

asian resource centre
croydon

Annual Report
2019/20

20+ *Years*

OF SERVICE TO
CROYDON
COMMUNITIES

Name: Asian Resource Centre of Croydon Limited

Address: CVA Resource Centre
82 London Road
Croydon
CR0 2TB

Tel: 020 8684 3784

Email: info@arccltd.com

Website: www.arccltd.com

Twitter: [@arccltd](https://twitter.com/arccltd)

Facebook: [@arccltd](https://facebook.com/arccltd)

Instagram: [@arccltd](https://instagram.com/arccltd)

YouTube: [@arccltd](https://youtube.com/arccltd)

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.*

4E's; Empathy, Equality, Excellence, Empowerment

ARCC takes pride in providing a quality and accessible service to communities by delivering against a set of principles we call the 4E's;

Empathy: *We believe empathy at its simplest, is awareness of the feelings and emotions of other people. It is a key element of Emotional Intelligence, the link between self and others, because it is how we as individuals understand what others are experiencing as if we were feeling it ourselves.*

Equality: *Ensuring everybody has an equal opportunity, and is not treated differently or discriminated against because of their characteristics such as age, disability, race, religion or belief, gender including gender reassignment, sexual orientation, marriage and civil partnership, and pregnancy and maternity.*

Excellence: *As an infrastructure organisation we will inspire and lead action. We will strive to identify and disseminate the knowledge base for good practice in all aspects of our work with the VCS.*

Empowerment: *We believe empowerment is about supporting communities and people to gain control over the factors and decisions that define their lives.*

Chair's Preface

It has been an exciting and busy year for ARCC. We were looking forward to celebrating the 20th Anniversary year of our charitable work to Asian and BAME community in the borough with an extravaganza event planned in 2020, however for obvious reasons this has been put on hold. None the less we had a great lineup of events throughout the year and an incredible uptake of our projects. We reached out to communities and listened, we took the views of our community and represented them at the highest level in the borough.

Traditionally, we at ARCC set a very high standard in all the things that we do to achieve our aims and objectives in delivering the services to our community. We have maintained our standards by delivering successfully in all areas of our work. Our funders, clients and stakeholders have given us glowing feedback as well as ARCC being recognised nationally for our work in the community through awards.

It must be recognised that staff have again worked very hard to deliver all the projects on the ground. ARCC undoubtedly has done well this year beyond all our expectations. I hope the momentum of progress that has been triggered this year will continue every year in the future.

The ARCC board has continued to support staff and oversee the strategic direction of the organisation. Trustees and Co-opted members have worked hard to ensure that we are compliant with the governance codes set by the commission and to ensure timely reporting to all stakeholders. Our CEO, board and sub-committees have worked hand in hand to keep the organisation both viable and relevant.

Towards the end of the year we faced major challenges with the news of the coronavirus outbreak in the UK and the uncertainty this would bring. I must say that we as an organisation adapted remarkably and immediately identified the needs of the community and within a matter of a week a decision was taken to start the emergency food bank for the people that were vulnerable and isolated at home. The food bank also included cooked meals for the people that were categorised as high risk. We have proven our ability to adapt and respond with both forward vision and highest level of scrutiny even in times of crisis.

I take this opportunity to thank all our members and stakeholders as usual. Our special thanks as always to the London Borough of Croydon for their continued support, advice and guidance. I also thank our public and private sector funders, especially The National Lottery for funding our new Croydon Community Development Partnership Project for the next three years.

On behalf of our Board of Directors, I wish to thank all our staff members and volunteers for their relentless support and extra work during the year.

As a community we need to keep together, understand one another and ensure we are moving forward collectively. I hope that the Croydon community will continue to support ARCC in the coming years as they have been throughout the past two decades.



Raghu Shetty
Chair

Chief Executives Report

I am delighted to be introducing ARCC's Annual Report 2019/20. A year that marks two decades of work within Croydon, one of the most diverse and dynamic of all 32 London boroughs. It has been an incredible five years for me leading the organisation with an enviable staff team beside me all the way. Within the last few years, the board, staff and volunteers have taken the organisation to another level, and we have done it together as a unit.

Given this reporting year is an important anniversary it is vital for us to set a vision for the short, medium and long term ambition for the charity that is both optimistic, innovative and achievable. Saying this, it is also important for us to reflect, learn and appreciate what we have done from our humble beginnings till now as a leading organisation in our borough.

I am pleased to report that we have delivered on the majority of our objectives from our rolling business plan including

- *Expanding ARCC services to work primarily with communities that are reflective of Asia Pacific but not exclusively so.*
- *Reducing social isolation and loneliness by and promoting health and wellbeing within Asian and wider communities.*
- *Advancing dialogue around mental health, hate crime and domestic abuse in Asian communities.*
- *Building a stronger strategic presence and voice at the highest level.*

ARCC has a unique selling point that it is the only Pan Asian infrastructure and delivery group in Croydon and has over 4,000 members at various levels. ARCC has a strong board and a highly skilled and experienced workforce.

Our approach is to work in partnership with other voluntary sector partners to address the key issues raised by the Asian communities in ongoing consultations. By listening to the diverse voices of Asian people, early intervention projects have been developed that have reduced ill health and prevented the need for people to attend medical and other mainstream services.

ARCC's social and cultural events have invited diverse people to come together socially and build friendships and support structures that hitherto they did not have access to. ARCC is creating its future by developing young people to build on the two decades foundations that have been set by the current ARCC board and give young people real opportunities to become tomorrow's community leaders. This year we have seen major growth and development of new projects by securing £1.3 Million from the Council, National Lottery, CCG and other funders we have ensured we are a going concern for the next 3 years.

I am proud of the growth the organisation has made in a short period of time. Not only have we seen an increase in our income but we have also seen growth of our membership in terms of individuals, community groups and businesses engaging with us. We have a steady increase in our social media following and over the last few years we have been active on all the social media platforms including Twitter, Facebook, Instagram and YouTube.

We have expanded our delivery arm and we have also increased our representation on the number boards we are present on including Local Strategic Partnership Board, Local Voluntary Partnership Steering Group, Safer Neighbourhoods, Shadow Health & Care Board and many others.

This year has seen interesting developments on all fronts including our relationships with strategic partners including funders, the local authority, the NHS and we have embarked on a new partnership with 3 other infrastructure groups in the borough. We hope this partnership will pave the way for better coordination and streamlined service delivery in the VCS.

ARCC's biggest asset is its workforce. Our ability to recruit and sustain a skilled and stable workforce has been fundamental to our success. The team has shown expertise and dedication during busy times and unity & patience during periods of uncertainty. Our working culture, policies and support has strengthened this year with a growing and diverse team.

Our policy and campaigning work has matured and started to show impact. ARCC has run several campaigns this year including our Social Isolation and Loneliness Campaign, Mental Health Awareness, DASV (Domestic Abuse & Sexual Violence), Hate Crime and HBV (Honour Based Violence).

All of our work and campaigns are informed through data that we collect and gather from the communities we serve through consultations and co-production. The needs and voices of the community remain at the very heart of the work we do.

As the LTO (Local Trusted organisation) for BLBG (Big Local Broad Green) we continue to deliver our part in ensuring a coordinated approach for Broad Green residents. We are shifting more focus on working from The Hub Broad Green and utilising the space offered by Centrale.

I firmly believe the future success of the organisation lies in its ability to find stability in a mixture of infrastructure and service delivery work. The Shifting nature of funding and Government priorities, means that the voluntary and community sector remains vulnerable to short term arrangements, insufficient funding and cuts. In a volatile environment we must ensure that we are able to develop new and innovative services but also sustain core delivery based on the foundations we have laid over many years. By keeping a close eye on the wider landscape and by aligning ourselves with local priorities we will be able to move in the direction of relevance. My focus over the coming years will be to increase our work in public health, prevention and localities working.

It remains for me to say a sincere thank you to each and every person who has given their time, advice, money or help to our cause this year. We would not have achieved the level of success we have seen this year without you. The strengths we have built and accumulated will form the foundations from which we will take on 2020/21, no doubt the coming year is showing the signs of being another year of change and challenge, especially with COVID-19. I believe partnership and collaborations will be key, and I believe that by harnessing the talent we have within our team and the community we will achieve the change that's so desperately needed, faster.

As the CEO of ARCC I will continue to serve the Asian and minority ethnic communities to the best of my ability and hope the year ahead brings further growth, success and recognition for the organisation in all areas of our work.



Ima Miah
CEO

Projects & Activities During 2019/20: -

Launch of Croydon Council's VCS Community fund

We have supported the Council and our infrastructure partners to hold a series of events that made up the launch of the community fund that included networking events, providing information regarding localities, partnership working and workshops. The infrastructure groups played a pivotal part in launching the fund but supporting smaller VCS groups to access the pot and understand the opportunities available to them.

Community Fund Information Session

ARCC held an information session for Asian & wider VCS organisations. The event was fully booked delivering information on Croydon Council's outcomes Commissioning round. We supported groups to understand the thematic outcomes and the application process. The group gave great feedback which showed the need for this type support.

Quick Guide to Writing a Good Funding Bid

To continue our community fund launch programme we delivered a workshop to small VCS organisations and groups on "How to Write a Good Funding Bid" the training covered advice and tips on making the best possible application, essential dos and don'ts and details of the help and support that's available.

Community Fund Launch

ARCC took part in Croydon Council's Community Fund launch event at Fairfield Halls in March with joint partner presentation from the infrastructure organisations CVA, Croydon BME Forum and CNCA on the offer of support being provided to local VCS organisations, organised by Cllr. Hamida Ali. It was great to share a platform with our infrastructure partners and talk about our exciting and comprehensive offer to the borough's VCS partnerships.



BLBG (Big Local Broad Green) & Launch of The Hub Broad Green

We have continued our work to fulfil our responsibilities as the LTO (Local Trusted Organisation) for BLBG funded by the Big Lottery via the Local Trust.

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 is improving the lives of the local people through their talent, aspirations and passions.

Over the past two years ARCC has been liaising with Croydon Partners to secure a hub for BLBG and we are pleased to announce the long awaited launch of “The Hub Broad Green” was held on 30th July 2019 situated at 38 Keeley Road, Croydon, CR0 1TF.

Mayor of Croydon Cllr. Humayun Kabir officially opened The Hub Broad Green and said the *“New community space would be used as a springboard for so many new and exciting projects in the area and go a long way to making the area a better place to live and work for local residents”*.

The event was attended by a cross section of the community including community organisations and leaders, local businesses, politicians and media. Huge thanks to the Leader of the Council Cllr Tony Newman, Croydon North MP Steve Reed & Cllr. Toni Letts OBE and Deputy Leader of the Council Stuart Collins for attending the launch and supporting this great project.

ARCC would especially like to thank Croydon Partners and Centrale & Whitgift for the immense amount of support they gave in making The Hub Broad Green a reality. The Hub Broad Green will strengthen Broad Green Community and enhance the area through the assets, strengths and connections of local people. Since opening the space has hosted many events, training courses, workshops from a range of organisations and communities and continues to flourish. We would also like to thank ARCC Vice-Chair Bushra Ahmed, who is also a BLBG Steering Group Member for her efforts in negotiating and securing the space for us, as without her dedication this would not have been possible.

During this year we recruited a Project Coordinator, Hub Officer and a Project Support Worker based at The Hub Broad Green to continue the good work of BLBG in the community.

Towards the end of the financial year The Hub Broad Green became a real resource with ARCC converting our Food Club into a Food Bank working closely in partnership with BLBG to support vulnerable people in the community during Covid-19 pandemic and became the focal point and a life saver for so many people.



BLBG Annual Celebrations & General Meeting

In December we supported BLBG (Big Local Broad Green) with the Annual Celebrations & General Meeting at The Hub Broad Green with local residents and community organisations in attendance. An update was given on the work of BLBG over the past year including all the amazing work taken place at The Hub Broad Green. Since opening the space has been utilised for many community projects, meetings, workshops and events by local residents and organisations.

The meeting also heard about the future plans for BLBG and the upcoming funding round to support small projects in Broad Green. Case studies were presented by MSH Foundation, one of the grant recipients working to raise awareness around mental health in the community through activities and events such as feeding the homeless and multicultural celebratory events. Croydon Boxing Academy also made a presentation on the work they have done in the community with the funding they received to work with young people preventing anti-social behaviour.

Presentations were also given by Ima Miah, CEO of ARCC about the role we play in supporting BLBG as the LTO (Local Trusted Organisation). Lorraine Hart the rep from Local Trust spoke about their role in supporting the Big Local Plan and the future vision of BLBG.



Post Brexit Hate Crime Public Meeting

ARCC joined forces with Croydon Met Police, Tell Mama, Mayor of Croydon and Croydon Council to tackle Hate Crime and hear the voices of local community members. The public meeting saw around 40 people in attendance including local community leaders, politicians and business community in attendance.

It was a lively conversation with members of the community expressing their concerns and asking questions to the panellists including Police, Tell Mama and local politicians. We heard about personal experiences and what the Police’s strategy is for dealing with hate crime.

United Against Hate Crime in Croydon Public Meeting

We continue our hate crime work by holding a series of public meetings. The event was split into a panel discussion chaired by our CEO Ima Miah and then questions and answers from the audience.

The panel consisted of Cllr. Hamida Ali talking about Hate Crime being a priority for Croydon, Iman Atta, Director at Tell Mama UK team discussing their latest findings on anti-Muslim hate crime/Islamophobia and Sharon Kilbourne from Croydon Council updated the group on the Council’s latest initiatives to tackle hate crime. The meeting heard Cllr. Hamida Ali respond to why the Croydon’s Hate Crime Pledge has been set up and why people should sign up to it.

Our Expert Panel Speaker Asifa Lahore Britain’s first out Muslim Drag Queen & LGBT activist aired her thoughts on social spaces for transgender communities, James Kelleher, CEO of Disability Croydon raised his concerns about the challenges of disability Hate Crime reporting and the barriers individuals face, and Bushra Ahmed, Vice-Chair of ARCC and Community Activist spoke about her experiences and the real challenges facing society in tackling Hate Crime.

Ima Miah, CEO concluded the meeting with reflective thoughts & next steps. The meeting was recorded and is available on our YouTube Channel for public benefit.



Coffee Mornings

Our Monthly Coffee Mornings continued to be a success throughout the year attracting large and new attendees. The Coffee Mornings have become our flagship event every month where different communities come together to socialise, make new friends and find out more about the projects and activities of ARCC.

The Coffee Morning also provides a platform for other organisations to come and give presentations about their work and during this year we hosted IMAGINE in raising awareness about mental health, CCG holding an information session of TB, Carers Information Service on services available to carers, The Home Office and Met Police on Fraud & Cyber Crime, Fundraiser for Macmillan Cancer, UK Parliament on the Big Conversation and how Parliament works.

The Coffee Mornings are also an occasion where celebratory events were held including Diwali, International Women's Day, International Older People's Day, Chinese New Year, Ramadan, Easter etc. This is a hugely popular well attended event, which removes social isolation and this acts as a healer of many illnesses.



Sewing Course

In partnership with Croydon SocialP and Ministry of Empowerment, ARCC held a six week workshop for sewing and Arts & Craft. People of all ages joined this workshop and became extremely popular among ladies. They learnt patch work, making bags and accessories. They learnt how to sew independently and made new friends.

Launch of Food Club

This year we launched our exclusive Food Club in June 2019 in association with FareShare with the aim to help the most poor and vulnerable people in the community. Food poverty is a major issue that affects so many people and from the research we have conducted we have seen that many people from the Asian Community are reluctant to use Food Banks due to the stigma associated with it. ARCC's Food Club is for registered members only with a membership fee of £5 per year and £3 for weekly collection for a bag of groceries, which is equivalent to £20 worth of goods. We found this was a culturally sensitive way for us to address the issue of food poverty whilst allowing members to feel dignified. During the past year this project has been a huge success with 20 regular members each week and other ad hoc members coming as and when they need the groceries.

During the end of the financial year a decision was taken to convert the Food Club into a FREE Food Bank due to COVID-19 pandemic, which became a vital service and a lifeline for so many families, vulnerable people and people isolating or shielding at home. The decision was also taken to shift the operation from London Road to Keeley Road at The Hub Broad Green to make it more accessible for our members and the community.



CCDP (Croydon Community Development Partnership)

After spending over a year on developing a new project in partnership with 10 other organisations in the Borough with ARCC being the lead we were successful in our funding application to The National Lottery (TNL) Community Fund and was awarded just under half a million pounds to deliver a programme over a period of 3 years from 2020 to 2022 to deliver a range of activities including, health and well-being, young people and parenting and DASV prevention.

The CCDP Project will be holistically creating an environment where Asian and local communities can thrive, and community led grassroots activities will contribute to building an environment that engenders responsibilities and nurtures the positive things which people are willing to do to make their locality a better place to live.

- The programme offers a core strengthening of the Asian VCS through partnership working; to build family resilience, improve community cohesion and combat social isolation
- To enable volunteering opportunities throughout the programmes, so the strong can share skills with struggling people and Carer's can be given support and some respite,
- To support parents to understand the educational system and thereby be able to support their children with their studies, engage young people using sport to have community conversations to prevent them being misled into a radical ideology.
- To enable volunteering opportunities for young refugees and asylum seekers to support them to integrate into the community, backed by greater support to learn English.
- To provide a provision of culturally specific DASV services to prevent domestic abuse.



CCDP (Croydon Community Development Partnership)

Our service programme is outlined below:

1. Infrastructure Support to partners agencies and VCS
2. Holistic approach to Health & Wellbeing
3. DASV (Domestic Abuse & Sexual Violence) Prevention
4. Education support, positive parenting and mentoring

All of these activities address the needs of the community and the outcomes identified by the Croydon Opportunity and Fairness Commission and Ambitious for Croydon reports 2016.

Project delivery partners include BBSC (British Bangladeshi Society of Croydon), Eastern Oasis, Elmwood Community Centre, Freedom Together CIC, Jagruti Women's Group, Lighthouse Educational Society, Empowering Tamil Families, Tutoring Today, Under One Sky and Unique Roots.

The project was officially launched at an event in January by the Deputy Mayor Cllr. Maddie Henson. Project partners presented their delivery plans and an audience of 100+ community members were able to learn about the different projects available to them and how to access. ARCC supported the marketing and promotion of the partnership by designing stand up banners for each project.



Mayor's Fundraising Committee

We are very proud that one of our ex trustees and a founding member of ARCC Cllr. Humayun Kabir, was elected as The Worshipful Mayor of Croydon in May 2019. Cllr. Kabir has been a keen supporter of ARCC over the years and this gave us an opportunity to work directly with the Mayor's Office to support and enhance the Mayor's campaign. We were delighted to join the Mayors fundraising committee as a Mayors charity board member this year. Several of our trustees were also selected as ambassadors for the Mayor. Throughout the year we worked closely with the Mayor's office to run numerous events and workshops.

Coffee with The Mayor - We hosted a Friends Coffee Morning with over 100 people in June celebrating the achievements of Cllr. Kabir. We were also joined by the Leader of the Council and a Counsellor Dewan Mahmudul Haque representative from the Bangladesh High Commission. The morning was filled with performances, speeches and gave our community members close up interaction with the Mayor. We also had a presentation from Lee Townsend from Lenses of Croydon about photos, memory and resilience. The event was well received by our members.

We supported the Mayoral campaign by promoting and attending lots of events including the Mayor's Inaugural Dinner Eid Reception - International Business Event & Trilateral Global Summit to name a few.

On the 25th of June ARCC in partnership with the Mayor hosted a charity Lunch in Braithwaite Hall. It was a great success despite it being the hottest day so far this year with attendance from over 130 people who brought tickets and donated to the Mayors 5 charities. There was representation from many communities, businesses and cross borough partnerships at the dinner. The performances included a Chinese Opera singer and our over 50's dance crew entertaining guests over a 3 course Indian meal.



Shared Reading

We continued our Shared Reading project 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. We had a dedicated volunteer that took lead in arranging the weekly reading sessions from our offices. The idea of the project is to have small groups of people 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 to come together and make friends, thus reducing social isolation and loneliness. During this year some of the reading sessions were held in their own mother tongue, which was one of the suggestions by some of the participants from the previous year.

Cut It Out 2019

This year we supported the Cut It Out 2019 Charity football event raising awareness of tackling knife crime and uniting Croydon and our young people. The event was organised by our infrastructure partners BME Forum at Crystal Palace Football Club. ARCC sat on the steering groups and hosted an ARCC and ArtEase Team working at Super You, Children's Workshop. Lots of young people benefited on the day through ART sessions.

Interfaith Bike Ride & Picnic in the Park

ARCC took part in the 5th Annual Interfaith Bike Ride & Picnic in the Park organised by Faiths together in Croydon on the 9th Jun 2019. ARCC held an outdoor games stall and joined local people for a fun filled Picnic at Lloyds Park as part of the event. This presented a great opportunity to meet people from all over Croydon.



BE PART OF A BIGGER STORY

Try Shared Reading at the Asian Resource Centre Croydon

Shared Reading groups bring people together through great literature to talk, laugh and share.

Just drop in and enjoy listening to a story or poem – no pressure to talk or read.

Day and time: Thursdays, 11am to 12.15pm
Location: ARCC, 82 London Road, Croydon CR0 2TB

**MEET PEOPLE
SHARE EXPERIENCES
FEEL CONNECTED**

Speak to us: 07012 258179
Email us: reading@arcc.org.uk
Find out more online: www.kennedycity.org.uk
Connect with us: [Facebook](#) [Twitter](#) [Instagram](#) [YouTube](#)



Social isolation Campaign

Social Isolation is deadlier than Heart Disease

Every year more and more Asian elders fall into loneliness

For just £5 a month, you can help lonely older people build social connections. Each year, we help thousands of people through our coffee mornings, cultural celebrations and self care sessions

"Socialising with others in the same position, helped me to cope with loneliness after the loss of my dear husband"

Mrs. A Patel

We are here to help, but we can't do it alone.

Click [HERE](#) today to [Donate](#) and help others like Mrs Patel

ARCC is a registered Charity No. 1120074 12 London Road, Gillingham, Kent ME14 3JL

Free Photo Sessions

We partnered with Lenses of Croydon to deliver Photo Sessions offering our members the opportunity to have their individual portrait taken and printed for FREE on a first come first serve basis. The photo session was sponsored by Maudsley NHS and NHS Croydon CCG. The portraits were taken at The Hub Broad Green.

Mental Health Awareness Seminar

In November we participated in a Mental Health Seminar at Croydon Town Hall organised by BBSC & Co-Hosted by the Mayor Of Croydon, Cllr. Kabir. ARCC was delighted to support this event along with other mental health charities like Mind in Croydon, Imagine Independence, Croydon Mencap & South London & Maudsley NHS Trust. The event was also supported by Croydon SocialP & Croydon Council.

FREE Photo Session

Asian Resource Centre of Croydon in partnership with Lenses of Croydon is offering ARCC Members the opportunity to have their individual portrait taken and printed for FREE on a first come first serve basis.

Each person will receive a free 5"x 7" photo in a mount to take away

Wed 14th August 2019
10am - 4pm

The Hub Broad Green
38 Keely Road
Croydon
CR0 1TF



AGM 2018/19

We had a successful Annual General Meeting with over 80 people in attendance. The meeting was updated on the work of the organisation over the past year. The meeting heard about the growth, partnership & leadership of the organisation over the past year and the recognition we have received nationally. The Mayor mentioned the ultimate vision of establishing a resource centre for ARCC was still something achievable by working with individuals and businesses in the community. Ima Miah, CEO of ARCC spoke about sustainability & the need to diversify the organisation income.

We were joined by leader of the Council, Tony Newman, Mayor of Croydon Cllr. Humayun Kabir, Cllr. Patsy Cummings, Suleman Raza, CEO of Grand Sapphire and Roger Samuels from The Voice UK. Also in attendance were various Council Officers and representatives from a number of VCS Organisations.

The leader of the Council Tony Newman spoke about the work of ARCC and the support the organisation provides to the most vulnerable in our society as well the active role VCS organisation play in the borough.



Business Planning Day

In November 2019 we held our annual Business Planning Day for all the Staff, Board Members of ARCC. The meeting was held at The Hub Broad Green. The session reviewed the existing business plan and set out objectives for the next three years. The trustees and staff had an opportunity to do team bonding activities and this was a great opportunity for the new board members to get to know each other and understand the work of the organisation better.



Fundraising Activities

During Christmas we secured a fundraising opportunity at Currys PC world in Croydon through our Board member Sahadat Hussain. We set up a snack food stall in the store to raise money for our charity projects. It was wonderful talking to the customers about the work we do in the Community to reduce social isolation. We managed to sell all the food items that were generously donated by Currys PC World staff and ARCC staff. Over 20 people volunteered on the day and we raised over £600 towards the cause.



Celebrating Chinese New Year

First time in our history we had the pleasure of inviting the Chinese community to celebrate the Chinese new year with our Friends Coffee Morning. We had a gathering of over 100 people with our guest of honour the Deputy Mayor Of Croydon, Cllr. Maddie Henson. The event was supported by The National Lottery Community Fund and was packed with presentations, speeches and entertainment.



Honour Based Abuse & Forced Marriage Roadshow

ARCC's work on DASV has been well recognised in Croydon and we have worked closely with other agencies such as the Family Justice Centre and Social Services to ensure we have a collaborative approach. We held a Honour Based Abuse & Forced Marriage Roadshow Seminar at Croydon Town Hall in partnership with National honour based violence agency Karma Nirvana and Croydon Council. The Mayor of Croydon Cllr. Kabir, opened the event followed by Professionals and survivors talking about forced marriages and honour based abuse.

Knife Crime Seminar

ARCC supported The Mayor's Office, BBSC in co-hosting the Knife Crime Seminar on Feb 2020, at Croydon Town Hall in partnership with CVA, Croydon BME Forum, CNCA, Croydon Council and Foundation 47. It was aimed to give Young People a direction to call an end to the gang and knife culture of the borough.



Our Croydon Concert

We supported 'Our Croydon Concert' celebrating Croydon's diversity in support of the Mayor of Croydon's charities in March at Fairfield Halls with performances from Roger Samuels, Silvestone, Beeja Dance, See Our 7, Dj Milktray, Shaniqua Benjamin Marie & others. This was a fitting display of how we Croydonians embrace diversity. ARCC was pleased to design the promotional materials and be a part of the planning committee.

Supporting Local Businesses

ARCC worked in partnership with Morden Solicitors by hosting legal surgeries as a part of our previous community fund programme. So it was our pleasure to attend the launch and welcome Morden Solicitors to their new Croydon base. We hope to continue working with the project delivery partners offering free legal advice to residents.



2nd Anniversary of MSH Foundations & Love Not Hate Fundraising Dinner

We were delighted to support the MSH foundation at their anniversary celebration at the House of Lords. We were also delighted to attend the annual fundraising dinner organised by MSH Foundation at Grand Sapphire. Ima Miah, CEO of ARCC was one of the guest speakers at the event and acknowledged the wonderful work Cllr. Manju Shahul-Hameed was doing in the community through MSH Foundation in raising awareness around Mental Health in the borough.

Harris Invictus International Evening

ARCC participated with Harris Invictus School at their international evening by holding a Chai Stall. The event also gave an opportunity for participants from ARCC's Dance Movement Class to perform on the evening showcasing their talents.

Croydon Mela

We were at the Croydon Mela once again working with the Mayor of Croydon. ARCC had a stall to help and support the Mayor's fundraising charities through selling tickets for a fundraiser.

Croydon Carnival of Cultures

In July we took part at Croydon Carnival of Cultures. We had a joint stall with Big Local Broad Green for an Arts & Craft activity for a Kids Corner.



London Asian Business Awards

It was a great honour for ARCC to be shortlisted as a finalist for London Asian Business Awards 2019 at Millennium Gloucester Hotel. The awards evening saw a number of awards given to high achievers from different sectors and industries. We were delighted to have been awarded “The Highly Commended Recognition Award” for our work within the voluntary and community sector.

GG2 Diversity Awards

It was fantastic for ARCC to be at The GG2 Diversity Conference, now in its fourth year, was launched to share crucial insights around diversity and inclusion in the workplace and society. The Conference brings together leaders, thinkers and diversity practitioners from a range of sectors and backgrounds to share practical advice, case studies and real-world experience to help organisations improve diversity and inclusion within their organisation. Each year, the conference tackles a range of important topics, from mental health and LGBTQ+ inclusion in the workplace, to gender and ethnicity pay gaps. The Conference was followed by the GG2 Diversity awards night where we celebrated the best of ethnic minority talent and thought-leadership.

Social Integration Evening Panel & Reception

It was our pleasure to attend a social integration evening at City Hall. The event consisted of a speech by Deputy Mayor of London Debbie Weekes-Barnard, a panel discussion & reception with great conversation around social integration, social mobility, community engagement and diversity & equal access.

Diwali Event at City Hall

ARCC was delighted to have attended a Diwali event hosted by Mayor of London Sadiq Khan and Asian Media Group in City Hall London. We had the opportunity to network with the business community and introduce the Mayor of London to work we do in Croydon.



Terriers Tour

ARCC was also delighted to be attending the Terriers Play at City Hall London dealing with issues of gang culture/gun crime with the help of our Trustee Bushra Ahmed in association with Liverpool's Royal Court. The event was co sponsored by Big Local Broad Green.

Remembrance Sunday

ARCC took part in Remembrance Sunday service outside Croydon Town Hall to pay tribute to the brave men and women of our armed forces who gave their lives for our freedom.

Dhamecha Hall

ARCC attended a celebratory event at Dhamecha Hall with the Lohana Community in Croydon after a productive meeting on partnership working and how we can support our communities better and use their facilities for events and activities.



COVID-19

Towards the end of March 2020 news of the Coronavirus outbreak happened in the UK, ARCC quickly carried out a contingency planning meeting and in the interest of safety of our members ARCC took the decision to cancel some of our public facing work. We signposted worried and vulnerable residents to the NHS and advised them government guidance. As the LTO of BLBG a decision was taken to shift our resources on Covid emergency relief projects. Due to social distancing rules and after carrying out a Covid risk assessment The Hub Broad Green became our main base. We are in the initial phase of setting up a food bank, cooked meals service and remote befriending service.

We have started delivering comms messages in different languages to ensure we reach a wider audience. ARCC Board and the Staff team worked incredibly hard mobilising volunteers in the relief efforts and contributed by donating food and money to support our efforts.



Secretary's Report

ARCC has seen substantial growth over the past five years and the organisation had to respond to an increased demand for our work, we have done this by putting in a firm plan and governance structures to both accommodate and withstand the expansion.

We continued to learn through our involvement with our partners in enriching our experiences of working with the residents of Croydon and beyond. We are looking ahead to the future with increased optimism with our funders and multiple project delivery partners. Our partner organisations have actively engaged in the community throughout the year working with the communities at grass root. Our mission is to support, develop and promote voluntary and community activity that enhances the quality of life for all in Croydon. We take pride in knowing that we have helped in some ways to improve the quality of life for our service users and the wider community based on the number of feedback we have received throughout the year.

We have continued our front facing work with great momentum for example, our Friends Coffee Morning has been the highlight of the month for many members. We are regularly given feedback that people look forward to meeting up and seeing friends, learning new things and it saves them from the isolation time in their homes.

We are very proud that one of our ex trustees and a founding member of ARCC Cllr. Humayun Kabir, was elected as The Worshipful Mayor of Croydon in May 2019. Cllr. Kabir has been a keen supporter of ARCC over the years and this gave us an opportunity to work directly with the Mayor's Office to support and enhance the Mayor's campaign. We were delighted to join the Mayors fundraising committee as well as on The Mayors Charity Board member this year. Several of our Trustees were also selected as ambassadors for the Mayor. Throughout the year we worked closely with the Mayor's office to run numerous events and workshops in raising funds for the chosen charities.

We have continued our work to fulfil our responsibilities as the LTO (Local Trusted Organisation) for BLBG (Big Local Broad Green) The project continues to improve the lives of the local people through their talent, aspirations and passions. ARCC was delighted to secure The Hub Broad Green on Keeley Road where we have seen the project flourish and really engage the local community with so many activities and events throughout the year, especially during COVID. I have personally visited the Hub on many occasions and I must say it is truly a community asset.

ARCC's board members and sub-committees have worked closely with the office on issues around human and financial resources. We have improved our systems and streamlined our work to ensure efficiency. We have introduced tighter and up to date policies and procedures in line with the Charity Commission and ensured that we remained a tightly run and highly accountable charity. I would like to thank the Governance Sub-Committee (GSC) for putting in all the extra hours this year in reviewing our policies and procedures.

The times are difficult since March 2020, Social Distancing is in place by the Government and interaction is limited obviously. People of Croydon show so much resilience in the most difficult times and hopefully one day we will say goodbye to austerity and Covid-19. I would once again like to give my sincere thanks to our hardworking Staff and Board who worked tirelessly behind the scene during these difficult times. I would also like to thank all our funders, trustees, members and other stakeholders who have supported us over the years in bringing ARCC to the fore.



Dilly Surelia
Secretary

Treasurer's Report

I am very pleased to announce that ARCC has undergone another successful year and the annual accounts reflect the sustained growth of the organisation. We have made significant progress and yet faced all the challenges that came our way head on. Our board and staff team have once again made valuable contributions to the community.

ARCC is still trying all avenues to be self reliant through income generation through hall hire, consultancy and training. The business community has been very supportive in sponsoring small events and activities as well as in kind support where possible. Our fundraising plan is in line with our strategic objectives and we are waiting on the outcomes of several small and medium bids submitted this year. After successfully acquiring a premises in Centrale and completing the refurbishment work of the unit, we achieved one of our milestones in launching The Hub Broad Green in July 2019 for our BLBG Project. This is an invaluable asset to the community, especially for residents and projects in the Broad Green area.

As the organisation grows the need to increase the reserve is a necessity in the event where there is no funding coming in to sustain the organisation and we are always looking at ways to make cost savings in different ways so that we can ensure we are compliant and have at least three months reserve at the bare minimum. We have seen both stability and growth in our staff team, who are all united in achieving the aims and objectives of the organisation. I would like to take this opportunity to say a huge thank you to every member of staff that have worked tirelessly and have gone over and beyond their call of duty in carrying out their job role. We are fortunate to have a team with a wealth of experience and expertise in different areas. Without the staff we would simply not have been able to achieve all the milestones this year.

ARCC has a finance sub-committee, which oversees the financial matters of the organisation. This sub-committee meets on a regular basis to discuss funding, fundraising, compliance as well as reviews any policies of the organisation.

We continue to enjoy and fulfil our role as LTO (Local Trusted Organisation) for BLBG (Big Local Broad Green) and work closely with the resident steering group and staff team to deliver against the budget and strategic plan. Our relationship with the Local Trust has remained positive and we look forward to another year of being the LTO.

The forecast for the next year looks positive and we are working towards a balanced set of accounts. Our income sources will diversify further making the organisation less reliant on particular funders thus reducing long term risk.

I would like to thank all of our funders as without their incredible support we would not achieve what we have been able to achieve. So a massive thank you to Croydon Council, National Lottery, Local Trust and our other funders during the financial year. Thanks to all the Board Members, Volunteers, Supporters and Staff for their relentless effort to make ARCC successful and I look forward to contributing to the future growth and development of the organisation in the years to come.



Rumel Jahur
Treasurer

Financial Statements

Year Ending 31st March 2020

INCOME

£140,000	LB of Croydon
£113,865	Local Trust - BLBG
£84,651	The National Lottery
£2,631	Other Trading Activities
£1,945	Peoples Health Trust
£1,471	Donation/Sponsorships
£263	Gift Aid
£78	Misc
£344,904	TOTAL

EXPENDITURE

£201,389	Management and Admin
£69,900	Project Delivery & Grant Funding
£54,205	Charitable Activities
£18,903	Other Support Costs
£7,910	General Admin Exp
£2,287	Governance Costs
£354,594	TOTAL

Please note the full accounts are available to view on the Charity Commission portal

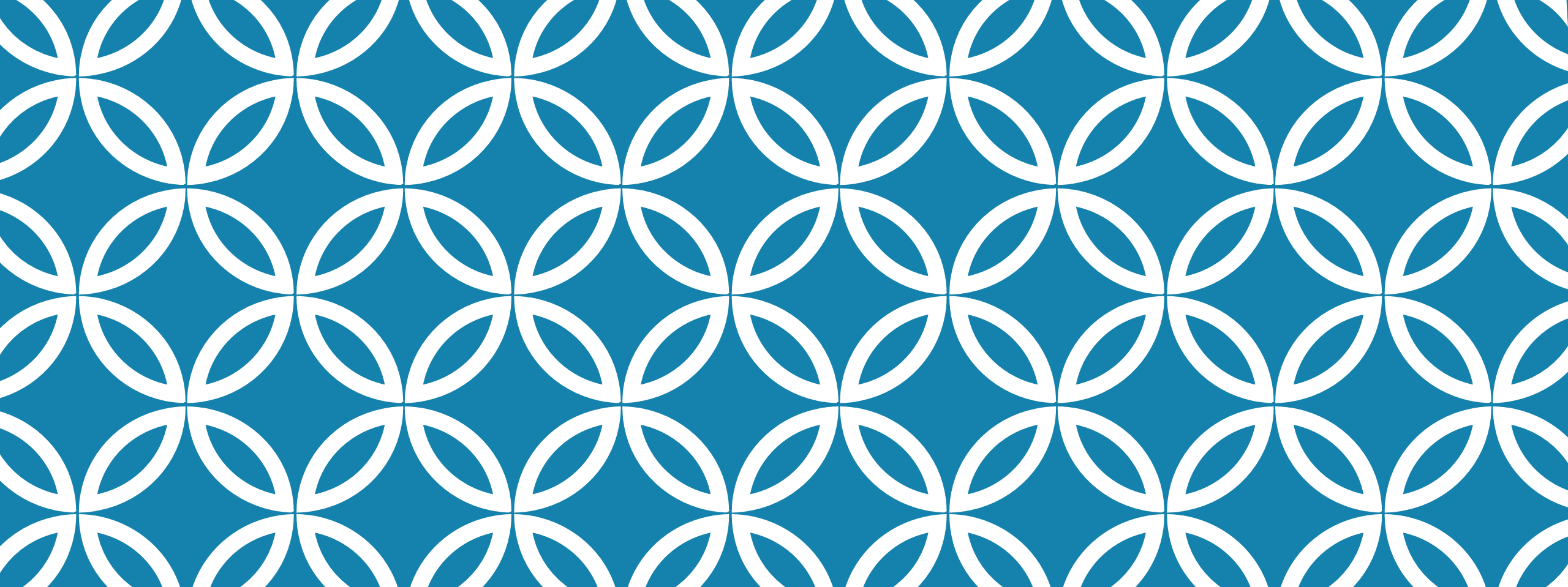
ARCC Board & Staff Team
Year Ending 31st March 2020

Board of Directors

Raghu Shetty	Chair
Bushra Ahmed	Vice Chair
Dilshad (Dilly) Surelia	Secretary
Rumel Jahur	Treasurer
Somasundaram Kanagasundaram	Director
Ashtaq Arain	Director
Jay Patel	Director
Usha Patel	Director
Dr Suraj Mani Paudel	Director
Sophia Moreau	Director
Ash Balakrishnan	Director
Bhupinder Bhardwaj	Co-opted Member
Dimple Siddhapura	Co-opted Member
Sahadat Hossain	Co-opted Member
Siddiqa Chaudhry	Co-opted Member
Ghazala Mirza	Director (Resigned 7th May 2019)
Parmeshwar Menon	Director (Resigned 14th August 2019)

Staff

Ima Miah	Chief Executive Officer
Aisha Bryant-Abdullah	Strategic Partnership Manager
Mamun Khan	Programme Manager
Debahuti Chakraborty	Finance Manager
Saba Khan	Consultant
Catrina Lynch	BLBG Project Coordinator
Richard Tait	BLBG Hub Officer
Lauren Ashley-Boyd	BLBG Project Support Worker
Nayim Chowdhury	Office/IT Administrator
Kay Kakad	Sessional Worker
Rene Swinton	Food Club Co-ordinator



asian resource centre
croydon

Asian Resource Centre of Croydon Limited
CVA Resource Centre
82 London Road
Croydon
CR0 2TB

020 8684 3784
info@arccltd.com
www.arccltd.com

Registered Company No: 6250781
Registered Charity No: 1120376