



Support and friendship
for families

Home-Start
Deveron

Annual Report and Accounts

Home-Start Deveron Annual Report and Accounts
2010-2011



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Director's Report Home-Start Scotland

Last year has proved to be a record breaking one for Home-Start in Scotland. Over 2200 families have been supported during the year, making it comfortably the highest number we have achieved. To put this in some context, 13 years ago 950 families were supported. This is a terrific achievement and everybody who had contributed to this, home visiting volunteers, trustees, staff and our families, can feel a sense of pride in this. I do like to take this opportunity to thank everyone for these contributions and, once again, I would like to do so. Our communities are better places as a result of your activities.

For the last two years I have commented on the difficult financial climate. If anything, things have been even harder this year. Every Home-Start in Scotland is hugely reliant on their agreements with their local authority but although there have been many cuts up and down the country, no schemes have had their funding withdrawn. Many organisations have suffered this fate. This is clearly testament to the value our funders place on the service. I expect our new monitoring and evaluation system, as it develops, will help demonstrate the very positive impact our service makes and will allow me to write in a similar vein next year.

Congratulations to each and every one of you at Home-Start Deveron and I wish you continued success.

Dave Milliken
Director for Scotland
May 2011

Who we are at Home-Start Deveron

Trustees

Fiona Mathers

**Chairperson, Company Secretary,
Finance, Staff Line Manager**

Christine Cockburn

**Vice Chairperson, QA contact,
Minutes Secretary**

Lorna Rennie

**Treasurer, Payroll & Expenses,
Accounts Liaison**

Alison Mair

Staff Liaison, QA contact

Edie Stephen

Fundraising, Property Maintenance

Vivien Rae

Marketing, Fundraising, Finance

Maureen Watt

Fundraising, Property Maintenance

Anne Robertson

Finance

Advisors

Jennifer Gerrard

Health Visitor

Alan Mathers

Website

Staff

Reena Thom

Co-ordinator

Wendy Gray

Family Support Worker

Olive Bligdon

Administrator



Staff and members of the board who attended the Home-Start Deveron 'Away Day' September 2011

Groups

Banff - 5-7 Strait Path

Tuesday

Bookbug (booking required) 1.30-3pm

Wednesday

All Sorts (under 5 yrs) 10-12noon
Baby Buddies (0-18mths) 1 - 3pm

Thursday

Baby massage (booking required) 10.30-11.30am
Twinkles (twins or more) 1-3pm

Turriff - Turriff Resource Centre

Friday

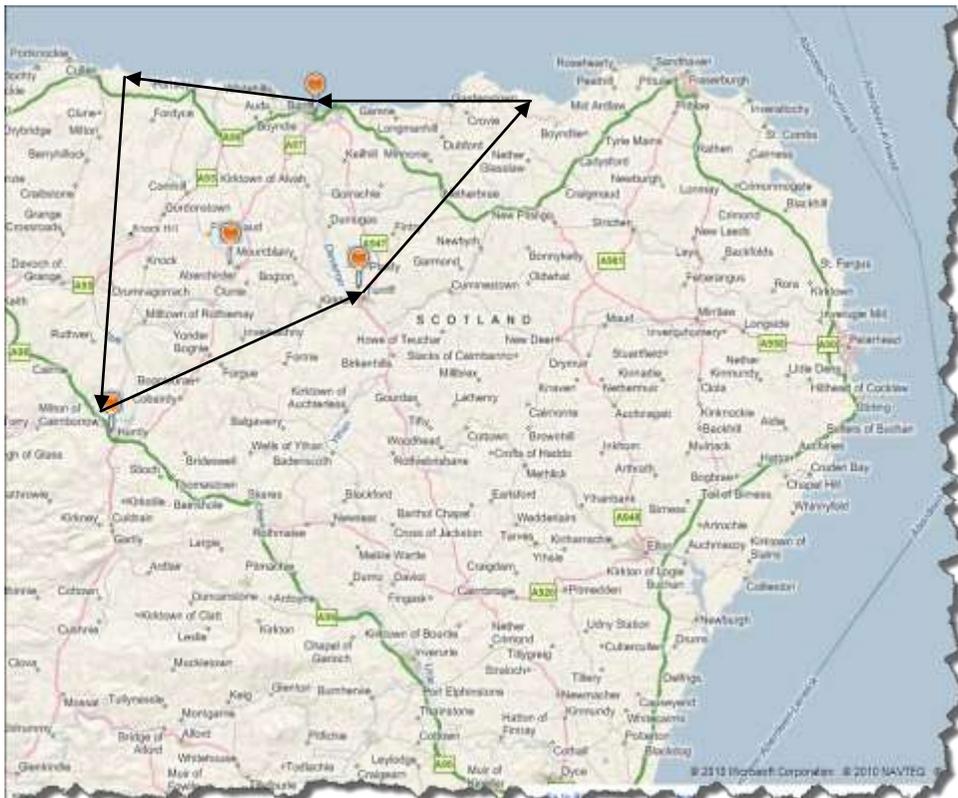
Stay & Play 9.30 -11.30am

Aberchirder - St Marnnans Hall

Monday

Stay & Play 1-3pm

Map showing area covered by HSD and location of Groups (no groups in Huntly at present)



Volunteers

Our volunteers continue to be a vital part of the service that we provide at Home-Start Deveron.

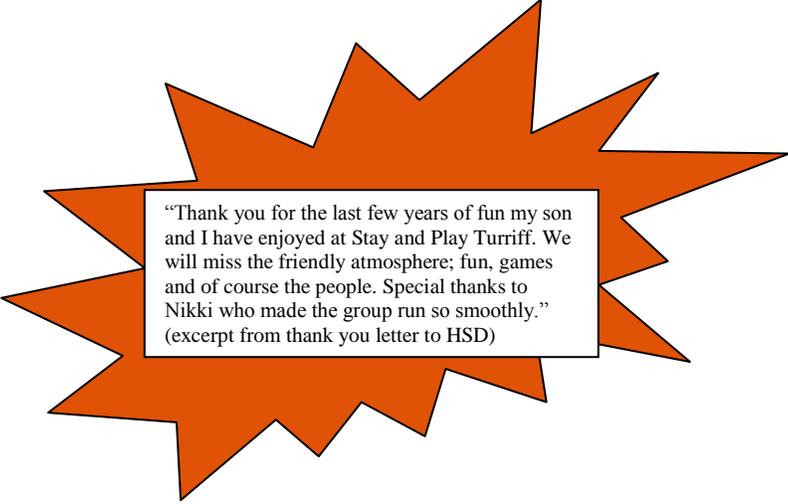
Over the past 12 months volunteers have accumulated the grand sum of 1126 hours of volunteering which includes home-visiting families, helping at the various groups and providing Confidence to Cook training for families.

We have once again had to say goodbye to several of our volunteers but the future is bright with a new enthusiastic group of people undergoing training as this goes to print.

A very big thank you to you all.



Volunteering keeps me in touch with the young folk and I've had practise at changing nappies which will be handy when I'm a new Grandma!
(quote from HSD volunteer)



“Thank you for the last few years of fun my son and I have enjoyed at Stay and Play Turriff. We will miss the friendly atmosphere; fun, games and of course the people. Special thanks to Nikki who made the group run so smoothly.”
(excerpt from thank you letter to HSD)

Chairperson

I am delighted to report that the past twelve months has been one of our most productive years since we started. We have had stability with both Volunteer Trustees and Staff and together this has enabled Home Start Deveron to successfully deliver our strategic and operational aims and objectives.

The Volunteer Board of Trustees are confident and highly capable individuals who understand their roles and responsibilities and quietly get on with it. WE perform well as a team, recognising each others strengths and trust one another to make informed decisions and meet deadlines. WE have fun working together and 'a sense of humour' at our Board meetings.

Reena (HSD Co-ordinator) has now been in post for a year and she has been an absolute breath of fresh air. She is patient and pro-active, the staff have appreciated her open and honest approach with them and towards their demanding workloads. Reena has been supported and encouraged to challenge assumptions and beliefs and to adopt her own leadership style in managing the operational activities of the organisation. The results are evident in the quality and quantity of trained and supervised volunteers and staff who are actively supporting more families on a one-to-one basis and at structured groups throughout Deveron.

This year has of course included changes and challenges. Home Start UK reviewed their staffing structures and the Scottish team roles and remits are now different. This year we have our full quality assurance standards inspection which is due to begin in the autumn. This was re-scheduled from earlier in the year. We have also been informed by Aberdeenshire Council that 2012 will be the first year in 'tendering' for local authority funding.

Our service level agreement will continue to be in place until this new process is complete and Home Start Deveron has been advised of the outcome. Aberdeenshire Council currently fund approximately 60% of the operational budget. Last year we successfully reached stage 2 of the Big Lottery Fund but were then unsuccessful in the final stage and lost the potential three year funding to secure the 'shortfall' in the operational budget.

WE continue to be both pro-active and positive about our financial future, but realistic that we must pursue every possible avenue to ensure collaborative work with all our funding partners and consistency for the organisation.

As always, I am grateful and say thanks to my colleagues on the Board of Trustees, to Reena, Wendy and Olive our staff and to the trained volunteers who continue to work with local families all year round.

Fiona Mathers/chairperson/7/06/12

Treasurer

Our past year has been challenging in more ways than one. Our core funding from Aberdeenshire Council was slightly reduced this year but we have continued to receive Children in Need funding and Capability Scotland have contributed towards some of our Administration costs.

Nevertheless it was still necessary to fundraise in order to cover the volunteers' expenses and also the day to day running of the scheme.

Several events were organised they included Curry Evenings, Nearly New Sales and we took part in our first Victorian Day at Christmas.

Easy fundraising continues to raise money from friends shopping on the internet and our donation boxes help with the day to day expenses of running the various Groups. We were fortunate to be awarded £1000 from the RBS Community Fund and received £500 from the Clydesdale Bank Fund.

Successful applications were made to Awards for All for the training of new volunteers and covering their expenses for the first year and also to Consumer Focus to pilot the 'Confidence to Cook' courses which are still ongoing.

We must once again thank the Companies, Groups and individuals who have contributed towards our funds be it through donation, grants or putting cash in the donation boxes. All of these contributions are appreciated no matter how large or small.



Enjoying lunch after Confidence to Cook Class

The year ahead will be challenging and as funding from Children in Need and Capability Scotland has now finished we will need to address the financial situation so that we can continue to grow and provide the much needed support to all of our families and groups.

My thanks go to Jack Faid and Lynn MacKinnon (Accountants) for auditing our accounts and to Rosemary at Allathan Associates for managing the payroll, making my role as Treasurer that much easier.

I would also like to thank the staff, volunteers and members of the Board for their help, patience and understanding during the past year.

Lorna Rennie

Staff

Wendy and Olive

We have had another busy year coping with several changes in groups and leadership. We continue to involve ourselves in fundraising events, talks and training opportunities.

Wendy has been very successful in promoting and developing the Bookbug sessions after her training last year. The mums and children are all a little shy to begin with but this soon changes once Wendy gets them going with her regular songs and stories.

These sessions, lasting 5 to 6 weeks, have been following on from the ever popular baby massage classes.

“Wendy spoke to us like she was one of the girls and not a teacher; it made me feel very at ease” (Quote from mum attending Baby Massage)



Mum's and babies at Baby Massage class

Wendy has had to run a lot more of our groups this year due mainly to lack of volunteers and a possible shift in her role.

There is always plenty to do in the office and Olive was grateful for help during the winter months from Jen, who was on work placement and helped out with office duties. A new data system has been introduced by Home-Start UK, which is to help with collating statistics and making life easier for funding bids (time will tell)

Sadly Lynne left our team in January due to ill health, leaving behind many good ideas and a more confident duo, which held the fort until our new leader arrived in May 2011.



Wendy and Olive welcoming Reena to Home-Start Deveron

Reena

I took up the post of coordinator with Home Start in May of this year and have been made to feel very welcome by staff, trustees and volunteers alike. It has been a very busy and exciting time for me meeting all the families and volunteers and networking with other local agencies. I travelled to Cheltenham Spa in Gloucester to attend

Core Induction training and this was invaluable in helping me better understand my role as coordinator. It has been a steep learning curve; but I have had great support from the staff and trustees and I now feel well equipped to contribute to the future success of the scheme.



Fun with junk at the Activity week

I felt that Home Start Deveron needed to look more open and welcoming, in order to encourage more people to come in and to understand what we did. After discussing various ideas with Olive and Wendy, we decided to run a 'Fun Activity Week' during the summer holidays.

We decorated the premises; laid away all of the 'bought' toys and encouraged the children and their parents to get involved in crafts, games, sing songs and messy play.

Kirsty Basnett (Speech Therapist) joined us for some of the sessions and her input was much appreciated. This week was exceptionally well attended, with excellent feedback and suggestions from the families and we will definitely run similar events in the future.



Kirsty (in blue) leads the singing!

We also ran a poster and leaflet campaign in the local area, promoting the work of Home - Start Deveron and highlighting the ongoing need for volunteers. This has proved very successful and we are in the process of running a preparation course for thirteen new volunteers at the moment. This large increase in our pool of volunteers will ensure not only that more families in the area receive support through home visiting, it also means that potentially group work can be extended and better tailored to meet the needs of the families who attend.

Networking with other local agencies/groups is proving fruitful with the potential for joint working and free training opportunities beginning to emerge. Some training has already been accessed with staff and volunteers attending First Aid and Child Protection Training. There is also to be a play@home training offered in the Autumn for volunteers wishing to get some 'play' ideas for taking out to their families.



A 'sorry looking bunch' after being bandaged at the First Aid Training

I am sure that the coming year will present many challenges and changes. I have come into post at a time of restructuring within Home-Start UK and the introduction of the MESH system to the schemes. I am however very excited about my post and delighted at becoming part of such a great scheme, and I am confident that we will rise to any challenges that come our way.



During this year we have continued to build upon the marketing efforts of 2010. As a charitable organisation providing an invaluable service to local communities, we are mindful of promoting our service equally within the communities we serve.

We are also mindful of our limited income and aim to maximise our marketing efforts at minimum cost. We have made full use of free and low cost marketing opportunities, for example the inclusion of articles in Monty's Directory and The Banff Buzz magazine.

We also continue to use local media to promote the services we provide. We regularly forward group photos from Baby Massage and Bookbug sessions to the Banffshire Journal for publication. We often use the local radio station 'Deveron FM' to promote events and fundraising efforts.

The use of Facebook has been key to our marketing success over the past year. This success, I believe, is due to the informal and easily accessible nature of social networking sites. We keep the page updated with all upcoming sessions, events and fundraising efforts, as well as uploading group photos for viewing. It has proven to be a very successful advertising and promotional facility, with many parents commenting that they first discovered Home-Start Deveron as a direct result of viewing the Facebook page.

We are conscious of the prime location of our premises in attracting the attention of passersby. Over the past year we have placed greater importance on the use of our window space for advertising our service, upcoming events and highlighting our recruitment drive to expand our pool of volunteers. We have recently bought vinyl banners to display in the windows showcasing the Home-Start logo and clearly defining our location. The window display photos are also uploaded to our Facebook page, often attracting attention and positive comments from other Home-Start groups and Home-Start Deveron service users.





Our localised leaflet has been distributed widely within the Deveron area to numerous organisations and locations visited regularly by members of the public. Additionally, a mail shot aimed at parents of primary 7 pupils and secondary school leavers hoped to capture the interest of those parents who found themselves with more spare time and with a possible

interest in volunteering for Home-Start Deveron.



We continue to create and maintain relationship links with local businesses in the area. Several Home-Start Deveron trustees attended the Banff and Macduff Business Association networking event, with the aim of highlighting our presence in the local area and to make businesses aware of the services we provide. We have since invited local businesses to advertise in our Confidence To Cook cookbook, helping to reduce our publication costs and maximise our funds.

We wish to thank everyone who has contributed towards our marketing efforts to date and to remind that we are always looking for support and new ideas, so please get in touch if you are keen to be involved and make a difference to the lives of families in our local area.

Vivien Rae



Fundraising Report 2011



The Fund raising committee kicked off a busy weekend on 23 October with a Nearly New Sale of mostly children's clothes and toys at HSD premises. We received a large amount of good quality items. Alison was in attendance with her face painting. We also had the £100.00 note competition and a guess the Teddy's birthday. We were well supported by the public and brought in £440.00 to the funds.

The next day, on 24 October, we held a Curry Night at the Indian Garden Restaurant which again was well supported and raised a further £445.00 between meals and raffles. We are very grateful to customers and the staff of the restaurant and all those who donated prizes and helped.

The £100.00 note continues on its fund raising tour of duty and we will continue to keep it circulating until all the numbers are sold. To date it has brought in over £600.

The Victorian Day on 4th December was another successful event which brought in a further £300.00+ which was good considering the abysmal weather and the amount of folks on the streets. No doubt our numbers were swelled by "Santa's Grotto" which was held in our back room by the Banff and Macduff Christmas Lights Committee. Also thanks to everyone for the kind donations of home baked mince pies etc. which were served warm with hot drinks, very welcome on such a cold day. Face painting again is popular and good for pulling in the customers.

On 24 February 2011 a talk was given to Macduff Women's Guild by Vivien, Wendy and Maureen helping raise the profile of HSD and inform many people who still don't know who we are and what we do. It was well received by the ladies of the Guild and they kindly donated £30.00 to us.

A Body Shop Party organized by Vivien and Wendy on 9 March, 2011 at HSD brought in a further sum of £117.

Publication of HSD Confidence to Cook Book is still a work in progress and will hopefully be a great success.

The Curves of Turriff fundraiser in June unfortunately was cancelled because of lack of support but the sum of £76.10 was raised from their 2nd hand book sale, and a further sum of £29 was raised by selling the leftover books to the "Ragman".

The Crèche and all fundraising efforts at Turriff Show this year raised the grand sum of £653.26, and of course we will receive our £400 donation from the show committee. This year, the secretary personally visited the Crèche and thanked us for providing a great service, saying we were an important part of Turriff Show.

The next fundraiser is the luncheon at the Fife Lodge Hotel on 28 October, with a return visit of guest speaker Doug Duthie.

We continue to encourage everyone who shops online to register with [easyfundraising.org.uk](http://www.easyfundraising.org.uk) and nominate Homestart Deveron as their chosen charity. Up to fifteen percent of your purchase will be donated to us. It is a very easy service to use - the hard part is remembering to go to the site and use the links. The last quarter saw us raise £61.38. Additional funds can also be raised by nominating [easysearch.org.uk](http://www.easysearch.org.uk) for your search engine, our supporters using this service to date, have completed 4540 searches; raising £22.71.....pennies do make pounds for us!
<http://www.easyfundraising.org.uk/causes/homestartdeveron>

homestartdeveron.easysearch.org.uk



Victorian Beauties



Santa's grotto is a great hit with the children

Acknowledgements

Funder

Aberdeenshire Council	£64143.82
Children in Need	£9137.50

Financial Donations

Capability Scotland (Admin Support)	£1178.52
Turriff Show Committee	£400.00
RBS Community Fund	£1000.00
Clydesdale Bank	£500.00
Family Donation	£303.90
Catriona Masson (Body Shop)	£117.00
Natalie Grant	£136.27
Macduff Guild	£30

Special Thanks

Jack Faid (Auditor)
Lynn MacKinnon (Auditor)

Support Thanks

Alasdair MacRae – Home-Start UK
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Indian Garden, Banff
Clare Lock (Clock Studios)
Banff Springs Hotel
Fife Lodge Hotel
Deveron FM
Willie McBey – Monty’s Directories
Staff at Banff Buzz

