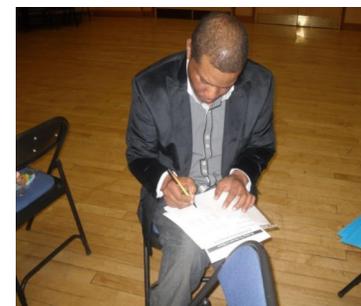
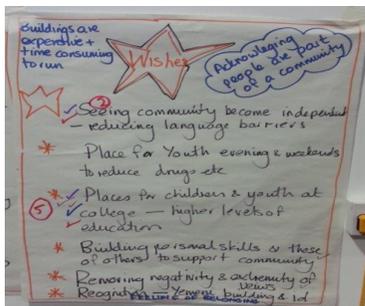


Centre for Equality & Diversity

Annual Report 2013-2014



CONTENTS

	Page		Page
1. Chairs Report	3	15. Promoting Volunteering	28
2. Trustees Report	4	16. Our Place Programme—Halesowen	29
3. Aims, Mission & Values	6	17. Financial Review	31
4. Staff Team	7	18. Associate Members	33
5. Chief Executive Officers Report	8	19. 2013-2014 Captured Memories	34
6. StP	9		
7. 5 Estatesplus	13		
8. Activities with Migrant Women	15		
9. PROACT	16		
10. SLA Funded and Core Activities	18		
11. Let's Follow Bradley	20		
12. Office of Public Health Funded Activities	22		
13. Community First Activities	26		
14. Money Mentors Programme	27		

Our sincere thanks to the many organisations, funders and individuals who have made our work possible over the last year.



This Annual Report is a reflection of CfED's activities from April 2013 to June 2014.

1

2013/2014
ANNUAL REPORT

CHAIR'S REPORT

In my final report as Chair of the Board of Trustees, I am pleased to report on a number of achievements during 2013/2014. We have had a good year despite the challenging economic climate. While our income level has declined, thanks to prudent management of our expenditure we have generated a modest surplus. This for us is significant achievement and imperative to helping us continue our vital work.

Raising funds from charitable trusts and the public to support our work is more important than ever. We have experienced much disappointment in our effort as the majority of bids submitted over the past year has resulted in being 'unsuccessful'. Like many other 3rd sector organisations we have been affected by the general economic situation although one good news is that our local Authority is continuing to support us both with a cash grant and in-kind services.

Reduction in our overall funding means that we have either stopped or reduced some services, for example discrimination case work for those who may have experienced harassment and other work place discrimination.

A revision of our business plan and establishing 6 key strategic priorities will hopefully enable CfED to extend into several new areas of activities, locally in Dudley and beyond, given the opportunities. One of our achievement over the year has been the involvement in the Our Place Programme focusing on the Highfields Estates in Halesowen. By the time

this report is read we will have submitted the development strategy and look forward to going further-year 2 of the programme.

Overall, despite the continuing economic downturn, CfED remains in a very good position to maintain activities and services within the Borough of Dudley. Recently, Trustees embarked on a very thorough internal review which resulted in setting some key priorities and making it clear what we want to do in the future. Sticking to these priorities closely may be reliant on what funding streams we access. Nonetheless, the organisation has a future and Trustees and staff will do everything possible to ensure CfED remains fit for purpose and best equipped to meet the needs of the most vulnerable people and communities.

I want to take this opportunity to thank everyone for your support over the years. We may not have seen eye to eye on everything but our discussions and debates have only resulted in a stronger CfED and better working relationships.

I hope that the public and corporate support for CfED will continue as a new chair takes his / her place after our Annual General Meeting.

Martyn Copus
Chair

“Raising funds from charitable trust and the public to support our work is more important than ever”

2

2013/2014
ANNUAL REPORT

TRUSTEES REPORT

The charity is governed by a Board of directors who are also Trustees for charity purposes. Incorporated in March 2006, we are now entering our 8th year of operation.

Directors have continued to show and demonstrate commitment to the organisation. The charity is also grateful for the invaluable contribution to its work by volunteers. This includes all unpaid positions such as those who have undertaken placements as part of a work experience scheme and mentors supporting the StP programme.

Major achievements for the charity and its performance against our strategic priorities during the year from April 2013 to end of June 2014 are summarised later in this report. In reviewing the charity's performance during the year, trustees have had regard to the guidance on public benefit issued by the Charity Commission.

A major activity of the charity over the past year has been identifying strategic priorities and working with external sources on a new business plan to cover the period from 2014-2017.

The business plan for 2014-2017 was conceived at a high level to provide an umbrella within which present activities could be pursued and new initiatives started.

During the last 5 years, the charity's main objectives were

summarised under the headings:

1. To build the skills and capacity of communities of interest, empowering them to engage actively in supporting their own communities.
2. To develop partnerships which span sectors to improve services to communities of interest.
3. To work towards the creation of a one stop shop for equality, diversity and human rights activities, where the organisation can be a centre of excellence in all that we do.
4. To develop and maintain a robust infrastructure, enabling us to achieve our mission and create a stable financial base.

Every activity undertaken over the past 5 years had linked in to one or more of these objectives. However, we felt that the time had come for some revision of these objectives along with our mission and vision statements.

The new business plan for 2014-2017 was in principle adopted at the Trustees' meeting in May 2014. In developing the business plan, Trustees were mindful of the challenges facing the charity and explored the possibility of developing a trading arm.

In recognition of the above and Trustees seeking more than cosmetic changes, there has been a significant overhaul of the charity's vision, mission, value statements, yet still in keeping with its charitable aims. Trustees also recognised the many impending priorities. To this end the charity has adopted six key strategic priorities of which it believes it needs to focus on particularly to enable sustainability. These are:

1. Strengthen financial base and internal procedures
2. Strengthen capacity for delivery
3. Improve access to services and facilities
4. Focus on those in greatest need
5. Develop greater influence on policy formation
6. Strengthen marketing and communication

These six key strategic priorities mean that the charity will:

- Continue initiatives to systematically promote the charity and its activities
- Build relationships with more communities and policy makers
- Improve our internal systems and procedures
- Continue to raise funds to ensure sustainability

As you will see from this report, many activities are taking place. Much of our success and achievement is due to the commitment and hard work of staff and volunteers, together with the support from our Chair, Mr Martyn Copus. Martyn has served CfED as Chair since 2006. He has led from the front and has now decided to step down in order to pursue other interests. As fellow Trustees

we wish Martyn well and thank him for his excellent leadership. Mr Gerry Lewis who has also served faithfully as Vice Chair stepped down from his position during the year. Likewise we are thankful to Gerry for his service and wish him well in future.

The charity looks towards the future with a new chair and with deep confidence despite the challenges we face. We enter the future still looking for opportunities to lead... influence ... change.

Trustees

Mr Martyn Copus	Ms Kulvinder Hira
Mr Gerry Lewis	Mr Paul Singh
Mr Mushtaq Hussain	Ms Samantha Billingham
Ms Ann Killin	Mr Brian Roe
Ms Angela Edwards	Mr Ron Sims
Mr John Parman	
Rev. Andrew Wickens	

“Thank you for all your support and commitment which I will always remember. I am sure that you and your organisation will go from strength to strength. Thanks again for some great memories.”

John Doughty

3

2013/2014
ANNUAL REPORT

AIMS, MISSION & VALUES

Our Aims

Our aim is to provide leadership and promote good practice in the field of equality & 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 out 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 and practice

4

2013/2014
ANNUAL REPORT

GOVERNANCE AND STAFF TEAM

Staff Group 2013-2014

Kenneth Rodney

Chief Executive

Claire Price

Finance Officer

Coreen Hutchinson (to September 2013)

Officer Manager

Manjeet Singh (to June 2013)

Temporary StP Infrastructure Support Officer

Ben Smith

Apprentice

Anna Wilkes

Clerical Assistant

Lydia Sharland

StP Infrastructure Support Officer

Alison Richards (to February 2014)

Finance Officer Maternity Cover

Thierry Biringanine (to January 2014)

5 Estates Development Worker

Naheem Akhtar

Community Support Worker

Rennie Mudzi (to March 2014)

Temporary Development Worker

Trishna Burke (to May 2014)

StP Mentoring & Project Support Officer

5

2013/2014
ANNUAL REPORT

CHIEF EXECUTIVE OFFICERS REPORT

The strategic review undertaken by our Board of directors throughout 2013 – 2014 highlighted that we operate in a period of change, uncertainty and financial instability.

As we enter our 9th year of operation we are beginning to feel the financial squeeze and the pressure of having fewer resources available that had been predicted two to three years earlier. While I have every confidence that CfED will continue to deliver services within the borough of Dudley and elsewhere it is difficult to see where resources will be obtained from to the level of that which was available back in 2004/2005.

On one hand 2013/14 was another strong year for us while on the other there were plenty of negatives. We achieved some good results through projects such as 'Calling Time', the 5 Estatesplus and the Service through Partnership (StP), and spent 100's of hours writing funding bids only to receive disappointing responses week after week.

This disappointment has resulted in further reduction of staff team making it more difficult to deliver our planned programme at a time when demand for much of our work continues to rise, particularly from other local agencies and communities. During the past year we have seen more demand from migrant communities and up till the end of the March this year the 5 Estatesplus project was able to deal with much of this. Since the project ended demand continues but fewer resources are available to support activities.

We are pleased to have worked with new funders such

as the Office of Public Health Dudley who funded both the Calling Time and Breaking the barriers of Silence projects, the St James's Ward Community First Panel and W.A. Cadbury Charitable Trust. Funding from the latter will be used to support our plan work with communities on the Highfields Estate in Halesowen.

We are proud of the 2,000 plus people who have directly received a service from us and the 10,000 or more whom we have reached through email and the circulation of newsletters and other printed materials across the 4 geographical areas where we have undertaken activities.

CfED has a long history of performing well against our strategies and project plans. We will continue to do the things that we do well, focus on service users and rebuild the organisation probably through further selective partnerships.

Before closing, I want to thank Martyn Copus, our outgoing chair, for his tremendous efforts and contributions to CfED since 2006. I want to thank him for his leadership and the way he has enabled CfED to rise to the many challenges we have faced over the years.

We now look forward to a new era and I am certain that we will continue to deliver good projects and services.

Kenneth Rodney

"We will continue to do the things that we do well; focus on service users and rebuild the organisation".

6

2013/2014
ANNUAL REPORT

SERVICE TROUGH PARTNERSHIP

StP general training workshops

The StP general training programme was designed to improve the skills of staff and trustees, within the Black & Minority Ethnic Voluntary sector across Dudley, Telford, Sandwell & Wolverhampton, in order to increase their capacity to meet local needs and deliver sustainable projects.

The StP project ran 8 training workshops in its fifth and final year of operation with an overall take up rate of 104 attendees. This brings the total take up rate of all StP workshops to 435 attendees over the five year period with 267 individuals (representing 131 organisations) benefiting, 57 of whom accessed 2 workshops and 30 who accessed 3 or more workshops.

StP training packages

A notable difference this year has been the development of two StP training packages: 'Introduction to Business Planning' & 'Introduction to Bid Writing'. These packages were designed and delivered by the StP Infrastructure Support Officer to meet the needs of the groups the project has been working with. Both were very well received and are an asset which can be used in any future development of the StP project in partnership with CfED.

"I thought the workshop was excellent & thought provoking. The facilitator was very knowledgeable - I could listen to him all day"

Quote from participant. Getting to grips with governance workshop.

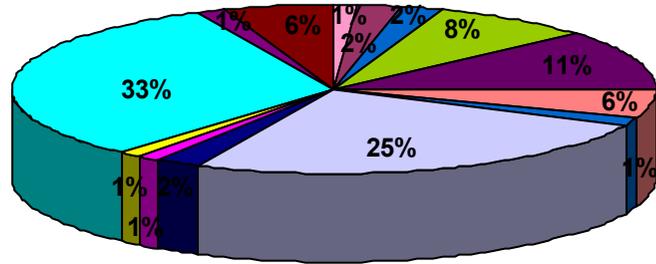
Training workshops held in StP project Year 5

24th August 2013—23rd August 2014

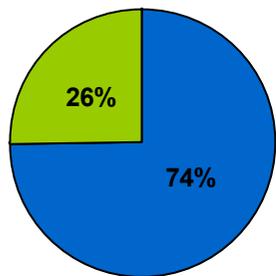
Training Course Title	Area held in	No. of Attendees
Managing & Supervising People	Dudley	25
Getting to Grips with Governance	Sandwell	7
What is a Social Enterprise?	Sandwell	9
Setting up a Trading Arm	Sandwell	9
How to Develop your Project	Wolverhampton	23
Introduction to Business Planning	Dudley	9
Social Media Action Workshop	Wolverhampton	8
Introduction to Bid Writing	Wolverhampton	14
Total number of attendees		104

Year 5 Training Statistics

Ethnic Origin of Participants

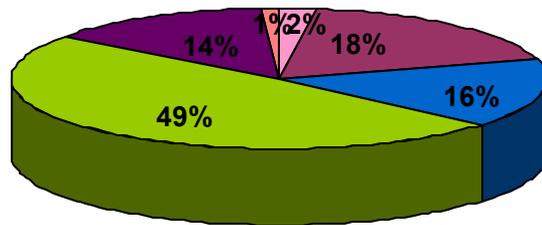


Gender of Participants



Female Male

Age of Participants

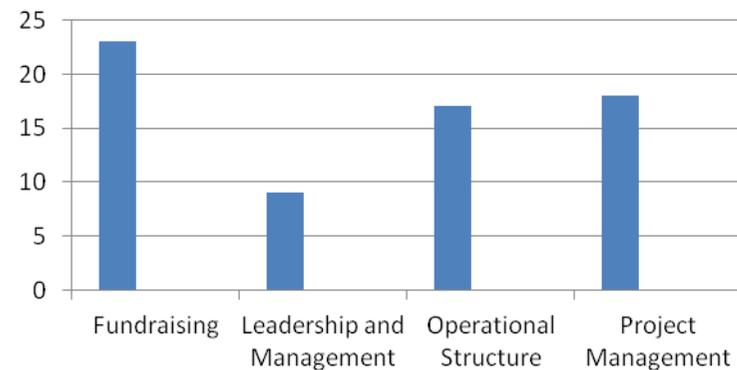


16-24	24-34	35-44
45-54	55-64	65+



Mentoring

The StP mentoring programme matches volunteer mentors with chief staff and officers of voluntary and community organisations in order to raise their aspirations and confidence. Since the mentoring programme was launched in August 2012 30 volunteer mentors have been recruited and have to date supported 53 mentees.



Mentoring Workshops

The end of 2013 saw the introduction of a series of workshops aimed specifically at meeting the development training needs of mentees and mentors on the StP mentoring programme

Mentors and mentees from 30 different organisations were represented at the training workshops with representatives from 12 organisation attending 2 or more of the workshops.

“Gave me some new ideas and inspiration”

Quote from participants, The Art of Networking

“Truly felt empowered”

Quote from participant, Bringing out the leaders in others workshop

“I am so thankful to my Mentor for all her support, without her expertise, skills and knowledge shared all this would not be possible”

Simone Stewart

“I just wanted to say a big thank you for the opportunity to mentor clients through this project and the workshops that I was able to deliver, I have really appreciated the support and experience that this project has given me.”

Spence Cater

Mentoring Training workshops held in StP project Year 5		
24th August 2013—23rd August 2014		
Held at the Ethnic Minority Council, Wolverhampton		
Training Course Title	Date held	No. of Attendees
Mentees Networking Session	7th November 2013	10
NLP Confidence building workshop	30th January 2014	12
Presentation skills, leadership & management	27th February 2014	17
How to prioritise workload	27th March 2014	8
How to develop a marketing strategy	10th April 2014	9
Bringing out the leaders in others	24th April 2014	8
The art of networking	1st May 2014	12
Total number of attendees		76

23 mentees have received support with fundraising

9 mentees have received support with leadership and management

17 mentees have received support with operational structure

18 mentees have received support with project management



Fire exit

Voluntary Sector Support Services

7

2013/2014
ANNUAL REPORT

5 ESTATESPLUS

The 5 Estatesplus Project has been one of our prestigious projects over the past five years. Working in conjunction with the Dudley Federation of Tenants and Residents (DFTRA) and with Tenants and Residents (TRA's) group themselves the project has made a tangible contribution to community cohesion on many estates across the borough. Unfortunately funding mainly from the Barrow Cadbury Trust ceased in February 2014, thus bringing the main strands of the project to an end.

2013-2014 nonetheless was another memorable year for the project and the following are just a few of our achievements:

- 12 members of various migrant communities recruited to the management committees of TRA's
- 2 women's group support
- 7 new volunteers recruited and participated volunteering activities
- 24 beneficiaries attended various training sessions—ranging from an ICT workshop and five workshops targeted at up skilling community facilitators.
- 18 different activities undertaken including 1 visit to the Houses of Parliament, 8 Zumba fitness and well-being sessions held and several activities with the various TRA's

Throughout the life of the project we have consistently

“5 Estates project is a success story in its own right. It is an inspiration to all of TRAs and shows what hard work has achieved and is still achieving”

Christine

achieved good outcomes and our learning has been enhanced by the results of surveys and past workshop evaluations. All of these and more have informed us that migrants from Zimbabwe, Congo, Philippines and even from Spain have participated and benefited from the project during its life time. We are also confident that the activities of the project has made a difference across the borough in:

- Reducing isolation
- Reducing tension
- Increasing community understanding of issues faced by migrants
- Reducing discrimination
- Increasing the confidence of migrants to get involved in community life and build bridges between host and new communities

In total in the 6 months to January 2014 359 people were involved in the project. This is very significant compared to the overall targeted number of 500 over a two year period. Increase in project awareness through promotional materials, outreach sessions and the publication of 1000s of copies of Migrant's News all contributed to reaching more people than planned.

Finally, we are extremely appreciative of the TRA's and all the support received from the DMBC's Tenant Participation Team, (John and Emma) Also to Kerry, Christine Phyllis, Tshikala, Tracy, Francis Godwin and Martin. Without these we may not have achieved so much.

Play and Stay 30 December 2013

The community facilitators organised a day for mothers to come with their children for some fun activities and a cup of tea. The event was held at the Brambles and featured 8 mothers and 20 children. The children enjoyed art and craft activities facilitated by volunteers Jane Maswaure (ages 4-9) and Sarita Chtapa ages (11-18). The event gave the mothers an opportunity to sit back and relax whilst watching their children engaged. They were able to mingle and socialise and the children made new friends. For the mothers this was a welcome day out that meant they did not have to be closed up in their homes during the holiday day.

International Migrants Day 18 December 2013

CfED hosted one of their flagship events, International Migrants Day on the 18th of December 2013. The event saw a modest amount of people turn up in spite of the treacherous weather. The event which started at 6.30 was compared by Ron Sims from Dudley MBC and involved a refreshing mix of Afrocentric music from the Afro Mio band, Networking, awards and light snacks were all part of an interesting and lively programme. CfED took the opportunity to recognise significant contributors to the charity and a moving key note speech was made by Mr Phillip Davis from

Refugee Action. Entertainment also included Halesowen Dance group and two local girls Sharon and Blessing Chitapa. The event was attended by 60 people who all felt it was both informative and entertaining.



“The migrant voice newsletter is fantastic good job”.

“I have never met my MP I am glad I was able to speak with him in his London office”.

“Want to say thank you for supporting my application”.

8

2013/2014
ANNUAL REPORT

ACTIVITIES WITH MIGRANT WOMEN

Activities with Migrant Women

Thanks to several funding streams and working with local group Women of Excellence across the year 3 major events were organised specially for women from migrant communities, namely International Women's Day, Ethnic Minority Cancer week and the Women's Creativity Event held in June 2013.

The creativity day on the 29th June brought together women from mainly different African cultures and back ground. The day was packed with exciting activities aimed at encouraging women to not only take up a new creative vocation or hobby but also to showcase their talents.

For many, the highlight of the day was seeing Chipo Mudere, a local business woman launching her second book '**Look and See**'. The book highlights the need for personal insight and reflection to achieve success.

Through these and other events we have been able to connect with well over 200 women from various new communities.



9

2013/2014
ANNUAL REPORT

PROACT

Working in Partnership with Oake Associates, with funding from the EU and Awards for All we have been able to facilitate a training programme specifically for 3rd sector (civil society) groups within the city of Wolverhampton. This specialist course in 2 parts offered a bespoke and targeted support aimed at volunteers, paid staff and board / management community members to test out some innovatory practices in building and strengthening the capacity of civic society organisations, based on a French approach of working with their non-governmental organisations (NGO's).

The first part of the programme was 10 weeks long involved 11 organisations and attended by 105 people. The programme was aimed at developing and promoting the acquisition of knowledge and key labour competences for each employees, volunteers and managers in non-profit sector in order to teach them how through better management promote their organisation. To achieve this goal the programme adopted the methodology of organisational capacity - building carried by Ifaid Aquitaine - a French NGO. The first step for those who attended the programme was to undertake an organisational assessment much deeper than the standard 'health check' we often employ to ascertain where an

organisation may be in terms of policy and procedures. The programme covered concepts as the life cycle of an organisation, team building, resistance to change, partnership principles and several more.



The second part of the programme will be undertaken during the autumn of 2014.

The programme was an eye-opener for several participants as they accepted the challenge to move from purely learning to action and less reliant on the lead of an organisation to provide motivation. The effectiveness and sustainability of every organisation is the responsibility of the organisation as a whole.



“ I am grateful for the opportunity to come here and meet all these people and learn so much, and I appreciate that the course was not too rigid for me”

Hersie Monica

10

2013/2014
ANNUAL REPORT

SLA FUNDED AND CORE ACTIVITIES

We are pleased to report that during 2013-2014 we successfully retained the service level agreements (SLA) of both the DMBC's, Chief Executive and Directorate of Adult, Community and Housing Services (DACHS).

The SLA is a document which defines the relationship between the two parties. From both the DMBC and ourselves this is an extremely important documentation. Both SLA's embraces a wide range of issues, such as, services to be delivered, performance, tracking & reporting and our duties and responsibilities.

Through the SLA with DACHS, 1-1 support had been available to the following organisations, along with training and other opportunities.

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

Types of Activities	Quarterly Total
No of hours of support provided by staff	700
No of training sessions provided	8
No of visits provided (individuals / groups)	84
No of contacts provided	96
No of groups with promotional materials	4
No of groups with annual reports	3
No of groups supported in funding application bids	7
No of Voluntary & Community Groups Partnership meetings attended	5

For all the aforementioned organisations CfED's support to them and those whom they serve has been invaluable. 1 to 1 support is, at times, impractical but help is given in other ways as well: information and advice online and attendance at meetings and other events.

The Halesowen Asian Elderly Association receives support in up to a one day per week administrative support and most recently we successfully recruited a member of staff for the organisation.

For most of the period in view we have provided support to the three African Caribbean groups operating day care centre provisions, under both the DACHS SLA and StP programme.

The DMBC's Chief Executive Directorate SLA over the past year enabled CfED to provide some onsite activities at our base on Stone Street and help with several operational matters.

We are represented on numerous boards and partnerships including:

- Dudley Town Centre Forum
- Community Cohesion & Tension Monitoring Group
- BE Community Engagement Group
- Dudley Advice Web Steering Group
- Dudley Police Independent Advisory Group
- Dudley Safeguarding Board
- Dudley Children's Young People's Safeguarding Board
- Police & Crime Board
- Stop and Search scrutiny panel
- Corporate Equality & Diversity Leadership Group

Attendance throughout the year at each of these boards and partnership meetings have been satisfactory given the limitation on our capacity. We have ensured that contributions have been tangible not just in name only.

SLA Outputs includes:

- 57 attendances at various partnerships & board meetings
- 3000 CfED Newsletters printed or circulated electronically

- £20k funding accessed by community groups in the Brockmoor & Pensnett Ward through CfED's support as the Ward's Community 1st Panel Partner
- Approximately 700 people used the facilities within the Community Resources Centre
- 60 BME groups and organisations receive relevant local information
- 9 hate crime incidents responded to following a report from victim or member of public
- 25 young people received equality & diversity training

We want to express thanks to the DMBC for their continuing support.



11

2013/2014
ANNUAL REPORT

LET'S FOLLOW BRADLEY

As a feature of our activities with young people in the Brierley Hill area, on the theme of alcohol addiction two of our volunteers Kevin Collins and Hemisha Morarji created the concept of Bradley.

Bradley the lion was on the path of alcohol addiction. As he walks along the pathway he experiences a wide range of situations. He sees things that were not there which scared him. He notices that ugly red patches all over his face and body which in fact is the yellow skin that he was developing until he sees a sign for help. By responding positively to the signs Bradley was able to get the medical attention to stop him from drinking. But most importantly his family and friends came back into his life.

The idea behind Let's Follow Bradley is a simple one and in 2013 we distributed 250 copies. Feedback received indicated that the book has been most attractive to children and young people.

We are grateful for the support from Kevin and Hemisha—who are now both in full-time employment.



Concept by
Kevin Collins

Written and illustrated by
Hemisha Morarji

Let's Follow Bradley



Bradley the lion was walking down the 'Path of Alcohol Addiction.' It was a happy one to take; it made him forget about his problems—that he had no friends, very little money and that his family always argued with him about his addiction. However, he soon began to notice bad changes happening to him...



He began to suffer from stomach pains. Sometimes they were so bad that he didn't feel like eating anything at all. But Bradley didn't take much notice of these aches. They were going to go away sooner or later—until he noticed other changes...



He had regular "blackouts", which meant that he couldn't remember what he said or did when he was drinking. In fact, he couldn't understand why the raven that flew overhead gave him a nasty look. But that was because Bradley had called it all kinds of names the day before while he was drunk, like 'Big Beak' and 'Chimney Duster'.



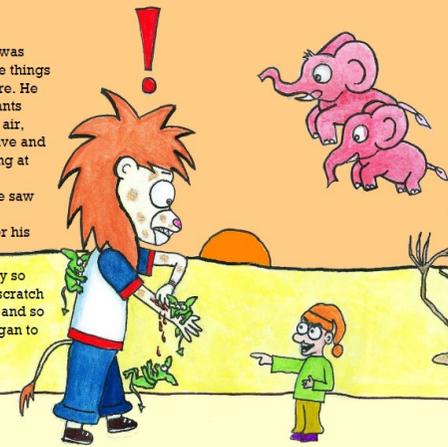
Bradley also noticed that there were ugly red patches all over his face and body. They were so awful that the other animals kept staring at him, while the more polite ones tried their hardest not to look. But it wasn't just the sores that made Bradley feel bad.



It was also the yellow skin he was beginning to develop, all because the alcohol was destroying his liver. But things got a lot scarier...

The poorly lion was beginning to see things that weren't there. He saw pink elephants galloping in the air, trees coming alive and dwarves laughing at him. But more frighteningly, he saw green gremlins climbing all over his arms.

It scared Bradley so much that he'd scratch his skin so hard and so often that he began to bleed.



Bradley continued to walk until he came to a point where the path split into two other pathways. One showed a coffin at the end of it, which wasn't surprising, considering how unwell Bradley's liver, skin and mind were — anymore drinking and his liver would stop working, meaning that Bradley would die with it.



But the other pathway showed a 'Help' sign at the start of it, which meant that if Bradley got the medical help to stop drinking, his liver would recover by itself, he would stop seeing things that weren't there, and his skin would go back to normal.

But most importantly, he would have his friends and family back and his life would go back to normal.



OFFICE OF PUBLIC HEALTH FUNDED ACTIVITIES

We are pleased to have delivered two projects across the year funded by the Office of Public Health Dudley. Both projects led to good outcomes and while challenging in terms of delivering within given timescale and budget aims were achieved.

Calling Time—Alcohol Awareness

The Birmingham Metropolitan College Art and Design Students based at the outstanding Art and Design Campus in Brierley Hill took up the challenge to work with us on this project following activities the previous year with community organisers, which identified problems with young people drinking alcohol in the area.

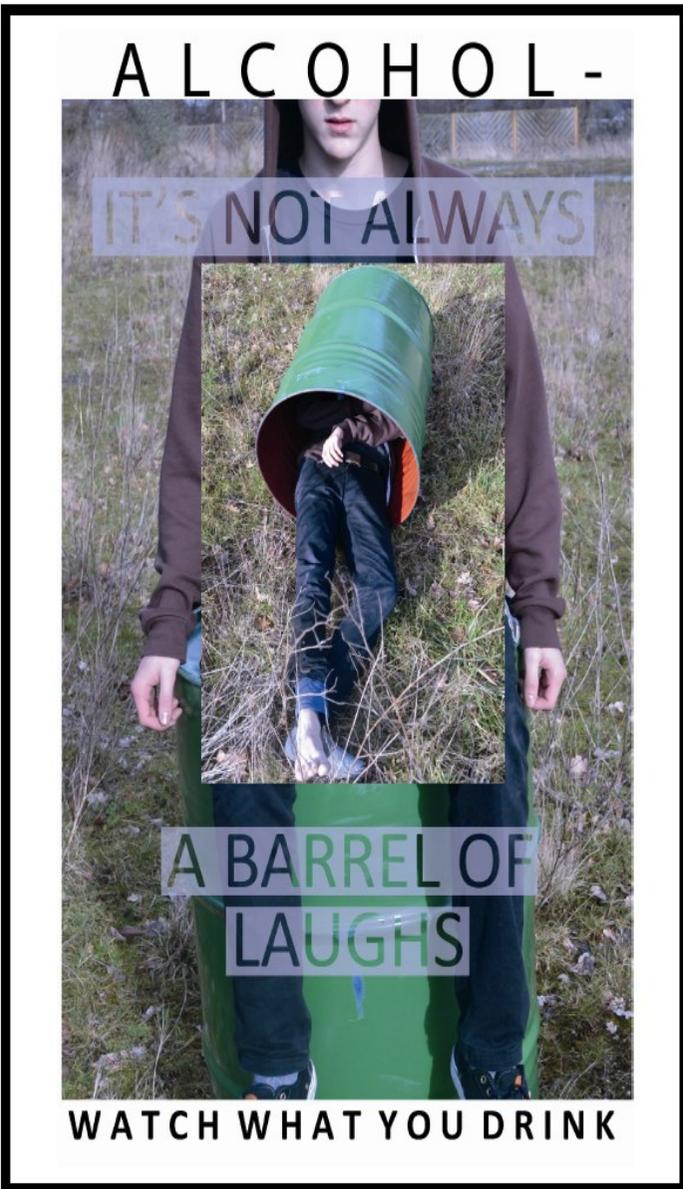
Students studying for level 3 Art and Design Diplomas were tasked with creating a series of posters and storyboards depicting how they would call time on alcohol misuse. The students were briefed on the need to create images for immediate effect based on their own first hand experience. They under the guidance of their lecturer, Jo Raynor, and Berlinda Blake from Race Equality Sandwell, explored a range of scenarios, some using humour to convey the messages and others creating more hard-hitting visuals. Jo commented that, “this was a fantastic ‘live’ project giving students a real insight into the world of graphic design using a real brief with

proper deadlines. I am really proud of their professional approach”.

Local research into drinking patterns has shown us that there is a real need for local ambassadors and role models to pioneer an alternative lifestyle for young people in the area. We thought that by involving students in the campaign, we could reach our target audience more effectively with messages and images that are relevant to them.

The series of posters were launched in June 2014 and a guide for parents has also been published, and will be circulated across the borough.





“Being able to work on a live project was definitely different from doing college work, we all had to work together as a team.”

Student - Cameron (age 17)

Breaking the barriers of silence

The overall objectives of the Breaking the barriers of silence project were to, first, encourage migrant women to be more aware of breast cancer and the support services available. Secondly, to encourage migrant women to be creative in designing information posters promoting breast cancer awareness and thirdly engage the women in an event that will increase their knowledge and perceptions of breast cancer.

The project over a 6 month period engaged with over 30 women in a variety of activities including several hour long Zumba sessions, basic cancer awareness training workshop, designing of the posters and a launch event which was held on 12th March 2014.

One event that provided us with a great deal of information was a focus group facilitated by an external consultant. From this we learnt that migrant women within our target group exhibited good knowledge about cancer. They identified that it affects cells, causes tumours in body tissues, grows uncontrollably sometimes and cancer discovered early is more treatable.

Part of our campaign was to ensure that more women take up cervical screening. The women in the focus group listed over 13 things they saw as barriers stopping women from taking up cervical screening. These include cultural matters, ignorance, language and women not connecting messages directly to themselves.

Over 500 of the various posters designed by participants have been circulated within the local community. The creation of the posters got the women working together and thinking outside the 'box'. They had fun more creative, bold and adventurous as time went by. A total of 7

different designs were produced and 3 of them were chosen for publication and circulation.

The next step in working with these and other women is on the migrant health and well-being project which will continue to focus on improving the health and well-being of women from all migrant communities. The project will be delivered by a group of students from Birmingham University who will be extending activities to include other health related issues such as obesity and nutrition.

CfED is thankful to the many volunteers, those from other agencies, especially Pardeep Gahlan and Parminder Sogi from the Office of Public Health, who contributed to the success of both Calling Time and Breaking the Barriers of Silence projects respectively.





BREAST CANCER AWARENESS



Prevention, Screening, Early detection, Effective Treatment

Eating a healthy, well balanced diet

Being physically active and maintaining a healthy weight

Drinking alcohol sensibly

Attending Breast Screening when invited

Report any unusual changes straight away to your doctor



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13

2013/2014
ANNUAL REPORT

COMMUNITY FIRST ACTIVITIES

CfED's pleased to report that for the 3rd year we have served as panel partner for the Brockmoor and Pensnett Community First Panel.

The Panel chaired by Cllr Judy Foster met on 4 occasions throughout the year and agreed grant recommendations totalling £22,116.

Naheem Akhtar—CfED's Community Worker provides admin support to the Panel also ensuring that website is updated and applications for funding are processed accordingly.

Although the application and monitoring processes are meant to be simple & straight forward several groups still find the process daunting. To this effect, when required, we provided hands on assistance in preparing applications prior to assessment by the Panel. Preparing and submitting the Panel's Community First Plan in March 2013 was also a major achievement for both the Panel and CfED.

Whose on Panel	
Cllr Judy Foster	Cllr John Martin
Kenneth Arnold	Susan Greenaway
Wendy Guy	Margaret Arnold
Sandra Shepherd	Kenneth Rodney

Projects funded during 2013/14
• Brockmoor Community Association
• St Marks Church, Pensnett
• TRAX
• Church of God of Prophecy Women's Group
• 1st Bromley Pensnett Scout Group
• 1st (Brierley Hill) Squadron
• High Oak Youth Group
• St James' Methodist Church
• Pensnett Panthers J.F.C
• Brockmoor Darby & Joan Club
• Fens Pool Voluntary Association



14

2013/2014
ANNUAL REPORT

MONEY MENTOR PROGRAMME

We have continued with our money mentoring programme seeing on average 2 mentees per month providing information and one to one support in resolving financial issues. We are pleased for the regular 3 volunteers who have supported the programme in giving their time to attend training sessions, undertaking outreach sessions, drafting letters on behalf of mentees and even accompanying mentees to court hearings. While we have not been overrun with mentees the quality of the service on offer is extremely high and the service has been of great benefit to those supported.

While Dudley has a vibrant and busy town centre the area has seen a significant increase in payday loans and betting shops up and down the High Street. They may provide a warm and friendly environment but vulnerable residents are tempted to spend time and or borrow money unwisely.

According to Step Change a national debt advice charity, people seeking advice in 2013 held an average of three payday loans, but around 13,800 had five or more. The average debt was £1,647, significantly more than the average client's monthly income of £1,381.

It is against this backdrop that CfED runs the Money Mentors programme which do offer a friendly service getting alongside local residents and helping them to

budget carefully and avoid debt and unwise financial decisions. We have also arranged money awareness training session in local colleges and community venues. In March 2014 we attended a very successful open day at Stourbridge College. Eighty seven students completed a money management quiz. Most struggled with giving answers to the questions and showed a very low knowledge of basic money management which was really concerning.

We were able to provide them with some useful tips on money management.

We are also pleased to be partnering with the Dudley District Citizens Advice Bureaux and three other agencies on the Big Lottery funded Dudley Advice Web project. The Dudley Advice Web is a new and innovative project that involves a partnership of advice and community organisations working across the borough extending the reach of information and advice services. A “spider web” of connections to create a collective support network. The latter will build the capacity and resilience of organisations to support people in understanding their rights and responsibilities and encourage people to take more control of their lives. Almost 300 people have so far accessed information and advice through web activities

15

2013/2014
ANNUAL REPORT

PROMOTING VOLUNTEERING

CfED value the support of volunteers and recognises their skills and contribution to the organisation. Here we showcase 2 of our volunteers.

Originally from Togo, Juliet has a medical background, she is a mother of three and has lived in Dudley for 4 years. Her passion for helping people means she has built a strong relationship with a network of migrant women in the Community. Juliette is a natural leader, and is working with people in the community to help them access a range of services and improve their well-being.



Peter Dyson is one of 3 money mentors supporting the Money Mentor Programme. Peter has been volunteering at CfED for the past 3 years. He has built up a good reputation with clients and communities.



Other volunteers are: Marsha Blackstock, Poonam Hira and Maria Claire Singaye

16

2013/2014
ANNUAL REPORT

OUR PLACE PROGRAMME

The Our Place Programme is run by the national organisation—Locality, in association with other partners. The context of the programme is that often local people find that services are not joined up, that they are impersonal, complex, confusing and involve multi-contracts with many different providers. Services can also be too reactive, focused on addressing today's problems with little emphasis on preventing those of tomorrow. When details of the programme were made public in January 2014, CfED saw this as a great opportunity to build on foundations already laid. In aspiring to make application we looked at several areas across the borough but thought that the Highfield estate offered more challenges and opportunities. The application was made and we are pleased to report it was successful. The first stage of the programme came with funding of £3,000 which enabled us to 'buy in' strategic support from Telford based organisation Citizen Engagement Company (CEC). CEC's support came with a group of Community Organisers and the skills to draft the required Development Strategy. Following hours of listening an Appreciative Inquiry event held on Friday 20th June 2014 plus discussions with partners we were able to establish

some priorities, and agreed the overall aims of our project, which are to: improve community cohesion, health and wellbeing and education of young people in the area, through

- Empowering communities to be engaged and involved in decision making with service agencies in commissioning, co-production and design of services to meet the priorities of Our Place
- Enabling communities to be engaged in activities that improve skills, self-esteem and health & well-being
- Bring people together to create a community that addresses the needs of young people transform our environment and housing conditions and breaks down community barriers.

The development strategy was submitted on time and at the time of writing was being assessed. We are looking forward to a successful outcome and to the 'going forward' stage of the programme.

A pictorial reflection of the Highfield's Estate's Our Place Appreciative Inquiry event.



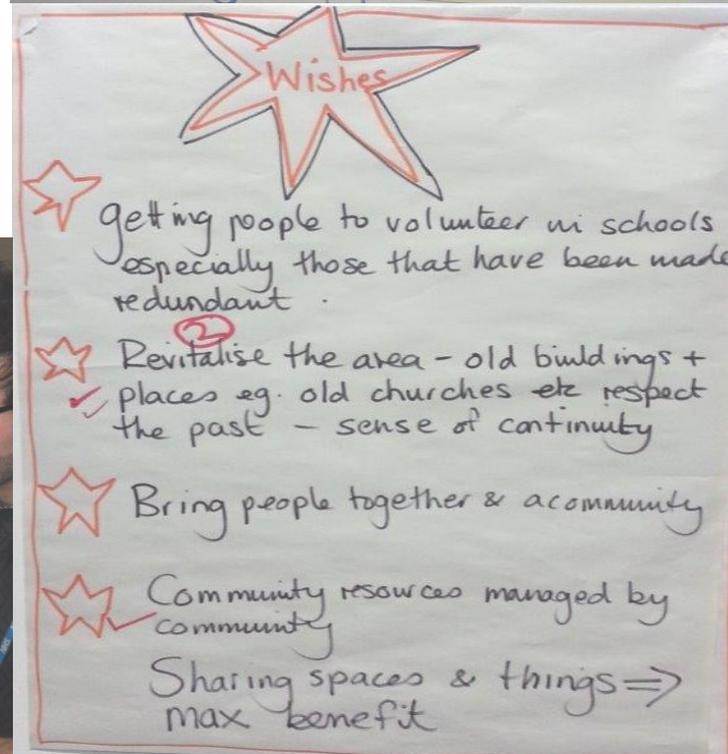
Feedback from workshop

I enjoyed:

"Suzanne's contribution"

"Listening to everyone's ideas"

"Group work and networking"



17

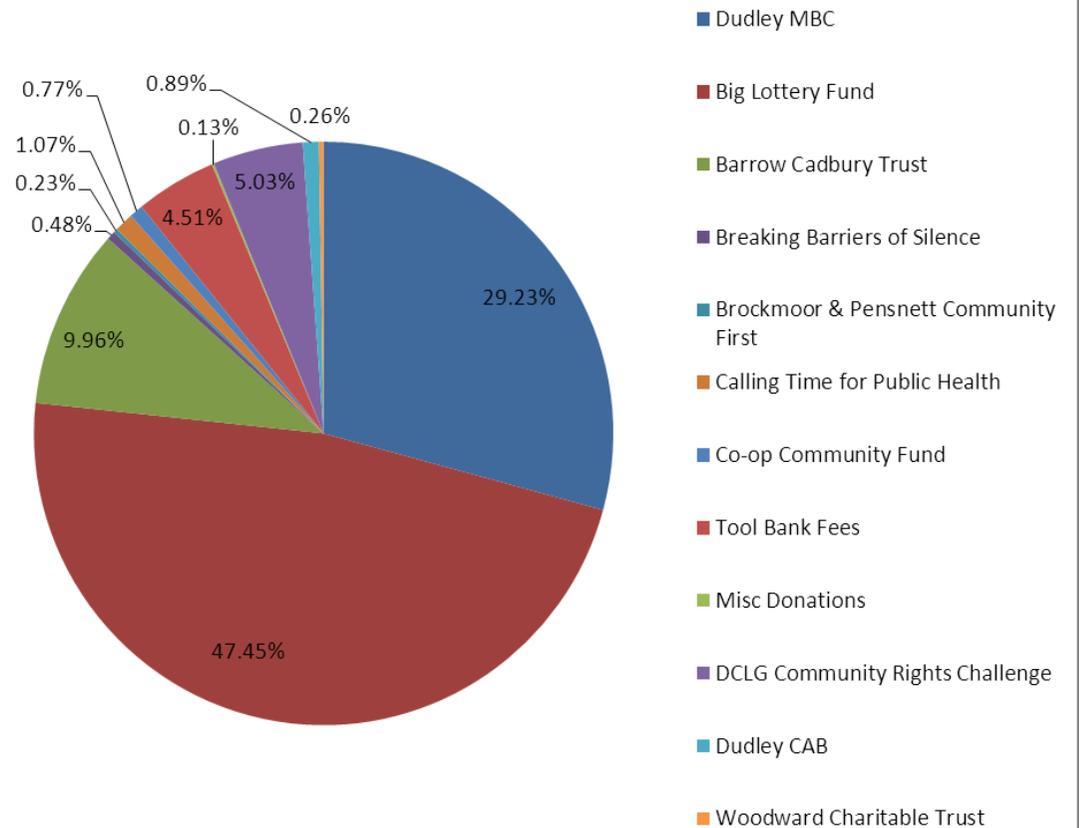
2013/2014
ANNUAL REPORT

FINANCIAL REVIEW

It has been another difficult year with limited resources and insecurities over funding. Our total income at £227K is 5.43% lower than last year. Despite this with the support of both staff and volunteers CfED has increased reserves by over £10K.

We are currently seeking new funding streams and are exploring opportunities for collaboration and shared services with other organisations consistent with the values of our own, therefore widening our opportunities.

2013 - 2014 Funding Breakdown as a percentage



Statement of Financial Activities (including Income & Expenditure Account) for the Year Ended 31st March 2014

	Year Ended 31st March 2014			Year Ended 31st March 2013
	Unrestricted Funds	Restricted Funds	Total Funds	Total Funds
	£	£	£	£
<u>Incoming resources</u>				
Incoming resources from generated funds:				
Investment Income - Bank Interest	31		31	53
Incoming resources from Charitable Activities:				
Income from Fees & Charges				
Grants including Service Level Agreements	79161	135901	215062	227248
Total Incoming resources	79192	135901	215093	227451
Resources expended				
Charitable Activities	66252	156569	222821	273665
Governance Costs	2100		2100	1794
Total resources expended	68352	156569	224921	275459
Net (outgoing)/incoming resources before transfers and net movement of funds in period	10840	-20668	-9828	-48008
Fund balances brought forward	2005	48208	50213	98221
Fund balances carried forward	12845	27540	40385	50213

The above is an Income & Expenditure Account Accounts for the year ended 31st March 2014. a full copy is available on request by writing to the Finance Officer, The Centre for Equality & Diversity, 16a Stone Street, Dudley DY1 1NS. The accounts are also available to download in PDF from the Charity Commission website www.charitycommision.gov.uk and entering our charity number 1114821 under "Search for a Charity".

18

2013/2014
ANNUAL REPORT

ASSOCIATE MEMBERS

Hob Green Primary School

Sandwell Crossroads

Bangladeshi Development group

Netherbrook Primary School

Dudley Stroke Association

Langstone Society

Methodist Church

Sandwell Advocacy

Millennium Volunteers

Beacon Centre for The Blind

5K Foundation Limited

Cancer Support

Fens Pool Voluntary Association

Dawley Brook Primary

Halesowen C.E. Primary School

Aquarius

Dudley Mind

Hawbush Primary School

Howley Grange Primary School

The Brier School

Wallbrook Primary School

Alzheimer's Society

Dormston School

Holly Hall Academy

Brierley Hill Asian Welfare & Cultural Association

Church of St Augustine of Hippo

The Crestwood School

Oscar Sandwell Limited

Dudley Social Business Partnership

Elloes Hall Sports College

UK Islamic Mission

High Oak Youth Group

Hurst Hill Primary School

St James

Shell Corner Partnership

Diocese of Worcester

Dudley Voices for Choice

Green Light Muslim Youth Forum (Dudley)

Redhill School

Dudley Asian Womens Network

Dudley Mosque and Muslim Community Centre

Crossroads Care Dudley

Dudley Stroke Association

Glasshouse College, Ruskin Mill Educational Trust

Ruskin Mill Educational Trust

Brierley Hill Sikh Welfare Association

Lunch On the Run

Dudley District Citizens Advice Bureaux

Valley Road Youth Centre

Halesowen Asian Elderly Association



SMARTER?

- Specific
- Measurable
- Agreed
- Realistic
- Time Based
- Economics and Equalities
- Review



2013 - 2014
Captured Memories



Developing a Trading Arm
Centre for Equality & Diversity
Delivered by Elizabeth Barker
Business Consultant, ISE





LET'S TALK ABOUT BREAST CANCER

“Migrants in the UK increase the risk of Breast Cancer the longer they stay in the country and as lifestyles change” Cancer Research UK



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REGISTERED CHARITY NUMBER: 1114821 REGISTERED COMPANY NUMBER: 5745005