

# QUEEN'S CRESCENT COMMUNITY ASSOCIATION



*Empowering Local People with Local Solutions*



**QUEEN'S CRESCENT COMMUNITY CENTRE  
MAITLAND PARK SPORTS CENTRE  
FLEET COMMUNITY CENTRE**

# INTRODUCTION

## *Mission Statement:*

*“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.”*

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 homes.

Eleven years on, QCCA manages three premises: Queen’s Crescent Community Centre, Maitland Park Sports Centre and Fleet Community Centre. We also offer services from two other local sites: Weedington Road Play Centre and the Peggy Jay Centre on Hampstead Heath.

We currently employ five full-time staff, two apprentices and up to twenty-five part-time and sessional workers. Over the course of the year, over fifty volunteers have worked for QCCA delivering both front-line services and professional consultancy.

### **QCCA delivers over 45 different services**

#### **across seven different programmes:**

- Under 5s • Young People • Older People
- Education & Employment • Exercise and Fitness
- Culture • General Facilities & Services

#### **Board Members:**

Mick Farrant, June Grun, Moshaid Miah, Sally Gimson, Wendy Richards, Catherine Boyd, Charles Keidan, Raj Chada, Malcolm Wroe, Janet Guthrie, Dugald Gonsal, Georgia Gould, Jill Fraser, Shahabeel Lone



# CHAIR'S REPORT

Looking back over the year, it has been yet another important milestone in QCCA's history. We began all those years ago with an annual budget of £19,000, operating from a single semi-derelict building. In October this year, the QCCA umbrella, which included 5 sites, expanded further as we took over the running of the 10 o'clock Club at the Peggy Jay Centre on Hampstead Heath.

With the growing number of local people taking part in our activities, we faced an increasing problem because of the sheer numbers of people accessing the premises. We thus embarked on an ambitious programme of building financed by the Henry Smith Trust, the Youth Capital Fund and monies provided to Camden Council by developers in the area. We are now the proud owners of a new Children's Centre, and as we speak construction is underway to build an extended community gymnasium, purpose built changing rooms, a recording studio, a sports library, a renovated front office, a kids' play area and a new ICT suite.

The last two years has seen Camden Council lead a review of the voluntary sector, but this has so far failed to recognise the distinguishing features of grassroots community centres in comparison to national charities whose branches operate in the borough.

At the start of 2010 there are signs that the contribution of community centres is beginning to be recognised. Central to our work is the fact that for every £1 in grant-funding we receive from the Council, we generate a further £7 in voluntary effort. Our core mission remains to achieve community

cohesion, working in partnership with local people to provide local solutions.

QCCA could not have reached this point without the commitment and dedication of our staff and volunteers. Above all, my sincere thanks to Foyezur Miah, for his many long hours of outstanding work. ■



*Mick Farrant*



# DIRECTOR'S REPORT

*Whilst community centres often bring to mind dreary brick-layered complexes comprising an array of non-functional rooms and crumbling plaster, they are, in reality, an unappreciated resource with the potential to transform communities.*

Over the past year we have strongly challenged this stereotype and clearly demonstrated that QCCA is able to confront local deprivation by channelling the views and opinions of local people into an innovative, growing and dynamic programme of service delivery.

This year, QCCA faced one of the greatest tragedies in its history. On 18 January 2010, our Youth Worker, Kito Soki, and a young person were victims of a shooting as they tried to mediate in a dispute on the edge of Queen's Crescent moments after the close of our Youth Club. Whilst their injuries were not fatal, it is easily forgotten that QCCA is a grassroots organisation, emerging from the midst of one of the most deprived communities in London. Gospel Oak ranks in the bottom 10% of the government's deprivation index.

In this context, it is only natural that we are wary of imminent funding cuts, because fewer resources will directly impact the quality of life in our community. Cutting budgets will inevitably mean cutting essential support for isolated older people, vulnerable young people and children who are taking their first steps in life. However, with the anticipated funding cuts ahead of us, we have been working tirelessly to depend less on the Local Authority and adopt a self-renewable and sustainable strategy.

As we embark on greater opportunities and take the lead on partnership and consortia initiatives as well as adopting local groups, services and community assets, we are increasingly operating as a social enterprise which is able to generate income for the public benefit. Together with Castlehaven Community



Association and Kentish Town Community Centre, we secured a Modernisation Fund grant to set up a consortium to enable the three organisations to explore more formal ways of working together. Through a vehicle company, Community Centres Consortium, we aim to diversify our income streams, become more effective, resilient and needs-led in our service delivery. By working collaboratively, we will reduce duplication of services and back office costs.

QCCA holds an affectionate place in the hearts of local people. At public meetings held this year, councillors and residents overwhelmingly voted to support our campaign for the purchase of an accessible vehicle to support our Youth and Older People's Programmes. Gospel Oak Area Forum donated its entire annual budget of £10,000 and Haverstock Area Forum contributed £2,500 to the fund. It is this community spirit which fuels QCCA's ambition, and puts us in the prime position to lead the regeneration of the area.

For many local people, QCCA is the first point of call. If we cannot help someone directly, we know the right person who can. Every need is important to us, and every individual deserves an individual service. With the vast range of activities and events that take place across all our facilities, and the thousands of different people who access these services, this

report can never do justice to the breadth and depth of our commitment to this community.

I offer my sincere gratitude to my staff and volunteers, in addition to the Board, for their dedication to our mission. My special thanks to Mick Farrant for his undivided attention, sacrifice and trust over the years. ■



***Foyezur Miah***

# UNDER 5s PROGRAMME

## 1-2-3 DROP-IN & CRÈCHE

We continue to offer an excellent drop-in and crèche facility 3 days a week at Queen's Crescent Community Centre. With plenty of toys and activities, we provide a safe, stimulating and fun place for parents and their children to explore and learn through play and games. As an Ofsted registered body our approach is based on the Early Years Foundation Stage curriculum.

Our activities for children include arts and crafts, story-telling and healthy cooking. Alongside other agencies we promote new opportunities for parents

and carers as well as access to essential services, particularly in health and emotional wellbeing for hard to reach groups.

The 1-2-3 Drop-In and Crèche has become a social hub for parents and carers from our diverse community. Parents and children from different backgrounds share and interact on a common platform of mutual respect, building the foundation of a cohesive community during the formative years of a child's development. We celebrate special occasions include different religious and cultural festivals to create greater understanding and promote integration. ►►



1-2-3 Drop-in  
for under 5s



## *Mother & Baby:*

Eden Butta and 1-year old Mistre Fasil:



*"I've been coming to the 1-2-3 Drop-In since my daughter was six months old. I really enjoy the different activities which take place every day and it's good for my daughter to play with lots of other children. Sometimes we also go on day-trips which we wouldn't otherwise be able to afford. At the sessions Mistre also gets a healthy snack of fresh fruit and there's even tea and coffee for us parents.*

*The crèche is a chance for me to get a short break so that I can attend the exercise class while Mistre stays in the crèche. I really like it when children have story time and sing nursery rhymes.*

*The drop-in has made a big difference. Mistre is learning how to draw, recognise different colours and write. For me too, there are lots of benefits. I have no family nearby, so this is chance to meet new friends and share parenting skills. I only wish the drop-in was open every day!"*



**Kate Mukose**

(Drop-In & Crèche Coordinator)

### **Other Staff:**

***Fernanda Johnson, Janet Hillyard,  
Akoï Barac, Nilza Maria De Lima &  
Farah Akram***



# UNDER 5s PROGRAMME

## TEN O'CLOCK CLUB

At the beginning of the year the well-established 10 o'clock Club at the Peggy Jay Centre on Hampstead Heath was under threat of closure following the withdrawal of funding from the Pre-School Alliance. As a result, QCCA stepped in to save the centre from closure after securing funding from the Hampstead Wells & Campden Trust. The Peggy Jay Centre is a purpose built children's paradise, with play facilities carved into the natural landscape. Every morning we run a drop-in session for under 5 year olds and their parents and carers, creating a haven for young mothers who benefit immensely from the support networks which have formed, and the structured programme of workshops which focus on nurturing positive child development.

## QUEEN'S CRESCENT NURSERY

The newly-built Children's Centre was completed in the late autumn and the garden area is currently being refurbished. With completion imminent, we look forward to the next year when our under 5s provision will include a new nursery for 3-4 year olds. ■



# YOUTH PROGRAMME

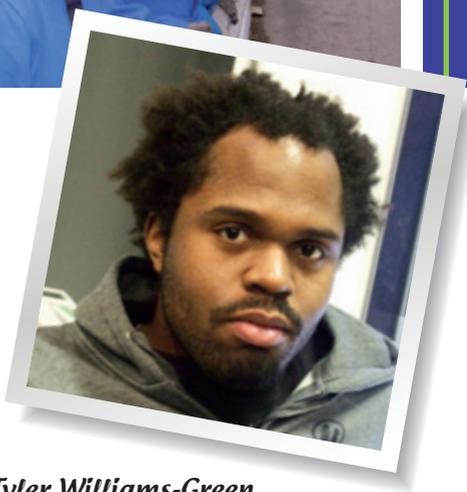
Our Youth Programme Strategy has undergone a massive transformation. We have improved the structure of our drop-in sessions to a more accountable form of youth-work which increases our ability to monitor and evaluate the impact of our work. In addition, our activities are firmly orientated towards achieving accredited learning outcomes, making a lasting impact on the future prospects of young people.

Earlier this year we became an AQA registered body, which allows us to accredit our own programmes. This is particularly important in an area where 62% of young people leave school without 5 GCSE passes, often lacking basic skills in literacy, numeracy and communication.

## *A safe space for young people*

Within Youth Club we have invested in new equipment and facilities and our regular attendance on Friday evenings can increase to above 80 young people. This is the highest number of participants in any regular youth facility of similar size across the borough.

Our Youth Club sessions provide a safe space where young people can socialise and learn through wide-ranging activities, which increase their confidence and raise their self-esteem. In this setting, we run both formal and informal education provision and workshops with a focus on personal safety and healthy living. We try to use as many enjoyable mediums to convey learning and skills development including sport, art and drama. >>>



***Tyler Williams-Green***

(Senior Youth Worker)

### **Other Staff:**

***Latayah Dick, Josie Benson, Mintu Rahman, Kito Soki, Mohammed Salim, Bianca Lawal, Michael Oyudemi and Shaun Barnett***

Activities in Youth Club are supplemented by a regular schedule of trips and residentials which apart from providing diversionary activities teach young people leadership and initiative. We are increasingly providing careers support for young people with senior members of staff. Through 1-2-1 surgeries, we equip young people with the skills to design CVs, apply for apprenticeships and perform successfully at interviews.

Young people play a central role in our day-to-day planning and development. At the end of this year we recruited two young apprentices who had recently dropped out of education. Alongside a vocational qualification and practical work-experience, our staff offer mentoring and personal support to help young people who are not in education, employment or training (NEET) make a full transition into mainstream opportunities.

We continue to work in partnership with Gospel Oak Action Link and other local services in the delivery of our Youth Programme. ■

## Young Voices

Ryan, 13-years-old:



*"There is lots happening in youth club and it means we dont have to stay on the streets we come inside and play pool and PS2 and we do workshops on drugs etc. Some of us dont go school or college so they need to get there qualifications to get jobs and the youth workers are always helping keep us out of trouble. Inside youth club they got a teacher to help with numeracy and literacy for gcse exams. In half term we went Thorpe park and there was lots of rides we dont go many places because we dont have money. I want to become a youth worker so I volunteer as well."*



# OLDER PEOPLE'S PROGRAMME

Our programme for vulnerable older people revolves around our highly successful luncheon club which serves nutritious meals for up to 35 people, five days per week. Lunch consists of a variety of starters including hot soup and a salad buffet, followed by a choice of main course and dessert with tea, coffee and biscuits for only £3. This remains an integral service for older people who cannot cook for themselves.

Alongside the luncheon club, we organise a vibrant schedule of social and health-related activities: chair-based exercise, a film club, bingo, knitting classes, belly-dancing, tai-chi and reflexology. This is supplemented by day-trips and supervised holidays, which this year included Eastbourne and the Isle of Wight.

More often than not, it is the opportunity to provide older people with additional support such as benefits advice and welfare needs in partnership with Age Concern, which is most beneficial. We are grateful to the City Bridge Trust for funding our Healthy Living Programme for older people. >>>



**Lauren Godfrey**

(Older People's Coordinator)

#### Other Staff:

**Tracy Stinton & Frances McNamara**



## Senior Opinion

Stevie Upadhyih:

*"I started coming to Queen's Crescent Community Centre 10 years ago, having just retired from work and suddenly on my own. A friend of mine from bingo invited me to come and try the lunches. I'm very pleased to have accepted that first invitation and here I still am.*

*Apart from the lunches, which are fantastic value for money, there's great company if you enjoy meeting people and lots of activities should you wish to get involved. I would never have thought that at 60 years old, I would have a go at learning how to use the internet. I must admit I still don't know it all, but at least I can send an email and order things online. I'm even learning to use some of the internet jargon! Every Thursday I enjoy a relaxing half-hour of reflexology with the lovely Jenny.*

*All the office staff are very friendly and helpful. The cooks are sheer magic, all credit to Tracy and Franny. Long may Queen's Crescent Community Association give us all such pleasure."*



**Robert Stuart & Stevie Upadhyih**

Unfortunately, our services have been restricted to those who can reach us, because of the limitations of local transport for those with mobility issues. We are now looking to purchase a minibus to provide a collection service to reach those most in need, and we are grateful to the Local Area Forums of Gospel Oak and Haverstock for launching our appeal with a generous contribution of £12,500. ■



# OTHER PROGRAMMES



## EXERCISE & FITNESS

In conjunction with the Jubilee Hall Trust, we have been running daily fitness classes at the outdoor gym in Lismore Circus. As the only supervised outdoor gym classes in the borough, we have contributed to almost 100 residents exercising regularly. During the winter, these classes move indoors at Queen's Crescent Community Centre.

Our community gyms at both Maitland Park Sports Centre and Queen's Crescent Community Centre continue to thrive, with the latter undergoing extensive refurbishment at present.

## EDUCATION & EMPLOYMENT

We currently operate a multimedia suite, from where we run a range of classes including regular CLAIT

classes in partnership with Kingsway College. Our UK Online Centre currently has 12 computer stations and provide public access to online services, in an area where many households do not have a computer.

This continues to be a popular service, particularly for young people. The facilities are currently being refurbished and we expect to have an additional 13 new computer stations installed in the next few months. We are also looking forward to launch a local digital inclusion campaign in the next year, using the online basics system called "myguide" developed by UK Online.

With a significant BAME population local to our centres, we run ESOL classes in conjunction with the Working Men's College. We are heavily oversubscribed and our waiting list currently has over 70 people registered. Alongside ESOL classes

# OTHER PROGRAMMES



we offer a free crèche service for learners with small children. This additional support for learners with children is provided in partnership with SureStart.

As part of our commitment to the skills development of local people, we provide a range of volunteer placements and internships in areas such as child-care, youth-work, administration, project management and marketing. Volunteers and interns receive mentoring and supervisions from line-managers.

Towards the end of this financial year, we introduced two apprenticeship roles for college drop-outs and young people not in education, employment and training.

## CULTURE

Over 3,000 local residents attended this year's Queen's Crescent Festival on 25 July 2009, which

extended from the market to Lismore Circus. Run in partnership with Well London and Camden Arts & Tourism, this year's festival was themed "Be Creative Be Well" engaging a plethora of local groups and community organisations.

The festival consisted of a continuous live performance of local artists and entertainers including a fire juggler, stilt walkers and magicians. Stalls selling everything from international cuisine to bric-a-brac lined the pathways. In keeping with the theme of the festival, local people had the opportunity to take part in a wide-range of taster-sessions including boxercise classes, wicker sculpture workshops and urban arts. Various health stalls promoting healthy eating and smoke cessation were on hand to advise local people on improving their medical health.

We are grateful to our corporate sponsor, John Mills Ltd for their financial support.

## GENERAL FACILITIES & SERVICES

QCCA continues to provide a range of essential facilities to the community from across all our three sites. This includes many specialist groups including those working with refugees, recovering addicts and ex-offenders. For many local groups we offer meeting rooms for a subsidised rate as well as professional support and consultancy particularly in fundraising and corporate infrastructure. In addition, we offer a range of equipment for hire to host public events and festivals.



### Other Staff:

*Azmal Hussain*

*Zahra Salim*

*Natasha Mcquire*

*Jhakkir Hussain*

*Abdullah Sharif*

*Ibrahim Alfa*

*Alan Stephens*

*Sandra Closier*

*Mohammed S Mamdani*

### Apprentices:

*Ali Hussain and Saif Uddin*

### Professional Volunteers & Interns:

*Claudia Möller*

(Graphic Designer)

*Glenys Blankson-Quaicoe*

(Marketing & Outreach Intern)

*Toyin Sodunke*

(IT Programmer)

*Astley Wedderburn*

(IT Programmer)

*Babagana Baba*

(IT Consultant)

*Jenny Flavill*

(Reflexologist)

### Other Volunteers:

*Ornella Soki, Ajou Deng  
and Jenny Flavill*

# OUR VISION: QCCA – THE PEOPLE

## EDUCATION & EMPLOYMENT

*AQA Registered Centre, ESOL classes, CLAIT classes, UK Online Centre, Short & Vocational Courses, Duke of Edinburgh Award Centre, Training Academy*

## EXERCISE & FITNESS

*Sports Hall, Changing Rooms, Sports Library, Bike Loan Scheme, Supervised Outdoor Gym Sessions, Community Gym, Football Pitch, Tai-Chi*

## CULTURE

*Seasonal Parties, Music Studio, Queen's Crescent Festival, Community Radio Station*

## FACILITIES

*Queen's Crescent Community Centre, Fleet Community Centre, Play Centre & Peggy Jay Centre, Stage & Equipment Hire, Affordable for Local Groups & Communities*



# PEOPLE'S HUB



## UNDER 5s

*Drop-In & Creche, 10 o'clock Club,  
Community Nursery, Children's Play-Area*



## YOUNG PEOPLE

*Youth Club, Trips, Residentials, Workshops,  
Music & Dance Sessions, Sports*



## OLDER PEOPLE

*Luncheon Club, Summer Holidays, Film Club,  
Bingo, Knitting, Belly-Dancing, Reflexology*

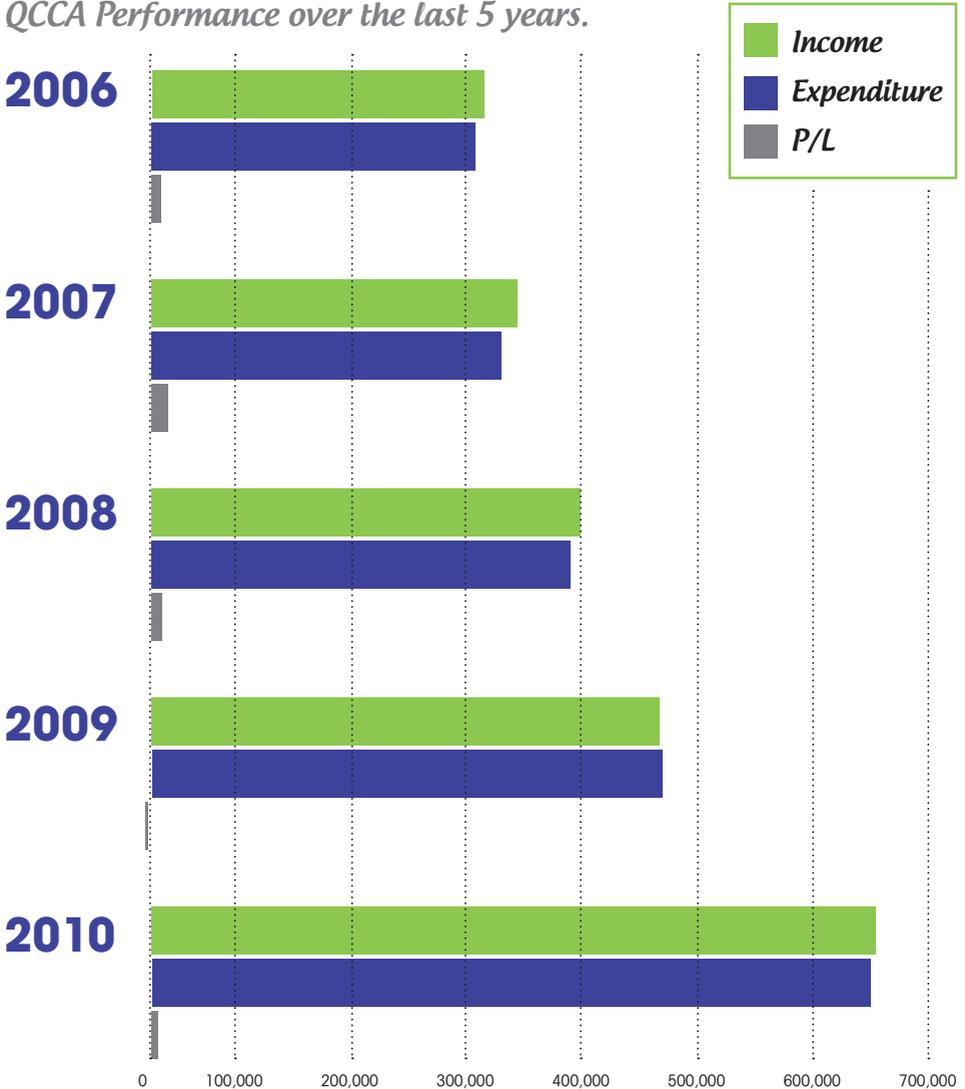


## & SERVICES

*Centre, Maitland Park Sports  
Satellite Sites: Weedington Road  
CRB Umbrella Body, Minibus,  
Stable Community Space, Support  
Community Organisations*

# FINANCIAL HISTORY

*QCCA Performance over the last 5 years.*



# ACKNOWLEDGEMENTS

## Funders & Corporate Supporters:

Children in Need  
City Bridge Trust  
Clothworkers' Foundation  
Direct On PC  
Hampstead Wells & Campden Trust  
Henry Smith Charity  
Jack Petchey Foundation  
John Lyon's Charity  
Local Area Forums –  
Gospel Oak & Haverstock Wards  
London Borough of Camden – Arts & Tourism  
London Borough of Camden – Culture & Sport  
London Borough of Camden – Social Services  
London Borough of Camden – Youth Services  
Modernisation Fund  
Photocopiers R US  
Richard Reeves Foundation  
SureStart  
Telecom Resource  
Toja'rt  
UK Fitness Network Trust  
UK Online  
Well London

## Organisations & Partners:

Age Concern  
Camden Community Safety Team  
Camden Primary Care Trust  
Camden Volunteer Centre  
Carlton Primary School  
Castlehaven Community Association  
City of London Corporation  
Gospel Oak Action Link  
Haverstock School  
Jubilee Hall Trust  
Kentish Town City Farm  
Kentish Town Community Centre  
Kentish Town Community Organisation  
LawWorks  
Metropolitan Police – Gospel Oak & Haverstock Wards  
Queen's Crescent Library  
Somali Welfare Association





*“Ascend the incline that leads on your left to Queen’s Crescent Community Centre, one of the focal buildings in the area. The first centre on this site was opened in 1978. It flourished at first, with stand-up comics providing live entertainment, but it degenerated into a drinking club. In 1999 a grant from the GO Partnership enabled it to become the lively community centre it is today. It provides a wide range of activities for people of all ages, backgrounds and interests.”*

*Source: “Streets of Gospel Oak & West Kentish Town” published by Camden History Society*



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