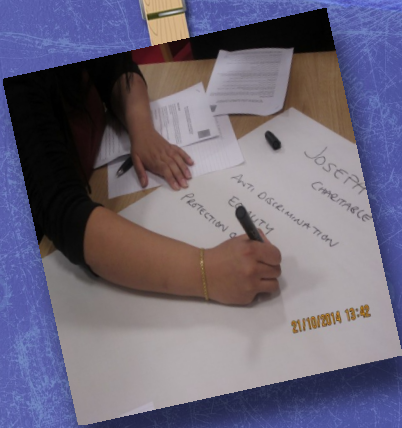


# Annual Report 2014-2015

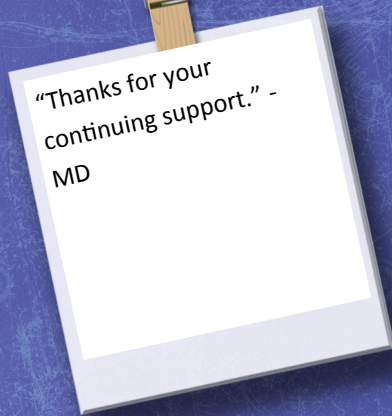


Centre  
for  
Equality &  
Diversity

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This annual report is a reflection of CfED's activities between April 2014 and 31st March 2015. Where stated, an activity may include details to 31st May 2015.

Our sincere thanks to the many organisations and funders who have made our activities possible over the past year.

W.F Southall Trust

The Cole Charitable Trust

The Ratcliff Foundation

Geoff Hill Charitable Trust

The Heart of England Community Foundation



# AIM

Our aim is to provide leadership and promote good practice in the field of equality and diversity, through being responsive to the needs of communities of interest and geographical communities across the borough of Dudley.

- We will be at the heart of local regeneration activities encouraging enterprise, personal development and the building of community capacity.
- We seek to work in partnership to deliver our strategic priorities and to add value to the work of others.
- We strive to be inclusive, strategic, effective and efficient and work to promote equality across all protected characteristics.

# OUR MISSION

CfED is committed to eliminating discrimination and creating opportunities to build capacity and enterprise within local communities.

# OUR VALUES

CfED is an organisation that is:

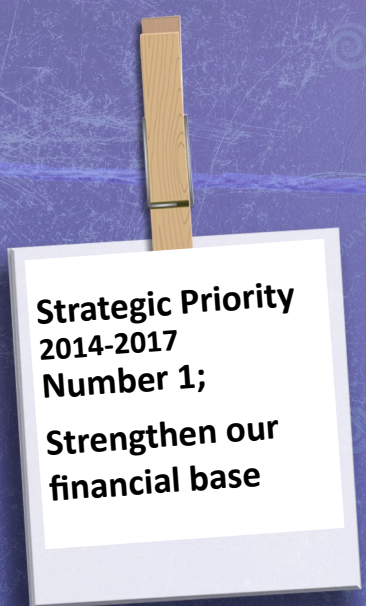
- Professional, delivering high quality services
- Efficient, giving value for money
- Responsive
- A good model of equality and diversity principles

Phone: 01384 456166

Email: [admin@cfed.org.uk](mailto:admin@cfed.org.uk)

Fax: 01384 861010

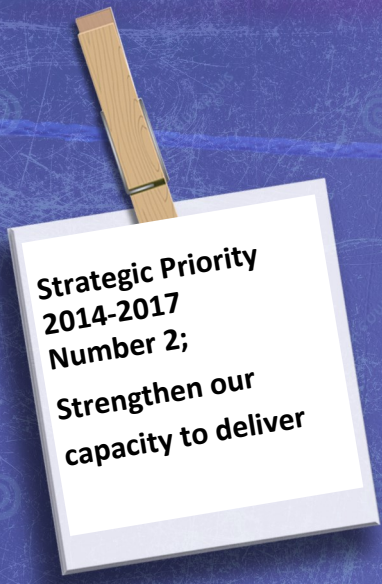
Address: 16a Stone Street, Dudley, West Midlands, DY1 1NS



**Strategic Priority  
2014-2017  
Number 1;  
Strengthen our  
financial base**



**7 Key  
Strategic  
Priorities**



**Strategic Priority  
2014-2017  
Number 2;  
Strengthen our  
capacity to deliver**

## From The Chair

**This is my first annual report having taken over as chair in September 2014, from Martyn Copus who had led the organisation so admirably for the previous 8 years. We wish Martyn and his family every success as they seek to spend more of their time abroad.**

I offer congratulations to everyone concerned at CfED, our governing body, staff, service users – all of whom have made a herculean effort to make the last year a success despite several setbacks.

I am pleased with the progress and achievements made across the charity and am looking forward to working with everyone concerned to ensure we continue as a successful organisation.

Our future plans to remain in business are ambitious, but as chair, both myself and fellow board members are of the view that the charity will have to reach out into new areas of activities and work differently to ensure further success.

In recent months, Dudley has been the centre of activities for far-right groups to protest over plans for a new mosque to be built. In February we saw approximately 600 supporters of the English Defence League (EDL) followed by Britain First on May 9th and a third demonstration held on 13th June by the All Football Fans/Firms Against Islamisation. Clearly these demonstrations have brought fear to the residents of the town.

While these groups do have a democratic right to hold peaceful protest, it must also be considered that market stall holders, shop keepers and the citizens of the town have a right to earn a living and go about their daily business without having to endure messages and signs which create hatred and divisions.

We have written to the council urging them to make haste in resolving this long running issue which periodically brings so much fear into the centre of the borough.

I am looking forward to an opportunity to get to know more about our funders, service users and staff over the next few weeks. The charity has demonstrated that we can succeed. Now, more than any other time in our history, we need to build on the progress we have made and move swiftly forward.

**Mushtaq Hussain**

**Chairperson**

"I am pleased with the progress and achievements made across the charity "

"The charity has demonstrated that we can succeed."

"Shop keepers and citizens of the town have a right to earn a living..."

## From The Board of Directors & Trustees

The Charity is governed by a board of directors who are also trustees for charity purposes. Incorporated in March 2006, the organisation is now entering its 10<sup>th</sup> year of operation.

Directors have continued to show and demonstrate much commitment to the organisation and its activities. When trustees come together to conduct business at each board or sub-committee meeting, we bring our experience and expertise from a wide variety of backgrounds. We also bring a profound commitment to the charity and conduct all business according to the Nolan Principles.

At the start of 2014, we had a staff team of 4 full time and 2 part time employees. At the time of this report, no member of staff is contracted for more than 30 hours per week. Staff deserve much credit for the level of progress and achievements made.

The board has identified the major risks to which we believe the charity is exposed. These have been reviewed and systems have been agreed to mitigate against them. The main areas of concern that have been identified are: the continuing fall in income revenue, reduction in staff team and our inability to attract new directors.

CfED delivers public benefit through a wide range of activities that influence policies and are in line with “thinking” within communities across the borough. We are committed to ensuring that staff maintain a high standard in communications with service and non- service users. Our activities and achievements all lead to public benefit, reinforce our strategic priorities and demonstrate our commitment to maintaining standards even at a time of organisational change.

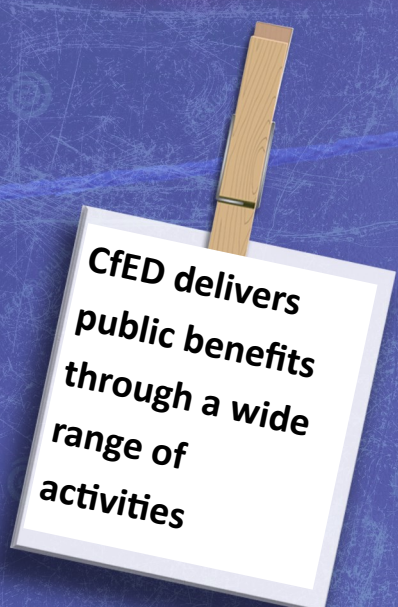
The Trustees confirm that they have paid due regard to the guidance issued by the Charity Commission, and that the activities of the charity are carried out for public benefit. We engage directly with the public through our publications, community-based activities, such as the “Our Place” programme and indirectly providing 1 to 1 infrastructure support to other organisations providing services to the public.

Looking ahead, our aim is for the charity to continue to meet the ever-increasing needs of service users. We are looking to strengthen our financial base, improve communications particularly on social media platforms and improve access to services and more facilities at our Stone Street base.

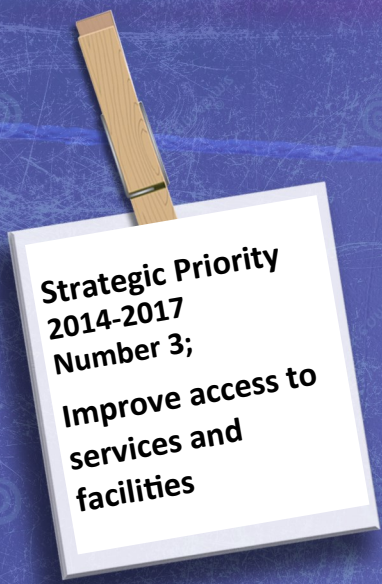
We continue to be grateful and appreciative for all the support received from funders, volunteers and the public at large who send us compliments about our services.



**“Trustees  
bring  
experience  
and expertise”**



**CfED delivers  
public benefits  
through a wide  
range of  
activities**



**Strategic Priority  
2014-2017  
Number 3;  
Improve access to  
services and  
facilities**

## Trustees:

Mr Gerry Lewis

Mr Paul Singh

Mr Brian Roe

Ms Angela Edwards

Mr Martyn Copus (to Sept 14<sup>th</sup>)

Mr Mushtaq Hussain

Ms Kulvinder Hira

Ms Ann Killin

Mr John Parman

Ms Samantha Billingham

Mr Ron Sims

Rev. Raj Kaul (from May 15)

Canon Andrew Wickens

## Staff Group 2014/2015:

Kenneth Rodney

Chief Executive Officer

Claire Price

Finance Officer

Ben Smith

Apprentice

Anna Wilkes

Clerical Assistant

Naheem Akhtar

Community Support Officer

Trishna Burke

StP Mentoring & Project Officer to June 2014

Lydia Sharland

StP Infrastructure Support Officer to August 2014



*Images taken on a visit to the Houses of Parliament by the Caribbean Community organised by Mr Ian Austin, MP.*



*"Thank you so much for the kind acknowledgement in your latest newsletter. It is much appreciated and long may make opportunities to support and celebrate the cultural wealth that Dudley Communities have to offer" - AB*

"Trustees have paid due regard to the guidance issued from the charity commission ....activities are carried out for public benefit"



"Our aim is for the charity to continue to meet the ever increasing needs of service users"

## Financial Review

Against the backdrop of limited resources and insecurities over funding the Charity has delivered in line with agreed Service Level Agreements (SLAs) and funded projects. It has been difficult to plan ahead in some circumstances. Our total income as at 31<sup>st</sup> March 2015 was £172,291. This was 20% lower than the previous year.

We have continued to seek new funding streams and, although we have experienced some disappointment, we are confident that we can sustain the charity despite continuing decreasing income.

### Statement of Income & Expenditure Account for the Year Ended 31 March 2015

	Year Ended 31 March 2015		
	Unrestrict- ed Funds	Restricted Funds	Total Funds
<b>Income</b>			
Bank Interest	31	-	31
Fees & Charges	6,659		6,659
Grants including SLAs	81,510	84,091	165,601
<b>Total Income</b>	<b>88,200</b>	<b>84,091</b>	<b>172,291</b>
<b>Expenditure</b>			
Charitable Activities	79,629	96,445	176,074
Governance Costs	2,889	-	2,889
<b>Total Expenditure</b>	<b>82,518</b>	<b>96,445</b>	<b>178,963</b>
Net movement of funds	5,682	(12,354)	(6,672)
Transfers	(360)	360	-
Movements of funds	5,322	(11,994)	(6,672)
<b>Fund balances b/f</b>	<b>12,845</b>	<b>27,540</b>	<b>40,385</b>
<b>Fund balances c/f</b>	<b>18,167</b>	<b>15,546</b>	<b>33,713</b>

A full copy of the accounts is available upon request by writing to the Finance Office, CfED, 16a Stone Street, DY1 1NS. The accounts are also available to download in PDF format from the charity commissions website 'www.charity-commission.gov.uk' by entering our charity registration number '111482' under 'search for a charity'.

The charity is grateful to be in receipt of grant and in kind support from Dudley MBC

Income was 20% lower than the previous year

"The charity is actively seeking new and alternative revenue streams"

## Chief Executive Officer's Review

I am pleased to report that CfED has continued to make steady progress in meeting the charity's agreed aims and strategic priorities. Our achievements during the year 2014-2015 are a demonstration of how both directors and staff work to ensure we remain relevant and make a difference to the lives of service users.

In the period of national austerity and dwindling resources locally we can be proud of everything the charity does.

Throughout the year we have been very successful in delivering some challenging projects—PROACT, Enterprising Women in Employment and Our Place. We have also continued to invest time, effort and resources into supporting black & minority ethnic (BAME) -led community organisations and, through the Brockmoor and Pensnett Community First Panel, we have been able to work with a wide range of organisations whom we may not have had traditional contact with.

We firmly believe that CfED, with much experience and local knowledge, stands in a good position to support communities of interest across the borough and beyond. This though can only be achieved on a level playing field with support from a wide range of local public sector agencies—some of whom continue to be shy in offering financial support.

Throughout this annual report we have tried to show our appreciation to the external sources who have contributed to our success. We hope that in doing so readers will also recognise them and their part in our 2014-2015 journey

**Kenneth Rodney**  
**Chief Executive Officer**

**"CfED Stands in a good position to support Communities of Interest"**

**Supported 20 plus community groups through training, information and 1:1 activities**

**Strategic Priority 2014-2017**  
**Number 4;**  
**Focus on those in greatest need**



# Activities across 2014/2015

## PROACT

Working in partnership with Oake Associates with funding from the European Union and Awards for All, we are pleased to have successfully completed the PROACT course in May 2015.

Overall 15 people from 10 organisations across the city of Wolverhampton and Dudley benefit and directly helped to develop the pilot course which could now be rolled out elsewhere subject to funding.

Those who attended the course were able to act more effectively within their own organisation at an advanced level. All acquired skills and knowledge which in turn strengthened their own respective organisations, developed greater confidence and internal leadership.


Ten participants from the organisations recruited and completed and evaluation after the course had finished. On being asked to score the relevance, content, scope/duration, teaching methods, competence and engagement of trainers, individual coaching, was it fun, would you recommend to others a hundred percent scored high.

The trainer was also asked to evaluate the pilot and made the following comments:

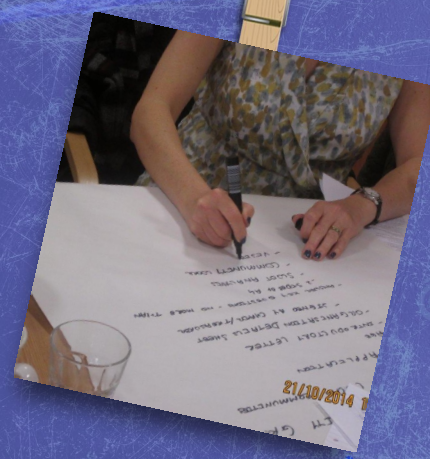
- *“The framework offered was flexible with local styles around business development.”*
- *“A good balance with a mix and match approach to the available modules in order to respond to the groups needs”*
- *“Additional modules developed around fund raising and the value of volunteering”*

The trainer was also asked about the experience gained during the pilot and made the following comments:

- *“Use of ice breakers at each session proved a good way of developing participants’ confidence”*
- *“Style of delivery was particularly important in terms of delivery as the pace needs to be dictated by the participants”*
- *“Key subject areas turned out to be volunteering and finance although some found the latter heavy going”*
- *“The Newsletter acted as a great communication and visual catalyst for participants”*
- *“Participants clearly wanted more ‘taster’ style workshops to secure a continual updating of skill sets around fund raising and business planning”*



**2 Taster sessions were organised in mid March 2014 from which 10 organisations joined the pilot**



**“The Newsletter acted as a great communication and visual catalyst.”**



## Case Study

1 Board member, 2 service users and a member of staff from the Heath Town Senior Citizens Project participated in the PROACT course. The organisation also received 1-1 support and was given much information and advice over an 8 month period. Reporting on progress made, participants at the evaluation outline how useful the PROACT course was to the organisation. For example, they were successful in being awarded a grant enabling the project to look at business development in the medium to long term. Using the tools and information gained, they were successful in renegotiating their commission with the Local Authority bringing much needed stability to the project.

They also reported that members of the board had been clearer in their governance responsibilities since the course and more people had joined the board which had enabled them to focus more on the financing of the organisation.

Given the future challenges facing the third sector, we have been encouraged to promote and deliver the programme in the future to meet the organisational development needs of organisations across the Black Country.

“CfED was a natural partner to help and develop the pilot because of their connections with a variety of groups as an Infrastructure organisation”  
Oake Associates

### PRO-ACT

(Professional Development of Actors involved in the social economy sector)  
Leonardo Da Vinci Transfer of Innovation Project—2012-2014  
Project Number—2012-1-FR1-LEO05-34257

The aim of PRO-ACT is to develop the acquisition of knowledge and key competences for a minimum of 35 social economy workers (employees, volunteers and managers) from different European organisations (Italy, France, Czech-Republic, Portugal and the UK) in order to better manage and to strengthen their organisations.



“Analytical” “Challenging” “Eye-opening”

“Insightful” “Informative” “Beneficial”

“Great achievement” “Empowering”

**PRO-ACT Partnership**

- IFAID Aquitaine (Institute of Training and support for Development initiatives) - Bordeaux (France)
- Oake Associates, not for profit, EU Project Management Company working with CfED as a local delivery partner (UK)
- BAIRROS a network of organisations and individuals operating inside the Mouraria district (Lisboa, Portugal)
- Sedukon, a non-profit training and development organisation operating in Prague and Ostrava. (Czech-Republic)
- MCG a non-profit co-operative organisation based in Palermo, (Italy)
- INIT Developments Ltd. Specialises in the implementation, evaluation and dissemination of EU projects (Schwerin, Germany)








This project has been funded with support from the European Commission. This publication [communication] reflects the views only of the author and the Commission cannot be held responsible for any use which may be made of the information contained therein.

“We have been encouraged to promote & deliver the programme across the Black Country”



# Service through Partnership (StP)

We are pleased to report that the Service through Partnership Programme which has now ended was extremely successful in its final year of operation.

Between 2009 and 2014 the following were achieved:

- 64 Community groups/BME Organisations were supported on a 1 to 1 basis.
- 30 Volunteer mentors were recruited and trained.
- 54 mentees from 46 organisations were matched with a mentor.
- 7 training workshops were held for mentees and mentors with 76 attending in total.
- 34 free training workshops were held with 267 individuals from 3rd Sector Organisations attending.

As part of the final evaluation of the StP a round table discussion was held with BME representation from across the region looking at issues specifically affecting the BME 3rd Sector. The discussion was extensive and we gathered some important points. Everyone recognised that the BME 3rd sector has much to offer to the wider 3rd sector as well as offering excellent and cost-effective services to the public. It was nonetheless pointed out that the lack of representation at national and strategic levels was hindering the growth of the sector. Furthermore there was a view that although a large national and regional infrastructure and mainstream delivery organisations recognise the BAME sector they have failed the sector to ensure that resources are distributed proportionately.



*Delegates at a course held at the Brambles in Dudley*

While the overall resources available via the StP will be missed across the region, many of those who were mentored are already missing the support and guidance the programme offered.

CfED would like to thank everyone, organisations and individuals who engaged with the StP through one aspect or another. A huge thank you also to the Big Lottery Fund, who funded the project and were flexible and understanding through difficult and changing times. Thank you for supporting us throughout and helping us to make a real difference to the groups and individuals we worked with.

*"I just wanted to say a big thank you for the opportunity to mentor clients through this project"*  
- S.C



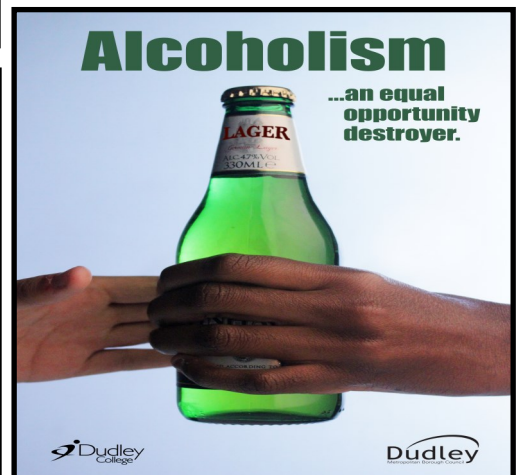
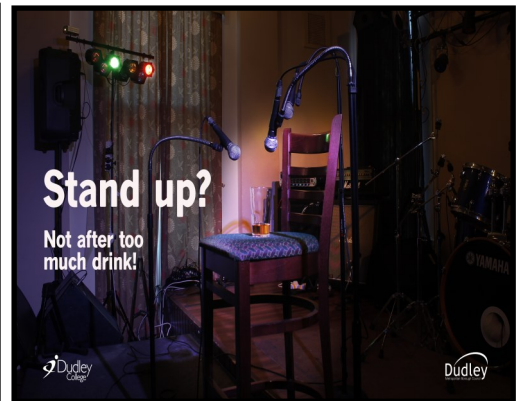
*"From the outset of the training course, there was both a clear thirst for new knowledge and a determination to contribute"* - William

# Alcohol Awareness Programme

We are pleased to have completed the Calling Time project, funded by Public Health during the year and also a collaborated project with Dudley College titled 'Wasted'.

'Wasted' was an alcohol awareness media campaign at the college targeting 16-24 year old learners at the Level 3 Creative Media course. Learners worked on the project for 4 months from October 2014 which culminated in a public viewing in January of both recorded and printed materials and an exhibition.

Under the supervision of tutors, teams of learners undertook research, conducted interviews, developed and prepared 7 posters for the campaign, and recorded 6 short TV advert type films. Each of the posters is listed here. The girl in the bottle and the microphone by the beer in pub posters were the top 2 designs.



In November 2014 we also published You, Your Teenager and Alcohol—a brief guide for parents. This guide informed parents and carers with teenage children of the impact of alcohol on the growing body and other tips on how to talk to them about drinking alcohol. The guide lists some important facts and recommendations from various sources including the Chief Medical Officer. Over 500 printed copies of the guide had been distributed across the borough at libraries, doctors surgeries and other public places.

The guide is also available to download from our website [www.cfed.org.uk](http://www.cfed.org.uk)

# Money Matters

Our money mentoring programme has continued, being led by 2 trained volunteers, Peter and Marie-Claire. Outcomes from this programme help to support the activities of the Dudley Advice Web– a collaborative project between the Dudley Citizen Advice Bureau and 4 other local organisations including CfED.

Over the course of the year, 49 people have received support directly from the mentoring programme plus over 100 young people received information and responded to a money related quiz.

Ensuring that our volunteer mentors have the skills to help mentees, we are pleased that another of our volunteers has completed her Open College Network (OCN) qualification as a money mentor.

Marie-Claire Nyiraneze has been supporting the project for almost 2 years, and we are pleased that she has completed all the courses to gain her money mentor qualification recognised by the OCN. Including our most senior staff, 4 staff members now hold this OCN qualification.

*“Thank you for giving me the opportunity to gain this qualification. It has given me the confidence to support mentees even more”*



To highlight the type of cases we come across below we have included two case studies

## Case Study 1

Ms C (mentee) called to see us as she has gotten into arrears of almost £1000 with her rent to the local council. She contacted the rent office but was unsuccessful in getting them to look at making an arrangement to pay off arrears. She was issued with a court summons and was at risk of losing her home.

A money mentor accompanied Ms C to court and diligently explained the circumstances that had brought the mentee to her present situation. Not only was Ms C allowed to remain in the property, all court fees were dropped. Following this, our money mentor worked with the mentee on establishing a manageable weekly budget that would enable her to continue paying her normal weekly rent plus extra to clear arrears.

**Strategic Priority  
2014-2017  
Number 5;  
Develop greater  
influence on policy  
information**

**“Money mentors  
work one to one  
with residents,  
helping them  
manage their  
money”**

**What do you  
think is a basic  
bank  
account?**

## Case Study 2

Client A has had problems in managing his finances for some time and was referred to us by a local agency. The client has a learning disability. Following a meeting with a mentor, his situation was assessed and it became apparent that the client needed someone to support him in working out a budget and exploring ways that he could save some money. After a couple of visits he was supported in moving his fuel to a better tariff and he found a cheap contract for his mobile phone instead of the expensive pay as you go (PAYG) he had been on for some time. We are still providing a service to this client– supporting him in things like keeping to a daily expenditure

We are also pleased to report that the money mentoring programme took part in the very popular fair held in the spring each year at Dudley College.

Our volunteers talked to over 100 learners and members of staff. The most popular part of this event is the quiz devised by Peter. Learners were asked to have a go at our money management quiz.

It was apparent that there was a low level of knowledge on most subjects covered in the quiz. None of the learners knew what a basic bank account is, most thought that gas and electric pre-payment meters were a good idea and there was much confusion about the cost of electricity to run a computer per hour. Answers ranged from £5 to £25 per hour. Overall it is recognisable that much more work needs to be done in the field of financial capability among both young people and adults across the borough.



**“What has been so effective this year is working in partnership with Creative Support, a mental health and learning difficulties support charity in Dudley. They have provided some really good referrals and worked alongside clients involving me as the money mentor”**

**- Peter (Money Mentor)**

**How can I save money travelling by train?**

**“The most popular part of this event is the quiz devised by Peter, a money mentor.”**

**How much does it cost to smoke 20 cigarettes a day per week?**

# Community First

Community First funding over the 4 year period had been a welcome additional source of funding for local communities and the programmes community led approach had brought together local people with a wide range of experience and expertise, led by Cllr Judy Foster.

We are pleased to report that as panel partner for the Brookmoor Pensnett Ward Community First Panel, we completed the task required by Panel Partners. A total of £23,000 was granted to community groups in the final year of the programme.

However, we have found that the success of the programme was reliant upon the strength of communities and the good will of the third sector organisations such as CfED. The centralised remote administrative system was rather difficult to work with at times and was a major barrier to several community groups. However the members of the Brockmoor & Pensnett Panel worked well together and this was an added value to the programme at the local level.

Over the life of the Community First process, panel members were always delighted to hear of progress from funded project. In March 2015, we received this email from Paul and Cheryl Handley, who collectively run the Pensnett Panthers FC.

- *“One of our players from the Pensnett area originally played for us from age 8. We could see how good of a player he was, he got better and better over the years. When we played at summer tournaments he had scouts from Wolves, Birmingham City, Villa and West Bromwich Albion after him. He got signed up by Manchester City, who relocated the entire family near to the club. His dad informed us recently that Barcelona are now in the running for him. He is just 12 years old, we are so proud of him and the fact that he had his opportunity due to our team of players and parents coaches who nurtured him. This was achieved by Community First funding. Thank you very much.”*

## Community Groups who received funding in the final year of the programme;

- Sunshine Club
- High Oak Womens Group
- The Lookout Project
- Friends of Fenspool & Buckpool Nature Reserve
- Brockmoor Darby & Joan Club
- 1st Bromley Pensnett Scout Group
- Pensnett Panthers FC
- High Oak Youth Club
- St. Marks PCC
- Fenspool Voluntary Association
- Age UK Dudley
- Afternoon Plus
- St. Marks Church Youth Group



*“Brockmoor Darby & Joan Club are very grateful for the grant received, that has given our members some very enjoyable events.”*



## Our Place

In last year's annual report, we reported good news that CfED had been successful in its application for funding under the Government Our Place Initiative. The area we had chosen was the Highfields Estates in Halesowen. The estate has a poor reputation, characterised by a conglomeration of high rise and low rise blocks with uninspiring names.

One year on and we are pleased that all the contracted elements that were a must have been achieved. First we had a deadline for submission of the Development Strategy followed by the Operational Plan in March 2015. We are pleased to have been successful in the submission of both documents and the letter was signed off by the DCLG and locality in April 2015.

The overall ethos of the Our Place Concept is to enable local communities to take control in their area to make sure that things work in the best way for local people. This is far easier said than done, particularly when there is tough budgetary restraint. Putting all that aside, CfED did its best and we are very proud of the events organised and the effort made to bring a breath of fresh air and changes to the estate.



### Quick review of activities January to May 2015.

We started the year with a stakeholders event in January in a 'planning for real' style at atmosphere Some excellent ideas came from his event which have been included in the operational plan.

A community litter pick was organised for 9th March which attracted a strong team of 4 people– including the 4th Halesowen Scouts as well as the local councillor to participate. The litter pick made a real difference and the estate shone with cleanliness and early spring sun. Another idea which came from one of our engagement meetings with residents was to improve the environment by providing free window boxes. Anna our worker on the estate, knocked every door, distributed leaflets informing residents of the initiative and encouraged them to participate. With the support from Jenny Cadman, a preparation and window boxes planting day was held on 23rd March 2015.



24 Families participated and took away either a window box or a hanging basket with a mixture of perennial flowers, herbs, strawberries or vegetable plant. Each resident signed a pledge to take care of their box, water it properly and learn more about culinary or medicinal uses of plants. We are pleased to say that with the support of housing services, 18 window boxes have been properly and securely fitted for residents on the estate.



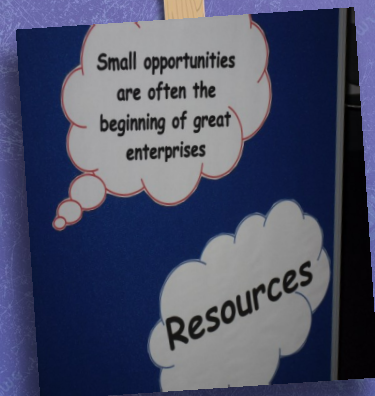
One of our most talked about issues on the estate is what to do with dozens of abandoned shopping trolleys scattered on the estate. We wanted to raise awareness of this with yet another positive action. What better thing to do than have a parade— yes a trolley parade. Garry Jones from Our Trolley Arts was commissioned to work with us on this. Garry has been decorating trolleys for years. We ran a full day of activities decorating trolleys, turning them into birds, dragons, flies and portable flower boxes. Although the turnout was lower than anticipated the children had a wonderful time. At the end of they day, trolleys were paraded down the town centre around the store where most of them came from and back to the estate, to the beat of African drumming. While many did not actually take part in the parade a few 'eye brows' were raised.



Our work continues towards service transformation on the estate. We are looking for financial support from a wide range of partners/agencies to ensure there is a greater integration of services and budgets by 2017. We are looking to the local business community to improve links with residents on the estate which could lead to boosting local business trading and finally we are looking to work with residents and 3rd sector organisations on and around the estate in a way that will reduce social isolation and improve engagement.

We are extremely grateful for all the external agencies and consultants and funders who have made a tremendous contribution to the Our Place Programme over the past 14 months.

***“Compass Community Partnership LTD worked with CfED to bring partnerships together to build the business case for the change on Highfields Estate through identifying what changes people wanted to see occur.” Chris Allen***



## Enterprising Women In Employment

We are pleased to report that we successfully completed the Enterprising Women in Employment (EWE) course, funded under a European Social Fund Programme via the Heart of England Community Foundation. This was a 28 week programme with women from the migrant communities as its main target group. The course aims were to equip 30 women with skills to move them closer to accessing employment and training opportunities.

The actual contents included basic computer training, employability skills, cooking classes, 1 to 1 information advice and guidance, and practical exercises such as preparing and making a presentation and mock interviews.

### Here are a few participant's own stories;

*Joan Angeles has a teaching degree in mathematics from her country of birth but has found it difficult to utilise her skills and qualification since coming to the UK. She had been a 'stay at home' mum for a couple of years. Before attending the EWE programme she felt frustrated and lonely. Since completion of the programme Joan says that she is now very outgoing and enjoys attending the ITC and cooking sessions*



**"I have learnt how to prioritise goals and set up an effective time management plan and can speak better English than before, it is easier for me to express my feelings." - Joan Angeles**

*At the start of the programme in November 2014, Raquel was a 'stay at home' mother and was unemployed. Most of her time was spent with families and close friends as she was not confident in meeting new people and was fearful of prejudice at the local level. After 4 months on the programme, Raquel's confidence increased as she mixed and made friends with other women from diverse backgrounds. In May 2015, Raquel saw an advertisement for a job she felt was within her reach. She had the confidence to apply. She was called for an interview and was a successful candidate.*



All 20 women who had registered on the programme have stated that their overall experiences of participating in the EWE had been very positive and enjoyable-especially the cooking and employability sessions.



**"I was personally enriched with co-ordinating the programme"  
- Sarita**



Participants benefited from interacting with other women from different cultures and social backgrounds. Many of these women have also expressed an interest in taking up roles as volunteers in order to continue their learning, gain new skills and enhance their employability prospects, the very thing the project set out to achieve. We are most appreciative of the volunteers, all members of staff and Women of Excellence who made tangible contribution to the project from start to finish.



*"I am grateful for the support given to help me quickly find work"* - **Lilianna**

*"Volunteering for the EWE project has developed my interpersonal skills and has made me culturally sensitive to other people. It has also helped me maintain a good work ethic"* - **Grace**



*"I came unable to use computers at all, but now I turn it on and off, use my email and search online. I would like to continue developing my IT skills"* - **Doris**

*"The session was really useful with 15 contributors, some key issues emerged in terms of access to information, stigma and geographical access"* - **Clare**

*"Learning how to do impromptu speeches during the employability sessions has helped me become more prepared. Techniques I learned were useful when I did my telephone interview"* - **Irene**

*"It was a great pleasure to see the phenomenal support offered by CfED. The women were enabled to move a step closer towards their desired goals in finding employments or a career paths."* - **Sarita**



*"Before I came on the programme I was always at home... Now I am more confident"* - **Swati**



*"I came unsure where to start but with the support given, I am now confident of finding a job"* - **Gennet**

## SLA's and Core Activities

We are pleased to report that during 2014/2015 we successfully retained the service level agreements with both the DMBC's Chief Executive Directorate and that from the Directorate of Adult Community & Housing Services (DACHS).

While major changes to these service level agreements' (SLAs) may be enforced from 2016, we have continued to give 100% commitment to both of them.

Through the SLA with DACHS, 1-1 support has been given to the following organisations;

- Dudley Asian Women's Network
- Dudley African Caribbean Carers and Disability Support Group
- New Testament Welfare Association
- Halesowen Asian Elderly Association
- Dudley African Caribbean Befriending Service
- Dudley Senior Citizens Forum
- Halesowen/Dudley Yemeni Community Association

The support given to these groups varies but generally range from offering administrative support to that of employment of staff policy development or providing Information and advice to governing body.

Within the terms of the SLA with the Chief Executives Directorate we have continued our representation on the following boards and partnerships;

- Corporate Equality & Diversity Leadership Group
- Stop & Search Scrutiny Panel
- Police & Crime Board
- Dudley Childrens & Young Peoples Safeguarding Board
- Dudley Safeguarding Adults Board
- Dudley Town Centre Forum
- Community Cohesion & Tension Monitoring Group
- BME Engagement Planning Group

Attendances throughout the year at each of these boards and partnership meetings have been good given the limitation on our capacity with fewer given resources.

The SLA with the Chief Executive Directorate also enables us to undertake most of our core activities from supporting victims of hate crime, to publishing our newsletters to ensuring that the community resource centre is open to the public. The latter has enabled us to work in partnership with both Dudley College and St. Thomas's Network opening up the IT C suite for courses and support ITC provision on the Friars Gate estate Priory.

Partnership work continues to be a major part of our work here at CfED. Our longest running partnership has been with Dudley College, now over a decade continuously working together.

### Strategic Priority

2014-2017

Number 6;

Develop greater influence on policy formation

960 Users visited our community resource centre in 2014/2015

"Majority of service users in 2014/15 were women from migrant communities, public sector agencies and other 3rd sector groups"

In 10 years, over 80 learners have passed through our ITC suite and have gained a qualification.

In this past academic year 6 learners have gained an OCR level 1 qualification and a level 2 certificate in IT users skills.

One of the learners who has gained a level 1 qualification in IT users skills is Michael Szyagowski. Michael after working in the NHS for 30 years took early retirement in 2013.

Not wanting to stay at home and waste away, Michael retrained as a language teacher in Wolverhampton. Recognising his low level of IT skills, Michael enrolled on the OCR level 1 certificate in IT Users Skills, in September 2014, with the desire of improving his IT skills particularly in the use of Powerpoint.

Michael successfully completed the course in June 2015 and gained the qualification he strived for.



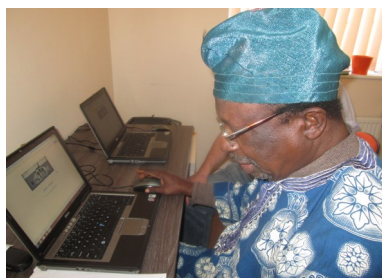
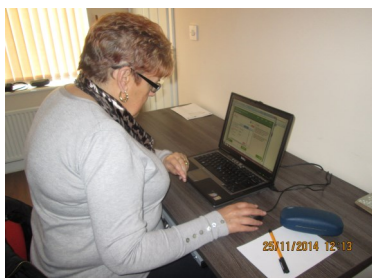
In speaking about his success, Michael said that by attending the course it has helped him to;

- Increased his confidence
- Improve PowerPoint skills– much needed in his teaching career
- Be more skilful in using a wide range of software programmes

Michael is also extremely keen on continuing his learning journey. He has already enrolled on the OCR level 2 certificate in IT users skills starting September 2015.

### Friars gate Digital Project

We are also pleased, over the last year, to have worked in partnership with Bromford Housing on the Friars Gate Digital Inclusion Project. Friars Gate is a new housing estate based along Priory Road. Working with Bromford Housing Association and a group of residents we were successful in gaining Community First Funding to establish the project. The Project is due to end in July 2015, gives older residents on the estate an opportunity to learn how computers and digital devices can enrich their lives. Prior to this project, computers were a 'no go' area for several of the residents aged over 60. The project provides a far more relaxed and informal atmosphere than several other local provisions. This allowed participants to build much more confidence in their learning journey.



Michael is keen on continuing his learning journey

In 10 years over 80 learners have passed an ITC qualification at our Stone Street Base

COMMUNITY HOUSE FRIARS GATE  
Summer Fun Day at Friars Gate  
25/11/2014 12:10

# Migrant Health & Fitness

A fair proportion of our activities during the year under review involved migrant communities. While the number of asylum seekers within the borough may have been reduced drastically, including economic migrants from Poland, there could be as many as 2000 migrants here in the borough. Throughout the summer of 2014 we were able to involve up to about 30 women and their children in this project, whose activities ranged from cooking sessions, playing badminton, walking and learning about general healthier lifestyles. The project was facilitated by 3 second year students on placement from Birmingham City University of which we were grateful. Nadia, Channa and Tahbeer were placed with us for almost 5 months and within that time they made a great impression on service users.

*“We found the workshop to be really useful and interesting. It definitely made us aware about the importance of consuming herbs in our diets” - C.P*

The project used cooking sessions as a major activity to get participants interest and ensure conversation and friendship developed between everyone.

*“It’s a pleasure getting together with ladies and cooking healthier food and having good fun. It’s a benefit for the whole family” - Moono*

We appreciate the help, advice and support from Raj, Fit Food CIC, Jenny Cadman and staff at Dudley/Walsall Mental Health Partnership to have made this project the success it was.



**“It was fun and refreshing and we would like to do it again”**



*“At the beginning we were very anxious about the workshop itself, if it would run smoothly, if we would have a good turnout, if ladies would find it useful, if we can control the number of kids attending. However the workshop ran smoothly, everyone played a part in making the healthier foods, everyone was able to take useful tips away including ourselves. We were able to put our knowledge in practise as well, as such workshops are not carried out at the university. It was a great experience, an experience which we can take away and talk about it during our university experience. We were also able to learn a lot more interesting facts which we were unaware about.” Nadia, Channa & Tahbeer*

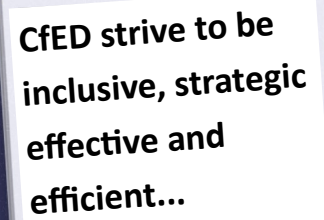


## Associate Members

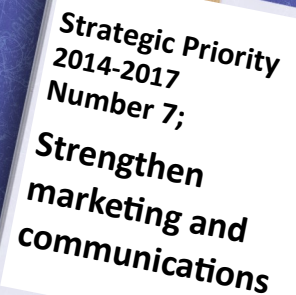
5K Foundation Limited  
Alzheimer's Society  
Aquarius  
Bangladeshi Development Group  
Beacon Centre for The Blind  
Brierly Hill Asian Welfare & Cultural Association  
Brierly Hill Sikh Welfare Association  
Cancer Support  
Church of St Augustine of Hippo  
Crossroads Care Dudley  
Dawley Brook Primary  
Diocese of Worcester  
Dormston School  
Dudley Asian Women's Network  
Dudley District Citizens Advice Bureaux  
Dudley Mind  
Dudley Mosque and Muslim Community Centre  
Dudley Social Business Partnership  
Dudley Stroke Association  
Dudley Voices for Choice  
Ellowes Hall Sports College  
Fens Pool Voluntary Association  
Glasshouse College  
Green Light Muslim Youth Forum  
Halesowen Asian Elderly Association

Halesowen C.E. Primary School  
Hawbush Primary School  
High Oak Youth Club  
Hob Green Primary School  
Holly Hall Academy  
Howley Grange Primary School  
Hurst Hill Primary School  
Langstone Society  
Lunch On the Run  
Methodist Church  
Millennium Volunteers  
Netherbrook Primary School  
Oscar Sandwell Limited  
Redhill School  
Ruskin Mill Educational Trust  
Sandwell Advocacy  
Sandwell Crossroads  
Shell Corner Partnership  
St James  
The Brier School  
The Crestwood School  
UK Islamic Mission  
Valley Road Youth Centre  
Wallbrook Primary School

## Notes:



**CfED strive to be  
inclusive, strategic  
effective and  
efficient...**



**Strategic Priority  
2014-2017  
Number 7;  
Strengthen  
marketing and  
communications**





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