewish Museum and learning sessions on diversity and human rights.

We successfully applied for additional funding within the year for an extra heritage aspect to the project, focusing on oral history training and key learning visits for the young people. They were involved in organising a QPR memorabilia event as well as producing content for a website, emagazine and music track. The additional funding also enabled Max Robson, 24, to gain skills and experience within a paid role on the project team.

Five of the young participants have gone on to gain paid work which they fit in alongside their work on the project - Ayo found part-time paid work as a runner and production assistant and Alice was successful in becoming a full time Office Runner.

“I used some of the skills to prepare for a job opportunity I had which successfully helped me to get a Public Relations internship as my first job outside of university.”

Amii

“I would like to be a film-maker and this experience has made me particularly interested in producing documentaries. I am so grateful and honoured to be involved with this project, I could not be doing anything better. I feel very lucky.”

Max



Young people took part in project planning sessions at the QPR Loftus Road stadium.

Financial inclusion

Your Credit Union: Ethical and affordable money management

We supported Your Credit Union with funding over the year. Owned by its members and open to the whole of the community for ethical saving and borrowing of money, Your Credit Union provided services to 500 members, including 73 Octavia Housing tenants and staff. Your Credit Union offers a safe, reliable and affordable alternative to loan sharks, pay-day lenders and credit cards for people who need to borrow money and cannot turn to high-street banks.

Making connections through computers

We were awarded funding from RBKC's innovation grant in 2013-14 to help social housing tenants living in Kensington and Chelsea to build their skills and confidence in using computers. We recruited and trained ten local people with good IT skills and transformed them into digital champions, ready to share their knowledge through connecting with others who would like to learn. The champions started to provide supportive one-on-one learning sessions from mid-2014, spending up to ten sessions with each learner, helping them to manage their money and benefits, pay rent and bills and keep in touch with friends.

"I have never used a computer before but my Digital Champion William has lots of patience with me. I am still learning and will continue to try my best."

Ljubisa

Dealing with the stress of debt

342 Octavia Housing tenants were supported to deal with £91,865 of debt over the year. This is nearly double the number helped in the previous year and nearly £30,000 more in total debt. The tenants were referred to experts at the Westminster Citizens Advice Bureau (CAB) for debt counselling and advice on welfare benefits. To relieve the pressure on the busy CAB service, the sessions are provided weekly at Octavia's offices.

51% of the debt presented related to paying rent to keep a roof over a family's head and paying fuel bills to keep them warm. Clients were helped to renegotiate payments, apply for charitable grants and get better deals with utility suppliers. The families were enabled to claim an extra £35,694 of benefits that they were entitled to, but hadn't been receiving, through the advice that was given.

"My son is autistic and he loves to be in the bath, and so we run up large water and electricity bills. I owed the water company £6,000 which I could not afford to pay and I didn't know what to do. You want to pay, but you get frightened. When the bills arrive, you get into a state and you don't know what to do. I was getting really depressed about it all."

I saw the information about the debt service and because it was offered with Octavia I thought I would go. I am so glad I did. Dorothy (CAB debt advisor) has been amazing. She has helped me so much. In the last few months she has managed to write off a large amount of my debt. I feel like a weight has been lifted off my shoulders."

Jackie

"You think to yourself at the time, what would I do if was made homeless? Would I lose my job? It really comes home to you. But Octavia offered me encouragement and warmth. There was no negativity. It was real support, and I was really pleasantly surprised."

Ellen

Feeding families that can't afford to eat

We gave out 54 vouchers for food banks to families and individuals over the year, with 33 of these being given to people living in Westminster. This is a new area of our work that started in 2013-14 in response to the effects of welfare reform cuts. The vouchers gave the families up to five days' worth of emergency food, preventing them from going hungry.

Helping with hardship

We awarded 102 grants of up to £400 throughout the year to vulnerable and older people who weren't able to afford essential household items such as carpets and cookers. The grants are provided through the Friends of Octavia charity, who also enabled us to give nine Octavia Housing tenants opportunities to open doors through education and training grants. Many of the recipients were helped with book, travel and course costs that they couldn't afford to pay otherwise.

"I moved here in 1978 and I'll be 92 in September. It was brand new, it was lovely. It's very quiet."

The carpet in here was old and worn. The man from Octavia says 'I'll get you a new one'. They laid it in about 20 minutes. I was very pleased because it did look clean and everybody liked it."

Amy



Michael was connected with support from our Outreach team and a befriender following a stroke.



Children from our BASE creative learning centre, which works with those aged 7 and upwards.



John Nugent from Age UK's Garden Guardians helps out older and vulnerable people with their gardens.



Eve Turner and Ros Stevens spend time together through our befriending service.



Estelle

How has the Octavia Foundation made a difference to your life?

"I started getting afraid of going out alone. My friend would come round on a Sunday to go shopping with me, but I stopped going out for the rest of the week. She's so good to me, but she shouldn't be at my beck and call!

So I got a list of local services and Octavia Foundation was included.

Leslie, my Volunteer Befriender, is always so cheerful and helpful.

I know on Tuesday I will make myself go out. When I get back, I feel he's helped me achieve something good. It may seem like a small thing, but to me it's very big. He's made me feel places and people are not as scary as I thought."

**Estelle, St. John's Wood
Aged 69**



**£1,250 will enable
us to find and provide
a befriender for a year for
two isolated older people.**

Ritita

How has the Octavia Foundation made a difference to your life?

"I wanted to be more than just a mother and felt something was missing in my life. Octavia Foundation were able to give me this opportunity through a work placement and their flexible approach meant I was able to see to my family's needs as well as pursue my own.

The placement was a real eye-opener. So much had changed over the years. But Kyrsha, the Employment and Training Advisor, was very understanding. When I put myself down, she picked me up again. She brought out the confidence in me. I was always a 'can-do' person, but somewhere along the line, the 'can-do' for me got lost. The placement has put a real spring in my step."

**Rita, Kilburn
Aged 44**



Involving the community

We couldn't have made a difference without the support of thousands of local people and organisations in 2013-14 through volunteering, fundraising and donating or buying at their local Octavia Foundation charity shop.

“I enjoy spending some time each week with my befriender, reading and chatting. We have a laugh and it is wonderful to think someone enjoys seeing me! As a trainee speech and language therapist, it also benefits me to work on different communication techniques with my befriender”.

Delia

“It's an amazing opportunity to give back to the community and extremely rewarding, making and seeing people so delighted by a contribution such as volunteering is priceless”.

Sam

Fundraising and volunteering

Our charity shops: Turning unwanted clothes into opportunities

20 charity shops, including two pop-up shops, raised vital funds for our activities in 2013-14. Based in some of the best shopping streets in London including Brompton Road, Fulham Road, Kings Road and High Street Kensington our shops mainly sell high quality clothes and accessories, generously donated by local people.

We celebrated five special events at our shops over the year, including the first birthday of our East Sheen and Finchley Road shops and launching a new electrical store in Tooting. We also held an exclusive pop-up wedding boutique in our Brompton Road shop in October, offering a large range of new and second-hand items, including wedding dresses, bridesmaids dresses, footwear and decorations and favours.

We rely on the generous donations of local people and businesses who decide to recycle their unwanted clothes to help their local community. Many of our donors chose to Gift Aid their donations, enabling us to claim an extra 25% from HMRC on the sale price of donated goods over the year, at no extra cost to the donors. This enabled us to raise an extra £98,794 in income to support our work.

In December 2013, our shops were named some of the best for finding celebrity cast offs in the Guardian's 'guide to the swankiest charity shops in the country':

“The Octavia Foundation shops are renowned for stocking quality items – in the past including vintage Vivienne Westwood and Ossie Clark, as well as pieces by Christian Louboutin and Stella McCartney.”

Guardian newspaper

Volunteering: Giving the gift of time

Over 250 local people and organisations gained skills, work experience or made friends through giving their time to support our work in 2013-14. Volunteers are vital in helping to reduce isolation in our communities, and in keeping our charity shops and projects running and we celebrate their work each year at our annual volunteer awards. In 2014, actress and local resident Tamsin Greig hosted the ceremony for 130 guests, where eleven outstanding volunteers and supporters of our community work were recognised.

We have benefitted from the support of more corporate volunteers over the year, with staff from the Department of Transport helping out for a day at two of our shops and creative agency Proximity London hosting a tea party for a group of older people. The activities enabled the teams to work together on something different to their usual day-to-day activities and benefit their local community too.

Our shops relied on the skills, time and commitment of 81 volunteers to help keep them running by sorting donations, pricing items, putting together window displays and serving customers over the year – we couldn't have done it without them. Barnes resident Lesley Lorimer gives her time each week to support the Octavia Foundation West Sheen charity shop. She said:

“The joys of volunteering are endless. Not only is it incredibly social - you meet a huge cross-section of society, but it's also enormously satisfying. The thought that you're contributing something to society in a fun environment is a win-win situation.”

Lesley

Having fun and raising funds

Our fantastic fundraisers ran, abseiled, held raffles and fairs, gave up their Christmas cards and gave their goods and services for free over the year to support our work.

A total of ten fundraisers ran over 122 miles in total through completing the Virgin London Marathon or Bupa London 10,000 in 2013-14, raising over £7,200 for their local communities and achieving a personal goal for themselves.

Campden Hill Lawn Tennis Club raised over £1000 through the raffle at their Christmas Fayre and Cocktail party and Acre Resources donated £451, including £120 from their 'Charity-not-cards' initiative.

We were delighted to be one of the local charities to benefit from proceeds from the "Played in Chelsea" gigs, hosted by the makers of the BAFTA-winning E4 series "Made in Chelsea".

The supporters of our Christmas party for older people, Mears, Lewis Silkin, Leadbitter, Savoy Stewart, Willmott Dixon, Sloane Avenue and Brompton Road Sainsbury's Local, helped to make it a wonderful day for the older people through their donations.

“No one should ever have to feel like they are not worth helping and Octavia does such a good job of making sure that doesn't happen.”

Kim



Our red fronted shops are based in some of the best shopping streets in London.

Employment and training

Supporting people on their personal journeys into work

Our tailored employment and training service engaged with 224 people seeking work over the year, supporting 36 people into paid employment. Jobseekers were encouraged to build their confidence and provided with one-to-one advice, information and guidance. Every person spends their first advice session discussing their work history, career aspirations and any barriers before creating a personal action plan with their advisor.

We support Octavia Housing tenants that live in any London borough and are at risk of being affected by the welfare reforms, as well as residents of working age and students studying in the boroughs of Brent, Westminster, Kensington and Chelsea or Hammersmith and Fulham. We work with people who are unemployed, work less than 16 hours per week or who are earning minimum wage and aren't able to support themselves or their family. 113 Octavia Housing tenants were engaged over the year with 21 being supported into paid employment and 17 into volunteering opportunities. We also worked in partnership with Camden Charities to support 3 unemployed Kensington residents who are living in rented accommodation into paid employment and arranged 8 voluntary placements.

Our service responds to the changing needs of the community, and we have seen a growing demand over the year from under-employed people. To respond to this need, we are working with local education providers such as NOVA and Kensington and Chelsea College to help address the skills gap amongst these groups.

The people that we work with are also able to benefit from a mentoring service provided for free through recruitment consultants Acre Resources who worked with 6 people over the year.

Gaining skills and experience through volunteering

Our approach is unique to each person – some people will have been out of work for several years and will need to build their confidence and skills through work placements or training before they are ready to fully enter the workplace.

Volunteer placements were arranged by our advisors for 43 people during the year; in Octavia's offices, at local libraries, schools and at local food and events venue The Tabernacle, helping to build their skills and experience for the workplace.

"I was very nervous about entering the work environment after being long-term unemployed. I know that volunteering has meant that employers were looking at my CV rather than ignoring it. My experiences here have improved my confidence to the extent that I look forward to starting my new job."

Maria

Apprenticeships: Starting a career for young people

Our apprenticeship programme offers Octavia Housing tenants aged from 16 to 24 the opportunity to earn whilst they train over one year. The programme started in October 2012 and the first year's apprentices, Alesha, Shameeka and Clifton, have now moved onto new opportunities, giving our second group of apprentices Alexis, Zakiya and Beth the chance to experience paid employment whilst studying an NVQ2 at a local college.

Shameeka is now employed as a Customer Services Officer with Your Credit Union and Clifton has been kept on by Octavia Housing's maintenance team as an apprentice mechanical engineer for two years whilst he trains to become a fully qualified electrician.

"I would say that I'm quite a shy person and when I started I didn't have much confidence, but working in the Foundation team has built my confidence and let me come out of my shell a bit more. I am studying an NVQ2 in Business Administration which is building my knowledge of computer software and databases. I'm extremely pleased I got this apprenticeship as it is helping me decide what I aspire to be."

Alexis

"I was looking for work for around six months and it was really difficult to find something. I've learnt more about myself as a person. I was very irate and now I'm able to take a step back and look at things differently. I feel really relaxed here, it's a nice feeling. This apprenticeship will help me to get a job in the future; I'm getting loads of experience, so I'll be able to show them what I've learnt."

Beth



We supported Dan to volunteer in our offices and get a job as a security guard.



Our apprenticeship scheme gained Alexis an NVQ2 and paid work experience.

Older people

No one should have to be alone

Our outreach and befriending project connected 357 isolated older people living in Westminster with activities and support in the community over the year, with 106 lonely people benefitting from weekly visits from a friendly volunteer. The befriending service is enabled through the dedication of reliable local volunteers who are matched with very lonely older people who just need some company. The volunteers give at least an hour of their week every week for a minimum of 6 months, spending time with the older person chatting and sometimes going out to a café or sightseeing in London.

51 new matches took place over the year - with the average length of ongoing matches now at 17 months, this shows the positive impact that this service has on both the volunteers and the person they are visiting. It is a chance for true friendships and connections to emerge.

Most of the people using the service are aged 77 or over, with the oldest user being a sprightly 102 years old. Many of the people are isolated due to long-term chronic illness or significant mobility issues, preventing them from getting out of their homes. There is high demand for the service with most of the referrals coming from GP's, District Nurses, social services and other social care providers, who we have built strong relationships with.

Alongside the individual visits, we organised trips for twelve of the older people to a Music Hall event at the London Coliseum and a trip for seven of the older people who were able to attend a special performance of Nanny McPhee by the London Children's Ballet. Although the trips were thoroughly enjoyed by all who attended, they highlighted the challenges involved in getting some isolated people out of their homes. The barriers around mobility issues and pain caused by being seated for long periods of time, health and social care appointments that can't be rearranged and for some people, the stress or anxiety of a change in routine highlight the true need for, and benefits of, befriending.

Befriending is most effective when the matches are carefully considered to respond to individual needs, preferences and motivations – our diverse group of volunteers of all ages and backgrounds enables us to make the best possible matches.

"I call her a treasure because she is a treasure to me as I have nobody else to come see me or anyone to talk to."
Kathleen

"I think I'm very lucky to have someone like her to visit me – (she's) made my life worth living."
Margaret

"I love learning about people, their life stories and listening to their adventures. Befriending is like having a London family!"
Jenna

A helping hand for older people

We worked in partnership with Garden Guardians, run by Age UK, to help 26 older or vulnerable people to look after their gardens. Volunteers visited to cut grass, pull up weeds and tidy up outdoor areas that they weren't able to look after themselves. This project was delivered by Age UK Kensington and Chelsea with funding from the Friends of Octavia.

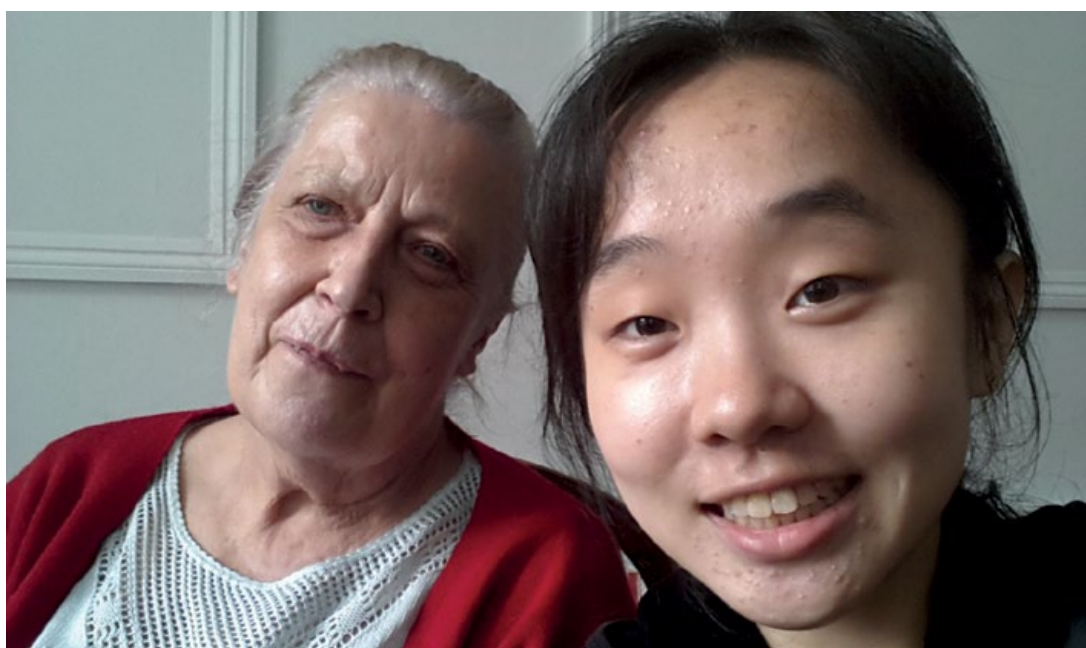
Keeping older people safe within their homes

Our handyman service carried out in partnership with Silver Saints helped 350 older Octavia Housing tenants feel safe and comfortable within their homes by helping out with small repairs such as fitting a new doorbell, hanging a new door, fitting a disabled toilet seat and fitting a radiator cover.

Bringing Christmas cheer to older people

Our annual Christmas party for older people was well attended in 2013 by over 70 local older people, who really enjoyed the hot lunch, raffle, mulled wine, games, Sainsbury's goodie bags and the chance to meet up with friends who they might not see all year.

"I've had the most grand day. I am 90 years old so I don't get out much but I've really enjoyed today."
Mary



Yue spends time with Jill each week through our befriending project.

Michael

How has the Octavia Foundation made a difference to your life?

"I joined the Octavia Foundation in 2009. I was involved in the Hidden Herstories film project, where I learned how to make a one hour film and how to put a website together, working with all different types of people.

I'm now working on 'The Story of QPR' project and am finding it very interesting. I'm working with all kinds of young people, doing interviews. The Octavia Foundation has also helped me to set up my own film production company called Crazie Productions."

**Michael, North Kensington
Age 28**



What we raised and how we spent it

Income

44% – £300,000

Grant from Octavia Housing

42% – £286,444

Other grant income and donations

5% – £32,018

Property rental income

4.5% – £29,068

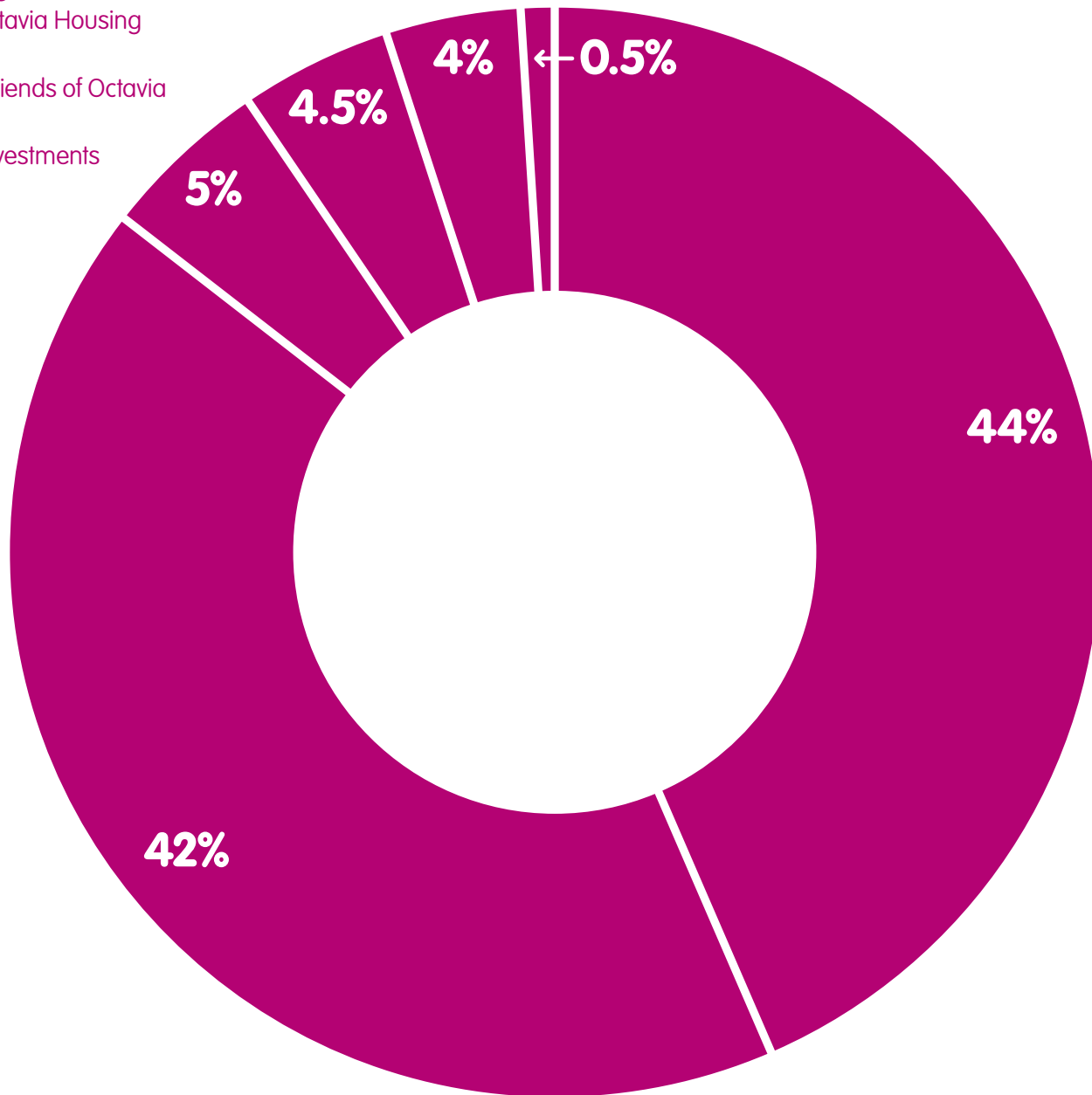
Offices from Octavia Housing

4% – £27,592

Funding from Friends of Octavia

0.5% – £3,636

Income from investments



To view our full accounts please visit
www.octaviafoundation.org.uk

Expenditure

72% – £599,397

Project costs

13% – £107,678

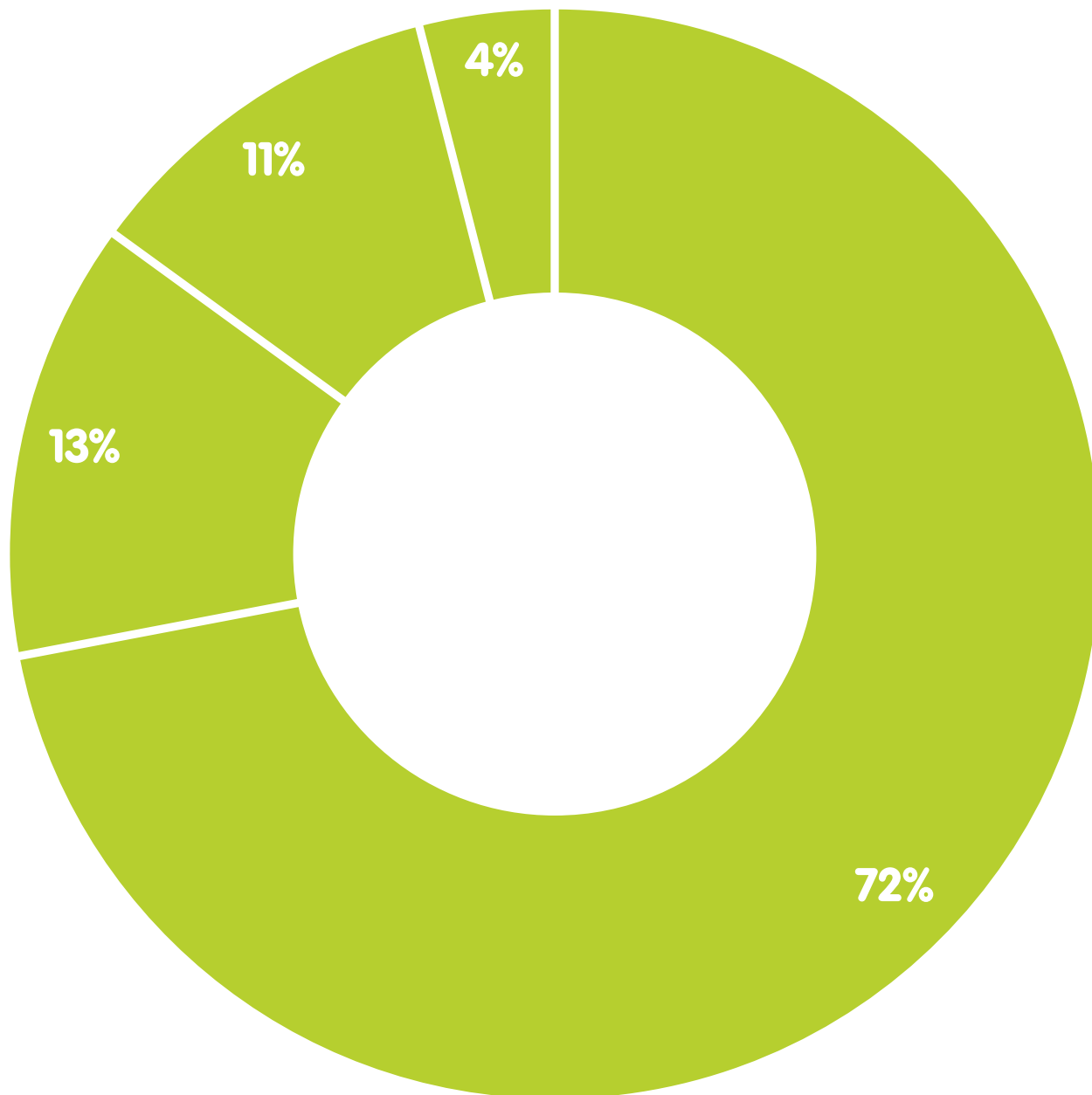
Administration expenses

11% – £91,367

Fundraising costs

4% – £29,454

Office services



Project expenditure

28% – £168,323

Young people's activities

27% – £162,764

Older people's activities

17% – £105,171

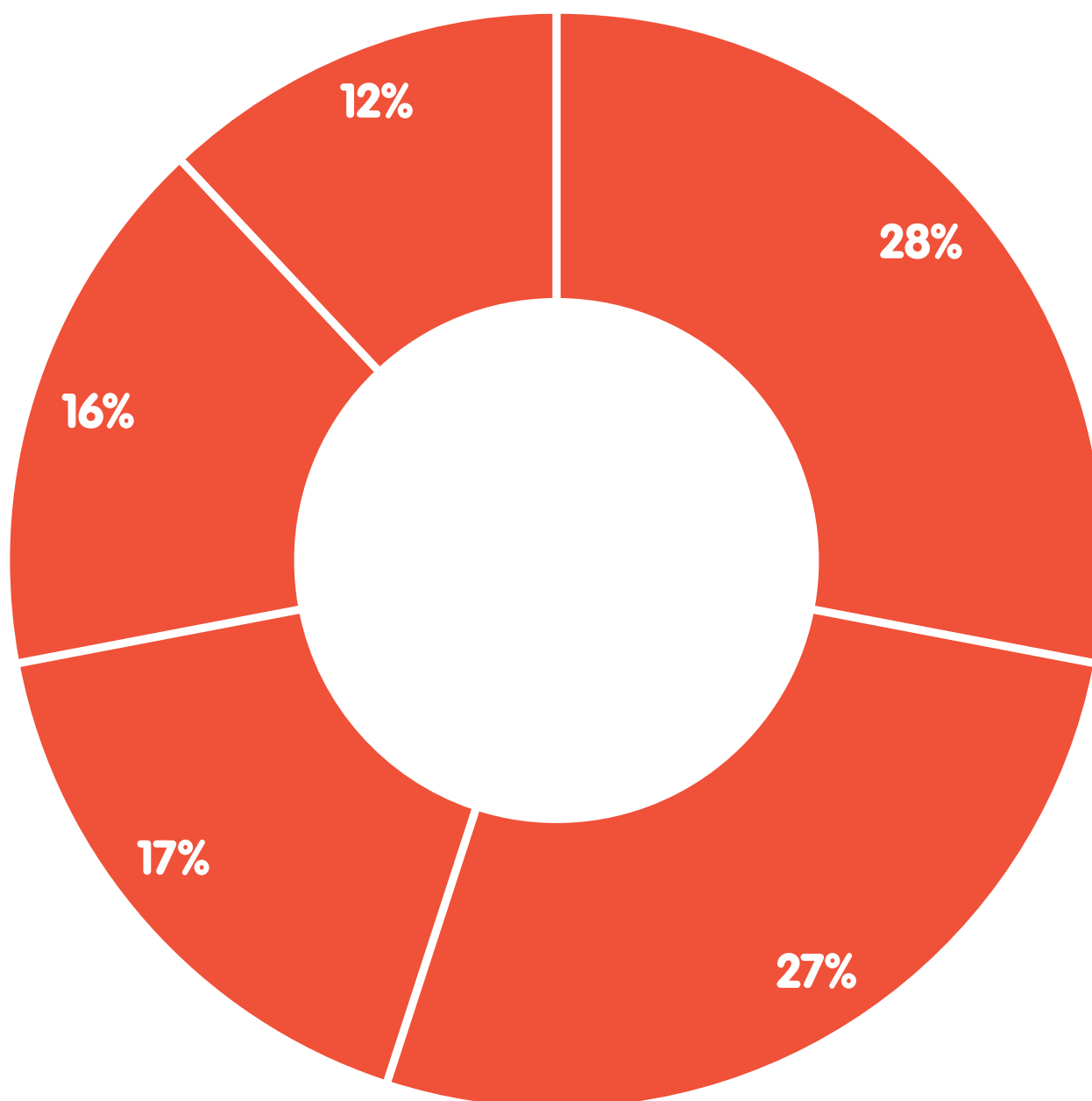
Employment and training

16% – £93,508

Financial inclusion

12% – £69,631

Community involvement



Providing value for money

In 2010/11 we worked with 700 people, at an average cost of £820 per person. Our expenditure has risen by 48% in four years, but the number of people that we work with has more than doubled to 1800. However, our cost per service user has decreased by 42% to £473 per person.

Our plans: help make a difference

Our work will continue to respond to the diverse and changing needs of people living in central and west London over the coming years, where some of the highest levels of deprivation in the whole of the UK exist on our doorsteps.

In 2014-15 we need your support to continue to:

- connect more friendly volunteers with lonely and isolated older people living in Westminster
- increase the financial inclusion of more local people through supporting the continued development of Your Credit Union and continuing to fund a debt advice service
- deliver our third successful year of apprenticeships, so more young people can gain work experience and qualifications
- support more working age people on benefits into employment
- build even more people's confidence and skills through providing more work and volunteering placements
- give more young people opportunities through our youth media projects
- provide a safe space for children and young people to learn and grow at our creative learning centre.

We are aiming to work with up to 2,000 people being affected by unemployment, ill health, social isolation or low incomes in 2015, and even more people in 2016, 2017 and beyond – but we need your help to meet these growing needs.

We have developed a three year strategy to expand some of our projects and activities, focusing particularly on increasing the confidence, skills and opportunities of young people and reducing the isolation and loneliness of older people.

We are aiming to:

- provide an additional evening session on one night a week for younger children at our BASE youth club, where there is a waiting list
- expand our volunteer befriending project into Kensington and Chelsea so we can help more lonely older people feel happier
- give even more young people opportunities through opening a second creative youth club in North Kensington.

Make a difference – make a donation

Your support will keep our projects running and help us expand to meet the growing demands.

Regular gifts

Regular gifts provide the Octavia Foundation with regular income and allow us to plan ahead and use gifts more effectively. Direct debits can be made monthly, quarterly or annually.

Single gift

Single donations can be made online via our website or by cheque. Please make your cheque payable to the Octavia Foundation.

Support a project

If you have a particular passion for one area of our work we would welcome gifts for specific projects. We will keep you updated on the progress of the project that you have made possible and how it is helping people to transform their lives.

Leave a legacy

Leaving a legacy is a unique way of making a long lasting impact, either across the wide range of our projects or for specific purposes such as our youth work or befriending schemes.

Have fun and fundraise

Take on a 10k run, complete a marathon, sky dive, hold a cake sale, host a quiz – there are lots of ways that you or your company can achieve something great and help to raise funds to support our work at the same time.

Turn your unwanted clothes into opportunities

Our charity shops always need good quality donations of unwanted clothes and other items. Donation days are a fun and feel-good way for companies to support our work and give something back to their local community. We can support organisations with promotional materials and through arranging transport for the items. Don't forget to sign up to Gift Aid too so we can claim an extra 25% on the sale price of your donations from HMRC at no extra cost to you.

Your time and skills are invaluable – volunteer

The time and skills that individuals and companies can give through volunteering are invaluable to our work. Your expertise and gifts in-kind can benefit our charity shops or projects and for corporate volunteers, help to build your staff teams. The rewards that you will get through volunteering are endless.

Contact us

T: 020 8354 5500
E: info@octaviafoundation.org.uk
www.octaviafoundation.org.uk

Ayo

How has the Octavia Foundation made a difference to your life?

The Octavia Foundation got me involved in 'The Story of QPR' project. I've learnt so much about organising film shoots and helping young people.

I really wanted to get the paid Production Assistant role on the project and when I didn't, I was down for a week. But then reality kicked in and I managed to get paid work on another film project and we've got our first paid event soon.

I was given the Rising Star Award at the Octavia Youth Awards this year, which meant a lot to me. I want to thank all of the team who voted for me. My first short film, 'Struggle of Life', is on YouTube now. I'm waiting for your comments!

Ayo, Tower Hamlets Aged 25



Our staff

We started with just one staff member in 2006 but have grown with time as we have built trusted partnerships with local companies and individuals. Some of our key staff members and their contact details are given below. You can find the full list and our organisation chart on our website. Please contact us if you would like to find out more about what we do or to support our work – we look forward to hearing from you.

Reena Mukherji Director

Reena is the Director of the Octavia Foundation and has overall responsibility for the work of the charity and our shops. Reena has over 20 years of experience in working with charities and joined the Octavia Foundation in 2006. If you would like to find out more about our history, future plans or our organisational values then please contact Reena.

Contact Reena on:
reena.mukherji@octaviafoundation.org.uk
020 8354 5695

Gabrielle Tierney Head of Community Initiatives

Gabrielle has worked with the charity for over five years. She has overall responsibility for the charity's community projects and activities including our employment, volunteering and youth programmes. If you would like to find out more about our projects or volunteering then please contact Gabrielle.

Contact Gabrielle on:
gabrielle.tierney@octaviafoundation.org.uk
020 8354 5558

Sotonye Dagogo Head of Fundraising

Sotonye works closely with local individuals and businesses looking to make a difference in their local area to help raise funds for the Octavia Foundation. If you would like to work together with us in your local community or make a donation then please contact Sotonye.

Contact Sotonye on:
sotonye.dagogo@octaviafoundation.org.uk
020 8354 5619

Jenni Heavingham Head of Shops

Jenni has strategic responsibility for the growth, development and profitability of our chain of charity shops in central and west London and has been involved with the charity shops for over 15 years. If you would like to find out how you or your company could support our shops, make a donation of your unwanted good quality items or volunteer in our shops then please contact Jenni.

Contact Jenni on:
jenni.heavingham@octaviafoundation.org.uk
020 8354 5536



Reena Mukherji
Director



Sotonye Dagogo
Head of Fundraising



Gabrielle Tierney
Head of Community Initiatives



Jenni Heavingham
Head of Shops

Thank you for your support

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Peter Chapman (Chair)
Aisha Ali
David Dunbar
Debs Bourner
Fiona Holmes
Gwen Godfrey
Isis Amlak
Lara Samuels
Laurie Soden
Michael Johnson
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and Chelsea
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Annabel James
Aspire to Inspire
Avenue Design
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Barclay's Hammersmith
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Friends of Octavia
Fully Focused
Garden Guardians
Gareth Owen
Hammersmith United
Charities
Hannah Cameron
Heritage Lottery Fund
Jack Petchey Foundation
Jessica Salter
John Lyon's Charity
Kensington and

Chelsea College
Kensington and
Chelsea Council
Kensington and
Chelsea Credit Union
Kensington and Chelsea JCP
Kensington and Chelsea
Social Council
Kids Company
Lauren Spearman
Leadbitter
Lewis Silkin
LSE Careers
M&G Investments
Mace
Marks and Spencer Fulham
Road
Mary Gardiner
Mary Lambert
Mears
Mendez Media
Mentoring and Befriending
Foundation
Nate Dagogo
Notting Hill Pathways
Octavia Housing
Octavia Support
One Voice Community
Collective
One Westminster
Open Age
Peony Lim
PIMCO Foundation
Premier League/
Professional Footballers
Association
Proximity London
QPR FC
QPR in the Community Trust
RBKC Innovation Fund
Release & Stopwatch
Robert Irving Burns
Saba Salman
Sainsbury's Local
Beaufort Street
Sainsbury's Local
Brompton Road
Sainsbury's Local
Earl's Court
Sainsbury's Local
Kensington Church Street
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Ladbroke Grove
Sainsbury's Local
Sheldon Square
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Mary Holman
Molly Richings
Tim and Georgiana Lebus

**Thank you to Philomena,
Nathan, Leslie, Ross, Lex,
Estelle, Rita, Michael and
Ayo for sharing their
stories in this report.**

You can make a difference on your doorstep

Parts of central and west London have some of the highest levels of deprivation in the whole of the UK. There are people living on our doorsteps who are affected by unemployment, ill health, social isolation or low incomes. We are working to support more than 2000 of these local people in 2015 – but we need your help. To find out more about our work and how you can support local people in need, please read page 43 of this report.

It's a community thing...

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