

Queen's Crescent Community Association



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, Holly Lodge Nursery, 1-2-3 Drop-In & Crèche, Ten O'Clock Club.

Sport & Physical Activity

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

Youth Services

Youth Club, Trips, Residentials, Music Studio, Multi-sports, 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, The Dome, Peggy Jay Centre, Malden Road Multi-Use Games Area, DBS 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.

2014–2015 Board Members

- 1) Michael Farrant (Chair)
- 2) Jill Fraser (Vice Chair)
- 3) Sally Gimson (resigned on 31 August 2014)
- 4) Malcolm Wroe (passed away on 22 July 2014)
- 5) Raj Chada (resigned on 04 December 2014)
- 6) Janet Guthrie
- 7) Georgia A R Gould (resigned on 01 December 2014)
- 8) Catherine Boyd
- 9) Shahabeel Lone
- 10) Dorian Courtesi
- 11) Lucian Randell (appointed on 25 September 2014)
- 12) Glen Walker (appointed on 04 December 2014)
- 13) Arij Sayed (appointed on 04 December 2014)

Chair's Report



If QCCA's history comes to be written March 2015 may well be seen as a pivotal point. It was during this month that the London Borough of Camden (LBC) began its review of the £5m funding for the whole of the voluntary sector. The impact of these discussions will not start to take effect until 2015/6, and 2014/5 can, for the most part, be seen as the calm before the storm.

The storm centre can be simply defined as the vastly reduced funding from central government to local authorities. In December 2014 LBC produced a "graph of doom" whereby by 2020 they will have lost half their funding from central government and only be able to provide statutory services.

The impact on QCCA began to become evident in January 2015, the protracted and complicated negotiations with LBC on the lease and funding for the conversion of an LBC abandoned site into a sports complex and youth centre, now named "The Dome" continued, delaying again its opening. In May 2014 LBC officers withheld some £50k capital funding for the project until we agreed to sign a lease. All major community centres had agreed not to sign leases until the terms were acceptable. This signing has yet to take place. As chair I was able to get this decision on the £50k rescinded but a further £45k was withheld in January

2015 and the Board had to agree to sign, as this sum had already been paid to a contractor. QCCA was the only community centre to have its funding withheld until it signed a lease.

In May 2014, the long delayed opening of our Holly Lodge nursery finally took place, a new building financed by LBC funding, but in which QCCA played no part in construction. Immediately we ran into severe health and safety issues. All 6 external doors had to be replaced, as well as a wide range of other major problems. This meant that we had to restrict the number of children and increase staffing ratios with a resultant loss of £54k. Despite this, the nursery was judged "Good" by OFSTED.

Our Youth Services programme continues to go from strength to strength. This is undertaken with the support of our partner organisation GOAL, which continues to bring in £100,000 a year funding, often from very local sources. Less than 5 years ago the area was notorious for shootings and gang violence. Our diversionary work with young people, along with the support of the local police, has totally transformed what was a described in the media as a no-go

area. In November 2014 The Dome was opened and our Youth Services had a new home for its activities. This vital new space provides a safe, contained premises along with a state-of-the-art sports air dome. Of the £200k funding received for Youth service activities only 9% (£18k) comes from LBC in the form of contracts.

Our management of the local street market continued to increase the number of stallholders and customers, with a diversification in its offer, that included Street Food stalls, speciality cheeses, a fish stall, artisan bread, and olives and spices. In addition, our business-training programme produced 49 graduates, 14 of whom traded on the market and further 7 secured employment. All graduates had been unemployed for at least six months when enrolling on the programme.

Our range of activities for elderly citizens, include not only the daily luncheon club, but also trips to local shops, days out, singalongs, special events at Christmas and Easter, and a holiday week at the seaside. During the year LBC announced that it was having to cut some £16m from its adult social care budget but as of yet no plans to address this have been announced.

An increasing feature of our work is supporting small, local groups, helping them to secure funding and with safeguarding policies. Examples

include a homework group in the local library, various activities in a local church and a fitness group for young Muslim girls. QCCA see this as an important and crucial part of its work. Of similar importance is our focus on community cohesion. Many of our members are from the BAME community, mostly those of Bangladeshi and Somali heritage. In addition, we host a Juma (Friday) prayer, which regularly attracts over 200 worshippers.

During the year we recruited three new trustees and 4 have retired/resigned. Alas trustees, not just those of QCCA of course, receive relatively little recognition for their unpaid work.

In summary, the year started on a high but by March 2015 the sky was clouding over. The organisation is going to face severe and significant challenges in 2015/6 and beyond. Fortunately, Board members had seen the warning clouds on the horizon, and I am confident QCCA will be able to weather the storm.

Again, I must pay tribute to the work of the trustees, staff, volunteers and not least of all the CEO, Foyezur Miah, without whose efforts none of the year's work would have been possible.

Mick Farrant

Mick Farrant
Chair

Operations Report

New buildings and premises are always exciting for any organisation, but present their own unique challenges. During 2014 QCCA took two new sites on.

In May 2014 QCCA opened Holly Lodge Nursery in Highgate Newtown. Set in idyllic surroundings on the Holly Lodge estate, the building proved to have many challenges, with outstanding or incomplete aspects to it, which had been left by the contractors that delivered the project to the London Borough of Camden. Subsequently, our Chair Mick Farrant, the Board of Trustees and QCCA management spent valuable time focusing on getting the premises to standard. Liz Nash, Holly Lodge Nursery's manager worked tirelessly to get everything rectified, whilst opening the nursery, building a customer base, developing partnerships with parents and everything else that comes with providing first class childcare. After six very quick months Liz earned a "Good" Ofsted rating for the nursery, which was a testament to her hard work and dedication.

In December 2012 QCCA entered into a partnership with the local French School (CFBL) to build a sports complex on site of the empty Weedington Road Play Centre. Half of the usage would be for the community and the French school was prepared to provide a substantial sum towards the capital costs for use during the school terms. After lengthy consultations, planning and construction The Dome opened in November 2014. The complex consists of a state of the art, all year round, Sports air dome, 4 changing rooms including one fully disabled accessible and also a brand new Youth Club. The latter has enabled QCCA's Youth Services to move from the Community Centre into its own dedicated space. Our Youth Services members were involved throughout the planning, giving them ownership of how they wanted their facility to look and feel. It was also the kids who chose the name The Dome for the site.

Operationally The Dome is a complex structure. Anchored into the ground, and kept up by constant air being pumped in, the facility needs constant monitoring and care. It has taken a lot of work during the first 6 months, along with co-ordinating different organisations and departments over 7 days a week, including a school with a full PE programme. The period has been very challenging but ultimately extremely rewarding.

QCCA has always taken pride in its policy of employing Apprentices throughout the organisation. In the operations team Apprentices are its core, being the first point of reference for anyone visiting the Community Centre, contacting the head office located there, or coming in to apply for a DBS check. We believe in empowering our apprentices and give them ownership over their roles - feeling that there should be no limit to what they focus on and can achieve. From April 2014 to March 2015 we saw one apprentice move on to a new role in another organisation, one that received internal promotion to the Assistant to the Operations Manager and two new apprentices join us in February 2015. We hope they too develop and achieve their goals, providing them the foundation for a successful career.

Neil Rebak
Operations Manager

Operations Team

*Mark Clancy, Interim
Operations Manager*

*Neil Rebak, Operations
Manager (joined
September 2014)
Debra Monaghan,
Assistant to the
Operations Manager
(left October 2014)*

*Kimberley Seymour,
Apprentice PA to CEO
(left January 2015)
Laurene Ilunga,
Apprentice Receptionist
(promoted March 2015)*

*Shilpa Karim,
Apprentice Receptionist
(joined February 2015)*

*Chloe Barrow,
Apprentice PA to CEO
(joined February 2015)*

Children's Services

Peggy Jay (the 10 o'clock club)

Located on Hampstead Heath, The Peggy Jay centre has remained extremely popular, with both the inside and the outside of the venue being utilised to its fullest.

During the year we have introduced Jorge the Rhyme Time man, who arrives on a bicycle with five different instruments. His repertoire includes new and traditional rhymes and the children benefit hugely through rhythm, language and a great social experience.

The outside area continues to be busy and buzzing; children have the opportunity to work on their physical skills. This movement combined with the fresh air puts colour on their cheeks and a spring in their step.

Inside the Peggy Jay Centre continues to stimulate the children; our wonderful staff, including our art teacher, ensures that the children are kept busy. They work on many different art projects that coincide with a story or a rhyme of the week.



The 123 Drop-in

Based at Queen's Crescent Community Centre our drop-in continues to offer families a home from home environment. Throughout the year we have used plenty of creative activities to engage the children and their parents. We have worked on healthy eating and keeping healthy, which has included trips from the tooth fairy. We also brought in different videos for parents to watch such as 'I am two and I can do', this video contained physical movement and highlighted the importance of this movement for brain development.

Smarty Arty, a magical clown, visited our end of term parties in the summer and Christmas. We also had a visit from Santa who gave all the children a lovely present!

*Susan Barbara -
Children Services
Manager*

*Liz Nash – Nursery
Manager Holly Lodge
Jacqueline Taylor-
Talbot - Nursery
Manager QCCN*

*Gill Stone -Caversham
Nursery Manager*

*Leigh-Ann Monaghan
Nilza De Lima*

*Janet Hillyard
Miranda Andreas
Asnakech Wube
Natasha Mcquire*

*Joygun Nessa
Jessica Fraser
Joanna Young*

Alice Callari

Cas Davies

Maya Keyes

Sonia Texiera

Jennifer Loughran

Kofi Yamoah

Andrea Letch

Kate Mukose

Brian Taylor

Ellen Connolly

Curtis Murphy

Ariam Aron

Sarah Hall

Caversham Nursery

Caversham continued to grow, including adding an extra room. After a battle with Planning and Building control we finally got permission to change the nursery kitchen to a baby room, officially opening in June 2014. By the end of March 2015, the room was thriving.

Throughout the year we celebrated different festivals including: Diwali, Eid & Christmas, allowing all children to appreciate and respect each other's individuality, religions and cultural backgrounds.

In partnership with QCCA's Youth & Sports services we held a fantastic sports day. Each week the Youth sports development manager came to the nursery to work with the children's physical skills and he helped to organise and run the sports day.

In September 2014 we worked to integrate a new statutory framework for Early Years Learning. We adapted the way we worked with children and ensured that paperwork did not override the importance of being with the children.



Holly Lodge nursery

Holly Lodge nursery in Highgate Newtown open in May 2014, in partnership with the Holly Lodge estate. To launch the nursery, we held an open day, in attendance were guests such as MP Frank Dobson, councillors: Oliver Lewis, Sarah Hayward and Sally Gimson.

After getting registered with Ofsted we then recruited a manager in June. Immediately Liz and her team worked on creating a fantastic environment that was vibrant, imaginative and child friendly.

Queen's Crescent Nursery

Our smallest setting was utilised to include all the seven areas of learning; the all-weather outside area was used to extend the classroom, creating a stimulating space for all the children. Our team used the garden to create a role play area, writing tables, sand and water; they used the walls to attach different sensory equipment.



During the year, Nursery Manager Jacqui and her team ran some lovely events including Fathers and Mother's day (or special person day) where the children treated their parents and guardians to a special breakfast. We shared many events during the year with the drop-in such as the summer party and the Christmas party.

Queens Crescent Nursery's team worked extremely hard during the year, achieving a well-deserved OFSTED grade.

Within the first year Liz and her team had started to build up the nursery and take in children from the local community. Ofsted came and visited before Christmas awarding the nursery a 'Good'.

Liz and her team carried out many coffee mornings during the year that included the parents and the Holly Lodge Committee; these meetings were invaluable in ensuring that vital information about the nursery was disseminated as well as working together to improve the setting.



One highlight was the visit of Wild Fangs, a fantastic experience for the children that included all sorts of creepy crawlies, lizards and spiders; the children learnt all about the different creatures and also got to hold them.

Holly Lodge Nursery – Settling In

Located in Highgate Newtown, Holly Lodge Nursery opened in May 2014. Managed by Liz Nash, the settling in of a child is always of uttermost importance. Liz explains: "I ensure that comprehensive support is given to children and their parents when they go through the transition of settling into the nursery. For many children this is the first early years setting they will be attending, and subsequently the first time separated from their parents or carers.

One parent wanted to enrol into further education, and had never been apart from her child since the day she was born. As her daughter approached 2-years-old she visited the nursery, deciding it was the perfect place for her child to attend and be cared for. Working with the parent in attendance, we settled her child over a 4 week period, introducing her gradually to the new environment and our flexible daily routine. Once the child had built her confidence and formed an attachment to a member of the team, mum became comfortable with us as the primary educators and began to remove herself from the setting.

The child spent more time at the nursery, with my team entrusted with the child's care and learning. In a short period we created an environment where the child is happy and eager to learn and mum happy to drop her off and equally eager to see the progress she has made each day. The child now attends 3 days a week, and mum is happy and focused on achieving her qualifications to further her career.

This was possible through continual work and care with the parent and child. Every situation is different any we ensure that we tailor our service to the individual's needs."

Youth Services

What we do

Every week, all year round, we provide for local young people drop-in Youth Club sessions. Sessions run 3 hours each night, and are delivered at the community centre, and from November 2014 at The Dome.

Each evening session, Youth Club members can select from a menu of activities including multi-sports; gym based activities; access to a music studio; cooking; surf the internet or simply socialize with their friends in a safe environment.

Youth workers & volunteers

When engaging with the hardest to reach young people, or those who may need additional support accessing services, youth worker support is extremely important. Through their work, acting as role-models our youth workers help to encourage members to engage in educational workshops, information, advice and guidance sessions that also take place during youth club. We also encourage members to engage in new activities such as fencing and cheer-leading, complete accredited qualifications or participate in youth led projects.

QCCA volunteers add immense value to the project via their skills knowledge and experience. We also aim to develop our members into the next generation of young leaders and positive role models for their peers which are in short supply within the area.

Communicating, learning, leading, and being informed

Through partnership with, and funding from GOAL we are able to deliver a number of vital services designed to improve members' lives and shape their future.

Our **Homework Club** provides support to 8 to 13 year-olds from a tutor and young leader in a quiet and safe environment. The tutor has reported improvement in young people's ability to communicate using I.C.T. Significantly, she has received quality

Youth Services

Anita Oliver - Youth Services Manager
Jonathan Montgomery - Sports Development Coordinator / Youth Services Manager

Mintu Rahman
Irene Adeyinka
Theo Georgiou
Kito Soki
Kazi Islam

Sade Harvey Yo
Laura Davis
Nigel Doyle
Jamie Weight
Bianca Lawal
Azmal Hussain

Maito Jameson
Nathan Yarnie
Mohammed Nur
Noorjahan Hussain
Charlie Morrison
Debbie Yorizzo

James Armstrong
Connor Jones
Salman Hoque
Selem Chowdhury
Mohammed Shafi
Alfi Francis

Mohammed Musa
Mohamed Milad Safi
Tipu Sulthan
Abdu Nur

feedback from parents, relating to their children's improved communication skills.

The **Sporteducate project** aims to use sport as a tool to engage 13-19 year-olds in using additional academic support. If members engage in study support, they can access our fitness suite. After identifying a common need in the Gospel Oak area, our tutor, a local teacher, has concentrated on the improvement of written communication skills.

Young leaders play a significant role in the delivery of our youth programme, being positive role models for their peers and capably supporting staff. Each young leader receives an induction, on-going mentoring from staff and access to training during their involvement with QCCA. Improving their communication skills is a central tenant of a young leader's development plan and extremely important when working with young people. Staff encourage young leaders to take ownership of session plans and evaluations, articulating the required information clearly and simply for monitoring purposes. Communicating effectively during sports sessions is extremely important to ensure understanding, safety and control over the group. Emphasis is also placed on active listening a skill which is critically important when working as a youth worker. It is enables understanding and develops rapport with members of the youth club.

QCCA's **Information, Advice and Guidance** service aims to support our senior youth club in variety of ways including employability skills, signposting to services or relevant services. Staff focus on improving members written communication skills in the context of education, employment, CV writing or training applications. 1-to-1 sessions aim to improve verbal and non-verbal (body language) skills in preparation for interviews or the formal workplace environment.

The last 12 months

Engagement, ownership, increasing female participation and improving self-esteem were our key targets during 2014-15.

We have developed a culture that provides our members with the opportunity to regularly express their opinions and encourage ownership of their services. This is done through structured consultations and suggestion boards. This process gives our members direct input into the content and programming of activities.



Staff have supported young people in the development of youth led funding applications, one of which enabled members to visit Liverpool and meet peers from a youth project in the city. The young people involved developed the proposal, presented it in a "Dragon's Den" format, planned, led and evaluated the trip. The successful application significantly enhanced the self-esteem of the young people involved and helped to develop a huge range of skills including effective budgeting and effective oral and written communication.

Delivering a larger range of sports activities, specifically replacing football with multi-sports, has enabled staff to engage a larger number of members each week. By offering gymnastics and traditionally sports which are not male dominated helped us to engage more girls and provide opportunities to develop their self-esteem. Successfully competing in London-wide sports tournaments has also served to increase member's self-esteem and confidence, testing their skills against peers from across the capital.

In practice: Case-studies

Despite being a polite well-mannered young man, one member lacked self-esteem and was shy when in group situations. Demonstrated by his poor posture and lack of eye contact, he relied heavily on a close friend for support when making decisions or attending events.

To build his self-esteem a youth worker identified his strengths and set him targets during times when he was not in education, employment or training. These targets were actioned during our sessions and over a six-month period he made very clear progress. He secured a job with a large high street retailer, and within a year he transformed from a young man lacking self-belief to one who indicated a desire to work with young people and become a youth worker.

Staff recognized his strength in the ability to understand other people's perspective and used this to encourage his endeavors. He is visibly more confident and continues to develop his self-esteem via positive relationships with staff, and now being involved as a volunteer during youth club. He has supported the delivery of activities, and we feel that this responsibility has attributed to his further development. Staff aim to continue supporting him to achieve his objective of becoming a youth worker. Importantly, he recognizes the impact which our support has made and provided excellent feedback to staff.

Another young person from the local area identified as displaying negative behaviours including including low level anti-social behavior. When communicating with adults or people who he was unfamiliar with he was unable to get his message across, failing to make eye contact and did not project his voice. Through conversations he demonstrated a keen interest in music production and began to engage positively with our studio technician & youth worker. We began engaging him in our Music studio activities and within time his improved behavior and attitude was recognized and we started to intergrate him as a volunteer supporting the delivery of the music programme. This provided a platform for him to develop his verbal and written communication skills. Using his improved self-confidence and communication skills, developed working in the studio, he represented his local area as part of a group of young people from across London aiming to bring Onside Youth Zones to the capital. This involved group working, speaking in front of peers and staff members and showed how far he had developed. His journey has now seen him be supported to apply successfully for a music production course, and he has set his sights on a career in the music industry.

Older People's Services

We continually look at ways to provide more choice and sessions for older people in the community, to enhance their health and wellbeing; 2014 – 15 was no exception. We believe in utilising local people's skills and tap into them at every opportunity. Our services would not be possible without our network of dedicated volunteers. Our Volunteer supervisor Patricia Dolan visits volunteer fairs and continually works with groups such as Voluntary Action Camden to bring people to the service.

By the end of March 2015 the service now has 400 active members aged over 50. Our Services:

Luncheon Club

One of the services' core objectives is to combat loneliness and isolation. Our Luncheon Club provides an opportunity for service users to have a nutritious meal, meet up with friends and get out. Our Christmas lunch had 90 members attend, who were entertained and given hampers donated by local organisations.

As with all of QCCA's services funding is essential. The Luncheon Club is no exception, staff and the running of the minibus are supported by the **Big Lottery Fund** and also monthly donations from the community. A Christmas Appeal generated a large amount of donations too, enabling this vital service to continue.



Befriending Service

Lead by volunteers aged ranging in age from 30 years old, our **Befriending Service** has slowly built over the year. The service sees great reward to the volunteers, who either want to give back or have that community connection. The value to those being befriended is invaluable. The service is referral based and a lot of time is put in by local GPs, housing services, sheltered blocks and local care homes.

Healthy Living Programme

Part funded by Camden Council and the Big Lottery Fund, we offer a number of services that look to impact on health and wellbeing.

Our **Chair Based Exercise** is held twice a week and is aimed at people with mobility issues. The classes enable the long serving instructor to work with people introducing exercise into their weekly routine.

Our Thursday **Tai Chi** session has doubled in attendees over the year, attracting between 12 to 15 people each week. These numbers have been helped by local GP referrals and a qualified instructor, funded by the Big Lottery Fund.

Healthy Heart and Bone Session, Healthy Walks and the **gym** at the community centre provide further services promoting health, activity and wellbeing. In March 2014 we had 30 services users over

the age of 50 that were attended the gym during the year.

Our dedicated volunteer Jenny Flavill provides weekly **Reflexology** sessions. Each week she conducts 45 minute sessions. Service users are able to take advantage of six weekly sessions and Jenny has been able to not only give initial help with mobility but also identify other issues that can be aided by our other services.



Film Club, Bingo, trips and more

Our ever popular **Bingo** sessions run twice a week after **Luncheon Club** and the addition of the Mini Bus has meant that we can now offer trips to places of interest or for shopping. **Intergenerational Projects** are a fantastic way to engage and empower users and promote the importance of community. This year we have worked with QCCA services, local schools and Camden Council.

TEAM

Lorraine Revah
Older Peoples Service
Manager

Tracy Sinton
Cook

Franny McNamara
Assistant Cook

Queen's Crescent Market

Queen's Crescent Market, one of London's oldest street markets, is now emerging from decline and is fast becoming a popular shopping destination and social hub for the local community. It is also a platform for local aspiring entrepreneurs to launch and run their businesses.

Now in its second year under QCCA management the market has continued to build on the success of its first year of recovery, achieved through our new operating systems, business development opportunities and themed events.

Entrepreneurship and Employment Programme

The QCCA Entrepreneurship and Employment Programme provides business training courses, 1-2-1 mentoring and guidance sessions to help unemployed local residents start their own business or gain the necessary skills and experience to secure employment. Financial incentives are offered to candidates who want to trade on Queen's Crescent Market, which in turn helps boost the number of unique stalls.

Funded by the Esmee Fairbairn Foundation and LBC, and in partnership with Kentish Town Job Centre and training providers such as Seetec, QCCA ran courses throughout the year. The project gained a great deal of publicity both locally and nationally, culminating in December 2014 with MP Chuka Umunna visiting the market and graduates as part of the Small Business Saturday tour.



From inception in November 2013 to March 2015:

- 110 people were screened, of which 60 were enrolled on to the course. This was due to a surprisingly high level of basic numeracy & literacy problems, as well as childcare issues, mental health & depression, lack of confidence and idleness.
- 49 people completed the course
- 18 people have signed off Job Seekers Allowance or Employment Support Allowance. The cost of JSA per person annually is £3764.80, saving the taxpayers £67,766.40 pa
- 14 are trading or have traded on Queen's Crescent Market
- 6 have secured employment
- A graduate is exhibiting his art / paintings at a local gallery
- A graduate has secured workspace with the help of the local business forum to start his own woodwork/metalwork workshops
- 15 young people have gained short term work experience on a market stall with seasoned trader

Case Study – Joe Hanson

In 2013 Joe Hanson began to suffer mobility problems, and subsequently prevented him from continuing his trade in building and carpentry. ESA became Joe's source of income. After several operations which rendered him house bound for long periods of time he began to look at options for getting back to work. He decided he wanted to set up his own business, making things from wood and then selling them on a market. The business course run by Queen's Crescent Community Association seemed perfect for his needs, so Joe enrolled for the course in June 2014.

Before the course Joe had no confidence in his abilities to undertake such a task and imagined that it would be extremely complicated, with mountains of paperwork and that financially he would be completely his own when the time came to switching from ESA to his own earnings.

The course changed Joe's attitude completely. It was very clear about each step needed to start a business and become a trader. Joe was amazed at how simple it was and found the tutors were extremely thorough, very knowledgeable and came away feeling very confident and excited about the future.

After the course had finished Joe was supported by both Sima Awad from QCCA and the training providers who helped deliver the course. As part of this support Sima introduced Joe to James Waite, a local entrepreneur, and the Chair of the Gospel Oak Business Group. James had been working with Camden Council to help generate local business in unoccupied retail premises and after some discussion Joe was given use of one of the spaces to set up a workshop.

Joe is now running his own carpentry and metal work business.



Case Study - Kate Boyle

Kate Boyle completed the course in November 2014. With any funded project, evaluation is a vital part of the process, and feedback from beneficiaries the best way to collect that. Kate told us that:

“For me, the course couldn’t have had a more transformational effect. I went from being broke and deeply depressed when I first met Sima, to starting a business of my own, with a place to trade, a website, marketing expertise, invaluable bookkeeping advice, and (most importantly) a reason to feel motivated and passionate about each and every day. For the first time in 15 years, I absolutely love what I do; my confidence has grown enormously and I feel really and truly proud of myself.

I had a great education, and have had good jobs in the past, but I have never thrived at work before. I’ve always wanted to start my own company but wasn’t sure how to do it, and I thought I’d need a huge amount of start-up funding. I was unhappy at work for many years, completely stuck. In the spring of 2014, I left my last 9-5 job; by the summer, I was broke, still unemployed, and at an all-time low. If there had been even the smallest fee attached to the course, I don’t think I would have felt I could justify it. I think I have lots of potential, I have faith in my company, and a bright future ahead of me, but I know for certain, that if the opportunity to participate in the Entrepreneurship and Employment Programme hadn’t come into my life, I’d be in a completely different situation.

Thank you again.”



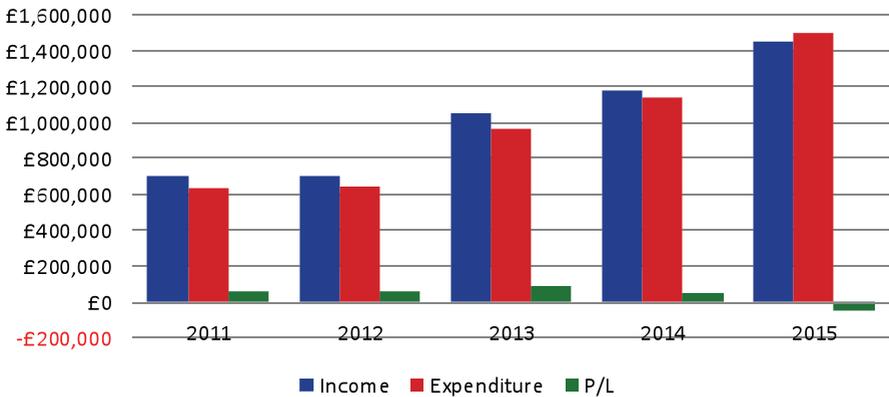
List of employees

Sima Awad
*Business Development
Manager*

Eloise Roberts
Events Coordinator

2014-15 Finances

Financial History of QCCA



Financial Year	Income	Expenditure	P/L
2011	£696,257	£635,879	£60,378
2012	£700,965	£641,810	£59,155
2013	£1,050,903	£966,567	£84,336
2014	£1,179,547	£1,134,219	£45,328
2015	£1,452,581	£1,503,548	£-50,967

Finance Team

Mustaq Miah

Dean Loughran

Pauline Kim

Funders

BBC Children in Need
Esmee Fairbairn Foundation
Gospel Oak Action Link
Help A Capital Child
Jack Petchey Foundation
Jill Jones Trust
London Borough of Camden
Metropolitan Police
Wates Foundation
William Wates Memorial Trust
The Big Lottery Fund
Tudor Trust
Variety Club
Youth Music
John Lyons



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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