

Berkeley Foundation  
**Annual Review**





**We've transformed  
people's lives**





“

**TONY PIDGLEY CBE**  
CHAIRMAN OF THE BERKELEY GROUP  
AND TRUSTEE OF THE BERKELEY FOUNDATION

I am incredibly proud of the Foundation’s work across its four core areas of homes, jobs, skills and care.

”

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**ROB PERRINS**

CHAIRMAN OF THE BERKELEY FOUNDATION

We know we are making a difference. The question is, how much of a difference, and for the short or the long term?

”



# Foreword

The Berkeley Foundation is four years old. We launched it in 2011 to try and express something different about the Berkeley Group. We were looking for new ways to support people in local communities and we recognised that business had to play a more proactive, more productive role in society after the recession.

It was an instinctive response. We wanted to help. We had the means to do so. We picked four charities, rolled up our sleeves and got on with it.

A lot has happened since. We have expanded dramatically and focused our efforts around four key goals. Over £6 million has been invested in helping people secure a home, develop their skills, find a job, and care for those with illness or a disability.

The Foundation itself has become an independent registered charity, supported by the Berkeley Group, whose staff have raised over £1.7 million from friends, family, colleagues, our supply chain and consultants. We are indebted to them for their continued support – we couldn't do it without them.

In 2014 we launched a Five Year Strategic Plan and Route Map which lays out clear aims and targets for our work through to 2019.

Our focus now is on impact. We know we are making a difference. The question is, how much of a difference, and for the short or the long term? These questions run throughout this Annual Review.

I don't have any doubt that the Berkeley Foundation is changing individual lives. I've personally met dozens of people who testify to that. Many of their stories are reflected in the pages of this review and on the Berkeley Foundation website.

Thousands of young people have fresh confidence, better care, new skills or a job because of the projects we support. Thousands more have a roof over their head or have been able to stay in their home, because of our alliance with housing and homelessness charities.

It's more challenging to understand if these are permanent changes and if we are starting to influence the decisions which led to the problems in the first place.

As the Berkeley Foundation matures, we are starting to grapple with these fundamental issues at the same time as we continue to work with some amazing charities that I am very proud to support.

My thanks and admiration goes to every member of staff, every supporter and every organisation whose efforts are reflected in the following pages.

We are making a difference because you got involved.

**Rob Perrins**

Chairman of the Berkeley Foundation



# How it works

The Berkeley Foundation was set up by the Berkeley Group in March 2011. Now in our fourth year, we have invested more than £6 million in our charitable partners.

This money comes from a number of sources. The Berkeley Group provides 'core' funding for the Foundation, pays all of the overheads, and covers the cost of specific fundraising events. We also receive some external donations. On top of this, Berkeley Group employees do an incredible job of raising money through sponsorship and Give As You Earn. The Berkeley Group matches what they raise, pound for pound.

The support we receive from the Berkeley Group means that every penny raised for the Foundation is spent on charitable activities.

Our work is focused on four key areas:

## Homes:

Helping those facing homelessness and tackling its root causes.

## Jobs:

Creating jobs for young, unemployed and homeless people.

## Skills:

Challenging, energising and training young people to reach their full potential.

## Care:

Helping people to live positively with disability or life-limiting illness.

We invest in three ways:

- In five Strategic Partnerships with Shelter, Crisis, The Lord's Taverners, Street Elite and the Mayor's Fund for London;
- In 15 Designated Charities chosen by staff and local to the Berkeley Group's sites and offices;
- Through our Community Investment Fund which makes grants to projects which complement our work.

This structure enables us to have an impact on a number of different levels within our four focus areas.

We can have an impact on the beneficiaries of the programmes we support. We can have an impact on the charities we work with at an organisational level. And finally, we can influence the wider environment in which we all operate.

Our impact is discussed in more detail in Chapter 2.

The support we receive from the Berkeley Group means that every penny raised for the Foundation is spent on charitable activities.



## Find out more

To hear more about the Foundation scan the QR code or visit:  
[www.berkeleyfoundation.org.uk/making-a-difference](http://www.berkeleyfoundation.org.uk/making-a-difference)



## Employee Contributions

### Give As You Earn

### Time and talent

### Fundraising

Including contributions from friends, family, colleagues and Berkeley's supply chain and consultants

## Company Contributions

### Match funding

Berkeley Group matches the employees' fundraising and GAYE

### Provides 'core' funding

Pays the Foundation's overheads

Specific fundraising events



## We invest in three ways...

### Strategic Partnerships

In depth, long-term relationships

### Designated Charities

Investing in our communities

### Community Investment Fund

One-off grants to charitable projects

## And have an impact in four key areas:



**HOMES**



**JOBS**



**SKILLS**



**CARE**



“

**YASAR UGUR**  
TRAINEE SITE MANAGER,  
BERKELEY HOMES (EAST THAMES)

I get a real buzz  
from being with the  
construction team.  
They look after me  
like I am family.

”

# Our Impact



## CHAPTER 1

### Our Impact

# 1

We donate to causes  
and initiatives that  
provide **Homes**, **Jobs**,  
**Skills** and **Care**

Measuring and evaluating our impact  
is a key focus for the Foundation. This  
Annual Review is full of stories from  
real people, like Yasar, which illustrate  
the difference we can make to the lives  
of individuals. And the next chapter  
gives more information about how we  
understand our impact.



“

**STUART NEVILL**  
CEO, SPEAR

Our partnership with the Berkeley Foundation is not just about giving money. It's multi-layered.

”



# Our Impact

In May 2014, we published a Five Year Strategic Plan, setting out our direction and goals until 2019. As part of this plan, we set ten aims for the Foundation.

We want to:

- |  |   |
|--|---|
| <p><b>1</b> Build on the Foundation's successful work to date, deepening our profile, broadening our reputation and maximising our impact.</p>   | <p><b>5</b> Continue to focus on our four key themes: homes, jobs, skills and care.</p>   |
| <p><b>2</b> Increase investment by a minimum of 10% every year, through Strategic Partnerships, Designated Charities and our Community Investment Fund, together with additional investment for continued subsidies to the Job Creation Programme.</p> | <p><b>6</b> Operate on the basis that all of the Foundation's funds are spent on charitable activities and good causes.</p>                       |
| <p><b>3</b> Balance our investment, donating around 50% to Strategic Partnerships, around 25% to Designated Charities with the remaining 25% distributed through the Community Investment Fund.</p>  | <p><b>7</b> Monitor, evaluate and report our work and share our findings, to influence policy and practice.</p>                                   |
| <p><b>4</b> Ensure at least 25% of the Foundation's investment comes from staff fundraising programmes, including GAYE.</p>  | <p><b>8</b> Continue to explore innovative ways of tackling the problems faced by disadvantaged young people, their families and communities.</p> |
|  | <p><b>9</b> Work with a small number of effective organisations where we can maximise the impact of our investment.</p>                           |
|  | <p><b>10</b> Increase staff involvement so that everyone does something every year for the Foundation over the next five years.</p>               |



## Find out more

Our Five Year Strategic Plan and Route Map can be found here:  
[www.berkeleyfoundation.org.uk/who-we-support](http://www.berkeleyfoundation.org.uk/who-we-support)



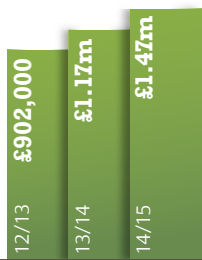
**At April 2015, we are on target to achieve our aims.**

In the last year

Since April 2014, we have made significant progress against many of these objectives. Four of them are directly quantifiable.

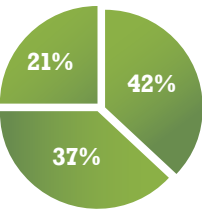
We said we would increase investment by a minimum of 10% every year.

**In 2013/14, the Berkeley Foundation gave £1.17 million to our partner charities. In 2014/15, this rose to £1.47 million, an increase of 26%.**



We said we would balance this investment, donating around half to Strategic Partnerships, a quarter to Designated Charities and a quarter through the Community Investment Fund.

**In 2014/15, 37% went to our Strategic Partners, 42% to Designated Charities, and 21% to the Community Investment Fund.**



In addition, we committed to spend all of the Foundation's funds directly on charitable activities and good causes. **This has been achieved in 2014/15.**

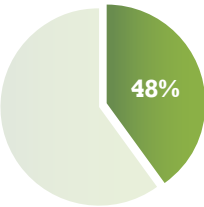
We have focused tightly on our four key themes: homes, jobs, skills and care.

We have sought to innovate in each of these areas. Programmes like Creativity Works, a Strategic Partnership with the Mayor's Fund for London, are pioneering new ways of helping disadvantaged young people secure a foothold in the creative industries, while the London Disability Cricket Championship is the first of its kind in Britain.

We have tried to deepen relationships with a small number of charities, rather than work more broadly with a bigger number of organisations. Our Strategic Partnership with Shelter has just been extended for another three years, and the work with all of our Designated Charities is now guided by three year plans.

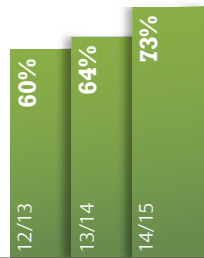
We said that 25% of our investment would come from staff fundraising.

**In 2014/15, it was 48%, with staff from the Berkeley Group raising a total of £706,000.**



We said we would increase staff involvement, so that everyone does something every year for the Foundation.

**In 2014/15, 73% of Berkeley Group staff surveyed contributed to the Berkeley Foundation, up from 60% in 2012/13 and 64% in 2013/14.**



We are starting to influence policy and practice. A third seminar took place in November 2014 to share the learning and ideas emerging from Street Elite, while Rethinking Homelessness is bringing together four housing charities to launch a new report about the importance of psychological wellbeing and emotional resilience to homeless people.

Our challenges have come in deepening our profile and measuring impact. We are now starting to develop a theory of change for each of our core themes and to commission or support independent evaluation of some of our major partnerships. The first of these, by Oxford Brookes University on Street Elite, is discussed later in this chapter.

73%

**of Berkeley Group staff surveyed contributed to the Berkeley Foundation in 2014/15**

26%

**more money given to our partner charities than in 2013/14**

£706,000

**raised by Berkeley Group staff in 2014/15**

£1,470,000

**given to our partner charities by the Berkeley Foundation in 2014/15**



## Understanding our impact

We aim to make a difference on three levels:

### 1 Individuals We help transform the lives of individual people.

This is the front line of our work, supporting people who are homeless, without a job, or in desperate need of care. It does not deliver structural change, but it is profoundly important and life-changing for those individuals. You only have to read the stories of Arlo or Cindy in Chapter 5 to appreciate this.

The first of these is usually our starting point. It represents the Berkeley Foundation's core charitable activity; it gives us direct experience of the issue; and it is easily understood by staff and supporters. However, on its own, it may not address the root cause of a problem.

The second often happens when we have started to build a longer-term relationship with a charity. It allows us to help them in different ways. It draws on a wider range of skills and contributions from within the Berkeley Group, and it can be more sustainable.

The third tries to address the causes as well as the symptoms of a problem. It has scope to impact more broadly than helping individuals or organisations but it also frequently takes longer to deliver. Projects like Rethinking Homelessness (described in Chapter 2) illustrate this approach.

### 2 Organisations We build the capacity of other organisations that support young people and their communities.

This multiplies the impact of our work and makes it much more sustainable. It might involve building up a charity's staff team with investment from our Job Creation Programme; developing their marketing operation, as we have done with Bexley SNAP; or helping a charity like Toyhouse leverage other funding on the back of our support.

### 3 Environment We aim to shape the context in which everyone tackles homelessness, access to the job market, and disability and illness.

This can be done by helping charities collaborate, by influencing service commissioning, or by publishing research that helps the whole sector understand the problem better and tackle the issues more effectively.

“

#### BERKELEY FOUNDATION STAFF SURVEY 2014

The commitment from the staff has been great and it's brought the business together – this kind of thing builds a positive culture.

”

## The impact on Berkeley

The Berkeley Foundation has also made a big impact on the Berkeley Group. The business has always been involved in the community, making charitable donations and helping good causes. But launching the Foundation in 2011 took this to another level.

It gave focus and much greater coherence to our efforts. It has galvanized staff and dramatically increased the amount of time and money invested by Berkeley in the community. Alongside the social impact, it also adds value to the business. Staff develop new skills and a much deeper understanding of the communities in which they work.

Not least, fundraising and volunteering is fun and rewarding. It helps to build teams and give staff a sense of pride and ownership in Berkeley, as these quotes from staff reveal:

“It makes me really proud to work somewhere that believes giving back is so important.”

“This is the first time I've worked for a company that encourages such involvement in helping others. It's great to see and be part of.”

“It's raised a huge amount of money in a fun way. The Foundation creates an opportunity to bond with colleagues while also giving practical help to a charity.”



Berkeley staff at Dragon Boat Race fundraiser

# Measuring our impact

We evaluate all our major partnerships on an ongoing basis, setting targets for the programmes we fund and monitoring these through annual or biannual reporting. Each Operating Company has a three year plan in place with their Designated Charity and we track progress against these through annual reports. In addition, we are starting to commission independent evaluations of some of our major partnerships. The methodology behind the first of these, Street Elite, is described below.

## Street Elite: an impact measurement case study

One of the first programmes we launched in 2011 was Street Elite. This is a training for work initiative designed to get young adults living on the edge of gangs and crime into education or employment.

Street Elite has been funded by the Berkeley Foundation and delivered by youth charity, the Change Foundation. Every year we have jointly commissioned an independent evaluation by Oxford Brookes University.

The research team has been led by Will Roberts, a Senior Lecturer in Sport, Coaching and Physical Education at Oxford Brookes. He specialises in the relationship between social justice and sport; and how sport can support social inclusion.

Each year, Will and his colleagues have followed a cohort of young adults involved in the programme. Their objective is to evaluate the long-term impact of Street Elite on the participants and to assess the programming, structures and outcomes of this sport for development intervention.

They produce an annual report based on a range of data, both qualitative and quantitative, that provides us with a complete picture of the programme's background, performance, value and impact.

During 2014, this involved the following tasks:

- A review of key research, policy, regulatory and operational documents relevant to the programme;
- Telephone interviews with key stakeholders, and case studies distilled from individual stories;
- An analytical review of current and critical academic and policy literature pertaining to this area;
- An extensive ethnographic approach, visiting the programme on numerous occasions, building relationships with individual participants and keeping field notes throughout;
- Video recordings using GoPro cameras to film various elements of the programme from a participant's point of view.

The findings were presented at a policy seminar in November 2014 at the Black Prince Community Hub in Vauxhall. Over 100 guests from local councils, Whitehall, think tanks and youth organisations took part in a debate about what could be learnt from the evaluation and what it suggests for policy and practice across the sector.

The research is now publicly available at [www.street-elite.org](http://www.street-elite.org), alongside the evaluations of each year of the programme so far.



# Future targets

We have six clear targets for the period 2014–2019.

These inform our investment decisions and provide the starting point for all our efforts to measure the impact of the Berkeley Foundation.

In the first year of this five year plan, we have achieved more than 25% of each of these targets.



**By 2020 over £10 million will have been invested or committed to the Foundation's work.**

We have invested or committed a total of £6.3 million of which £1.2 million has been committed since April 2014.



**We will have given support to over 2,000 people facing or experiencing homelessness by supporting the work of major homelessness charities.**

Since April 2014, 1,053 people have been supported through our partnerships with Shelter, Crisis, SPEAR and No Second Night Out.



**We will have helped over 1,000 unemployed people into work through a range of initiatives, such as our Job Creation Programme and Creativity Works project.**

Since April 2014, 251 people have moved into work through projects including the Job Creation Programme.



**We will have worked with over 1,000 disadvantaged young people to develop new skills, build personal confidence and take up education and training that helps them into employment.**

Since April 2014, 270 young people have been supported to gain new skills.



**We will have extended our work in care by promoting opportunities for over 1,500 people with disabilities, through our existing partnership with the Lord's Taverners, our Designated Charities and other organisations.**

Since April 2014, 920 children and young people have been helped directly through our care initiatives.



**By 2020 all Berkeley Group Staff will do something each year to support the Foundation.**

In 2014, 73% of staff surveyed got involved in the Foundation.





“

**VICTOR FRIMPONG**

When I came back from America, I was homeless. I didn't know where I was going to live. The job situation has got crazy. But Crisis was different.

”

**Find out more**

To hear more about Victor's story scan the QR code below or visit:  
[www.berkeleyfoundation.org.uk/foundation-stories/crisis-victors-story](http://www.berkeleyfoundation.org.uk/foundation-stories/crisis-victors-story)



**CHAPTER 2**

**Homes**

**2**

Homelessness is growing in London and the South East. Homelessness is a complex problem, and it calls for an intelligent solution. We work with charities providing direct support to people like Victor, as well as helping the sector to explore new approaches to the issue.

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**Homes**

### STUDY BY CRISIS AND THE JOSEPH ROWNTREE FOUNDATION

Between 2013 and 2014 there has been a rise in homelessness of 280,000 cases. This is an increase of 9%.



# Homes

According to the latest study by Crisis and the Joseph Rowntree Foundation, compiled from a survey of England's 326 councils, there has been a rise in homelessness of 280,000 cases between 2013 and 2014. This is an increase of 9%.

30% of all households found to be homeless last year were in London, more than double the number in any other region. Combine this with the figure for the South East and 42% of all homeless households in England are living in the areas where the Berkeley Group works.

That illustrates why this issue matters so much to us.

The experiences of homeless people vary according to age and many other factors.

- 52% of those seeking help with homelessness are under 25.
- More than half of young people become homeless because of a relationship breakdown, mainly with their parents.
- More than six in ten are not in education, employment or training.

But while the total number of homeless people is rising, there are also some positive trends. A third of housing charities report increasing support for young people; and 97% of local authorities now have a joint protocol between their housing and children's services departments to ensure homeless 16 and 17 year olds receive the care they are owed under the Children's Act of 1989.

The needs of people facing homelessness are often very complex. As you can see from the projects described in this chapter, access to housing is only one part of the story. Many people need help and training to find a job, or support to address emotional and psychological needs, as well as a safe and affordable home.

According to Homeless Link, 38% of people in accommodation projects need additional support with at least one other issue: 32% have mental health problems; 32% have drug problems; and 23% have alcohol problems. Shockingly, this research showed that 76% of accommodation projects had refused access to people because their needs were too high: with 55% of these projects saying the client's needs were simply too complex.

Our response as the Berkeley Foundation has been to deepen our investment in a small number of partnerships with housing charities who tackle the problem in complementary ways. We have a long-term strategic partnership with Shelter, delivering expert advice and support to homeless families. We have a partnership with Crisis providing employment support to single homeless people. We have a successful partnership with SPEAR, a local housing charity who provide integrated support to homeless people in one specific area. And we have a research and thought leadership programme called Rethinking Homelessness, which helps the sector explore new ways of working.

You can read reports on all of these in the following pages.



# Shelter

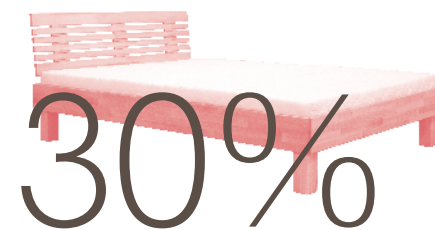


Shelter is one of our Strategic Partners. We have supported them since the launch of the Berkeley Foundation and donated more than half a million pounds so far to help tackle homelessness and bad housing.

In addition, last year we agreed to support their Hackney Family Service and Fulham Advice Service for three years, committing a further £360,000. The Hackney Family Service is a new project, pioneering different ways to support families with complex needs. They help families to secure safe affordable housing in the short term, and create an integrated package of support. This could include literacy, mental health, debt or relationships, as well as the immediate problem of keeping a home.

Cases are referred to the Hackney Family Service by local organisations such as the Council, Children's Social Care and charities like Family Action. Their Senior Advisor runs advice surgeries at community venues. This allows Shelter to reach service users directly and help families who are experiencing housing and welfare benefit problems.

Some issues can be solved relatively quickly with expert advice. Other people clearly have complex needs and need much more intensive support. These families are referred to a support worker who visits them at home. They spend time with the family, identifying the root cause of the problem and devising a plan together.



**30% of all households found to be homeless last year were in London, more than double the number in any other region**



“

**CONNIE CULLEN**

HACKNEY FAMILY SERVICE MANAGER

Support from the Berkeley Foundation has meant so much to us – for some families, it's meant being able to put a plan in place to pay off long standing rent arrears or debts; for others it's meant moving to a new home and gaining a fresh start away from domestic violence. We are really excited to be working with Berkeley for another three years and helping even more people.

”



## Case study

### The story of Louise's family

Louise was about to lose her home.

For many years, she has struggled with unemployment and illness. She had £8,000 rent arrears, a possession order had been made, bailiffs were at her door, and her home was in disrepair.

She also has four children: one adult son, two teenage sons who live with their father, and a son of six in her full time care. She has long term mental health problems and a history of substance misuse which affects her ability to care for her older children and led to them living with their father.

Her youngest son has asthma and had a school attendance rate around 70% when the family met Shelter. Louise didn't feel she could make her son attend school because of his health and instead of going to the GP, they frequently attended A&E.

Shelter's initial work focused on stabilising the family's tenancy, paying down £5,000 of her rent arrears and getting the possession order withdrawn, clearing utility debts and securing essential household items, such as a bed for the six year old son.

Our support worker also liaised with the school around attendance, which is now improving and consistently above 85%. Louise is also making repayments steadily and beginning to address her other debts. She and her son are registered with a GP and are managing the asthma attacks without going to A&E.

Louise herself has started therapy to address her mental health issues. This new-found confidence has given her the motivation to decorate and clear the garden. She has also started a volunteer scheme to get herself ready to seek employment and organised a new bank account independently with no assistance from Shelter.

Her life and her family are on the mend.

## Shelter (continued)

### Progress through partnerships

The Hackney Family Service is a partnership project. It works in close alliance with a number of agencies who do complementary work in the borough. One of the service's strongest relationships is with City and Hackney Mind. They organise talking therapies for clients of the project who have long-term mental health issues which affect their ability to keep and manage a home.

The service has specific targets for the work supported by the Berkeley Foundation. These are divided between advice given to families who come to the service and long-term support provided to families with complex, multiple needs.

During the first year of the project, Shelter committed to give advice to 280 families and 323 cases were delivered. The project also aimed to give long-term support to 55 families and handled 136 cases.

The project has also benefited hugely from access to other Berkeley Foundation-funded projects including Family Futures and the Job Creation Programme.

In summer 2014, two families referred by Shelter took up places on a Family Futures residential weekend. They went from Hackney to the centre in Cheshire. One mother told us this gave her the opportunity to see her children's strengths and helped her realise she had to make some stark choices to protect her children. With the support of her family support worker, she has now put these into practice on her return to London.



### Looking ahead

The Berkeley Foundation has now committed to fund Shelter's Hackney Family Service and Fulham Advice Service for three more years. This investment will help at least 1,232 families between 2015 and 2018.

Staff from the Berkeley Group are also proud supporters of all of Shelter's work. This year, for example, five people ran the Virgin Money London Marathon raising more than £11,000 for Shelter. 16 people are also taking part in the Prudential Ride 100 this summer with a combined fundraising target of £8,800.

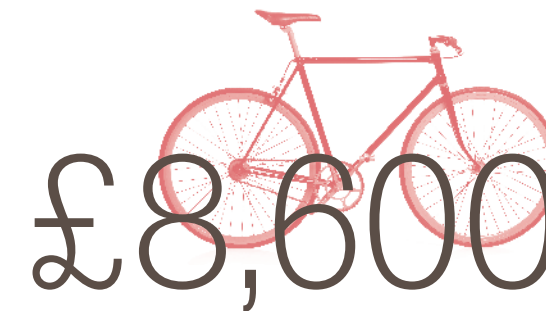
Next year is Shelter's 50th anniversary and we will be doing all we can to champion their cause.



**50**  
years of helping people. Next year  
is Shelter's 50th anniversary



**£3,000**  
raised by eight people taking part  
in the Royal Parks Half Marathon



**£8,600**  
raised by two people taking part  
in RideLondon 100 mile race in 2014



**1,232**  
families will be helped in  
Hackney and Fulham between  
2015 and 2018





Crisis is the national charity for single homeless people. They are dedicated to ending homelessness by delivering life changing services and campaigning for change.

We are now in the second year of our partnership with Crisis' Employment Services Team, based at their London Skylight Centre near Aldgate. The team work tirelessly with their homeless and formerly homeless clients to help them prepare for work. They offer CV and cover letter support, interview coaching, formal qualifications and training, and volunteering opportunities to help build employability skills.

This work is vital in the context of the homelessness services that Crisis provides. Unemployment is both a major cause and a consequence of homelessness. It can be almost impossible to find housing in the private rented sector without work and a regular income. And it can be just as difficult to find a job if you don't have a fixed address.

Crisis helps its clients to negotiate this maze, building skills and confidence until they are ready for work. Our three year partnership, of £100,000 per year, supports this work. In the first year, this funding directly supported an additional 32 Crisis clients into jobs. In addition, we are working with the Employment Services Team directly to identify job-ready clients who may be suitable for jobs within the Berkeley Group and our supply chain. Crisis has become an important partner in our Job Creation Programme, and we have so far helped ten Crisis clients into work through the Berkeley Group and its supply chain.

For many of these, their first contact with Berkeley was at one of Crisis' biannual Employment Platforms. These events bring together candidates and employers at their Commercial Street centre, for workshops, speed interviewing and a job fair. The Berkeley Foundation has now been represented at three of these events and in April 2015 we were joined by supply chain companies Conneely Group and Rendall & Rittner.



£300,000  
invested in employment support  
for homeless people



10  
Crisis clients working  
for Berkeley Group or  
its supply chain



32  
Crisis clients helped into  
jobs through our funding  
in the first year



## Crisis (continued)

### David's\* story

Throughout his 20s, David had a number of jobs and ran his own business in the hospitality industry. But the business expenses became too high and he was unable to pay the bills. He lost everything, including his home.

**"I had a big knock back after that but I picked myself up and managed to stabilise. I restarted my life, working in an Indian restaurant. It was hard work. Living in different places all over the country."**

During this time, David married. However, after a series of insecure and temporary jobs, he was unable to find work. **"I needed support, even with my CV; it was ten years since I'd written one. I'm business minded, but I'm very dyslexic."**

For David, who had been used to working all of his adult life, this was a frustrating time. **"It was depressing. I thought, 'What have I become?' I was so confused, so frustrated, I didn't know what to do."**

David came along to Crisis Skylight London and started attending IT and dyslexia classes. Soon afterwards, he started getting one-to-one support from Justyna and Emily in the Crisis employment services team.

**"I'd come in once or twice a week. I used to apply for jobs; send out CVs. Emily would print them out for me and help me apply online. She helped me with how to present myself and even booked me on a training course for interview skills. It really helped."**

When Emily told David about an opportunity to work as an Estate Operative through the Berkeley Foundation Job Creation Programme, he jumped at the chance to apply. After taking part in a number of interviews and a work trial, he got the news that he had been successful.

**"I feel good knowing I've got a job, I'm really happy. I feel good waking up, I'm working, I'm doing something and time is flying."**

Just months earlier David had felt that finding work was an insurmountable challenge. The service he received helped him not only apply for jobs, but work on particular challenges that stood in his way.

**"Oh my goodness, the service at Crisis was very good. I would say Crisis paves the way. It's got everything that you need if you want to do this course or that course. They even bought me a travel ticket and clothes for my work."**

David is now working as an Estate Operative for Rendall & Rittner at Kidbrooke Village, a large Berkeley site in the Royal Borough of Greenwich.



“

### IAN RICHARDS

CRISIS

Without the support of donors, volunteers and partners, Crisis at Christmas would not be possible. We would like to thank Berkeley for their donation of a building, and the help of their volunteers so we could bring homeless people in from the cold this Christmas. The support provided a lifeline for our guests, and helped them take their first steps out of homelessness.

”



### Crisis at Christmas

We supported Crisis at Christmas again in December 2014 by donating three floors of a building at the South Quay Plaza development to be used as one of their centres. The 40,000 square feet of space was in use by Crisis for nine days, between 22 and 30 December.

Crisis transformed the space into a referral centre, where 130 homeless people struggling with serious addiction problems could come for help. They provided Christmas dinner for their guests, as well as beds, showers, haircuts and medical treatment. 11 volunteers from Berkeley Homes (South East London) helped out over the period.



“

**KELLY BREAM**

HEAD OF OPERATIONS AND CUSTOMER EXECUTIVE – BERKELEY HOMES (SOUTH EAST LONDON)

When the opportunity arose to work with Crisis at Christmas we were eager to assist. We donated three floors of accommodation in a development at South Quay Plaza in Canary Wharf. This offered a safe, warm shelter as well as access to food, companionship and vital services. Working with Crisis at Christmas highlighted the daily struggles that so many homeless people go through and we at Berkeley are very proud to have supported such an amazing cause.

”



Kelly Bream  
Head of Operations and Customer Executive – Berkeley Homes (South East London)

# SPEAR

homelessness to independence

## Local impact

SPEAR helps people to break the cycle of homelessness. They work in and around Richmond and Merton, offering a complete service to homeless people which includes not just support with accommodation but the chance to develop their skills, find work, tackle drug and alcohol addictions, and address mental health issues.

SPEAR is the Designated Charity of St George. So far they have raised over £70,000 for them. This includes the proceeds from their second annual football tournament, which was a roaring success. St George has also organised smaller fundraising events over the course of the year including a £10 challenge which produced £3,600.

With these funds and support from the Berkeley Foundation, SPEAR was able to help 500 homeless people last year.

This money has developed their capacity to provide an improved service to their clients in all areas. They have been able to employ an additional staff member and extend their Skills and Development and Employment programmes.

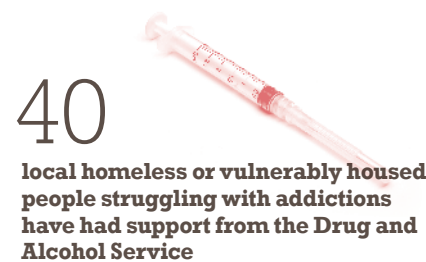
SPEAR recognises that clients who have experienced trauma often need support on a one-to-one basis before they are ready for group classes. Over the last year, they have been significantly increasing this area of work, particularly around literacy, numeracy and IT. They have also opened a new women's hostel.

## Outreach workers

In 2014, SPEAR received a £10,000 subsidy from Berkeley's Job Creation Programme towards the salary of their Trainee Outreach Worker.

This has helped the charity reach out to its client group and has also created a job for an unemployed person. The trainee has taken all of her NVQ qualifications and been a great asset to the organisation because of her language skills. She will become a professional Outreach Worker in May at the end of her contract, and a second year of funding has now been agreed for the trainee role.

## SPEAR in numbers



“

**STUART NEVILL**  
CEO, SPEAR

Our partnership with the Berkeley Foundation is not just about giving money. It's multi-layered. They offer us a whole range of support and help to raise the profile of homelessness. Some of their staff have even volunteered on the front line with our Outreach Team. Corporate partnerships like this are especially important at a time when statutory funding is much more challenging.

”



## The triple A mantra

John\* has been with SPEAR's services since 2011. He joined SPEAR with some challenges including ADHD and mild Tourette's and a range of family and bullying issues.

He got involved at SPEAR's Lower Grove Road Hostel. With skills and development support he was encouraged to seek employment. John then landed a part-time job with a security company and was encouraged to follow the triple A mantra: Attendance, Appearance and Attitude.

Last year he went on to spend one month's full-time work at the Commonwealth Games in Glasgow and became Employee of the Year.

John now has a solid full-time security job working for one of the largest food retail companies in the UK. He spoke at one of SPEAR's community events in December at a local church. His story and experiences are an inspiration to us all.

\*Case study name has been changed to protect identity.





Over the last year, we have been developing a collaborative project with a range of homelessness organisations across London, looking at the issues of emotional resilience, prevention and multi-sectoral work.

We think these three elements are fundamental to a more effective response to the rising cost and scale of homelessness. It is clearly essential to provide homeless people with suitable accommodation and employment support if they don't have a job. But sustainable outcomes often depend on a psychological change for the individuals involved.

This is particularly true for homeless people who have complex needs or who have experienced trauma. Without addressing the trauma, it can prove difficult to help people stabilise their lives and to find and keep a place to live. Success often depends on well-trained front line staff delivering psychologically informed services.

There are already some great examples of work in each area; but they are by no means commonplace. So on 11 June 2014, we launched a new report and a short film that brings these issues alive. Steve Holliday, the Chief Executive of National Grid and Chairman of Crisis, spoke during the event at St Martin-in-the-Fields, London. It was attended by 120 people who debated the relative importance of emotional resilience for individuals and structural issues in the housing market and welfare system.

The event was followed by a seminar in December attended by a group of 16 charity chief executives, senior civil servants and academics specialising in this field. The central issue they explored was why people recover – in reality, what works?

The answer for many homeless people is to feel understood and to trust. Over time this experience fosters self-esteem and drives practical change in their lives. Progress is therefore dependent on their relationship with individual front-line staff.

The problem is that services are not routinely commissioned on this basis and public sector cuts are impacting directly on the capacity of front-line staff and the priority afforded to delivering psychologically-informed approaches.

We have now commissioned a follow-up report from researchers at the Anna Freud Centre at University College London. This will seek to explain the science behind what works – who recovers and why, the idea of 'agency', and how trust is created – in an easily accessible format targeting commissioners and service providers.

We think the insights will apply not just to homeless organisations but to the social care sector; and we are working together with Public Health England as well as our existing partners, like SPEAR, in the housing sector to develop and launch the report in late 2015.

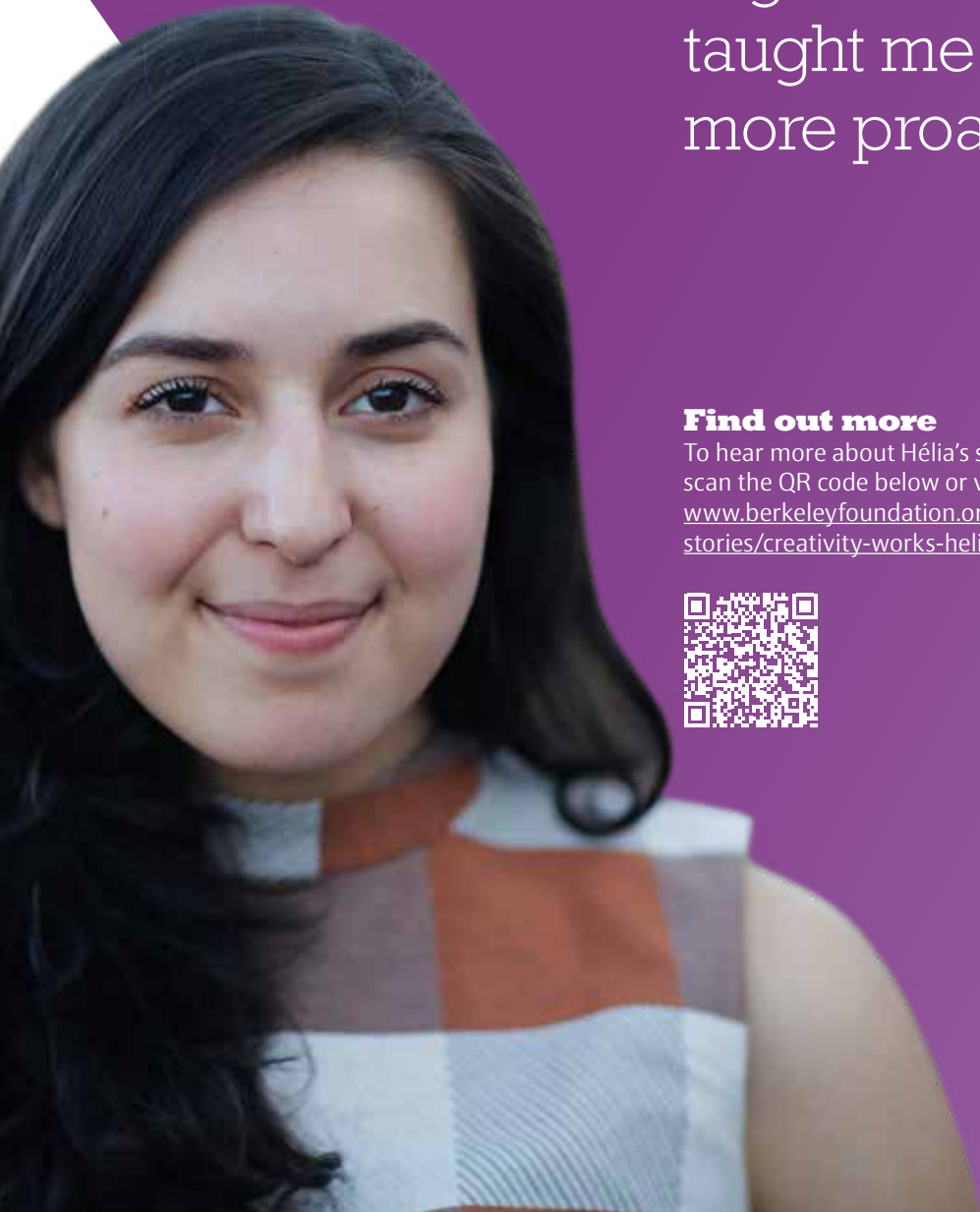
### Find out more

To hear more about Rethinking Homelessness scan the QR code below or visit: [www.berkeleyfoundation.org.uk/foundation-stories/rethinking-homelessness](http://www.berkeleyfoundation.org.uk/foundation-stories/rethinking-homelessness)



The central issue they explored was why people recover – in reality, what works?





“

**HÉLIA MACHADO**

A great thing my mentor taught me was to be more proactive.

”

**Find out more**

To hear more about Hélia's story scan the QR code below or visit:  
[www.berkeleyfoundation.org.uk/foundation-stories/creativity-works-helias-story](http://www.berkeleyfoundation.org.uk/foundation-stories/creativity-works-helias-story)



**CHAPTER 3**

**Jobs**

**3**

Decent, sustainable jobs are the best way out of poverty. We aim to help young people in London and the South of England access opportunities that will allow them to excel.

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**Jobs**



“

**KIM CHAPLAIN**

DIRECTOR OF CHARITABLE ACTIVITIES, MAYOR'S FUND FOR LONDON

The mentors that the Berkeley Foundation put forward are excellent at coaching and boosting confidence in these talented young Londoners.

”



## Jobs

From its peak in October 2011, unemployment has now fallen to 1.86 million. On many levels, this is very good news. But dig a little deeper and there remains a core group of people who have yet to benefit.

Many of them are young adults either classified as NEET (not in employment, education or training) or whose destination on leaving school is 'unknown'. This latter group are not captured in the unemployment statistics. The size of the group has grown in tandem with the fall in unemployment and is now in the hundreds of thousands.

Essentially, the state does not know what the circumstances or activities of these young people might be. They have no contact with registered agencies and are often profoundly disengaged from mainstream society.

Many of the barriers faced by these young people are in place long before they apply for their first job. It starts at home and continues at school, with a lack of positive role models, patchy or non-existent careers advice, and school grades that do not allow them to secure a permanent foothold in the job market.

Clearly, these things are best addressed through early intervention. But there are also actions that can stop young adults from falling through the gaps altogether.

Employers can offer work experience, work placements and pre-employment training which create a bridge into the world of work. We can assess people based on their aptitude and enthusiasm, rather than on their qualifications and experience; and we can offer good quality, sustainable jobs combined with training opportunities and progression routes.

The Berkeley Foundation's approach to unemployment is based on these principles. Our partnership with the Mayor's Fund for London, called Creativity Works, helps young people who want to work in the creative arts through work experience, employability training and help with job search and interviews.

Our own Job Creation Programme, set up in July 2013, takes people on their own merit, and matches them into opportunities within the Berkeley Group and its supply chain to suit their skills and development needs.

The following pages tell you more about these two major projects and their impact so far.



## Creativity Works

One in six new jobs in London are in the creative industries. In the next 20 years, this figure is expected to rise to one in four. It is the fastest growing sector in London: the city attracts more creative employers than anywhere else in the world.

Across fashion, film, music, theatre, photography and dance, the industry presents an overwhelming number of opportunities for young people to build exciting careers that make the most of their talents and passions. But all too often, these jobs are out of reach for young Londoners leaving the education system.

In partnership with the Mayor's Fund for London, we have launched Creativity Works, a targeted youth employment programme which aims to address this.

The programme has grown out of a longer standing relationship between the Berkeley Foundation and the Mayor's Fund. But the concept is new. It uses the power of the creative process to increase the confidence, skills and employability of young Londoners, engaging them in personal development programmes across all aspects of the arts.

Creativity Works targets 17–24 year olds who have been to secondary school in London but who are not in employment or education. It aims to equip participants with the practical skills and knowledge to make the step into a decent job or further training in the industry. Recruitment focuses specifically on young people who have been NEET for six months or longer or who have less than five GCSEs.

Over the course of 10–12 weeks, the young people take part in industry-specific employability training, masterclasses, mentoring and work experience. They have the opportunity to work towards a Level 2 Arts Award qualification. The team then supports them with job applications and interviews, with 80% of participants expected to move into work or education at the end of the course.

In the first year, 54 young people took part in the programme and 29 have so far moved into paid employment.

360 young people will participate in the programme over three years. A further 2,400 young people will be engaged in 'talent showcase' events.



**COUNCILLOR STEVE CURRAN**

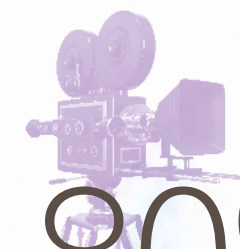
LEADER, LONDON BOROUGH OF HOUNSLOW

The Council is keen to see all our young people progress their careers and we hope that others will be inspired by this Berkeley Foundation initiative.



# 360

young people will participate in Creativity Works over three years



# 80%

of participants are expected to move into work or education at the end of the course



## Creativity Works (continued)

“

### CREATIVITY WORKS PARTICIPANT

There's nothing I would change. During my placement I was very nervous and felt they wouldn't get me because of my background, but they judged me for who I was.

”



## Year One



JOBS



### Creativity Works - Fashion

This pilot project ran alongside a Barbican Exhibition called 'The Fashion World of Jean Paul Gaultier: From Sidewalk to Catwalk'. It saw 30 young people given the chance to experience first-hand one of London's most exciting and influential fashion events. The project introduced the young people to the different roles and opportunities within the fashion industry.

As well as working closely with artists Tim and Barry, and helping to design and run a fashion marketplace in Hackney, the group had the chance to visit Paris and meet Jean Paul Gaultier himself. Among the other success stories, one young person gained a paid internship with Paris Vogue as a result of the programme.

"I thoroughly enjoyed my work placement as I was given a great team to work with and tasks to keep me on my toes," said one participant. "Paris was excellent and I loved it and the atmosphere. I am very grateful for such an experience. It gave me a first hand insight into the fashion world."



### Creativity Works - Eastbury Manor Theatre Production

Working with ground-breaking theatre company PunchDrunk, this project provided an opportunity for ten young people to take part in work placements on a unique theatre production at Eastbury Manor, a National Trust property in the London Borough of Barking & Dagenham. The project enabled them to gain a better understanding of theatre production, the roles available and the skills required to progress.



### Creativity Works - Winter Lights

The Winter Lights festival was a large-scale outdoor arts festival staged in Hounslow to mark the Winter Solstice. Working with Watermans Art Centre, 15 young people took part in a programme of community engagement around the festival. They took part in the design, production, marketing and stewarding of the event, giving them tangible experience to take forward into the workplace.



Ram Place Market fashion event



## Creativity Works (continued)

Across these projects, each young person taking part is matched with a professional mentor from the Berkeley Group, who meets with them three times. The mentors provide CV and interview advice, help with job applications and research, help with preparing a personal statement and with confidence and presentation skills.

One participant said of her mentor, “She helped think about my future and what I want to do with it. She suggested what I should be looking for and some next steps.”

So far we have had an incredible level of participation from Berkeley staff with more than 80 mentors taking part in the programme. The mentors are a vital part of the programme as a whole.

“

**LAURA KENNEDY, MENTOR**

Personally it was very fulfilling to know that I directly contributed to someone's growth and development. Seeing my mentee succeed as a result of our mentoring sessions was a reward in itself.

”



JOBS

## In 2015...

In 2015, Creativity Works will continue with two further projects reaching 83 more young people.

A group from Hackney, Tower Hamlets and Lambeth are taking part in a Festivals project from May. This includes the chance to visit Glastonbury and to work at some of London's highest profile music festivals.

Then in the autumn, ten young people will take part in Arts Access, a week of discussions and events around access to the arts for people from less privileged backgrounds. This will give them the opportunity to make the case, first hand, for the importance of programmes like Creativity Works.

83

more young people will be reached by Creativity Works



54

young Londoners have participated in Creativity Works



29

participants have moved into paid employment



19

participants have successfully extended their work placements to develop their employability skills even further



6

participants are receiving additional pre-employment support with writing applications and interview preparation



81

Berkeley Group employees have taken part as mentors



£570,000

committed to the programme over three years





Becki Raper  
Berkeley Foundation Rep – Berkeley Homes Central London

“

**BECKI RAPER**

BERKELEY FOUNDATION REP – BERKELEY HOMES CENTRAL LONDON

I think that creating job opportunities is absolutely vital to running a sustainable business. Berkeley makes it a high priority to help people find work and improve their skills. We offer both work experience and full time employment to people coming through the Foundation's programmes.

”

# BERKELEY FOUNDATION JOB CREATION PROGRAMME

Now in its second year, the Berkeley Foundation Job Creation Programme helps unemployed people to access job opportunities within the Berkeley Group and its supply chain. It is our response to the employment crisis that followed the recession.

People like Margaret who, despite having previously had a successful career in conveyancing, didn't have any recent work experience. When she applied for jobs, employers kept passing her by.

Margaret was introduced to the Job Creation Programme through Wandsworth Workmatch, her local employment service. She is now working for Conneely Group, a dry lining contractor working at Riverlight – a St James development on Nine Elms. She is a Trainee Site Manager, and has just passed her NVQ Level 3 in Site Supervision.

“I work with great people who have a lot of experience in dry lining and they take the time to explain things when I am unsure,” says Margaret. “My current plan is to gain more experience in construction and site management. Ultimately I would like to be able to use my skills to manage my own building projects.”

Berkeley have committed to creating 500 jobs for unemployed people across the lifetime of the programme. The majority of these are directly with the Berkeley Group, with its supply chain and with its consultants. They range across the property and construction industry, from office based roles in administration, marketing and customer services, to site based roles across the full range of trades.

More than 400 jobs have been created so far for people who were previously unemployed, and we aim to reach our target of 500 by the end of 2015. The success of the programme is based on strong relationships with both the Berkeley Group's Operating Companies, and key subcontractors who are able to provide entry level opportunities and good progression routes.



“

MARGARET  
JOB CREATION PARTICIPANT

My current plan is to gain more experience in construction and site management. Ultimately I would like to be able to use my skills to manage my own building projects.

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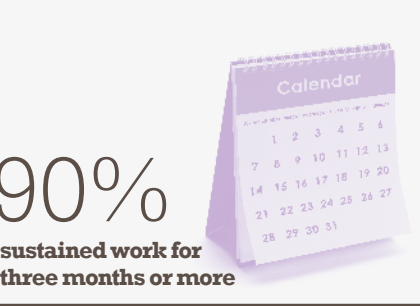
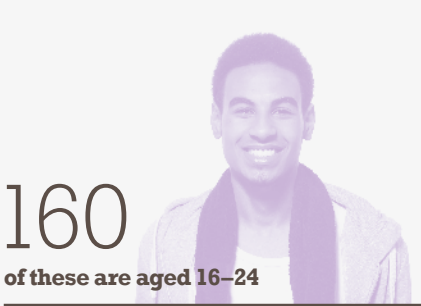


JOBS



Job Creation Programme candidates now working for Conneely Group, one of Berkeley's subcontractors

## The programme in numbers





## Job Creation Programme (continued)

### Partnership working

The programme is designed to open up opportunities to people who have difficulty finding a job, perhaps because they struggled at school or have been out of work for a long period of time. Inevitably, many of these people need support with the process of moving into work.

Unemployed candidates are referred onto the Job Creation Programme by partner organisations who can provide this support, including Young London Working, Crisis, Wandsworth Workmatch and Greenwich Local Labour and Business.

For example, the team at Young London Working works with 16–24 year old Londoners to help them to gain decent and sustainable work. They run pre-employment training courses for NEET young Londoners, as well as a successful job brokerage service. They help young people with their CVs, interview technique and basic employability skills. Their job advisors are also there to support in the first weeks and months of a new job.

This can be a daunting time. Too many young people are currently leaving school without the skills they need to thrive in an increasingly competitive job market. By working in partnership, we can ensure that they have the support they need to succeed.

### Individual support

Unlike most job programmes, we start with the candidate, not the role. It means we can tailor the process and outcome to each individual.

The first step on the ladder is an initial interview with the Berkeley Foundation. The focus is on the candidate – we are looking for people who are ready for work and who can show that they have the potential to succeed. Experience and qualifications are much less important than aptitude and enthusiasm. If somebody is smart, personable, punctual and keen, they have a chance of doing very well indeed.

At the initial interview, we try to understand the candidates' interests and development needs and where they would best fit within the business. We then share their CVs with Berkeley Group Operating Companies and supply chain companies with the aim of generating a suitable opportunity on one of Berkeley's sites or offices.

“

Too many young people are currently leaving school without the skills they need to thrive in an increasingly competitive job market.

”

The candidates will have a second interview with their potential employer, and many then undertake a two week trial period to ensure that the fit is right for both parties. If they make a success of this, they will be offered a full time job and work for at least 12 months.

Not everybody in the Job Creation Programme comes through this route. Operating Companies and supply chain companies working on Berkeley sites are also encouraged to employ formerly unemployed people wherever possible. In total, 400 unemployed people have moved into work in this way since July 2013.



### Case study

#### Michael Anderton

Michael Anderton, aged 19, was unemployed when he was put forward for an interview with the Job Creation Programme. Having struggled at school, Michael then re-sat his Maths and English GCSEs, as well as completing an Advanced Apprenticeship in Sporting Excellence with the Frank Bruno Boxing Academy.

On finishing the course, however, he was unable to secure a job. “I was out of work,” he says. “To keep myself busy I volunteered as a boxing coach and personal trainer. But I knew that the Berkeley Foundation help people find long term jobs. I like to be involved and hands on and felt that construction was the right field for me.”

Having never worked on site before, Michael initially completed work experience with an electrical contractor at London Dock, a St George site. He impressed with his diligence and enthusiasm, and was soon taken on by St George as a labourer. “I have learnt a lot. I never worked on site before and now understand how it operates. I know of the different opportunities that exist within construction.”

This exposure to the industry has helped Michael to understand the options available to him. His manager at St George has no doubt about his future. “Michael is a good worker,” he says. “He is always punctual and performs well. He has learnt a lot about the site and I am sure he can progress in the industry as he develops further.”





## Job Creation Programme (continued)

### Jobs with charities

The Job Creation Programme also offers subsidies to the Foundation's partner charities to enable them to create new jobs which will both expand their organisational capacity and create a job for an unemployed person.

Partner charities are able to apply for subsidies of up to £10,000 per year towards the salary of a formerly unemployed person, providing that they are creating a new role within their organisation. The jobs created last for at least 12 months and the candidates are offered training or a formal qualification during the course of the year.

For many of the smaller charities we work with, this has a huge impact. For example, ellenor (formerly known as chYps), received a subsidy to enable them to employ Administration Assistant Rachel Hothi. In her first year, Rachel was able to raise an additional £15,000 in income for the charity by better co-ordinating their collection pot scheme.

In total, we have supported 28 people into jobs with our partner charities, committing more than £215,000. Many of the roles created have proved to be sustainable, with the charities maintaining the positions even after the subsidy has ended.



We continue to be incredibly proud to work with people like Margaret and Victoria. They are each adding real value to the organisations they work for – they just needed to be given the chance.



### The Household Cavalry Foundation

We continue to liaise with the Household Cavalry Foundation regarding work for injured soldiers and other veterans leaving the army. In 2014, Trooper Robert Cooke successfully completed a work placement with St Edward. Robert subsequently secured a job with Berkeley sub-contractor Expanded, where he continues to do very well. In 2015, we organised a tour of Berkeley site 190 Strand for representatives from the charity. The Berkeley Foundation has also committed £20,000 towards the Household Cavalry Foundation's work to retrain and rehabilitate operational casualties and other returning soldiers.



Rachel Hothi

### Case study

#### Victoria Kingston

I joined the Queen Elizabeth's Foundation for Disabled People in May 2014. I was supported by the Berkeley Foundation Job Creation Programme. Since then, I've been fully integrated into a successful Direct Marketing team in a busy fundraising department.

I'd been unemployed for six months and was looking for something completely different. I had previously worked for a disability charity but in service provision rather than in an office. So I was really grateful to be given this opportunity at QEF, particularly given that my experience in the tasks I now complete daily, was somewhat limited.

A typical day involves processing the incoming donations and direct debits using database software called Raisers Edge. I run queries to establish which donors require a thank you letter, and that's created using a mail merge template letter for each of the separate appeals.

I have been on a tour of each QEF service, including one service with a member of the creative agency we use and gained a valuable insight into how an appeal story is developed. I have also visited two mailing houses, viewing the process from the creative, through printing, trimming, folding, lasering of personalised information, enclosing in envelopes and mail sorting.

I'm also responsible for creating the online donation pages for each of our current appeals. I had little prior knowledge of Wordpress web page creation so this has been a steep learning curve, but one I've enjoyed.

I have supported the events team in a number of events including the QEF Guinness and Oyster Luncheon, Wild West Day and Ambassadors Evening. This has required me to talk with a wide range of people, from the residents that QEF supports, to corporate sponsors and major donors.

I've thoroughly enjoyed my 11 months at QEF, and am very grateful to the Berkeley Foundation for financing my role.







## Supported Employment Project

### Berkeley Homes Oxford and Chiltern in partnership with Buckinghamshire County Council

According to Mencap, people with a learning disability are more excluded from the workplace than any other group of disabled people. Research shows 65% of people with a learning disability want to work, and that with the right support they make highly valued employees. However, only one in ten people with a learning disability known to social services are currently in paid work, and even then it is often for part-time hours and low pay.

Buckinghamshire has the highest levels of Special Educational Needs (SEN) in the South East of England. For young people with these needs, the transition into adulthood can be difficult. They leave behind the familiar environment of school and the high level of support provided by children's and youth services.

The support they can expect as adults with SEN is often much more limited. As the young people leave school and their contact with support agencies reduces, they risk becoming increasingly isolated.

These young people should be given the opportunity to lead as full and independent a life as possible. This includes being able to work.

Buckinghamshire already had a successful supported employment programme for those whose needs were high enough to make them eligible. However, this was not reaching those young people whose needs were significant, but did not meet the threshold for their existing programme.

This is where the Berkeley Foundation came in. In early 2014, we launched a programme of supported work experience opportunities for young people with learning disabilities, in partnership with Berkeley Homes (Oxford and Chiltern) and Buckinghamshire County Council. The participants would spend eight weeks each working in the accounts team under Head of Finance Paul Moore.

To prepare for the launch of the project, staff in the accounts team received comprehensive training on safeguarding and autism awareness. And in May 2014, the first participant, James\*, arrived.

Initially supported by a key worker from Bucks Connexions, James, who has Asperger's Syndrome, came into the office for three mornings each week to assist the accounts team with filing, data entry and data analysis. He was given a buddy and mentor from Berkeley who supported him on a day-to-day basis and held weekly progress meetings.

Despite finding social situations and communication difficult at times, James quickly proved himself to be an invaluable member of the team and even taught Paul a trick or two on Excel! At the end of eight weeks the team were so impressed that they were preparing to extend his placement. However, James beat them to it by securing a full time job with an IT company which he was able to start almost immediately.

A second candidate, Darren\*, who also has Asperger's, spent eight weeks with the team later in the year. He is now also in work. The project will continue in 2015.



“

### AMY MOORE

JOINT COMMISSIONER: TRANSITIONS,  
BUCKINGHAMSHIRE COUNTY COUNCIL

Buckinghamshire County Council have worked with the Berkeley Foundation to provide work experience opportunities within Berkeley Homes for young people, which has led to them going on to further paid employment.

”



“

**JACOB BOWDITCH**  
HAMMERSMITH ACADEMY

They've taken on a big challenge.  
They are going to come out more  
rounded people and better able to  
take on anything life throws at them.

”

#### Find out more

To hear more about the trip scan the QR code below or visit:  
[www.berkeleyfoundation.org.uk/foundation-stories/hammersmith-academy](http://www.berkeleyfoundation.org.uk/foundation-stories/hammersmith-academy)



## CHAPTER 4

### Skills

# 4

The skills young people need to navigate the modern world are not always taught in schools. We support projects that facilitate the development of the personal qualities – such as resilience, self-confidence and aspiration – that will enable them to thrive.

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# Skills



“

**WILL ROBERTS**  
OXFORD BROOKES UNIVERSITY

Young people are increasingly operating in changing communities, making it a complex and challenging task to meet their needs in terms of engagement, employment and education.

”



## Skills

Britain in 2015 is a complicated place to grow up. If you want to go to university, you are competing with other young people from across the globe. There is wealth and prosperity in every town or city but also real hardship and deprivation. We live in a diverse society where the cultural norms shift from place to place and year to year. It takes real skill to navigate this kind of society.

So where do young people learn how to do it? With a solid family, decent friends and a well-equipped school, your chances are good. But the truth is that hundreds of thousands of young people do not have these things.

86,000 young people live in the care system in Britain. Careers and Connexions services have been cut back in nine out of ten local authorities. Research last year from Derby University suggested that annual council spending on careers support has fallen by £228 million.

Encouragingly, the number of young people under 18 who are not in education, employment or training has fallen. The often-quoted figure of one million NEETs is no longer true. But there remain 468,000 young adults who are classed as economically inactive, which means they are either not looking for work or not able to start. This figure includes 333,000 young women, nearly triple the number of 'inactive' young men.

These young people are frequently profoundly disengaged from society. Many have no contact with registered agencies and their whereabouts are essentially unknown. In London, 12.7% of 16–18 year olds fall into this 'unknown' category, a figure which has doubled in the last five years.

A key part of the challenge is therefore to re-engage these young people. We need to get them involved and rekindle their appetite to be part of society. Formal training and technical skills are essential. But just as important for any young adult are their personal skills, their self-esteem and their willingness to work in a team.

This is where the Berkeley Foundation has targeted our support. Over the last year, we have continued to invest in a range of projects that challenge, energise and re-engage disadvantaged young people, including Street Elite, the Outward Bound Trust, Longridge and Leap.

The following pages report on our impact. You can read here about the progress we have made working alongside some inspirational charities.

# STREET ELITE



Delivered in partnership with The Change Foundation

## How it works

Street Elite uses sport to get disengaged young people, living on the edge of gangs and crime, back into education or employment. It is delivered in partnership with The Change Foundation.

We work with groups of young women and men who have backgrounds in youth offending, troubled families and the care system. They go through an intensive nine month training and mentoring programme. This develops their life skills and employability, using sport and basic skills training. They learn how to coach, instruct and work with each other, and how to control their anger and emotions.

The programme culminates in a series of half day sports festivals. Here, the Street Elite graduates celebrate their achievements and test their new skills by working with hundreds of children from local schools.

Every individual graduate is then offered a two week work placement. Some of these develop into permanent jobs. Others form a bridge into college or work with a range of employers. On average, after three years of the programme, 80% of participants make a successful transition to the world of work.

The Berkeley Foundation has invested nearly half a million pounds in the development and delivery of Street Elite to date.



Street Elite



SKILLS

## The programme in numbers



unemployed, disengaged young adults took part in year three



were in education, employment or training nine months later



participants helped run five festivals involving 1,000 young people from twenty schools



participants completed work placements with the Berkeley Group



of these led to permanent jobs in the business



was the total cost per person, down from £3,026 in the previous year





“

**SI LEDWITH,**  
HEAD OF DEVELOPMENT, THE CHANGE FOUNDATION

My guys didn't believe me when I said I'd get professional footballers and rappers to the session. It proved that we could deliver on what we said we were going to do. It dealt with some trust issues in the group.

”



Street Elite participants meet Ian Wright



“

**MARTIN SMITH**

CHIEF EXECUTIVE, EALING COUNCIL

Your programme is undoubtedly transforming lives and is a very tangible contributor to the council's top priorities.

”



Street Elite Festival



## Street Elite (continued)

### 6 steps to a new life

The report below is taken from an interview with Si Ledwith, who manages the programme.

#### Step 1 – recruitment

Most people are recruited face-to-face on London estates. Street Elite does take referrals; but it's the young adults who are not engaged with other services that we really aim to work with. To find these 'hard to reach' people, you need to be seen in the area and make contact. The youth work and mentoring starts from minute one. If they don't like what you have to say the first time you meet them, it's almost impossible to get them along to the first session.

This work is best done in pairs. It's safer and two coaches bouncing ideas off each other is inevitably much more engaging for a young person. If you are able to bring a previous graduate of the programme as well, someone who has directly been in the shoes of the people you are talking with, that is a massive help too.

A lot of the young adults that we meet have tried other initiatives before. They either found them boring and dropped out, or left with a certificate but no prospect of a job. We try to prove that Street Elite is different, with guaranteed work placements and real life graduates.

#### Step 2 – mentoring

Mentoring is the most important aspect of Street Elite. Our approach is all about being a positive, consistent role model to these young adults. We go the extra yard with our commitment and passion to change their lives.

As mentors, we cannot afford to put a foot wrong. That means we are never late for a session. We don't let them down and we keep clear boundaries between us as mentors and them as mentees. By doing this we build respect and trust for one another moving forward.

Sport is a great way to convey messages about the contentious issues young adults face on the street. For example, we could discuss the transfer of a football player and what is involved and then relate this to the issues of a drug deal. It takes it back to real life.

Mentoring time outside of the two hour contact session is built into our working contract. However, the reality is we live and breathe this programme. The bond we build between us means we physically can't rest until they get into college or work. Social media apps like Whatsapp make it easy for us to stay in contact. Rarely a day passes when we aren't in touch.

**“I woke up today realising that I need to do something myself but didn't know where to start. You were the first person I thought to call.”**

Jay, 20, Tower Hamlets

#### Step 3 – training

The training phase lasts 12 weeks. It has clear, common outcomes for each cohort but there's room to deviate from the schedule, incorporate individual ideas and adapt to the needs and behaviours of each group.

Training this year saw the introduction of boxing. First aid courses were still run alongside youth work skills, employability and CV writing. This year we also added a celebrity element. The footballer Fitz Hall, along with rapper MC Scorchier, attended two training sessions in Tower Hamlets and Wandsworth and had a profound effect on our groups.

We expected them to feel inspired by the visits, but weren't sure if there would be any lasting effect. In fact, it lifted their aspirations and strengthened commitment for the long-term.

**“My guys didn't believe me when I said I'd get professional footballers and rappers to the session. It proved that we could deliver on what we said we were going to do. It dealt with some trust issues in the group.”**

Si Ledwith, Head of Development, The Change Foundation.



## Street Elite (continued)

### 6 steps to a new life

#### Step 4 – community

After the training, they go back into their local community and run a ten week programme working with the local youth. It gives the participants a chance to reshape their image – from a gang member or criminal to a role model with aspirations and a positive identity.

It's a daunting task. They're forced out of their comfort zone on a weekly basis. Part of the skill the coaches have to display is making sure the more nervous members do not hide behind the confident ones and everyone gets a fair shot at coaching.

This year, the young women's cohort directly delivered multi-sport sessions on an estate. Some of them found leading sessions a big challenge because of language barriers and a lack of confidence in their own abilities. But as the weeks went on, they discovered the self-discipline and professionalism to work in front of people they had never met and promote themselves just like they deserve.

#### Step 5 – festivals

Street Elite culminates each year in a one day sports festival where the participants test their coaching skills in a borough-wide event involving dozens of local schools and hundreds of young adults.

They help deliver the sports festival in their local borough alongside local schools and staff from the Berkeley Group. It's an opportunity for them to showcase the skills they have learned through the programme.

This year's 'blue ribbon' festival was held at Westway in Hammersmith and Fulham. We had two celebrity guests – the Work and Pensions Secretary, Iain Duncan-Smith MP and the footballer, Ian Wright. The day climaxed in a penalty shoot out between Ian and Iain. Everyone expected it to be a one-sided affair, but it was Iain Duncan-Smith who came out on top, to the shock of the entire West London Street Elite cohort.

“

**A TEACHER FROM OUR LADY SCHOOL IN TOWER HAMLETS**

We go to many festivals but the organisation, enjoyment and professionalism here was spot on. The children had a wonderful day.

”

#### Step 6 – work placements

Anyone who completes the programme is guaranteed a two week work placement. These are voluntary. This year, 25 placements were arranged with the Berkeley Group, of which 19 were completed. Of those 19, nine were offered permanent jobs, and one person found part-time work through a sub-contractor.



You get a great insight into the impact of these work placements from the reports completed at the end of the fortnight. Here is an excerpt from one of them, written by his supervisor:

#### Victor, 18 – Sales & Marketing

“My talk with Victor yesterday was drastically different to our first meeting. A well-presented young man sat down opposite me and told me he had written down some thoughts that he would like to share about his time at St James. Continuing through our conversation, Victor made some notes. I asked him why he was doing this. He replied, ‘I’ve noticed whenever someone has a meeting, they write the important things down to review later.’ To me, this shows he has taken note (literally) of what’s been going on around him.”

Victor is now working in the project office at 375 Kensington High Street, looking after sustainability reporting and administration for this St Edward site.



Street Elite graduates working at Berkeley



Victor

“

To me, this shows he has taken note (literally) of what's been going on around him.

”



## Street Elite (continued)



Street Elite in action



### What we have learnt

Every year, Street Elite is evolving and improving. We commission and publish an independent evaluation of the programme by Oxford Brookes University. Some of the key lessons from year three were as follows:

- The success of the programme hinges on the performance of the coaches. We need to invest in their personal wellbeing and professional development, not just the young adult participants.
- Formal qualifications are not always what young people want. Modules accredited through the AQA exam board, which reward participants for personal progress and achievements, can be more suitable.
- We have to manage expectations around the work placements, ensuring the Street Elite graduates understand the hours, the expectations and the rigour of working for a company like Berkeley.
- We need to build robust delivery partnerships with local authorities and other organisations involved with supporting socially marginalised young people, if this programme is to grow significantly.

### The future

Year four of Street Elite began in January 2015. It has grown from 65 to 84 young adults and from five cohorts to six, drawn from estates across London.

In 2015, The Change Foundation secured £100,000 in additional funding for Street Elite from the Department for Communities and Local Government.

Ealing Council, Southwark Council and Catalyst Housing have become funding and delivery partners, helping us broaden and strengthen the base of support. We know we need to work equally well with young women and young men. There is a crisis of worklessness among disadvantaged young women but many fewer programmes supporting them.

Above all, we continue to be inspired by people like Yasar Ugur. Two years ago, he was involved with gangs. Last year, he completed Street Elite. This year, he won the Duke of Gloucester's Young Achievers Construction Delivery Award. Today he has a permanent job with the Berkeley Group as a trainee site manager in Greenwich.



“

**HELEN FINLAY**

BERKELEY FOUNDATION REP – ST JAMES

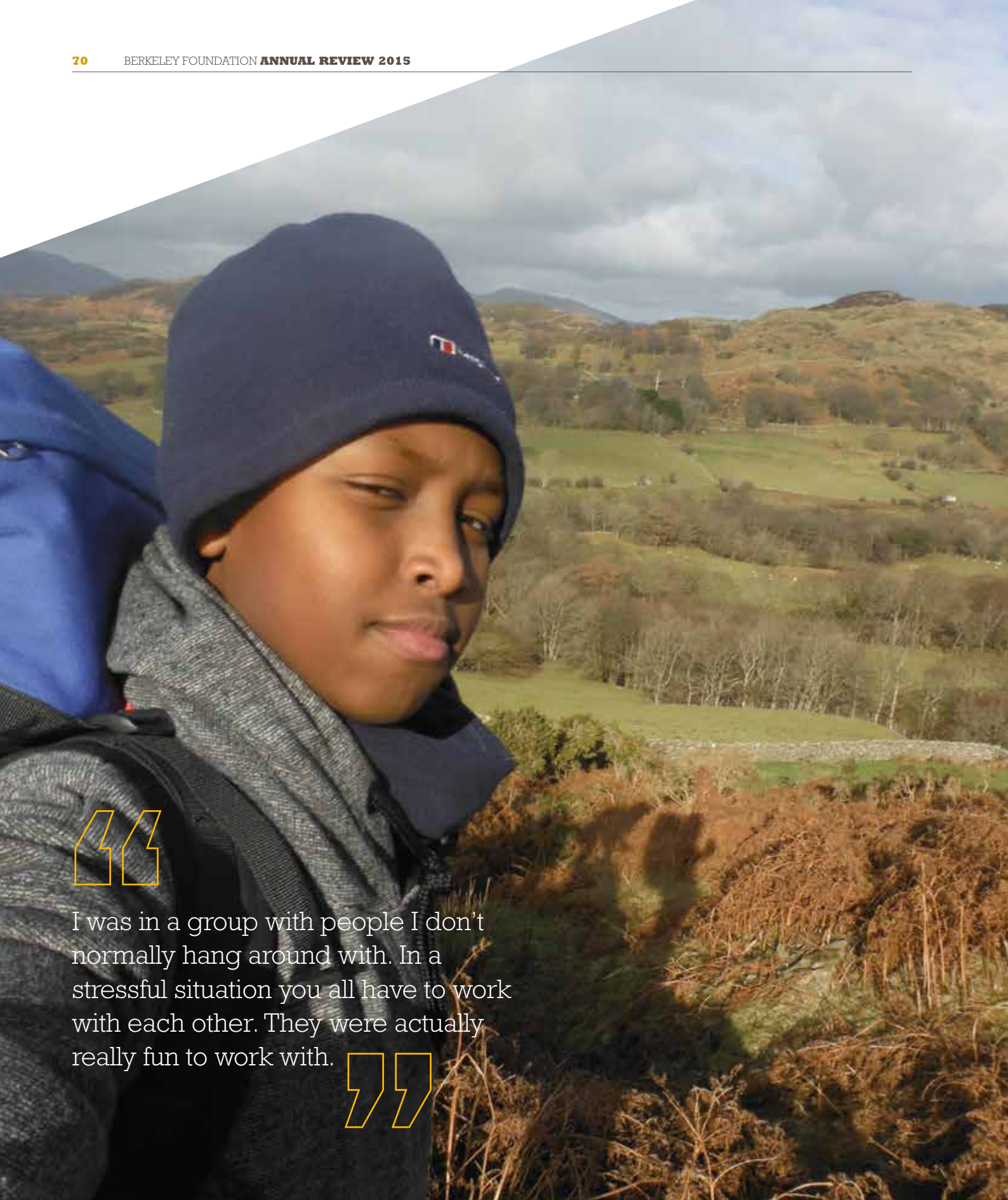
Last year I acted as a mentor for a young woman to help her build her employability skills. She was driven and enthusiastic but struggling to secure employment. It is hugely rewarding to see someone become empowered to turn a corner and succeed.

”



Helen Finlay  
Berkeley Foundation Rep – St James





“

I was in a group with people I don't normally hang around with. In a stressful situation you all have to work with each other. They were actually really fun to work with.

”



## THE OUTWARD BOUND TRUST

The Outward Bound Trust is an educational charity which uses the outdoors to develop young people from all walks of life. Through five residential centres around the UK they deliver courses which encourage team work, leadership, resilience, self belief and positivity. These are skills for life, which help young people to achieve their potential at school, at home and at work.

In 2014, as part of our Community Investment Fund, we joined forces to create the 'Work Readiness Programme', targeted at teenagers from inner city schools in London.

### How it works

The Work Readiness Programme allows 90 young people from four schools in London to spend five days at one of The Outward Bound Trust's residential centres. Those taking part are all at a point of transition – GCSE pupils considering their next steps, or A-Level students moving on into work or further education. The participants have been identified as struggling with skills such as team work, initiative or self-confidence.

The activities are specifically selected to help them develop these attributes and skills, and are coupled with review sessions to help embed the learning.

A course including a day of canoeing, for example, involves route planning, risk assessment, rotating leadership, collaborating with your partner in the canoe and working with the wider group to accommodate each individual's strengths and weaknesses.

Before and after each course, volunteers from Berkeley engage with the students at school, through individual and small group mentoring sessions. These sessions develop the young people's awareness of the world of work. The mentors will talk through the skills developed during the course and how these are put to practical use in a professional context.

### Pilot programme

During 2015, we are working with Hammersmith Academy, Lilian Baylis School in Lambeth, The Phoenix School in White City, and Pimlico Academy, to send 90 pupils on five different weeks away with The Outward Bound Trust. Back in London, each school is being supported by a Berkeley Group Operating Company. 25 Berkeley volunteers have already been involved in mentoring the students taking part.

Students from Hammersmith Academy visited The Outward Bound Trust's Ullswater Centre in March. Although temperatures were still wintry, the trip kicked off with the Trust's notorious 'jog and dip' – a run down to the lake and a swim in the icy water.

A key part of the process for participants is learning to take risks and step outside their comfort zones. For many of the pupils from Hammersmith, jumping into a freezing lake was not at all easy. But they each rose to the challenge.

The jog and dip was followed by a two day expedition led by The Outward Bound Trust's instructors. Packing their kit bags. Learning to fold and assemble a tent. Canoeing or sailing down Ullswater as a team of 12. Hiking to a camp site in the woods and making camp. Cooking for each other. Sleeping in the outdoors. Packing up in the morning and hiking back to base.

**“These kinds of experiences have immeasurable impact both socially and academically and will ensure that students are prepared for the challenges in the future world of employment. I am proud that St George has been so supportive of students from low income backgrounds.”**

Gary Kynaston, Headteacher, Hammersmith Academy

The Outward Bound Trust will be conducting a full evaluation of the programme's impact at the end of 2015.







Longridge, part of the Adventure Learning Foundation, is a centre of excellence for training young people. The centre is designed to promote the development of young people, physically, intellectually and socially. It is set in a unique riverside location near Marlow, Buckinghamshire.

Longridge is one of the Berkeley Foundation's multi-year agreements, supported through the Community Investment Fund. We are now in our third year of the partnership. Since August 2013, we have helped more than 100 young people take part in two-day residential activity trips.

In 2014, the Foundation granted Longridge £15,000. This enabled 50 young people to enjoy residential trips involving rock climbing, kayaking, canoeing, crate stacking and the notorious Leap of Faith. These 50 places were allocated to nominees from the Royal Borough of Greenwich, Ellenor, Skinner's Academy, South Bucks Young Carers, London Borough of Islington, Bexley SNAP, Richard House Children's Hospice, and the London Borough of Redbridge.

2015 will see the development of a new partnership with the Adventure Learning Foundation and Street Games, a community sports charity. The new programme will see 50 budding young volunteers from Street Games projects taken for a week away at Longridge on the Thames to build their leadership skills.

“

**AMANDA FOISTER**

CEO OF THE ADVENTURE LEARNING FOUNDATION

Longridge is designed to help young people from all walks of life develop leadership, self discipline, confidence and respect in a safe, structured and enjoyable environment. The support that the Berkeley Foundation provides is fantastic and we look forward to continuing our work with the team.

”







The Mayor's Music Fund offers four year instrumental scholarships to children who are dedicated to learning an instrument but whose parents struggle to meet the cost of tuition. The Berkeley Foundation has worked in partnership with the Mayor's Music Fund over three years, supporting four music scholars and the Animate Orchestra. We have also supported the organisation through a Job Creation Programme subsidy enabling them to employ an Events Assistant.

One of the students we support is Asher, who has been learning the trombone for three years. Asher has a really good musical ear, but has struggled with his confidence in the past. Becoming a Mayor's Music Fund scholar has given him renewed focus and enthusiasm. He is now working towards his Grade 1, and plays lead trombone in his school band.

**"Since winning the scholarship his enthusiasm and confidence in music and trombone playing has increased tenfold!"** says Rebecca, Asher's trombone teacher. **"His classroom teachers tell me that he is always excited to play and talks about music often. I truly believe that being awarded the scholarship is helping Asher to realise his potential."**

The scholarships are focused on students who show significant musical ability. Each one lasts for four years, giving time for that ability to grow and develop under the guidance of a music teacher providing the highest quality tuition. Each student receives two hours of tuition per week, and many, like Asher, play in ensembles as well.

The scholars also have regular performance opportunities, and the chance to get to know each other at Playing Days. In June 2014, 80 scholars took part in an ensemble day at the Royal Festival Hall. Working collaboratively, they created a piece of music from scratch, inspired by the River Thames. At the end of three hours, they performed the piece to a public audience and brought the house down.

Asher is one of four music scholars funded by the Berkeley Foundation. Violinist and pianist Afra is starting her music GCSE three years early, despite only being in Year 7. Claudia has achieved Grade 2 merit after just eight cello lessons! And Thomas, also in Year 7, is about to sit his Grade 8 in recorder – a remarkable achievement for someone so young. He has developed a passion for Baroque music which his teacher says he soaks up **"by osmosis, absorbing the stylistic idiosyncrasies and reproducing them in the appropriate places in his own performance."**



The Foundation's funds have also been put towards Animate Orchestra. Animate describes itself as 'A Young Person's Orchestra for the 21st Century' whose members experience the musical teamwork of playing in an orchestra, while bringing together their own ideas as to how orchestras of the future might look and sound. This year, Animate took part in the Schools Proms, and was also shortlisted for the London Music Awards Outstanding Musical Partnership, coming a close second.



Asher plays his trombone





Vauxhall City Farm was established in 1978. It uses the setting of an urban farm and close interaction with animals to run education, recreational and therapeutic projects.

The farm is free for all to enter. With its collection of over 80 animals, some of which have been featured in blockbuster films, it provides a chance for children to access opportunities that city life may not otherwise offer. The farm is also registered to teach Riding for the Disabled (RDA), as well as providing group and 1:1 riding lessons to the general public.

The farm aims to improve the wellbeing of its community and their understanding of the natural world. Visitors to the farm see improvement in their independence, resilience and mental health through educational programmes. The farm also supported 264 volunteers in 2014, many of whom have a disability. This supports individuals' social, emotional and physical needs.

Vauxhall City Farm has been the Designated Charity of St James Vauxhall and Nine Elms since early 2014. In the last year, St James Vauxhall and Nine Elms raised over £6,500 for Vauxhall City Farm by holding events including a Summer Party and a quiz on Battersea Barge, next to the St James Riverlight development.

With the proceeds, Vauxhall City Farm has been able to install new double glazing in one of their classrooms. Editquest, one of the electrical contractors used by St James, has also added security floodlights to provide clear lighting to the main entrance of the farm. Finally, the hay loft hatch at Vauxhall City Farm has been enhanced to improve safety standards for their staff. Plans are in place to continue these improvement works in 2015/16.



Children visit the farm



Alpaca at Vauxhall City Farm

£6,500

was raised by holding events including a Summer Party and a quiz on Battersea Barge

264

volunteers supported by the farm in 2014







“

**JOHN CHAMBERLAIN**MARKETING, FUNDRAISING & COMMUNICATIONS  
DIRECTOR, QUEEN ELIZABETH'S FOUNDATION

We are exceptionally grateful for this support from Berkeley Homes and are already seeing the benefits of this partnership in the lives of disabled people.

”

**QEF**queen elizabeth's  
foundation for  
disabled people

Horticultural training session



QEF's new van

Queen Elizabeth's Foundation for Disabled People is the Designated Charity for Berkeley Homes (Southern). They have been working together since 2013.

Based in Leatherhead, Surrey, QEF works with individuals with physical and learning disabilities and acquired brain injuries. When the charity first opened its doors in 1934, it supported 16 individuals. Today, it helps over 4,000 children and adults with disabilities to reach their full potential. Whether it is supporting people in gaining new life skills for living independently, finding sustainable employment, creating custom made assistive equipment for children, rebuilding a life affected by brain injury or helping someone learn to drive a specially adapted car, QEF helps disabled people to achieve their goals.

Berkeley Homes (Southern) works closely with QEF's Vocational Services team, who use horticulture as a means to rehabilitate and up-skill the people they work with. £13,000 has been raised since the partnership began through fundraising events such as the sale of surplus show home furniture and an annual Go-Karting Endurance event. QEF Home & Garden Services is also employed to deliver landscaping services at the Berkeley Homes (Southern) office in Leatherhead.

**£13,000**has been raised since  
the partnership began**4,000**people are helped  
by QEF each year**In numbers**

- The Berkeley Foundation has provided Queen Elizabeth's Foundation with £20,000 in Job Creation Programme subsidies.
- Queen Elizabeth's Foundation has 17 charity shops based in Surrey and Middlesex and over £7,000 has been raised in these outlets through the sale of surplus show home furniture.
- The Berkeley Foundation has also donated nearly £40,000 for a new vehicle, tools and apprentice costs to enable the QEF Home & Garden Services team to undertake landscaping jobs in and around Surrey.







Thrive uses gardening to bring about positive change in the lives of people living with disability, ill health, isolation or vulnerability.

Based in Battersea Park, the charity offers workshops and formal horticulture training to its beneficiaries, with the ultimate aim of enabling them to live a fuller and more satisfying life. They look after several areas of Battersea Park, including a beautiful walled garden.

Thrive's 'Working It Out' programme helps people who are disadvantaged in the labour market to access job opportunities. Very often, they are in the field of horticulture, making direct use of the skills learnt at Thrive. In 2014, this programme was facing a serious funding gap. This has been addressed through their partnership with the Berkeley Foundation and Berkeley Homes Central London.

### Thrive in numbers

- Thrive has 52 paid staff and 150 volunteers.
- 131 members of staff from Berkeley Homes Central London were involved in fundraising activities for Thrive in 2014.
- Funding from Berkeley Homes Central London and the Berkeley Foundation supported four of Thrive's clients to obtain their CSCS cards.
- Two clients have completed a work based programme with Berkeley Homes Central London contractors.

This partnership is now three years old. The relationship has matured and Berkeley staff are seen as, **"very much part of the Thrive family."** They attend Dig Days at the Battersea Park centre every year, volunteering alongside Thrive's beneficiaries to dig, clear and plant. Many people also take part in an annual Christmas wreath workshop. Thrive regularly sells plants in the Berkeley Homes office opposite the park, and was recently employed to create a floral display along the hoarding of a new development.

£43,000

has been received by Thrive so far from the Berkeley team's fundraising efforts



### Case study

#### Trevor

In 2010 Trevor was working in his dream job as manager in a top London hotel restaurant and had an active social life. Everything appeared to be going from strength to strength. All of this changed when he had a brain injury.

Not being able to return to his existing job and with an uncertain future lying ahead, Trevor was worried what the future might hold.

**"As soon as she (the physiotherapist) mentioned Thrive I knew it was for me,"** said Trevor, who had always liked gardening.

Thrive gave him instant satisfaction and the chance to learn. They then arranged for work experience which eventually led to an interview with David Lewis, the head gardener at The Roof Gardens where Trevor is now employed two days a week.



#### TREVOR - THRIVE CLIENT

As soon as she mentioned Thrive I knew it was for me.







Off-road biking



At the Archway centre



Off-road biking

Based on the Thamesmead Estate on the border of Greenwich and Bexley, the Archway Project serves a community in the top 2% in the country for child deprivation.

The core of their work is teaching motorcycle mechanics. They focus on young people at risk of expulsion from school. The project offers them a purpose and an incentive – weekend off-road biking trips for those who attend and behave.

Getting involved has been shown to ease participants' pathway through the education system. Many end up volunteering at the centre themselves when they are older, or working as mechanics and engineers.

Alongside this work, Archway also engages with local communities on a number of other levels. One of these activities is supported by the Berkeley Foundation, offering accredited IT qualifications to ten young people with autism.

Like their counterparts on the mechanics course (although perhaps for different reasons) many of these young people find school difficult, frustrating and disengaging. The Level 1 & 2 BTEC in Information and Creative Technology offered by Archway equips them with the equivalent of up to four GCSEs. The qualification includes software development, computer networks, computational thinking and IT work experience.

It also involves building and fighting remote-controlled sumo-wrestling robots. What's not to like?



The Archway Project serves a community in the top 2% in the country for child deprivation.

£10,000  
grant made in 2014





# Family Futures



Family Futures is a programme of residential weekends, conceived to give 'troubled' families the chance to spend some quality time together, away from the stress and strains of their home environment.

It was first piloted in May 2012 with funding from the Berkeley Foundation, John Ellerman Foundation and the National Communities Resource Centre (NCRC). It is delivered in partnership by the NCRC and HealthBox. The key messages of the programme surround healthy eating, active lifestyle, family cohesion and family routine.

Families from the country's most deprived neighbourhoods are referred to the programme by their Key Workers from Troubled Families teams within councils or charitable organisations such as Shelter. These families are going through tough times and finding it very difficult to cope as a unit.



The reasons range from domestic violence, drug or alcohol addiction, relationship breakdown, mental health issues, financial pressures, school truancy or children's behavioural difficulties.

In 2014, the Berkeley Foundation funded 14 families to take part across two residential weekends, involving 17 parental figures and 27 children.

Families do not have to contribute any money towards the programme. They travel to Trafford Hall in Cheshire, a beautifully refurbished 18th century Grade II listed mansion in the countryside. The programme runs from Friday late afternoon to Sunday early afternoon and families take part in outdoor family games, cooking and healthy eating sessions, and Family Action Planning.

## This achieves three things:

1. It gives families the opportunity to reflect on their current situation, and the changes they would like to see happening to improve their quality of life.
2. It encourages positive sustainable changes to family routines and lifestyles.
3. It suggests easily replicable activities (team games, outdoor and evening activities, family cookery sessions) to foster family cooperation, cohesion and communication.

## Evaluation

A detailed evaluation of the 2014 programme has been carried out. The evaluation is based on statistical and thematic analysis of data collected by Family Futures staff before, during and after the residential weekend for each family attending.

All of the parents said they had found the weekends useful, with 14 describing it as 'helpful' and two describing it as 'somewhat helpful'. The key problem faced by the families was family breakdown, and the weekends went some way towards helping them bond as family units.



“

We have been doing more creative things, rather than spending a lot of money just going out. On Halloween I made all their costumes, we had a party.

”





Leap Confronting Conflict has received Community Investment Funding from the Berkeley Foundation for Girls Story – an early intervention programme aimed at supporting young women on the edge of gangs. The programme is being delivered at the Bridge Academy pupil referral unit in Fulham, an alternative schooling provision for excluded students.

Using an innovative resource developed in 2010, Leap is piloting a training programme for working with young women who have very complex problems. These range from gang exploitation (through sibling involvement, fighting and sexual activity), to teen pregnancy, domestic violence and neglect, running away from home, and self-harming.

The first pilot took place in 2014 with six young women at Leap's training centre in Finsbury Park. Highly experienced trainers created a safe environment in which the young women were able to talk about their experiences. Typically, the young women who are most at risk of gang activity are the hardest to engage and will be most resistant to talking directly about their involvement.

The trainers therefore approached the subject of gang activity indirectly through exploring key themes around relationships, consent and attraction as well as their relationship with each other to build self-esteem and self-leadership.

This is proving to be a much more successful model of working. The young women expressed themselves and shared experiences they hadn't been able to articulate before. All the participants made a contribution, got involved, and bonded and developed stronger relationships. The training has helped all these young women think about the real future they want to craft for themselves.

Leap's team is now refining the training resource and planning a second phase of the project to test it. The materials will then be disseminated amongst youth practitioners to help them better support young women, focusing on the costs and gains of their involvement in gangs; exploring the concept of healthy relationships; and finding ways to develop self-esteem and status that do not involve putting themselves at risk.

Typically, the young women who are most at risk of gang activity are the hardest to engage and will be most resistant to talking directly about their involvement.



UCanDoIT is a UK wide charity that brings IT skills to people with disabilities. They teach learners in their own homes, on their own computers on a one-to-one basis. Many of their learners use assistive technology such as screen readers, magnifiers, voice operated and text to speech software.

Using the internet for shopping, travelling, communicating with friends and family or just getting information is a vital skill for learners who often find it difficult to access services outside their homes.

All UCanDoIT tutors are Disclosure and Barring Service checked and are experienced in working at learners' own pace to help them understand what the internet can offer. Some tutors have previously taken the course themselves and have joined up to the charity in order to pass their knowledge on.

In 2014, the Foundation made a contribution of £950 towards this work which allowed the charity to help Chloe (pictured with UCanDoIT tutor Boyko), a blind user who had previously struggled to use screen reader software to help her find work. Since completing the course she has started an internship with Guide Dogs for the Blind.



Chloe with UCanDoIT tutor Boyko

UCanDoIT is a UK wide charity that brings IT skills to people with disabilities.



“

**DYLAN MCDERMOTT, 17**

I have been coming to Helen House for eight years now. When I am there I feel safe and happy, because my parents are having a rest.

”

**Find out more**

To hear more about Dylan's story scan the QR code below or visit:  
[www.berkeleyfoundation.org.uk/foundation-stories/helen-douglas-house](http://www.berkeleyfoundation.org.uk/foundation-stories/helen-douglas-house)

**CHAPTER 5****Care****5**

The Berkeley Foundation invests in organisations that enable people with disabilities and terminal illnesses to live their lives to the full. Of our 15 Designated Charities, 11 of them are caring organisations.

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**Care**

“

**CLARE EDWARDS**

CHIEF EXECUTIVE, HELEN &amp; DOUGLAS HOUSE

The long term support from companies like Berkeley gives us the confidence to know we can be there for families like Dylan's as and when they need us.

”



## Care

Some of Berkeley's longest standing relationships are with organisations that provide vital care to disabled and terminally ill children and their families. These organisations are there whenever they are needed – 24 hours a day, seven days a week, 52 weeks a year. They deal with difficult issues and heartbreaking situations on a daily basis with compassion, respect and humanity. These are issues which have touched many of our staff personally.

Many of these charities are there for children and their families at the final moments when they are needed most. Their staff are trained to help families cope with the seemingly impossible. But they are also positive and optimistic places filled with play and laughter. Helen & Douglas House say of their work: 'We are not only adding extra days to life. We are adding extra life to days.'

As the NHS comes under increasing pressure, the need for the charitable sector to step in and provide additional care is more acute than ever. Improvements in neonatal care and specialist medicine mean that more severely ill or disabled children are living for longer. This is both fantastic news and a profound challenge for a stretched public health service. Organisations like Helen & Douglas House, Demelza, Trinity Hospice and Richard House are stepping in and filling the gap.

Our staff have selected 15 Designated Charities across London and the South East. 11 of these are children's hospices and other caring organisations. Each charity is now in its second year of a strategic plan drawn up with their local Berkeley office.

We have also invested in medical research to help move towards more effective treatments for two particularly severe conditions: Muscular Dystrophy and Multiple Sclerosis. And we have selected the Lord's Taverners as one of our Strategic Partners, with a programme which gives disabled young people the opportunity to play competitive cricket.

We work with these organisations because we want every young person to be able to live a full and fulfilling life. Read about their inspiring work in the following pages.





## Lord's Taverners

The Lord's Taverners is the UK's leading youth cricket and disability sports charity. The charity is focused on giving young people from disadvantaged backgrounds and those with disabilities opportunities to play and coach sport.

We are currently in the second year of a three year Strategic Partnership with the Lord's Taverners. This has launched the Lord's Taverners Disability Cricket Championship (LTDCC), an inter-borough cricket competition across London and the Home Counties.

According to national figures, only 18% of people with disabilities take part in sport at least once a week compared to 39% of non-disabled people. This programme aims to address the gap in disability sports provision, specifically targeting 14–25 year olds with a limiting disability. The programme will help young people to develop confidence, motivation, self-esteem and communication skills. It also empowers communities by recruiting and training local people to become qualified coaches.

The LTDCC, run in partnership with the four London based county cricket boards (Kent, Essex, Surrey and Middlesex), provides young people with disabilities with greater competitive opportunities within their communities. In the first year of the programme, cricket hubs were launched in five London boroughs, providing regular practice sessions for young people with all forms of disability. The Berkeley Foundation's funding paid for coaching sessions, venue hire, festivals, kit, trophies and medals as well as a monitoring and evaluation data collection system.

The programme was launched at Lord's Cricket Ground on 14 May 2014. The launch provided an opportunity for some of the participants of the programme from Tower Hamlets to demonstrate the skills they had learnt on the main pitch during a County Championship game. The event was attended by just under 70 key partners, deliverers, members of the local authorities and mayors

and generated coverage from The Times, The Guardian, ITV News London, BBC Radio 5 Live Extra and BBC Radio Lancashire.

The first season culminated in an inter-borough tournament – the first competition of its kind in the UK. The finals were held at the KIA Oval in September 2014 pitting Tower Hamlets, Southwark and Hackney against each other in a round-robin event. Strong teams from Tower Hamlets and Hackney battled it out in a close fought final, with Tower Hamlets emerging victorious.

The teams at the Oval were joined by veterans from the West Indian cricket team, and a brave few got to bowl at the legendary Sir Viv Richards.

The achievements of all of the young people who took part in the programme were also celebrated at an awards ceremony which took place on 9 October 2014. Awards included Volunteer of the Year, Coach of the Year, and Most Improved Player.

According to national figures, only 18% of people with disabilities take part in sport at least once a week compared to 39% of non-disabled people.



Sir Michael Parkinson  
at the LTDCC finals



Lord's Taverners (continued)

Impact

In Year One, the partnership delivered:



24  
taster sessions in special  
needs schools, community  
groups and colleges



384  
young people engaged  
in taster sessions



77  
fortnightly coaching and  
competition sessions, each  
involving between 10 and  
12 regular participants



8  
accredited coaches  
recruited, alongside two  
community volunteers

As a result of its partnership with the Berkeley Foundation, the Lord's Taverners was able to make successful applications for funding to Sport England and the Wembley National Stadium Trust. This support has allowed the charity to expand the programme into 16 boroughs across London in the second year. The structure of the programme has been enhanced and will now focus on London being split into four zones to allow cross-borough competition. Each site will engage in a minimum of six inter zone competition matches and the winners of each zone will be invited to play in the championship finals.



CARE



Case study

Carly's story

Carly is a Foundation Learning student at Tower Hamlets College in East London. Like most of the 800,000 young people in the UK with a disability, Carly found opportunities to participate in sport extremely limited because of the lack of coaching and appropriate equipment.

The Lord's Taverners Disability Cricket Championships gave Carly her first experience of cricket and she hasn't looked back since. She trains regularly and represents her college against other teams across London, even playing at venues like Lord's Cricket Ground, the home of cricket.

Carly's development saw her voted Tower Hamlets College's most improved player last season. This boosted her confidence and raised her aspirations. Playing cricket has also helped her make some great new friends, including Sir Vivian Richards, who saw Carly and her teammates clinch the 2014 title at the KIA Oval.



“

**TANYA BLAKE**MENTORING COORDINATOR  
TOWER HAMLETS COLLEGE

They are changing the perception of young people with disabilities and are an excellent example of what can be achieved when you give everyone an equal opportunity to take part in sports.

”



CARE

**Tower Hamlets College**

“Working in partnership with the Lord's Taverners and Middlesex Cricket Board has been a truly wonderful experience for the college.

“When we signed up, I only expected weekly cricket sessions with perhaps a tournament or two, but our students have had the opportunity to play at Lord's and the KIA Oval, appeared on TV and even played with famous cricketers such as Sir Viv Richards. More importantly, the sessions have given them an opportunity to learn a new sport and taught them the importance of team work.

“Winning the Lord's Taverners Disability Cricket Championships gave them an opportunity to not only have fun and meet new people but to put into practice everything they learned in training.

“The training sessions directly reinforce what is taught in the classroom and the teachers are now linking training with coursework with very positive results. One tutor only allows students to attend training if all of their targets have been met. Targets have been met every week since!

“The cricket programme was so successful last year that the department added new sports classes as part of the curriculum this year.

“We have also had fewer behavioural problems as our cricketers have a very clear goal every week, which is to attend training. None of them want to lose their place on the team or miss out on any competitions. I have personally seen an improvement in our players and it is great to see them making new friends and becoming so much more confident.

“They are changing the perception of young people with disabilities and are an excellent example of what can be achieved when you give everyone an equal opportunity to take part in sports.”

Tanya Blake  
Mentoring Coordinator  
Tower Hamlets College





Bexley SNAP supports disabled children and young people. They ensure that parents, carers and family of the disabled child have access to information, advice, emotional support and regular breaks from their caring responsibilities. Bexley SNAP is the Designated Charity of Berkeley Homes West London.

In 2014, the Berkeley Foundation sponsored a group of eight siblings of disabled young people to go on a residential weekend to take part in rock climbing, giant swings and zip wires. This was an important opportunity for the siblings to build confidence and have a chance to focus on themselves.

Bexley SNAP has also used funding from Berkeley Homes West London to take a group of disabled young people on an activity residential offering them fun with their peers away from home, whilst the family had a break too.

Berkeley Homes West London fundraising has enabled SNAP to offer a counselling service providing one-to-one sessions by a qualified counsellor (in partnership with another charitable organisation). They have increased the working hours for their Administrator & Family Services Coordinator post which has enabled them to expand the support and range of services to parents and carers of disabled children. The funds have also contributed to the support costs incurred for their 'Understanding Autism' courses.



In addition, they have bought new specialist equipment including sensory toys, rocking chairs and pop-up tunnels for their Saturday Fun Club – a project for very disabled 2–10 year olds.

Finally, Berkeley has designed and printed Bexley SNAP's first Impact Report, as well as printing six editions of their newsletter that reaches over 1,000 families bi-monthly.

All in all, our support has helped the charity deliver some amazing results during 2014:

- Sending out 7,200 newsletters throughout the year;
- Helping 182 disabled children and young people to go on short breaks;
- Helping 1,206 families, including 130 new families, by giving them support, information and advice.



For 30 years ellenor has provided the best care and support to families facing terminal illness in Kent. It is the only charity in the county that provides hospice care for people of all ages – babies, children and adults – and their families. Its Children's Hospice Care, formerly known as chYps, is provided in the comfort of the family home and spans North and West Kent and the London Borough of Bexley.

ellenor delivered 20% more Children's Hospice Care home visits in 2014 compared to 2013. A team of dedicated specialist nurses completed over 200 home visits every month to young patients. This highly skilled 'care at home' provides much needed relief to the NHS: 35 hospital visits per month are avoided as a direct result.

ellenor is the Designated Charity of Berkeley Homes Eastern Counties. In 2014 staff completed a Three Peaks Challenge, raising over £6,000 for the charity. Berkeley sponsorship has also allowed ellenor to hold its annual Showtime Dinner and Dance.

ellenor has also received £20,000 in Job Creation Programme subsidies through the Berkeley Foundation, supporting two roles within the charity's fundraising team.



Layla McCarthy and her family were supported by ellenor during her battle with leukaemia

### ellenor in numbers

**£32,400**  
has been raised by Berkeley Homes Eastern Counties

**35**  
hospital visits avoided each month

**20%**  
more home visits delivered in 2014

**3**  
young people were funded by the Berkeley Foundation to go to Longridge for a weekend residential trip





Daisy's Dream provides support for children and the families of those affected by life threatening illnesses and bereavement. Originally set up in 1996 to help children alone, the charity has now extended their services to families as well.

Daisy's Dream operates in and around the Berkshire area and is the Designated Charity for Berkeley Homes Western. Since their partnership began, Berkeley Homes Western has raised a total of £21,000 through events such as charity golf days.

They are also planning a series of future activities including a charity abseil and sponsoring a ball as well as practical hands on support for the charity. This could include using Berkeley's marketing and digital resources.

Last year, Daisy's Dream supported over 500 young people from over 400 families. Over the past 19 years, they have helped a total of 3,500 children and young people.



Since their partnership began, Berkeley Homes Western has raised a total of £21,000.



Muscular Dystrophy UK is the charity bringing individuals, families and professionals together to beat muscle-wasting conditions. Founded in 1959, the charity invests in cutting-edge research and ensures people have the specialist care and support they need.

As a first port of call for 4,000 people newly-diagnosed each year, Muscular Dystrophy UK offers free information and emotional support, and helps people live as independently as possible. Trailblazers, the charity's network of 600 young disabled people, campaign for change on social issues that affect them, ensuring they can get the education, employment and services they require.

Muscular Dystrophy UK is one of the Designated Charities of St George. St George has raised £47,000 for the charity through various fundraising events including a clay pigeon shoot, and Christmas card sales. In one of the most impressive events, the daughter of a Berkeley staff member – who has myotonic dystrophy – walked in the charity's Move a Mile for Muscles fundraising event and raised more than £1,000.



### Muscular Dystrophy UK in numbers



**10**  
**PhD studentships are funded to help young scientists take up careers in neuromuscular science, to ensure excellent knowledge is available to future generations**



**70,000**  
**children and adults are living with more than 60 different muscle-wasting conditions in the UK**



**£55,000,000**  
**has been invested in high-calibre research over the last 50 years by Muscular Dystrophy UK**



“

**SALLY DICKINSON**

PROGRAMME MANAGER – BERKELEY FOUNDATION

In December 2014 we asked staff which social issue they felt was most important for the Foundation to address. More people chose ‘caring for people with life-threatening or life-limiting illnesses’ than any other category. 11 of our Designated Charities are caring organisations. This is something that Berkeley staff are passionate about.

”







Demelza provides hospice care for children and young adults facing life-threatening and life-limiting illnesses. The charity currently has two hospices and one community centre targeting South London, Kent and East Sussex. Demelza's Outreach Support service now means they can provide care at home for young people up to 25 years old, particularly during the critical transition into adult services.

Demelza is the Designated Charity of Berkeley Homes East Thames. Since their partnership began in 2012, they have raised an incredible £127,000 for Demelza. This includes over £100,000 raised from three football tournaments organised by Berkeley staff. The funds have been used by Demelza to fund two care positions at their Eltham Hospice.

“

It's nice to be with other parents and they know what you're going through. I know Demelza are there for us.

”

## Case study

### Jake's story

Jake's grandmother Cathie is his main carer. Jake has Duchenne's Muscular Dystrophy. Cathie explains how Demelza helps her family.

“We've brought up Jake since he was a baby as Jake's mum Lisa is a manifesting carrier of Duchenne's.

“The first signs indicating that something was wrong with Jake were when he started to try and walk but he kept falling down. We were told he was going to be in a wheelchair by the time he was ten.

“He has been diagnosed with Cardiomyopathy, he's on heart medication and he has curvature of the spine. Jake can't scratch his own nose anymore; he can't put his arms around you. He has a life limiting condition. We could not take it in when we heard the diagnosis. It was just such a surreal moment.

“We did all of Jake's care ourselves, my husband and I, we did it all. Then we found out about Demelza through Jake's community nurse. A hospice at that time to me was where kids go who are dying. But I don't think people realise how lively a children's hospice can be. The staff are fantastic. Despite his condition he's always smiling. He's got a good sense of humour. Jake enjoys going for day care at Demelza as they organise activities like barbecues and visits by Millwall and Charlton players.

“We know what the future holds and you always hope that they will find a cure but the longer it takes the weaker he becomes.

“As part of the Parent's Forum at Demelza it's nice to be with other parents and they know what you're going through. I know Demelza is there for us.”

In August 2013, Jake had spinal fusion surgery to have his curvature straightened which was successful, although he had a few complications along the way.

Jake is now 17 and is in first year of college which he loves.



## Demelza in numbers

£127,000  
raised for Demelza through fundraising

£6,000  
donated via Give as You Earn by Berkeley staff

3  
more charity shops now planned in addition to the existing 19 Demelza shops





Respite break



Summer Fun Day

Helen & Douglas House cares for children and young adults, aged 0–35. From their base in Oxfordshire, they focus on providing medical, emotional and practical support as well as helping families cope with the implications of living with a child who will die prematurely.

Helen House is in fact a separate entity to Douglas House, which was opened in 2004 as a hospice for young people who are over 16. Douglas House gives them the freedom to be a young adult with support from a nursing team.



Summer Fun Day

The whole organisation is the Designated Charity of Berkeley Homes Oxford and Chiltern. They have worked together for 16 years. One of the highlights of this partnership has been the Summer Fun Day held last September. This featured a special 'It's a Knockout' competition and raised £26,000.

32 years after first opening its doors, Helen House required redesigning and refurbishment. The money received from Berkeley Homes Oxford and Chiltern and the Berkeley Foundation has helped them achieve this. The funding supported the restructuring of the play area, which provides play therapy on a one-to-one basis, promoting problem solving skills and verbal and non-verbal communication.



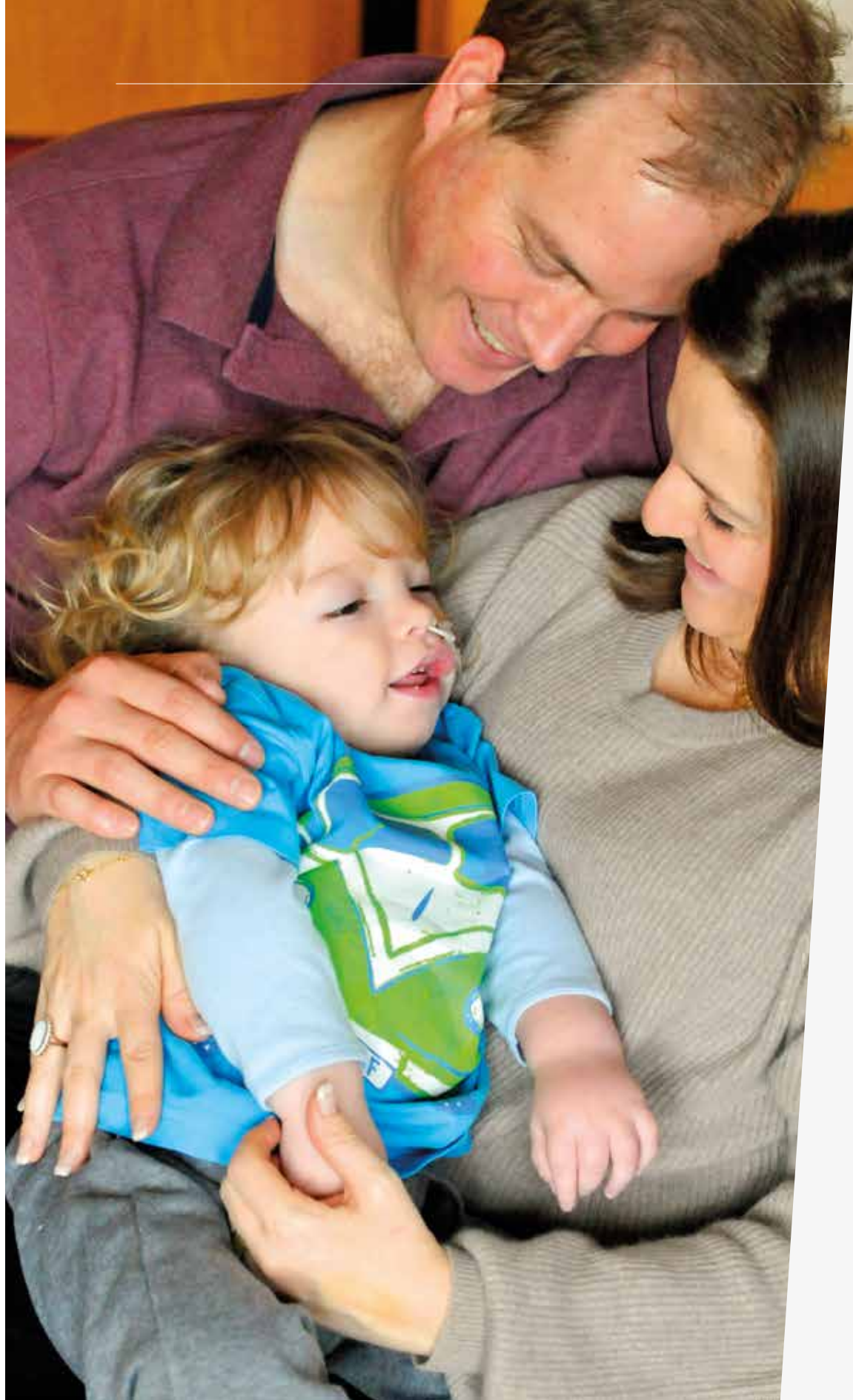
Play therapy in action



£26,000 raised

**"It's not somewhere where children come to die; it's where children come to live. It's where they come to make the most of every minute they have got and it's one of the happiest, most sociable places you could ever imagine."**

Katherine, a bereaved mum, describing Helen & Douglas House.



## Helen & Douglas House in numbers



**1,500**  
people volunteer for Helen & Douglas House



**300**  
children and young people are supported each year



**30**  
Helen & Douglas House charity shops from Windsor to Banbury





North London Hospice is the Designated Charity for St James London North. It provides emotional, spiritual and practical support to terminally ill patients, their families, friends and carers. Their vision is that everyone in their diverse community has equal access to the services. The Hospice cares for more than 1,400 patients a year, in people's homes, the in-patient unit and their outpatient and therapy services.

The Hospice services are provided by specially trained multi-professional teams, which include doctors, nurses, social workers, counsellors and physiotherapists. Their work ranges from hospice at home and an in-patient unit to day services and a bereavement service.

During 2014, the in-patient unit at Finchley underwent an extensive refurbishment to create a more uplifting feel to the patient rooms and overall area. Funds raised by the Berkeley Foundation and St James London North were used to part fund this refurbishment project.

The refurbishment has covered patient rooms, the ward kitchen, corridors, stairwells and clinical rooms.

The staff of St James London North have been actively involved in some fantastic fundraising activities during 2014. These include a Charity Golf Day and running the Brit 10K. Five employees took part in a four day Sahara Trek in October 2014, which alone raised an incredible £13,000.

“

**DORA THEODOROU**

The Hospice enabled us to be together as a family. We have had our hand held through the worst time of our lives by people who care.

”

## North London Hospice in numbers

900  
volunteers help at the North London Hospice

£7,000,000  
to run North London Hospice every year

3  
London boroughs where the hospice operates

**Dora Theodorou**

“My beautiful daughter Helen sadly passed away in March 2014 of brain cancer, leaving behind her loving family, including her six year old son. She was only 32 years old.

“Helen spent her final days at the in-patient unit at North London Hospice in Finchley.

“I don’t think our family would have coped without the help, support and care of the nurses and doctors from North London Hospice – they really are a lifeline for local families.

“She received not only the necessary medical attention at North London Hospice but was treated with great compassion and tenderness by each member of staff who had responsibility for her care.

“The Hospice enabled us to be together as a family. We have had our hand held through the worst time of our lives by people who care.”



# RAINBOW TRUST

CHILDREN'S CHARITY

Rainbow Trust provides emotional and practical support to hundreds of families who have a seriously ill child aged 0–18 years old. They support over 25% of the 6,000 families in England who have a child with a life-threatening or terminal illness. Rainbow Trust provides bespoke support for the whole family, throughout the year, whenever it is needed, regardless of diagnosis.

Rainbow Trust became the Designated Charity of St James London South in 2014. So far, they have raised £4,000. This included a 'Battle of the Boutiques' in February, during which two teams of staff took over the running of the Leatherhead and Cheam Rainbow Trust Charity shops for the day. Elsewhere, staff have sold cakes and sushi to raise money for the charity.

Rainbow Trust has used the funds from St James London South to fund 44 hours of specialist care.

## Rainbow Trust in numbers

- Volunteers have given over 31,000 hours of their time to the Rainbow Trust.
- Rainbow Trust has provided 10,749 hours of home support.
- 87% of the children that Rainbow Trust supports are under ten years of age.
- St James London South aims to raise £26,300 for Rainbow Trust over a three year period.



At the Rainbow Trust



Battle of the Boutiques



Supporting children aged 0–10





Mark Tomlinson  
Berkeley Foundation Rep – Berkeley Homes (North East London)

“

**MARK TOMLINSON**

BERKELEY FOUNDATION REP – BERKELEY HOMES (NORTH EAST LONDON)

I have been a Foundation Representative for 18 months. Our employees' support for disadvantaged children in north-east London is overwhelming. Over the last year virtually every member of staff has got involved in some way; by donating, helping to raise money, or by volunteering their time to organise school trips, art workshops and helping to redecorate a child's bedroom.

”





Toyhouse has been working for over 35 years in Tower Hamlets. They work with over 600 families through the medium of play, allowing parents and children to share experiences and bond.

Toyhouse provides a range of support services to families, many of whom live their daily lives in cramped and overcrowded flats with little access to safe outdoor play space and limited income to afford aspects of life that others take for granted.

During 2014, Berkeley Homes South East London chose Toyhouse as their Designated Charity. Within a year the relationship has blossomed. Families from Toyhouse have been able to make site visits to the development at One Tower Bridge, while staff from Berkeley got involved in running a Halloween evening at the Toyhouse centre as well as providing over 100 toys for a Secret Santa.

Toyhouse have also been able to cite Berkeley support in funding bids and the demonstration of a wider circle of funding sources is already reaping benefits with three successful applications recorded.



At the Toyhouse centre

### Toyhouse in numbers



### Case study

#### Cindy

“Three year old Cindy was born at just 26 weeks gestation. Inevitably, she suffered many issues associated with prematurity, including under-developed lungs, delay in development and sensory impairment.

“In addition, her mother was diagnosed as suffering post-natal depression and was unable to care for Cindy. Later it transpired she had more deep-seated mental health issues, so her father has become the main carer.

“The family were first referred to Toyhouse when Cindy was six months old. We have supported them in their home with regular visits and the loan of toys to aid development.

“Cindy and her Dad have come along to our weekly Sensory Play session for a year now and find the provision of the taxi service ensures Cindy travels in safety.

“Recently we have used Berkeley donations to purchase a Balancing Board and Cindy uses this to strengthen her core muscles and improve her balance. Cindy was also delighted with the Christmas present she received via the Berkeley Santa!”





## Trinity Hospice

*Living every moment*

Trinity Hospice provides skilled, compassionate end-of-life care to patients in need. It also supports their families and carers. Trinity Hospice operates in Central and South West London helping over 1,750 people every year with many different illnesses.

Over 70% of the hospice's patients state that they would prefer to receive end-of-life care in their own homes. Trinity Hospice nurses help to make this a reality by providing emotional and practical support. As well as making their own visits, calling and emailing patients, Trinity nurses also coordinate all of the services involved in an individual's care: district nurses, GP visits, and hospital appointments.

Trinity Hospice began their partnership with St Edward in March 2014. Over the past year, St Edward has raised £27,000 for the charity. This helped to fund a Trinity community nurse for one year, who will support up to 120 patients wherever they call home – whether at their house, in a nursing home or even in prison.

Two of the highlights of the partnership this year included the Urban Golf event that was held on 6 November. St Edward organised 14 teams to take part. The day was well organised and great fun – and above all raised £16,000. St Edward has won Trinity's Star Award for 'Best Corporate Sponsor' of the year, which is a tremendous achievement.

### Case study

#### Annabelle May

Annabelle May is a Trinity at Home nurse. She flits between visiting some of the wealthiest homes in London to hostels throughout Westminster, providing vital care to some of London's most vulnerable people.

One such place is Hopkinson House, where support is provided for homeless, long-term alcohol misusers. For people who are homeless, it can be even more difficult to talk about their end-of-life care needs.

**"People often think that those who live on the streets, whose lives always appear to be close to the edge, think differently about death. They don't. They are just as shocked as everybody else when they find out they will die soon. Everyone's needs are the same no matter what their circumstances – people want to feel safe and supported, which is how we make them feel,"** reflects Annabelle.

Annabelle doesn't just help the patients: hostel staff also benefit from her expertise. **"The staff see a lot of bad deaths,"** says Annabelle, **"there are many suicides and staff are often terrified when faced with a dying resident."** Since Trinity's nurses started visiting, there has been a big change. Staff now have a greater understanding of the needs of their residents and feel better supported, enabling them to create a place where people who are dying feel secure.

**£27,000**  
has been raised by St Edward  
for the charity in the past year



Trinity nurse in action





Christmas Party

Richard House currently offers support to 314 families who have a child or young person with palliative care needs, offering pre- and post-bereavement support services.

The Berkeley Group has supported Richard House over many years. In 2014, the Berkeley Foundation donated £50,000 towards their work. This has helped contribute to funding for a Respite and Palliative Care Nurse and a Play and Care Worker. They provide support on two fronts:

**Clinical care**

The role of a Respite and Palliative Care Nurse involves providing care and clinical support delivered on a tailored basis to the individual child and their family. The nurse's work requires flexibility, creativity, empathy and extraordinary responsibility – Richard House's nurses are specialists who meet the children's holistic needs.

**Therapeutic play**

When children with life-limiting and life-threatening conditions participate in therapeutic play activities it enhances their overall quality of life, aiding communication, learning and expression. This helps children to make sense of their thoughts, feelings and experiences.

Therapeutic play also allows families to be brought together, helping children, parents and siblings to relax, have fun and build positive memories for the future. Some of the activities include art and craft, story-telling, gardening, cooking, film-making and the Christmas party pictured above.



Therapeutic play



Case study

**Arlo's story**

When Arlo Wilson was born in October 2007, he seemed a happy, healthy baby boy. Then, when he was just a few months old, he woke up and had a 20 minute seizure. His mum Galia says, **"When we called the ambulance, little was I to know this would be the first of countless trips to hospital over the years."**

By the time Arlo was five months old he was suffering very serious seizures, sometimes lasting an hour or two. Aged three, it was confirmed he had Dravet Syndrome, a very rare form of severe epilepsy.

**"In some ways the diagnosis was a relief. We were put in touch with the charities Dravet Syndrome UK and Richard House Children's Hospice, and were able to meet other families going through the same experiences. That was so comforting after three years of feeling alone,"** says Galia.

Arlo is now a happy, loving seven year old boy. He enjoys swimming, hearing nursery rhymes and spending time with his adoring sister Coco. **"He is the most wonderful, happy, funny little boy. He can scarcely speak, displays autistic behaviours, doesn't eat solid food, is awake for many hours each night, and lacks any sense of danger."**

**"Arlo can have seizures at any time and due to his condition he needs one-to-one care 24 hours a day, seven days a week. This is a massive strain on our family to look after him and my husband and I are constantly exhausted. Being able to spend time at Richard House has made a world of difference."**

**"When we arrive at the hospice Arlo is always pleased to be there and generally heads straight for the sensory room. We can relax, enjoy time as a family and get some sleep, knowing that Arlo is safe and being cared for."**

316

families are supported by Richard House



£50,000

was donated to Richard House by the Berkeley Foundation in 2014







Body & Soul provides vital support to people living with and affected by HIV. They believe that everyone has the right to live happily and healthily, and their centre in Islington provides a safe space for people to work through the additional challenges created by a positive HIV diagnosis.

Such a diagnosis can be absolutely devastating, and has a profound impact on every aspect of a person's life. Body & Soul teaches strategies to reduce isolation and stress, improve health and well-being, promote active lives and create a voice for human rights.

Their services include groups for children, teenagers and adults. They are able to work with very young children who will not usually be aware of their HIV positive status, to build the resilience that they will need to cope with this in later life. Their monthly Teen Spirit sessions mix workshops and courses for teenagers with the chance to meet and socialise with people of their own age and realise that they are not alone. And their services for adult members include counselling, massage, health and nutritional advice, complementary therapies and legal advice.

The Berkeley Foundation has supported Body & Soul through its Community Investment Fund, and in 2014 provided an additional grant of £10,000.



At Body & Soul in Islington

Body & Soul provide vital support to people living with and affected by HIV.

£10,000

In 2014, the Berkeley Foundation made a grant of £10,000 towards this work





# MSTC

Multiple Sclerosis (MS) affects 2.5 million individuals worldwide and 100,000 people in the UK and is the most common cause of disability in young adults.

Advances in science have revolutionised the management of MS over the last ten years. The outlook for people with MS is changing – but these improvements need to reach everybody.

The Multiple Sclerosis Trials Collaboration was set up to provide equitable access to treatments and research for people with MS. It approaches this in five ways:

- Clinical Trials
- Stem Cell Technology
- Understanding the damage
- Understanding the causes
- Evolving the healthcare environment

Funds from Berkeley continue to be vital to underpin the infrastructure and leverage funding that drives research and delivery of treatments to people.

Practically, MSTC has enabled over 1,600 people with MS to get involved in research studies since 2004. This has led to 34 papers and 36 abstracts for international meetings since 2012. They have also generated over £6.5 million in income, increasing the Berkeley Foundation’s contribution by a factor of 20.

Multiple Sclerosis Trials Collaboration has enabled over 1,600 people with MS to get involved in research studies since 2004.



## SIR SIMON MILTON FOUNDATION

For Christmas 2014, the Berkeley Foundation supported the Sir Simon Milton Foundation’s Christmas hamper delivery programme. We have also helped them to employ their Projects and Fundraising Officer through a Job Creation Programme subsidy.

Sir Simon Milton was widely regarded as one of the most respected local government leaders of his generation. He had a record-breaking tenure as Leader of Westminster City Council (2000–08), he was Chairman of the Local Government Association (2007–08) and Deputy Mayor of London (2008–11).

### Christmas Hampers

During December, the Sir Simon Milton Foundation delivered 335 Christmas hampers to isolated and at risk older people in Westminster. This came soon after the Royal Voluntary Service announced that nearly half a million people aged over 75 were to be spending Christmas alone.

Through this project we aimed to remember those most vulnerable at Christmas and to offer a little relief at a time when loneliness can be most acute and severe. Recipients were selected by Westminster City Council’s Adult Services department who highlighted those most at risk to neglect, isolation and other serious health problems in the borough.

Thanks to the donation by the Berkeley Foundation, the number of deliveries made this year was double that in 2013.

“After decades of my mother being forgotten about by family, friends and society, you haven’t forgotten her. She’s now 89 and two thirds.” Kim, daughter of Isabella.

“I felt like a child on Christmas morning.” Sheila, Marylebone resident and recipient.

Keith (pictured, right), who received a Christmas hamper, is a resident of Pimlico and suffers from dementia, said, “It’s a wonderful gift and very nice to be thought of at Christmas.”

### Job Creation

In September, the Sir Simon Milton Foundation was able to create the role of Projects and Fundraising Officer and employ Peter Langford on a year-long contract. Previously, Peter had been without work before his four months spent as an intern at the Foundation and this grant allowed the Foundation to secure his services on a long-term basis.

Peter has developed significantly since he began the role and has designed the Foundation’s scholarship programme, helped organise an event raising £65,000, coordinated the delivery of the hampers and has been responsible for administering the organisation.



Keith



335

Christmas hampers have been delivered to lonely older people



£65,000

raised by the Project and Fundraising Officer funded by the Berkeley Foundation





“

**JESS BELL**  
LAND GRADUATE - ST GEORGE

The fantastic thing is that everyone can get involved, whether it's running a marathon or donating £2 per month through Give As You Earn.

”



#### Find out more

To hear more about Berkeley staff involvement in the Foundation scan the QR code below or visit:  
[www.berkeleyfoundation.org.uk/foundation-stories/berkeley-staff](http://www.berkeleyfoundation.org.uk/foundation-stories/berkeley-staff)



## CHAPTER 6

### Staff involvement

6



35%

of Berkeley staff signed up to GAYE at April 2015



100

fundraising events

# Staff involvement



## BERKELEY FOUNDATION STAFF SURVEY 2014

In 2014, 73% of people surveyed got involved with the Foundation in some way.

# Staff involvement

The Foundation would not be the organisation it is without the support of Berkeley staff. This year, our colleagues have run, cycled, climbed, baked, decorated, trekked, kated, auctioned and golfed their way through more than 100 fundraising events. They raised over £700,000 in 2014/15 alone – more than ever before. In four years, they have raised a staggering £1.7 million for the Berkeley Foundation and its partner charities, with the help of friends, family, contractors and consultants.

We are aiming for every member of staff to do something every year to support the Foundation. We keep track of this figure through an annual staff survey. In 2014, 73% of people surveyed got involved – up from 63% in 2013. Almost one in seven volunteered their time and skills.

These are the people who make the Foundation possible – from our team of Reps working tirelessly to organise huge fundraising events on top of their day jobs, to the people who give £5 or £10 each month through Give As You Earn.

They are changing the Foundation – but we also believe the Foundation is changing Berkeley. All of this activity is having an impact on the culture and feel of the business. Staff are networking across Operating Companies, socialising more, getting out of their comfort zones, and pushing themselves and their colleagues to be the best they can be. Berkeley has always been a hard working place. The Foundation channels that work ethic, experience and talent towards a fantastic cause.

Through volunteering on our programmes and engaging with our charitable partners, Berkeley staff are also building skills that make Berkeley a better business. They are reaching out to their local communities in new ways, and coming to understand the needs of those communities more deeply than ever before. This is undoubtedly helping them to develop as individuals and teams of people. It also helps them to deliver developments that really work.

£700,000  
raised this year alone







## Match funding and Give As You Earn

Every penny raised by Berkeley staff for the Foundation or our partner charities, including amounts donated through GAYE, is matched by the Berkeley Group.

The money raised by staff through fundraising events goes straight to their chosen charity and the matched money goes to the Foundation. For staff Give As You Earn donations, the matched funds are split with 50% going directly to the charity and 50% going to the Berkeley Foundation.

So, if an employee donates £10 to a Designated Charity, this attracts £10 in match funding from the Berkeley Group. The match funded element is then split 50/50. The charity receives £15 and the Berkeley Foundation receives £5 to distribute elsewhere.

The percentage of staff giving through the scheme continues to go from strength to strength, with over 35% of staff giving as at April 2015, compared to 22% last year. Berkeley Group received Platinum in the Payroll Giving Quality Mark Award in 2015 for the second consecutive year.

Every penny raised by Berkeley staff for the Foundation and our partner charities is matched by the Berkeley Group.



**19**  
It's a Knockout teams battled it out at the Oxford and Chiltern Fun Day raising £26,000 for Helen & Douglas House



**32**  
Dragon Boat teams made up of 450 participants raised £47,000 in Berkeley Capital's third Dragon Boat Race for the Berkeley Foundation

The background of the bottom section is a green gradient with a diagonal white line. It features several images: a green water bottle and a green sneaker on the left; a stack of gold coins and a black bicycle in the center; a black and white soccer ball on the right; a pair of green sneakers at the bottom center; and a tall, modern building on the far right.

**£1.7m**  
raised by Berkeley staff between March 2011 and April 2015

**100**  
events this year

**£35,000**  
raised by Berkeley Capital Sports Gala Evening

**27**  
London Marathon runners from across Berkeley Group raised over £58,000 for eight of the Foundation's partner charities

**£48,000**  
raised by Berkeley East Thames football tournament for Demelza

**110**  
miles in five races over four months run by Bernhard Elber for Shelter

**150**  
storeys of three buildings were climbed by Charlotte Milmo, Olivia Allen and Laura Montgomerie from Berkeley Capital in the Berkeley Three Peaks Challenge in aid of the Berkeley Foundation



# Time and effort pays dividends

The time and effort of Berkeley staff can be just as valuable to our charities as hard cash. Over the past 12 months, staff have volunteered their skills in a whole range of different ways, from mentoring young people as part of the Creativity Works and Outward Bound Trust projects, to training up the Street Elite graduates on placement in their offices, to spending a festive day with homeless people at the Crisis at Christmas centre. Here are some of the other ways they have got involved.

## ST JAMES BATTLE OF THE BOUTIQUES

**£3,600 RAISED**

Battle of the Boutiques called for 12 members of staff to give up their time, old clothes and even (for those dressing up in the Rainbow costumes), their dignity. The day raised a total of £3,600 for the Rainbow Trust from stock drives of staff members' unwanted goods, online donations and fundraising outside the shops.



## POPPIES AT THE TOWER BERKELEY HOMES SOUTH EAST LONDON

**28 HOURS**

14 employees from One Tower Bridge took part in the poppy planting at the Tower of London in summer 2014. The poppies raised up to £15 million for different service charities.



One in seven Berkeley staff members volunteered their time and skills for the Foundation in 2014.

## THRIVE DIG DAY

**54 HOURS**

Staff from Berkeley Homes Central London started preparation for spring by digging, planting and pruning as they supported Thrive at a Dig Day at Battersea Park. Nine fantastic staff members volunteered their day to assist Thrive in welcoming the new season and it looks bloomin' great thanks to their hard work.



## PAINTING TOYHOUSE CENTRE

**108 HOURS**

In February 2015, 27 members of staff from Berkeley Homes South East London each gave four hours of their time to paint the Toyhouse Centre in Shadwell. This totalled a paint splattering 108 hours of decorating for their Designated Charity.



# Food glorious food

Berkeley employees have taken the concept of the Great British Bake Off to their hearts and stomachs with a tempting banquet of culinary events in aid of charity.



## THE BIG HOUR £700 RAISED

In October 2014 using the extra hour gained when the clocks went back, staff from St James South baked cakes and savouries and hosted a Big Hour Tea within the various offices throughout the region. One member of staff even produced a rainbow cake which was fitting for the cause. The Big Hour Tea raised a massive £700 for Rainbow Trust.

## HALLOWEEN PUMPKINS £150 RAISED

For Halloween 2014, Berkeley Homes North East London sold over 70 goody bags across their head office and Goodman's Fields office for £2 each. The bags contained sweets and chocolates as well as a few tricks!



## ST EDWARD BAKE OFF £380 RAISED

Staff took part in the inaugural 'St Edward Great British Bake Off' throughout September 2014. Based on the popular BBC television series, staff were challenged to showcase their baking prowess and produce a different bake every Monday for four weeks.

Other members of staff were invited to sample the baking and rated the bakers' efforts under the criteria of Complexity, Yumminess and Presentation.

After four weeks, 25 individual bakers and 35 different bakes, three finalists were announced. Joe Gurney, Farah Hatab and Rosie Thomas as the three highest scoring bakers had made the final to do one last bake for the St Edward Board.

After hours of sampling, deliberating and heated arguments the Board of Directors crowned the first 'St Edward Great British Bake Off' Champion, Farah Hatab for her "Malteser Chocolate Finger Cake."

Due to the efforts of all the bakers and generous St Edward staff a grand total of £380 was raised.



## GOH! SUSHI £45 RAISED

Jenny Goh from St James London South used her sushi making skills to raise money for Rainbow Trust. Staff who were lucky enough to enjoy her sushi made a £5 donation. The menu consisted of Avocado Maki, Cucumber Maki, Pepper Maki, California Roll, Goh! Roll and Edamame.







Andrew Saunders-Davies and colleagues at the Summer Fun Day

## Berkeley Homes Oxford and Chiltern Summer Fun Day

BY GEMMA CASE

After being appointed as a Foundation Rep back in January 2014, I was given the task of organising a fundraiser to support our Designated Charity, Helen & Douglas House. After visiting Helen & Douglas House and seeing the wonderful job that they all do and the environment they have created for their families, I wanted to give them an extraordinary day.

I wanted the whole of our region to be involved, and came up with the idea of holding a tournament, whereby we could involve those companies we work very closely with as well as our staff. Having such fun, competitive personalities within our business, I knew we could create a day that we would all remember.

In addition to the tournament, I wanted to provide something for our families to enjoy whilst their partners were being occupied competing to be the 'best of the best'. Using facilities provided by the Adventure Learning Foundation, I organised for more additional 'family fun day' activities, including bouncy castles, bucking bronco, human table football, fairground stalls and sheep dog handling. Alongside these were a drinks marquee and stage where four bands played. These bands all agreed to donate their time to play and support this wonderful and worthwhile cause. My aim was to provide something for everyone to enjoy on the day.

The support we have received from our contractors, suppliers and members of staff has been phenomenal. Not only did we receive sponsorships, donations and support on the day, we also received an incredible amount of 'time and talent' from individuals – from staff volunteering to contractors donating their services to help make our day a success.

The teams were extremely competitive and really got into the spirit of the day. They all turned up with their own team T-shirts and embraced the challenges that the tournament presented including inflatables, costumes, water and foam. Helen & Douglas House were invited to enjoy the day with us and also compete in a team. They were amazing! Families of Helen & Douglas House also attended and enjoyed the activities. Tina Bough, a mother from Helen & Douglas House, also gave a speech about her first hand experience of their work, which was extremely moving and brought home how incredible and important this charity really is and how much they need our support.

Organising this event has been the biggest challenge in my career so far. I have learnt a great deal, not only about event management but also about myself. I learnt not only what I am good at and not so good at but also what I am able to achieve. It has been an absolutely amazing experience and an incredible opportunity.



Gemma's fabulous fun day raised a fun filled £26,000 for Helen & Douglas House.





## Racing about on the water

BERKELEY CAPITAL DRAGON BOAT CHALLENGE

**£47,000 RAISED**

32 Dragon Boat teams made up of 450 participants raised an incredible £47,000 in Berkeley Capital's third Dragon Boat Race for the Berkeley Foundation. To keep everyone entertained throughout the day there was a magician, a live auction, a Chinese lion dancing show and a BBQ during the evening.



## Cycle Route Ahead

It seems there is nothing Berkeley staff enjoy more than a good cycle ride, and doing it for charity is becoming second nature. In fact, Berkeley staff have held a total of 12 cycling fundraising events over the past 12 months – that equates to one per month!

PRUDENTIAL  
RIDE LONDON 100

**£18,000 RAISED**

17 Riders and one Hurricane raised £18,000 for six charities.

Few are keener than Berkeley Strategic's Adrian Brown who followed his Table Mountain cycle ride in March 2014 by storming the Prudential RideLondon 100 quite literally when he braved the elements on behalf of the Mayor's Fund for London together with five other employees from across the Group.

In addition, 11 other riders cycled to raise money for the Foundation and four other partner charities.

Tom Bowcock, Commercial Graduate from Berkeley Homes Southern, said "The monsoon-like conditions added to the excitement of the day, and I can probably never expect to ride in anything quite like that again. Coming into Central London through Chelsea was incredible and all of a sudden the pain and fatigue disappeared. The crowds were fantastic."

“

**ADRIAN BROWN**

I can't remember riding in such heavy rain. It was quite biblical at times!

”



BERKELEY HOMES  
EASTERN COUNTIES –  
LONDON TO PARIS  
BIKE RIDE

**£7,800 RAISED**

12 staff members from Berkeley Homes Eastern Counties donned their lycra for the epic three day trek to Paris in April 2015, riding 300 miles in aid of ellenor.

ST JAMES VELOGAMES

**£23,000 RAISED**

St James took over the Olympic Velodrome in late January 2015 to allow 22 teams of four to compete in a team pursuit challenge consisting of a series of heats before the final took place. 200 members of staff from St James came to watch the teams battle for the crown and raise an astonishing £23,000 for the Berkeley Foundation in the process. Taking this into consideration and the fact that only two people fell off their bikes, it is safe to say that the event was a success!

ST GEORGE LONDON TO  
WORCESTER BIKE RIDE

**£21,000 RAISED**

July 2014 saw riders from St George Central London cycle 130 miles in two days from their Fulham Office to the farthest Berkeley Group site in Worcester, raising money for the Foundation. The event raised over £21,000.





# Run Berkeley, run Berkeley, run run run!

Giving the cyclists a run for their money in the literal sense are the Berkeley employees who have run, jogged and walked in fun runs, trail races, half marathons, marathons, ultra marathons or in the case of Berkeley Homes South East London's Bernhard Elber, all of the above!



## CERY'S WALKS A MILE FOR MUSCULAR DYSTROPHY UK

### £1,236 RAISED

The daughter of Jonathan Cook, from Berkeley Homes South East London, raised £1,236 for Muscular Dystrophy UK as part of their 'Move a Mile for Muscles'. Cerys was born with Myotonic Dystrophy, a condition which causes the muscles to weaken and waste over time leading to increasing disability, and although walking can be difficult for her at times, she bravely completed the mile. Over 100 people turned up to cheer Cerys on.



## 110 MILES IN FIVE RACES OVER FOUR MONTHS RUN BY BERNHARD ELBER FOR SHELTER

### £1,500 RAISED

Bernhard Elber pushed himself to run a formidable five races in 2015, starting with the Benfleet 15 and followed by the Ragnar relay, the Steyning Stinger Half Marathon, the Fleet Half Marathon and the London Marathon. He clocked up 110 miles and £1,500 for Shelter.



## BERKELEY HOMES WEST LONDON SANTA RUN

### £2,742 RAISED

December 2014 saw over 4,000 running, jogging and walking Santas take to Victoria Park, London. Amongst the sea of red suits and false beards 17 staff members from Berkeley Homes West London were there raising money for their Designated Charity, Bexley SNAP. The runners raised a festive £2,742!



## VIRGIN MONEY LONDON MARATHON

### £58,000 RAISED

The London Marathon has succeeded again in encouraging Berkeley staff to don their running trainers for the day, all in the name of charity. Berkeley had 27 runners turning out for the 26.2 mile race, which raised a total of £58,000 for eight of the charities that the Berkeley Foundation supports.

“

### ROB PERRINS

I am humbled by the enthusiasm, energy and organisation of the staff who undertake such huge challenges to raise money for our partner charities.

”



# When the going gets tough, Berkeley gets going



## BERKELEY HOMES NORTH EAST LONDON ARCTIC BIATHLON

### £21,000 RAISED

Eight intrepid explorers from Berkeley Homes North East London, trekked across Sweden whilst competing in a four day Arctic Biathlon. The team contended with the crippling -30°C temperatures whilst being led by Huskies in a 40km time trial and a 25km cross-country ski. A fantastic £21,000 was raised by the teams, and the Berkeley team, The Furry Yetis won the whole biathlon.



## ST JAMES SAHARA TREK £13,100 RAISED

From freezing winds to scorching deserts, nothing seems to stop Berkeley staff from fundraising and it appears the five participants from St James London North were not deterred by a four day trek through the Sahara desert. Despite sandstorms, illnesses and temperatures ranging from 0°C at night to 40°C during the day, the team raised a very well deserved £13,100 for St James' Designated Charity, North London Hospice.



## BERKELEY HOMES EASTERN COUNTIES THREE PEAKS

### £6,100 RAISED

12 members of staff, including climbing fanatic Jess Chapple, took part in the Three Peaks Challenge for their Designated Charity, ellenor, meaning that together they scaled Ben Nevis, Scafell Pike and Snowdon. The team raised over £6,100 and after climbing a combined elevation of 12,178 ft, we wait with bated breath to see what they choose to climb next.

## BERKELEY CAPITAL THREE PEAKS

### £5,200 RAISED

The bar for climbing events was already set very high by Berkeley Homes Eastern Counties valiant efforts in conquering the 'real' Three Peaks, but three staff members from Berkeley Capital were determined to change things up by introducing a Berkeley Three Peaks Challenge. Charlotte Milmo, Olivia Allen and Laura Montgomery climbed three Berkeley developments, equating to over 150 storeys in the buildings and around 15 miles of walking between sites all in the impressive time of under ten hours. The trio managed to double their fundraising target, meaning they raised over £5,200 for the Berkeley Foundation. Thank you ladies!

## BERKELEY HOMES SOUTHERN GO KARTING ENDURANCE RACE

### £4,200 RAISED

From the peaks of mountains to the chicanes of a race track, 30 teams of six people took to four wheels for the Berkeley Homes Southern Go Karting Endurance Race in the summer of 2014. The team members took it in turn to speed around the Daytona track, over the course of three hours, raising a dizzying £4,200 for Queen Elizabeth's Foundation.







James and Matthew running the marathon

“

**JAMES MARKHAM AND MATTHEW HALLAM**  
ST GEORGE

As we warmed up, the road opened up and the crowds thickened.

Our pace was strong and the atmosphere was electric. The pain set in around 18 miles however we kept on fighting it, pushing it to the back of our minds, feeding off the energy from the hundreds and thousands of people spurring us on.

We kept on going, passing hundreds of people both running and collapsing on the floor.

We made it to the finish line.

An incredible feeling of satisfaction and relief took over as we collected our medals and staggered to the pub.

”





# The Beautiful Berkeley Game

## ST GEORGE FIVE-A-SIDE FOOTBALL

### £26,000 RAISED

St George kicked off the September fundraising with a five-a-side football tournament against many of the subcontractors and supply chain companies affiliated with St George. The teams did not fall short of expectations following the success of the previous tournament and raised an incredible £26,000 for their Designated Charity, SPEAR. Briggs and Forrester were also crowned winners for a second year but at least St George were runners-up this time!



## BERKELEY CAPITAL GAELIC FOOTBALL TOURNAMENT

### £48,000 RAISED

The Berkeley Homes Capital Gaelic Football Tournament took place at London Irish stadium in Sunbury on Thames in April. 16 teams of contractors took part, with the Berkeley staff team knocked out almost immediately!



## BERKELEY EAST THAMES FIVE-A-SIDE FOOTBALL

### £48,000 RAISED

September 2014 saw the third annual charity five-a-side football tournament take place at Powerleague Wembley. McGinley were crowned overall champions and through the kind generosity of all the teams taking part over £48,000 was raised for East Thames' Designated Charity Demelza.



## Fine shot! Golf and clay pigeon shooting

### GOLF DAYS

#### £70,000 RAISED

Whether it's classic courses like Burhill or Urban Golf in Kensington, staff have 'putt' their skills to the test in aid of charity. Some highlights from the six golf days held this year, raising over £70,000, are:

- Berkeley Central London raised approximately £17,000 in June 2014;
- Berkeley North East London raised £14,000 for in September 2014;
- St Edward's Urban Golf event raised over £16,000 for in November 2014.

### ST GEORGE CHARITY SHOOT

#### £26,700 RAISED

St George demonstrated the calibre of their fundraising for Muscular Dystrophy UK when they held a charity shoot in October 2014 hitting their target with both barrels by raising a staggering £26,700.





# Party, Party, Party!

## ST JAMES SUMMER PARTY £1,100 RAISED

A party is always a sure-fire way to raise both money and awareness for a charity, so in true Berkeley style that is exactly what St James did! 75 members of staff attended the 'Around the World' themed party hosted on Battersea Barge, which saw £1,100 raised for their Designated Charity, Vauxhall City Farm.



## ST EDWARD WINE TASTING AND AUCTION

### £8,600 RAISED

In February 2015 St Edward hosted a wine tasting event and auction in aid of Trinity Hospice.

Around 70 people gathered at 375 Kensington High Street for the evening, with a large variety of both old world and new world wines to be tried, complete with two sommeliers.

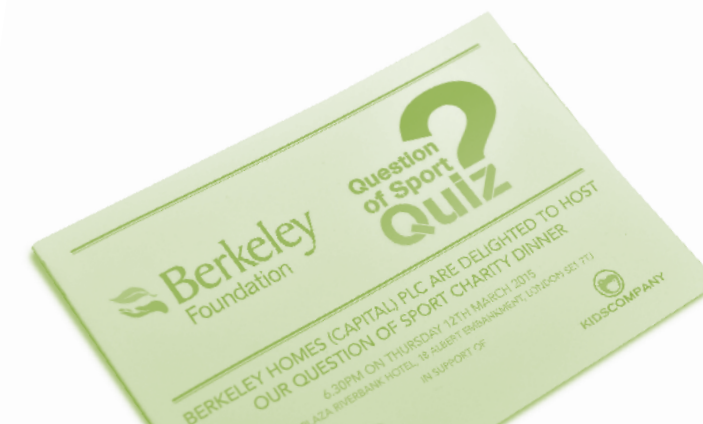
The auction included some amazing items; signed prints of Ricky Gervais and Jimmy Carr, a weekend for two at a five star Millers Cottage in Cheshire, and a hand signed T-shirt by the 1966 World Cup legends. A magnum of Davy's Celebration Champagne was also up for grabs in a raffle which raised £685 alone. In total, the evening raised £8,600.



## BERKELEY CAPITAL QUESTION OF SPORT DINNER

### £35,000 RAISED

In March 2015 Berkeley Capital hosted a star studded Question of Sport Dinner at the Park Plaza Riverside hotel on the Albert Embankment. Hosted by Phil Tufnell and Matt Lorenzo, the event raised over £35,000.





“

**CHARMAINE YOUNG CBE**  
CHIEF EXECUTIVE OF THE BERKELEY FOUNDATION

A huge thank you to the Berkeley Foundation Reps, all the staff, their families, friends, supply chain and consultants who have worked so tirelessly.

”



## Thank you

The Foundation is indebted to the Berkeley Group for their ongoing support. We also appreciate all the assistance from Berkeley Group Services in developing the Berkeley Foundation into a Registered Charity and bringing together financial advice and expert communications which reinforce our work.

A huge thank you to the Berkeley Foundation Reps, all the staff and their friends and families who have worked so tirelessly to ensure we can help thousands of disadvantaged people.

Thank you also to the Berkeley Group's contractors, consultants and supply chain companies, who continue to make an incredible contribution to the Foundation's work through donations and sponsorship, and by getting involved in fundraising events.

Without such support, we would not be able to go forward with our plans for the future and achieve our targets.

**Charmaine Young CBE**  
Chief Executive



# Appendices

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Fundraising events list

May 2014



**St James London South Quiz Night** St James  
**The Lord's Taverners Disability Cricket Championships Launch** Berkeley Foundation  
**Spring Family Fun Day** (linked with the Chelsea Fringe) St James  
**Vauxhall City Farm Family Fun Day** St James  
**Three Cities Cycle** Berkeley Homes Oxford and Chiltern

June 2014



**Wimbledon – Strawberries and Cream Day** Berkeley Homes North East London  
**World Cup Fantasy Football** Berkeley Homes North East London  
**Go Dotty for Demelza** Berkeley Homes East Thames  
**Go-Kart Endurance** Berkeley Homes Southern  
**Charity Raffle** St James  
**Vauxhall City Farm Dressage Championship** St James  
**Art Workshop** Berkeley Homes North East London  
**Golf Day – Burhill** Berkeley Homes Central London  
**Toy Donation to Toyhouse** Berkeley Homes South East London  
**Vauxhall City Farm Sponsored Ride** St James  
**Dragon Boat Race Challenge** Berkeley Capital  
**Vauxhall City Farm St James Staff Volunteer Day** St James

July 2014



**Cricket Day** Berkeley Homes North East London  
**Trinity Sports Day** St Edward  
**London to Paris Sunflower Cycle** St James  
**Fundraising BBQ in aid of Arctic Biathlon Team** Berkeley Homes North East London  
**Colour a Child's Life** Berkeley Homes North East London  
**London to Worcester Two day Bike Ride** St George  
**Tour de France Spinathon** Berkeley Homes North East London  
**British 10k** St James  
**Poppies at the Tower** Berkeley Homes East Thames and Berkeley Homes South East London  
**Burhill Charity Golf Day** Berkeley Homes West London  
**Change Foundation Charity Cricket Match** Berkeley Homes Central London  
**Summer Party** St James

August 2014



**Animal Fun Run** St James  
**NEC Acton Paint Balling** Berkeley Homes Central London  
**Wimbledon and Hogarth Team Golf Day** Berkeley Homes Central London  
**Construction Bake Off** Berkeley Homes North East London  
**Sports Day** Berkeley Homes North East London  
**Sky Dive** Berkeley Homes South East London  
**Demelza Summer Ball** Berkeley Homes East Thames  
**Prudential Ride London Surrey 100** Berkeley Strategic, St James, St George, Berkeley Homes West London, Berkeley Homes Southern, St Edward, Berkeley Homes Central London, Berkeley Partnership Homes  
**Bacon Butty Office Sale** Berkeley Homes Central London  
**Three Peaks Challenge** Berkeley Homes North East London

September 2014



**London to Paris Bike Ride** Berkeley Homes East Thames  
**Five-a-side Football Tournament** Berkeley Homes East Thames  
**Golf Day** Berkeley Homes North East London  
**Kidbrooke Village Fête** Berkeley Homes East Thames  
**Football Tournament** Berkeley Homes East Thames  
**One Victoria Road Fundraiser** Berkeley Homes West London  
**Tall Ships Regatta** Berkeley Homes East Thames  
**Five-a-side Football Tournament** St George  
**Oxford and Chiltern Summer Fun Day** Berkeley Homes Oxford and Chiltern  
**Golf Day** Berkeley Homes North East London  
**Sponsored Activity Residential Trip** Berkeley Homes West London  
**Thames Path Challenge** Berkeley Homes South East London  
**St Edward Great British Bake Off** St Edward  
**Battersea Reach Summer Fair** St George  
**Lord's Taverners Disability Cricket Championship Finals** Berkeley Foundation  
**Charity Golf Day** Berkeley Homes Central London  
**Golf Day at Moor Park** St James  
**Charity Golf Day** Berkeley Homes Western

October 2014



**Crisis Employment Platform** Berkeley Foundation  
**St Edward Great British Bake Off** St Edward  
**Lord's Taverners Disability Cricket Championship Awards** Berkeley Foundation  
**Charity Shoot** St George  
**Royal Parks Half Marathon** St Edward and St George  
**Sahara Trek (four days)** St James  
**The Big Hour** St James  
**One Tower Bridge Visit and Halloween Party** Berkeley Homes South East London  
**Halloween Pumpkin Carving and Raffle** Berkeley Homes North East London

November 2014



**Berkeley's Got Talent** Berkeley Homes North East London  
**Urban Golf** St Edward  
**The Berkeley Capital Three Peaks Challenge** Berkeley Capital  
**Battersea Firework Night** Berkeley Homes Central London  
**Pub Quiz** Berkeley Homes Central London  
**Capital Christmas Ball** Berkeley Capital  
**five-a-side Football Tournament** Berkeley Homes West London

December 2014



**Christmas Day Fundraising: Gifts and Food** Berkeley Homes North East London  
**Quiz Night** Berkeley Homes North East London  
**Christmas Card Sale** St George  
**Wreath Making with Thrive** Berkeley Homes Central London  
**Arctic Biathlon** Berkeley Homes North East London  
**Santa Run** Berkeley Homes West London  
**Goh! Sushi** St James  
**Christmas Jumper Day** Berkeley Homes Central London and Berkeley Homes North East London  
**Crisis at Christmas** Berkeley Homes South East London

January 2015



**New coat collection campaign** Berkeley Homes North East London  
**Corporate Volunteer Workshop** Berkeley Homes North East London  
**Bernhard Runs Again Benfleet 15** Berkeley Homes South East London  
**Velo Games** St James

February 2015



**Cirque Du Soleil Charity Box** Berkeley Homes Southern  
**Bernhard Runs Again Ragnar Relay** Berkeley Homes South East London  
**Painting Toyhouse Centre** Berkeley Homes South East London  
**Wine Tasting and Auction** St Edward  
**Battle of the Boutiques** St James

March 2015



**Bernhard Runs Again Steyning Stinger Half Marathon** Berkeley Homes South East London  
**Thrive Dig Day** Berkeley Homes Central London  
**Question of Sport Dinner** Berkeley Capital  
**Ring of Clare Cycle** Berkeley Homes South East London  
**Bernhard Runs Again Fleet Half Marathon** Berkeley Homes South East London

April 2015

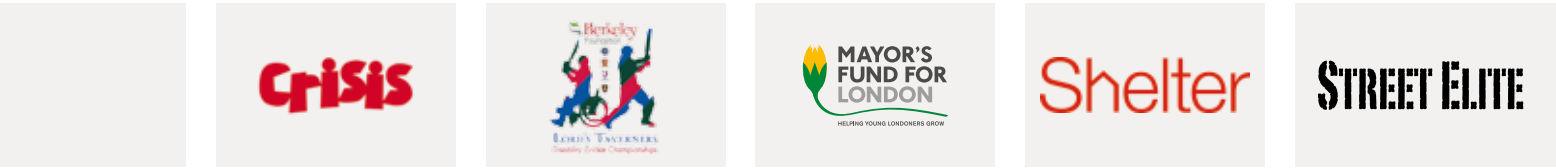


**Easter Raffle** St James  
**Quiz Night** Berkeley Homes West London  
**Great Berkeley Bake Off** Berkeley Homes South East London  
**GAA7s Gaelic Football Tournament** Berkeley Capital  
**London to Paris Bike Ride** Berkeley Homes Eastern Counties  
**Virgin Money London Marathon 2015** St George, Berkeley Homes Eastern Counties, Berkeley Homes Western, Berkeley Strategic, Berkeley Homes Central London, Berkeley Homes South East London, Berkeley Homes East Thames, Berkeley Homes Oxford and Chiltern, Berkeley Homes Southern, Berkeley Homes West London, St James



Beneficiary list

Strategic Partners



Designated Charities



Community Investment Fund





## Photo library



**Inside covers**  
Street Elite



**Page 06**  
Yasar Ugur – Berkeley Homes (East Thames)



**Page 08**  
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