



Queen's Crescent Community Association



Queen's Crescent Community Centre
Caversham Nursery
Queen's Crescent Market
Malden Road Multi-Use Games Area

Registered Charity No. 1096655

Registered Company No. 04393769

Introduction

Queen's Crescent Community Association was originally established in 1999 to take over and revitalise the management of the Allcroft Community Centre (now known as Queen's Crescent Community Centre), which had been left derelict for several years. Local residents, some of whom continue to sit on our Board of Trustees, sought to create a central resource for community regeneration in a severely deprived area surrounded by council estates and sheltered housing.

QCCA provides the following services:

Children's Services

Caversham Nursery, Queen's Crescent Nursery, 1-2-3 Drop-In & Crèche, Ten O'Clock Club.

Sport & Physical Activity

Malden Road Multi-Use Games Area, Changing Rooms, Gym, Sports Library, Bike Loan Scheme, Accredited Training.

Youth Services

Youth Club, Trips, Residentials, Music Studio, Sport, Gym, Advice & Guidance, Accredited training.

Community and Market

Queen's Crescent Market, Queen's Crescent Festival, Adult Education & ESOL, Internet Café.

Older People's Services

Luncheon Club, Exercise Classes, Befriending Service, Bingo, Trips, Advice.

Facilities & Services

Queen's Crescent Community Centre, Peggy Jay Centre, Malden Road Multi-Use Games Area, DBS (formerly CRB) Umbrella Body, Facilities Hire, Minibus Hire, Equipment Hire, Sports Library.

Mission

We aim to foster social cohesion by enabling grassroots initiatives and providing resources and facilities in the interest of social welfare, education and leisure-time recreation. Working in partnership and across diverse networks, we aim to offer services that empower local residents, challenge disadvantage and improve the quality of life and standard of living.

2012-2013 Board Members

Mick Farrant (Chair)

Sally Gimson (Vice Chair)

Catherine Boyd

Dorian Courtesi

Georgia A R Gould

Janet Guthrie

Jill Fraser

June Grun

Malcolm Wroe

Moshaid Miah

Raj Chada

Shahabeel Lone

Wendy Richards

Charles Keidan (resigned on 23 February 2013)

Lorraine Revah (resigned on 29 June 2012)

Chair's Report



Looking back over last year's Chair's report, I was over optimistic about the pace of change in regard to new ventures and changes to governance. This contrasts sharply with the expansion of existing activities. All our main activities - those for children, young people and seniors have increased considerably to an extent that the lack of available space for our activities is now our major problem.

We had expected to have been able to occupy a new venue for youth work in early 2013 having had to leave two of our premises (Maitland Park Sports Centre and Fleet Community Centre). This did not happen as we continue to be in protracted negotiations with the Council who own the properties. This has also affected our income. Similarly, the negotiations with the Council about leases for existing premises, which have been going on for many years have still not reached a conclusion. This means that we are having difficulty in estimating expenditure, which will arise for services charges. Related to this is the fact that we now pay 20% of our business rates (a total of £2,331 for the year). The Council is also setting a rent for each building and, although currently this is waived, it is highly likely that charges will be introduced at some point.

In February we took over responsibility for management of the local street market in Queen's Crescent and are getting to grips

with what had once been a thriving retail experience but had been in decline for two decades. This is likely to be a long road, which will include training unemployed local people in the business skills needed to run a stall. The market will give the local people at time when fewer jobs are available the opportunity to become self employed by setting up their own business. We hope the market and our business development programme will give our beneficiaries the right skills, experience and exposure to become successful entrepreneurs.

In December we entered into a partnership with a local French School (CFBL) to build a sports complex on part of the empty Weedington Road Play Centre site. Half of the usage would be for the community and the French school was prepared to provide a substantial sum towards the capital costs. By the end of the financial year discussions were still ongoing.

Despite problems of availability of space, our activities continue to flourish. The

Caversham Nursery now has a waiting list. The youth work programmes, particularly sports, continue to expand with our organising of a major football tournament for 264 participants. Our programmes for seniors are also expanding with the development of a befriending service.

We continue to provide support, particularly, affordable space for local groups and local social events but on some days and evenings this is proving impossible.

Our numbers of staff continue to expand as do our numbers of volunteers. The vast majority are local people. We pride ourselves on our wide range of customers; many of whom come from local BME groups.

Our summer festival, held on 22nd September 2012 continued to attract 3,000 people and is the major local community event. The event was held very late this year because of police support committed to the Jubilee, European Football league and the Olympics.

We are anticipating further reductions in the core grant from the Council but apart from rent this now constitutes about 7% of income. A number of community centres are now struggling financially and several have approached QCCA for assistance but our workload hinders the amount we can give.

We have continued to form co-operative working relationships with organisations such as Corporation of London (The Heath) and Camden Community Consortium, including other community centres to improve efficiency, effectiveness and reduce duplication of services.

Pressure of work on new ventures together with uncertainties of their outcomes again delayed restructuring of the organisation and this is now becoming a priority.

The Coming Year: QCCA continues to be in a relatively stable financial position and is predicted to remain there for at least the next two years. As a matter of urgency it must solve its premises issues and particular the length of time it takes to negotiate with the Council. Without a solution we will have to curtail our activities to the detriment of the local community.

Again, we must pay tribute to the work of the trustees, staff and not least of all the CEO, Foyezur Miah, without whose efforts none of the year's work would have been possible. Also, of course our thanks go to our auditors who demonstrate to the public and our regulators that we steer a financially rigorous ship.

Mick Farrant
Chair

CEO's Report



The Association continues to be centre of attention in the local area. We are seen as one of most successful community-based organisation that has grown with the demand but against the tidal wave of cuts. For the first time QCCA has reached a turnover of £1 million since its inception in 2002. It has never looked back. For the last 9 years the organisation has had a consistent steady and sustainable growth.

Whilst I would report the year to be another successful one we experienced significant challenges trying to deal with the pressure of relocating and sustaining our activities based in Maitland Park Sports Centre and Fleet Community Centre. The two centres were earmarked by the local authority as part of its strategy to reduce the housing pressure in the borough. We lost the battle to retain both the centres, which has meant we have had to stop many of our activities and make two valuable posts redundant. We are currently in negotiation with the local authority to develop a sport centre in the existing Weedington Road Play Centre site. We are excited about the new plans and the opportunities it could potentially provide to our beneficiaries.

Our Older People's Services were strengthened with the recruitment of Lorraine Revah to take the post of Older

People's Services Manager after a difficult year without funding which almost caused the collapse of our services for older people. We continued to sustain the service from our unrestricted income raised from hall hire, donations from friends of QCCA and other nominal fees. We secured a two-year grant from Camden Equalities and Cohesion Funding to deliver an innovative Healthy Living Programme and a new befriending service. We have also been working very hard on an application to the Big Lottery Fund to fund additional services for three years. We are very optimistic about the application and the future of our services for older people.

Children's Services are going from strength to strength under the management of Susan Barbara. Caversham Nursery has reached our capacity a little earlier than we had planned. We are very pleased with the outcome and promise to the parents. We continue to be the cheapest nursery in town and one of the very few which offer a service to meet the needs of the parents. We want to continue to offer a nursery,

which provides the opportunity for parents to go back to work, education, training and meets their social need. The 10 O'Clock Club has been running entirely free from any financial support from a funder and we will always appreciate the financial support and confidence from Hampstead Wells Campden Trust in the first two years. Equally we very grateful to London Borough of Camden for awarding a one-off start up grant to develop Caversham Nursery. I am pleased to confirm both of these services are running successfully without further grants.

We are very fortunate to have Anita Oliver lead our Youth Services, who has expanded this service to provide five nights of activities a week. This would not have been possible without the commitment from Malcolm Wroe and the trustees of Gospel Oak Action Link. Our sport and physical activity programme that local young people have been asking for is expanding under Jonathan Montgomery, our Sports Development Co-ordinator who is much loved and respected by all the young people for his dedication and commitment to help them live an active life. Under QCCA management Malden Road Multi-Use Games Area is now offering a range of supervised and structured activities, which local young people have been asking for.

The year ended with celebrations as we marked the end of two years of negotiation and planning to take over the management of the Queen's Crescent Market by signing the licence in March 2013. We successfully recruited Sima Award as our Business Development Manager to launch a strategy offering training, mentoring, coaching, nurturing and interest free start-up loans to help people develop new skills to become entrepreneurs and secure new employment opportunities.

We are committed to help regenerate the area and reduce social inequalities in Gospel Oak. We believe that Queen's Crescent Street Market is a gateway to this. We see the market as a platform to encourage people to seek a new career path and give local people the experience to develop their confidence, skills and build the right attitude to be successful.

My thanks and gratitude extends to all our supporters and stakeholder who have financially invested in all our strategies, which has helped QCCA grow and meet the increasing demand from our beneficiaries. My special thanks to my expanding team, the board and its Chairman, Mick Farrant for his relentless support and devotion to the charitable objectives of this organisation.

Foyezur Miah

CEO

Children's Services

Caversham Nursery

Caversham Nursery is a vibrant nursery that caters for children from 0 to 5 years. We have a full waiting list as well as a full classroom. Many of our parents in full-time work although we also have parents that have used our services to go back to college; including taking courses in midwifery, social work and graduating as a teacher.

The nursery continues to grow and change with the children and staff that come here. Some of the popular activities on offer include painting, sand and water play, scientific play, early literacy and mathematics, singing and music, small world play and personal, social and emotional activities. Furthermore, our wonderful garden is used to both extend their learning from the classroom to the outdoors but to also find insects, dig holes and make mud pies.

We celebrate a wide variety of festivals including Eid,

"K. has had a fabulous time at nursery; he has made lots of new friends and he has learnt lots of new skills. He asked to come on weekends! I am extremely happy with him here."

Cath

Halloween, Diwali, and Christmas. At the end of the year we celebrated with the help of a children's entertainer and a visit from Father Christmas. Throughout the year we have many parent's events including a consultation evening with barbeque allowing parents to talk to their child's key worker and review their child's progress.

"We were really lucky when we found this nursery. My child absolutely loves it, her playmates and above all the teachers. I really appreciate the hard work, all the time and energy that you provided to the kids, my child and the families."

Raquel



Staff & Volunteers

Susan Barbara

(Children's Services Manager)

Jill Stone

(Caversham Nursery Manager)

Alison Cuff

(QCCN Room Leader)

Kofi Yamoah

(Deputy Manager Caversham)

Andrea Letch

(Room Leader)

Maya Keyes

(Nursery Practitioner)

Yeasmin Begum

(Nursery Practitioner)

Kate Mukose

(Nursery Practitioner)

Brian Taylor

(Nursery Practitioner)

Queen's Crescent Nursery

Queen's Crescent Nursery provides a small personal environment, where children are able to receive individual care. The Nursery facilitates a mixture of learning initiatives; learning through play, adult-led activities and child initiated activities. The day-to-day activities that the children take part in allows them to access the seven areas of learning. The children experience different activities from pretending to be a music star to cornflour play, building camps, writing, planting, painting and role play.

Queen's Crescent Nursery provides an intimate learning programme. This small and exclusive setting provides small groups of children to get a high standard of education through a tailored curriculum. In addition children go on local trips to the farm and further afield to places such as London Zoo.

1-2-3 Drop-In & Crèche

The 1-2-3 Drop-In continues its service for our local community bringing parents together to share cultures, experiences, anxieties and advice and allowing their children to access the Early Years Foundation Stage (EYFS) curriculum. We offer a service that supports and signposts parents to local amenities including breast feeding classes, local health authorities, rhyme times, family support services and how to sign your child up for school.

We have a mixture of staff who offer different skills but all of whom have many years' experience in child care, education and working alongside parents. We offer fantastic art activities that are run by our art teacher. Our experienced staff run a rhyme time each session and offer different activities including designated time for physical development. We work alongside many different organisations including Can Parents and the Harmood Children's Centre. We also invite health workers in to advise parents.



Staff & Volunteers cont...

Luljeta Hoti

(Nursery Assistant)

Ariam Anon

(Nursery assistant)

Curtis Murphy

(Nursery Assistant)

Cas Davies

(Nursery Assistant)

Asni Wube

(Drop-In Worker)

Neilza De'lima

(Drop-In Worker)

Farrak Akram

(Drop-In Worker)

Janet Hillyard

(Drop-In Worker)

Miranda Andres

(Drop-In Worker)

Sonia Teixeira

(Midday Supervisor)

Joygun Nessa

(Midday Supervisor)

Ravellie Masamba

(Apprentice)

Megan Waite

(Apprentice)

"The staff at the drop-in have helped in many ways, such as healthy eating and the staff are always available to give advice such as where to find out about the two year old pilot scheme."

Hasfa Begum

Ten O'Clock Club

The Peggy Jay centre is as lively as ever and its fantastic outside area has continued to allow children and parents to benefit from a healthy outdoor experience. We still have a very good tuck shop that offers light refreshments to the children and their parent/carers. Once a week we have a rhyme time professional come in and sing an array of rhyming songs, action songs and traditional songs.

The centre offers space for children to play and parent/carers to relax freely but also provides planned art time that is led by our qualified team. This gives children an opportunity to learn through art and activities are extended to the rhyme time offered by the team.



"My child has been coming to the Peggy Jay Centre for years. I think that is why she has good social skills and is so good at art activities".

Jan

Youth Services

Our aim is to prepare young people for adult life and to enable them to reach their full potential.

Our youth clubs cater for different age groups including the senior youth club on Mondays and Fridays for young people aged 13 to 19 years and the junior youth club on Wednesdays for 8 to 13 year olds. Our drop in youth clubs provide a safe space for young people to make friends and take part in activities such as pool, table tennis, PS3, gym, cooking, music studio, art, drama and dance. Young people have been involved in jewellery making, African drumming and have had the opportunity to express themselves through poetry, lyric writing and dance.

We have a dedicated team of Youth Workers on hand to provide advice



and guidance to young people on a range of issues including relationships, sexual health, money, crime and housing.

Towards the end of the year we launched a new youth club session on Thursdays called The Inbetweeners. This session supports the transition between childhood and adolescence and rewards young people for completing projects and workshops with group trips. Each session is focused on key topics that encourage and develop young people's social development. For example, we worked in partnership with Leap Confronting Conflict to deliver an interactive programme designed to introduce anger management, help young people deal with difficult situations and raise awareness of gangs.

Employability

We aim to increase young people's employability by providing accredited training e.g. AQAs and opportunities for volunteering, apprenticeships and work experience. We run free music and sport training programmes for young people who are aged 16 to 25 years and who are not in education, employment and training. We also offer help with CV writing, searching for jobs and apprenticeships, filling in application forms and interview preparation.

Trips & Residentials

The young people we work with love to get away and do something different. Trips and residentials are not only a fun experience but by taking young people out of their comfort zone they develop new skills and build confidence. This year our programme included trips to the cinema, quasar, go karting, paintballing, Chessington, Thorpe Park, Wicked The Musical, STOMP and a BBC Studio Tour. Over the summer holiday we ran two residential trips for males and females to Marwell Outdoor Activity Centre near Winchester. Young people enjoyed three exciting days packed with activities including air rifles, giant swing, raft building, quad biking, climbing and canoeing.



Staff & Volunteers

Anita Oliver
(Youth Services Manager)

Latoyah Dick
(Senior Youth Worker)

Mintu Rahman
(Senior Youth Worker)

Irene-Mary Adeyinka
(Senior Youth Worker)

Kito Soki
(Youth Worker)

Kazi Iskam
(Youth Worker)

Theo Georgiou
(Youth Worker)

Sade Harvey
(Youth Worker)

Laura Davis
(Youth Worker)

Nigel Doyle
(Studio Technician)

Bianca Lawal
(Gym Instructor & Coach)

Marco Mwanza
(Apprentice Gym Instructor)

Valon Sulejamani
(Volunteer)

Helen Zikusoka
(Volunteer)

Katie Kitney
(Volunteer)

Anna Alston
(Volunteer)

Sport & Physical Activity

QCCA aims to provide all residents of Gospel Oak with regular high quality, FREE opportunities to participate in sport and physical activity. We also provide local people access to accredited qualifications, workshops and volunteering opportunities within the sport and physical activity domain.

In 2012, local young people engaged in a range of sports including athletics, badminton, rowing, street dance, boxercise, ultimate frisbee and volleyball.

In addition to the regular activities at Malden Road Multi-use Games Area and Queen's Crescent Community Centre, we have also visited various other youth projects and venues across London including the Copper Box located in the Queen Elizabeth Olympic Park.



Sport In Da Hood

Sport In Da Hood aims to up-skill local young people aged 13-25 years old and encourage them to volunteer in community sport. The programme is extremely important because community sport and physical activity providers rely heavily on capable volunteers to provide opportunities for people of all ages to participate.

This year local over forty local young people obtained Level 1 and 2 accredited coaching qualifications in a range of sports including football, basketball, badminton and table tennis and supported the delivery of local sports provision by volunteering at various community sports clubs and organisations.

Supporting NEET Young People

In partnership with Gospel Oak Action Link we have also provided local young people not in employment, education and training with access to sports coaching, officiating and leadership qualifications and exciting voluntary placements.

Staff & Volunteers

Jonathan Montgomery
(Sports Development Coordinator)

Azmal Hussain
(Gym Instructor & Coach)

Mohammed Nur
(Gym Instructor & Coach)

Nathan Yarnie
(Coach)

Priscilla Montanez
(Volunteer)

Older People's Services

Healthy Living Programme

Our programme for vulnerable older people revolves around our very well attended Luncheon Club which provides a healthy and nutritious three course meal every day. Our Luncheon Club is at the core of our Healthy Living programme for older people.

Our Luncheon Club is designed to combat loneliness and isolation. People come on a regular basis and it gets people out in the community. It informs them of the other activities that we provide and gives people the opportunity to build friendships and socialise with other light hearted people like themselves.

Our exercise programme for older people includes chair based exercise, yoga, Tai Chi and health walks. We provide a reflexology services and host regular health checks.

Befriending Service

We offer a Befriending Service to combat isolation and loneliness in our local community. This service is targeted at older people who tend to stay at home or live alone. We receive referrals from Adult Social Care, The Royal Free Hospital, GPs, The Memory Service and indeed self-referrals.

Our Befrienders are friendly and reliable volunteers who visit once a week for one hour. A Befriender can visit an older person for a chat over a cup of tea, help with reading, accompany them to appointments, or build on someone's self-esteem to bridge them in to our other activities. People who use this service usually end up becoming friends with the befriender and look forward to visits.

Other Services for 50+

- **Bingo**
- **Trips**
- **Film Club**
- **Board Games**
- **Advice**
- **IT Classes**



Staff & Volunteers

Lorraine Revah
(Older People's Services Manager)

Tracy Stinton
(Cook)

Franny McNamara
(Assistant Cook)

Queen's Crescent Market

In March 2013, the management and operation of Queen's Crescent Market was transferred from Camden Council to QCCA. The role of Business Development Manager was created and Sima Awad took up post in February to implement the vision of re-invigorating the market and overseeing its strategic growth and expansion.

Programmes are planned to support local unemployed people to start their own market stall and provide work experience for young people within the market, which in turn will contribute to the regeneration of the local economy.

Historically, Queen's Crescent Market is one of the oldest street markets in London, operating since 1862, its claim to fame being that Sainsbury's had their second, third and fourth shops on the Crescent and the original Mr J Sainsbury was once a market stall holder!

A thriving retail experience for nearly a century, the market has struggled and has been in decline for two decades. The turnaround will start by responding to the changed socio-demographic profile of the area and ensuring that the needs and desires of the local community are met.



Queen's Crescent Festival 2012

Following an exciting summer of Olympic sport in London the celebrations continued with our annual festival on Saturday 22nd September 2012. The festival attracted local residents and visitors alike with a range of performances, market and food stalls, children's rides and sport on offer.

Facilities & Services

QCCA continues to hire quality facilities at excellent value. We provide training and meeting venues to suit any organisation and hire rooms to the local community for social events at a subsidised rate. We also hire a range of equipment for events and offer minibus hire. QCCA is a registered DBS (formerly CRB) Umbrella Body.

Staff & Volunteers

Anne Darlington

(Deputy Manager)

Ahmed Wardere

(Office & Front-Line Services

Manager)

Heather Law

(Personal Assistant to CEO)

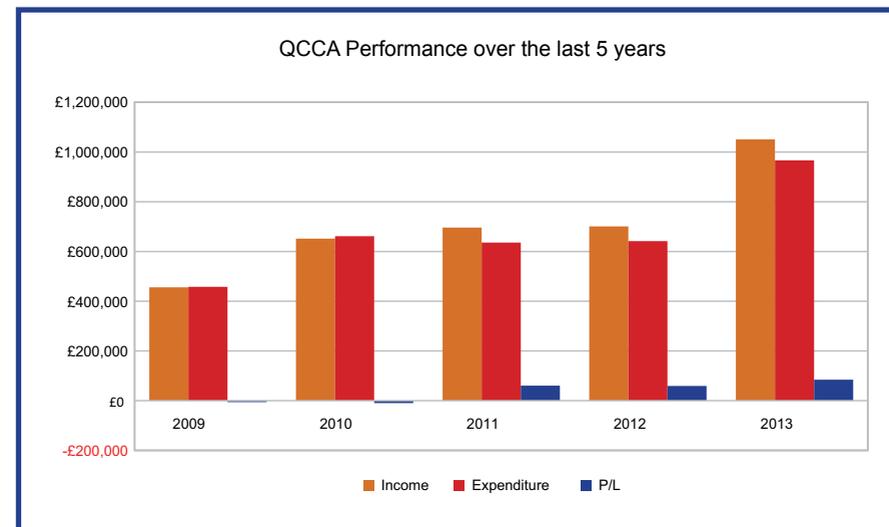
Sima Awad

(Business Development Manager)

Dean Loughran

Administration Assistant

2012-13 Accounts



Financial Year	Income	Expenditure	P/L
2009	£455,902	£457,864	-£1,962
2010	£651,808	£661,576	-£9,768
2011	£696,257	£635,879	£60,378
2012	£700,965	£641,810	£59,155
2013	£1,050,903	£966,567	£84,336



Funders

BBC Children in Need
Gospel Oak Action Link
Jack Petchey Foundation
London Borough of Camden
The Wates Foundation



Partners

Camden Community Consortium
Castlehaven Community Association
Kentish Town Community Centre
London Borough of Camden
London Youth
Maiden Lane Community Centre
Voluntary Action Camden
Volunteer Centre Camden



Address:

*Queen's Crescent Community
Association Limited
45 Ashdown Crescent
London
NW5 4QE*

*Telephone: 020 7267 6635
Facsimile: 020 7485 7014
Email: info@qcca.org.uk
Website: www.qcca.org.uk*

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