

asian resource centre croydon

# 20+ Hears

OF SERVICE TO

CROYDON

COMMUNITIES



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Registered Charity No: 1120376 Registered Company No: 6250781

#### **About Us**

Asian Resource Centre of Croydon was established in 1999 as a charitable organisation with a view of bringing together Asian Communities & Businesses.

Our mission is to support, develop and promote voluntary/community activity that enhances the quality of life in Croydon.

Our vision is of an inclusive vibrant and sustainable voluntary and community sector that enhances local quality of life.

#### **Our Key Outcomes Are:-**

- More effective, responsive services for local people
- Empowered and active communities
- Increased social inclusion and community cohesion
- An increase in social capital
- · A strengthening of civil society
- Increased health and wellbeing of Asian communities

#### **Our Approach**

ARCC believes in a holistic approach to delivering services and achieving impactful outcomes.

Our approach is three pronged:-

- 1. Partnering with organisations to deliver an ABCD grass roots response that builds on community strengths and advances equalities for addressing needs and issues faced by marginalised communities.
- 2. Enabling voluntary sector organisations to develop and grow, providing infrastructure support to VCS to deliver quality services.
- 3. Gathering evidence of community conversations in relation to community issues, needs and gaps affecting Asian communities in particular.

#### Our Work

#### **Service Delivery**

Over the past year ARCC has worked with over 12,000 people. Our services support over 400 vulnerable and marginalised residents every month, by reducing social isolation, preventing loneliness, improving access to education and the labour market and addressing health inequalities.

#### **Infrastructure Support**

We work with strategic and service delivery partners to offer joined-up solutions to some of the complex problems that face hard to reach communities. Thanks to the support of our funders, our partnership is delivering seamless services through a common vision and a collaborative spirit.

#### **Core Values**

Our shared values guide us in everything we do:

- Empathy: We listen with empathy and treat people with respect. Our work is guided by what people tell us they need.
- Equality: We ensure everybody has equal opportunity and is not discriminated against because of their characteristics.
- **Empowerment:** We empower people with the skills, knowledge and confidence to take control of their lives.
- **Excellence:** We inspire and lead action. We always work hard to improve what we do and respond positively to challenges that arise.

#### Chair's Preface

As the Chair, I would like to welcome you all to ARCC's 2018/19, Annual General Meeting (AGM). This has been an exciting year for all of us as we celebrate 20 years of our service delivery to the Asian Community in Croydon. From the humble beginning to what we are today; a strong Asian Charity in the Borough.

I am pleased to have been elected as the Chair of the ARCC following the last AGM after serving for number of years on the Board as a Trustee.

Given the Brexit and global economic uncertainties, I am glad to say that ARCC as an organisation has sustained its growth very well over the past year despite the challenges we faced as a VCS organisation.

Looking at our achievements, I am proud to report to the AGM that most of our planned short and long term project targets have been met and some are in the pipeline due the funds being phased over a three year period.

We continued to build strategic and business links as well as reached out to new emerging communities i.e. refugees and helped newly arrived immigrants where possible. Thus, we extended our foundation principle wherever and whenever possible.

We are pleased to note that the profile of ARCC has been raised to a national level with A-List of celebrities like Simon Cowell campaigning alongside us for more money to charities and as such, we were featured in national and local newspapers, radio and recognising ARCC as leverage and an expert in community work. It must be stressed here without hesitation that ARCC as a charity organisation has showcased or worked and supported other community causes through our popular events and cultural celebrations.

We are now active on numerous strategic boards voicing the issues and concerns of the Asian Community. Years of austerity and less funding to the VCS has affected our work adversely putting extra stress on our limited budget and other resources. Still our vision is that ARCC will continue to make progress and will be able to speak up and challenge against racism, (which is reignited by Brexit politics) Islamophobia and Hate Crimes wherever and whenever they occur. We are prepared to challenge and be challenged in a constructive way. We totally committed to diversity and women's equality in every walk of life.

I take this opportunity to thank all our members and stakeholders. In particular, we thank the London Borough of Croydon for their continued support. Our thanks also goes to all those who are our supporters in public and private sector agencies. Further, on behalf of the Board of Directors, I would like to thank our CEO and all Staff members, for their relentless support and hard work in achieving ARCC's charitable purposes and objectives as a registered charity. I am also grateful to our Board Members who worked and supported us throughout the year. Also, I must thank our members, and corporate members who help us in a variety of ways. Finally, I thank all our volunteers for their help and sacrifices they continue to make to help ARCC.

Raghu Shetty Chair



#### **Chief Executive's Report**

ARCC achieved a number of key strategic, operational and financial targets this year. We successfully completed our Building Better Opportunities Project and embarked on a journey with new and existing partners to seek continuation funding for our stronger communities programme.

As we enter the final phase of our community fund programme, we are glade to report more than 10,000 interventions to support local people through our Health and well-being, digital and financial inclusion, capacity building and young people and parenting.

We made notable progress on building our presence in the borough by being invited to sit on the LSP (Local Strategic Partnership) Board.

We have had a fantastic year in raising the profile of the organisation locally and nationally through intensive marketing and publicity campaigns. We were invited to speak on BBC Asian Network radio programme about child poverty, be a panellist on LBC's leadership conference and our coffee morning was filmed by Channel 5 TV crew and featured in the People's Health Trust Tea Party at the Savoy hosted by Simon Cowell.

This year's highlight for me was getting a personal invitation to Music mogul Simon Cowell's west Kensington residence to join him in an interview with a national newspaper to campaign for more money for charities, through Health Lotteries.

This year we also launched our pledge to press for change and work towards creating a vibrant and sustainable voluntary and community sector where Equality, Empathy, Excellence and Empowerment is at the heart of decision making and service delivery.

2018/19 also saw us take our role as LTO (Local Trusted Organisation) to BLBG (Big Local Broad Green) a step further by entering in to negotiating a community space with Croydon Partners Westfield and Hammersons for the Broad green community.

As an infrastructure group we have been busy supporting local VCS (Voluntary Community Sector) groups and individuals to set up their own enterprises, launch their products and services, develop policies and procedures, build strong partnerships and fundraise for a more sustainable future.

In a nutshell, our membership is continuing to grow and attract diverse organisations and individuals. Our partnerships are getting stronger and showing the impact of unity. We are doing more outreach through our family guides and we are delivering services to more people than ever.

The future is looking good but presents many challenges too, particularly around securing funds for our sustainability and finding suitable premises as we are fast outgrowing our current space.

I look forward to leading the organisation into its 20th Year with determination to influence change for the better and bring a fresh and innovative approach to community leadership.

Ima Miah CEO





#### **AGM**

2018 ended with ARCC holding its AGM to a packed audience. ARCC Board and CEO reported the organisation finances, service delivery and future plans to our members, supporters and stakeholders. The presentations included the progress of our Community Fund Project delivery to date.

We were delighted to have The Mayor of Croydon Cllr. Bernadette Khan, a long standing advocate of ARCC as well as our other invited guest speakers including David Mellis from Legacy Youth Zone Croydon and Steve Yewman from Westfield, who both gave presentations on the new Youth initiative supported by Croydon Council and the planned development of Westfield in Croydon and the positive impact on the community respectively and how VCS organisations such as ARCC can become involved.



#### **Channel 5 Filming ARCC's Coffee Morning**

After the huge success of our People's Health Trust Coffee Mornings we were selected amongst a handful of projects throughout England to feature in a Health Lottery TV advert and we were delighted to have over 100 people attend our June 2018 Coffee Morning where Channel 5 came to film our gathering ahead of the Health Lottery's Tea Party.

This was a great and enjoyable experience for our members to have camera crews filming, interacting and interviewing people throughout the day. This culminated into a two minute advert style film capturing the essence and vibe of the Friends Coffee Mornings.



We have now reached the mid-point in the third year of our Community Fund Project delivery covering four programmes including Health & Wellbeing, Legal/Financial & Digital Inclusion, Young People & Parenting and DASV (Domestic Abuse & Sexual Violence). ARCC is the lead agency for 15 community partner agencies and are responsible for off-site audits and monitoring returns to Croydon Council to ensure that services are delivered to contractual requirements and to ensure high standards of quality across the partnerships.

Our Health & Wellbeing programme is a range of projects tackling social isolation and health inequalities through luncheon clubs, coffee mornings and social gatherings.

Our Young People & Parenting programme offers free tutoring and homework support to disadvantages children 8-10 years old. We also have a positive parenting course that is well attended and helping families connect.



Our DASV (Domestic & Sexual Violence) Project is three pronged where we show awareness raising films to create conversations in the community, we run a discreet drop in for people living with DV and we ran a freedom programme for 12 week educating and supporting to make decision whilst living with DV.

Our Legal, Financial & Digital Inclusion programme offers a range workshops including free initial legal advice, budgeting, benefits, understanding APR and IT support.

The programme has consistently delivered high quality outcomes and is on target to exceed the majority of its KPI's. So far since the start of the programme we have seen a total of 22,977 and reported excellent or good feedback. The major impact of the project has been to reduce social isolation and loneliness amongst a group of vulnerable and marginalised elderly people. Other outcomes include better digital inclusion, understanding between different communities and healthier & happier individuals.



#### **Health Lottery Tea Party & Meeting Simon Cowell**

ARCC was delighted to be amongst handful of charities showcased at the Health Lottery Tea Party at the Savoy in a sparkling and star studded event hosted by music mogul Simon Cowell and radio presenter Nick Ferrari. ARCC enjoyed talking about our project on stage with celebrities after our Channel 5 film clip was shown over 500 attendees. We also had a backstage pass to meet the stars and take memorable photos.

Subsequently Simon Cowell requested a meeting with our CEO at his Kensington Home where he and ARCC were interviewed for a joint article in the Daily Express to campaign for an increase in prize money for the Health Lottery to raise more funds for charities throughout the UK.



#### **Parenting Course**

We successfully delivered a 13 week parenting course during this quarter to a group of 12 parents and successfully held a graduation ceremony at Croydon Town Hall. Parents and carers had the opportunity to meet up to share experiences of bringing up children. They learned new skills for communicating effectively with children, discuss and practice positive discipline in setting boundaries as well as looking at positive ways to reduce conflict and challenge unacceptable behaviour.

From the feedback we received it showed 100% of the participants gained increased confidence and learned new parenting skills that would help them to become better parents. All of the parents are from deprived/challenging backgrounds and for ARCC to be able to offer them this vital support was very satisfying.



#### **Book Launch**

A joint book launch of the "Heartfulness Way" was held at the Croydon Town Hall in partnership with Manju Shahul-Hameed Foundation & Heartfulnes UK focusing on relaxation, meditation and connection on the path to spiritual transformation, a way to alleviate the suffering of mental health and wellness in general. Given that our health and wellbeing element of our project delivery is still the most popular, this fitted in nicely with the theme.



#### City Hall Public Engagement Focus Group

In October we held a Public Engagement Focus Group in association with Mayor of London Office for Policing and Crime with local community leaders, businesses owners and community organisations to look at how relationship between Londoner's and the Police and discussed issues that matter to Londoner's.

There were very passionate and productive discussions, the general findings were;

- That Police were not visible on the ground.
- Communication between communities and police needed to be improved.
- Certain minority communities did not feel confidence in police handling business community complaints.
- Hate crime is increasing in the Borough.
- Police should promote its services better through contact directly with the public.

The feedback from the discussions will be fed into the Mayors Policing and Crime strategy for next year.



#### **Terriers Play**

To tackle youth crime and gang violence ARCC supported and sponsored the Terriers tour of Croydon. The play aims to get young people thinking about the consequences of their actions, their attitude towards gang behaviour and the life choices they make.

The play engaged young people and there was a great deal of insightful questions and statements from them, which highlighted their awareness of the subject matter and the recognition of the characters.

The play was attended by local Croydon MP's and Councillors and the business community in a special VIP showing at St Georges Walk where it was very well received. In total 990 people attended the play and a breakdown of the attendance at different venues is shown in the chart below.



#### **Shared Reading**

In January we started a new and innovative weekly "Shared Reading Classes" in partnership with "The Reader" a national charity that wants to bring about a reading revolution so that everyone can experience and enjoy great literature.

The idea of the project is to have small groups of people (6-8) reading short passages from a book or poems aloud and discussing their understanding and emotions around the piece. The sessions enable people to meet from their local neighbourhood and make friends, thus reducing social isolation and loneliness. Some of the individuals have expressed an interest in holding reading sessions in their own mother tongue and form a new group going forward.



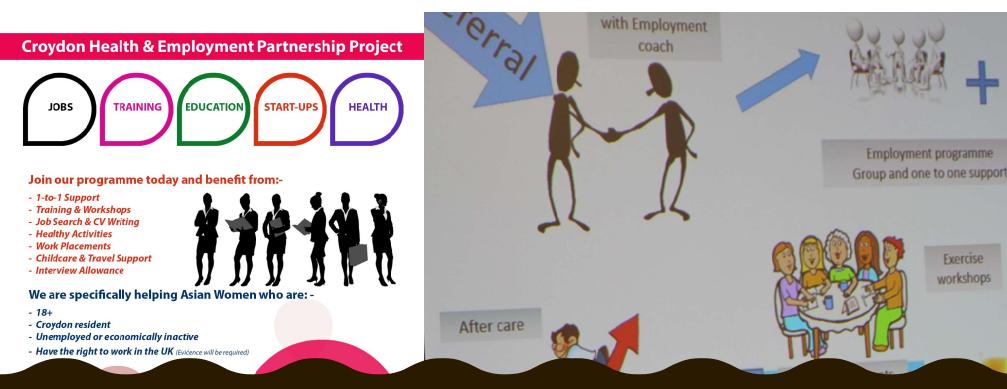
#### VEG (Visible Elders Group) - People's Health Trust

As we approach the end of the project delivery, we have met all the targets and outcomes set for the programme. This has been a hugely successful and impactful programme both for the participants and the organisation.

We delivered a range of activities including monthly coffee mornings, dance therapy, chair-based yoga and tai-chi sessions to residents in high deprivation areas who are 50+. The aim of the project was to reduce social isolation, improve health and well-being and build friendships in their neighbourhoods.

The emotional, mental and physical benefits of the project are clearly showing since the project started. We are so pleased that the retention rate has been incredibly stable throughout the two years with more than 80% of the people who started with us at the start of the project continuing on the programme. This shows the clear need and benefits of small localised project that connect people in small neighbourhoods.

One of the unexpected outcomes has been the physical benefits of the project for people aged over 70+ i.e. some participants who were using walking sticks when they joined us are no longer reliant on their walking aid and are even partaking in public performances. Some of our dance group have been attending our sessions from the beginning of the project and their confidence has increased over the years and we are proud to say they are now doing public performances.



#### CHEP (Croydon Health & Employment Project) – ESF/Big Lottery

During this year we concluded the financial reporting for the CHEP Project. This was in partnership with eight other local organisations and provided employment solutions for disadvantaged Croydon residents. ARCC delivered support to Asian Women through job Search, CV writing skills, interview skills and mock interview sessions. Some of the successes of the project included sustained job placements, volunteering opportunities and career development training.



#### **BLBG** (Big Local Broad Green) – Local Trust

We have continued our work to fulfil our responsibilities as the LTO (Local Trusted Organisation) for BLBG funded by the Big Lottery over 10 years through the Local Trust. We are currently in year three of delivery. BLBG delivers against several local outcomes including: - A United Community, Supported Vulnerable, People, Places to Go & Things to Do, Stronger Economy, Greener & Cleaner, Health & Wellness and Leaving a Legacy.

BLBG aims to strengthen and enhance the area through delivering resident led social investments to harness the assets, strengths and connections of local people who live and work in the Broad Green area in Croydon. This project will improve the lives of the local people through their talent, aspirations and passions.

Over the past year ARCC has been liaising with Croydon Partners to secure a hub for BLBG and we are pleased to update that the refurbishment work has started and we expect a launch in July 2019.



#### IWD (International Women's Day)

ARCC is proud to support IWD (International Women's Day) for another year by celebrating with inspirational speakers and dignitaries including the Deputy Mayor of Croydon in attendance. We had around 150 people at the event from all walks of life celebrating the achievements of women in the Borough and globally. The theme for this year's IWD was #BalanceForBetter focusing on gender balance in the workforce.

We had a group of inspirational speakers speaking about their careers and journeys to success. They also participated in a questions time style panel interactive discussion.



#### **International Older People's Day**

ARCC is committed to celebrating International Older People's Day and the contribution they make to society. This year the theme was "Celebrating Older Human Rights Champions". Resolution 45/106 passed by the united nation general assembly on December 14 1990 declared October 1st to be the International day of Older persons. Are continues to celebrate this day and the achievements of Croydon elders in an event full of togetherness, and sharing experiences.



#### **Diwali Celebrations**

ARCC celebrated Diwali in style with performances, talks from the Hindu Council, an art exhibition and interactive dance sessions. It was a multi-faith and multi-cultural event attracting over 200 people to come and learn about and celebrate the festival of lights together with food, fun and laughter.



#### **Croydon Mela**

ARCC took part at the Croydon Mela in Wandle Park by holding our own Indian Street Food Stall. The Mela attracted thousands of people from Croydon and surrounding towns coming to watch the fabulous line up of performances including international and local artists. Lots of ARCC members were able to enjoy an array of stalls including food, jewellery, clothing and community stalls. We took the opportunity to survey over 100 people on what the top three issues affecting Asian communities are. The main issue included mental health, social care and social isolation.



#### **Infrastructure Support**

As part of our infrastructure/capability support we assisted number of organisations in reviewing their policy, providing training to their management committee and good governance. We continued to provide one-to-one and group training in areas such as monitoring and evaluation, volunteering, digital/financial inclusion, fundraising, premises support and workforce development.



#### **Events/Workshops/Training**

During the past year ARCC has been busy representing the community by being at the forefront of new developments at strategic level. We have attended number of engagement events including meetings, workshops, training and events throughout the borough. We continue to be a voice for the Asian community on strategic boards including the LSP, Safer Neighbourhoods, LVP, Community Tensions Monitoring Board and various Partnership Boards.



#### **Partnership Working**

After the continued success of ARCC's Community Fund partnership, 10 new and existing partners have teamed up with ARCC to collaborate on a Big Lottery partnership fund call the CCDP (Croydon Community Development Partnership) Project. The project endeavours to tackle social isolation, health and well-being, digital inclusion, young people and parenting and DASV. The partnership has been meeting on a quarterly basis to develop the bid and shape the projects.

#### Secretary's Report

We have had another wonderful year at ARCC working with the diverse Asian communities delivering projects in the areas health and well-being, DASV, young people and parenting and refugee/asylum seekers as well as holding number of other activities, workshops and seminars throughout the year. Our partnership is strong as it has been with number of organisations working in collaboration with us. It has been a pleasure working with the different groups working with communities on the ground.

Having been a trustee of ARCC for a long time I am so pleased to see the organisation thriving at the highest level in Croydon and playing a vital role in the fabric of our joint community. This year is indeed a special year as we celebrate two decades of working in partnership with the local authority and the wider community.

We have a clear strategy on the way forward for the organisation and plan to guide us in how to get there. We have strong staff team led by an experienced CEO and committed Chair.

I am so grateful to all my fellow board members and staff for the support they have given to make sure we have maintained our high standard as a smooth running and well governed organisation. At a time where charities are being scrutinised and criticised widely in the media being transparent and accountable is ever more important. I would like to personally thank all the past and previous stakeholders for the efforts they have put in to make this organisation a relevant and valuable asset to the community.

I look forward to welcoming new members to the ARCC family at this AGM and am hopeful for a bright future ahead for the organisation.

Dilly Surelia Secretary



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I would like to take this opportunity to thank all our funders including London Borough of Croydon, The People's Heath Trust, ESF/Big Lottery, Local Trust as well as well as number of other donors for supporting us over the past year as well as all my fellow Board of Directors, Members, Supporters, Staff and our

well as all my fellow Board of Directors, Members, Supporters, Staff and our dedicated and committed team of Volunteers for continuing the incredible work on a day to day basis.

Following on from the successes of the previous year I am pleased to report that we have had another great year at ARCC where we have seen continued

sustained growth, with the organisation developing and growing under the guidance of a strong board and staff team. We have expanded our work through

delivering a wide range of projects including prevention and early interventions.

We have continued to provide support to the Asian VCSO's and deliver projects in the areas of health & well-being, young people and parenting, legal, financial and digital inclusion, DASV as well as number of other projects/activities tackling

The organisation continues to seek to diversify its income and be less reliant on solely grant income. We are experimenting low risk ventures such as managing properties to try and income generate from hall hire and office lettings. We are also doing more consultancy work with other organisation to generate unrestricted income. The team are producing more fundraising events and activities to self-fund small projects. We are currently writing a CSR Strategy that

will assist us to attract sponsorship from the businesses community.

As we close this financial year and look forward to another year I am optimistic that the organisation will grow stronger, increase its income and become more enterprising.

Rumel Jahur Treasurer

Treasurer's Report

social isolation and loneliness.



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#### **Financial Statements**

Year Ending 31st March 2019

#### **INCOME**

LB of Croydon £145,000 £170,586 Local Trust - BLBG £13,615 Peoples Health Trust £22,807 ESF/Big Lottery £5,004 Donation/Sponsorships Gift Aid £420 £56 Councillors Ward Fund £1,000 Misc

**TOTAL** 

£358,488

#### **EXPENDITURE**

£155,670 Management and Admin
£69,104 Charitable Activities
£13,331 General Admin Exp
£9,619 Other Support Costs
£2,610 Governance Costs
£53,050 Project Delivery & Grant Funding

#### **ARCC Board of Directors and Staff**

Year Ending 31st March 2019

#### **Board of Directors**

- Raghu Shetty (Chair)
- Bushra Ahmed (Vice Chair)
- Dilshad Surelia (Secretary)
- Rumel Jahur (Treasurer)
- Somasundaram Kanagasundaram
- Parameswar Menon
- Usha Patel
- Ashtaq Arain
- Ghazala Mirza
- Jay Patel
- V Chandrababu (Resigned December 2018)
- Kaushalya Kakad Co-opted Member

#### Staff

- Ima Miah (Chief Executive Officer)
- Aisha Bryant-Abdullah (Strategic Partnership Manager)
- Mamun Khan (Project Monitoring & Finance Manager)
- Debahuti Chakraborty (Finance Manager)
- Rabia Iqbal (Finance & Office Administrator)
- Saba Khan (Consultant)
- Janet Clarke (BLBG Project Coordinator)
- Anne-Marie Liew (BLBG Project Coordinator)
- Saima Raza (BLBG Project Coordinator)
- Saera Haque (Project Support Worker)



"Domestic abuse is the hardest thing a woman can face and ARCC was there for me in my hardest time with impartial advice and support. I cannot thank you enough for helping me and my children with emergency supplies when I left my refuge with nothing. I am happy that i have come to Croydon now."

"I am delighted to be one of the founding members of ARCC and I am immensely proud of its achievements. ARCC has made a real difference to people's lives by tackling the root causes of problems people face who are at the margins of society. I am very keen to support ARCC's ultimate vision of establishing a resource centre that is accessible and puts communities at the heart of its work...ARCC is a great representative for minority voices."

Cllr. Humayun Kabir, Mayor of Croydon

### **TESTIMONIALS**

ARCC is doing invaluable work in the Community.

Sarah Jones MP

"Making friends in my dance therapy session helped me to cope with the loss of my dear, dear husband and the empty loneliness of being left alone... My doctor has told me to continue attending these sessions, as my mental, physical and emotional health has improved leaps and bounds."

Sonia - ARCC Dance Therapy Sessions

Coming to ARCC has shown me that I can be more, I can do more and



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