

# ANNUAL REPORT 2014



**Head of Centre: C. Priya Thamotheram**  
**B.Sc (Hons) Soc., PGCE,**  
**M.Sc.Soc (Econ)**

*Charity Number: 1118624*

*Company Number: 06078193*

## Annual General Meeting of Highfields Community Association, 6pm, Friday 17th October 2014

You are warmly invited to the HCA's Annual General Meeting.

### Agenda

1. Apologies
2. Approval of the minutes of the Annual General Meeting of the HCA held on 4th October 2013 (see attached copy) and any matters arising.
3. Consideration and adoption of an annual report for the period ending 31 August 2014 (available at the AGM).
4. Consideration and adoption of the audited accounts of HCA for the year ending 31 March 2014 (available at the AGM).
5. Appointment of auditors and fixing of their remuneration  
*The HCA Board (Governing Body) recommends that the current auditors (Watergates Ltd) be appointed for the forthcoming year.*
6. Appointment of Individual Members' representatives (see below)
7. Appointment of Directors (see below)

The AGM will be followed by our guest speaker (Steve Wyler, ex CEO Locality – Communities Taking Control: From Rhetoric to Reality, Closing Remarks and a Buffet Dinner.

### **HIGHFIELDS COMMUNITY ASSOCIATION: ANNUAL GENERAL MEETING - 4<sup>th</sup> OCTOBER 2013**

**Present:** As per attendance list.

**Welcome and Apologies:** C Parsons (St. Peters NC).

1. **Minutes of last meeting 5<sup>th</sup> Oct 2012 –** Agreed as an accurate record.
2. **Matters arising:** None
3. **Chair's Report:** Baljit spoke to the Chair's written report. Baljit made reference to the excellent work which is evidenced throughout the staff report and the importance of the Centre delivering these excellent services to the local people in Highfields and beyond. Baljit concluded his report by stating how vital it is to have a relationship with the city council to support and deliver these services. He thanked the HCA and Centre staff for their continued support and looked forward to the year ahead.
4. **Vice-Chair's Report:** Iris spoke briefly to her written report and outlined the importance of working with other partners on a strategic level. Iris made reference to the various organisations that the Centre works with, i.e. Locality, Racial Minority Group Assembly (RMGA), Highfields Area Forum (HAF) and lots of other local and national forums. Iris made reference to the invaluable work that the Centre is involved with outside of the Centre, for example, the work with Leicester Civil Rights Movement (LCRM). The Centre provides an extensive and professional service to all its users. Iris concluded by thanking the Centre staff, GB, Volunteers and the service users for their continued support for the Centre.
5. **Secretary's Report –** Furzana welcomed everyone to the AGM and thanked members for their attendance. Furzana spoke about the reduction in the previous year to the group affiliations and one of the priorities for this year will be to recruit new members through our various sub-committees and other forums.

## **6. Annual Report –**

Priya welcomed everyone to the AGM and echoed the point following on from the Secretary's report to increase participation and the importance of bringing people on board to engage with HCA through its many forums, particularly as we move forward to our next phase of Independence. Priya spoke about the positive situation the Centre is in some 3 years on and still going strong and achieving way beyond the target usage figures set out by LCC.

The report talks about the various partnership work the Centre is involved in, the various external bids that the Centre is working on with various consortiums and their subsequent successes to date. Priya made reference to the Social Enterprise Mark received earlier in the day and how these awards give credence to the positive work the Centre has achieved and is on course to continue to achieve for the foreseeable future.

However, there have been some setbacks throughout the year, namely the loss of the very successful After School Care Club, where the schools have now been given this remit. The Centre will continue to work on developing a new after school care provision in the near future.

Priya made reference to the successful pilot summer school held this year with Shenton Primary School. The Centre will build on this success in the year ahead and look to work with other local schools to promote this way of working during holiday closures.

Priya talked about the challenges ahead for the Centre, not least the very imminent negotiations for the next 3 year Service Level Agreement (SLA) with the city council. Priya remains very confident that with the expertise, skills and knowledge and belief in the Centre, with its proven track record as evidenced in this report, we shall continue to be successful in enhancing the lives of the local communities for many years to come.

Finally, Priya recognises that the Centre is only able to achieve the successful programme with the tremendous support it receives from the HCA GB, Centre staff, volunteers and service users. Priya thanked all those who have continued to be supportive in their respective roles.

Community Services - Pat spoke briefly to her written report and highlighted the following items:-

- The successful partnerships that the centre has worked with throughout the year.
- The successful Highfields Festival, SunFest and Global Hands Fun Day
- The continuous exceeding of LCC's usage targets as highlighted in the pie charts(see report)
- The continuity of a full premises staff team and optimum usage of the Centre's opening throughout the year

Pat also talked about the importance of recruiting new people to the Centre's various sub-committees and to look at increasing the number of affiliated groups.

Pat concluded by thanking all the staff, GB and service users for their continued and invaluable support for the Centre.

Centre Development Officer – Jay talked through her written report and outlined the following main areas in the report:-

- Late Lounge sessions, detached work targeting young people aged 8 to 19 year olds.
- Working with partners through training and employment - eg. Level 3 Cert in Higher Sports Leadership
- Highfields Festival – drawing down funding to support this major event
- Marketing, Publicity & Website - raising Highfields Centre's profile
- Targeted work – Developing the Elders Group through the Neighbourhood Fund

Jay concluded her report by thanking all the staff, GB and service users for their support throughout the year.

H-MAC Co-ordinator – Aiyub talked through his written report and highlighted the following areas of his department's work:-

- Engagement Activities
- Information and Advice Services
- Adult Skills and Learning Provision
- HALABS directory
- H-MAC Outcome and Targets
- Business Development Services
- Development Worker for Advice Services

Aiyub covered a large range of adult service provision at the Centre and he talked very briefly about the various areas of his work and highlighted the successful Job Club, Welfare Advice Services and the Step Up Programme as a small part of the successful year of adult service provision.

Aiyub concluded his report by thanking all the staff, GB and service users for their support throughout the year.

Sports Department – Jeff spoke to his report and highlighted the areas of work he had covered throughout the year:-

- Step Up worker – additional staff to support the sport programme
- Late Lounge - supported the youth work provision through the late lounge sessions
- Service users – the LCC targets exceeded by over 50%
- The development of the very successful Elders Group

Jeff concluded his report by thanking all the staff, GB and service users for their support throughout the year.

Business Support – Alfred, in post for 1 year and he spoke to his report and highlighted the following areas of his work:-

- Outputs for the last quarter up to September 2013
- Raising Awareness of the new Business Support service available
- Finance for Business
- Enterprise Leicester Grant
- Going Forward

Alfred concluded his report by thanking all the staff, GB and service users for their support throughout the year.

Baljit thanked the staff for their contributions and reports. Baljit spoke about the excellent services being delivered through the Centre and the vital importance of keeping this Centre available to the local community. We need to use the support of our local MPs, Jon Ashworth and Keith Vaz and local councillors to maintain the services being delivered from the Centre.

## **7. Treasurer's Report – report accepted.**

Baljit - The figures are excellent and surpass the LCC targets. The message is that we have been prudent with our monies and we are in a very good position.

However, we need to look at investing and spending money on the refurbishment of the old site to bring it up to the same standard throughout the Centre.

Baljit thanked Priya and Pat for their work in keeping the Centre's finances in excellent order.

Appointment of Auditors - Recommend Watergates as the auditors for next year - agreed.

Appointment of Individual Members – There is provision for individuals to be co-opted after the AGM and at the first meeting of the GB.

Appointment of Directors – The following 3 Directors had retired as required by HCA's 'constitution' and had been nominated again as Directors:-Iris Lightfoote

Shabana Momin

Furzana Khalifa

All directors agreed to stand and their appointments were agreed.

## **8. Guest Speaker Richard Bettsworth, Editor, Leicester Mercury**

Richard thanked HCA for their kind invitation to the AGM and the opportunity to talk on the theme of 'Change'

Richard covered the following contributory factors that have brought in 'change' from the Leicester Mercury perspective:-

- Diverse city – now selling over 1,000,000 copies
- Communications – World Wide Web, emails, phones, various multimedia, etc.
- History of the Leicester Mercury (LM)
- How the LM responds to change and what defines the LM
- Population of the city and its changes
- Challenges from the diversity across the city – aim to give coverage of fairness, justice, show good schools, community spirit etc.
- LM aims to give accurate information and promote local events
- Strive to support the positive and negative

Richard concluded his talk on how there are many challenges and opportunities as the Editor at the LM.

Questions raised from the floor:-

- The question of inaccurate reporting – eg. Uplands Junior School
- The lack of coverage for certain festivals/events not covered in all areas, eg. Highfields Festival
- Important to have a community voice and to be reflective of the city

Baljit thanked Richard for his attendance and excellent contribution to the AGM.

Priya also thanked Richard for his support and coverage for the Centre over our various challenges in the last year.

**9. Closing Remarks** – Councillor Mohammed Dawood thanked the HCA for their invitation to make the closing remarks at the AGM. He echoed Baljit and Priya's comments to Richard and the importance of recognising the 'changes' in the city and the challenges we all face therein.

He concluded by giving his continued support on behalf of the elected members for the excellent work and service provision at the Centre.

Baljit commended the AGM Report and thanked the Centre staff and all colleagues and friends for their attendance at the meeting.

## **HCA/HC Annual Report (2014) – Introduction & Welcome!**

Firstly, a big welcome to you all at this Annual General Meeting and also, to those who will be reading this Report over the coming days, weeks and months. Nearly 4 years on and we're still going strong and contrary to the scare stories employed to delay and frustrate our independence, the last 4 years have been positively exhilarating and liberating, with some of the following achievements:

1. Turnover increased by 385%
2. Expenditure increased by 374%
3. Staff team increased by 65%
4. Over 97,000 users in 2013
5. Open to the public 7 days (83 hours) per week over 343 days per year
6. Provided nearly 5200 activity sessions in 2013, averaging 19 people per session
7. Member of 5 successful, externally funded service consortiums
8. Highfields Centre's pioneering community cohesion work resulted in it championing 'Celebrating Diversity and Unity in the Community' long before it became common parlance in both local and national discourse and reflected in both its staffing and usage figures, with HCA staff comprising last year of 60% Asian, 26% African/Caribbean, 8% White and 6% Other and reflected in its people usage pattern, with 76% Asian, 14% African/Caribbean, 3% White and 7% Other
9. 91% of our users said HCA's services were excellent to good
10. 98% of our users said they would continue to use HCA's services
11. 97% of our users said they'd recommend our services to their friends, family, etc
12. Gained national accreditation through the achievement of the Social Enterprise Mark, Investors in People, Matrix, Advice Quality Standard and other national kite marks
13. Helped to host the Locality Convention in Leicester, with 600 delegates in attendance

But, as we somewhat belatedly (and contrary to all previous comments) discovered last November, the city mayor was not of that opinion! Indeed, his public utterance about our alleged failure to achieve economic independence in our first three years following our 'political independence' demonstrated a complete ignorance of the economic realities we've faced over the last six years, especially following the severe austerity programmes resulting from the national government's squeeze on public sector budgets. It would have been completely irresponsible for us to have promised such a goal, especially when many of the city's voluntary sector agencies have struggled to continue their operation and with the collapse last year of the largest of those agencies in this city!

This unexpected situation led to six meetings with the city mayor and his subsequent decision to reduce our LCC funding contract by 28% this year and a further 22% cut next year! The last of those 6 meetings was held on 13<sup>th</sup> June but as yet, we've not received a single penny since 1<sup>st</sup> March for the services we've delivered on behalf of the city council.

Moreover, some of the same bullying and threatening behaviour denounced by the city mayor when he was the local MP is being resurrected, with their insistence that they dictate who we employ, their right to enter the building without any prior notification, the termination of our license to use the Uplands car park and all of this topped by their insertion of a new and what has been termed a 'gagging' clause which requires our agreement to maintain a positive, supportive working relationship with the council in public **and in private!**

Our next meeting with the city mayor is now provisionally scheduled for 17<sup>th</sup> October, so hopefully we'll be able report back on a return to sanity. However, the scale of the reductions being effected has meant we've had to consider and implement a range of staffing and building related measures to reduce our expenditures and we'd like to thank our users, staff and governing body for their understanding and support throughout that process.

But we also know our central and pivotal role as a provider of lifelong learning and community developmental services, as well as a trusted community anchor continues to be reflected in our work with the Highfields Area Forum, Highfields Adult Learning, Advice and Business Services, Highfields Business Association, Highfields Festival, Highfields Summer School and the more recent Highfields Our Place, with the latter being one of 140 nationally approved programmes. Our recent successes as a part of local consortiums to draw down national funding for the Talent Match and Ageing Together programmes testify to our continuing ability to identify and provide these much needed new services, as well as a reflection of our collective and extensive knowledge, expertise and successful track record in service delivery. It's also a

testament to our continued ability to develop our services in response to the worsening economic climate and its detrimental impact on an already disadvantaged community.

The return to a One Highfields Centre service remains a key goal and given the City Mayor's pledge to neighbourhood working and the government's commitment to localism, I'm confident we can make significant progress on our objective of all Highfields Centre services being independently delivered by us!



Highfields Summer School (July 2014)

As in previous years, the Centre's staff, users and the local communities have been particularly grateful for the dedicated support and commitment of its Governing Body and especially, its Executive Committee. Their engagement with the new challenges in our quest for economic independence has been exemplary. Again, as per last year, we would express our enormous gratitude to Pat Gardner for her continued and invaluable role in being the central pivot of the staff team and to the Premises Team for keeping the expanded building safe and clean. We would also take this opportunity to thank all our other staff, users, colleagues and friends (from near and far) for their invaluable support and encouragement over the last year and we look forward to working with you all in the coming year to not only benefit our Centre users but also, the wider Highfields community and indeed, the city wide residents.

There's much to look forward to over the next 12 months, not least the now established Highfields Festival and that coupled with our well established Annual Certificate Presentation evening and Celebration of Diversity and Unity in the Community events will present wonderful opportunities to celebrate our successes, not just as an independent Centre but also, as a growing and confident local community.

With all good wishes for a happy and productive New Year.

Priya Thamotheram  
Head of Centre

## Highlights 2013/2014

 A photograph of a conference at Curve. A man in a white shirt stands at a podium on a stage, speaking to an audience seated in rows of chairs. A large screen behind him displays the text 'Priya Thackeray, Chief Executive, Highfields Centre'.	 A photograph of a 'Talent Match' event. Several people are seated around tables in a room with blue walls, engaged in conversations or interviews. A whiteboard is visible in the background.
<b>Locality Conference at Curve - Nov 2013</b>	<b>Talent Match - January 2014</b>
 A photograph of a 'Jobs Fair' in February 2014. Several people are gathered around tables, looking at documents or speaking with representatives. Banners for 'Lancaster to Work' and 'Lancaster City Council' are visible in the background.	 A photograph of a 'DMU YCD students' visit' in March 2014. A group of students are seated around a large round table in a room with wooden floors and walls, engaged in a discussion with a facilitator.
<b>Jobs Fair - February 2014</b>	<b>DMU YCD students' visit - March 2014</b>
 A photograph of 'HCA Youth Sessions' in May 2014. A group of young people are gathered around a table, smiling and posing for a photo. There are various food items on the table, including a large tray of cookies.	 A photograph of a 'Highfields Business Assoc'n' event in June 2014. A group of people are seated around tables in a large hall, listening to a speaker standing at a podium.
<b>HCA Youth Sessions - May 2014</b>	<b>Highfields Business Assoc'n - June 2014</b>
 A photograph of the 'Highfields Festival' in June 2014. A large crowd of people is gathered on a street, sitting on the ground or standing near tables. There are trees and buildings in the background.	 A photograph of a 'Certificate Presentation Evening' in August 2014. Two women are holding up a large, ornate trophy or plaque. The plaque is red with gold-colored decorations and text. The woman on the right is wearing a green hijab and glasses.
<b>Highfields Festival - June 2014</b>	<b>Certificate Presentation Evening - August 2014</b>

## **Chair's Report**

It is my pleasure to welcome you all to my first AGM as Chair and I'd like to thank our previous chair Baljit Singh for his contribution, both during his term of office as Chair and in his previous County Councillor role to this Association and the Highfields communities over the years.. It has been a year of further changes for the Centre, some operational and others structural but I look back with an overall sense of satisfaction and pride for what we have achieved.

The core mission of Highfields Community Association is to promote the social, cultural and educational benefits to residents of Highfields and beyond, and despite the challenging economic environment, we have continued to deliver these objectives through our on-going activities and service delivery.

Although times are difficult for all in the voluntary sector, we continue to ensure that we are able to meet the challenges and maintain our long-term sustainability and believe that our latest business plan (2014 – 2018) continues to provide us with an appropriate blueprint for success and continuity. The future brings continued challenges with uncertainty of funding and changes in the economic and political climate; however, we will continue to collectively make every effort to manage and overcome these challenges.

The work of the organisation has been admirably led by our head of centre, Priya Thamotheram, and I am enormously grateful to him for his vision, hard work and unbounded enthusiasm.

Furthermore, the success of HCA results from the teamwork of all involved, including the board of directors, staff, and affiliated groups and I offer my heartfelt thanks to them all.

Furzana Khalifa  
Chair

## **Vice Chair's Report**

There is an unwavering positive spirit which prevails amongst the Board members and staff, irrespective of the obstacles placed before the Community Association which is meant to impact negatively on the services provided and thereby adversely affecting the users.

Locally, we have irrespective of the obstacles, engaged with the people of Highfields generally through our Centre services, our festival, our certificate celebration evenings and, we have also engaged specifically through the development of the Highfields Business Association. Nationally, we assisted in ensuring the Locality Convention (November 2013) which was held in Leicester was a success, with an increased number of delegates from a racial minority background. The aforementioned was being done at a time when the staffing structure (root and branch) had to be reviewed to accommodate changes and threats to finances.

A big thank you to the staff for the year's work, to the users for continually supporting the Centre and to the Board Members for ensuring the work and the resultant benefits from that work is never below par.

Iris Lightfoote  
Vice Chair

## **Treasurer's Report**

### **Achievements and Performance**

- Largely taken up in embedding the post-community governance arrangements for the new centre
- Engaged in discussions with Leicester City Council (LCC) about the renewal of its funding contracts and this has resulted in extensive consultation with HC's staff, users and governing body to achieve the necessary budgetary adjustments in line with the reduced funding contract.

## **Financial Review**

- A full audit conducted, as charity's turnover in excess of £500k

- The report was approved by the Board in September 2014
- The financial statements give a fair and true view
- Total income just over £726k, expenditure just over £634k and net income £91,903 (p16)
- Healthy balance of just over £671k developed over many years, with much of it designated for specific usage
- Identification of service and building developmental priorities
- Establishment of Asset Replacement Fund
- Increased requirement for more detailed financial information has resulted in the setting up of a new computerised financial system
- Overall, a prudent but productive year

Esmail Esmail  
Treasurer  
HCA

## COMMUNITY SERVICES

Good evening and welcome on behalf of the Community Services Department to this year's AGM.

We are now in our fourth year of Independence and as you will see and hear tonight throughout this report, without doubt it's been one of the most difficult and challenging years that we have had to face at the Centre.

However, over the last six months, we have managed to work through these very difficult issues with the excellent support and co-operation of our colleagues and Governing Body and put together a package of savings which came into effect from 1<sup>st</sup> September 2014,

The new structure has resulted in the former six departments now reduced to 3 departments. We have revised our pricing schedule which has incorporated a new opening/closing time-table. The pricing schedule has been based on core and non-core hours only, an improvement on the old system of three different pricing tiers.

We have also reduced our opening and closing hours and increased the number of closures throughout the year (with effect from 1<sup>st</sup> January 2015).

However, we are delighted to report that in spite of some fundamental changes, we have and will continue to maintain and grow our services at this excellent Centre through the various departments and use whatever vehicles we have to draw down additional funding to support our local communities.

This year, the Centre has again worked with several of our partners and affiliated organisations in holding major events, namely the successful fourth Highfields Festival, the second Jamaican Independence SunFest and supported several fund raising events throughout the year. These are all excellent opportunities for our local community to come together to enjoy an extensive range of cultural activities on their own doorstep, as well as to get together as a family for a fun day out. We thank all our partners for their continued support in working with us and making the most of this multi-functional Centre for our local community and look forward to seeing and supporting many more events throughout the coming year.

Building / Refurbishment Programme - We have previously made reference to prioritising our building refurbishment for this year and in particular the main hall, kitchen and lounge area. However, the untimely reduction to our funding has delayed this development but it's our intention to revisit this programme and make it one of our priorities for the year ahead.

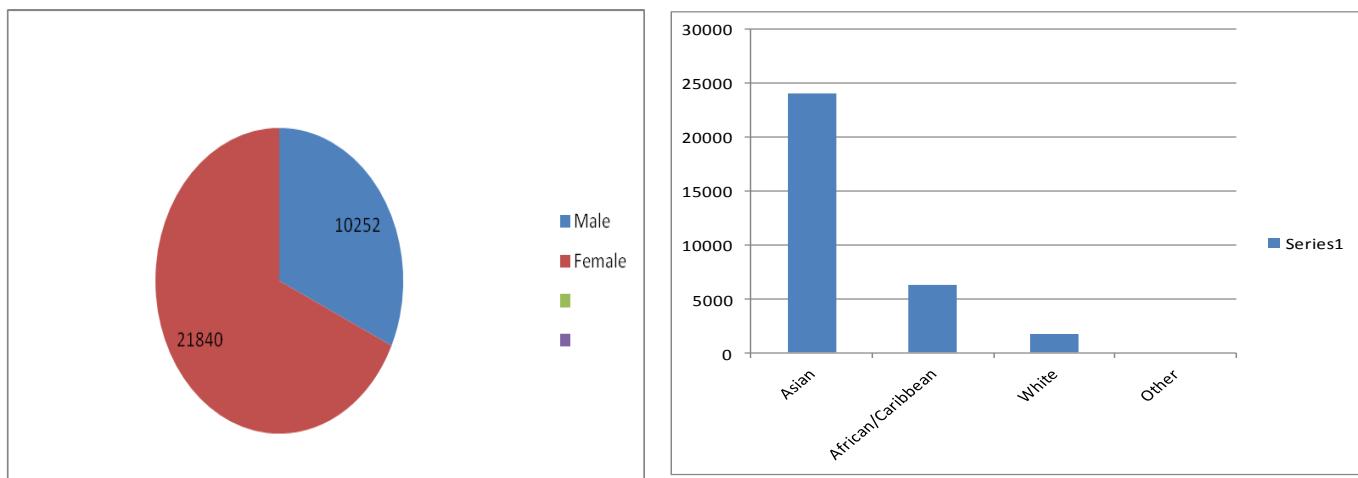
Staffing – As I reported earlier, we have made some significant reductions within our staffing budget and part of these changes has resulted in the Community Services Department reducing some of the posts to part-time posts. We now have 1 full-time premises officer and 2 part-time premises officers, 1 part-time cleaner, and 4 part-time receptionists. We are very fortunate to have managed to keep all of our community staff team and indeed, Scott James has taken the opportunity to reduce his long standing role of full-time senior premises officer to a part-time role within the department. I am very grateful to all my staff

team for their continued support and commitment over the last year and look forward to a positive year ahead.

Affiliations - The HCA membership continues to maintain a wide range of community representation and has increased its number this year to 51 affiliated organisations and 1 individual member as of 30<sup>th</sup> September 2014. As always, we welcome all new organisations and provide them the opportunity to join the HCA and the chance to join in as many opportunities to participate in the Centre's programming and planning through the various sub-groups.

Statistics - As reported last year, we are again delighted to report that the Community Department has exceeded its annual target of 20,000 service users by reaching 32,092 for the period set out in the charts below.

**Total Number of Participants for the period of 1<sup>st</sup> July 2013 to 30th June 2014 highlighting their ethnicity and gender**



The total number of hours HC is open to the public for normal activities is **2,944 a year (64hrs/week)** and currently, we are open to the public for **322 days per year**.

In conclusion and as always, may I take this opportunity of thanking all the staff, HCA Governing Body and especially all of the Community staff team who have continued to work with me and colleagues to maintain this wonderful community asset as we look forward to the year ahead.

Pat Gardner  
Head of Community Services

### **Centre Development**

Although it has been an extremely busy year for me, I have thoroughly enjoyed the work I have been engaged in. Some of the specific developmental objectives from the previous year's report included the following;

- To secure funding for the proposed new Children's and Young People's service
- With the help of external specialists, to win more large funding bids for the activities at the Centre
- To work closely with other agencies, schools and businesses to develop partnerships, joint activities, volunteer links and additional Centre usage.
- To encourage greater uptake of the arts and media service amongst local young people
- To get Centre staff out delivering services at other venues, schools or locations.

The area of work I was responsible for over the past year is as follows:

### **Young People**

We were successful in gaining a small amount of funding from Leicester City Council through the Leicester Youth Consortia. It was to deliver open access youth work and positive activities for young people aged 13 – 19 years, three nights a week for a year round provision. We commenced delivery of youth sessions in

May and we currently run mixed sessions on Mondays and Fridays and a female only session on Wednesday evenings. The Friday mixed sessions have been extremely successful in terms of attendance figures as we also have the sports hall available. The Monday and Wednesday sessions are attracting lower numbers but providing us the opportunity to deliver more issue based sessions.

### **Talent Match**

In January, we started delivery of our Talent Match programme. The Highfields Talent Match programme is a four year contract which is to provide young people aged 18 – 24 years with work placements in a range of our departments and one to one support to set up their own businesses/enterprise. Young people will be able to walk away with a range of skills, knowledge, experience and qualifications to help them get into employment.

### **Training & Accreditation**

All our Step Up workers successfully gained an award in food safety, emergency first aid at work, level 2 in customer service and a bronze arts award. Robert Stark completed the Arts Award Tutor training and together with Mohamed Artan was able to successfully deliver a bronze award programme. Currently, we have 18 young people together with 3 of our casual youth work staff participating in the level 2 Youth work course.

### **Highfields Festival**

We have now organised four local festivals in the grounds of the Highfields Centre with partners and will be starting the planning for summer 2015, with the first meeting to take place before the end of the year. After the success of this year's event with the range of performers, activities and stalls, we look forward to next year's bigger and better Festival.

### **H-Café**

From September 2013 till June 2014, a local charity (Tomorrow Together) provided catering services from H-Café. They also supported the two step up catering workers employed by us. H-Café has remained shut over the summer whilst we've been reviewing the best options for this service and we hope to have some positive news about its future operation to share with you today!

**Talent Match and Youth Work Staff:** Norman Perrin, Farhanaz Popat, Tarek Islam, Shazmin Popat, Zeba Fakirbhai & Ahmed Osman

I would like to thank all the volunteers, management team members, staff and governing body for their support over the past year.

Jay Patel  
Ex-Centre Development Officer  
Head of Sports, Arts, Children and Young Peoples Services (SACYP)

### **Arts Report**

The arts department again faced a very challenging year and whilst they have been involved in the Centre's major events, the challenge of establishing a regular arts programme within the Centre still remained. Over the last few years, the take up of arts activities and courses by the local community has not been as successful as in the other areas of this Centre's work. Development work was carried out by the team by making contact with potential users through the Late Lounge sessions, Adult classes, Summer School and Highfields Festival. Although individuals enjoyed the activities and sessions at the time of delivery, the intervention methods have not been successful in engaging with individuals on a more sustainable basis.

With the reduction of funding from LCC and the resultant reduction of staff contracts meant that we could only employ one arts worker, however at the end of August both Mohamed and Robert moved onto other ventures and currently, we have Boston Williams working on a casual basis. We've taken this opportunity to review this service provision and we hope to be able to share some good news with you today!

Jay Patel  
Head of Sports, Arts, Children and Young Peoples Services (SACYP)

## **Sports and Health**

### **Sports and Health**

It is our responsibility to provide a quality service which aims to meet the sports and health needs of the local community and to develop opportunities to increase participation in sports at all levels and all ages.

### **Sports Team**

The sport's team structure has changed. It consists of one full time sports worker and five part time workers. The sports team is extremely passionate in working with diverse groups (age, ethnicity, gender, special needs, etc) within the community.

**Sports team worker:** Jeff Simon - Sports Development Worker.

**Sports workers:** Harmony Mistry – Part time sports instructor; Hajra Bhaida – Qualified Gym instructor; Nathan Wright – Instructor / coach; Khadija Hajat – Support worker; Anthony Mcmanus - Coach

### **The facilities**

- The Abdul Osman Sports Hall has 4 badminton courts. The hall is suitable for various sporting activities such as basketball, football, badminton, soft tennis, netball, cricket, netball etc.
- A state of the art Fitness suite with air conditioning plus sauna, big screen TV and built in audio sound. The suite contains a mixture of 17 cardiovascular stations and resistance machines, with dumb bells allowing for free weights training.
- A state of the art aerobics and dance studio, with sprung floor and front mirrored wall and built in audio sound and air conditioning. The services which can be delivered in the studio include aerobics, yoga, dance, boxing, judo, karate, etc.

Gym sessions, including inductions, membership, women only sessions and advice and information on health and wellbeing. Work with clients age 14 and upwards, each user must be inducted into the gym. Private hire is available to affiliated groups with an instructor.

### **Sports Hire**

The Abdul Osman sports hall, Aerobics studio and fitness suite can all be booked. Groups and organisations which meet the HCA's affiliation criteria can hire the sports facilities at a reduced rate.

Our highlights over the last year have included the following:

#### **1. Late Lounge / Talent Match**

The Late Lounge was an initiative originally funded by the police as a prevention / intervention method for tackling anti-social behaviour by some young people within the local community. The staff at Highfields Centre played a vital role in providing facilities and delivering a wide range of activities including music, arts & crafts, IT, TV, board games, sports hall activities and the use of the gym. The use of the sports hall was very popular amongst the young people.

2. A number of **taster sessions** were held this year to give the community a feel for other sporting activities. These included athletics and women only AthleFit to address all exercises involved with athletics.
3. **Table Tennis.**  
This activity on Wednesdays at 6pm is very popular with all ages and gender. We have 8 tables and it only costs £1 per person.
4. **ZUMBA**  
This is a very popular session with females. Mondays at 6pm.
5. **Highfields Festival**

This year's 4<sup>th</sup> Festival was the best so far. There were over 2100 people in attendance. The sports team provided an opportunity for all to participate in different sports activities. Competitions were staged throughout the day for both able & disabled people.

## **6. Elderly Project**

The sports team had started working with the elderly from March 2013. This project is continuing to be an excellent development and one that will continue to expand. All the group members enjoy their weekly exercise. An elders' trip to Skegness (30/08/2014) was enjoyed by all.

The group has grown in numbers and has been successful with other partner agencies in securing funding from April 2015.



Elders group at meeting at VAL

## **7. Highfields Summer School**

Due to the teams varied sport skills. HCA held a summer school (August 2014 morning only.) with the emphasis on numeracy & literacy included in the sport activities for 5 to 11 year olds.

## **8. Highfields Summer Playscheme**

The summer scheme was for children aged 5 to 11 year olds. They took part in a wide and varied Sports & Arts programme. All children gave very positive feedback, with all coming back next year!

## **9. Leicester City Football Club (LCFC)**

LCFC will be running a coaching project starting at HC on 29 October 2014 between 4.30pm to 5.30pm



### **Future plans**

- To increase the number of Centre run activities in the department.
- To have a more efficient sports team which functions effectively, thus enabling the Centre to run more activities.
- Host more events, competitions and tournaments.
- Women only Abs Class and Aerobics sessions.
- Set up new sessions with the aim of targeting groups such as people with disabilities, senior citizens, new arrival communities, etc.
- Build up links with schools and local agencies for sports.
- Developing staff and volunteers skills.
- Working in partnership with Leicester City Council and other sports providers.

Jeff Simon

Sports Development Worker

## **Highfields Multi-Access Centre (H-MAC)**

We have a dedicated team of staff providing a range of services that contribute to the national Government's agenda to reduce worklessness, improve skills and increase enterprise.

The H-MAC team provide individual assessment and support to clients in order to address particular needs and barriers. Our specialist Personal Adviser offers structured information, advice and guidance sessions, in order that clients are better equipped to make informed decisions around training and employment opportunities.

We are able to support local people with a range of services to include:

- Employment related information, advice and guidance maintained for as long as the client requires support.
- Comprehensive initial assessment to ascertain training requirements.
- Support to access skills and training opportunities.
- Referral to sector specific training programmes.
- Support with CV writing, job applications and preparation for interview.
- Support to find relevant voluntary work experience opportunities.

- Help provided for clients to develop literacy, numeracy and ESOL skills.
- Information and bespoke business support service provided for people seeking to develop their own businesses.

We have been offering the Work Club for over two years as part of our role to support people back into employment. The Work Club is very popular and on average we are supporting 150 clients per month. The needs and barriers faced by clients vary and our Advisers aim to identify and address particular issues or difficulties that clients may be experiencing. Clients are given help, so that they can set up new e-mail accounts and register with the Department for Work and Pensions' Universal Jobmatch service.

### **Engagement Activities**

A key aspect of our work is to engage with local people, so that they can access a range of services offered by the Centre. We hold promotion events to publicise our activities and have strong links with our local community groups. In June 2014, we promoted our services through the Highfields Festival and have publicised our activities through H-CAN, HALABS directory and through Highfields Centre 2014-'15 Programme booklet.

We jointly planned for and delivered a successful Jobs and Skills Fair in February '14. This was in partnership between Highfields Centre, The Race Equality Centre and the Department for Work and Pensions. Over 400 participants attended the event. 16 organisations, including Job Centre Plus, Highfields Centre and The Race Equality Centre hosted stalls to promote their range of employment and development opportunities. Three hundred of the participants who attended were in receipt of Job Seekers Allowance and seeking work. The remainder were in receipt of other benefits and only a small proportion not in receipt of any benefits.

### **The Information and Advice Service**

The Advice Service is much in demand at H-MAC and within the locality. It is delivered by Yasmin Nathani, our Advice Officer. Yasmin has a large caseload and holds up to eighteen sessions per month, providing a free, confidential and independent advice service aimed at supporting people to access their rights and entitlements. We have provided a range of advice covering welfare benefits, housing, immigration, debt, education and general advice. A session is typically of three hours duration and over a course of a month, Yasmin will offer advice to over 130 people.

We are pleased to report that following a Matrix accreditation in June '14, we have satisfied all standards and received approval for a further three years. We are currently preparing for the Advice Quality Standard accreditation planned for November this year.

**Over the last twelve months, we have given support to 1589 people and dealt with 2416 queries.** On behalf of our clients, we have **generated a total income of £842,502.** Additionally we have managed to secure 34 Indefinite Leave to Remain, 16 Residence Cards, 24 Nationalities, 40 passports, 2 Sponsorships and 5 Housing Allocations.

### **Adult Skills and Learning Provision**

Adult Learning at Highfields Centre is provided by Leicester Adult Skills and Learning Service (LASALS), with support from Highfields Community Association.

We have provided a range of courses over the year to include ESOL at various levels, English and Maths, Certificate and Diploma in Childcare and Young People's Workforce, Computerised Accounts, Computer Skills for Job Search, Computing and Online Basics, ECDL, Certificate in Supporting Teaching and Learning, Sewing and Garment Making, Cake Decorating, Award in Food Safety and First Aid. We have achieved 550 enrolments over the year.

To mark the success of our learners, we held a successful Certificate Presentation Evening in August attended by 150 learners. The chief guest at the event was Zahid Sheikh, Chief Executive of Clifton Packaging and a prominent member of the business community in Leicester.

### **H-MAC Outcomes**

Over the last year, we have engaged with 300 clients and have placed 23 clients into employment. The Work Club sessions have shown positive attendance and over the year 1180 clients had attended to receive support.

### **Business Development Service**

We deliver a bespoke business support service aimed at existing and new businesses. Alfred Bawak has been instrumental in setting up the Highfields Business Association with a successful launch earlier in the year. A number of workshops have been held at Highfields Centre to cover business finance, marketing and social media. Alfred also provides business mentoring and help with raising finance.

## **Development Worker for Advice Services**

We have been able to develop new Advice services within the area with the support of the Advice Leicester Partnership and the work that Mark Mizzen, our Development Worker has undertaken. New advice sessions are held at Sparkenhoe Community Primary School and at Al Waqa's Medical Practice. Mark is currently undertaking action research to identify the extent of poverty within the locality and to identify solutions. There are European Union related funding opportunities through Leicester and Leicestershire Economic Partnership and we are actively pursuing this through our Maximising Economic Potential proposal, with Mark playing a key role in gathering information and leading on this project.

Aiyub Zamakda

Ex-Team Leader, Highfields Multi-Access Centre

Head of Adult Services

## **Business Support**

### **Introduction:**

Highfields Centre has been providing business support services to pre starts and existing businesses in the Highfields wards for over a year as part of the Leicester for Business consortium. Support has been through a mixture of 1-2-1 business coaching, mentoring, advice, themed workshops, seminars and various networking events for pre starts and established businesses. We have witnessed some positive scores in some areas, with much work to be done in others.

### **Outputs (Up to quarter end September 2014):**

<b>Function</b>	<b>Target</b>	<b>Achieved</b>
Pre-Start > 12 hours	68	68
Existing > 12 hours	48	51
New business created	11	10
New jobs	11	18

We are on track on all key performance indicators and hope to maintain and surpass expectations by June 2015 project end.

### **Our business support solutions:**

We have continued to develop our support offer to our clients' changing needs. We use bespoke 1-2-1 coaching and mentoring sessions, specialist provision externally, business skills workshops and seminars. Our workshop and seminars run from the Centre and include topics on raising finance, online marketing and secrets to social media. We also refer onto other specialist topics run by our partner colleagues of the Leicester for Business consortium. I am pleased to note that there has been a steady rise in interest and attendance from our client group.

### **Finance for business**

Raising finance continues to be a challenge for our start up and established businesses. Leicester City Council launched the Enterprising Leicester grant scheme at the back end of last year. Even allowing for their own restrictions, we have managed to put some successful cases through the scheme. We have also used the government backed Start Up loans programme, Sir Thomas White interest free loan scheme and commercial loan options from banks to support our clients' financial needs. In all, we helped clients draw down circa £300K in debt and grants to support their businesses.

We are currently helping two local businesses draw down grant funding from the Regional Growth Fund through the Leicester and Leicestershire Local Enterprise partnership (LLEP). Both projects are in the last stages of the approval process with funding expectations of £750K. If successful, we would have helped secure 31 jobs and helped to create 35 more jobs!

## **The launch of the Highfields Business Association**

On the back of our delivery of business support, the Highfields Business Association was launched in January this year. Over a hundred businesses attended the launch and our local MP, Jon Ashworth was chief guest speaker. The association aims to promote the benefits of local businesses based in the Greater Highfields area of Leicester, provide a networking opportunity for businesses to share experiences, do business together and peer learning, raise issues faced by local businesses and make representations at local and national level.

The working structures of the association are in development and an executive team would be elected at its first AGM due to be held on 15<sup>th</sup> October, with Corin Crane, CEO of the Leicester and Leicestershire Enterprise Partnership as the guest speaker.

## **Going forward**

We will be working smarter within the community, forge appropriate relationships to widen the breadth of what we do, be proactive with our market place so we can reach out to more clients. With this, we will be able to deliver a meaningful and consistent business support service that adds value to our clients' needs.

Alfred B Bawak  
Business Adviser

## **HCA 2013/14 Affiliated Groups**

HCA is the umbrella body for a wide range of groups who meet at Highfields Centre and these affiliated groups are able to book facilities within the Centre at a reduced rate.

## **HCA Current Members**

Active Youth	Nathan Wright
Akwaaba Ayeh Mental Health Advocacy Project	Pamela Campbell-Morris
Al-Falah FC	Shalam Nasrulla
ANSAAR	Naim Razak
Aqoon School Home Support	Nurddin Isse
Attitude Xtra	Rosetha Claxton
Business 2 Business	Varsha Patel
BMD	Kanubhai
Body Building	Ashok Bhana
Candy Arts CIC	Ross Malachlan
Caribbean Vybes	Clyde Lincoln
Community Initiatives Association	Aadam Muhammed
CSMA	Mr Moti
Empower	Fasi Khan
FMO	Luman Ali
Grasshoppers Chess Club	Roland Graf
Greater Noakhali Shomiti UK	S Khan
IQRA Aid Trust	Abdul Osman
Jameah Girls	Y Panchbhaya
JAIL	Rehana Sidat

Land Of Learning	Mrs Vania
LCRM	Sibongile Mpofu
Leicester Barbados Association	Anthony Bradshaw
Leicester Caribbean Cricket Club	George Martin
Leicester Dribblers	Mebs Bachoo
Leicester International School	Nizam Hussein
Mandata Senior Citizen Club	D P Patel
MBC Bengali Language School	Mansur Ahmed
MYO	Suleman
Nevis Development Association	SYL Jeffers
Overseas Qualification Development Service	Tirathpal Naute
Regent College	Alice Kempesi / Pete Thorpe
Riyadh Youth Organisation	Ayaz Ghumra
Rosemina's Outreach Project	Rosemina Gaffar Ismail
Shama Women's Centre	Khadeja Amer-Sharif
Shubaan	Afzal Popat
Somali Development Services	Halima Ibrahim
Sports IN You	Randolph Hunter
St Peters Youth Council	Ebrahim Jasat
Sunfest UK	T Ruddock
Sunshine Association	Winston Isaac
SWS	M Baig
Temple Learning Centre	Carmen Gilfillan
The Shanti Group	Tirathpal Naute
TREC	Iris Lightfoote
VHP	N S Patel
Viking International and Youth Club	Winfred Taylor
Zanshi Kai Shotakan Karate	Daud Sameja
ZDK Karate	Winston Brown
Zfitness	Zeenat Nasser

### **Individual Membership**

Esmail Mohamed Joosab Esmail

**HIGHFIELDS COMMUNITY ASSOCIATION  
COMPANY LIMITED BY GUARANTEE**

**STATEMENT OF FINANCIAL ACTIVITIES (INCORPORATING THE  
INCOME AND EXPENDITURE ACCOUNT)**

**YEAR ENDED 31 MARCH 2014**

	Note	Unrestricted Funds £	Restricted Funds £	Total Funds 2014 £	Total Funds 2013 £
<b>INCOMING RESOURCES</b>					
<b>Incoming resources from generating funds:</b>					
Activities for generating funds	2	<b>2,510</b>	—	<b>2,510</b>	3,946
Investment income	3	<b>220</b>	—	<b>220</b>	1,035
Incoming resources from charitable activities	4	<b>93,814</b>	<b>629,800</b>	<b>723,614</b>	<b>641,221</b>
<b>TOTAL INCOMING RESOURCES</b>					
		<b>96,544</b>	<b>629,800</b>	<b>726,344</b>	<b>646,202</b>
<b>RESOURCES EXPENDED</b>					
Costs of generating funds:					
Costs of generating voluntary income	5	<b>(2,163)</b>	<b>(4,566)</b>	<b>(6,729)</b>	<b>(10,021)</b>
Charitable activities	6/7	<b>(81,529)</b>	<b>(540,483)</b>	<b>(622,012)</b>	<b>(595,611)</b>
Governance costs	8	<b>(5,700)</b>	—	<b>(5,700)</b>	<b>(5,702)</b>
<b>TOTAL RESOURCES EXPENDED</b>					
		<b>(89,392)</b>	<b>(545,049)</b>	<b>(634,441)</b>	<b>(611,334)</b>
<b>NET INCOMING RESOURCES BEFORE TRANSFERS</b>					
Transfer between funds	10	<b>90,960</b>	<b>(90,960)</b>	—	—
<b>NET INCOME FOR THE YEAR</b>					
		<b>98,112</b>	<b>(6,209)</b>	<b>91,903</b>	<b>34,868</b>
<b>RECONCILIATION OF FUNDS</b>					
Total funds brought forward		<b>549,155</b>	<b>30,306</b>	<b>579,461</b>	<b>544,593</b>
<b>TOTAL FUNDS CARRIED FORWARD</b>					
		<b>647,267</b>	<b>24,097</b>	<b>671,364</b>	<b>579,461</b>

The Statement of Financial Activities includes all gains and losses in the year and therefore a statement of total recognised gains and losses has not been prepared.

All of the above amounts relate to continuing activities.

**HIGHFIELDS COMMUNITY ASSOCIATION  
COMPANY LIMITED BY GUARANTEE**

**STATEMENT OF FINANCIAL ACTIVITIES (INCORPORATING THE  
INCOME AND EXPENDITURE ACCOUNT)**

**YEAR ENDED 31 MARCH 2014**

	Note	Unrestricted Funds £	Restricted Funds £	Total Funds 2014 £	Total Funds 2013 £
<b>FIXED ASSETS</b>					
Tangible assets		12		<b>45,809</b>	58,037
<b>CURRENT ASSETS</b>					
Debtors	13	<b>78,934</b>		137,707	
Cash at bank		<b>578,819</b>		<u>404,001</u>	
		<b>657,753</b>		541,708	
<b>CREDITORS: Amounts falling due within one year</b>	14	<b>(32,198)</b>		<u>(20,284)</u>	
<b>NET CURRENT ASSETS</b>				<b>625,555</b>	521,424
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>				<b>671,364</b>	<u>579,461</u>
<b>NET ASSETS</b>				<b>671,364</b>	<u>579,461</u>
<b>FUNDS</b>					
Restricted income funds	15		<b>24,097</b>	30,306	
Unrestricted income funds	16		<b>647,267</b>	<u>549,155</u>	
<b>TOTAL FUNDS</b>				<b>671,364</b>	<u>579,461</u>

For the year ended 31 March 2014 the charity was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies but as this company is a charity, it is subject to audit under the Charities Act 2011.

Directors' responsibilities:

- the members have not required the charity to obtain an audit of its accounts for the year in question in accordance with section 476; and
- the directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

These financial statements were approved by the members of the Governing Body and authorised for issue on the 10 September 2014 and are signed on their behalf by:

Mr E Esmail  
Director

Company Registration Number: 06078193

## Highfields Centre – 2013 User Profile

The Centre's ethos of serving all sections of the local community is brilliantly supported by the 2013 user statistics, with the key findings as follows:

- Male = 47% Female = 53%
- Asian = 76%; African/Caribbean = 14%; White = 3%; Other = 7%
- Our total usage of 97372 was just under our LCC contractual target of 100,000 users, with HCA managed services achieving 112% usage and LCC managed services achieving only 50% usage!

		HCA Managed Services	LCC Managed Services	Total	%
Number of Sessions		3632	1551	5183	19 people/session
Participant Number		78518	18854	97372	100
Participant Gender	Male	39136	6644	45780	47
	Female	39382	12210	51592	53
Participant Ethnicity	Asian	60024	14021	74045	76
	Afr/AC	11563	2002	13565	14
	White	2293	807	3100	3
	Other	4638	2024	6662	7
Volunteer Number		91	11	102	100
Volunteer Gender	Male	41	5	46	45
	Female	50	6	56	55
Volunteer Ethnicity	Asian	64	6	70	68
	Afr/AC	12	1	13	13
	White	11	2	13	13
	Other	4	2	6	6
Staff Number	FT	7	2	9	13
	PT	28	34	62	87
Staff Gender	Male	22	4	26	37
	Female	13	32	45	63
Staff Ethnicity	Asian	21	19	40	56
	Afr/AC	9	1	10	14
	White	3	13	16	23
	Other	2	3	5	7

LCC Target	Total Usage (%) Achieved
Community 28000	31075 (111)
Sports 21000	37729 (180)
Arts 8000	1335 (17)
Catering 8000	4872 (61)
LCC Services 35000	18854 (54)
H-MAC	3217
Business	290
Total 100000	97372 (97)