

# IMPACT REPORT 2020-21

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# MESSAGE FROM OUR CEO

It is October 2021. This impact report covers the period from the beginning of April 2020 to the end of March 2021, which means it includes both the shock period when COVID-19 struck, our rapid and effective response to reinventing our services, and ourselves, and our adaptation over the months as the needs of the people we worked with changed, and the restrictions required us to open and close our community buildings several times. Our staff and volunteers have showed immense flexibility, creativity, adaptability, and commitment, and continue to do so, particularly given the environment in which we work in Newham.

The impact of the pandemic on Newham's residents is amongst the worst in the country, with the highest death rate due to COVID-19. More than 27,000 extra people have had to claim benefits; while almost 17,000 have been placed on furlough – which is the highest in London. In a borough where 73 percent of residents are from minority ethnic communities, Newham has again been disproportionately harmed.

In response to COVID-19 and lockdown, we rapidly changed our existing services and developed new ones, offering a combination of virtual and physically based services to provide:

- Food and vital supplies
- Social, learning and development, play and fitness activities and emotional support to children and young people
- Childcare for children of key workers and vulnerable children
- Emotional, social, and practical support to parents and carers
- Fundraising support to small community groups and voluntary sector organisations

This was in a context where we, like everyone around us, were learning how to operate in very different circumstances, with staff and volunteers experiencing the trauma and shock of the pandemic, and the challenges of home-schooling and caring for relatives and friends.

We worked closely with many partners across Newham, to create a coordinated and effective response, both in the early emergency stages, and as the pandemic developed.

In the coming months, we will continue to base our response to the pandemic, and the recovery, on the principles that we should:

- provide as much support to the local community and people we work with as we can, making sure that it is safe for staff and volunteers to do so
- draw on our existing expertise, resources, and networks, and not jump into areas where we really don't know what we are doing
- work collaboratively with others, and support collaborative efforts across Newham

Claire Helman

Chief Executive Officer

# IMPACT ON A PAGE

WE DELIVERED  
SERVICES TO

**600 PEOPLE**

**108**

children have  
developed socially,  
physically and  
creatively

we worked with

**473**

young people

we connected  
with and  
supported

**72**

organisations

**820**

people used  
our centres

**27**

organisations  
rented  
our office space



# LITTLE MANOR PLAY PROJECT

We provide high quality, affordable wraparound care for children in Newham aged five to 12 offering breakfast, after school and holiday provision. The children benefit from improved life-skills, confidence and self-awareness, whilst the programme offers parents affordable wrap around care allowing them to participate in work, study or training.

51

families used our Little Manor supermarket, which provides free food, emotional and practical support to families

101

children received activity packs

26

children used breakfast club

41

children used our after-school club





# LITTLE MANOR PLAY PROJECT

**As part of our COVID-19 response:**

**We provided breakfast and after school provision for children of keyworkers, and vulnerable children, during lockdowns.**

**We delivered weekly activity packs to Little Manor children during lockdowns. These are fun, tactile, and creative activities ensuring children continue to learn through play. At the end of the activity the children created something they could keep and then shared images of their creations with their Little Manor friends, via our on-line platform.**

**Where possible, packs were delivered by hand (while observing social distancing rules) enabling the team the opportunity to have valuable face time talking to parents and children. Staff also filmed a demonstration video which is shared with the children.**

**We distributed food to the families that we work with (see more on page 8).**

**We supported families experiencing very difficult issues, including bereavement, mental health, financial issues, housing problems, separation leading to parental conflict. We spent an increased amount of time supporting these families with one-to-one sessions that led to appropriate signposting.**



# LITTLE MANOR SUPERMARKET

We distributed food to the families that we work with, with support from the Newham Food Alliance, City Harvest, and the Worshipful Company of Fishmongers.

Our families greatly appreciated the Little Manor Supermarket, particularly when there were delays in the distribution of food vouchers from schools. We also had parents who felt anxious about going into supermarkets or were isolating for health reasons.

We  
regularly  
provided  
food to  
roughly

120  
people

We created a safe environment where parents can “shop” by booking slots to collect food. We also delivered food to families where necessary.



# LITTLE MANOR'S CYCLING PROJECT

**51** participants  
took part in  
a cycling  
adventure

Several children took  
the lead role in the family,  
supporting their parents  
to learn new skills.

**100%**  
OF PARTICIPANTS SAID THEY  
ENJOYED THE SESSIONS  
AND FELT MORE CONFIDENT  
**AS A RESULT**  
OF THE PROJECT

"I cannot put into words how special it was that I got to see my child cycle on their own for the first time. It is something I thought I would not get to experience as I am not a confident cyclist and was not sure if I would be able to provide the opportunity on my own." (Parent)





# TRANSITIONAL YOUTH

The Manor is a project for young people aged 12-14, aimed at building citizenship, independence and diverse young leaders. We build resilience and confidence in our young people through delivering fun, engaging activities and workshops. Activities incorporated developmental workshops, volunteer tasks, self-led activities, and outdoor pursuits.

**16** young people attended during the summer.

"If I wasn't at The Manor, I'd be at home on my PlayStation playing Fortnite with my friends. Stratford isn't that safe, and my mum doesn't want me just hanging around the street or the park. So being able to go to The Manor was good as I learnt how to be part of a team, made lots of friends, the staff are really nice, learnt life skills and also had lots of fun."





# YOUTH4YOUTH

Youth4Youth is a free social action programme for young people aged 16-21, who live or study in Newham, funded by the National Lottery. The programme builds confidence, skills, and resilience in young people and supports them in undertaking targeted action and campaigns in Newham.

When the country went into lockdown, we were determined to do everything we could to support the changemakers and keep them connected, engaged, and mobilised whilst ensuring their voices and the causes they were passionate about did not get forgotten during the crisis.

By readjusting our budgets, purchasing more equipment and software to move our programme online we were able to utilise new platforms that enabled us to be creative, accessible, interactive, and ultimately engaging. Nevertheless, the journey from planning to the actual delivery of social action projects was a challenging one.



“At a time of adversity, we were able to work together as a team and find solace in our struggles, I have made many new friends as a result of this programme and I have also made an impact in terms of how people take care of their mental state and physical wellbeing, which are things we can all implement in our everyday lives whether it be school, college, work or at home.”

# YOUTH4YOUTH

Below are two of the social action ideas our young people delivered online.

One group delivered a virtual Wellness Day to promote mental health and wellbeing.

**54** Newham residents attended.

Fitness class, art therapy, resilience building, origami, yoga, mask making and journaling

Another group created a social media campaign called Embracing Our Roots. People were asked to submit content about their roots, culture and heritage to inspire people to be tolerant and accepting of different cultures.

**More than 100** people followed & engaged with the Instagram campaign.



# WIRELESS 2GETHER

Funded by Newham Council, Wireless 2Gether was designed to provide positive online activities to support young people aged 13 – 19 years living in the borough of Newham. In response to the pandemic, the primary focus was to reduce isolation and improve the wellbeing of young people through an online series of sessions under 3 main themes: learning and training, emotional support and social activities.

**84** young people  
signed up to  
Wireless  
2gether.

## YOUNG PEOPLE ENJOYED:

QUIZ NIGHTS

TEAM CHALLENGES

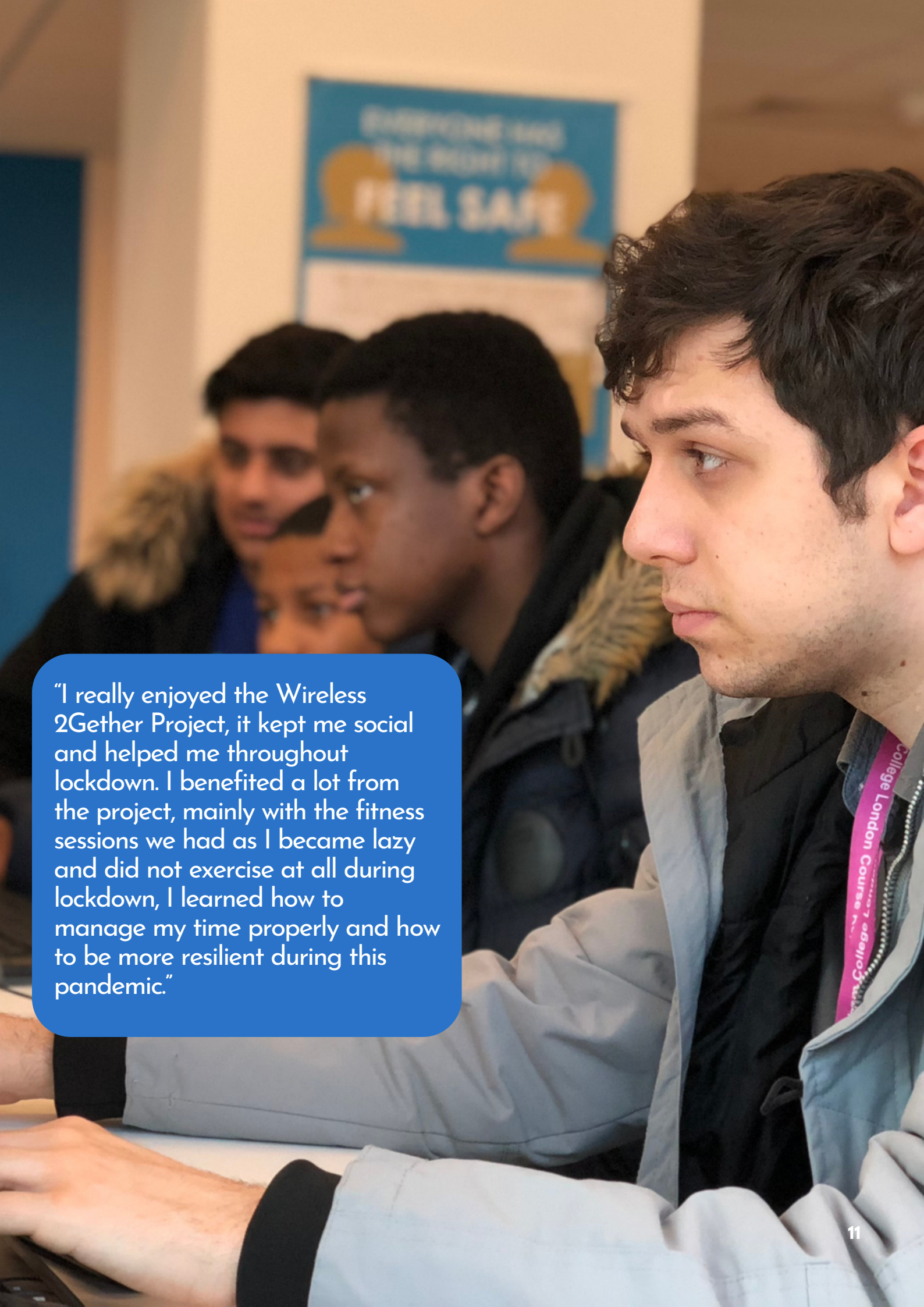
DISCUSSION SESSIONS

FILM NIGHTS

DINNER & CHILL EVENINGS







"I really enjoyed the Wireless 2Gether Project, it kept me social and helped me throughout lockdown. I benefited a lot from the project, mainly with the fitness sessions we had as I became lazy and did not exercise at all during lockdown, I learned how to manage my time properly and how to be more resilient during this pandemic."



# FITTER FINANCES PROGRAMME

Funded by City Bridge Trust, the Fitter Finances Programme aims to improve the financial management of micro and small community and voluntary sector organisations in Newham.

During the pandemic all of these small groups were responding to their beneficiaries through creating food banks, providing mental health support and more. We adapted our service to provide specific support to each group; organisations received free fundraising consultancy, help with identifying prospective funders and bid writing.

**26** organisations were contacted and reviewed through Newham council's funding support programme.

**60%** of these have received advice, guidance, or direct funding support, securing a funding total of 75k.

**34** organisations were supported through City Bridge's Trust Funding Programme with just over 56k secured to date.



"Working with the voluntary groups this past year has been made difficult by the global pandemic, but to see the resilience, flexibility, and agility of so many of them has filled us with pride in our work. These groups are so often undervalued and underestimated they don't get the plaudits they deserve. Still, hopefully, this pandemic has shone a light on the work they are very capable of doing with a little help."  
(Project Leader)



# COMMUNITY CONNECTORS

Community Connectors support service users within Newham Primary Care Network (PCN) who are experiencing mental health difficulties. They do this by assisting people to access sources of support, which are provided by many different organisations. This includes advice and support around housing, immigration, debt, welfare benefits, employment, as well as help to overcome loneliness, or learn new skills, and attend support groups and social activities. Their holistic interventions focus on supporting service users to address their social needs and increase their independence, resilience, confidence and self-esteem, which has a positive impact on their overall wellbeing.

**34** people were referred to the team.

## TOP 5 REASONS FOR REFERRAL

LONELINESS  
HOUSING ISSUES  
FINANCIAL DIFFICULTIES  
LOW MOOD  
ANXIETY



# COMMUNITY CONNECTORS

A single mum was referred to us for parenting support groups and activities for her 18 months son as she recently relocated to Newham. After the initial conversation, we were able to identify that aside from the initial need, the service user was also struggling financially and emotionally. As a solution, we referred her to Early Start to address the initial need, OurNewhamMoney for budgeting/debt support, Newham Food Alliance and Salvation Army for food bank/baby bank (wipes, nappies, clothes, etc).

Additionally, she was referred to both a Peer Support Worker and long term therapy for emotional support. During our weekly motivational sessions, she shared that she appreciated our holistic approach to her various needs. We are able to support her accessing numerous community-based services which enabled her to overcome barriers in her daily life and achieve independence.

"I feel valued and listened to whenever I speak with a Community Connector. My self-worth and dignity as a human being is always respected."





# VOLUNTEERING

Volunteering opportunities were very restricted this year. The charity shop was closed for much of the time, and in person volunteering and work experience opportunities were limited. However, we adapted, and new opportunities and positive experiences were created.

For many of our volunteers, volunteering is their only chance to socialise and have meaningful interactions with others. We supported volunteers with their wellbeing, and practical needs, and encouraged them to return when they felt safe to do so.

"I live alone and I have not been able to see any family, friends or come in and volunteer. Having these little chats helps and makes me feel like part of Aston-Mansfield. I can't wait to come back."



**40** active volunteers  
**10** volunteers were on hiatus that required pastoral support

# VOLUNTEERING

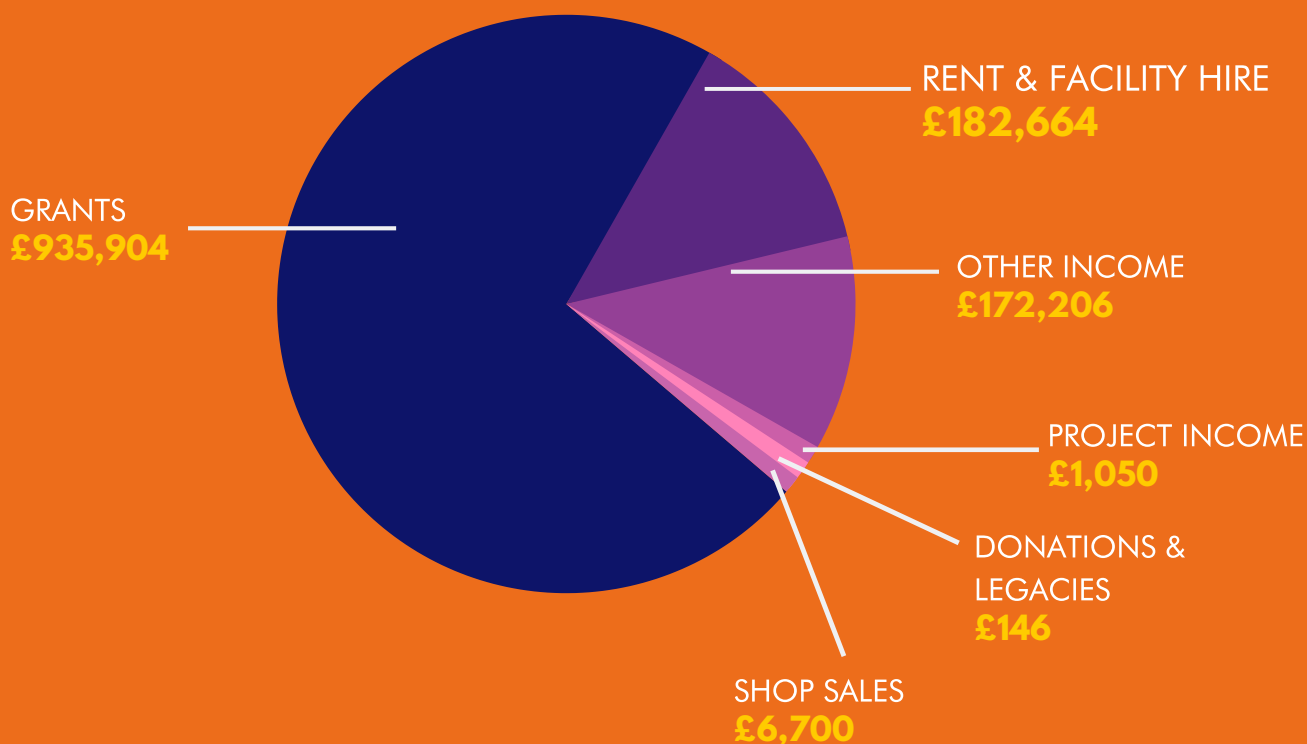
We work with an organisation called International Cultural Youth Exchange (ICYE) who provide intercultural learning experiences to young people, enhancing their social and personal development through international volunteer programmes.

“I found myself in a new country, in a new role, working remotely – something I have never done before. Although everything was online including all our team meetings, I learned so much. This wasn’t just new for me, it was new for everyone. I was supported and I learned so many things. Although I was away from home in a pandemic I never thought about quitting volunteering.”

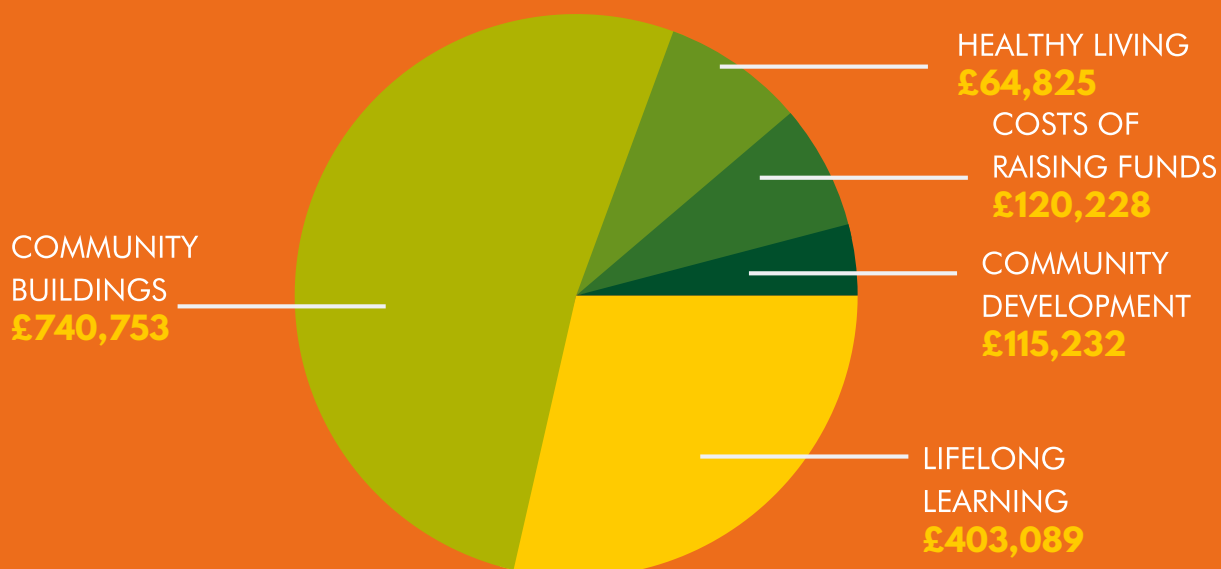


# INCOME AND EXPENDITURE

**INCOME: £1,298,670**



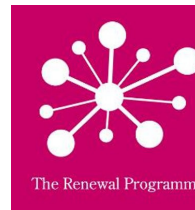
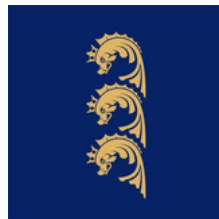
**EXPENDITURE: £1,444,127**



# FUNDERS AND PARTNERS

Thanks to our funders and partners we were able to empower numerous children, young people and families in Newham.

in partnership with







**Durning Hall Community Centre**  
**Earlham Grove, Forest Gate**  
**E7 9AB**  
**0203 740 8100**

**The Aston-Mansfield Community Centre**  
**1 Toronto Ave, Manor Park**  
**E12 5JF**  
**0203 355 3974**

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