

Annual report 2024-25





@Holborn-Community



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@HolbornCommunityAssociation

holborncommunity.co.uk

Patron: The Baroness Kennedy of The Shaws LT KC

Charity Number: 801064

Company Number: 02344228

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Introduction

2024-2025 saw HCA mark our 35th birthday. That informed and shaped a lot of the work that we did over the year. There were special events – volunteer dinners, a celebration with supporters and funders and community days focused on activities or groups, like families. The year also saw lots of storytelling and ‘story capture’ with intergenerational work, digital projects and one-off events under our ‘Storybank’ banner.

All of that offered a reminder of the importance of what HCA does within the community, how it’s valued by people and what the valuable things are. That helps. It helps the team, the people making HCA ‘happen’, to keep going and keep bringing energy and inspiration to the work we do. We’re proud of all the activity, support and passion on display in this annual report. I believe it shows, once again, how what we do is vital for people day to day – and how it makes their lives better.

It’s also served as a reminder and an opportunity – to learn from the past, keep doing what works, but also to try new things. Several new approaches are highlighted in this year’s report: a new community arts exhibition focus, new relationships with supporters through events and volunteering, new groups and activities that focus on specific needs within the community. Some of those we’ll maintain. With other things we’ll try again as opportunities arise and make even more of a difference for our community.

I’ll end by highlighting one final new element of support for the organisation. We are very pleased to welcome Helena Kennedy as our new Patron. We hope that Patronage from her will help raise the profile of the organisation and the work we do. By building new relationships and networks we can keep moving forward and, hopefully, help people for another 35 years.

Paul Crozier, Director/CEO, November 2025

HCA Insights

who we've worked with



1820
Unique
users



67% Female
33% Male
22% Disabled



34472
Attendances



541
event
attendees



2300
attendances at 7
community clubs

Our unique users and attendance data is based on the people we work with week in, week out. We engage more people throughout the year through events and hosting other groups whose work aligns with our mission. We host sports and physical activity clubs (e.g Roll Happy, Camden Kempo, Holborn Tigers, Amina Khayyam Dance). Those groups alone account for another 70 unique users, 136 sessions, 2300 attendances. We have started to host other groups more focused on health & wellbeing e.g. meditation, music, art groups.

HCA Insights – who we've worked with



36% White British

17% White Other

9% Asian Bangladeshi

7% South Asian

8% Mixed/Multi-racial

7% Chinese

6% Black

5% other

Within these figures there's a lot of nuance – the 'Other' figure includes those answer 'Prefers not to say' for instance. The 'White Other' includes a huge range of nationalities and trends e.g. at one point our Play/Under 5s has had strong attendance from a community of Albanian families. Overall, the demographic data positively reflects and mirrors the local community e.g. 15% of users from Asian Bangladeshi/South Asian community.

Within the programmes there are variations on patterns above – Movement activities have over 50% global majority users (that's very good – reflecting work to engage demographic cohorts with lower activity levels). Our Care programme has much lower representation from global majority – but that does reflect the demographic profile of the age group locally.

HCA Insights – a lifetime offer of support for those most in need...



Across HCA (and against combined IMD) 17% of interactions are with those in top 20% most deprived areas, 30% in the top 30% and 55% in top 40% most deprived. In an area with great affluence and stark inequality there is a real focus on those most in need.

38 % of our interactions with children are in areas from top 20% most impacted by income deprivation for children

80 % of our interactions with older adults are with those from top 30% most impacted by income deprivation affecting older adults

On average, over the last 3 years, 40% of our work has been with children in the top 20% and 80% of our work with older adults in the top 20% most deprived areas nationally.

Routes oots



Play

Through our Play programme we connect parents whilst children play. Four days a week we provide spaces for families to engage in creative play. Our programme offers under 5s and their grown-ups a range of opportunities to develop physical literacy, creativity and confidence through play, movement and arts.

Throughout the year we've programmed special events and celebrations to broaden the range of experiences for the children and families we work with and for:

- Parties for Eid and Christmas
- Regular art-focused sessions on Tuesdays
- Sensory play sessions and support with individual speech and language development



Movement

We provide spaces for our community to exercise both body and mind, with an emphasis on coming together alongside physical achievement, and improving both physical and mental health.

Our **Gymnastics** club is for children from 3 – 14. We offer space, coaching and equipment to teach children skills and keep them active. Our classes are inclusive and financially accessible allowing children who wouldn't otherwise be able to afford classes to attend.

Creative Dance projects for children aged 4-12 are led by contemporary dance specialists. Children work towards a performance or theme throughout the term in a space that helps everyone feel comfortable and confident to express themselves.

We run **My Move Girls Fitness** sessions every week. Young women work with the session leader to set the activity programme and they come together in a space just for them along with some snacks and time for socialising.

Our adults programme includes **Yoga** (including Women's Only sessions and Seated Yoga) and **Qi Gong** hosted by HCA alongside **Pilates and Stretch/Relaxation** sessions run in partnership with Nuffield Health Centres.

Working with Akademi we host weekly **South Asian Dance sessions** and deliver a more informal **Dance for Joy** session every week (with support from UCL Dance Society).

Arts

Our arts activities are all about 'creative health'. Simply put - they are creative activities designed to directly benefit the physical and mental health and wellbeing of those participating.

Sunday Socials bring people together to eat and participate in an arts-focused activity every month. They are primarily older and isolated. Involvement in Sunday Socials often leads to greater participation in other activities.

Creative Communications is a weekly group for children and young people with social communication difficulties. Through art, play and learning from each other, participants increase self-awareness, learn to regulate and communicate and feel more confident in wider social settings. Parents and child receive pastoral support from HCA staff and develop a peer network outside of school and their usual community.

Our **Youth Arts Group** explores different disciplines, techniques and products with support from specialist artist/facilitators and organisations depending on project focus. The art itself is secondary to process with the group allowing a space for young people with a range of mental health issues and additional needs to come together to explore themselves, their identity and their aspirations for the future. Summer sees us host **Camden Summer University** sessions open to all young people in Camden (13-19).

Arts

Memory Cafe offers weekly arts/remembrance focused activities for people with dementia (or other degenerative conditions) and their carers. The activity offers opportunities to maintain cognitive function, improve how participants feel about themselves, and builds a community or network involving people dealing with early-onset long term conditions.

HCA host several **weekly arts groups for adults** run in partnership with adult learning providers like Camden Adult Learning, Working Mens College. Groups learn skills centered on particular art forms and materials as well as building peer networks and connections.



Care

By creating a space for older adults to come together we reduce social isolation, improve wellbeing and emotional health and meet basic needs. All of this work ultimately helps older adults to be happier, healthier and keep living independently in their own homes.

- **Day centre care** for the most vulnerable older people – with care needs including dementia, COPD, heart problems and depression. We bring people together to have fun and company as well as managing medication, care planning and rehabilitation plans.
- **Outreach work** – escorting attendees to activities and hospital or GP appointments, helping with everyday shopping and prescriptions as well as managing finances.
- Our **Community Activities Programme** for older people includes arts and movement activities as well as other sessions focused on social interaction and wellbeing – like reminiscence groups, flower arranging, hairdressing appointments and bingo!
- At a weekday **Lunch Club** we offer low cost healthy meals for older people who wouldn't otherwise be able to afford them.
- Through our **Doorstep Help project** we reach out to isolated older people in their homes providing support to address their most urgent needs and building ongoing support and relationships with Befrienders.



Community Development

As well as hosting activities and programmes in our centres, for many years HCA have delivered group programmes across the local area – especially on the Bourne and Tybalds Estates.

In September 2024 the ‘Arts Outreach’ programme – delivering STEAM and Creative Learning activities for children – went on hiatus with the end of project funding. But the group came back as ‘Bourne Explorers’!

Volunteers from Carpmaels & Rashford LLP support HCA to deliver the group every week. Children undertake creative learning activities such as extracting fruit DNA, ooblek making, spaghetti structure building, experiments using everyday items and arts & crafts projects. They’ve also been working on aligned activities outside of the session base – working with London Citizens to engage children in localised issues identified by and relevant to them, as well as participation in wider community programmes such as Community Arts Exhibition.

The group has continued into 2025–26 with plans nearing fruition to reinstate work with Tybalds estate soon.

Events and Engagement

Roots/Routes

Our Community Arts Exhibition ran in April 2024 - we had 400+ attend the exhibition over 3 days and displayed artwork by all sorts of people of all ages in a very public, visible location on Kingsway.

Participants worked to the theme 'Roots/Routes' for the term before and found it really motivating and impactful for them as individuals (reflecting on and going on a journey through their artistic exploration).

Everyone involved reported a great sense of belonging, connection and pride in seeing their work displayed as part of a community undertaking.

Storybank events

We spent a large amount of energy celebrating our 35 year anniversary in 2024 - telling the story of what we do to others and learning more about our own story from the people who've been involved over the years.

We engaged people in numerous storytelling/story gathering activities through intergenerational work, social media and 'storybank' events. Storybank events also helped us to engage new partners, funders and supporters using that story as a jumping off point.

Events and Engagement

Holborn Vision

HCA supported planning teams and consultants to engage groups from across the area in consultation on the new Holborn Vision. Under 5s, families, older adults, children and everyone in between engaged in consultation (in meaningful ways – that were fun!) That made a big difference to the shape, feel and content of Holborn Vision which centres residents and children's needs in a way it didn't before.

We Care...

In December 2024, HCA hosted 'We Care', an event in partnership with the MillerKnoll foundation (the first time 'We Care' has been held outside of the U.S.) Volunteers prepared activities as part of a 'day of action'. On the day of the event, children and families were able to make gifts as part of activities – giving them a chance to make presents for friends and family in the run up to the holidays.

...and other holiday fun

Thanks to the support of local resident Rupert Everett we organised an evening party for older people, with free food at Ciao Bella, alongside our usual Under 5's parties and Christmas Party at Millman Street.

Volunteers

Volunteers support HCA and our community across all of our activities. People help on a short term basis across our digital arts work, pottery classes, Sunday Socials as well as at our Millman Street centre.

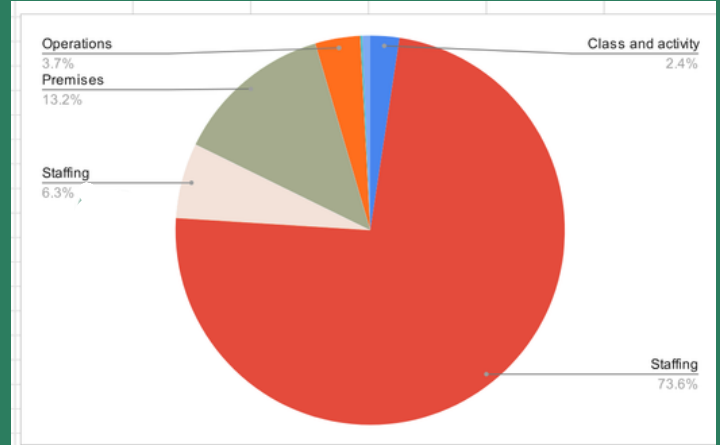
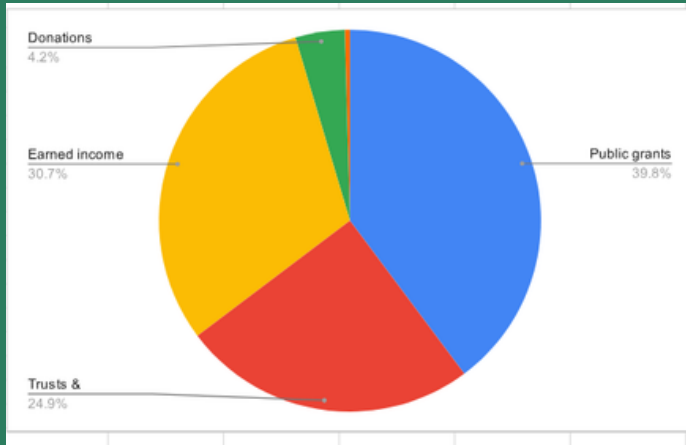
2024 saw us relaunch our befriending work through the Doorstep Help project. Volunteers are matched with isolated older adults. Volunteers support people with some practical tasks but the real value is in the ongoing friendships and support they bring to people across the area.

We also relaunched our corporate/team volunteering offers in 2024 launching new opportunities for groups to get involved in Messy Play, Lifetime Lunches at Millman Street or Strictly Social Dance sessions.

115 volunteers contributed nearly 2000 hours time in 2024-2025



Financial Report



Income

Public grants e.g. LB Camden	£257,936
Trusts & Foundations	£161,557
Earned Income	£198,827
Donations	£27,049
Deposit interest	£2,860

Total: £648,229

Expenditure

Staffing (employees)	£453,746
Staffing (misc/training/tutors)	£38,636
Premises	£81,251
Classes & activities	£14,854
Operations	£23,050
Governance	£4,009
Fixtures/equipment	£1,117

Total: £616,662

Financial Report

As can be seen from the information over page, HCA generated surplus this year. That does reduce to a smaller surplus once liabilities show on the balance sheet. That allows the organisation to evidence good **net income**, which is what our lender needs to see to have confidence in our ability to repay the mortgage on Holborn House.

HCA worked with the Centre for Charity Excellence in 2024-25 to review our business practices and financial planning. Benchmarked against peer organisations our performance over the last 10 years has been good – there is a stable foundation on which to build and grow the ‘community business’ side of our work, key to the ongoing viability of the organisation.

We have revised our financial planning and reporting, moving away from ‘cash accounting’ in practice to operating with a much better understanding of forecasting, net income and liabilities (all of which are key to maintaining our loan and space).

Core funding from Camden is essential and we have seen increased grant funding (for a time limited period) from Camden as well. Funding from trusts & foundations is decreasing (nationally as well as locally). Our earned income – from care, from classes, from lettings – continues to provide unrestricted, flexible funding. We are growing that income stream further as well as focusing on increasing corporate support and direct fundraising.

Funders and Supporters

We simply couldn't do what we do without support from a wide range of funders and partners. We'd like to say thank you to the following for their support, resources, enthusiasm and help for our community across the year 2024-2025.

Funders: London Borough of Camden, 3 VB Trust, Carpmaels & Rashford LLP, St Andrews Holborn, Mischon de Reya, Miller Knoll Foundation, Central District Alliance, St Giles in the Fields Trust, Action Funder, BC Foundation, Salway Foundation, Garfield Weston, Mercers Charitable Trust, Camden Summer University, Westminster Arts Society and Young Camden Foundation.

Partners: Akademi, British Library, Camden Adult Learning, Cockpit Arts, Nuffield Health, The Place, UCL Dance Society, Women's Education Association, Working Men's College.



