



ANNUAL REPORT 2018-2019



Because tomorrow starts today



1st Earley BP Scouts
Alan and Rosemary Gunner
Albert Hunt Trust
All Saints Church, Ascot
Allegis Group
Barry Callan
Binfield Parish Council
Bottomline Technologies
Bracknell and Ascot CCG
Bracknell Forest Council
Bracknell Open Learning Centre
Bracknell Town Council
The Boot
The Bridge/Greene King
Crowthorne Baptist Church
Crowthorne Parish Council
DCR Allen Charitable Trust
Diageo
Dick Cave
Easthampstead Baptist Church
Easthampstead Rotary Club
GE Power
HMRC (Gift aid refunds)
Hilary Mason
Honeywell
Involve
The Jenkins Family
John Legg
Julie Pizzey
Legal and General Homes
Magdalenka Polish Delicatessen
Mark Wingrove, Wingrove Media

Paula & Mark Ridgeway
Pride of Bracknell organisers and sponsors
Rob Wood, International Copiers
Runners and Sponsors of the British 10k
Rupen Mullick (Auditor)
Saba
Sandhurst Town Council
Shane Wallis
Bracknell Open Learning Centre
Tesco
Tessa Dove
Tony Levene
Truemark Trust
Waitrose & Partners
Warfield Parish Council

To all those volunteers who 'donate back'
their expenses

Everyone who has donated through:
BT My Donate, The Giving Machine, Local
Giving or Recycle for Charity
And.....

*Everyone who has volunteered for us in
any capacity*



Staff and Board of Trustees

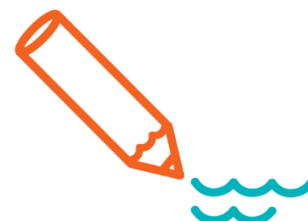
The Staff

Tessa Dove	Scheme Manager (<i>retired July 2018</i>)
Sharon Kearins	Scheme Manager
Val Callan	Family Co-ordinator
Julie Pizzey	Office Administrator
Jan Foster	Office Administrator (<i>resigned April 2019</i>)
Helen Whitfield	Family Group Play Worker (<i>resigned May 2018</i>)



The Board of Trustees

Michael Gbadebo	Trustee (Chair)
Rosemary Gunner	Trustee (Vice Chair)
Gareth Jenkins	Trustee (Treasurer)
Anne Jenkins	Trustee (Secretary)
Hilary Mason	Trustee
Fay Grimmett	Trustee
Jenny Inglis	Trustee
Mabbast Merzaai	Trustee



Our Advisors

Sarah Bird	Volunteer Representative (<i>stood down June 2019</i>)
Philip Cook	Involve
Cherry Hall	Early Help Team, BFC
Cllr Ankur	Bracknell Forest Council
Vacancy	Health Visiting Team



In setting its plans for areas of work, the Trustees of Home-Start Bracknell Forest have had regard to the guidance from the Charity Commission on public statement benefit, as reflected in our strategic planning. Home-Start Bracknell Forest sets out to fulfil its principal charitable objective, that is: the relief of children or parents in despair or in distress and/or mental abuse of such children



Chair's Report



Last year we celebrated our 25th year of providing support to families in Bracknell Forest. This year, with a new scheme manager and a new chairman, we were keen to continue and build upon the good works Home-Start does in Bracknell Forest.

The first challenge for us, after last year's AGM, was to create a strategic plan that would see us through to 2022 – a plan to ensure that we remain relevant to the community we serve. We created a bold, easy to read one-page strategic plan that charts our course for the next few years – focusing on relevancy, sustainability, partnership working and pioneering. A copy is included for your information.

It has been a very busy but exciting year - here are the highlights:

- Our funding and SLA were extended for a year by the local authority.
- We were successful in a joint (Slough, Reading and Bracknell Forest) bid for Lottery funding to deliver mental health services to the whole family in Bracknell Forest for 3 years. Led by Slough H-S, the funding will enable us to deliver various group work across our communities.
- We won recognition at the Pride of Bracknell Forest awards. Val, our wonderful coordinator, won the "Adult of the year" award and we were runners-up for the "Team of the year" award.
- We upgraded our IT systems with computers donated by a local company, set-up the ability to work remotely and moved our emails to Microsoft Office 365 cloud – increasing productivity.
- Home-Start UK updated the Home-Start brand which meant updating our website to reflect the new branding.
- We secured the service of a funding consultant to help secure long-term funding for our core work.
- We are changing our reporting and case management systems. We are moving to CharityLog – a web-based Case Management System that some Home-Starts are already using. Earlier this year, Home-Start UK secured a discount agreement with CharityLog for all local Home-Starts. The move to CharityLog will help improve our effectiveness.
- We are embracing digital. We are piloting a service, using WhatsApp, to support our volunteers.
- We continue to receive great support locally.

Here are some of the things we will be focusing on in the coming year:

- We continue to do what we do best – supporting the families that need us in our community.
- Build greater awareness of what we do and the impact our contribution makes to our community.
- Find and recruit a funding focused trustee to our board.
- Successfully deliver the lottery funded projects.

It is a privilege to serve alongside such a dedicated and great team of people who believe in what we do.

I would like to thank the 'village' i.e. everyone – our volunteers, staff, trustees, funders, partners, councillors and friends for everything they do to support us, our families and our community.

Scheme Managers Report

I have been in post almost a year now and what an exciting journey it has been.

The scheme has been through quite a few staff changes and shortages within the year, and I am hugely impressed by the commitment of trustees, volunteers and staff who have embraced the changes, faced challenges, and ensured that we are able to continue our work of supporting vulnerable families living in Bracknell.

This year we have continued to work closely with the other services in Bracknell including the Early Help Team, children's centres, health visitors and the mental health services to ensure that we are working together to meet the changing needs of vulnerable families living in Bracknell.

As a result of our help 142 local children and their families benefited from the support given by our specialist trained home-visiting volunteers. This year our families faced a varied array of issues including poor mental health, isolation, parenting issues, disability and immigration. Our volunteers provided practical and emotional support enabling these families to better cope with the difficulties they face and improving the opportunities for their children.

Volunteers are a lifeline for families with little or no support network. We could not provide this vital help without the commitment and passion from our amazing team of volunteers. Our 30 volunteers throughout the year provided:

622 home-visits



**1256 hours of
support and
friendship**

Looking ahead we are working to improve our operations by implementing a new case management system, focusing on our sustainability by sourcing new streams of income and developing support groups for families experiencing poor mental health and wellbeing.

It has been an extremely rewarding year for me, and I would like to thank all the trustees, staff and volunteers for all their support, time and passion.

Quality Assurance

We are proud to be quality assured through the Home-Start Quality Assurance System – a programme of self-assessment against nationwide quality standards. The process looks at the continuous improvement of all our practice areas relating to governance, management and service delivery. At our last Quality Assurance Review held in June 2019 we were categorised as 'Demonstrating High Quality' having met 100% of the legal, safeguarding/child protection and other mandatory performance indicators. The full report can be viewed on our website.



Treasurer's Report for Financial Year 2018 - 2019

During 2018-19, funding from Bracknell Forest Council and Bracknell and Ascot CCG continued into the 3rd (and final) year of a 3 year contract, at the same rate as 2017-18. This contributed core income of £44,334, giving us a good base with which to access other sources of funding to enable us to offer a safer and more timely service to local families and support to volunteers over the financial year. More resources had to be utilised to secure other funding and a fundraiser was engaged on a short-term contract for this purpose, alongside greater emphasis on raising our profile.

A number of individuals supported our work through their efforts in sponsored events and these again contributed to our income in 2018-19, something that cannot be relied on in the coming year. In addition to funding of more than £5,300 from our supportive Town and Parish councils, income from other sources generated a further £15,600. After allowing for the 6 months of running costs (currently about £42,000) specified in our reserves policy, our free reserves stood at around £4,000. However, this currently offsets our budget shortfall of £14,000 in 2019-20

For the current year, 2019 - 2020, our core funding has been extended for a further year and so will remain at £44,334 (including £13,344 from Bracknell and Ascot CCG). However we need to agree a new contract for future years to provide Early Help services with Bracknell Forest Council. We have joined a consortium with Home-Start Slough which has secured Lottery Funding for setting up some new support groups and we are expecting to be working with a Fundraiser again this year to secure additional funding for current and future years.

During this year our projected expenditure is around £85,000, but, with the outlook for the future becoming more difficult, we are continually trying to raise the profile of the charity and seek alternative sources of funding to ensure we are able to continue helping local families to achieve the best possible start for their children.

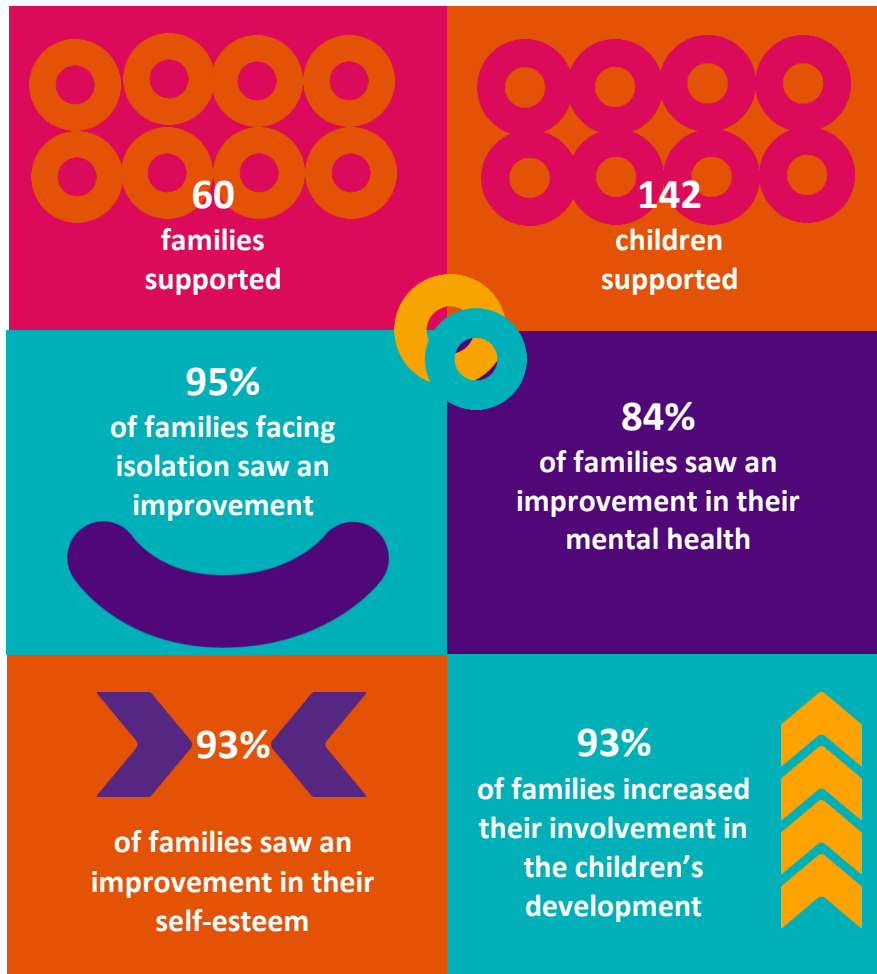
<u>Summary Accounts</u>	<u>2018 - 19</u>	<u>2017 - 18</u>
Opening Balance 1st April	£64,598.66	£54,105.13
Income	£65,297.24	£94,969.34
Expenditure	-£83,684.78	-£84,475.81
Closing balance 31st March	£46,211.12	£64,598.66
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Decrease in Funds	£18,387.54	
Increase in Funds		£10,493.53

Full accounts for 2018 - 19 are available on request from the office.

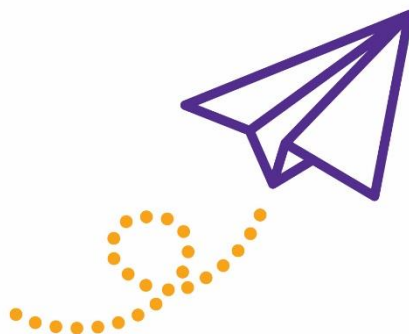
Home-Start Bracknell Forest Strategic Plan 2019 - 2022

Vision	Every parent has the support they need to give their children the best start in life			
Mission	To recruit, train & supervise local volunteers with parenting experience to provide emotional & practical home visiting support to families with young children in Bracknell Forest. To help parents grow in confidence, strengthen their relationships with their children & widen their links with the local community.			
Aims	To reduce isolation of families and promote community involvement.	To improve the wellbeing of parents and children.	To increase the confidence and self-esteem of people (including children) within the local community.	To work closely with other local organisations to ensure we spend money wisely.
Values	We offer whole family support.	We work in partnership – with each other, with families and with other agencies.	We work in a spirit of openness, encouragement and enjoyment.	We are flexible and responsive to the needs of families.
Pillars	Community Led	Family Support	Volunteers	Early Intervention

	Strategic Objectives	Targets	Notes
Financial	1. Maintain a sustainable financial base. 2. Increase income. 3. Create a diverse donor base.	• Keep within annual budget. • Maintain 6 months operating costs in reserve. • Increase income by 3% annually. • Secure at least 3 long term (3yr+) funding streams of over £10k per year. • No funder contributing more than 30% of income.	• Regular review of funding options e.g. joint bids. • Target local SMEs for small but regular donations. • Be bolder when asking for funding.
People	1. Reach and serve more families. 2. Increase recruitment of a diverse pool of volunteers to enable us to meet the needs of our service users. 3. Ensure our stakeholders are aware of the impact our work (and their support) is having in our local community.	• Support more than 70 families annually. • Deliver 3 project-based services, in addition to core offering, annually. • Send 2 electronic newsletters to our stakeholders annually. • Conduct and publish an annual 'local needs' survey.	• Do more digital campaigns e.g. on social media platforms. • Use more graphics and video e.g. infographics to communicate. • Target volunteers that are able to help outside our core offering.
Learning and growth	1. Equip volunteers, staff and trustees with the tools necessary to support our strategy plan. 2. Adopt processes and invest in technology that improve productivity and deliver efficiencies. 3. Establish reputation for excellence and partnership working.	• Develop and maintain a training plan for everyone. • Review and conduct an annual audit of processes and technology – comparing with at least 3 neighbouring HS. • Achieve 'High Quality' in H-SUK Quality Assurance. • Secure long-term partnership with our Local Authority.	• We need to reduce the time it takes to process information on our internal systems. • Identify and implement a better Service User Management system.



100%
of families increased their use of local services



The trend towards greater numbers of self-referrals has continued this year, as awareness of our service in the local community has grown. However, we are once again beginning to witness an increase in referrals from partner agencies, either through direct referral or through signposting to our service. There has been a noticeable improvement in “joined up” working, which both benefits families using services and avoids duplication. We expect this trend to continue in the current year.

What people say about us

"My volunteer has been brilliant, it's really changed my whole week knowing that someone is coming on a Thursday. It's great to have someone to talk to and break up the week." **Home-Start Family**



"Home -Start went above and beyond for me providing me with a volunteer who helped me get out to groups." **Home-Start Family**



The friendships forged and carried through between the volunteers and their families is so special. Some families have no support infrastructure and turn to the Home Start Volunteers for help. **Councillor McKenzie-Boyle Bracknell Town Council and Crowthorne Parish Council**

"I have been a supporter for Home Start Bracknell for many years and I know it is a key component in the life of new vulnerable or struggling parents. **Home-Start Supporter**



News and Events from 2018/2019

The Christmas Party

A highlight in the Home-Start Bracknell Forest calendar, the Christmas Party is loved by families, staff, volunteers and guests alike. We had entertainment provided by Jo Jingles, Christmas-themed games and activities, party food and the all-important 'special guest,' everyone was able to enjoy the morning with family and friends. A big thank you to our supporters who generously donated to help make the day so magical



Teddy Bears' Picnic

Bracknell Town Council's Teddy Bears' Picnic has become a favourite event in our annual calendar.

Funds raised on the day totaled just over £200. However, our presence at this event was primarily about showcasing simple activities for families to enjoy together and raising awareness of Home-Start's work with young families. We were delighted to be able to talk to parents and to staff from other organisations about the support we offer and to potential volunteers about how they can become part of our team.



Mama Mia Group

In October we ran a 6 week group held at the Open Learning Centre, aimed at our most isolated families. These families were unable to easily access play groups and activities with their children due to issues such as multi births, disability and poor mental health. We provided transport where needed and one to one volunteer support to travel to the group / support whilst at the group. It was a huge success with outcomes including reduced social isolation, improving mental health, building support networks and of course allowing much needed social and play time for the children.





Pride of Bracknell Awards

What a fantastic night for Home-Start at the awards ceremony. Our Family Co-ordinator Val **won** the John Nike Pride of Bracknell Adult of the Year award and the team were runners up in the Pride of Bracknell Team of the Year category.

The awards were held at the Sandhurst Military Academy with great food, special guests and entertainment. We were very proud to have been nominated for awards and to have been invited to the event, and then to win was the icing on the cake.



Lottery Funding

In May 2019 The National Lottery awarded Home-Start Reading, Bracknell and Slough £400k over three years to deliver a suite of services to improve mental health in all the family. Through home-visiting work and targeted group work we will jointly deliver: Bump-start, Ante-natal drop in café; Mums in Mind; Dad's Groups; Emotional First Aid Course and young children support.

We would like to thank the National Lottery for awarding us this funding so that we can increase support for disadvantaged families with mental health issues.

hope



Community Links



2018-19 was once again a year in which our community links were expanded. Alongside our longstanding relationship with GE, we made further new connections with business and built on the already strong links with voluntary, community and faith groups which have long supported our work. Local businesses **Waitrose Ltd, International Copiers** have continued to offer regular support

through a mix of financial or in-kind donations and volunteering. **Allegis Group, Tesco, SABA, Legal and General Homes, Easthampstead Baptist Church, All Saints Church Ascot**, have all offered support this year too, through donations and longer term partnerships.

We are hugely grateful for the support of these local organisations and the many individuals within them who ensure that the needs of families in Bracknell Forest continue to be highlighted.

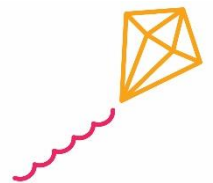


A family's story told by the family

Support, understanding and kindness. Three words I associate with Home-Start.

It's funny when you think that you are coping and doing ok but the people around you see things differently and often, they can hold a more truthful reflection back of your actual situation. I was exhausted and a struggling mum but I never wanted to be a victim. I was very aware of how lucky I was to have two beautiful children and a roof over my head but admitting that having them is hard and difficult and all time consuming was not easy. I was lonely and I needed help especially without a support system in place. I just couldn't see it.

About a year ago I was undertaking a course at the Rowans Children's Centre when I was introduced to Home-Start. Firstly, some of the fellow participants on the course were already receiving Home-Start help and would talk about their friendly local meetup groups and volunteers. This led the teachers at the centre to explain the organisation to me in more detail. As above, I didn't want to be a 'special case' so taking any step to accept help was a difficult one. At the following session of the course, one of the teachers had arranged for me to talk to a Home-Start representative and that was the beginning of acceptance and a shift in mindset. The following day I was contacted by Val Callan to arrange a home assessment so that Val could understand more about my situation and in order to make a suitable volunteer match. At this point I think for me, it was more of a therapy session where I could actually talk to someone and open up to my real feelings. I cried a lot at that session and Val was so kind and patient with me seeing things that I never could.



Within the week I was matched to a volunteer, and the weekly two hour visits on a Tuesday began. The first visits offered me a chance to have a shower. Something you take for granted before children. Just to feel fresh and clean was a massive deal for me while my volunteer played games and sat with the children for a little bit. As the weeks progressed, we began to



venture outside to local parks, summer fetes, coffee shops, supermarkets and even to the local swimming pool. To have that extra pair of hands enabled me to reclaim a bit of fun with my older child which I had been missing and I had the knowledge that my children were safe as I didn't need to worry about one of them running off. My children established a trust and a bond with my volunteer and enjoyed these visits too. Some visits I was emotionally stronger than others, but my lovely lady always listened without judgement and provided comforting words and bought some adult company and humour to my day. For those couple of hours she almost became my 'surrogate mum' and a friend for our time together.

Towards the later part of the year I was invited to attend the 'Mamma Mia' group which took place at the Open Learning Center and was arranged by Val. This was a course of 6 sessions designed for fellow mums with young children who were seeking and receiving help from Home-Start. Although scary at first, the course enabled me to meet other mums and to share in the highs and lows of new mum life. The course was also attended by a group of Home-Start volunteers who could help with the running of the course and with the children. Before I started the group, I was a little concerned that my son (now 4) would feel a little out of place amongst the babies but Val



had kindly provided lots of wooden trains and colouring pens which suited him. The volunteers were kind in helping in group craft activities, reading books, singing songs and even in the playground - running around while chasing and blowing bubbles.



At each session I was continually met with kindness (even getting out of the car was difficult for some of the mums) and it offered a group where the children could play and the mums could escape for a bit. We even managed to talk about things not related to our children which was a breath of fresh air.

At the end of the course there was a Home-Start Christmas party which was excellent. It was organised so well and I'm pretty certain it brought a lot of joy to all of those who attended - both young and a little older.

Throughout my supported time with Home-Start, Val carried out regular reviews and provided check ups. Again for me, Val could often see more than I could and would offer alternative perspectives and viewpoints. For example, at this point I had joined a new local toddler group but still felt isolated when I attended. Val suggested that maybe people saw how I was via my body language and thought that I didn't want to engage with people and that I wanted to be left alone, which led me to rethink my original perspective. Val also helped to get me to the doctor when things got really bad which resulted in regular medication and NHS help. Something again I was hesitant to open up to or accept before I had anyone to talk to that would understand. Even at the point where I thought my sessions with my volunteer had come to an end, Val could see that even though I had improved, that I was still walking on a very narrow tightrope that could break at any point and therefore decided to offer further support sessions with my volunteer.



It has now been roughly a year since my course at the children's centre, my children have grown and soon my son will be off to big school. Things have got easier and although I am not fully healed from the emotional roller coaster I am stronger. Being where I am currently doesn't seem so impossible, especially with trips outside of the house and in seeking help when problems arise. I have also become a committee member of the toddler group that I joined to work on my confidence and to open up and network with others. In fact, it has recently come to light that a few of the group attendees have also received or know of someone receiving support from Home-Start. Hopefully by me opening up to others in the group about my experiences, it will help them too. There are a whole group of us hiding beneath our shells and often when I see a mum outside attending to their unpredictable but beautiful little offspring and trying their best, I secretly smile and want to give them a hug as I know these feelings all too well.



Thank you to Val, my lovely volunteer and to all of the Home-Start team. This organisation has provided me with **support** and **understanding** when I needed it the most and I will be forever grateful for the **kindness** shown to me during this particular season of my life. My mirror doesn't seem quite so bad anymore.

Our fantastic volunteer team



Anne



Connie



Catherine D



Charlotte



Helen M



Laura



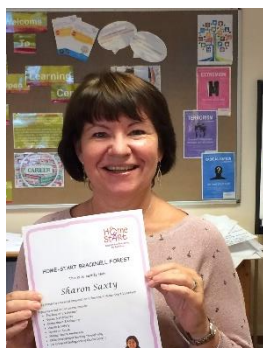
Lindsey



Melanie



Michelle



Sharon



Tania



Natasha



Jeanette



Jenny



Jo



Judi

Our fantastic volunteer team



Kelly



Leonie



Lesley



Leticia



Linda G



Linda H



Linda S



Sarah



Sarah C



Tracey



Caroline



Catherine N



Marion



Mandy



Helen W



Jemma

How you can help

Home-Start Bracknell Forest relies on funding and donations which are essential to our vision of enabling every parent in the Borough to have the support they need to give their children the best possible start in life.

Whether you are an individual, a company, or a charitable trust we would welcome the opportunity of discussing ways of working with you. Some ideas can be found at:

<https://www.home-start.org.uk/Pages/Category/fundraising-guide>

We are particularly keen to engage with local businesses which, through their Corporate Social Responsibility programmes, are able not only to bring sustainable benefit to the community but also benefit their own employees and companies.

Some of the ways you can support our work



Make an online donation through

- LocalGiving
- Golden Giving



Do your online shopping through The Giving Machine at no extra cost and support Home-Start Bracknell Forest as your nominated charity <https://www.thegivingmachine.co.uk/>



Sell unwanted goods through Ebay for Charity and avoid seller's fees by donating the proceeds to Home-Start Bracknell Forest



Hold an event in aid of Home-Start: contact us for a fundraising pack



Does your workplace provide matched funding for volunteering or event fundraising? Could you persuade them to?



Nominate Home-Start Bracknell Forest to benefit from funds raised as Charity of the Year/Charity of the Month in local banks, supermarkets or other organisations. Talk to friends and family, as many companies do this



If you are a taxpayer, remember your donations may qualify for gift aid



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E-Mail: office@hsbf.org.uk
www.hsbf.org.uk

**A BETTER START
IN LIFE CAN CHANGE
A CHILDS FUTURE**

