



# ***Annual Report 2012—2013***

# Highlights of the year

See page 10



## A question of money seminar

34 delegates attended seminar and received financial advice

121 residents of Dudley attended a money advice related seminar or workshop

20 people attended a BBQ organised by community organisers

1 thirty minute DVD produced detailing the stories of migrants living in the Borough of Dudley

89 people from other 3rd sector organisations attended StP training

3 editions of CfED News published

24 mentors recruited for StP mentoring programme

£200.000+ secured by BME & Community groups with support from CfED during 2012 -2013

See page 15



## Migrants Alive

Over 125 people attended this event held 18th December 2012

*In our effort to improve our accountability we are pleased to include more statistical information than previous reports given the breath and nature of our work we acknowledge the difficulties in measuring everything. We have used our own monitoring system to compile data in most parts of this report.*

<b>Page 2</b>	Summary	<b>Page 2</b>	Contents
<b>Page 3</b>	Acknowledgement	<b>Page 4</b>	Membership list
<b>Page 5</b>	A message from the Chair	<b>Page 6</b>	A Message from the Board of Directors
<b>Page 7</b>	A message from the CEO	<b>Page 8</b>	SLA & other Funded activities
<b>Page 11</b>	Community First Activities	<b>Page 14</b>	The Barrow Cadbury Trust funded project - 5 Estates Plus Project
<b>Page 16</b>	Big Lottery funded projects - Service through Partnership	<b>Page 18</b>	Nationwide & Britannia Foundations funded activities
<b>Page 19</b>	Financial Report		

Front cover: kind permission given by Max Lowe, Gurbax Rai and Chin Choo Lee

Contents

## Acknowledgement

Central to CfED's way of work are our relationships with numerous local and regional partners. Our sincere thanks to the many organisations funders and individuals who make our work possible.



*Supporting communities nationwide*



*working together for a better tomorrow*



**Youth and Community Centre**

**The Co-operative Group**

**IMI Charitable Appeals Committee**

**McCain Foods (GB) Ltd**

**Geoff Hill Charitable Trust**

**GKN Plc**

**Harry Payne Trust**

## Black Country Tool Bank

Black Country Tool Bank is a charitable project based in Dudley serving the entire West Midlands which lends tools for 3% of their retail value for up to eight weeks to charities, community and corporate teams, community associated sport clubs and statutory agencies to do large and small volunteer projects such as gardening, building repair and maintenance, and street clean-up. By equipping volunteers with the tools they need to do vital projects, we aim to transform volunteerism. [www.blackcountrytoolbank.com](http://www.blackcountrytoolbank.com)

# Membership List

5K Foundation Limited  
Alzheimer's Society  
Apni Zaroorat Community Network  
Aquarius  
Bangladeshi Development group  
Beacon Centre for The Blind  
Brierley Hill Asian Welfare & Cultural Association  
Brierley Hill Sikh Welfare Association  
Cancer Support  
Central Mediation Services  
Church of St Augustine of Hippo  
Crossroads Care Dudley  
Dawley Brook Primary  
Diocese of Worcester  
Dormston School  
Dudley Asian Womens Network  
Dudley Central Mosque & Muslim Community Centre  
Dudley District Citizens, Advice Bureaux  
Dudley Mind  
Dudley Social Business Partnership  
Dudley Stroke Association  
Dudley Stroke Association  
Dudley Voices for Choice  
Ellowes Hall Sports College  
Fens Pool Voluntary Association  
Glasshouse College, Ruskin Mill

Educational Trust  
Green Light Muslim Youth Forum (Dudley)  
Halesowen C.E. Primary School  
Hawbush Primary School  
High Oak Youth Group  
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  
The Golden Years Club  
Trinity Training Services  
UK Islamic Mission  
Valley Road Youth Centre  
Wallbrook Primary School

# A message from the **Chair**

It is a pleasure to present the Centre for Equality's Annual Report for 2012-13. The Report outlines the projects and activities of the organisation over the last year, and continues to demonstrate CfED's role in promoting community engagement and in bringing external funds into the Black Country.

The Report details the work of CfED and its dedicated team of staff and volunteers, and demonstrates again the organisation's commitment to building partnerships with other agencies so that limited funds can be leveraged and stretched further. This will be a crucial aspect of the way CfED works in the future as the funding climate becomes even more difficult.

Our partnership working is also extending to the world of business and social enterprise and our successful Community Organiser's programme has pointed to some real potential in this area. The Black Country remains a dynamic and entrepreneurial area, with new communities adding to the acumen of the population and the potential for economic development. CfED's role in building capacity and offering support, advice and training is an important way of encouraging community groups to take control of their own futures.

Equality and diversity work, however, is not without challenges. The negative climate over migration, which is being encouraged by all political parties at national level, makes it difficult for newer communities to settle and engage in productive activities. It creates a climate of suspicion and mistrust which could undermine the largely harmonious relations between different groups in the area. It also fertilises the soil for the growth of far right ideologies to emerge and thrive.

Thus, at the end of 2012-13, despite serious funding issues, the work of CfED is as vital as ever in securing fair access to services and a safe and prosperous future for all.

As always, CfED operates so well because of our Chief Executive, Officer and his team, employees, volunteers, interns and friends. The Board of Trustees continue to oversee the operational, managerial and financial aspects of our work and this business-like commitment helps CfED gain stability and a reputation for sound operations. This is crucial in the search for future sustainable funding. Their part in the sustained success of the organisation cannot be underestimated.

My thanks go to all our staff, volunteers and supporters across the region, whose work has made the achievements outlined in this Annual Report possible.

**Martyn Copus**

//  
**Our successful Community Organiser's Programme has pointed to some real potential** //

//  
*The negative climate over migration ... makes it difficult for newer communities to settle and engage in productive activities ...* //

//  
**The Board of Trustees continue to oversee the operational management and financial aspects of our work** //

# A message from the Board of Directors

// We are extremely thankful to all our funders and Dudley MBC ... //

Against the backdrop of limited resources and insecurities over funding, we are pleased that CfED has delivered in line with agreed Service Level Agreements and funded projects. We are extremely thankful to all our funders and Dudley MBC. The latter has continued to support CfED via its various Directorates.

Trustees wish to put on record their gratitude to members of the staff team and our volunteers for their time and contribution to CfED over the past year. It is estimated that approximately 1380 volunteer hours were given during the year by our volunteers, our mentors and all those who support us at events and in general office duties. If the 1380 hours were valued at £11.09 an hour, the volunteer effort amounts to £15,304.

The charity plans to continue its activities in the forthcoming year subject to satisfactory funding arrangements. Plans are under way for Trustees to prepare a new business plan that hopefully will carry the Charity through to 2016, and work is also underway for us to renew the PQASSO quality mark at level 1.

CfED looks forward to working with a broad range of organisations and partnerships over the coming year. There may well be challenges but our aim will remain to provide high quality resources, information and services that meet the needs of other 3<sup>rd</sup> sector organisations and communities of interest.

// ... gratitude to members of the staff team and our volunteers for their time and contribution to CfED over the past year //

Mr M Copus  
Mr B Roe  
Mr A Richards  
Mr G.P.T Lewis

Ms K Hira  
Ms A Edwards  
Ms A Killin  
Mr J Parman

Mr P Singh  
Mr R Sims  
Rev A Wickens  
Mr M Hussain



# A message from the CEO.

As CEO it gives me great pleasure to be able to make another contribution to CfED's annual report. This is our 7<sup>th</sup> annual report and each one demonstrates the value of our work across the Borough of Dudley and in some cases further afield. This year's report certainly highlights examples of activities of which we can be proud of delivering in partnership, creative in mode of delivery, or just innovative. We seek to push the boat out here at CfED and do things differently - particularly if doing so will reach the communities other programmes don't reach successfully.

Like other voluntary sector organisations, CfED has also experienced significant barriers which have hampered the spirit of innovation and being able to serve the 100s who rely on us. We had for example to reduce weekly hours of core staff at the same time as seeing a 15% increase in demand for our services at our Stone Street base.

The Big Society is based upon empowering communities, re-distributing power and fostering a culture of volunteerism. CfED has a 7 year history of empowering communities by the outstanding work we do each year. Any further reduction in core staffing and activities will seriously threaten the essential support for the many thousands of vulnerable people who rely upon us whether to check their emails in our community resource centre; to get advice from us regarding an employment matter or to provide a service to people of senior age in a particular community. Two years ago in my contribution to the annual report I wrote about what we saw as challenges at that time. Do these same challenges exist?

Yes; they are, however, greater.

**Kenneth Rodney**

// We seek to push the boat out here at CfED and do things differently ... //

// CfED has a 7 year history of empowering communities by the outstanding work we do each year //

## Staff Team as at 31st March 2013

### Core staff

Kenneth Rodney  
**Chief Executive Officer**

Claire Price  
**Finance Officer**

Coreen Hutchinson  
**Office Manager**

Naheem Akhtar  
**Community Support Officer**

Anna Wilks  
**Receptionist**

### 5 Estates Plus Project

Thierry Barholere  
**Development Officer**

### Community Organisers

Matthew Johnson  
Abraham Bah

### Service through Partnership

Lydia Sharland  
**Infrastructure Support Officer**

Manjeet Singh  
**Temporary Infrastructure Support officer**

Trishna Burke  
**Mentoring & Project support Officer**

# SLA Funded and Core activities

Funded by Dudley MBC



**775** people visited our community resource centre. An increase of 15% on previous year.

**£120,000** secured by community groups with our support

**3** editions of CfED news were published

**3** organisations were supported in being granted charitable status

**23** partnership and local forums related meetings were attended

We are pleased to report that during 2012-2013 we successfully retained service level agreements (SLAs) with Directorate of Adult, Community and Housing services (DACHS) and the Chief Executive Directorate. Through the SLA with DACHS, we were able to provide hands on support for the following organisations:

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

Types of activities	Number
Groups supported	7
Training sessions provided	4
Visits made to all groups	64
Contacts with groups	62
Promotional materials supported groups in preparing	16
Groups supported with preparing annual reports	4
Funding application bids supported	10
Community partnership meetings held	2
Hours of direct contact with all groups	933 hrs.

For all the aforementioned groups CfED's support has been invaluable to them and those whom they serve. We are pleased to have provided a wide range of support enabling each respective group to have better policies and procedures in place and an organisation that is functional, and in a better position to meet the needs of their respective groups.

The SLA with the Chief Executive's Directorate enabled us to provide a wide range of core services and maintain our Stone Street base. The objectives of the service provided under this SLA are to:

- Contribute to key partnership arrangements, representing interests of BME Communities and groups covering protected characteristics
- Promote involvement of BME Communities and protected groups in local community engagement activities
- Provide appropriate information and advice to BME communities through various means, e.g. Newsletters seminars etc.
- Contribute to the commissioner's work on equality and cohesion

**486** residents were listened to on the Highfield estate in Halesowen

**1** meeting was held in Halesowen with 25 refugees and asylum seekers to get their views on life in Dudley

**593** people were listened to on the Chapel Street estate in Brierley Hill

**300** people attended events organised by the Community Organisers

## Ethnic Minority Cancer Awareness Week - 4th July 2012

In recognising the need to widen our portfolio and activities with communities on matters of health and social care, the Dudley Wellbeing & Information workshop was held in July 2012. Mainly with funds from the EMCAW Grant Programme (Ethnic Minority Cancer Awareness Week) this workshop was organised with a focus on cancer in general, particularly targeting residents from BME communities. Over 70 people attended the 4 - hour long event, including representatives with stalls from the Shaw Trust, Dudley NHS, Cancer Support

and the Health Exchange. Prior to the event, a pre-information session was held with 6 members from different communities with the intention of equipping them with information on the various types of cancers. These volunteers were then able to support us and the 'professionals' in speaking to other participants in their respective languages.

From this event a mini-programme, in partnership with the Dudley NHS, was developed. The programme, called 'Your Community

Your Health' sought to increase health awareness among migrant communities. 4 half day sessions were held on specific health subjects from HIV to mental health, with the aim for those attending to be able to take information back out into their respective communities.



## Community Organisers

We were pleased to have participated in the national community organisers programme, funded by the Cabinet Office with London base Locality as programme administrators.

CfED had access to 4 Community Organisers, who were dedicated, motivated and built trust with local people through networks, dialogue and a systematic broad based listening process. The latter intended to ignite the impulse for people and communities to act.

Community Organisers listened to over 3,000 residents across the borough, in their homes on the street or even in café and other public places.

Hopefully the work undertaken by the Community Organisers will enable local people to begin to take action on their own and recognise that they have the power to tackle the issues which are important to them, rather than wait for others and government to do it for them.

While the programme came to an end on 31st March 2013 the information gathered by the organisers has informed us a great deal about many of the issues at grass root level, across communities. We hope this information will be used in the development of projects, to also inform public sector agencies of what communities are saying.

**13** local residents assisted Community Organisers as volunteers

## Let's Follow Bradley

As part of our activities with young people 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 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 this sign 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 (who had deserted him due to his alcohol addiction). The idea behind Let's follow Bradley is a simple one and will be attractive to children and young people who are the main target of the message. An official launch of Let's follow Bradley will be held in the summer of 2013.





## Volunteering for CfED by Hemisha Morarji

Volunteering for CfED has been an eye opener. Not only have I honed the marketing and designing skills that I gained at University; but I've also learned so much about the most deprived communities in Dudley and some of the problems they face on a day-to-day basis.

Some members of the community battle with drug and alcohol addiction, as well as finding themselves in unfortunate situations such as prostitution and crime. These problems are often brought about through financial set-backs and it's been a great opportunity to give these people a platform to inspire positive change.

I attained a placement at CfED through a university job agency. My role mainly involved designing marketing material, writing press releases and discussing ways to improve the website. However, around July, I decided to attend a meeting for a 'No To Alcohol Abuse' campaign.

My involvement in the project allowed me to delve deeper into marketing by coming up with a marketing strategy, as well as the branding of the campaign and its promotional materials. I also wrote and illustrated a children's book with the help of project leader Kevin Collins. It's been a fantastic opportunity, as I've always wanted to write a book of some sort and it's been great working with Kevin on the concept and creation.

## Volunteering for CfED by Kevin Collins

Becoming a volunteer for CfED has been a truly enriching experience. It helped me to follow my dreams and aspirations. I have always wanted to lead a project addressing alcohol awareness with young people. Through volunteering with the community organisers programme based at CfED this dream became a reality. I was supported to organise an event called **Young People Speak Out: Alcohol what's the Attraction?**

This event was a debate about the underlying issues of alcohol misuse amongst young people. It was touching to hear the views of young people and further understand their perceptions and ideas for change. I was given the platform to lead, influence and contribute to changes in the local community.

I had never done anything like this before but I was supported to turn my dreams into reality. The first step we took was to listen to other people, and organise a group meeting around this issue. The more I became involved the more I began to realise that this vision could be achieved. I received great support in accessing funding, developing marketing materials and building networks. The event itself was a tremendous success, and I am proud to have helped to inspire a group of young people to also volunteer and organise projects for the future.

// It's been a fantastic opportunity, as I've always wanted to write a book of some sort ... //

// The event itself was a tremendous success, and I am proud to have helped to inspire a group of young people ... //

# Community 1st Activities

In Partnership with Community Development Foundation (CDF)

Funded by



**Cabinet Office**  
Office for Civil Society



Throughout the year we are pleased to have been able to work with two Community First Panels, namely Brockmoor & Pensnett and St James' Ward. For the former we are panel partners while for the latter, we were commissioned to prepare the ward's community plan and through funding from the panel a programme of activities under the Build a Bridge Theme was undertaken.

The Build a Bridge project was a reflection of a multi-stand project which sought to:

- Address issues of discrimination
- Promote social interaction between different groups of people
- Promote intergenerational relations and
- Build a bridge between migrants and host communities

## Milking Bank Primary School Assembly – a celebration of Older People's Day - 9<sup>th</sup> October 2012

120 pupils attending the school and interacted with 5 older persons who shared their life experiences. Four questions were asked by pupils and after the assembly we were able to share tea, coffee & squash with a selection of the pupils



## Cup Cake Event - 26<sup>th</sup> October 2012



History is important to us all and this event organised in partnership with Dudley Christian Fellowship was mostly about remembering what life was like in the "good old days" across the Black Country. A local historian was at hand with pictures of steam trains, street parties and buildings which have long been demolished. The event led to children who attended to learn from those in their senior years particularly about the history of the Black Country.

Wii Competition  
for over 55's

Must be  
mentored by an  
under 16

## Family Harvest Celebration - 21<sup>st</sup> October 2012

In conjunction with living Hope Church a harvest celebration event attended by over 100 people was held on the Russell's Hall Estate. The event included an introduction to the St James's Community First Panel a WII competition for the over 55s and plenty of home made food.

## A walk around the end of the World - 31<sup>st</sup> January 2013

CfED in conjunction with Holly Hall Academy commissioned John Edger to perform his play to an audience of 150 year 11 and 12 students plus staff and school governors. He retold scenes witnessed by his great uncle Stanley Coney who was a soldier in the Second British Army liberating concentration camp across Eastern Europe – arriving at Bergen – Belsen concentration camp in Germany, in 1945. The scenes retold by John brought home the horrors of the Holocaust to the students who watched and listened attentively.

Comments by pupils, staff and governors alike indicated that the performance was a well-timed and worthwhile event. One such comment reads **“I think what you have done is something that is important, because it has happened”**

### Young People Speak Out (YPSO) -

22<sup>nd</sup> November 2012

In the UK, alcohol is one of the most common substances used by young people. Thanks to funding from the Brierley Hill Community 1<sup>st</sup> Panel we were able to put on an event which gave young people (16-25 year olds) an opportunity to debate the issue of alcohol consumption. The team of 5 volunteers helped with every aspect of the project from event organisation to serving refreshments on the night.



//  
The  
event was  
participatory  
and  
interactive  
and led to a  
lively and  
stimulating  
discussion //

The event was highly participatory and interactive and led to a lively and stimulating discussion. The YPSO event was attended by 21 young people who had braved the severe weather. The heavy rain meant that the facilitator booked for the event was unable to attend. Kevin Collins, one of the volunteers, graciously stepped in to act as facilitator. The YPSO was highly participatory and interactive. Many questions and issues were raised in a youth friendly environment.

The YPSO event ended with participants drafting a shortlist of 7 practical solutions to reducing alcohol abuse by other young people. These practical solutions include; reducing the number of alcohol promotions within night clubs which promote excessive binge drinking and having more youth ambassadors as role models within society.

**2** Community First Panels were supported in preparing Community Plans.

**£39,647** allocated to projects.

**17** panel and networking meetings held.

**412** working hours of direct support given to the panel and the development of the Panel's community plan.

**7** press releases circulated.

**109** messages and enquires responded to on making an application or other matters.

**5000** residents in the ward participated in a Community First funded event or activities.

**3500** flyers, leaflets and other promotional materials circulated

**1** website developed and frequently updated

## Brockmoor & Pensnett Ward Community First Panel

CfED's first year as the Panel Partner to the Brockmoor and Pensnett Ward Panel started in January 2012 and had been an eventful first year. Like other panel partners across the country it became apparent very early that this role is far more involved and intense than designers of the programme had imagined.

Our first role was to enable the panel to go through a consultation exercise and agree on some local priorities by March 2012. This was achieved along with the myriad of registration documents that was also necessary. Working closely with the chair of the panel, Cllr Judy Foster, the panel was able to get approval from the Community Development Foundation (CDF) to begin taking applications for year 1 funding. The Panel was advised that in respect of Year 1 funding, project proposals had to be approved by the Panel and submitted to CDF by 30th June 2012. By 31<sup>st</sup> March 2013 we had worked with the **Brockmoor & Pensnett Ward Panel has allocated £30,647 to projects within the ward.** Each project had to be match funded with volunteering hours or gifts in kind. We have estimated that a total of 20,000 volunteering hours have been contributed to the 19 projects funded. If these hours were valued at £11.09 an hour the **volunteering contribution amounts to £221,800.**

// a total of 20,000 volunteering hours have been contributed to the 19 projects funded //

We are grateful to everyone who has helped and supported us in organising all the workshops and meetings necessary for the panel to operate and prepare its Community Plan. We look forward to continuing working with the Brockmoor & Pensnett Ward Community Panel as Panel Partner until the end of the programme in 2015.

### Highfields Estate Regeneration

With financial support from the Harry Payne Trust, CfED commissioned an independent community researcher to undertake a local survey that could be used to engage with organisations both working on the Highfields Estate and surrounding Halesowen Town Centre. **The Highfields Estate sits within the Belle Vale and Hasbury Ward.** The neighbourhood is identified as a super output area (733) with an average population of 1,516. The estate is the third most deprived in the Borough sitting within the top four percent most deprived in England; described in the indices narrative as an isolated pocket of deprivation

The survey brought together representatives from 7 different organisations working within the area with a view of looking at how communication could be better on the estate, fears and expectations of residents and how community cohesion could

be improved given the isolation and other social barriers many face on the estate.

From responses received, the researcher drafted 9 recommendations and activities that residents had called for. These are:

- Briefings for Local Councillors.
- Meetings with the local police to develop better relationships on the estate.
- Campaign with local tenants and residents to change the names of the blocks.
- Secure funding with partners for a programme of community celebrations.
- Develop with partners a social action programme for regular litter picks.
- Develop with potential new partners local tenants and residents structures.
- Discuss with Borough advice services how to respond to a growing

demand.

- Secure 'buy-in' from sports bodies to deliver programmes of healthy sport.
- Develop a pro-active local communications strategy between partners and people.

Since the survey, on Tuesday 27<sup>th</sup> November 2012, CfED has met with stakeholders, councillors & residents to share the findings and to get an agreement on the overall way forward. There was overwhelming support for our approach in making the application to access a worker who will be in a position to work with residents, helping them to be heard, giving them the opportunity to improve their life choices & chances and improve social and community involvement. We are looking forward to taking this piece of work forward during 2013.

# 5

# EstatesPlus Project

In Partnership with: DFTRA and DMBC—Tenant Participation Team

Funded by Barrow Cadbury Trust



**1,126** total project beneficiaries

**144** hours of outreach sessions

**63** one-to-one support given

**9** training & workshop sessions provided

**10** Tenants & Residents Associations actively involved in project

**18%** of beneficiaries from African Sub-continent

**44%** of beneficiaries from British origin

## Women of Dudley- "Gaining momentum" - 10<sup>th</sup> March 2013

We were proud to have joined forces with Women of Excellence - in the celebration of International Women's Day. 65 people attended the celebration which had an 'African Women' theme. Speakers such as Vicky Ngamsha spoke elegantly on the role of African women in their communities while Christine Bate gave a reflection of what it's like for a woman to be the chair of a tenants and residents group. The event was planned by women from start to finish with support from us here at CfED. Participation in the event included a group of dancers from Halesowen and a demonstration of traditional Chinese martial arts by a team from the British Health Qigong Association.



## Your Community your Health workshop programme - 3<sup>rd</sup> - 31<sup>st</sup> October 2012

The purpose of this programme was to increase the level of health awareness among the Borough's migrant community groups. During the first week the participants covered mental health and general well-being and were able to articulate some of the predisposing factors pertaining to mental health, from a migrant perspective. Health issues covered in subsequent weeks included alcohol where participants explored the danger for un-moderated drinking habits and smoking. The final week had a focus on HIV. Through this programme we had also increased participant chances to access employment in the health and social care field.

## First Step in to Business workshop - 25<sup>th</sup> September 2012

20 people attended this workshop. Participants explored the steps it takes to become a success in business and to help others in the community to do likewise. The basics of starting a business were introduced along with available resources to help new ventures. As a result of this workshop one person has actually established a business marketing T-shirts and several others have gone on to access more information and training



## 5 Estatesplus Project on the Radio - 25<sup>th</sup> October 2012

The project was aired by the Bridge radio based in Stourbridge from 2pm to 4pm. Migrants were represented by 2 individuals one of them a newly - arrived female, who talked about her experience of living here in Dudley.

This session has been particularly useful in terms of empowering migrants for public speaking and tackling prejudices people may have of them. Participants were interviewed by Mark William, presenter at Bridge radio. This event demonstrated how the project is bringing communities together and how migrants and other disadvantaged groups can be successfully empowered to speak for themselves given the necessary support.

// **Migrants and other disadvantaged groups can be successfully empowered to speak for themselves ... //**



## Migrants Alive - 18<sup>th</sup> December 2012

Over 125 people attended this event which was CfED's contribution to the United Nations' International Migrants Day. The event aimed at highlighting the contributions of migrants in Dudley Borough and to encourage an increase in their involvement within their respective communities. Attendees were from a wide cross section of communities. We had invited guest Matthew Rhodes from British Future, the Mayor and Mayoress of Dudley and several items of entertainment. The Banner Theatre performed a mixture of musical theatre programme showcasing the experiences of previous generations of migrants to the UK; Afro - Caribbean, Asian and Irish with reference to today migrants. The first of four editions of "Connecting Communities Newsletter" designed to inform local communities about migrants living within the town was launched.

// **My son and I enjoyed the event before Christmas. He is learning about migration at school right now so it was timely and it was great to see so many people in support. //**

KG

# Service through Partnership

**In partnership with:** Rights and Fairness Telford, Ethnic Minority Council and Smethwick Youth and Community Centre



**Funded by Big Lottery**

**LOTTERY FUNDED**

## Public Health Information for Life (PHIL)

**//**  
*The StP has been supporting the group, in establishing its new identity and acquiring the necessary documentation and policies; we are grateful for the guidance and support*  
**KK**

PHIL has been supported by the StP Project from the beginning, when the group's needs were first diagnosed and support offered accordingly. Part of the action plan for the group included support with a successful Awards for All funding application. The StP has been instrumental in supporting the organisations development plan, by strengthening



its strategic presence in Telford. The StP has helped PHIL in bringing together the dispersed and isolated members of the south-east Asian community, linking the community with the University of Wolverhampton, local businesses and other organisations. Maria Reisbeck (co-ordinator of PHIL) was also successfully matched with a StP mentor, Patrick Devine (RAFT) who has provided her with experience and practical support to help the organisation grow. As part of the action plan, PHIL now looks to extend its services to other nationalities in Telford and surrounding areas; by undertaking a geographic 'mapping' exercise to determine the needs and requirements of its users, to reduce isolation, improve their health and wellbeing, develop their knowledge, skills and enable them to become more involved as active members of their community.

## Time For Change Conference -

**18th October 2012**

**//**  
*It has been very useful having someone to work alongside us, making me feel more comfortable and confident in completing funding applications*  
**SB**

By bringing together BME organisations from within the third sector, the popular 'Time For Change' conference hosted by the StP project provided organisations with pertinent information and knowledge; to help assist them during these difficult economic times of austerity. Providing useful insight to understand and proactively steer their organisations under the impacts of the present recession, the event covered an array of topics by expert speakers, distinguished organisations and professionals. It offers light on the changing landscape and how organisations should react and adapt to the present changes and forces. Topics addressed by keynote speakers at the conference included: 'The Changing Funding Environment', 'Influencing', 'The Impact of the recession of the third sector', and 'Where do we go from here?'

**89** people attended training sessions organised by StP

**67%** of the attendees were female

**6%** considered themselves to be disabled

**25%** of those trained were aged 16—34

**11%** of the participants here aged 55 or over

**18%** were either a director or trustee of an organisation.

## Social media Marketing workshop - 19<sup>th</sup> March 2013

The Social Media Marketing workshop was the first of 5 expert training sessions launched this Spring, by the StP project; proving to be a huge success with the 22 beneficiaries who attended. The session provided 13 different BAME organisations from Wolverhampton, Dudley and Sandwell an expert insight into effective technical social marketing; for them to go away with practical advice to incorporate into their existing marketing sites. "Good session, focused on using a smaller number of social media sites rather than trying to use them all" was what one attendee had to say; whilst another summed up the workshop by saying "Excellent training, appreciate the time taken to organise and deliver this free training."



## Kuumba Arts case Study

Tonia Campbell, Founder of Kuumba Arts has been providing children and young people from the most deprived areas in Wolverhampton with creative and performing arts training since 2005.



Tonia was matched with an StP mentor Trishna Burke to help with the sustainability plans of the organisation as they found themselves up against hard times due to the recession and as a result had to reduce their service provision - to only during school holiday time. The mentor encouraged Tonia to apply to the Big Lottery for the Awards for All fund to support the organisation in staying afloat financially. An application was completed as well as a project outline, sustainability plan and budget for the programme Kuumba wanted to deliver. The StP peer mentor provided support to Tonia over a 6 weeks period which boosted her confidence. Kuumba was successful and had an award of £6,600. Tonia acknowledges the help and support given to Kuumba by the StP and said "without the one to one help and support given by the mentor we may not have even had the confidence to write and submit the bid to the Awards for All."

## Mentor Induction & Training Sessions 27<sup>th</sup> September 2012 & 15<sup>th</sup> February 2013

Since the launch of the mentoring programme one induction and one training session has been held, the latter attended by 21 of the 24 mentors recruited to date. These sessions have enabled us to equip mentors with necessary tools and information and give them the opportunity to learn more about the StP project. Facilitated by a trainer from No Limits Training, some of the themes explored by mentors include: the challenges faced by 3<sup>rd</sup> sector organisations, the matching process; and mentee / mentors' expectations. Mentors are expected to be active for between 15-30 hours annually and may offer mentees support in organisational development, fund raising, project management and in other areas as required by the mentee.

**24** active mentors on the programme

**50%** of mentors are female

**30%** of mentors recruited from private sector

**58%** of mentors recruited from the voluntary sector

**30%** of mentors of white British origin

**20%** of mentors of Indian origin

//  
**StP is a great project to get involved in if you want to make a difference in your local community, for me it was all about giving back!**  
JP

//  
*Thanks to my mentor who is always happy to talk and offer sound advice regarding my organisation*//

# Money Advice

The Nationwide Foundation

Britannia

Funded By Nationwide and Britannia Foundation *Supporting communities nationwide*

## A question of money seminar - 10<sup>th</sup> October

People aged over 55 from BAME communities put their financial affairs in order by attending the 'A question of money' seminar in October 2012. The seminar was partially a response to a report by the Runnymede Trust that suggested that older people from minority ethnic communities are worried about their financial future, as they approach retirement. Sponsored by the Nationwide Foundation the seminar attended by 34 delegates provided opportunities to discuss issues related to benefits, utilities scams, pensions and other money-related matters.

Money advisers from the Dudley district CAB were on hand to provide timely advice so was a representative from the Trading Standards and Pennysmart who facilitated the event.

The day began with a group discussion about money and values and breakout session followed to find out just how the things that were important to them influenced what they preferred to spend their money on and what made them happy. The afternoon sessions adopted a more traditional (less participative) presentation style, imparting information to attendees to help them avoid scams and to get the best value



for money on their utility bills, including accessing a number of government and local schemes (such a warm front and the warm home discount rebate).

## Money Management workshop for young people

- 4<sup>th</sup> April 2013

In recognising the importance of helping young people understanding the issues of money management we teamed up with the Dudley District CAB to run an interactive workshop to help young people avoid costly financial mistakes during their college and later life.

The workshop was not all work and no play and as part of the fun participants had the opportunity to be entered into a prize draw to win a 7" Android Tablet. Trovi—winner of the prize (pictured with John Lee from the Dudley District CAB) was extremely happy with his prize.



## Financial Inclusion sessions

With funding from the Britannia Foundation we had been able to deliver 4, 1-3 hour long financial inclusion sessions across several communities and group of people. Each of these sessions consisted of a discussion about housing, fuel, utilities and other money matters plus how to reduce expenditure and avoid debt.

At the end of every session an opportunity was given to participants for one to one advice. 30 people were therefore given one to one advice by professional money advisers from Pennysmart.

Funding from the Britannia Foundation has also enabled us to develop our money for life skills programme. This is a pilot programme aimed at mentoring individuals facing financial difficulties. This programme is to be rolled out during 2013.

## Being in the know - 1<sup>st</sup> February 2013

In conjunction with Dudley MBC and the African Caribbean Community a session to inform members of the community about social care and welfare benefit changes was organised. Approximately 35 people attended and received relevant information on welfare changes including universal credit due to be introduced in the autumn of 2013. We appreciate both Joanne Prescott and Dannel Gittens who were invaluable in the organisation of this event.

# Financial Review



Statement of Financial Activities (including Income & Expenditure Account) for the Year Ended 31st March 2013

	Year Ended 31st March 2013			Year Ended 31st March 2012
	Unrestricted Funds	Restricted Funds	Total Funds	Total Funds
	£	£	£	£
<b><u>Incoming resources</u></b>				
<b>Incoming resources from generated funds :</b>				
Investment Income - Bank Interest	53		53	114
<b>Incoming resources from Charitable Activities :</b>				
Income from Fees & Charges				28000
Grants including Service Level Agreements	88814	138584	227398	249596
<b>Total Incoming resources</b>	<b>88867</b>	<b>138584</b>	<b>227451</b>	<b>277710</b>
<b>Resources expended</b>				
Charitable Activities	114433	162226	276659	260257
Governance Costs	-1200		-1200	2040
<b>Total resources expended</b>	<b>113233</b>	<b>162226</b>	<b>275459</b>	<b>262297</b>
<b>Net (outgoing)/incoming resources before transfers and net movement of funds in period</b>	<b>-24366.04</b>	<b>-23642</b>	<b>-48008.04</b>	<b>15413</b>
<b>Fund balances brought forward</b>	<b>25550</b>	<b>72672</b>	<b>98222</b>	<b>82809</b>
<b>Internal Transfer</b>	<b>821</b>	<b>-821</b>		
<b>Fund balances carried forward</b>	<b>2004</b>	<b>48210</b>	<b>50215</b>	<b>98222</b>

This was quite a difficult year for due to the economic situation. Our total income at **£227,5K** was 8% lower than last year.

We are actively seeking new funding streams for 2013-14 and due to the reduction in reserves we are expanding into new fundraising areas such as "The Big Give" and "Local Giving" websites. All core costs will be minimized to ensure that there is no further depletion of reserves.

The above is an Income & Expenditure Account for the year ended 31st March 2013. A copy of our full accounts is available on request by writing to the Finance Officer, The Centre for Equality & Diversity, 16a Stone Street, West Midlands, DY1 1NS. The accounts are also available to download in PDF from the Charity Commission website [www.charitycommission.gov.uk](http://www.charitycommission.gov.uk) and entering our charity number **1114821** under "Search for a Charity".

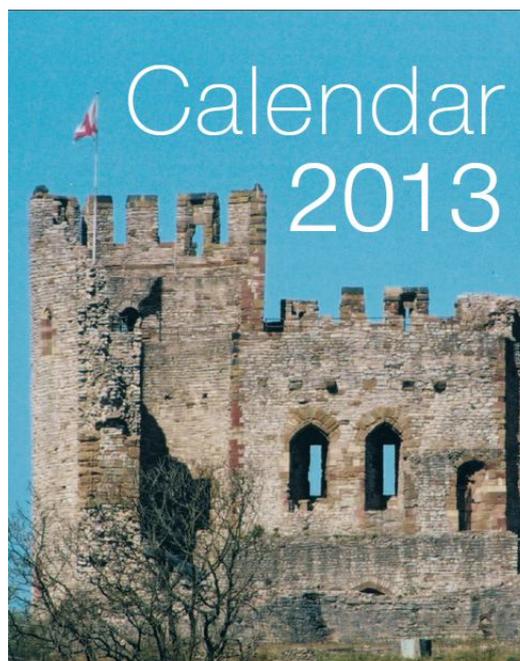
A Walk around the end of the world—John Hall with pupils from Holly Hall Academy



**Chair:** Martyn Copus  
**Vice Chair:** Gerry Lewis  
**Honorary Treasurer:** Rev Andrew Wickens  
**Honorary Secretary:** Mushtaq Hussain  
**Chief Executive:** Kenneth Rodney

CfED is a registered charity in England & Wales (NO: 1114821) and a company limited by guarantee registered in England (NO: 5745005).

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Did you  
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