



asian resource centre  
croydon

# Annual Report

2017/18





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## Chair's Preface

2017/18 was a good year for ARCC, full of change and progress. We welcomed new Staff and new Board members, created a plan to guide us, and have been building partnerships that will have a lasting and positive impact for our Croydon citizens.

We're proud to be working with a wide range of dedicated caring individuals and organisations, from local government through to the faith community as well as our funders, in achieving our key aims and objectives.

ARCC continued to make great progress with our partners in Croydon while undergoing much transition. I would like to recognise and thank all members of ARCC Staff for their great stewardship through our time of change.

We've been constantly growing and learning through our involvement with our partners in enriching our experience of working with the residents of Croydon.

Our success is the community's success. With the ongoing support of our donors, partners, Board members and volunteers, ARCC is ready for the challenges and achievements ahead.

**Ashtaq Arain**  
Chair



*Ashtaq Arain*  
*Chair*

## Vision/Mission, Objectives & Core Values

### Vision & Mission

- Our mission is to support, develop and promote voluntary/community activity that enhances the quality of life for all in Croydon.

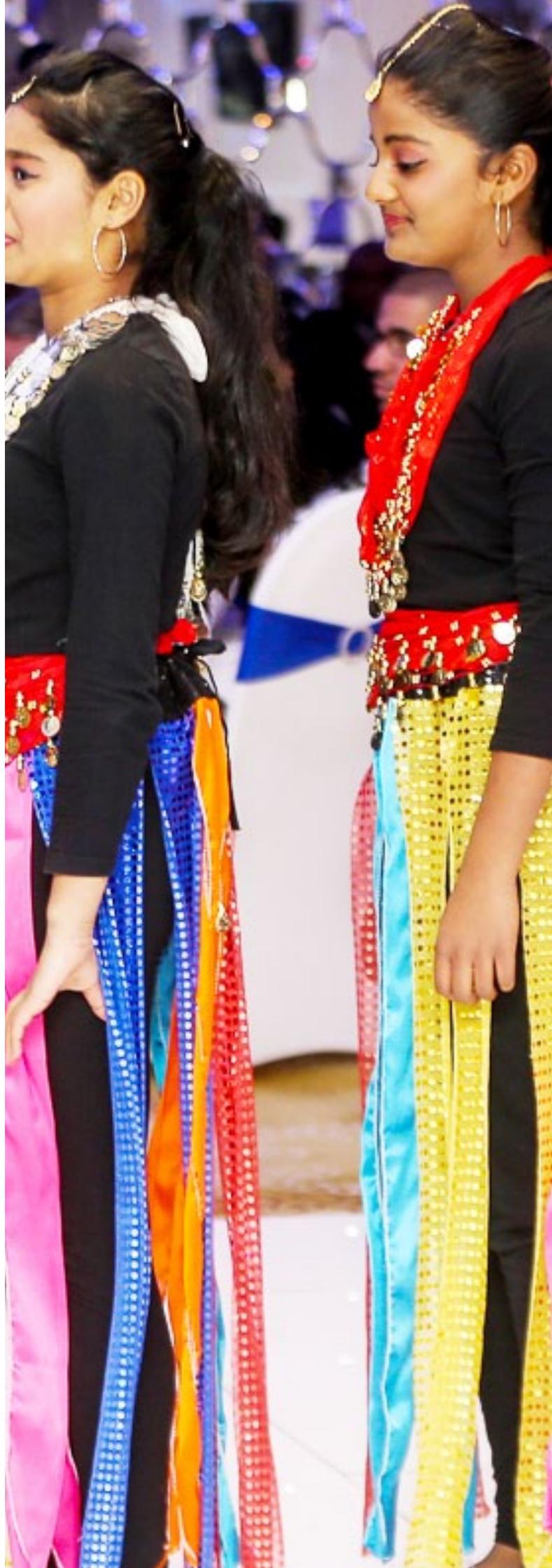
### Objectives

- To expand ARCC services to work primarily with communities that are reflective of Asia Pacific but not exclusively so.
- To reduce social isolation and loneliness in Asian communities.
- To promote health and wellbeing in Asian communities.
- To advance dialogue around mental health and domestic abuse in Asian communities.
- To establish a co-produced youth programme.
- To increase social integration and social cohesion.
- To expand our services to neighbouring Boroughs to Croydon i.e. Sutton, Merton, Lewisham and Bromley with a view to expand our services to pan London.

### Core Values

Our shared values guide us in everything we do:

- *Empathy:* We listen with empathy and treat people with respect. Our work is guided by what people tell us they need.
- *Empowerment:* We empower people with the skills, knowledge and confidence to take control of their lives.
- *Excellence:* We inspire and lead action. We always work hard to improve what we do and respond positively to challenges that arise.



## Chief Executive's Report

2017-18 has been an amazing year for ARCC. We have seen both growth in our services and real results from our existing programmes. ARCC has enjoyed an upward trend in all of its activities and we are achieving great outcomes for Croydon residents. Most importantly People are benefiting whether it be through our health and well-being programmes or our diverse dance and body movement classes.

We have collaborated with a range of strategic and service delivery partners to offer joined-up solutions to some of the complex problems that face people at the margins of society. Thanks to the support of our funders, our well established and committed partnership is now delivering seamless services through a common vision and a collaborative spirit. This year we have delivered a partnership programme that saw over 7,500 people over a period of twelve months that benefited from our services.

Croydon is changing and we are adapting to meet the needs of the present landscape. We are seeing a more diverse range of people than ever before. Whilst ARCC is establishing itself as dynamic, exciting and evolving organisation in an ever demanding and competitive environment, we are firm in our values of empathy, empowerment and excellence. We believe genuine and mutually beneficial partnership working is the best and only way forward for future success that is why we have been working closely with like-minded organisations to develop new and exciting partnerships.

The next year will come with both challenges and opportunities for ARCC. With government funding shifting towards competitive commissioning and tendering, small and medium sized charities like ours are more at risk than ever, however ARCC is building its services and partnerships to sustain and secure a bright future.

Evaluation of our projects show that we are making distinct contribution and playing a critical role as both infrastructure and delivery organisation by being flexible and responsive to need, offering a holistic service to the Asian and BME VCS and those facing the greatest disadvantage.

Our focus for the coming year will be on sustaining our existing programmes, developing our youth initiatives and developing new partnerships.

Our membership has increased, our delivery has expanded and our income has grown, however we know there is much to be done to create a fair and equal society where the disadvantaged have the same access as the privileged and a chance to break the cycle of poverty. We are very excited about the coming year and will work harder to close the gap from exclusion to inclusion.

**Ima Miah**  
**Chief Executive Officer**



*Ima Miah  
Chief Executive Officer*

## Community Fund Programme LBC (London Borough of Croydon)

ARCC has been funded by London Borough of Croydon for a period of three years to deliver a programme of projects covering four elements, which include; Legal, Financial & Digital Inclusion, Health & Wellbeing, Young People & Parenting and DASV (Domestic Abuse & Sexual Violence).

ARCC is the lead agency for 15 community partner agencies and are responsible for off-site audits and monitoring returns to Croydon Council to ensure that services are delivered to contractual requirements and to ensure high standards of quality across the partnerships.

Our Health & Wellbeing programme is a range of projects tackling social isolation and health inequalities through luncheon clubs, coffee mornings and social gatherings.

Our Young People & Parenting programme offers free tutoring and homework support to disadvantaged children 8-10 years old.

We also have a positive parenting course that is well attended and helping families to connect in the Borough.

Our DASV (Domestic & Sexual Violence) Project is three pronged where we show awareness raising films to create conversations in the community, we run a discreet drop in for people living with DV and we ran a freedom programme for 12 week educating and supporting to make decision whilst living with DV.

Our Legal, Financial & Digital Inclusion programme offers a range workshops including free initial legal advice, budgeting, benefits, understanding APR and IT support.





## VEG (Visible Elders Group)

People's Health Trust

A range of activities are held as part of this project amongst residents that are 50+ to reduce social isolation, improve health and well-being and form bonds of friendship.

We have continued to deliver weekly sessions at different venues comprising of Therapeutic Dance Movement Classes, Chair based Yoga and Tai-Chi Sessions.

In addition to this we have held monthly Friend's Coffee Mornings with different themes, which sees participants attending from the other activities and on average we have 70-100 people attending each month to socialise, make new friends, hear from guest speakers as well as find out about the latest projects/activities in the Borough.

We have had a range of different tutors for the weekly classes that have come with their own expertise and different styles that have kept the participants engaged and motivated at all times.

We are grateful to the People's Health Trust for funding us again as the project is having a huge impact on the lives of so many individuals in the Borough and as a consequence we are having new participants joining us every week being referred from local organisations, GP's and other health professionals.





## Croydon Health & Employment Project

ESF/Big Lottery

ARCC along with 8 other partners continued to deliver our CHEP (Croydon Health & Employment Project) to provide employment opportunities to Asian Women.

To date have worked with a number of participants who have received support for job Search, CV writing skills, interview skills and mock interview sessions.

We have been able to offer many of them volunteering placement and training courses which was a life changing achievement for the ladies who were unemployed for long time or for their entire life.

Some individuals have moved on to employment, many people have received training for Childminding Course as well as Food & Hygiene Training. Among them a few ladies were successful in getting jobs in School and Nursery.

Our Online Interactive IT Classes was very popular amongst the ladies who normally can't afford to go for expensive training. IT training helped them with the basic life skills including filling up benefit forms, dealing with online applications and regular day to day life.

We have also offered them free access to weekly health and wellness classes.

We have a lot of success stories and we have thoroughly enjoyed our journey through this project with our participants.





### Current Pensions Income

What is your current total State Retirement Pension?

If you have entered your State Retirement Pension, this must include any other State Pension you receive.

What is your gross income from any occupational or private pension or annuity?

Are you entitled to receive the State Pension and/or other State Pension payments?

How much will you get this year (or expected to get)?

Weekly	£ 8.00
Monthly	£ 96.00
Yearly	£ 1,152.00

- State Pension
- Occupational Pension
- Private Pension
- Other Pensions
- State Pension Credit
- Other State Pension
- Other Pensions

### Current Other Income

## **BLBG (Big Local Broad Green)**

Local Trust

ARCC is proud to be the LTO (Local Trusted Organisation) for BLBG. This is a Big Lottery Funded Project for 10 years via the Local Trust.

BLBG aims to strengthen and enhance the area through delivering resident led social investments to harness the assets, strengths and connections of local people who live and work in the Broad Green area in Croydon.

This project will improve the lives of the local people through their talent, aspirations and passions and ARCC administers the funding and employs the staff of BLBG.

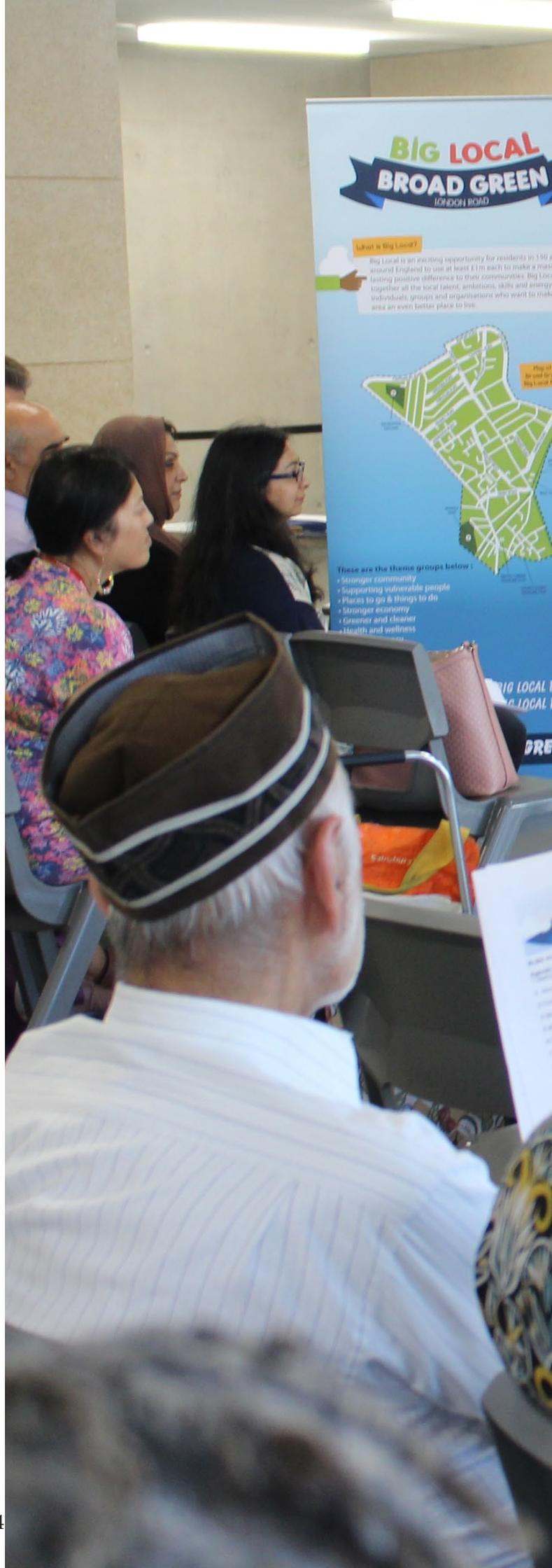
## **Javaan Umeed (Young Hopes Project)**

The Childhood Trust

ARCC held a Focus Group in May 2017 with 50 young people. The findings have shaped our youth project Javan Umeed (Young Hopes).

Following the consultation ARCC participated at the Big Give Christmas Challenge championed by the Childhood Trust to develop a Children & Young Persons Hub that can give children the support they need outside of their home to help them to overcome their obstacles to become the best that they can be.

These needs are met through a holistic programme of Education, Socialisation, Recreation, Health & Wellbeing and inspirational mentoring, transformative information and counselling.





## **IWD (International Women's Day)**

ARCC is proud to support IWD (International Women's Day) with this year's theme being #PressforProgress.

As always this was a great opportunity to network with women from a range of communities.

We had great performances, raffle and our inspirational speaker for the event was the renowned author Shahida Rahman who gave a presentation on the Asian Suffragettes and the inspirational women behind the movement and the huge contributions they made to society.

## **Annual Dinner & Fundraiser 2017**

ARCC held its Annual Dinner & Fundraiser at the Grand Sapphire Hotel & Banqueting on 30th November 2017 attracting over 100 people to attend.

The evening was full of entertainment and fine dining. The event was hosted by BBC Asian Network Presenter Tommy Sandhu and our Auction was compered by Syed Ahmed from The Apprentice. We had Leah Mackenzie and Kimberly Anne performing on the night as well as local groups.





WE ARE  
SOCIAL  
TWITTER FACEBOOK YOUTUBE

## International Older People's Day

ARCC is committed to celebrating International Older People's Day and the contribution they make to society. As an organisation we do not believe age should be a barrier to fulfilling one's potential and always look to support any initiative that promotes/celebrates the achievements and contribution of elders in our community.

Some of the projects and organisations ARCC work with are specifically for older people to reduce social isolation, improve the general wellbeing by keeping fit and active as well as having a balanced diet to increase their longevity and quality of life in later life.

## Eid Al Fitr Community Event

ARCC in partnership with Elmwood Community Centre held an Eid Al Fitr Community Event this year. We had over 250 attendees from all communities who joined into the festivities. The event had a mix of stalls including Croydon projects and local entrepreneurs and businesses. The entertainment was varied and interactive which kept the audience engaged throughout.

## Diwali and Vaisakhi Celebrations

ARCC believes in bringing communities together through cross cultural and multi-faith celebrations. We were delighted to celebrate Diwali and Vaisakhi with our friends coffee morning and share stories from all communities about how they celebrate the festivities and the similarities across all communities.





## Croydon Mela

It was wonderful to see the Mela return to Croydon this year.

As an organisation that has had a longstanding association with the Mela, we were pleased to take part in the Mela held in Wandle park with new organisers.

With thousands of people attending from across Borough to see international acts and soak in the carnival atmosphere, it was a great opportunity for ARCC to promote our services on offer.

Through a chai stand we managed to raise hundreds of pounds for humanitarian crisis in Rohingya.

## Mini Bazar

In partnership with Elmwood Community Centre ARCC held a Mini Bazar in May 2017, the stalls were local ladies who were starting a small business from home. The stalls included bright and beautiful Indian clothes and jewellery, Asian street food as well as arts and crafts.





## 3FF'S Award 2017

On the 27th of November, 3FF hosted an Evening of Faith Recognition and Celebration.

The event recognised the vital work of local communities in making London a welcoming place for people of all faiths and beliefs.

The awards were sponsored by The Exilarch's Foundation and Amersi Foundation, and the event was supported by Her Majesty's Lord-Lieutenant of Greater London's Council on Faith.

72 local projects received awards for their services to and for faith communities in London. These projects demonstrate how Londoners from all faiths and beliefs can work together for a fairer and more inclusive city.

It was a great honour for ARCC to attend the 3FF'S Evening of Faith Recognition and Celebration where ARCC was recognised and awarded for services to and for Faith and Belief Communities in London.





## Community Fund Showcase Event

ARCC along with number of our project delivery partners participated at the Community Fund Showcase Event in February 2018 to promote/publicise some of our projects and activities.

Along with other Community Fund delivery partners ARCC also presented an overview of our projects and delivery to date to a large audience.

The star act of the day was a performance from our Health & Well-being Dance Movement Class.

## Workshops/Training

Our Community Builder Trainer has been working with all our partners introducing ABCD (Asset based community development) and our target to have a trained community builder in every partner group is on track.

We have also worked with other agencies to deliver joint workshops and training for the benefit of the community.





## Secretary's Report

As you will see from this year's Annual Report, we have had an amazing year at ARCC with high profile events and unprecedented project delivery. We have reached diverse communities across the Borough and worked with new and existing partners to deliver a multi-agency approach to health and well-being legal, financial and digital inclusion, young people parenting and DASV training/drop-in sessions.

Our Community Fund Project delivery has seen amazing outcomes and has had life changing impact on the lives of people all over Croydon. We have seen so many people and have listened to the positive impact of the projects on their day to day lives. One of the successes has been participation from new service users who would not normally partake in many of these activities due to many barriers they face. This is credit to our culturally sensitive and welcoming service.

Last year I reported on the successes of our first Annual Dinner & Fundraiser held by ARCC and I am pleased to report that this year in partnership with the Childhood Trust we participated in the Big Give Christmas Challenge raising money for our Youth Project at our Annual Dinner & Fundraiser at Grand Sapphire. All of our trustees, staff and supporters of ARCC made pledges and donations, which were match funded by the Childhood Trust. I would like to personally thank everyone for participating in this fundraising campaign and making us achieve our target.

As the organisation has grown the demand for our work has also increased. We are looking ahead to the future with increased optimism and a sense of satisfaction as the hard work and continued dedication of all the staff and board members has been acknowledged by so many people on a daily basis.

I would once again like to give my sincere thanks to our hardworking Staff who worked tirelessly behind the scene. I would also like to thank all our funders, trustees, members and other stakeholders who have supported us over the years in bringing ARCC to the fore.

**Dilly Surelia**  
**Secretary**



UAE XCHANGE

Leah McKenzie

UAE XCHANGE

UAE XCHANGE

Christmas Challenge

BIG LOCAL BROADBAND

ROYDON

Leah McKenzie

UAE XCHANGE

UAE XCHANGE

UAE XCHANGE

UAE XCHANGE

Dilly Surelia  
Secretary

## Treasurer's Report

We have had an unprecedented year at ARCC where we have seen the organisation grow from strength to strength. From a financial perspective our income stream has almost tripled from the last financial year thanks to the hard work and dedication from the committed Staff, Board of Directors and everyone associated with the organisation. The year began with a lot of promise and anticipation and to say that we have delivered on all fronts would be an understatement.

We have worked closely with our core funder LBC (London Borough of Croydon) whom have shown a lot of faith and confidence in the organisation and I am happy to report that we have exceeded all expectations by meeting all our targets/outcomes for the year. Our Community Fund Projects funded by LBC has seen us partnering/working with a number of organisations in the Borough with themes covering health & well-being, young people and parenting, legal, financial and digital inclusion as well as DASV (Domestic Abuse & Sexual Violence).

As the LTO (Local Trusted Organisation) for BLBG (Big Local Broad Green) we have received funding from the Local Trust via the Big Lottery to support this resident led organisation funding new and innovative projects in the Broad Green area of Croydon. ARCC is efficiently managing these funds to employ the BLBG Staff and release funding for the successful project recipients in a timely manner and I am pleased to report that all the projects have progressed well and made a positive impact with the funding they have received.

Our ESF (European Social Fund) and Big Lottery Fund has seen the CHEP (Croydon Health and Employment Project) delivery to get women from the Asian communities into employment via training opportunities and offering health and well-being sessions to candidates, whom have all benefited from this great opportunity.

It is worth noting that some of the funding that we were due to receive for this project is still outstanding for the current financial year and we hope to recoup this in the following financial year due to technical issues with ESF.

During this financial year we have also been funded by The People's Health Trust to deliver weekly sessions of Therapeutic Dance, Yoga and Tai-Chi as well as monthly Coffee Morning's to local residents that are 50+. This is continuation from the last financial year with additional funding received from the trust for new delivery elements, which has seen the project build on the strengths from the previous delivery. We also received funding from The Childhood Trust to work on Youth Engagement and participated at the Big Give Christmas Challenge 2017 and raised funds for the Youth Hub at our Annual Dinner & Fundraiser 2017.

As an organisation we have continued to be bold and innovative and grow at a sustainable pace taking into consideration the needs and requirements of the organisation and the community at large. It will go without saying that as the organisation has grown both financially and in staff numbers it is imperative to find suitable accommodation/venue to meet these emerging needs and the whole board and the staff team have been working tirelessly to identify a suitable venue where all these needs can be met. We have had some opportunities for that to happen during the current financial year, however after due consideration it was felt the opportunities were not financially viable at this moment in time for the organisation, however if the organisation is to fulfil its long-term ambition this is the next big target.

Finally I would like to take this opportunity to thank all our funders including London Borough of Croydon, The People's Health Trust, ESF/Big Lottery, The Childhood Trust and the Local Trust for funding us during this year as well as all my fellow Board of Directors, Members, Supporters and most importantly the Staff Team for executing the incredible work on a day to day basis and achieving all the successes with sheer hard work and dedication.

**Rumel Jahur**  
**Treasurer**



FOUNDATION

CHALLENGE

BIG LOCAL  
BROAD GREEN

VEOLIA

ChildhoodTrust



SNAP

Rumel Jahur  
Treasurer

## INCOME

£165,000	LB of Croydon
£131,758	Local Trust - BLBG
£25,440	Peoples Health Trust
£21,663	The Childhood Trust
£14,688	ESF/Big Lottery
£7,951	Donation/Sponsorships
£6,088	Fundraising Events
£5,300	Councillors Ward Fund
£825	Training & Other Income
£796	Gift Aid
<b>£379,509</b>	<b>TOTAL</b>

## EXPENDITURE

£191,194	Management and Admin
£61,659	Charitable Activities
£12,349	General Admin Exp
£9,071	Other Support Costs
£2,183	Governance Costs
<b>£276,456</b>	<b>TOTAL</b>

## ARCC Board of Directors & Staff

Ashtaq Arain  
Chandra Babu  
Dilly Surelia  
Rumel Jahur

Chair  
Vice-Chair  
Secretary  
Treasurer

Somasundaram Kanagasundaram  
Ghazala Mirza  
Raghu Shetty  
Bushra Ahmed  
Jay Patel  
Usha Patel  
Sandeep Sokhi

Director  
Director  
Director  
Director  
Director  
Director  
Director *(Resigned 20th November 2017)*

Kaushalya Kakad  
Anita Bhardwaj

Co-opted Member  
Co-opted Member *(Resigned 21st January 2018)*

Ima Miah  
Aisha Bryant-Abdullah  
Mamun Khan  
Debahuti Chakraborty  
Janet Clarke  
Rabia Iqbal  
Saera Haque  
Jennine Bailey

Chief Executive Officer  
Strategic Partnership Manager  
Project Monitoring & Finance Manager  
ETE CHEP Project Manager  
BLBG Project Coordinator / CHEP Project Administrator  
Finance & Office Administrator  
BLBG Project Support Worker / Family Guide  
Community Building Trainer





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