

## **Annual report**

For the year ending March 2016

A black and white portrait of a man with short dark hair, looking directly at the camera with a slight smile. He is wearing a dark-colored shirt. The background is a blurred wooden fence.

**Ashford Place has given  
me back my life. I feel a  
part of society again.**

*- Mark, 27*







# 2016

## Annual Report

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Annual Report 2016

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## Introduction from the Chairman

Our report this year is brought to you by the people who matter most to us.



**Doug Crawford**  
Acting Chair of Trustees

Our clients talk about their desperation trying to achieve a lifestyle that once was theirs, and how easily they lost it through a series of events linked to losing a job, the breakdown of a relationship, poor mental or physical health, or losing their home.

Last year was a difficult one in terms of financial security for Ashford Place. After a radical restructuring in mid-year that prioritised the most vital of our work, we now have a solid and sustainable foundation upon which to build for the future. Demand for our services continues to increase, while funding remains tight and economic austerity measures mean that public bodies have even less capacity to address pressing health and social needs.

We have had some changes to our Board of Trustees this year and I would like to thank those who have retired from the board for their contribution over the years. Equally, I want to welcome our new trustees and look forward to working with them to ensure that Ashford Place makes a sustainable impact on our clients and our community.

We are proud to have a committed and dedicated team who are making long-lasting positive impact on the lives of our clients. We look forward to a productive year ahead, and to ensuring that every penny invested in Ashford Place will have the highest social and financial return possible.

A handwritten signature in black ink, appearing to read 'Doug Crawford', with a horizontal line underneath.

## Chief Executive's Report

We have achieved a lot during 2016, but there is so much more to do.

We often hear about the challenging environment for charities, but imagine how stressful and worrying it is for the many people who have fallen out of our so called social safety net and are desperately trying to survive day by day.

2016 has been tough, but the results for our clients speak for themselves. Over 1,800 people were supported over the last year, with over 133 people helped off the streets with a long-term solution.

Ashford Place encourages and supports our clients to achieve social and financial independence. Our role is to support the clients through a combination of services and guidance. We deliver these thanks to our dedicated staff, and in partnership with agencies and voluntary organisations across the community.

Some of our clients decided to share their stories in a film entitled Home Again. The film, which can be seen at [http://bit.ly/Home\\_Again](http://bit.ly/Home_Again) has since been shortlisted for Charity film of the year.

In times of austerity we owe it to our clients to continue finding innovative ways to work effectively with other agencies and delivery partners for the benefit of us all. 2017 will see us refine our offer and better meet the needs of our clients. Fundraising will continue to be a challenge but I am confident that together we will achieve it.



**Danny Maher**  
Chief Executive

A handwritten signature in black ink, which appears to read 'D. Maher'.







## CASE STUDY

# Tom

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**A year ago, Tom's flatmate attacked him with a knife, completely unprovoked. He had to flee for his safety leaving everything he owned behind.**

With only the clothes on his back, some change in his pocket, and his bicycle for transport, Tom was forced to sleep in parks and seek refuge wherever he could.

On a visit to his GP he found out about Ashford Place, and was immediately given shelter, food, clothing, and support at our assessment centre.

Over the next twelve months, we didn't just help Tom secure a one-bed flat to call his own, but also helped him become job-ready and secure a job.

*"The best thing about Ashford Place is that you are not forgotten once the homelessness ends. After I got a flat, I didn't get a job straight away, but volunteering at the centre and receiving ongoing support kept me positive. Now I have a home, job, hobby, friendly support and hope for the future."*

Tom still comes to Ashford Place, but now volunteers his spare time helping other clients.



## About Ashford Place

We are a community charity in Cricklewood supporting vulnerable and isolated people.

Founded in 1983, our focus is to improve and sustain a positive lifestyle through the provision of client centred support services as well as supporting local communities to develop as places of inclusion and growth.

We are a community organisation passionate about social justice and opportunities for everyone to achieve their potential.

We provide services and help to the homeless, elderly, and vulnerable. Our clients may have differing needs but they all share a common trait of feeling and being isolated.

Through targeted programmes, we help our clients, stakeholders, and communities to identify and channel their potential to achieve their ambitions.

Ashford Place operates a community-centred approach to ending social isolation and homelessness. By acting as a catalyst between community stakeholders, and by making use of the collective capacity and capability within our community, we achieve lasting change with long-term benefits to the individual, community, and society at large.

## Our Mission

To build cohesive communities and transform lives

## Our Vision

Social inclusion of all

## Our Guiding Principles

**Self-Determination** - we support clients to use their skills and experiences to identify routes to personal, social and financial independence.

**Prevention** - we identify issues before they arise and take pre-emptive action wherever possible.

**Inclusion** - we proactively energise, coordinate, and harness the capabilities of multiple stakeholders.

**Innovation** - we encourage innovative approaches to deliver scalable and sustainable solutions.

**Sustainable** - we make a sustained social and economic impact on the lives of our clients and our communities.

**Collaboration** - we deliver interventions and solutions that are mutually reinforcing, build capability, and have the capacity to transform lives.









## Our Strategy

Brent is ranked amongst the top 15 per cent most deprived areas of the country. This deprivation is characterised by high levels of unemployment, low average incomes, and a reliance on benefits and social housing. Living in poverty generally contributes to poorer health, wellbeing and social isolation. The statistics show that people on low incomes are more likely to have a life limiting health condition, take less exercise, and have a shorter life.

It emphasises the need to prevent and end isolation through inclusion in the community, of having a decent home, keeping healthy, able to undertake employment or meaningful activity, and having a strong community spirit that works for everyone and is sustainable now and in the future.







## Social Inclusion

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We will identify socially isolated individuals through partnerships with external networks. Ashford Place will be the first choice community hub for clients to prevent social isolation. Clients unable to engage at Ashford Place will be able to apply for our befriending service. Clients will co-design and co-produce services.



## Home Provision

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We will reduce street homelessness in Brent. Ashford Place will provide emotional, social and financial support for all our clients to promote independent living through a portfolio of sustainable housing solutions. There will also be a peer to peer programme.



## Health and Wellbeing

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We will promote initiatives to support positive mental health and equip clients with the tools required to maintain positive mental health. Ashford Place will help deliver healthy living awareness events, promote healthy eating, and offer initiatives to support better, healthier lives.



## Leadership and Partnerships

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Building and developing effective stakeholder relationships. Ashford Place will identify capability and capacity with local stakeholders then utilising available resources.



## Sustainability

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Capitalising on our 35 years of history and experience to continue to develop and grow a range of sustainable and impactful services which will transform the community which we support.



# What We Do

## Community Services

### Homes

As well as providing much needed accommodation services, we provide a range of support services including an on-site GP, three meals a day, showers, laundry, education, training and employment support, counselling, and drug & alcohol support. All these are open to disadvantaged and vulnerable people. Our emergency accommodation project, The Assessment Centre, serves as the only direct access emergency accommodation in Brent. We run a Peer Support Project where former clients come back to volunteer at the centre and use their lived experience to help others.

### Health & Wellbeing

We aim to improve the physical and mental health and wellbeing of clients and local residents, and tackle health inequalities through:

#### In-House Support

- Social, recreational and physical activity
- On-site GP surgery
- Nutritious hot cooked meals
- Laundry and shower facilities
- Financial inclusion & employment support

#### External Environment

- Influence local commissioning
- Integrate our services with local provision
- Encouraging collaboration in the community
- Engaging with the public
- Improving public health delivery



## CASE STUDY

# Christine

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**Christine came to England from Ireland as a child in 1942. Sleeping in an Anderson shelter at the height of World War II, she was frightened, alone, and missing the comfort of her large family.**

Referred to Ashford Place by her GP, Christine was again alone, isolated, and often without anyone to talk to.

*"The most difficult thing was walking through the front door. I didn't know anyone or what to expect. The staff made me a cup of tea and we had a chat."*

Having lost her confidence, it was intimidating for Christine to ask for help. Joining in was difficult at first, but with the help of the staff and volunteers, she soon came out of her shell.

*"I really enjoy the activities here. I take part in bingo, music, film club, IT classes, St. Patrick's Day and Christmas celebrations. I have lunch here two or three times a week, the chef looks after me and there is always someone to keep me company."*

*"Coming to Ashford Place relieves my loneliness, keeps me active and interested in life. I would advise anyone I know to come here and join in the fun."*





# What We Do

## Community Development

Since 2009 the Cricklewood Improvement Programme (CIT) which is now the Cricklewood Town Team (CTT) have been working with local resident associations and community groups to improve the local area environmentally, culturally, physically and commercially.

Residents tells us that the place is cleaner, greener, more sociable where street and cultural events are happening. Currently we have been engaged with the Cricklewood and Brent Cross developers to ensure that Cricklewood benefits from this major development and sees improved policing and regulatory services locally. We are equally mindful of the need for more residents to work together to ensure a community that we can all be proud of.

### Key Achievements

- Cricklewood Festival 19th September 2015
- Worked with Organisers to produce Brent Community Friendship & Fun Fair Day, 20th September Gladstone Park
- Annual Christmas Light Switch on 20 November 2015
- Supported local residents to take part in research and engagement work for Argent regarding the Brent Cross Cricklewood Development
- Requests to our Local Authorities, street cleaning, ensure shops stop encroaching on the pavements, implement a coordinated street care strategy across the Broadway, traffic calming measures etc. etc.
- Supporting our residents to plan and ensure a realistic and beneficial alternative to our closed Cricklewood Library











A vertical portrait of an elderly woman with short, wavy grey hair, wearing a white jacket over a red top and a multi-strand pearl necklace. She is looking slightly to the side with a gentle expression.

## What We Do

### Dementia Services

Our dementia services offer people living with dementia and their carers the opportunity to live well, to live active lives and to continue contributing to our community as valued members. Evelyn is an English lady living with Dementia. Before she developed dementia Evelyn was working for a well-known fashion store. With her lively personality Evelyn likes socializing with her friends and family.

I heard about Ashford Place and the Dementia Café from a friend. Evelyn and I came to the café in April not knowing what to expect. It did not take long for Evelyn to appreciate the friendly and welcoming atmosphere at the Cafe.

When asked: what would you change or add to our dementia café. The answer was "no need to change anything, continue the way it is, allowing people to come and enjoy themselves, socializing, talking, singing and dancing, for as long as their condition allows them".

Visiting Ashford Place makes Evelyn very happy and seeing her happy makes me her husband happy as well.



## IN MY OWN WORDS

**Aymeric**

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*My name is Aymeric. I am from a Business School in French Guiana. I was encouraged by former intern Garry – who volunteered here in 2011 – to do my internship here at Ashford Place. The internship not only enhances my CV, but also opened my eyes to the reasons why charities exist here in England. I did not expect to be given so much responsibility as an intern, yet the whole team are very encouraging and allowed me to gain as much experience as possible. I'm very glad that I got the opportunity to intern here!*

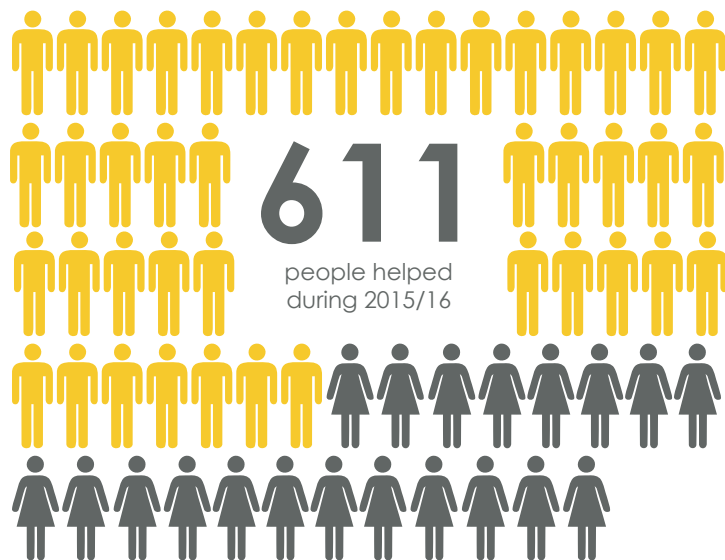
Ashford Place couldn't operate without our volunteers who generally come from our local area. Volunteers support our administration, finance, catering, housing, elderly and dementia services, maintenance, cleaning and befriending. A number of volunteers are interns, some are ex clients and residents. Stories like these highlight why our volunteers are with us and what they do.



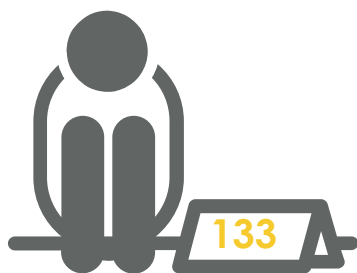


## Our Achievements

2015-16



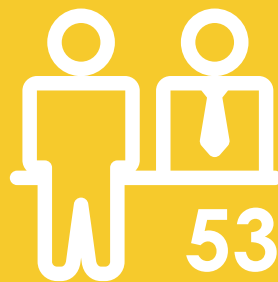
**CRICKLEWOOD  
FESTIVAL  
LEAD**



people helped off the streets, into our assessment centre, onto secure accommodation, and reconnected with family & friends



advice sessions about preventing homelessness, accessing benefits and how to manage their finances



people supported into training (27) and employment (26)



**200**

local elderly people accessed Health & Wellbeing activities, social club sessions, and daily lunch



people given advice and support with housing problems

### Clients by Nationality

Irish	45%
British	32%
Polish	3%
Romanian	2%
Italian	1%
Somali	1%
Other	11%



Support at home for 40 people living with dementia





## Financial Statements

We work hard to make sure that every penny counts at Ashford Place.

Thank you to everyone who has donated in the last year and made a real difference to the lives of people living in our community. Your donations have delivered over 16,000 hours of direct support and assistance to people in need across Brent, Barnet, and Camden. We have recently launched our plans to provide more support in more homes for people making the transition from homelessness to a long-term future. We have begun the process to become a registered housing provider, and will be launching a major fundraising campaign early in 2017 to create the homes for tomorrow.

**£2,807** invested every day to support individuals and communities across Brent, Barnet, and Camden during 2015/16.

Total income:  
**£935,405**

Legacies and donations

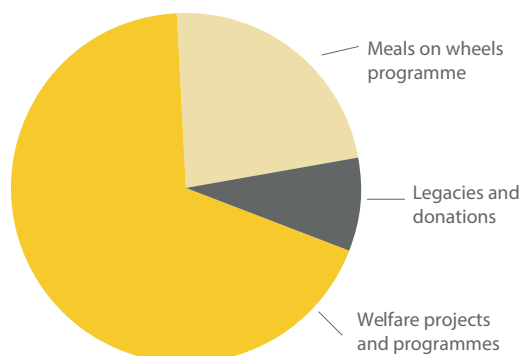
**£82,546**

Welfare projects and programmes

**£637,811**

Meals on wheels programme

**£213,852**



Total expenditure:  
**£1,024,675**

Delivering client welfare projects

**£690,772**

Meals on wheels programme

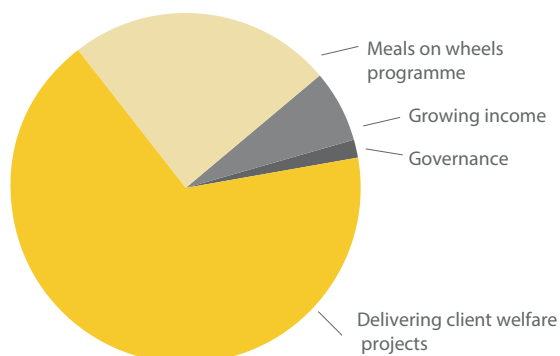
**£249,731**

Growing income

**£68,255**

Governance

**£15,197**



## IN MY OWN WORDS

### Muriel

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*I miss travelling with my husband. We used to travel a lot socialising with our friends, family, and local community.*

*I started coming to Ashford Place in 2013, and have been coming back regularly ever since. It is a very nice Community Centre with lots of different things going on, all of which are useful to your mental and general health. Getting to know people and the activities we get to do together are probably the best things for me.*

*I feel supported by the staff and volunteers and do like meeting with the cosmopolitan group of people who attend every day.*





# Thank you

## for all your support

### A special thank you to all our volunteers

#### Funders and Supporters

Awards For All  
Big Lottery Fund  
Carlow Association  
Chelsea Square Estate Agents  
Danny Sullivan & Sons Ltd  
David Jamilly - Theme Traders  
Eva O'Brien  
Fareshare  
Football Foundation  
Ireland Fund of Great Britain  
Irish Emigrant Support Programme  
Irish Post  
Irish World  
John Lyons charity  
John Lewis Partnership Brent Cross  
Josh Cameron - Clayton Hotel  
Kingsbury Charity  
London Borough of Brent  
London Borough of Barnet  
London Borough of Camden  
London Catalyst  
Mapesbury Residents Association  
Mitzvah Day UK  
Mrs. Smith & Mount Trust  
NLP financial management Finchley Road  
North West Two Residents Association  
Paramount Properties  
People's Postcode Trust  
Queen Mary's Clothing Guild  
Railway Cottages Resident Association  
Sir Jules Thorn Charitable Trust  
Sisters of Mercy  
The Albert Hunt Trust  
The Archer Trust  
The Beatrice Laing Foundation  
The Garfield Weston Foundation  
The Hedley Foundation  
The Henry Smith Charity  
The 29th May 1961 Charitable Trust  
Wembley Brent Lions Club  
Wembley National Stadium Trust  
Willesden Consolidated Charities

#### Faith Groups

All Souls Harlesden  
Church of the Ascension, Wembley  
Church of God of Prophecy Harlesden  
Emmanuel Parish Church W9  
Faithland Christian Ministry  
Jesuit Church and Community, Walm Lane  
Pakistani Community Centre Willesden Green  
Park Lane Methodist Wembley  
Parish Church of St Augustine, Wembley Park  
Parish of St Agnes, Cricklewood  
Parish of St Mary & St Andrews, Dollis Hill  
Parish of St Mary Magdalen, Willesden  
Queensbury Methodist Edgware  
Sacred Heart Church, Kilburn  
St Andrews Sudbury  
St George's Sudbury  
St James' Church Alperton  
St. Luke's Church W9  
St Mark's Kensal Rise  
St Michael's Wembley  
Willesden Green Baptist Church  
Willesden 7th Day Adventist Church

#### Schools

Convent of Jesus & Mary Infant School, Willesden  
Hampstead School  
Oliver Goldsmith Primary School, Kingsbury  
Our Lady of Grace Infant School, Dollis Hill Avenue  
Our Lady of Grace Junior School, Dollis Hill Lane  
Southbank International School  
St Agnes School, Cricklewood  
St James Catholic School

#### Partners

Brent Clinical Commissioning Group  
Brent Start – Skills for Employment  
College of North West London  
Hands On London  
ICAP  
London Homeless Services Team  
Burnley Medical Practice  
London Mobile Christmas Service  
Media Trust  
Childs Hill Safer Neighbourhoods Team  
Fortune Green Safer Neighbourhoods Team  
Mapesbury Safer Neighbourhoods Team

#### Trustees

Doug Crawford, Chair  
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Kelly Murphy  
Malcolm Richards  
Audrey Vanderpuye







