







ANNUAL REPORT



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About Us

The Croydon BME Forum was established on the 16th November 2003 with the aim to maximise the engagement of BME communities and provide opportunities for them to discuss and prioritise the key issues affecting them.

The forum aims to do this by connecting their voices with policy makers at local and national level so they factor them into their priorities when deciding upon, planning and delivering public services.

The Forum develops infrastructure and builds capacity for BME voluntary and community sector organisations and promotes equality, inclusion and diversity to create cohesion.

We work with our communities to:

- Ensure that they are involved in local policy and decision making; regeneration and neighbourhood renewal.
- Facilitate joint-working among BME communities to develop best practice and provide a unified BME voice within local strategic partnerships.
- Promote networking, collaboration and partnership between the BME voluntary sector and mainstream agencies building their organisational capacities.
- Engage with BME communities in all aspects of Croydon life.
- Encourage good race relations, community cohesion and equality of opportunity for all throughout Croydon.

In February 2020 we launched our biggest project to date, 'the Wellness Centre', a project that marks the proudest moment in our history so far 'The Wellness Centre'; a one-stop health and wellbeing service which works responsively and collaboratively with BME communities to ensure its voice is heard and their lives are empowered by identifying their needs and solutions to their problems.





Chairs' Introduction

It gives me great pleasure to present the Annual Report for 2019/20. I hope you find it informative and interesting as we review our activities, achievements and highlight our future plans.

This has been an unprecedented year with the ongoing Covid-19 pandemic and the rise of the Black Lives Matter (BLM) movement. This has brought some challenges to the most vulnerable communities, which the BME Forum and key stakeholders have focused on and worked with to support. Whilst Covid-19 had a devastating impact on Charities, the outpouring of Charitable endeavours has served to remind us that charity is at the heart of support and it continues to strengthen our Community.

Reflecting on the past year, we have delivered an increased number of projects and achieved some amazing outcomes, which have had a positive impact on the lives of our BAME communities. We are proud of our achievements and new developments. The challenges for the Board of Trustees and staff will be to strengthen the work being undertaken for the BAME communities, focusing on the level of help and improvement we can influence across the Borough. There remain considerable challenges for the Public and Third sector Voluntary Services as we continue to experience the impact of the past unprecedented year.

As a charity we are proud of what we have achieved. All of our staff and the Board are excited by the potential to build upon our current successes to enhance future support. All our achievements are a reflection of the hard work and dedication of the CEO, staff and Board of Trustees.

We are grateful to our stakeholders, supporters and volunteers, and look forward to their continued support.

As we look to the future beyond Covid-19 and BLM, it will be essential that we continue to work together to build good, sustainable systems and services so Charities and communities can play a key role in building local resilience and a community for all.

Paulette Lewis MBE, Chair - Croydon BME Forum





CEOs' Introduction

One year. Numerous projects. And at the heart of it all: The Croydon BME Forum. We have developed new partnerships, expanded on existing partnerships and worked with people of different ages, ethnicities and backgrounds.

The hard work and dedication of our team made up of full-time workers, members of staff, seasonal workers and volunteers has been invaluable. Their diligence and commitment to this important social purpose despite the challenging environment is commendable and I would like to offer my thanks to all of our team. I would also like to thank all of our members who engaged with the BME Forum throughout the year; it has been a great pleasure to serve the community through our various workshops and activities.

This has been an exciting year for us with the launch of the Wellness Centre; a safe and comfortable space for all adults to receive confidential free wellness information, strengthening our relationship with the community. Many thanks are due to the funders and supporters that made this possible and the support from the Whitgift Centre to allow us to use this building for this new incredible idea.

We have also had many projects and events running through the year. Most notably the Cut it Out event where over 1500 people attended this awareness campaign on knife crime and our Croydon Has Talent event where we hosted over 600 people in an engaging interactive performance, bringing the community together to celebrate talent. As always, one of our highlights of the year is celebrating Black History Month. This year's theme was R.I.D The Stigma (Representation. Identity.

Diversity) which focused on young people identifying who they are, incorporating diversity into all the different cultures and heritage to rid the stigma surrounding young Black people. This was achieved through a range of events encompassing performance, music, storytelling and engaging in thought-provoking discussions.

I would like to take this opportunity to thank the many people who were involved in our success.

Thank you to the main sponsors for their continued financial support.

Thank you to our clientele.

And thank you to the wonderful team.

I hope you enjoy reading this annual report and learning about the different projects the team have been hard at work curating over the last year for our BME community.







Photo Gallery 2019-2020

































Wellness Centre

The Wellness Centre, in the heart of Croydon, provides a fully integrated service for BME communities all over the Borough of Croydon. The Centre provides counselling, support and signposting to those dealing with mental health issues, domestic abuse, financial abuse, isolation and those in need of social support groups, from the young to those who are young at heart.

We officially opened the Wellness Centre in February 2020, after months of hard work, during which we conducted outreach work with the local community. We received over 100 responses from the BME community in regards to their health and wellbeing. It was reassuring to know the strong support we have from the community for this service to exist, which only inspired us to keep working hard to ensurewe could successfully set up and launch this venture.

The launch coincided with the onset of the Covid-19 pandemic and gave a new purpose and importance to the Wellness Centre, as people struggled with mental health issues as a result of isolation, bereavement, and a myriad of other issues they faced both collectively and alone; the Wellness Centre was able to cater to the needs of the community, by shopping for the elders when they were unable to leave the house for themselves, hosting online events to combat isolation and educating people on a range of topics that affect BME communities.

As society is slowly regaining a new normal, the Wellness Centre remains open, with staff at the ready to help those in need both in-person and online.



















Croydon Has Talent

The Croydon Has Talent show was created as an opportunity for young people in Croydon to showcase their talents to the community. Over 500 audience members were in attendance at the show on the 17th of May 2019; 90% being young people and 10% adults. The Croydon BME Forum was an integral component in making this event a success.

Our communications team promoted and marketed the event through our social media channels. This included producing regular tweets and Instagram posts in order to interact and engage with a wider audience. We ensured to tag people of interest to grow our following and to make sure that we sold as many tickets as possible.

As a result of this, the Croydon Advertiser discovered the event and featured it on their 'What's On' page.

Multiple flyers were also designed and distributed by our team throughout each step as the event progressed. For example, the applying phase, audition dates phase and live show phase. In addition to the flyers, banners and posters were created and handed out at targeted locations (e.g. community organisations, libraries and shopping centers).

As well as contestants, entertainment was also provided by other acts including:
Afro-Minis, an all-girls group of dancers, whose style of dancing is based on African culture and music.
Also, Success in silence, a dance group of five with an urban touch dancing to modern hits.

Additionally, we saw performances from our guest judges Roger Samuels and Rai–Elle Williams sharing their talents and singing their most popular hits.

The event was sponsored by 'Choose Your Future', a campaign driven by young people, helping them to access great services and support.

We were also supported by 'Young Mayors Funding' – aimed at projects that provide all the young people with opportunities forskills growth and learning for life.













Cut it Out

The CUT it Out (Croydon Unites Together) 2019 event was created to develop cohesion, collaboration, and community commitment. Knife crime is affecting all areas of our society despite class, race, age or gender. Thus, we targeted young people aged 10 – 25, parents and carers, and service providers within the community to develop lines of communication in a positive engaging environment. We aimed to make young people and parents aware of the support systems available within the community if ever a young person felt at risk.





Croydon Unites Together was promoted through various forms of media inclusive of a website, printed marketing, and social platforms. The website was launched in March 2019 and included the purpose behind the event, and details regarding what could be expected on the day such as the charity football match, stalls, competitions, and workshops. Using the website, all members of the community could order their tickets; apply to play in one of our teams, host a stall, or a workshop.

Social media platforms used to promote the event included WhatsApp, Instagram, and Twitter; all of which were updated continuously with details regarding Cut It Out 2019. Videos and photographs promoting the event were created by members of the community and public figures such as Sarah Jones MP and the Mayor of Croydon.

Cut It Out 2019 achieved an attendance of 1000+ people inclusive of young people, parents and carers, the Metropolitan police, local councillors, and community organisations. Amongst these 1000+ people, we had 170 players divided between 10 teams, 2 females' teams and 8 male teams.

In addition, Snapchat was also utilised at the event: a Cut It Out 2019 Geofilter was created for a day's usage with event goers invited to create photographs overlaid with the "Cut It Out 2019 – Croydon Unites Together – Tackling knife crime" image. This proved particularly successful in spreading brand awareness.





The BME Mental Health Community Development Workers (CDW)

Our BME Mental Health Community Development Workers (CDWs) work towards empowering Croydon's community members to contribute to the development of culturally appropriate, and responsive, mental health services. Within the Croydon BME Forum, their focus is on Working Aged Adults (25-55) and Older Aged Adults (55+). The CDWs actionthis through:

Facilitating consultations and focus groups targeted at BME participants

- Providing mental health training to local BME-led organisations
- Organising events, conferences, and reports that address BME-specific, health and
- wellbeing concerns
- Representing the BME community within statutory-led committees and working groups, ensuring the needs of BME communities are met when commissioning and delivering mental health services

Below are a selection of pertinent projects our CDWs organised, and led on, during the past year.

1. Dementia Action Week (20th – 26th May, 2019)

Dementia Action Week was devised by the Alzheimer's Society, and acts as a national event that aims to improve the livelihoods of those living with dementia. To mark this event, we delivered various 'Dementia Awareness' sessions within the South Norwood and Thornton Heath libraries, as well as at the Jagruti Women's Group. These sessions were held for the community to learn more about the signs, symptoms, and local support available for dementia.

Further, we organised a 'Dementia Carers' event within Haslemere Hall. This event was aimed at family, friends, and carers of those with dementia. The Lead Dementia Nurse at Croydon University Hospital attended and spoke with attendees. Participants were also treated to a hand massage and a brief exercise session. In total, we had 35 attendees. The Older Adults CDW also worked in partnership with South London and Maudsley NHS Trust. They encouraged members of the Croydon BME Forum to provide their feedback for a leaflet, aimed at encouraging the community to seek support for family members who may be dealing with memory problems.

2. Shop and Talk: More Than Food (Thornton Heath)

The 'Shop and Talk' initiative is a weekly shopping bus service, which transports its members from their homes to the local grocery store. This service is solely available to older adults (55+). After completing their weekly shopping, they are then treated to refreshments (i.e., teas, coffees, baked goods) in the shops' café. It has recently started, and its popularity is growing swiftly. Although this initiative is only available in Thornton Heath, we are already thinking of expanding our reach to other areas of Croydon.

Our Older Adults CDW has worked hard on all aspects of project coordination and management. They have liaised with the minbus company and older shoppers, recruited volunteers, and worked on the initiative's promotion.



3. The Barbershop Workshop

In association with the Croydon BME Forum and Off The Record, and in line with Parchmore Medical Practice's social prescribing project, the BAME Barbers Network are supporting their Croydon clientele to improve the detection, and management, of high blood pressure. This initiative was inspired by a similar outreach programme called 'The Black Barbershop', which was conceived in the United States. This initiative has successfully screened over 30,000 African American men for high blood pressure and diabetes.

Currently, the partnered barbershop staff are receiving formal training as 'Blood Pressure Champions'. This means they will be able to offer free checks to all Black, Asian, and minority ethnic adult men who attend for a haircut. The risk to these ethnic groups of developing high blood pressure can be higher than their White counterparts. By basing this initiative in barbershops, those who may not visit their GP regularly can have their blood pressure measured in a informal environment, and any issues can be reported sooner.

4. The Fathers Network

This project supports fathers by offering advice, guidance, and teambuilding exercises. Various outreach activities were designed to enable the fathers to hold periodic meetings in-person. Over the past year, we successfully held a screening of the film 'Resilience'. This film was made to raise awareness of Adverse Childhood Experiences (ACEs), traumatic incidents in early childhood which can heavily affect future health and wellbeing. Following the film showing, a mental health professional discussed the concept of trauma-informed approaches in supporting young people. This was a great event, where the fathers could learn more about developing positive skills as parents.

5. Events We Loved

Our Mental Health Community Development Workers attended a variety of events throughout the year, all improving their understanding of local community issues. Below are just a few events they contributed to, and enjoyed:

- Empowering Tamil Families to promote Dementia Sessions
- Community Fund Event
- Active Ageing Workshop
- Fraud Smart Session
- (BME) Grassroots Partnership Event









BLACK HISTORY MONTH 2019 During October 2019, for Black History Month we worked with some of our partners to put on 14 different events all over the borough, but predominantly in North Croydon.

Ranging from the launch of Black History month held at Crystal Palace football ground (which attracted over 100 people) to entrepreneurs, apprenticeships, celebration of BME Women, education and the Surrey Street Small Business Showcase, our projects were diverse and celebrated not only black history, but current successes and the black people of the future.

A full list of the projects we put on:

- The Launch of Black History Month 2019 with Croydon Council and the Palace for Life Foundation.
- **Sounds of Croydon** with the Churches of Croydon.
- Raising the Education Achievements of Young BAME people in Croydon.
- "Change the Method, Change the Outcome" A BHM and World Mental Health Day event with Off the Record.
- 16+ Apprenticeship Event with Croydon Apprenticeship Academy.
- "If Only Hair Could Talk", a BME hair event with Lorna Jones
- Intergenerational Event with John Ruskin College, Croydon Commiment and the Manju Shahul-Hameed Foundation.
- "Perfecting Your Pitch" with BTEG.
- Young Business Entrepreneurs event with Croydon College, Coulsdon College and Croydon Council
- Black Women's History What's Her Story?
- Surrey Street Market Showcase celebrating local/small Black business owners and entrepreneurs, with Croydon Council.
- **"Realise and Ignite Your Potential" –** An interactive workshop with Real Talk Mentors and Inspiration Youth Call.
- "Community Leaders Past, Present and Future".



Black History Month 2019



























Future Plans

Despite the current economic downturn brought on by Covid-19, the BME Forum has expanded over the past 12 months with further growth expected as we tackle inequalities amongst other issues faced by the BME community.

Our work with the NHS and CCG will expand over the next 12 months, with anticipated projects such as The Mental Health Wellbeing Hubs, The Mental Health PICS and the increasingly important Community Development Workers. We expect our work around the Long-Term Conditions Project and our Experts Patients Project to expand successfully in the next year.

We opened our Wellbeing Centre in February 2020 and plan to funnel more attention and care into this new project. We will be bringing in more trained staff and solutions to enable the community to feel safe and make everyone feel welcomed to come into the building and converse with us.

The BME Forum will be expanding its team over the coming year. We hope by bringing in new staff, we will open new avenues and bring in creative ideas to help us tackle more issues that affect the community.

In the coming year we plan to create new partnerships and continue our partnership work with organisations such as SLaM to reach our goal of breaking down barriers surrounding racial inequality. We will continue our partnerships with schools and colleges to help young people gain work experience; expanding our work to help the new generation gain valuable experience. We also plan to continue to work with the police and the statutory sector to combat issues around knife and gun crime.

A few projects/events we plan to host this year:

- Croydon Has Talent
- CUT It Out
- Black History Month R.I.D. The Stigma for which we have received funding for the
- first time ever.
- Young Business Entrepreneurs Event
- ■World Mental Health Day
- Apprenticeship Event
- Intergenerational Care Event

In January 2020, we won funding from Croydon Council to continue our infrastructure and capacity building work, as well as funding for a Partnership Coordinator to recreate our Partnership Forums.

Finally, with the start of lockdown brought on by Covid-19, we foresee a switch to virtual working.

We have begun exploring the Zoom platform with a view to offering online workshops and support groups for the most at-risk members of our community.





Funding

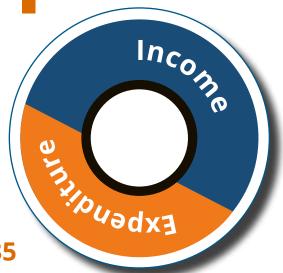
Croydon BME Forum received income from Croydon Council and Croydon Clinical Commissioning Group (CCG). This helped us with staff salaries, overheads and other charity expenditures thoroughout the year.

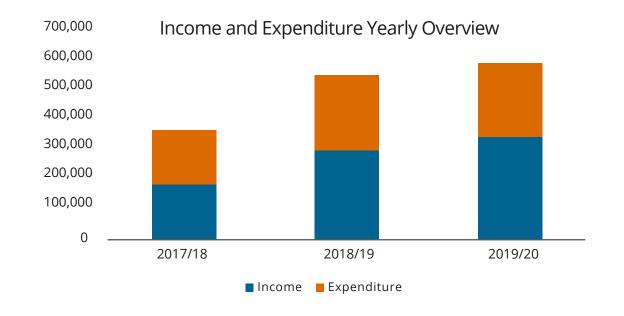
Total Income: £301,841

London Borough of Croydon £132,012
Croydon CCG £78,800
Hall Rent £21,295
Donations £20,000
MOPAC £49,734

Staff Costs £165,988
Overhead £43,688
Project Costs £73,984
Depreciation £575

Total Expenditure: £284,235





Our Thanks

Our Funders

Our continued success would not be possible without the funding we receive from organisation to initiate our projects. This year, we have received support from many organisations who share our vision in creating better communities for our clientele.

- Croydon Clinical Commissioning Group
- Croydon Council
- Croydon Council Local Voluntary Partnership
- Croydon Councillors Ward Budget
- MOPAC
- Postcode Lottery
- SLaM
- The Whitgift Centre

Our Partners

While our funders are important in order to create projects for the local community, the delivery of said projects would be impossible without the help and support we receive from our many partners. The following organisations have worked with us over the past 12 months:

- Asian Resource Centre of Croydon
- ■Black Training & Enterprise Group
- Croydon Neighbourhood Care Association
- Croydon Voluntary Action
- Diabetes UK
- HealthWatch
- Metropolitan Police
- ■Off The Record
- Race Equality Foundation
- ■Victim Support

























Our Thanks

We'd like to thank a number of people who have assisted us throughout the year. First and foremost, to our board of trustees, who continue to support our endeavours, and offer valuable advice and guidance when needed. Also we'd like to take the opportunity to thank the staff, without whom our many projects would not be possible. The team goes above and beyond to ensure the clients get the best support possible.

Trustees

- Paulette Lewis Chair
- Ashok Kumar Vice Chair
- Chandra Babu Treasurer
- Vivienne Witter Secretary
- Patrick Reid- Board Member
- Ghazala Mirza Board Member
- Malti Patel Board Member

Staff

- Andrew Brown Chief Executive
- Gifty Nmaju Finance and operations Manager
- Nadine Windley Communications Officer
- Anna D'Agostino- Community Development Worker
- Lee Townsend Community Development Worker
- Naciza Masikini Community Development Worker
- Donna Hagen Project Administrator MOPAC
- Helen Sanson Trainer Employability programme
- Debi Roberts Trainer Employability programme







Board Members



Our Projects

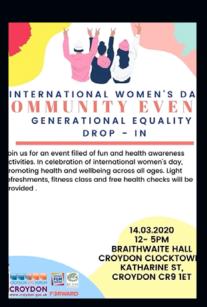


















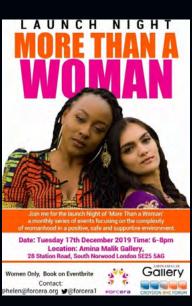
Our Projects

























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