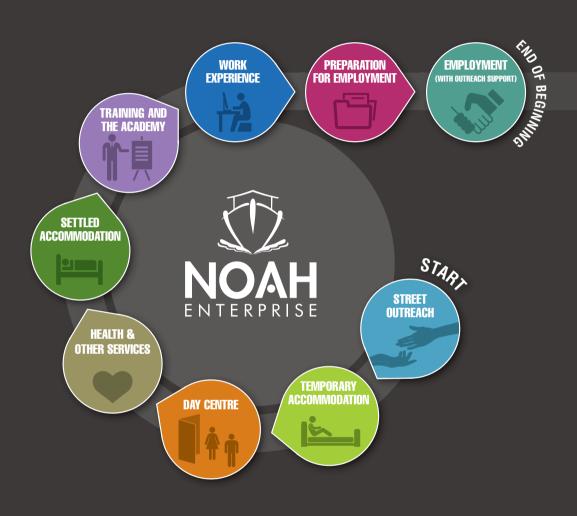


IMPACT REPORT 2014

LIFE'S JOURNEY FOR PEOPLE WITH COMPLEX NEEDS **MILESTONES**





VISION

NOAH Enterprise is a charity that seeks, out of Christian conviction, to help the most disadvantaged in the local community. Particularly, it is concerned with providing a practical, empowering and caring service to homeless people especially those who are either temporary or entrenched rough sleepers, those who are marginalised and socially excluded, or those who have simply fallen into poverty.

MISSION

We will do this through

- our welfare service by providing food, clothing, medical and dental care, street outreach, access to accommodation and income support
- providing the opportunity for the people we support and others who are long-term unemployed to gain work experience
- running training courses in basic, life and vocational skills, English as a second language, and employment preparation

VALUES

In doing all of this we recognise and respect the fundamental dignity and worth of every individual, and wish to support them in improving their life quality.



THE IMPORTANCE OF MEASURING THE IMPACT OF WHAT WE DO

Measuring impact is the way you plan, evidence, communicate and learn from the difference that your work makes. Measuring our impact allows us to demonstrate the difference NOAH Enterprise makes in our communities.

Since 1987 we have earned a reputation for working to effect with people on the margins of society including those who are homeless and rough sleeping. That reputation results from a combination of perceptions:

- the severe and multiple disadvantage that our people are experiencing
- the holistic approach we take through welfare, training, work experience, pre-employment preparation and finding employment for people who are hard to reach
- the partnerships we have formed across all sectors including the health service, local authorities, police, business, and other charities and voluntary agencies
- the support we receive from across the community from individuals, schools, churches, faith groups, community groups, Rotary and other clubs
- the regard that we have for the dignity of every individual with whom we come into contact.

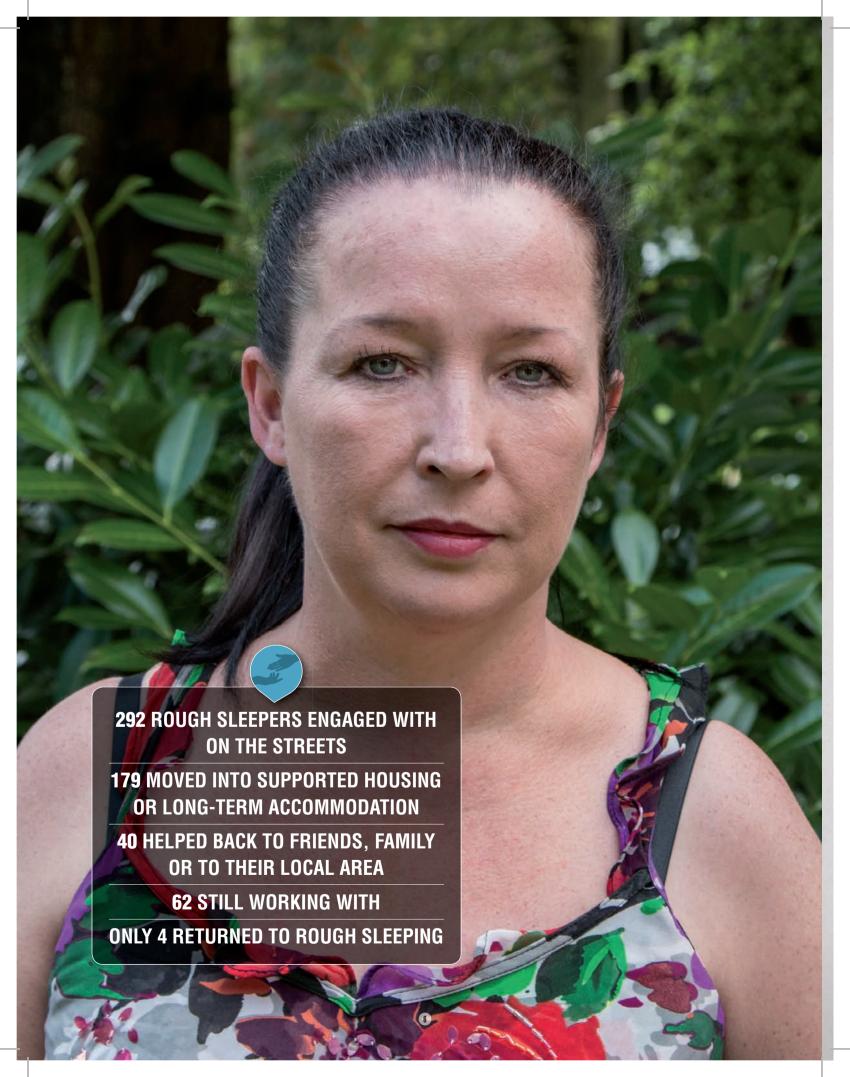
In this report we will give you some sense of what this means in actual numbers - of people whom we have helped or are helping, of services that we provide, of the take-up of those services, and what we are achieving.

We measure our impact in an ever more sophisticated way and the information provided leads us to make decisions for the common good. It is through these measurements that we decided to open the Welfare Centre for longer hours at the weekend, to run creative workshops in art and drama and to look at new ways of delivering training. This year we opened the NOAH Academy specifically designed to help our people succeed in learning new skills and finding employment.

Our impact ripples out into the community. Our training is open to the public, anyone who is unemployed can come to us for work experience and quality furniture and domestic appliances are on sale at prices to suit every pocket. The quality of life in the community is also improved as on-street anti-social behaviour is reduced and there is less demand on statutory services.

In the end it is the individual who matters, in this case the individual in real and serious need. I am so grateful to everyone who has helped us to support them.

fin O'bond.



STREET OUTREACH

The 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 and into safe accommodation, which is an essential prerequisite to helping them to improve the quality of their lives. It is the start of a long journey with many challenges and we are prepared to walk with each person every step of the way.

There is no typical day for an Outreach Worker; every day throws up something different. The police, members of the public concerned about someone they have seen sleeping rough and the Local Authorities across Bedfordshire all refer people to us. The team can be contacted by anyone at anytime, and will go and meet with the person on the street and get them the help and support they need.

Annette is one of our Outreach Team, often starting work at 5am to locate people sleeping rough.

"One day we were contacted by Luton Borough Council's CCTV operator who had spotted a man walking up Biscot Road with no shoes and looking confused. We went looking for him, found him and brought him back to the Welfare Centre but he became more and more distressed. His feet were in a terrible state and needed seeing to but he wouldn't allow us to get them treated. We had no idea how long he had been walking barefoot.

"We took him to A&F and whilst he was in

treatment we started to find out about him. He was a 29-year-old from Portsmouth who had mental health problems and had simply wandered off from his home town. How he got to Luton, we don't know. But we got him back home where he would be best able to access long-term, sustainable treatment.

"On another occasion the British Transport
Police brought a young Portuguese man from
the Airport. He hadn't arrived from Portugal,
he had come from London, but life hadn't been
going well there. Initially he wouldn't speak
and it turned out he was on medication and
that he went mute without it. As we worked
with him he relaxed and he turned out to have
a lovely personality. It took us a whole day to
make contact with his family, but we did and the
outcome was that he was reunited with them
back in Portugal."

The Outreach Team works throughout Bedfordshire, reducing rough sleeping across the County. Research estimates the annual cost to Government of a homeless individual ranges from £24,000 to £30,000.



TEMPORARY ACCOMMODATION

The first step away from the streets is likely to be into temporary accommodation. It gives people breathing space and a chance for us to assess their health and other needs. We help them access a range of accommodation run by other organisations as well as our own emergency winter shelter.

Every winter for the past six years we have run an emergency winter shelter with the support of the Salvation Army who let us use their premises overnight, a financial contribution from Luton Borough Council and the generous help of volunteers.

The shelter has an impact on the lives of the people who use it, on average 80 people each year. On any one night up to 30 people take shelter with us when the temperature drops below zero. If the shelter wasn't there, quite simply, these people would be sleeping outside and would likely perish.

Over the course of the winter the impact is quite dramatic. The most common problem for people sleeping rough is the effect it has on their health. Chest infections, endless colds and skin complaints are commonplace. The shelter allows us to attend to these problems, preventing them from becoming more serious. Access to regular nutritious food which we provide by way of three cooked meals every day, also has a very

visible impact; quite simply people start to look healthier and gain weight.

The shelter gives us time to assess each person's needs and refer them to other parts of NOAH as their circumstances dictate. Being able to run emergency accommodation helps us to have somewhere safe for people to go in winter as we try and encourage them away from the street. Following a night in the shelter, first thing the next morning we are able to take everyone for breakfast at the Day Centre.

Once at the Centre where it is warm and dry, people tend to stay around rather than return to the street. This is a great opportunity for the Day Centre team to engage with them and start helping them away from the street.

Each year we successfully resettle around a quarter of the people using the shelter whilst it is open. The others we continue to work with throughout the rest of the year as we attempt to break the cycle of rough sleeping.



DAY CENTRE

The Day Centre is open 365 days a year from 8.15am - 3.45pm. We open again at 7.00pm each evening to provide soup and sandwiches to those who are homeless. Over the course of the last year we welcomed 1,200 unique individuals, with an average attendance of 70 a day resulting in a total of 25,480 visits.

People come for many reasons but usually it is because they don't know where else to turn. The Day Centre has the reputation of being able to help when no-one else can.

Richard's life hasn't been easy. He hated school where he was continuously bullied and so he left at 16. He did a foundation course in Art and moved on to University but he started drinking and dropped out after a year. His drinking continued.

In 2003 Richard was viciously assaulted in an unprovoked attack. He stumbled across three people one night on his way home. Richard was in a coma for three weeks. His attackers, who had been drinking and were high on cocaine, went to prison. Richard was just in the wrong place at the wrong time.

"It left me with slurred speech and a limp and nearly cost me my life."

As well as the physical scars, Richard still carries the mental scars as result of which he struggles to leave the house.

Tragically in 2010 Richard's brother Barry was murdered. Barry had been a regular at the Day Centre and when we held a memorial service for him, Richard came along. This was one of the turning points for him.

"I am an alcoholic but I will never drink again. I am 100% sober now and haven't had a drink for five years but this has been a massive challenge to overcome. Coming to NOAH is a huge support."

Richard now regularly attends the Art workshops we run at the Centre. "The workshops have given me so much. They have opened doors for me, have been a support and I have been able to rebuild my confidence."

For those who spent the last night rough sleeping or in abandoned buildings we offer showers and a laundry service. The canteen serves hot nutritious food and we run a range of workshops through the week.



HEALTH AND OTHER SERVICES

Key to NOAH's work is the wide range of services that are available at the Day Centre. Our holistic approach ensures that people have the best possible opportunities and that we can address in one place the wide range of issues that they are facing.

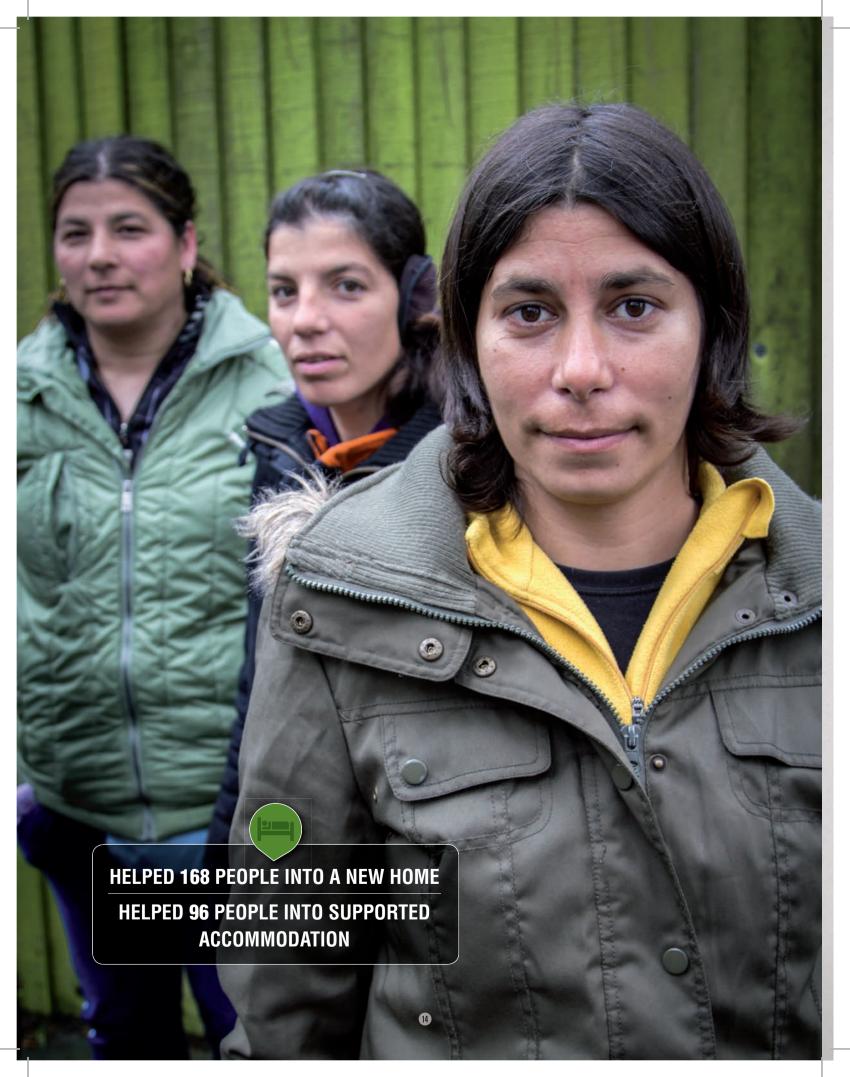
NOAH is a place of transformation and breakfast or lunch at the Day Centre can be the start of that journey away from poverty. Many of the people who come to us for help are not registered with a doctor and yet their health is often poor. We have built up a close relationship with our local GPs who run surgeries on site twice a week.

The mobile dentistry also visits every week to help improve people's oral hygiene. Homelessness can have a devastating effect on people's teeth and living with tooth decay and toothache every day will overshadow everything else you try to achieve.

This past year we found it incredibly difficult to access mental health assessments for some of those we were helping, in particular those who were rough sleeping and have drug or alcohol dependency issues. We have

worked in partnership with the mental health services provider who are running a weekly clinic at the Day Centre. The professional assessments undertaken there have enabled a number of people to access hospital services and rehabilitation places that they would not otherwise have done. The provider has also trained and coached our staff which has helped us provide a better initial service to people with mental health issues.

We try to encourage people to get involved and participate in a wide range of activities and so we run a variety of workshops. We help people with debt and addiction issues. A recent donation has enabled us to transform our kitchen into a training area where our chef teaches people to cook tasty food from basic ingredients. It is all part of helping them towards independence.



SETTLED ACCOMMODATION

The Resettlement Team work with individuals who are either homeless, at risk of homelessness or are living in poor or dangerous accommodation. They help people claim the benefits that they are entitled to and also work to find good quality affordable housing for those without accommodation. The biggest challenge faced is finding good quality homes that are affordable. If you are under 35, your benefit entitlement will only afford you to rent a room in a shared house. That is a huge ask; these rooms are scarce and at a premium.

Ann came for help when she became homeless. Three events occurred at the same time, things that could happen to anyone that show just how fragile life can be.

Ann had to leave her home as her landlord was moving out. At the same time she had lost her job and was in arrears regarding her rent. Consequently she was penniless and homeless.

Because these events were seen by the authorities as quite routine and since she was single with no dependants, she wasn't considered to be a priority need. But she was vulnerable and had no one to turn to.

When she came to us we explained the option of staying at a nightshelter. She was too scared

and said she would rather sleep rough. She didn't see herself as homeless, just going through a rough time. But she was afraid and hungry. We set about finding a solution and the first step was making sure she had something to eat. This one small thing was enough for her to start to relax a little.

We were able to secure Ann a rent deposit so that she could get into private rented accommodation. We then sat with her with a cup of tea and searched through all available rented property until we eventually found her a lovely room in a shared house which she was able to move into the next day.

Ann has now settled in and has three job interviews lined up. She is so much happier and the future is looking so much brighter.



TRAINING AND THE ACADEMY

At the start of 2014 we opened the NOAH Academy to deliver training specifically designed for people with complex needs whom we were seeking to support. Training is the lynchpin in the chain of progression from the streets to settled life. Enabling people to see what they could achieve if given the opportunity and combining this with our Social Enterprise, where we provide work experience and on the job training, is really paying dividends in helping people back into work.

Thomas came to the UK in 2012 looking to start a new life. He was trapped in poverty in Poland where there is still the belief that there are more opportunities in the UK. He started to look for work as soon as he arrived but he soon found out that life wasn't going to be any easier. All he could find was occasional casual labour. He didn't know from day-to-day if he would have work and he had no access to benefits. He didn't even know if he would be able to eat.

One of the biggest barriers Thomas faced was his inability to speak or understand English. This limited the work he could do and his understanding of basic instructions.

Thomas was not alone. At the Day Centre we have been increasingly concerned about the numbers of people coming for help who speak very little English, have no entitlement to benefits and have arrived in the UK believing that work was waiting for them only to find out that they had come on a false promise of employment.

This group quickly find themselves homeless, often living in empty buildings, resorting to

begging and drinking. To compound their problems, the lack of a secure place to keep their belongings means that they often lose their passports and ID or have them stolen.

For this group to rebuild their lives they need to learn English. Successful fundraising has afforded us the opportunity to begin to address this problem. We now offer training in basic English for people who do not speak the language. We have also recruited volunteers from various communities around Luton to support us in delivering the courses.

Thomas was referred to NOAH by Jobcentre Plus and he quickly put his skills to good use, helping to paint and launch our charity boutique in the centre of town. At the same time he attended the Academy to help improve his English.

"Only NOAH gave me a chance. I am learning English and putting it into practice in a work environment. This is essential for getting work in the UK. Thanks to NOAH I now have more friends and better work opportunities and at last I have the opportunity to provide for my family."



WORK EXPERIENCE

At NOAH we use an approach we call 'The Single Trusted Adult'. Every person needing our support is allocated a consistent key worker who not only works with them directly but makes the links and introductions to specialist services, accompanying them where necessary. It is a valuable and effective way of supporting vulnerable people who may struggle to build trust.

"I was born and bred in Hull in Yorkshire. Like many teens in the area I got into gangs and started using drugs — crack and heroin. This began to have a serious effect on my health both physically and mentally."

There then followed a period of time when Phil was in and out of hospital but was refusing any kind of rehabilitation.

Then, in his mid-thirties, Phil made the decision to change his life. He recognised that couldn't happen in Hull because he knew too many people and there were too many temptations; he had to break away from that area. And so he moved to London where he was referred to a rehabilitation programme in Luton.

That was four years ago. During this time he spent over a year living in hostels. Whilst at the hostels he made friends and was told about the services NOAH offer.

"I decided to give NOAH a try and popped down to the Day Centre where the staff sat with me to find out the sort of help I needed." Phil was assigned a key worker who worked closely with him, picking up on the fact that he was ready to turn the corner away from his addictions. With the help of drug counselling and by participating in a range of NOAH's projects, Phil started improving to the point where he was prepared to work at the Furniture Store.

Since then he has come on leaps and bounds and when a part-time paid position became available at the Furniture Store for a driver's mate he applied for the job and was successful. Phil now goes out every day delivering and collecting furniture from NOAH customers and the local community, playing a key role within the organisation.

"NOAH helped me get some structure back in my life enabling me to move on and I feel good being able to give something back to them and the local community."



PREPARATION FOR EMPLOYMENT

Despite their circumstances, many of the people who come to NOAH would like to earn money and be more financially independent. Without something meaningful to engage in during the day, many give up hope, assume work is out of reach for them and risk getting caught up in a drinking, drugs and anti-social behaviour culture that moves them further away from the prospect of work.

The job market is as competitive as ever and so we want to improve the prospects for people who come to NOAH for help, to give them the chance to fulfil their potential. They range from 18-year-olds to people who grew up in families who faced generations of unemployment. Without employment they face an uncertain future, living at best on scarce income and being at risk of homelessness, poverty and exploitation.

Some of the most common barriers to employment include lack of training, no evidence of employment or working in a voluntary capacity, lack of understanding of what is expected of the employee in a working environment and inability to speak English. At the Academy we address these issues and provide extra support in the form of volunteer employment mentors to guide people through the whole process of finding work and keeping it.

Through our Furniture Store, Workshops and Warehouse and our other retail outlets we offer opportunities for people to gain on-the-job skills and experience. This ranges from administration

and sales through to warehousing, being a driver's mate on one of our delivery vans, restoring furniture or servicing domestic appliances.

Everyone who joins the programme gets a uniform. That gives them a sense of value and belonging and helps build up their confidence. Alongside work experience, we provide additional support through basic training in subjects such as health and safety at work and lifting heavy objects.

Our charity shops provide the ideal environment for learning the retail trade. Volunteers get to use the till, bar code and price goods, as well as serving customers and stocktaking.

This practical experience is captured by the Academy team who help volunteers record on their CV's what they have achieved, together with other relevant information. This, in turn, forms part of pre-employment preparation along with interviewing techniques and personal presentation.



EMPLOYMENT

Working closely with local businesses has allowed us to achieve the goal of helping those who are most disadvantaged back into work. It is that final step many who come to NOAH take towards independence. We have enjoyed fantastic support from a range of companies over the years as they have painted and decorated our premises, provided professional advice and service pro bono, made grants, and donated goods. They have taken that corporate responsibility one step further by being prepared to offer work placement and paid employment to people who have come through our services. We make sure each person is work ready and we continue to support them so that everyone has the best possible chance of success.

Julian is 18 and from Romania. While still there, he was contacted by a friend with a job offer in Luton that was too tempting to turn down. So he left his temporary job in his own country and travelled to Luton with high hopes. When he arrived he expected to be greeted by his friend but soon found that he had been let down.

After finding that he had been left high and dry Julian had no choice but to sleep rough for the first couple of weeks. After a few days Julian met some guys who were homeless and who mentioned the work NOAH does and how they might be able to help him.

At NOAH he was able to speak to staff who gave him hope that there was something better and that things would improve. Julian began accessing the services at the Day Centre and soon offered to volunteer at the Furniture Store.

Seeing the predicament he was in, a member of the team at the Furniture Store offered him a room rent free until he was able to start paying his way.

Through NOAH he has made new friends, learned new skills working as a driver's mate on one of our vans. He received very encouraging feedback from customers. He has now secured a job in a bakery and is living independently.

FINANCIAL PERFORMANCE

Total income:

£1,187,000 (2013 - £943,622) **26%** growth from 2013

Total Expenditure:

£1,301,000 (2013 - £1,000,752) **30%** growth from 2013

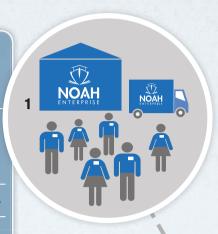
Average amount spent per person £1,084

93% of spending on delivering services

Only **3%** spent on fundraising

Only **4%** spent on administration and governance

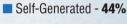
NOAH generated 44% of its own income, £523,000





INCOME



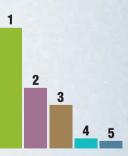


Statutory - 37%

■ Trust, Foundations & Donations - 19%











Social Enterprise - **50%**

■ Welfare - 25%

Outreach - 18%

Administration & Governance - 4%

■ Fundraising - 3%

THANK YOU

To our volunteers

Over the course of the year more than 250 people from the local community have volunteered at NOAH. They have given us over 24,000 hours of support allowing us to stay open in the evenings and at weekends and to keep the emergency shelter open in winter.

To our funders

We receive funding from governments, local authorities, charitable trusts and foundations, schools, colleges and universities, businesses, groups and individuals.

Albert Hunt Charitable Trust

Ashden Trust

Bedford Borough Council

Bedfordshire and Luton

Community Learning Trust

Bedfordshire and Luton

Community Foundation
Central Bedfordshire Council

Charles Plater Trust

Charlotte Marshall Charitable

Trust

Churches of all denominations

Comic Relief

Community groups

Department of Communities and

Local Government

Department of Foreign Affairs

and Trade of Ireland

Esmée Fairbairn Foundation

European Social Fund

Homelessness Transition Fund

LankellyChase Foundation

Luton Borough Council

Rotary Clubs

Schools

Sir Harold Hood's Charitable

Trust

Souter Charitable Trust

Steel Charitable Trust

The Henry Smith Charity

University of Bedfordshire

Wixamtree Charitable Trust

To our business supporters

The contribution from business ranges from professional advice to pro bono support, from donations to the offer of work placements and employment to the people who come through our services. Their staff bring empathy and friendship as well as skill and energy and leave with a better understanding as a team and a sense of genuine worthwhile contribution to their fellow men and women in need.

Admiral ASDA Barclays CostCo Govia

Gulfstream

J Sapsworth Limited

London Luton Airport Macs Plasterboards Manpower Services MDC Foods

MDC Foods
Pictons
Nandos
Premier Inn

Sainsbury Taylor Walton Tesco

Thomson Holidays Wilmott Dixon

To our staff

Building trusting relationships is the foundation of the successful outcomes achieved. For this to happen our staff go the extra mile on a daily basis. NOAH could never achieve what it does without their dedication and resolve to be practical advocates for each person who walks through the door.

THE FUTURE

NOAH has changed over the past 12 months. Yet again we have been able to increase our services to improve the outcomes for each person who comes to us for help. In addition to Luton we operate in Bedford and across the County. We have expanded our retail presence and introduced the NOAH Academy. Every one of these developments contributes to delivering pathways out of homelessness and poverty.

Looking to the future we intend to replace our Welfare Centre in Luton within the next three years. The present building has served us well but is obsolete and beyond economic refurbishment. We will look to incorporate emergency accommodation in the new premises. The estimated cost of the combined facility will be in the order of £4m.

We will also expand our Social Enterprise with the introduction of more retail outlets and thereby provide greater opportunity for vocational skills training and related work experience. This will also allow us to contribute more from our own resources towards the cost of providing our services.

One of the biggest barriers our people face is the lack of affordable housing. We are exploring how we can provide this. We know that when housing is part of a comprehensive range of support services it can have a dramatically positive impact on someone's life.

We have been successful in expanding our volunteering activities and we will ensure

that every person has the opportunity to be matched with a mentor. We will introduce a new programme of volunteer recruitment and training as we push towards having 400 people volunteer at NOAH.

We also face some challenges. Stop-start funding makes planning and strategic development immensely difficult. Short-term grants of one year often result in extraordinary achievement being reversed when those grants come to an end and gains, including to the statutory purse, being lost in a way that is neither logical nor sensible, and in strategic terms is folly. The Street Outreach service, which is Government funde https://www. dropbox.com/events d, that we have introduced across Bedfordshire to great effect falls into this category, but has an uncertain future as we go to press. The programme has seen us help over 200 people away from rough sleeping in the past 18 months alone.

Your continued support for our work into the future will create opportunities to help people away from the streets, permanently.

A MESSAGE FROM OUR CHAIR

No one day at NOAH is quite like any other. Despite the uncertainty of what challenges each day will bring, what strikes me as remarkable is that so much is being achieved regardless of the recession. It was 12 months ago that we considered the possibility of opening the NOAH Academy, 12 months on and 19 people are now in employment because of that decision.

The impact on someone's life of finding a job, maybe for the first time, is far more than financial. That we have had some part in making that possible for our fellow man or woman in need is a huge privilege. NOAH's work is about touching every aspect of a person's life and supporting them to do the best they can on their journey from the street towards a brighter future.

Thank you for your support.

Di & J Wesel.

Dr Peter Ward

Chair

Board of Trustees

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Phillip Pugh

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Rob Adamek Head of Marketing and Communications

Marcus Dunn Commercial Director

Warren Edwards Head of Training and Employment

Steve Gill Head of Corporate Services

Stella Sinfield PA to the Chief Executive/Human Resources



Welfare Centre and General Enquiries

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The Furniture Store

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The NOAH Shop and The NOAH Academy

20-22 High Town Road, Luton, LU2 0DD Tel: +44 (0)1582 736751

NOAH Boutique

3-5 George Street, Luton, Bedfordshire, LU1 2AA Tel: +44 (0)1582 723146

Bedford Outreach

69 Gwyn Street, Bedford, MK40 1HH Tel: +44 (0)1234 217112

www.noahenterprise.org

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Department for Communities & Local Government



homelessness transition fund

