



ELEVATING SUCCESS UK

(A company limited by guarantee)

TRUSTEES REPORT

For the Year Ended 30 November 2011

Charity number 1141070

Company number 6435795





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Elevating Success UK
Report of the Management Committee for the year ended 30 November 2011

The Management Committee presents its report and financial statements for the year ended 30 November 2011

Reference and Administrative Information

Charity Name: Elevating Success UK

Charity registration number: 1141070

Company registration number: 6435795

Registered office and
operational address: 30 Union Road
Croydon
CR0 2XU

Management Committee

Ms Vanessa Clarke	Chair
Mr Devon Hobbs	Treasurer

Secretary

Mr Charles Bamidele

Senior Management Team

Mr Andrew Brown	Managing Director
Mrs Amanda Brown	Operations Manager
Mrs Patricia Stevenson	Programme Manager

Accountants

Omega Accountants, 54 Lower Addiscombe Road Croydon CR0 6AA

Bankers

HSBC, 91 High Street Thornton Heath Surrey, CR7 8XE



Chair's Report

The Management Committee for Elevating Success has met regularly through 2011/2012 and has been continuously made aware of all business transactions that have taken place throughout the year. It gives me great pleasure to have served another year on the Elevating Success (ES) Board of Trustees.

The past year has certainly seen some challenging times with the government's cull of 'quangos' and the general effect of the recession impacting on organisations ability to fund many initiatives including some of the training programmes that ES deliver. However, challenges are merely an opportunity for Elevating Success to arise and excel, evidenced through the Director's prudent leadership, committed staff and volunteers, and has resulted in ES managing to thrive and expand its services within the South London area.

Elevating Success delivered its first Business Start-Up Course through November/December 2011 which proved successful having seen 10 'graduates' from the course along with the emergence of their new businesses. Further courses have commenced with a view to encouraging and equipping several more business owners. At the heart of the business is Elevating Success's continued ability to support, equip and assist the young people to stand and succeed in today's society through the delivery of various training initiatives to include homework clubs currently running in the Croydon and Tulse Hill areas, driving programmes, mentoring within the schools, employability skills training, dance, cookery and jewellery making classes together with supporting youth offenders to contribute positively in today's society.

Although there was a small deficit noted this year as a result of the limited funding available and timing in receiving funds for the services already delivered. Despite this Elevating Success has maintained its ability to deliver quality services which has received positive feedback from its funders', many of which have extended many service lines currently being delivered.

Elevating Success and its management team are confidently looking forward to maintaining and achieving increased business and support for the young people in South London in the coming year.

Vanessa Clarke
Chair



Director's Report

First of all, I would like to thank all the Volunteers, Staff, and Trustees for their hard work and support over the past twelve months, there has been many challenges over this time, but I am pleased to say that we are making good progress and expect a successful 2012/2013.

New opportunities such as our Business Enterprise Courses and Hair & Beauty Courses will open up new opportunities for Elevating Success this year. Our existing relationships with funders are getting stronger and our regular courses such as the High-5, Holiday programmes, Youth Offending programmes and Dance & Drama programmes are proving popular with everyone.

Our future programmes include building on the successful Business Enterprise Courses, these have proved to be very popular with funders and every course that has run has attracted a high number of attendees who have been engaged on five courses over the past year. We have applied for funding from several funding streams that will help us accredit our courses and extend them to other boroughs.

Our High-5 Employability programmes are proving popular again; we have won a year's contract with Lewisham Homes to run the course in five of their catchment areas. With unemployment rising across all age bands these courses are being aimed at people from 16+.

Dance and Drama 2012 – has now been commissioned to run for its 3rd year. Our funders for this programme include the following social landlords AmicusHorizon, Croydon Churches, Croydon Council, and London & Quadrant. With our target of 60 young people and a performance scheduled for July 14th 2012 we are looking forward to an exceptional showcase of talent.

The progress that we have made for the past year has been inspiring and I am extremely hopeful for what the future holds.

Andrew Brown
Managing Director



Our Aims and Objectives

Purposes & Aims

Our Charity's purposes as set out in the objects contained in the company's Memorandum of Association are to:

Act as a resource for young people up to the age of 25 living in the South of England by providing advice and assistance and organising programmes of physical, educational and other activities as a means of:

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

How our activities deliver public benefit

This public benefit statement has been drawn up in accordance with the Charity Commission's January 2008 guidance on public benefit and its reporting.

To act as a resource for hundreds of young people up to the age of 25 living in the South of England by providing advice and assistance and organising programmes of physical, educational and other activities.

The main public benefit provided by Elevating Success UK therefore relates to the advancement of young people by developing their skills, capacities and capabilities to enable them to participate in society as independent, mature and responsible individuals.



Further public benefits relates to the advancement of education, relieving unemployment and providing recreational and leisure time activity in the interests of social welfare for people living in the area of benefit who have need by reason of their youth, age, infirmity or disability, poverty or social and economic circumstances.

Our main activities and who we help are described below. All of our charitable activities focus on advancing life, advancing education, relieving unemployment and providing recreational and leisure time activities.

The main activities undertaken in the year for the public benefit in relation to these objects are:

- **Business Courses** – Mentoring, training & support exploring the issues & practicalities of setting up and running businesses, Supporting the development of ideas with the overall aim of setting up sustainable new businesses and creating further employment opportunities in the area. We have worked with 60 people and have had 9 businesses set up.



Business Enterprise Course 2011

- **Catalyst** – A Home Office funded project working with Young People from Lewisham who are actively involved in guns, gangs & knife (GGK) crime activity. With the aim of reducing participation, and moving them into positive activities both now and in the future. We have worked with 60 people, 60% having moved into full time education, employment or training and 85% reporting a change in attitude to GGK crime activities. We have been awarded funding for the 2012/13 year.



- **Creative Success** – Arts & Crafts workshops aiming to increase confidence, raise aspirations, and develop new skills/ interests amongst young people. We have worked 150 young people, 90% reporting increased confidence, 75% reporting raised aspirations and 85% developing new skills and interests.
- **Dance & Drama Programme** – a successful three month course that worked with 60 young people. Providing them with training in technique and performance related skill. This course culminated in a public performance by the young people to an audience of family, friends and stakeholders.



Dance & Drama 2011

- **Employability Skills Courses** – Mentoring & Training for 16 to 19 year old people who are NEET. Teaching and developing valuable employment /business skills whilst removing the barriers to education & employment, successfully moving them into FT education, training or employment. We have worked with 70 young people. 30% moving into FT education, training or employment, 75% having developed clear career goals and plans for their future.
- **Holiday Schemes** – 20 schemes were run across South London with over 150 children and young people participating in a variety of activities including field trips to Epping forest, visits to Adventure Centres such as Kingswood Activity Centre, Arts & Crafts, and Sports days
- **Homework Club**- One club ran term time throughout the year catering to 75 children who were able to access support with homework activities in a safe and welcoming environment.



- **Lewisham Youth Offending Team**– six half term programmes were run on behalf of Greenwich and Lewisham Youth Offending Services providing courses on Respect & Responsibility, life and employment skills.
- **Mentoring Programmes**- Several programmes were commissioned this year involving 150 young people. The programmes catered to young people in Pupil Referral Units, Primary and Secondary schools.
- **Youth Forums** – This service was requested by one of our major funders. The forums are instrumental in providing young people with a voice in their communities. Members are given responsibility for organising events that would benefit their local areas, such as clean up days. Members meet once per month to discuss matters that are relevant to them as young Londoners. They participate in regional forums and learn how to be leaders, decision makers, and proactive members of their community.



Hair & Beauty Course



Contribution by Volunteers

The charity has benefited from the use of 16 volunteers throughout the year. Our work in partnership with the main job centres in Lambeth and Croydon, have resulted in people who have been unemployed working with the charity for at least eight weeks. Amongst their many contributions our volunteers were involved in the following activities:

- Providing administrative support on a range of programmes such as the Employability Skills programmes, Dance & Drama programmes and Business courses.
- Providing administrative support at our head office, assisting with a variety of duties including creating and maintaining databases, preparing course materials and collating statistical information for inclusion in reports.
- Supervising Children and Young People during holiday schemes both on site and during off site activities.

Financial Review

The charity has been able to withstand the ongoing cuts from local government and other funding organisations because of a strong customer base who recognise our expertise in the services we provide and have consistently funded programmes that have provided positive results for their clients.

Our accounts for the year ended 30 November 2011 are in deficit and this is due to a cash flow cycle delay which has now been rectified by changing our cash flow cycle.

Principle Funding Sources

The principal funding sources for the charity are currently by way of grant and contract income from AmicusHorizon housing association, Lewisham Youth Services, Lewisham PAYP and London & Quadrant housing association. There are ten other funders who have funded a variety of programmes that have enabled us to meet our charitable purposes throughout the year.

Charity's Policy on Reserves

We are in the process of developing a reserves policy and this will be included in subsequent Trustee Reports.



Structure, Governance and Management

Governing Document

The organisation is a charitable company limited by guarantee, incorporated on 23 November 2007 and registered as a charity on 1 April 2011. The company was established under a Memorandum of Association which established the objects and powers of the charitable company and is governed under its Articles of Association. The members of the Management Committee are elected to serve for a period of three years after which they must be re-elected at the next Annual General Meeting.

All members of the Management Committee give their time voluntarily and received no benefits from the charity.

Due to the nature of the work of the Charity the focus is predominantly upon children and young people. The Management Committee seeks to ensure that the needs of this group are appropriately reflected through the diversity of the trustee body.

Trustee Induction and Training

New trustees are invited and encouraged to attend Management Committee meetings to provide them with direct observation of how charity business is conducted. Further to this we are planning to run short training sessions (of no more than an hour) to help familiarise new trustees with the charity and the context within which it operates. These will be led by the Chair of the Management Committee and the Managing Director of the charity and cover:

- The obligations of Management Committee members
- The Memorandum and Articles
- Current financial position as set out in the latest published accounts
- Future plans, aims and objectives



Risk Management

The Management Committee over the next year will be conducting a review of the major risks to which the charity is exposed. A risk strategy will be formulated as a result of this review and systems and procedures will be established to mitigate the risks the charity faces.

Currently risks are minimised by the existence and implementation of policy and procedures for working practices on the various programmes we facilitate. Procedures are in place to ensure that staff, volunteers and contractors comply with health & safety, safeguarding and equal opportunities. These procedures are reviewed annually to ensure that they meet the needs of the charity.

Organisational Structure

Elevating Success has a Management Committee of up to 5 members who meet quarterly and are responsible for the strategic direction and policy of the charity. At present the Committee has three members from a variety of professional backgrounds relevant to the work of the charity.

The day to day running of Elevating Success rests with the Managing Director, Operations Manager and the Programme Manager. They are responsible for ensuring that the charity delivers the services specified, the operational aspects of the charity are met and supervision of staff and volunteers as they carry out their functions within the team.

Responsibilities of the Management Committee

Company law requires the Management committee to prepare financial statements for each financial year which accurately reflects the affairs of the charitable company as at the balance sheet date and its incoming resources and application for sources, including income and expenditure, for the financial year. In preparing those financial statements, the management committee should follow best practice and:

- Select suitable accounting policies and then apply them consistently
- Make judgements and estimates that are reasonable and prudent
- Prepare the financial statements on the going concern basis unless it is not appropriate to assume that the company will continue on that basis



The Management Committee is responsible for maintaining proper accounting records which disclose reasonable accuracy at any time the financial position of the charitable company and to enable them to ensure that the financial statements comply with the Companies Act 1985. The Management Committee is also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.



On the Road Driving Programme 2010



Thank You

Elevating Success would like to thank the following funders for their continued support throughout the year:

AmicusHorizon Housing Association

Baring Primary School

Croydon BME Forum

Croydon Churches Housing Association

Croydon Voluntary Action

CCPCG

Croydon Council

Home Office

Lewisham Council

Lewisham Homes Housing Association

Lewisham Youth Services

Lewisham Youth Offending Service

London & Quadrant Housing Trust

Phil Edwards School (PRU)

St Andrew's CE High School



2010-2011 Programmes

Below are some of the programmes that we ran over the past year.

High-5

Find the Road to a career or Training.

Are you not in education, training or employment and interested in improving your chances of employability? Would you benefit from mentoring and life skills training? If the answer to either question is yes, then our Catalyst course might be for you.

Workshopes include: CV writing, Personal Presentation, Customer Care, Finance Workshops, Job Searching

Course dates: 2nd June - 1st July
 Thursday & Fridays
 Start time of 11am
 Finish: 3pm

Venue: 10 Christie Drive, Croydon, Surrey, CR0 0RA

- Funding is available to assist with travel and lunch expenses.
 - Sur: 410

Telephone: 0207 993 8411
 Text: High5 and your name to 07957 349004
 Email: info@elevatingsuccess.co.uk
 www.elevatingsuccess.co.uk

High-5 Employability Course

Starting April 2011

DANCE & DRAMA

ENGAGEMENT PROGRAMME 2011

10-19 years of age

LOVE TO DANCE
 WANT TO DANCE

Dance & Drama 2011

FREE

On the road

prepare to drive

AGE 17+

Starts 2nd February 2012
 Running on Tuesdays and Wednesdays (10am - 3pm)

On The Road is an 8-week programme of training where learners apply for their provisional licence and study towards the Theory Driving Test. While they learn the necessary skills to navigate the roads they will also receive a combination of one-to-one and group mentoring in order to develop a clear progression path for their futures too.

FREE PROFESSIONAL AND THEORY TEST PAID FOR ONCE YOU HAVE COMPLETED THE COURSE

Location: Honor Oak Youth Club
 22-A Turnham Road
 Brockley SE4 2JD

On The Road

HomeWork Club

Need extra help with your homework?

Plus story time for the little ones...

Launch Date: 26th April 2011

Every Tuesday & Thursdays
 (Term time only)

Times: 5pm - 7pm

Price: Free

Amicus-Horizon
 CAF
 CROYDON YOUTH CENTRE

Homework Club

Amicus-Horizon

TOGETHER LEARNING COOKERY CLUB

In each session you will learn:

- New cooking skills
- New and healthier options for cooking meals
- More about local and seasonal foods
- Fun activity for the whole family

FREE

Course dates: Sat 16th Oct - Sat 26th Oct - Sat 12th Nov

Times: 11.30am - 2.00pm

Venue: IBC Community Grass Centre, Lions Club, Grove Park, SE9 4FC

To book online or more: Tel: 0207 993 8411

Text: Cooking and your name to 07957 349004

Email: info@elevatingsuccess.co.uk
 www.elevatingsuccess.co.uk

Cooking Workshops

CHRISTMAS

HOLIDAY PROGRAMME

FREE

Activities: Cooking, Crafts, Games, jewellery making, Storytelling, Arts & Crafts, Sports, Quiz & Quiz Teas, PE Games, Music-making, Singing, Performance.

Date: 19th - 23rd December 2011

Times: 12.30pm - 6pm

Age Groups: 8 - 10 year olds

Location: Riverside Youth Club, Grove Street, Deptford, London SE8 3QD

Registration contacts: Tel: 020 7993 8411 / 020 8314 7144
 Email: info@elevatingsuccess.co.uk
 Or alternatively pop into the youth club.

Holiday Programmes