



**LOCAL
WELCOME**

Annual report and accounts

2019-2020

Local Welcome CIO is registered as a charity in England and Wales, Registered charity number: 1180770

Unit A, 82 James Carter Road, Mildenhall Industrial Estate, Suffolk, IP28 2DE

localwelcome.org



Cover photograph: Stephen Shepherd/The Observer

Table of contents

A. A letter from Local Welcome	1 - 2
B. Objectives and activities	3 - 14
C. Achievements and performance	15 - 24
D. Financial review	25 - 28
E. Structure, governance and management	29 - 32
F. Subsequent events and future plans	33 - 36
G. Annual accounts	37 - 49

The trustees present the annual report and financial statements of the charity for the year ended 31 March 2020. The financial statements comply with current statutory requirements and the requirements of the charity's governing document.



About us

Local Welcome makes it fun and easy for people to cook and eat with refugees in their community.

In a divided world, making the time to connect with someone different from yourself is a radical act. We use the magic of food to bring people together, connect and share their stories.

People might start cooking together as strangers, but they end up eating as friends.

The people who attend our meals are either leaders, members or guests.

Leaders are those who set up and run meals. **Members** are people who want to welcome refugees. **Guests** are people seeking sanctuary or refugees who want to make new connections and practise their English.

Our meals may be about welcoming our refugee guests to the community, but we know that leaders and members benefit from taking part too.

We want to help people from all backgrounds to build solidarity, feel less isolated and more connected to the place where they live.



A letter from Local Welcome...

To our leaders, members, guests, supporters, funders and partners:

Officially, this is Local Welcome's first annual report, but we'd prefer you to read this as an extended personal letter from us, to you,

One of our goals is to be 100% funded by our leaders and members. In the future we hope thousands of individuals will have ownership of Local Welcome and this is why writing a letter feels like the right way to go.

We're writing to you. We're sharing our challenges, achievements and learning with you. We're accountable to you.

This letter is not an annual 'proclamation of success' but is part of an ongoing conversation we've been having with you all through emails, meetings, events, phone calls and meals. As such, we welcome your feedback, thoughts and comments so we can continue this dialogue.

We're very proud of what we have achieved as a team but we want to recognise that our achievements have only been possible thanks to the support of our funders, our partners and our wonderful community of leaders, members and guests, to whom we are extremely grateful.

Local Welcome is becoming a national effort, and we couldn't be more pleased about that.



B. Objectives and activities

B. Objectives and activities

Our vision and mission

Our vision is diverse, resilient powerful communities acting together for their common good.

Our mission is to design global digital infrastructure and shared rituals for community leaders.

Our purpose and public benefit

Promote social inclusion, particularly for refugees

Refugees feel welcomed into local communities and begin to form positive social networks with people from those communities.

Tackle isolation and loneliness

Refugees and members of their new communities meet with others, make connections with new people and have a social outlet that helps them feel part of the community and increases their wellbeing.

Activate new leaders within communities

People who had never considered themselves community leaders start to lead, increasing their confidence and building local capacity.

What happens at a meal

At every meal there are 3 tables, each responsible for preparing a different dish. At each table there are 3 members and 3 guests plus 1 leader. The members and guests pair up and are led through a series of recipe steps by the leader. At each stage the leader poses a question like, 'What's your favourite meal?', to help people get to know one another as they chop, peel and grate. When all the dishes are prepared, we clear the tables, push them together and share the meal. At the end, everyone helps to clean up.

Our 2019-20 objectives

Before becoming a registered CIO (Charitable Incorporated Organisation) on 1 April 2019 we tested our meals over 4 years in pilot groups in Sheffield, Leeds, Bradford and London. People in these groups did not pay to be involved and someone from our team usually had to lead each meal.

We launched our new model in January 2019 with distinct roles - leaders, members and guests - and took payment from leaders and members for the first time. We selected 10 objectives for the year, each of which allowed us to test a 'risky assumption' which is something that:

- we believe to be true but have no evidence for, and
- is fundamental to the success of our model and if untrue could hinder growth

Objective	Assumption tested
Run regular meals in cities outside of central London	It's possible to run meals in places where members of our team don't live locally.
Get regular refugee turnout from hostels	Refugees living in Initial Accommodation Centre hostels will be motivated to attend our meals.
Find local leaders to lead our meals	People living in places where we host our meals will be motivated to lead them.
Charge people to come to our meals	People living in places where we host our meals will pay to take part.
Run meals without any of us there	It's possible for local people to lead meals successfully without anyone from our team being there to support them.
Get refugee turnout from the community	People who are refugees who have settled in a community will be motivated to attend our meals.
Operate a growing number of groups	We are able to operate a growing number of groups without increasing the size of the team.
Know what it costs to start a group	By running multiple groups we will understand in greater detail how much a group costs from launch to maturity.
Show the impact of our meals	Our meals will have positive social outcomes for leaders, members and guests.
Run groups in all four UK nations	It's possible for us to run meals in England, Wales, Scotland and Northern Ireland.

Activities

During the year we did a number of activities to meet our objectives and test our risky assumptions. This is an outline of what we did and how well we achieved each one.

1. Run regular meals in cities outside of central London

What we did: We launched all our groups outside of central London. Our first six locations (Cardiff, Thornton Heath, Birmingham, Derby, Liverpool and Wakefield) were launched close to Home Office Initial Accommodation Centres (IACs) where people seeking sanctuary (applying for refugee status) live during their first few weeks once they've started the process to claim asylum. Our final two locations (Glasgow and Belfast) did not have Home Office hostels so this gave us the opportunity to learn how to work with local refugee support organisations to invite people to meals.

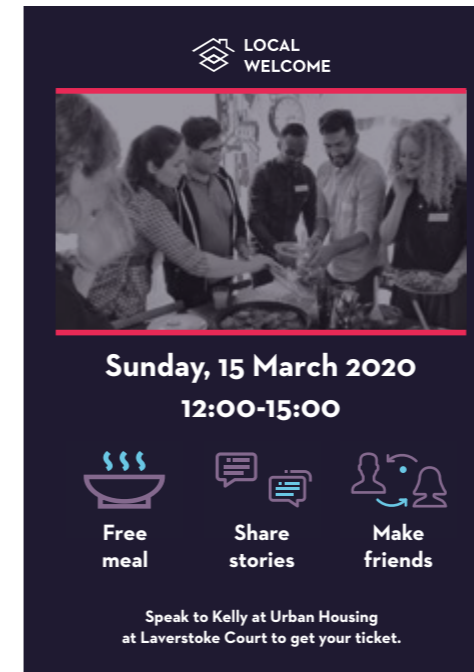
How well we did: By March 2020 we had run 99 meals with groups in 8 UK cities outside of central London, with each group hosting 2-3 meals per month, depending on its maturity. We now know it takes us four months from running our first meal in a city to running 2-3 meals per month which means we can make future growth projections based on this.



1. Group locations

2. Get regular refugee turnout from hostels

What we did: We worked in partnership with 6 Home Office hostels, and particularly with the charity Migrant Help, to invite refugees to meals. This included posters, sign-up sheets and in-person recommendations to refugees from the Migrant Help team.



2. Promotional poster

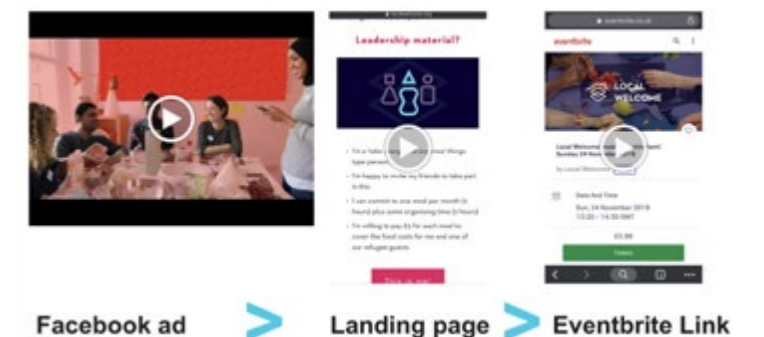
How well we did: Our first 6 groups were launched close to Home Office hostels and initially 100% of guest turnout for these groups was from those hostels. During the year, we learned that relying on our partners working in hostels wouldn't be enough to generate turnout in the numbers we needed over time and so we switched to developing relationships with refugee organisations outside of those working in the hostels.

In total we had 627 guest attendances at meals where turnout came solely from hostels over the year. The average number of guests per meal was 9 (the ideal number of guests per meal is also 9). Across all meals 74% of guest attendances were turned out from hostels.

3. Find local leaders to lead our meals

What we did: We found potential leaders through targeted Facebook advertising. Potential leaders have an introductory phone call with a member of our team and are invited to attend a meal, after which they're invited to sign up to become a leader, paying a £5 subscription per month. Leaders are asked to lead one meal a month and a rota is created two months in advance based on their availability.

How well we did: We recruited 153 leaders by the end of March 2020, an average of 19 leaders per group. The minimum number of leaders needed to lead a meal is 3 and the average number of leaders attending each meal across all groups was 4.2.



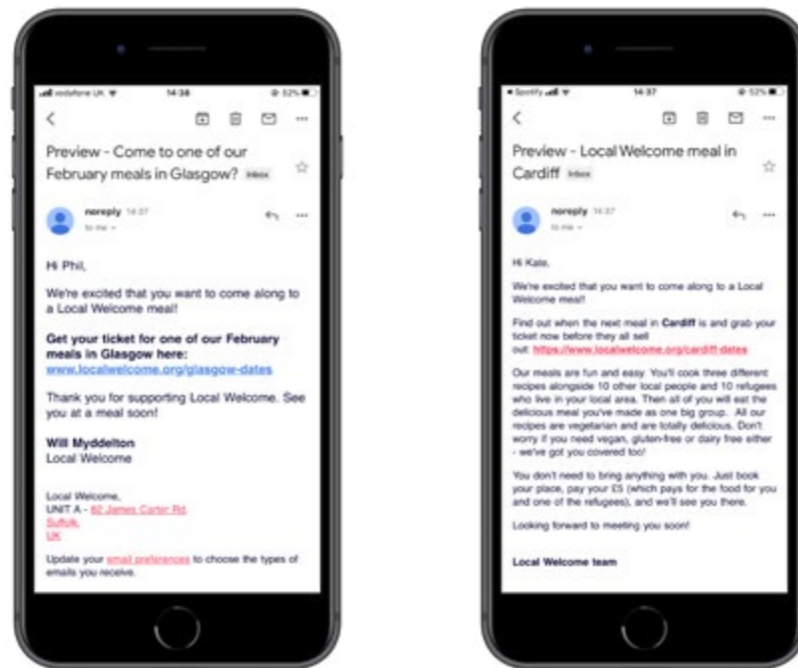
3. Leader journey

4. Charge people to come to our meals

What we did: We found potential members through Facebook advertising. They sign up to our mailing list to receive email updates about future meals which they can book onto using Eventbrite. Meals cost £5 and members can attend as many or as few as they like.

How well we did: Our income from member tickets across the year was £5,070 which equates to £51 per meal on average, or around 10 member tickets sold per meal (we make 12 available per meal).

4. Image of member invite email

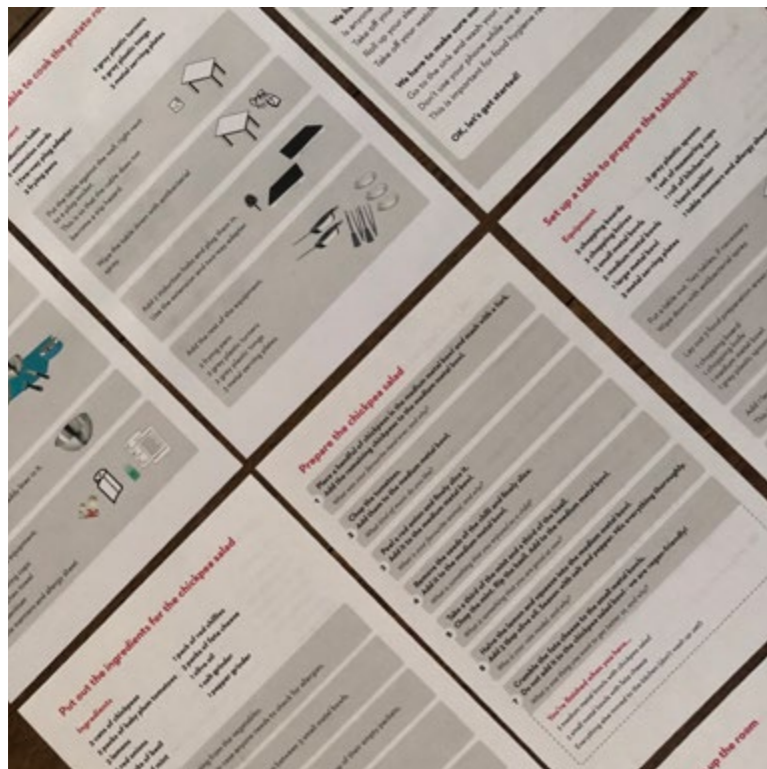


5. Run meals without any of us there

What we did: Leaders run meals in teams of five people. Our initial groups of leaders in a location learn to lead by following the example of our Sunday Meals Host who leads the first few meals in any location. After this, leaders use our printed Leader Guide to help them through the process from start to finish.

New leaders who join after our initial launch period learn from existing leaders. There is no formal leader 'training', our leaders learn by doing - they follow our Leader Guide, take advice from existing leaders and learn as they go. Members can transition into becoming leaders at any time.

5. Images of leader guide



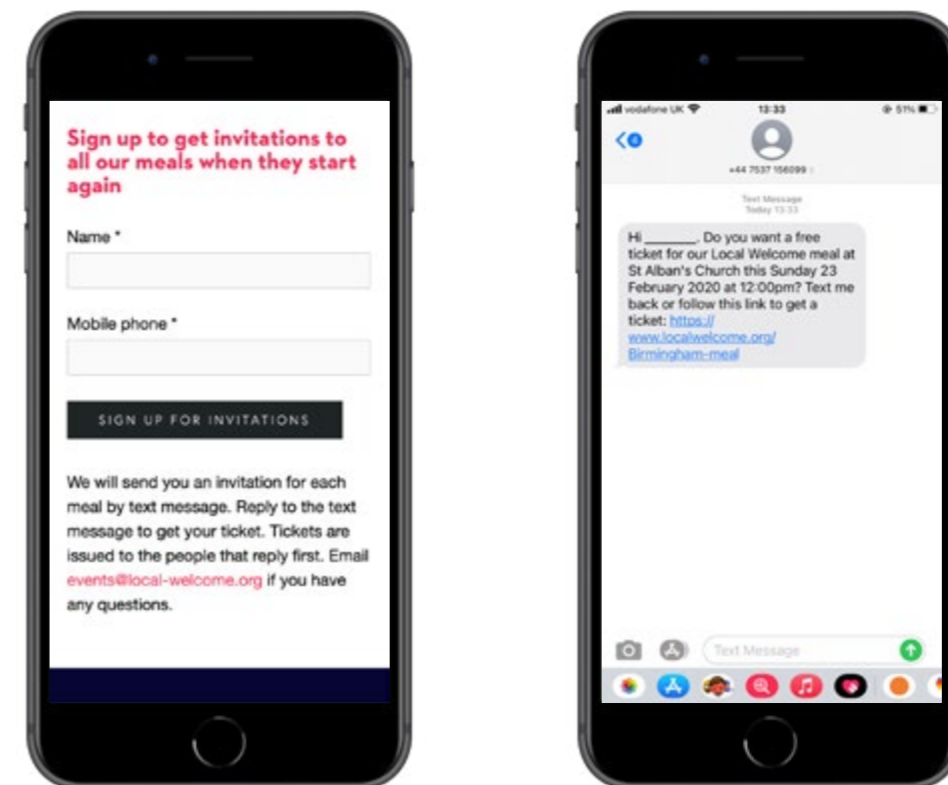
How well we did: From July, meals in Cardiff, Birmingham and Thornton Heath happened without anyone from the team being present. In July we hired our Sunday Meals Host and when we subsequently launched in Derby, Wakefield, Liverpool, Glasgow and Belfast the host would attend the first four meals in a new location. At the first two meals they would lead the meal to demonstrate the role to potential leaders and at the final two meals they'd coach new leaders to lead the meal for themselves. After this point, leaders would lead all meals without anyone from our team being present.

6. Get refugee turnout from the community

What we did: In Glasgow and Belfast we began inviting refugees to our meals who were living in the community, not Home Office hostels. To do this we started working in partnership with refugee support organisations on-the-ground and set up a simple online referral and SMS ticketing system. We also switched to turnout from the community in Cardiff (September 2019), Liverpool (February 2020) and Birmingham (February 2020).

How well we did: In total we had 228 guest attendances at meals where turnout came solely from the community over the year. The average number of guests per meal was 9 (the ideal number of guests per meal is also 9). Across all meals 26% of guest attendances were turned out from the community.

In order to generate turnout from the community we developed partnerships with 50 organisations across these 5 locations.



6. Example referral webpage and text invite

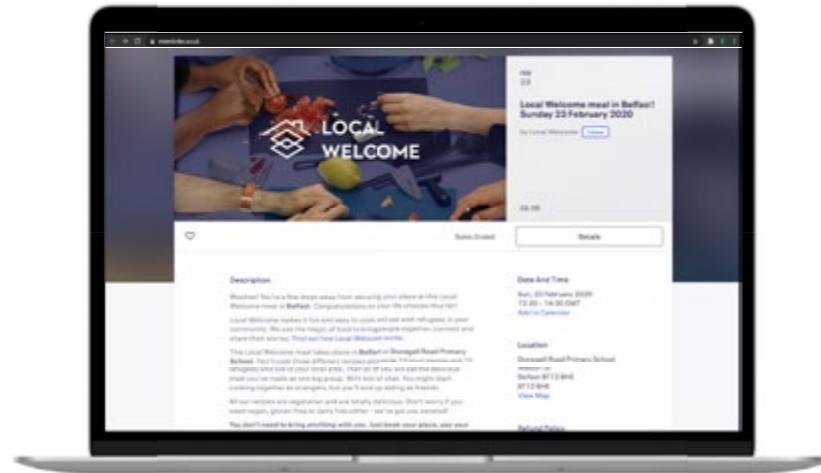
7. Operate a growing number of groups

What we did: During the year we designed scalable infrastructure to support our operations. This included:

- Venue finding and onboarding process
- Leader recruitment process including safeguarding training and DBS checks
- Guest referral partner recruitment process
- Online refugee referral process
- HubSpot Customer Relationship Management (CRM) system to manage leaders and members
- Ticketing through Eventbrite (online booking service)

How well we did: It took us 6 months to launch our first 3 groups in Cardiff, Birmingham and Thornton Heath and bring them to maturity i.e. 1 group every 2 months. It then took us 5 months to launch our next 5 groups in Derby, Liverpool, Wakefield, Glasgow and Belfast i.e. 1 group every month.

As well as operating a growing number of groups, we were also operating a growing number of meals per month. In April 2019 we ran 3 meals per month and we peaked at 13 meals per month in January 2020.



7. Screen grab Eventbrite page

8. Know what it costs to start a group

What we did: We used our accounting software, Xero, to accurately track the costs related to launching each group. Group launch costs include: Facebook advertising, kit, venue hire, DBS checks, food, travel and subsistence. Costs were tracked over time from initial launch to the point at which the group matured (3-4 meals per month).

How well we did: We now know the average cost to launch a group to maturity is £4,100 and that reaching maturity is a 6 months progress from when our first leader and member recruitment adverts appear on Facebook. (This is a gross figure and does not take into account membership income we receive during those 6 months).

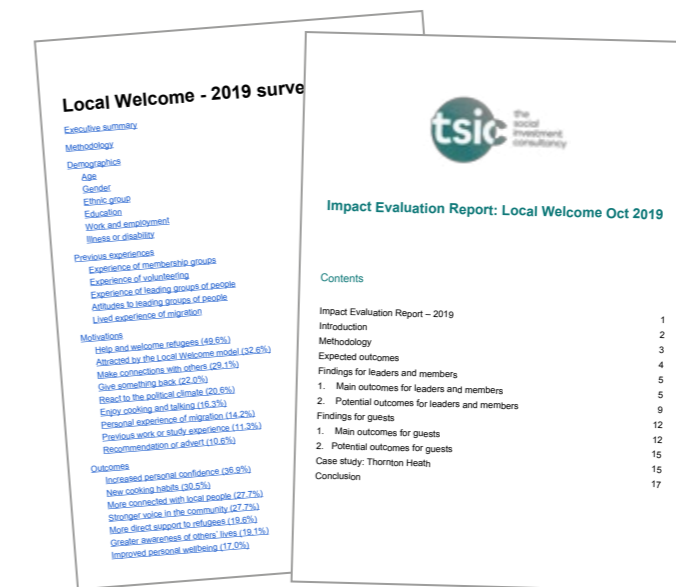
9. Show the impact of our meals

What we did: We commissioned external research into the social outcomes of our meals for leaders, members and guests with [The Social Investment Consultancy](#). We also conducted an internal survey of leaders and members. You can read more about this in the Achievements and Performance section.

How well we did: TSIC research happened in October 2019 and included 1-hour in depth interviews with 9 leaders, 7 members and 11 guests. They also observed 3 meals in person in Cardiff, Derby and Thornton Heath.

Our internal survey was sent out in October 2019 to leaders and members in Cardiff, Thornton Heath, Derby, Liverpool and Wakefield. It had a 51% response rate from 82 members and 59 leaders.

We also ask leaders and members to rate their experience from 0 to 10 following every meal to find our net promoter score (NPS). Our average NPS is 65.



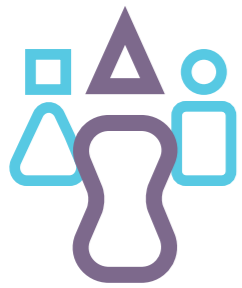
9. Icons of 2 reports

10. Run groups in all four UK nations

What we did: Our first group launched in Cardiff. We chose Wales as our first UK nation because it has a common Disclosure and Barring Service (DBS) framework to England so the onboarding process for new leaders was simpler. Once meals became established in Wales and England, we moved onto Scotland and Northern Ireland and extended our safeguarding processes to include the legal arrangements in those nations.

How well we did: We now have 5 groups in England (Birmingham, Thornton Heath, Derby, Wakefield, Liverpool) 1 in Wales (Cardiff), 1 in Scotland (Glasgow) and 1 in Northern Ireland (Belfast).

Outputs



153

**Leaders
recruited**



824

**Member
attendances**



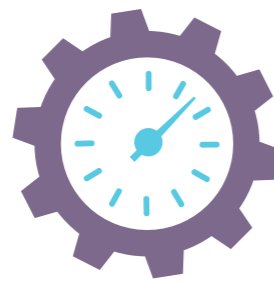
855

**Guest
attendances**



99

**Meals
hosted**



4,112

**Social contact
hours**



3,038

**Mailing list
sign ups**

Covid-19

We put all our meals on pause in March 2020 due to the growing public health concerns at the beginning of the coronavirus pandemic in the UK with the view of resuming meals when it was safe for a group of strangers to meet in a community space, to cook and eat in small groups again. You can read more about the impact of Covid-19 on our activities in the 'Financial review' and 'Subsequent events and future plans' sections of the report.



C. Achievements and performance



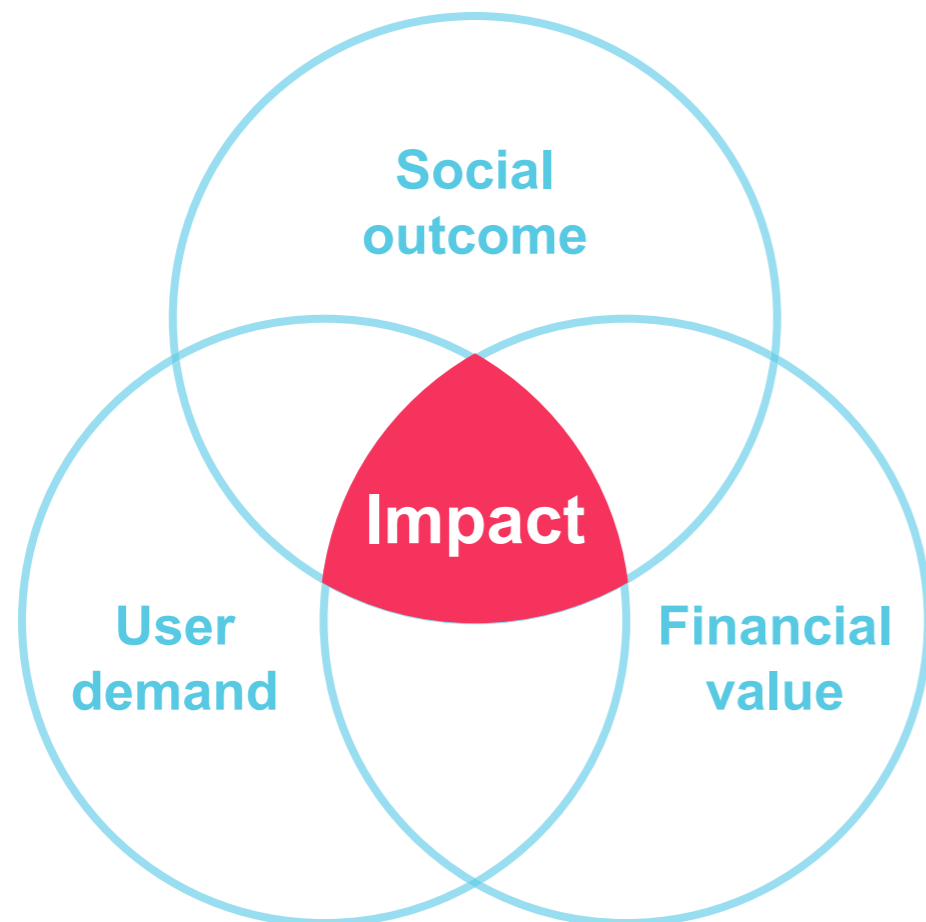
C. Achievements and performance

Having an impact

This year we've demonstrated that:

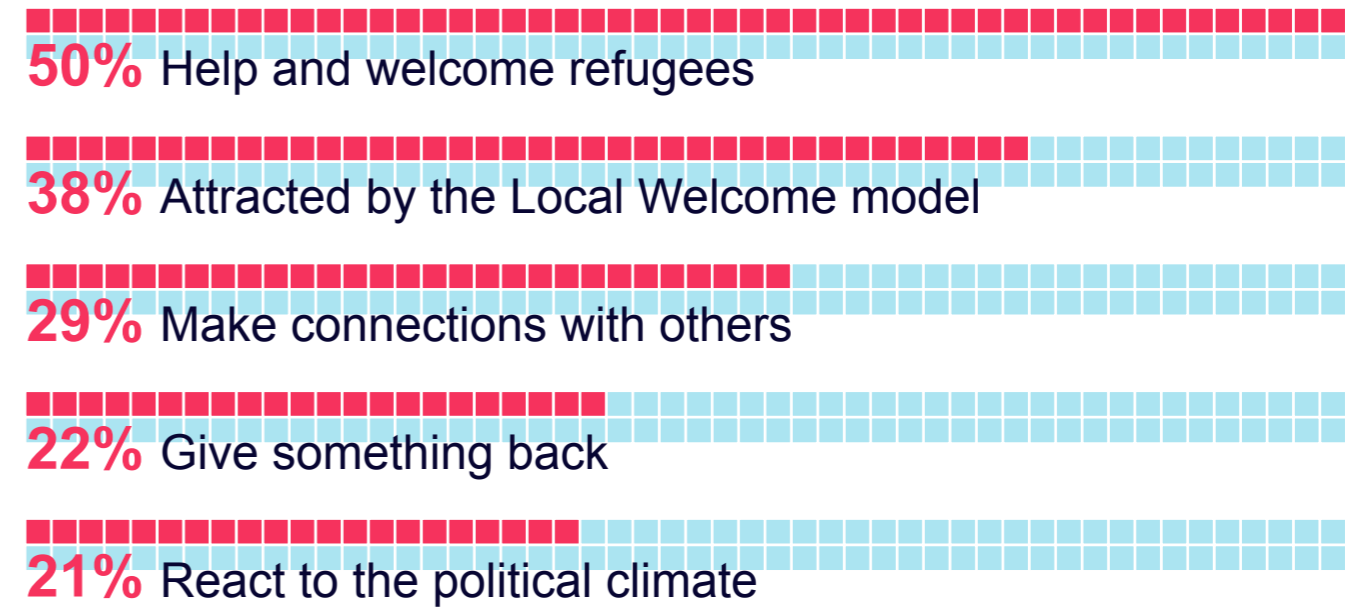
1. There is strong demand for our meals
2. People will pay to lead and attend meals
3. Meals have positive social outcomes for leaders, members and guests

Our ambition is to scale up to the point where we are a 100% membership funded organisation. We can only do this if there's demand and people pay, and we can only achieve our purposes through social outcomes. The impact we have lies at the intersection of these three things.



User demand

These are the reasons why leaders and members joined Local Welcome (data is from our 2019 internal survey).



We successfully turned these positive motivations into firm commitments:





“Our city has always welcomed people and I felt strongly that we had to show asylum seekers and refugees that there are good people around.”

- Liverpool leader

“I am interested in the idea of mutual experience rather than “charity”

- Thornton Heath leader

“There has been so much anti-immigration sentiment in the media over the last few years that it seemed like a great way of showing that I didn't feel the way the media portrayed the British population feeling about immigration/refugees.”

- Cardiff leader



Financial value

People will pay to join our meals. We generated £4,430 in leadership subscriptions and £5,070 in member tickets in 12 months. It costs £4,100 to launch a group and £300 to run a group each month once it's matured.

Knowing these figures means we can state that we'll reach self-funding at 89 groups, but only if we increase the monthly leader subscriptions and the price of meals for members to an average of £8. When we relaunch meals after the Covid-19 pandemic, we will explore new pricing structures to achieve this.

Social outcomes

We know that our meals have positive social outcomes for our leaders, members and guests thanks to independent research by The Social Investment Consultancy and our own internal survey of leaders and members. You can read the full reports on both sets of research here: localwelcome.org/impact

Based on this research, here are the outcomes we have evidence for, mapped against our charitable purpose and public benefit.

Purpose	Public benefit	Evidenced outcomes
Promote social inclusion, particularly for refugees	Refugees feel welcomed into local communities and begin to form positive social networks with people from those communities	<ul style="list-style-type: none"> Increased understanding of the local community (G) Discovery of new skills (G) Increased understanding of refugees (LM) More direct support to refugees (LM)
Tackle isolation and loneliness	Refugees and members of their new communities meet with others, make connections with new people and have a social outlet that helps them feel part of the community and increases their wellbeing	<ul style="list-style-type: none"> Increased wellbeing and emotional resilience (LMG) Increased confidence (G) Improved English skills (G) Feeling useful (LM) More connections with local people (LM)
Activate new leaders within communities	People who had never considered themselves community leaders start to lead, increasing their confidence and building local capacity	<ul style="list-style-type: none"> Increased confidence (LM) A sense of agency and ownership (LM) Stronger voice in the community (LM)

(LM): Leaders and members, (G): Guests





“They took care of me, they introduce themselves to you, they try to ask about your background or they try to tell you about themselves. They’re nice when socialising.”

- Cardiff guest

“We spoke about activities to do in the area... I discovered a place I need to visit, Crystal Castle... and then other free activities and walks. I also learn the ways of living here.”

- Thornton Heath guest

“Normally I think about a lot of sad things but when I come to the meals my head is here and not anywhere else. I feel good for a moment and that is nice”

- Derby guest

“I have met a young man at Local Welcome from Eritrea who wasn’t able to swim and when he said he would like to learn I was eager to help him so we have arranged a few lessons and this has gone really well. I feel very happy that I am able to help him and we have made friends.”

- Birmingham member

“Since joining Local Welcome my confidence has increased and when a better position came up at work I applied and I have got the job. That’s because of the faith Local Welcome has in people. Local Welcome gave me the skills to be a leader which I never thought I could ever do. I would never have applied for this position without Local Welcome. I not only help others but I help myself.”

- Cardiff leader





D. Financial review

D. Financial review

Our financial results for the year are set out in the Statement of Financial Activities on page 41. We are grateful that we finished our first year as a CIO with unrestricted net income of £37,670 and restricted net income of £30,000. Together these meant that we were in a reasonable financial position as we entered the uncertainty of 2020/21.

Funders and supporters

We are grateful to our funders who have supported us this year and those who have committed to support us in future years. As a small, young charity it means so much to us when funders see the value in our work and back us as a team to achieve our goals. We would like to thank:



Reserves policy

At any time, we aim to maintain a total of 1 full month of normal expenditure in reserves. For any elements of our work over the following 12 months fully covered by existing restricted funds, we do not need to also hold unrestricted funds.

1 full month's normal expenditure is an approximation for the following more detailed calculation:

- 1 month of permanent salaries and related employment costs
- 1 month of contractor costs
- Minimum notice period for rent
- Minimum notice period for recurring supplier contracts
- Zero months of one-off costs

The one month of overall costs is therefore considered a good estimate as no staff currently have a notice period longer than 30 days. Also the only recurring supplier contracts with more than 30 days' notice are relatively small values. If either of those changed, we may need to increase the number of month's reserves accordingly.

This equates to desired unrestricted reserves of £26,217 compared to our actual unrestricted reserves of £37,670.

Financial impact of Covid-19

In March 2020 we were successful in our application to the National Lottery Community Fund for a grant of £487,000. We were informed that the grant will be paid in two instalments of £243,500 in April 2020 and April 2021.

We know the impact of the Covid-19 pandemic is likely to have a significant impact on our ability to grow our meals and therefore on our projected membership income from leader subscriptions and the sale of member tickets.

We are confident that the April 2020 instalment has given us financial stability for the forthcoming financial year, despite the predicted delay of membership income. It is also highly likely that the April 2021 instalment will give us financial stability until the end of the 2021 calendar year allowing us time to grow our meals and develop membership income. It is our intention to maintain our reserves in line with our reserves policy during this period of uncertainty however the trustees acknowledge that this might not be possible.

A kitchen scene featuring various items on a teal mat. In the foreground, there is a metal grater with a perforated top. To its right, a white bowl contains a spoon. Two black-handled tools, possibly knives or scrapers, are also visible. In the background, a red cup and a green cup are present. The overall lighting is dim, and the image has a dark blue overlay.

E. Structure, governance and management

E. Structure, governance and management

Structure

Local Welcome is a Charitable Incorporated Organisation (CIO) and it is governed by the provisions set out in our constitution. We registered with the Charity Commission as a CIO on 18 November 2018. Before this we were an unincorporated association. On 1 April 2019 the new CIO became operational when it took over the net assets and activities of the previous organisation.

Team

We have a small, multidisciplinary team with a mix of backgrounds, skills, and levels of experience led by our founder and CEO, Ben Pollard. [Find out more about our team](#). We had an average of 5.6 full time equivalent (FTE) team members throughout the year. This is the team resource broken down by role:

Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Ben Pollard - CEO (0.8 FTE average)											
Claire Brown - Communications lead (0.7 FTE)											
Will Myddelton - Product lead (0.8 FTE)											
Andrew Chaplin - Delivery manager (0.9 FTE average)											
Celia Mellow - Operations lead (1.0 FTE)											
Efe Harut - Designer (0.7 FTE)											
Helen Brown - CEO support (0.3 FTE)											
Annmarie Yiannis - Sunday meals host (0.4 FTE)											
Jo Bedingfield - Funding officer (0.6 FTE)											

We have built the kind of multidisciplinary team found in the technology sector because our organisation is rooted in principles like human-centred design, agile and lean. The aim of a small, multidisciplinary team like ours is to design, build and grow a service without having to increase the size of the team, achieving greater economies of scale over time. This is why in some ways our team doesn't reflect the usual structure of a typical charity. We've chosen to invest in a staff team with a mix of skills and experience including from the charity, education, design and technology sectors.

Governance

Our team of trustees met 5 times during the period (about every 10 weeks). The trustees regularly review finances, policy, strategy, the team's progress against its Objectives and Key Results and KPIs as well as safeguarding policy and practice. [Find out more about our trustees](#).

Our former Chair, Alice Newton-Rex, departed in October 2019. The trustees and the team would like to express their gratitude to Alice for being an excellent Chair, for helping to steer Local Welcome during her tenure and for being generous with her considerable expertise and experience.

Nasser Youssef stepped into the role of Chair in November 2019 and has since been an unfailing source of support and guidance for the team.

The trustees recognise that with Alice's departure the gender balance of the board is an urgent issue. We will launch a recruitment process for new trustees during 2020 which we hope will address this.

Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Alice Newton-Rex - Chair											
							Nasser Youssef - Chair				
Nick Gretton - Treasurer											
Martin Dittus - Secretary and safeguarding lead											
Ella Fitzsimmons											
James Darling											
										Bekele Woyecha	

Management

The day-to-day management of Local Welcome is undertaken by the team of paid staff, led by Ben Pollard.



F. Subsequent events and future plans

F. Subsequent events and future plans

Since the end of the reporting period (March 2020) the Covid-19 pandemic has had a very significant impact on our work as it's not been possible for us to run our meals. Here's an outline of what the team has focused on from April to November 2020.

Area of work	Examples
Preparing our meals for relaunch	This is work to improve meal delivery and operations including: developing new recipes, improving our member journey, updating data and GDPR policy and processes, researching and choosing locations for our next groups, automating our leader approval pathway. (April-July)
Running innovation workshops	A series of 9 whole-team workshops where we generated 15 new ideas for ways we can bring people together in the Covid-19 context. (August)
Designing and launching two new services	We selected two new services to develop from our innovation workshops - Local Together and ADHD Together - and designed new websites and Facebook adverts to recruit people, alongside new operational systems to support them. (September-November)
Organisational development	We authored new HR policies on pay, annual reviews, team management and designed new job descriptions for the team. We researched, planned and implemented our recruitment process for a new Chair of trustees and general trustees. (July-November)

Local Welcome's mission and vision hasn't changed. Our overarching goal of designing an impactful ritual that is 100% membership funded hasn't changed.

What has changed is the context in which we're trying to bring people together. Covid-19 means that our meals are no longer safe. At the time of writing news of a potential vaccine has reached us but we know that restrictions on public gatherings are likely to continue well into 2021.

Our strategy is to focus on the development of Local Together and ADHD Together which we're able to operate within the Covid-19 context until such a time as it's possible for us to relaunch meals.

One of our core purposes is to tackle loneliness and isolation and we know the restrictions on people's lives mean these two issues are being felt even more keenly by some people and for the first time by others.

We're committed to using everything we've learned in 2019-20 to design and develop services to support these people during this time of unprecedented disconnection.

In doing so, we hope to learn more about reaching new groups of people, developing relationships with partners in new sectors and finding ways to grow and generate member income.

Key advisors

We are grateful for the support and guidance of our advisors:

Legal

Herbert Smith Freehills LLP

Richard Norridge
Exchange House
Primrose Street
London, EC2A 2EG

Safeguarding

Sam Marks

Safeguarding trainer and consultant

Independent examiner

Nicola Anderson FCA FCIE

189 Baldwins Lane
Croxley Green
Rickmansworth
Herts, WD3 3LL

G. Annual accounts

Trustees' responsibilities in the preparation of financial statements

The trustees are responsible for preparing the trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (UK Generally Accepted Accounting Practice).

Charity law require the trustees to prepare financial statements which give a true and fair view of the state of affairs of the charity and of its income and expenditure for the period. In preparing these financial statements, the trustees are required to

- Select suitable accounting policies, observing the methods and principles set out in the Charities SORP, and apply them consistently
- Make judgements and estimates that are reasonable and prudent
- State whether applicable accounting standards have been followed subject to any material departures disclosed and explained in the financial statements; and
- Prepare financial statements on a going concern basis unless it is inappropriate to assume that the company will continue on that basis.

The trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charitable company and to enable it to ensure that the financial statements comply with the Charities Act 2011. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The above report was approved by the trustees on 16 December 2020 and signed on their behalf by



A Youssef - Chair

I report to the trustees on my examination of the accounts of Local Welcome CIO (charity no.1180770) for the year ended 31 March 2020 which are set out on pages 41 to 49.

Responsibilities and basis of report

As the charity trustees of the charity, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

Since the charity's gross income exceeds £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of the Institute of Chartered Accountants in England and Wales, which is one of the listed bodies.

I report in respect of my examination of the charity's accounts carried out under section 145 of the 2011 Act and in carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent examiner's statement

Your attention is drawn to the fact that the charity has prepared financial statements in accordance with Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102) in preference to the Accounting and Reporting by Charities Statement of Recommended Practice issued 1 April 2005 which is referred to in the extant regulations but has now been withdrawn.

I understand that this has been done in order for the financial statements to provide a true and fair view in accordance with Generally Accepted Accounting Practice effective for reporting periods beginning on or after 1 January 2019.

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. Accounting records were not kept in respect of the charity as required by section 130 of the Act; or
2. The accounts do not accord with those records.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

Nicola Anderson FCA FCIE
Chartered Accountant and Independent Examiner
189 Baldwins Lane
Croxley Green
Rickmansworth
Herts. WD3 3LL



Dated: 19 December 2020

Local Welcome CIO

Statement of financial activities For the year ended 31 March 2020

	Note	Restricted Funds £	Unrestricted Funds £	Total Funds £
Income from:				
Donations	2	362,185	52,374	414,559
Charitable activities	3	-	24,577	24,577
Bank interest		-	321	321
Total income		362,185	77,272	439,457
Expenditure on:				
Raising funds		(40,372)	(28,270)	(68,642)
Direct charitable activities		(291,813)	(11,332)	(303,145)
Total expenditure	4	(332,185)	(39,602)	(371,787)
Net income for the year	5	30,000	37,670	67,670
Reconciliation of funds				
Funds brought forward		-	-	-
Funds carried forward	12	30,000	37,670	67,670

The notes on pages 43 to 49 form part of these accounts.

Local Welcome CIO

Balance sheet As at 31 March 2020

	Note	£	£
Fixed Assets			347
Current Assets			
Debtors and prepayments	9	4,772	
Cash at bank and in hand	10	78,695	
		83,467	
Creditors: Amounts due within one year	11	(16,144)	
Net current assets			67,323
Net assets			67,670
Funds of the charity:			
Restricted funds			30,000
Unrestricted funds			37,670
Total funds	12		67,670

The notes on pages 43 to 49 form part of these accounts

The financial statements on pages 41 to 49 were approved by the trustees and authorised for issue on 16 December 2020 and are signed on its behalf by:



A Youssef- Chair



N Gretton – Treasurer

1. Accounting policies

Basis of accounting

The CIO was incorporated on 18 November 2018. There were no transactions before 1 April 2019 so no comparative figures are shown in these accounts.

The accounts have been prepared under the historical cost convention with items recognised at cost or transaction value unless otherwise stated in the relevant note(s) to these accounts. The financial statements have been prepared in accordance with the Statement of Recommended Practice: Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) effective 1 January 2019 (SORP FRS102).

The accounts have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent required to provide a true and fair view. This departure has involved applying 'Statement of Recommended Practice: Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102) effective 1 January 2019' rather than the version of the Statement of Recommended Practice referred to in the regulation but which has since been withdrawn.

The charity constitutes a public benefit entity as defined by FRS102.

Going concern

The trustees have reviewed the income and expenditure requirements for the charity, with particular reference in this accounting period to the impact of the coronavirus pandemic as noted in the trustees report, and are satisfied that the cash position together with the next instalments of grants already awarded are adequate to meet ongoing expenses for at least 12 months from the approval of these financial statements and therefore the trustees believe that it is appropriate to prepare the financial statements on a going concern basis.

Statement of cashflows

The trustees have taken advantage of the exemption in accordance with SORP FRS 102 for smaller charities and has not included a statement of cashflows in the accounts.

Significant accounting policies applied in the preparation of these accounts are as follows:

Income

Income is recognised when entitlement passes to the charity, receipt is probable and the amount can be measured.

Donations and unrestricted grants are recognised on the earlier of receipt or due date in accordance with any agreement with the donor or grant funder. Donations and grants are only deferred if they relate exclusively to a future accounting period as determined by the donor.

Performance related grants and contracts are recognised when the service has been delivered.

1. Accounting policies (continued)

Expenditure

Expenditure is recognised when a liability is incurred. Irrecoverable VAT is charged against the expenditure heading for which it was incurred.

Event costs include all costs relating to running the events including food, equipment, promotion, venue costs and travel.

Computers and other equipment with costing over £500 and with an estimated useful life in excess of one year are capitalised and depreciated at rates estimated to write off cost, less realisable value, as follows:

Computers – 3 years

Other equipment – 5 years

Funds

Restricted funds comprise income received that is restricted by the donor to activities that are narrower than, but within, the charity's general objects. Expenditure which meets these restrictions is charged against restricted income with any amounts unspent at the yearend carried forward to be applied within the restrictions in future accounting periods.

Unrestricted funds comprise income received that can be applied by the trustees at their discretion to the general objects of the charity.

Financial Instruments

The charity has elected to apply the provisions of Section 11 "Basic Financial Instruments" and Section 12 "Other Financial instruments Issues" of FRS 102, in full, to all of its financial instruments. Financial instruments are classified and accounted for according to the substance of the contractual arrangement as financial assets, financial liabilities or equity instruments. An equity instrument is any contract that evidences a residual interest in the assets of the entity after deducting all of its liabilities.

Basic financial assets, which include other debtors and accrued income are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost.

Basic financial liabilities, which include accruals, are initially measured at transaction price and subsequently measured at amortised cost.

Local Welcome CIO

Notes to the accounts (continued)
For the year ended 31 March 2020

2. Grants and Donations

	Restricted £	Unrestricted £	Total £
Grants			
National Lottery Community Fund	162,000	-	162,000
The Dulverton Trust	30,000	-	30,000
AS Charitable Trust	-	10,000	10,000
People's Health Trust	3,524	-	3,524
	195,524	10,000	205,524
Donations			
Predecessor organisation (see note below)	159,071	40,069	199,140
Herbert Smith Freehills LLP	5,840	-	5,840
St Mark's Church	-	500	500
Urban Housing	-	500	500
Individuals	1,750	1,305	3,055
	166,661	42,374	209,035
Total	362,185	52,374	414,559

On 1 April 2019 the charity took over the activities, assets and liabilities of its predecessor unincorporated organisation, Local Welcome. This is included as a donation at 1 April 2019, made up as follows:

	£
Equipment	810
Cash at bank	208,351
Creditors and accruals	(10,021)
	199,140
Split by fund:	
	£
Restricted (National Lottery Community Fund)	159,071
Unrestricted	40,069
	199,140

3. Income from charitable activities

	£
Performance related grants and contracts	
Reset UK	15,000
Other	
Participation fees	8,577
Other fees	1,000
	24,577

Local Welcome CIO

Notes to the accounts (continued)
For the year ended 31 March 2020

4. Allocation of Expenditure

	Raising Funds £	Charitable Activities £	Support £	Governance £	Total £
Salaries and other staff costs (note 7)	56,073	191,379	42,549	5,489	295,490
Events	-	37,618	146	-	37,764
Office	1,304	9,255	9,831	-	20,390
Professional fees	-	15,317	366	1,197	16,880
Independent Examination	-	-	-	800	800
Depreciation	92	232	116	23	463
Direct costs	57,469	253,801	53,008	7,509	371,787
Apportionment of support and governance	11,173	49,344	(53,008)	(7,509)	-
Total Costs	68,642	303,145	-	-	371,787

5. Net income

This is stated after charging

	£
Independent examiner's fee	
- For examination	800
- For other services	800
Depreciation	463

6. Trustee expenses, remuneration and related party transactions

No trustee received any remuneration or reimbursement for expenses in the year.

There were no other related party transactions.

Local Welcome CIO

Notes to the accounts (continued)
For the year ended 31 March 2020

7. Staff costs and key management remuneration

	headcount	£
Staff costs comprise:		
Employees - Gross salary		92,333
- Social security costs		8,078
- Employer pension contributions		2,551
Total employee costs	3	102,962
Other staff:		
Self-employed contractors	5	173,659
Volunteers' expenses		199
Staff related costs:		
Training and recruitment		14,560
Travel and subsistence		4,110
	8	295,490

The average number of employees and contractors in the year (based on headcount) spent on each activity was:

Raising Funds	1.5
Direct activities	5.5
Support and governance	1.0
	8.0
Full-time equivalent (based on standard hours worked)	5.6

No employee was paid over £60,000

The aggregate remuneration paid to key management in the year, including employer's national insurance and pension, was: £59,844

Local Welcome CIO

Notes to the accounts (continued)
For the year ended 31 March 2020

8. Fixed Assets

	Computer £
Cost	
Transferred from predecessor organisation	1,389
At 31 March 2020	1,389
Depreciation	
Transferred from predecessor organisation	579
Charge in year	463
At 31 March 2020	1,042
Net book value	
At transfer	810
At 31 March 2020	347

9. Debtors

	£
Grants and donations	4,500
Other debtors	272
	4,772

10. Cash at Bank

	£
Current and deposit accounts	78,695
Cash is held in instant access accounts with Metrobank.	

11. Creditors: amounts due within one year

	£
Tax and social security costs	938
Other creditors	13,236
Accruals	1,970
	16,144

Local Welcome CIO

Notes to the accounts (continued)
For the year ended 31 March 2020

12. Funds of the charity

	Income	Expenditure	Transfer	At 31 March 2020
	£	£	£	£
Restricted Funds				
National Lottery Community Fund	321,071	(321,071)	-	-
People's Health Trust	3,524	(3,524)	-	-
Dulverton Trust	30,000	-	-	30,000
Professional fees	7,590	(7,590)	-	-
Total restricted funds	362,185	(332,185)	-	30,000
Unrestricted Funds	77,272	(39,602)	-	37,670
Total funds	439,457	(371,787)	-	67,670

13. Analysis of net assets by fund

	Unrestricted funds £	Restricted funds £	Total funds £
Fixed Assets	347	-	347
Debtors	4,772	-	4,772
Cash at bank	48,695	30,000	78,695
Creditors: amounts due within one year	(16,144)	-	(16,144)
	37,670	30,000	67,670

14. Government and local authority grants

There are no other unfulfilled conditions or other contingencies attaching to government and local authority grants recognised as income in the year as shown in note 2.

