

# Annual Review 2013 / 2014



ELBA connects business with community organisations in the UK's most deprived boroughs: every year, thousands of volunteering opportunities, hundreds into City & Docklands jobs — people from all walks of life connected to each other and to opportunities in east London



## ELBA refocuses for Legacy mode

*R H Reid, London Chair, KPMG | ELBA Chair*

This annual report coincides with the first ELBA Futures Forum, which will set out where ELBA

and its members are going as the community challenges for corporate community affairs practitioners continue to grow, with an increasing focus on social mobility in everything we do.

In the past year, as the continuing squeeze on the public sector has forced sizeable cuts to grant funding, ELBA has taken the opportunity to rethink its income sources and its future within the charitable side of the CSR sector through a strategic review conducted with the help of New Philanthropy Capital.

Olympic achievements in 2012 were always going to be hard to beat, but together we have done it! Volunteer numbers are up to 12,565; we've helped 754 people into work and provided information & guidance (IAG) for another 1,500. The London Works recruitment agency launched in January; we've embedded the BIG Alliance (ELBA's latest Community Forum) successfully into Islington; conducted and implemented the recommendations of the Strategic Review; supported Canary Wharf Group in reaching £1 billion in local contracts through ELBP, and helped Create London, the highly successful cultural organisation, deliver audiences of almost one million across a dozen projects in 2013/14.

I am particularly pleased that ELBA has reviewed its relevance and efficacy as our members look to us to provide ever more in-depth reporting, impact assessment, skills-based volunteering and innovation leading to measurable community and people development.

In future, our three new teams, **Community Works**, **Education Works** and **Employment Works**, will work across the whole ELBA area, so we can readily meet members' desire to be active in any area, removing the old borough-based wiring. Team Forums will happen at least twice a year (quarterly for **Employment Works**).

Work in the new style is already underway – **Education Works** has taken the successful Business Action Groups for Schools (BAGS) programme from its pilot in Newham into Waltham Forest, and in recent months has engaged over 7,000 students. The Hackney Schools Mentoring Programme (HSMP), renamed **Mentoring Works**, is in two Islington schools and will be in two more from October as we spread good practice across everywhere we work. **Employment Works** is targeting 1,000 into work through our efforts with Morgan Stanley, Credit Suisse, Barclays and the more than 20 members of the ELBA Jobs & Enterprise Board. Key for **Employment Works**, however, is the **London Works** agency – supported by Barclays, the GLA, the City of London Corporation, UEL, the Royal Borough of Greenwich and others. Its graduate recruitment service has supported nearly 30 people into work in the City and Canary Wharf to date.

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## Annual highlights

27,677 direct beneficiaries across all ELBA programmes

### Community Works

- 12,565 volunteers – 3% more than 2012
- 100+ member organisations
- 350 community organisations benefited
- 50+ trustees provided
- 400 team challenges arranged

### Education Works

- 7,500 secondary students engaged
- 530 undergraduate beneficiaries
- September 2013 Business Action Groups for Schools invited into Waltham Forest
- February 2014 HSMP becomes **Mentoring Works** & debuts in Islington

### Employment Works

- 754 people into work
- 1,001 people gained work experience
- 3,421 people enjoyed employability training

## ELBA landmarks

- January 2014 **London Works** social enterprise employment agency launched
- January 2014 **Community Works**, **Education Works** & **Employment Works** teams in place
- May 2014 BIG Alliance wins £225,000 funding from Macquarie Group Foundation

**Community Works** continues to deliver significant interventions across the Growth Borough areas, with more than 400 team challenge events involving 8,000 volunteers, and many direct community interventions ranging from business planning, marketing and IT advice to supplying trustees, chairs and mentors. More skills-based opportunities matching specific company skills will be central to what ELBA does in the future.

Our flagship embedded project manager programmes in Shoreditch, Central Hackney, St Paul's Way and Boundary Estate / Bethnal Green continue to be supported by UBS, KPMG, Société Générale, Nomura, Catlin and newcomers, State Street. Thanks to all for their support of these targeted and effective efforts.

The end of Olympic Lottery Distributor grants in 2012 meant that our gross income reduced by more than £1m in the current year as the ELBA administered Transformers Grants Programme came to

an end, having made more than 300 awards totalling £1.6m to local organisations.

Core income at almost £800,000 held up well with eight new members, despite inevitably losing a few members to geographic relocation and budget cuts.

a new auto-enrolment pension scheme for all staff that launched on 1 July.

These cost pressures, combined with the Board's aspiration to raise ELBA's reserves to match six months' operating costs in line with Charity Commission

recommendations, mean that we need to ask members to increase their contributions by 20% on renewal with effect from 1 October. We regret having to raise costs but, if we are to ensure ELBA is staffed and equipped to deliver the support and facilitation the east London community and our members

need, then this is unavoidable.

Finally, may I record my thanks to all members for their outstanding contribution in finance, people and ideas; to ELBA's staff, senior management and Board Trustees for their continuing commitment to delivering great outcomes, and to our many community partners, without whom none of what we do would be achievable.

Volunteers  
**12,565**  
Business skills  
**36%**

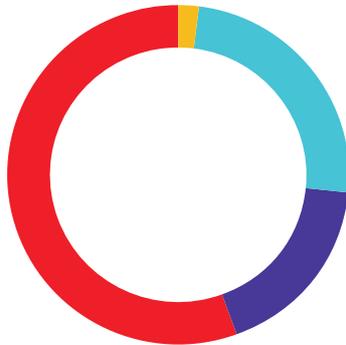


Our earned surplus of £32,000 is welcome, but it represents a net margin of just 1% on turnover, reflecting the fact that member contributions were last increased in 2009. Since then there has been RPI inflation of 17.2%. ELBA's costs have risen similarly, and we now have the statutory additional costs involved in designing and implementing

## Key financial Information

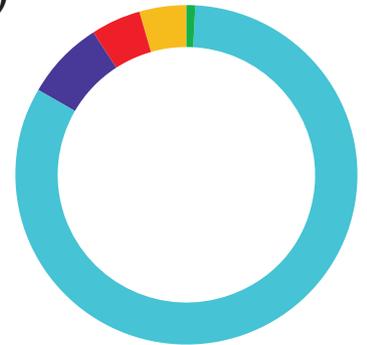
### Income (£000s)

- £762 Member contributions
- £554 Public project funding
- £1,730 Private project funding
- £69 Other income



### Expenditure (£000s)

- £2,400 People costs
- £216 Office rent & services
- £140 Partnership expenses
- £124 IT, comms & PR
- £26 Professional costs

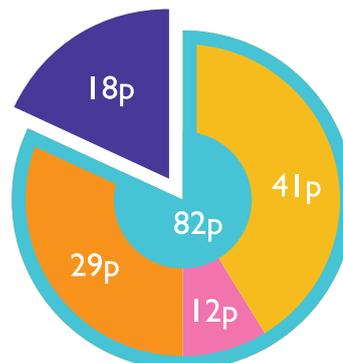


### For every £1 we spend

Administration & overheads

Delivering services

- Community
- Education
- Employment





## Community Works underway: Nomura partners Oxford House

In the past year, Nomura has developed a close working relationship with Oxford House, a community centre in Bethnal Green that's home to 25 local charities and social businesses in the arts, housing, health and campaigning.

Funded by The Nomura Charitable Trust, as part of ELBA's Beyond Boundary project, Nomura's support has included painting and decorating, advice on how to use the improved café space, design and print for marketing materials, donating new PCs and plasma screens, and help with a film showcasing Oxford House services for the local community. To date, Oxford House has received more than 260 volunteer hours and £5,150 worth of gifts in kind.

'Before Nomura,' says Oxford House CEO John Ryan, 'things that needed to be done were on a wishlist and invariably never happened. Since Nomura's involvement, the transformation in Oxford House's look and feel has enabled us to promote ourselves better and to appeal more widely to the local community.'

At Nomura, Angus Warren, Head of Real Estate and Services, EMEA says: 'This has been a great opportunity for many of our employees to get involved in a long-term relationship with a local charity partner. We look forward to continuing working with Oxford House on the design for a new restaurant, which will hopefully welcome more visitors to the centre in the future.'

From April 2014, State Street has joined the Beyond Boundary project – look out for more great partnerships in the area over the next year.

## Education Works: BAGS student goes to NASA Space Camp

Amber Millar-Chambers, a local student from Newham, won a NASA competition to design and explain an invention which could reasonably be expected to advance space exploration. This was a considerable challenge, with students and schools throughout the UK competing. Her prize was an all-expenses-paid, week-long trip to the Advanced Space Academy in Huntsville, Alabama, USA, culminating in a three-hour virtual space mission.

The US Embassy invited entries to the competition in recognition of a visit to Sarah Bonnell School by NASA scientist Nagin Cox, who gave one of a series of inspirational talks for Newham school students organised by ELBA in collaboration with the Embassy. Amber's Sonic Sphere design beat 5,000 entries from students across the UK.

ELBA's Business Action Groups for Schools (BAGS) programme is funded by KPMG and the London Boroughs of Newham and Waltham Forest, as well as the schools themselves, to develop sustainable school / business partnerships supporting both school leadership teams and their students. Over 7,000 students and 35 member companies took part in BAGS activities last year.

## London Works: because ELBA believes in east London graduates

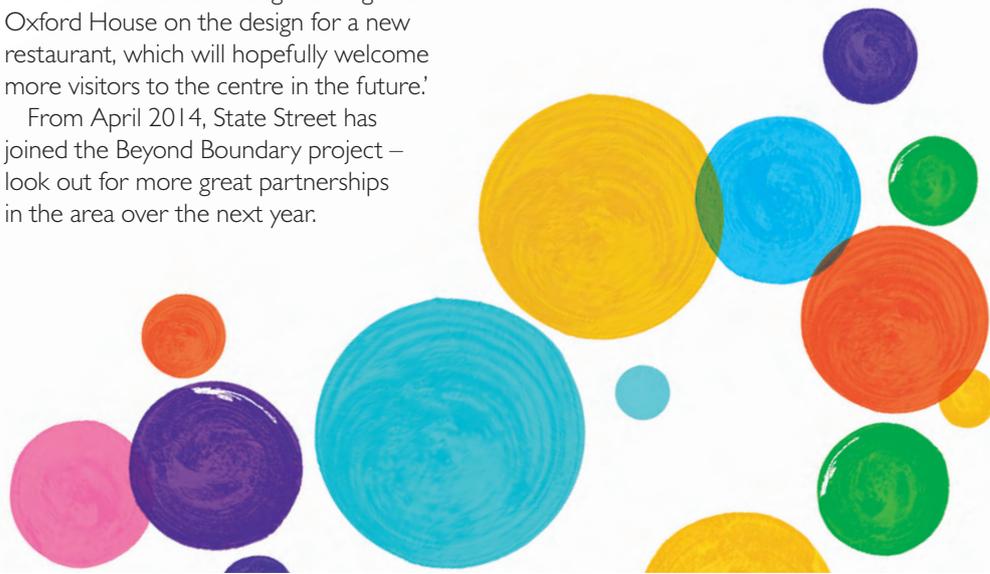
ELBA knows that any east London graduate, given a short-term placement or temporary contract, will prove so good in the post that they'll inevitably be offered a full-time job in a City or Canary Wharf company. Several years' experience with our EaGLES graduate programme shows nine out of 10 participants have gone on to fulltime jobs.

We believed the theory so completely that we decided to capture these opportunities for both jobseekers and employers. In January 2014, ELBA launched London Works Agency Ltd (LW), a social enterprise recruitment agency that invests its earnings back into employability initiatives in east London, and will open doors for local graduates for many years to come. LW has already placed nearly 30 local graduates since operations began.

LW will help local people share in the predicted regional jobs growth over the next 10 years – over 100,000 jobs at Asian Business Port, the Silvertown Partnership development in Royal Docks, and at Wood Wharf, the latest addition to Canary Wharf. ELBA member companies recognise the multiple benefits of widening their recruitment to include local graduates from the newer universities, and in many cases have made LW a preferred supplier.

LW will improve corporate staff diversity by demonstrating the added value of employing locally grown talent, and in tackling under-employment by challenging corporate mindsets.

Corporate recruitment historically has often looked only at Russell Group graduates: LW's aim is to re-educate decision makers about the fantastic talent in east London, raise graduates' expectations, and then bring the two together in long-term career achievement.



# Who's who in the ELBA management team 2014

## Community Works

### What we do

- Team challenges
- Business skills volunteers
- Organisational development
- Community partnerships
- Community Works Forum



**Alison White**  
Programme Director  
020 7068 6978



**Andrea Rannard**  
Programme Director  
020 7068 6963



**Selina Uddin**  
Programme Director  
020 7068 6954

## Education Works

### What we do

- Promote career pathways
- Develop employability skills
- Mentoring (1:1)
- Support schools leadership & governance
- Business Action Groups for Schools (BAGS)
- Career Capital clubs for undergraduates
- Education Works Forum



**Ulrika Hogberg**  
Programme Director  
020 7068 6965



**Deryl Walsh**  
Programme Manager  
Mentoring Works  
020 8820 7437

## Employment Works

### What we do

- Local entry-level recruitment
- Training into work programmes
- Graduate internships
- Graduate recruitment agency
- Jobs broker training
- Jobs & Enterprise Board



**Julie Hutchinson**  
Programme Director  
Employment & Skills  
020 7068 6973



**Carolyn Simmonds**  
Business Manager  
London Works Agency  
020 3747 3660



**Shernade Benn**  
Programme Manager  
Employment & Skills  
020 8820 6989

## Management & business development



**Liam Kane**  
Chief Executive  
020 7068 6971



**Michelle Dawson**  
Deputy Chief Executive  
020 7068 6987



**Fozia Parveen-Sheikh**  
Business Development Director  
020 7068 6957



**Clare Gadsdon**  
Office Manager  
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### East London Business Alliance (ELBA)

Company registered in England & Wales no: 04138032  
Registered charity no: 1122173

[www.elba-1.org.uk](http://www.elba-1.org.uk)

[@OurELBA](https://twitter.com/OurELBA)

[www.linkedin.com/company/east-london-business-alliance](https://www.linkedin.com/company/east-london-business-alliance)

### London Works

Company registered in England & Wales no: 8525614

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