

Includes
2021-2026
Strategy



ANNUAL REPORT SNAPSHOT

2021/2022

Who we are

Founded in 1987, NOAH is a charity that helps people experiencing homelessness, extreme poverty, and other disadvantages. We help people to make positive changes in their lives through support services such as:

Welfare Centre - Our Luton-based Centre supports those with nowhere else to turn. Facilities include daily meals, showers, laundry service, provision of clothing, a GP or nurse surgery, mobile dentistry, accommodation search and linkage to specialist agencies.

Street Outreach - Supporting individuals who are rough sleeping throughout Luton and Central Beds, encouraging engagement with our wider range of services and sourcing safe accommodation.

Academy - Our training and employment services offer free skills training courses and employment support across Bedfordshire, for people who are unemployed or on a low income.

Our values



CARE



COMPASSION



COMMITMENT



Nuno's Story

Outreach

Four years ago, when he was 42, Nuno's life collapsed. He had moved to the UK from Portugal in the early 2000's, and had worked for 16 years for a company as a senior operator.

He was hit by a bout of depression, and had been absent from work without informing his employer. He missed four days of work and was later sacked.

Nuno had separated from his wife, and was renting a bedsit. He had to give this up when he ran out of money. Then, without an address, he couldn't get benefits or a new job. He was forced to live on the streets.

He remembers: "I think for many people, if they had been through what I've been through, they would have died already. I was sleeping on ice in a sleeping bag, still shaking, waking up five, six times a night, from the cold. I would go a couple of days at a time with no food or a hot drink."

"I would beg, sitting on the streets, asking 'can you spare any

change?' Some people gave me a pound. Some people gave me more. They helped keep me alive. Once, another homeless guy put a knife to my throat and stole all the money I had: £8."

Nuno was homeless in London for three years, before sneaking on to a train to Luton, to go to a funeral there. He stayed on in Luton, sleeping rough.

It was here that he was found by NOAH's outreach service. He said "They found me on the streets. Gave me a hot drink, gave me some food. Gave me a roof to sleep under."

As Nuno is from an EU country, and has lived here for more than 5 years, he is entitled to apply for settled status. NOAH is helping him complete the paperwork.

NOAH are helping Nuno see some light at the end of the tunnel. This wasn't always the case.

He said: "I tried to kill myself four times, by taking an overdose. I didn't see any point being alive. I had suffered that much. I thought, 'what's the point of my life? Now, I'm glad I didn't succeed."

Welfare Centre

Every morning the NOAH Welfare Centre is ready to offer a warm welcome to everybody who arrives looking for help and advice. On any given day up to 100 people may arrive with a variety of needs. We can support people with a quality one-to-one appointment and provide space and reassurance to talk through problems and questions.

The Welfare Centre is open 365 days a year from 9.00am – 4.00pm weekdays and 10.00am – 2.00pm at weekends.

Welfare Centre clients in numbers between April 2021 - March 2022

752

different clients supported

469

new referrals accepted

13,884

distinct visits

Welfare Centre services in numbers between April 2021 - March 2022



6,229

lunches eaten



229

laundry cycles



249

showers taken



175

nights in hotel beds provided



403

items of clothing provided



81

free mobile phones provided

Welfare Centre achievements between April 2021 - March 2022

297

people helped into accommodation

58

people helped avoid eviction

156

supported with addiction

232

supported with mental health

34

people helped to reconnect with family

360

calls to the DWP

Welfare Centre support in numbers between April 2021 - March 2022

23,741

detailed client notes recorded

55

people safeguarded from abuse

76

people visited our nurse

Street Outreach

NOAH's Outreach Team work with individuals who are sleeping rough on the street, in car parks, bus shelters, under bridges and in abandoned derelict buildings. The aim is to help people off the street, to engage with the wider range of NOAH's services and to get them into safe accommodation, which is an essential prerequisite to helping them to improve the quality of their lives.

Street Outreach support in numbers

between April 2021 - March 2022

418

people were offered advice and support on the streets of Bedfordshire

Academy

NOAH's Academy training provision seeks to address poverty by helping people to realise their full potential.

We run free skills training courses across Luton, Bedford and Central Bedfordshire, for people who are unemployed or on a low income. Courses include: ESOL, Wellbeing and IT.

Through our Job Club we can help to break down barriers to employment through a number of ways including: writing a CV and job applications, interview skills, IT and internet access, job searching, goal setting, 1:1 careers advice, and confidence building.

Academy clients in numbers between April 2021 - March 2022



802

different clients supported



325

clients supported through Job Club



149

supported into employment

Academy achievements between April 2021 - March 2022



40

online courses



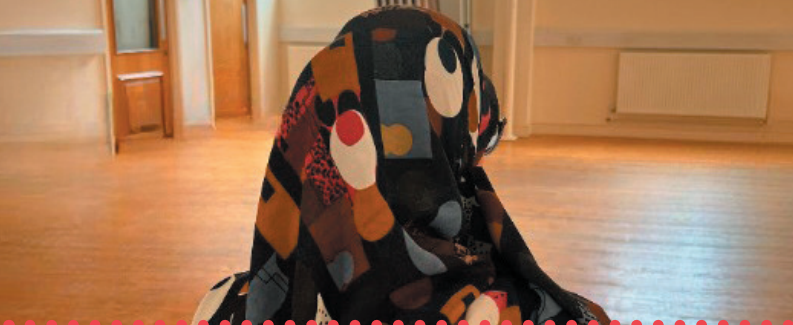
135

courses delivered



680

course bookings



Raja's story

Academy

“ I have lived in the UK for 16 years but have struggled to learn English. I did not get much practice as I stayed at home and talked in my own language with friends and family.

Over the years, I took many courses to try and learn but my English was not very good and I was unconfident. I heard about the NOAH Academy ESOL course from the Job Centre in Luton so decided to go along.

The course has been amazing! My teacher Rosanna has been wonderful, I really like the way she teaches. In other courses that I have done, there is a lot of writing, but Rosanna lets us talk lots and do the practice.

We start the class by telling everyone what we've been doing outside of class, so we can speak and learn to listen in English too. My English has really improved and

I can now watch English TV shows and understand them much better than I used to. My children also force me to talk English as well and encourage me to practice. I feel much more confident!

Before this course, I didn't know what I wanted to do in life, but now I can picture it. I would like to get a job if I can, maybe as a pharmacy assistant or in childcare.

I have had an appointment with Nicky at NOAH Job Club, and now I have my ESOL attendance certificate we can start job searching together! If I cannot find a job, I would like to keep improving my English and maybe study at a higher level.

I would encourage anyone who needs help with their English to attend an ESOL course at NOAH. I have been telling all my neighbours and friends!”





Fundraising

NOAH's Fundraising team works within the community, building relationships with individuals, businesses and organisations and groups, to raise awareness and income for the charity. This includes participation events, gifts in wills, local and national business support and individual giving.

Voluntary income in numbers between April 2021 - March 2022

£83,000

raised in
voluntary income

£32,647

donated via
JustGiving

£12,723

donated to NOAH
Winter Appeal

Community Engagement

NOAH's Community Engagement team is responsible for increasing awareness of the charity and encouraging a range of support and engagement through: digital channels, in-person events, and traditional marketing channels.

Community Engagement in numbers between April 2021 - March 2022

7,324

social media
followers

70

digital volunteer
applications

2,500

NOAH newsletters
delivered

Retail

Our retail shops raise income to support the charity from donated goods.

Our Luton-based shops are situated in High Town and Lewsey Farm, as well as a Store Support Centre currently based in Power Court, Luton. This will be relocating in 2023.

Retail in numbers

31,375

times the tills have rung

15

retail volunteers given work experience

64,369

items sold to the community



Adam's story

Retail

Adam sadly lost his wife and two other close family members and fell into depression, and lost his job. He started visiting High Town shop for something to do and it became his daily routine. He would often be in tears, but the way he was treated by the staff and volunteers made him feel human and like a respectable person. They would instigate conversation with him and helped him get his confidence back. He remembers how they remembered his name. He began buying clothes to make himself feel better and the team encouraged him into believing he was capable of rebuilding his life.

With his daily visits and conversations, his confidence started to rebuild. Adam applied to study law. This week, he qualified as a solicitor, and graduated wearing some of his NOAH clothes under his gown. He told us that it is more than a shop, it is a community service, and he believes he owes where he is now to his daily routine visit to the NOAH High Town shop.

Our strategy 2021 - 2023

Goals

Increasing support for migrants

Understand the unmet needs for non-EU migrants
Building relationships
Training and learning

Supporting young people

Complete 'Routes' youth employability programme in Luton
Develop proposal for new youth transitions service

Creating new social enterprises

Open 2 new charity shops 2021 - 2023
Development & testing of new enterprises: digital marketing, maintenance, training

Offering services in Bucks and Herts

Understand the unmet needs
Building relationships

Replacing our Luton Welfare Centre

Understanding the property availability in Luton
Refresh the vision for Luton welfare

Nurturing our people

Develop and publish our EDI plan
Focus on staff wellbeing

Improving our infrastructure

Develop our digital media presence
Tangible improvements in health & safety, IT, and corporate governance

Our strategy 2023 - 2026

Goals

Increasing support for migrants

Expand support services for non-EU migrants

Supporting young people

Monitor unmet needs and funding opportunities

Creating new social enterprises

Ensuring that all enterprises are profitable, and creating quality training opportunities for local people
Open 3 new charity shops in 2023 - 2026

Offering services in Bucks and Herts

Launch training & employment services in Bucks & Herts
Bid for funded services where appropriate

Replacing our Luton Welfare Centre

Complete the redevelopment or relocation of Luton welfare services

Nurturing our people

Provide wide range of high-quality staff training
Increase volunteering, to improve impact, quality, and resilience

Improving our infrastructure

Build awareness of the issues our service users face
Diversify our funding sources

HOW YOU CAN HELP

Your support helps us continue to give people hope through their toughest times. You are our heroes. The money you raise, the items you donate and the time you give to volunteer can help local people on a journey to a better life.



Donate

To accompany people on a journey to a better life, our services cost us at least £2.6m every year. Your support is vital in helping us to reach this. To make a financial donation, please visit: [justgiving.com/noahenterprise](https://www.justgiving.com/noahenterprise).

Fundraising

Raise money and help us support more people with nowhere else to turn. Our Fundraising team can help you get started with ideas, materials and advice. To organise a fundraiser, email fundraising@noahenterprise.org.

Volunteer

NOAH simply could not exist in its current form without your willingness to give freely of your time and talent. It is greatly appreciated, and your efforts can make a true difference in the community. Visit [noahenterprise.org/volunteer-form](https://www.noahenterprise.org/volunteer-form) to apply.

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[noahenterprise.org](https://www.noahenterprise.org)

NOAH Enterprise is registered in England as a Charity and Company Limited by Guarantee.
Company Registration: 3248392 Charity Registration: 1059672

