

bounce back.

Annual Review 2014 / 15



working inside and out



bounce back.

Annual Review 2014 / 15

CONTENTS

Welcome	2
Training	6
Employment	8
A Great Year	10
Evaluation and Impact	12
Partnerships	14
Creativity	16
The Future	18
Supporters	20
Media	21
Financial Report	22
Information and Trustees	24

WELCOME TO BOUNCE BACK



Working with Bounce Back has many welcome benefits.

Long before I became chair of the board of this hugely experienced and dedicated group of trustees, I had commissioned the Bounce Back team to decorate my then new home. Four Brixton prisoners were given day release for two weeks to come to my flat which turned into a training centre for them to be shown how to plaster, paint and paper my walls and ceilings. I was also allocated a terrific interior designer to help source all my furnishings.

One day I popped in to see how the guys were getting on and one of them took me aside and told me five reasons why my flat could not be burgled. This was very comforting to know, just as much as was the realisation that they did a stunning job on my home.

As my neighbours will no doubt attest to, I hold far too many parties and tell all my guests about how my home was decorated – and indeed some have gone on to hire Bounce Back for their own purposes.

When I go into Brixton Prison and visit inmates learning trades that will hopefully not lead to them returning there on release but instead into meaningful work, be it basic painting skills or from the newly introduced dry lining training centre, I meet young men who didn't want to be involved in crime but felt they had no option, no other means of securing a livelihood for themselves.

With the facilities Bounce Back have been able to secure there, these men now beaver away to get the training and qualifications that will hopefully make them part of the Bounce Back team to go and be deployed to gain real time work experience and with luck, get a job with us on release.

But it isn't quite as easy as I've made out so far.

Prisoners often face mental health issues, troubled upbringings and families, gangs that won't be happy to see them not return to their fold. For every ounce of enthusiasm there exists for someone to break out of the depressingly familiar cycle of re-offending there's a pound of less visible challenges that the Bounce Back team have to contend with. Add to that the cutbacks to funding of projects such as this and a simple proposition like this on paper becomes somewhat less simple in practice.

At the recent launch of the dry lining centre at Brixton, it was gratifying to meet so many members of the construction industry who came to see how they might engage some of our recruits. London is now one big building site and so these firms need ever greater lines of talent to keep up with their growth plans and Bounce Back is increasingly seen as one of them.

There are big plans ahead for Bounce Back which we hope to share with you by the time of next year's report but if you are reading this year's at home, look at your walls and think whether they could do with refreshing. If you're at work, ask your office manager to keep Bounce Back on his or her radar for when your work space needs refreshing. Use Bounce Back and it won't just be your work or living environments that you'll be changing.

IQBAL WAHHAB, CHAIRMAN

“Central to this job is making sure that people are less likely to commit crime after they leave prison.”

Michael Gove



Our pride in our achievements this year has culminated in the fact that Iqbal Wahhab has joined us as Chairman of our Board. We are thrilled that he has gone from being a long time Ambassador and supporter and is now with us for the next stage of our journey, along with new trustees to help steer the Board.

Since we began, we have consistently maintained our mission to **reduce re-offending** by helping people progress from bad choices that have resulted in their imprisonment, to a different way of life that includes qualifications and employment.

In addition we have been dedicated to **changing perception** by which I mean changing the way people think. As well as helping our participants to see a future, we want to encourage employers to think differently about engaging someone who has left prison and, to this end, we try to take people into prison to meet them and also work on sites where not everyone expects to see them.

We plan our development based on what has worked and 'progression' is as important for us as it is for our participants so we can all achieve more. So during the last year we have added a 2nd training centre, welcomed more people through our programme and started to build a strong strategy for future growth.

Budget cuts across the Justice sector means that organisations like ours are ever more essential. The tension, however, between the growing demand for services and the increasing need for funding is at odds to producing a solution that delivers for all. For this reason we have remained focussed on what we can do best which is training and employment in the construction industry and ensuring that we enable people in prison to 'do' time rather than 'waste' time.

If we acknowledge that prison is an ineffective way of reducing crime and our prison system is becoming untenable, we need to ensure that we make a difference. In this we are lucky that our employer partners have been hugely supportive. Buoyed by the massive demand for trained workers in construction, they have recognised that individuals who are determined to change and grab opportunities, make effective and dedicated employees. It is sound business sense to use potential assets to society and transform lives whilst saving society money and disorder.

The enthusiasm of our dedicated team of staff and volunteers is outstanding and their passion for what we do is hugely respected. Because of them, whether people are on temporary license or released, they know they have Bounce Back support on leaving prison. Many are peers and understand the issues that need to be conquered so both in the office or on site, it is their passion that enables us to do more.

Every day brings so many challenges, none of which could be met without your huge support and enthusiasm. We hope we can continue to inspire you to visit us, make a donation or more importantly, employ us to take on your painting and decorating at home or at work. It will change someone's life.

FRAN FINDLATER, FOUNDER AND CEO



“I have to say Bounce Back is one of the better things I’ve been involved with these past few years.”



There are very few places more depressing than prison and very few stories more dispiriting than those told by guys who've ended up there for whatever reason. Doing time isn't anybody's ambition, after all. Bounce Back doesn't claim to turn lives around: what we do is give guys the chance to do that for themselves. Learning's the key to opportunity for all of us: the in-prison centres and the training offered before and after release make a different kind of life possible for the people we work with. The Bounce Back team and our industry partners make sure there's a pathway in place that doesn't have to lead inevitably back to prison. We all want the same things, don't we: work, independence, the means to look after ourselves and our families? Dignity, self-respect and our liberty? Training, support and the guys' own hard work, commitment and talent are turning stories of mistakes and failures into stories of success and self-fulfilment. There's amazing things to be done with a brush and a tin of paint...

TOM WATT, Journalist Broadcaster and Advisory Board Member

TRAINING

By opening a **second training centre in HMP Brixton**, we are now able to train in **dry lining** - an industry first in a London prison and hugely in demand in the construction industry.



At Bounce Back we take advice from the construction industry about the skills needed on site that will enable us to give our participants the best opportunities for employment. Dry lining is a skill that was foremost on everybody's list and due to the vision, determination and support of industry partners Lend Lease Be Onsite, Land Securities, Knauf, Encon and Nevill Long, as well as Manchester College and HMP Brixton we were able to build the centre in only 9 months. It has been an outstanding example of a model where commercial input made something happen fast, and we are now targeting just under 100 people a year to be trained and leave prison with a Level 2 qualification. These are all candidates who will be ready to go straight into work in our partner construction companies who need the skills.

We are working to progress our training to the next level and in new skills and, as a first step, maximising the paint parties in the prison to bring in NVQ 2.

So that our candidates can get a CSCS card which is needed to work on any site, we have run an in-custody testing pilot with CITB and Pearson VUE so people have this before they leave custody. As a new initiative for a London prison, the results have been very successful and we are working on rolling it out to other prisons.

When training is complete everyone has an opportunity to join us for two weeks work experience within the Bounce Back painting and decorating Social Enterprise in preparation for work on site. The knowledge that there is a means to an end is fundamental.

We recognise that participants need tailored engagement that prepares them for work on site and that this is more than just skill based. By welcoming representatives from construction companies and suppliers to visit the prison and also to attend employment days in our training centre, individuals can receive one to one first-hand experience and advice on the work environment. In addition we ensure that everyone receives preparation and support to obtain all the necessary HMRC tax compliances and requirements to be self-employed on leaving us.

Our next steps include re-opening our training centre in the community so we can respond to the ever increasing numbers who approach us every year via our website and through referral organisations.



“Just over half the prison population (53%) have any qualifications compared with 85% of the working-age population”





EMPLOYMENT

The entrenched social problems that are endemic when people leave prison are dramatically alleviated when a **job is a realistic possibility.**

Once individuals have gone through the Bounce Back training and work experience, they are ready to move into paid work. They can apply to join the Social Enterprise or be supported into work with our partner organisations in the construction industry. The move into employment is fully supported and subsidised so people can earn as soon as possible on leaving prison – a fundamental requirement that will help to keep them away from re-offending.

The Social Enterprise has a team of professional painters and decorators formed of the participants who have been through either the training programme in prison, or, more recently, through courses at Crisis or Thames Reach. This includes those who have been released and those on ROTL (Release on a Temporary License) who return to prison every night. The teams receive support and continual training on site from established and highly knowledgeable supervisors who ensure all jobs are done to industry standards on time and within budget.

Being a Social Enterprise or ‘business’ means we can do more. We have a natural progression from training into employment within our own organisation, as well as with other employers who we support through the process. The decorating service delivers to a professional quality that is expected by its clients. We understand the need to comply with the stringent demands of the industry to include policies and accreditations that will enable us to work as a sub-contractor. This, in turn, is how we generate income to make an eventual contribution towards the charity.

New business comes from a variety of sources, as well as from other organisations in our sector like NACRO and Emmaus. Bounce Back’s partnerships with large Housing Associations, Local Authorities, Construction Companies and Corporates have enabled us to drive our message home. Being part of what is often referred to as an exciting, vibrant Social Enterprise ‘movement’ helps garner enthusiasm to employ us. In addition private individuals reach us through our website or simply by personal contact and through work we can continue to grow our own team year on year and enforce our message ‘Give people a job and see them in a different light’.

UK CONSTRUCTION INDUSTRY FACING A SKILLS ‘TIME BOMB’

CITB has issued a stark warning to the UK construction sector - that it faces a skills ‘time bomb’ if it fails to recruit new workers to replace more than 400,000 people set to retire in the next 5-10 years Interim Chief Executive of CITB William Burton said... . Not taking action now to encourage young people to join the industry – investing in the training to up-skill our existing workforce is no longer an option.

“... if you have a job then the rest falls into place and you can change your life.”

Mick, Participant HMP Brixton

“...my thanks for all your hard work and excellent performance in completing the extension to the Kingston Upon Thames Boots store - on programme and without any major issues along the way.

It has been an extensive programme, but everyone has played their part in ensuring critical dates were always met, without compromising their level of performance and standard of workmanship.

Please pass on my thanks to all your team members who contributed and I look forward to working with you all on future projects.”

Howard King, J.M. Scully



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1. Our outreach space – a “hub” in the community at POP Brixton.

2. Volunteer Hilary Weatherstone runs in excellent time at the Brighton Marathon in aid of Bounce Back.

3. WME/IMG joined us for their annual, global volunteering day.

4. Jacquie from Walgreens Boots Alliance visits our team working on their new offices.

5. We welcomed over 100 people to the official opening of our Dry Lining Centre in HMP Brixton.

6. A delicious cake made by Jenny Rains, our volunteer, marked the end of a great 2014.

7. We were delighted to join Land Securities for their triumph at the Business in the Community Responsible Business Awards.

8. Buckingham Palace invited our supervisors and the office team for a tour.

9. The team enjoyed their strategy/planning Awayday at Kings Place in Kings Cross.

EVALUATION AND IMPACT

We never lose sight of the **impact of crime, the high cost of keeping someone in custody and the need to support community safety** – to this end we know it is essential to measure what we do.

Through data collection and monitoring we gather a clear picture of the effectiveness of our work.

Our report on Social Return on Investment along with additional research maintained on a daily basis for our contracts enables us to monitor all our activity. With the help of Business in the Community's arc programme and BP we are now also creating a new database to capture our data more effectively for all aspects of the charity and the Social Enterprise.

Peer support is key and we train serving prisoners and ex-offenders to fulfil essential roles in the organisation both in the Social Enterprise as well as the core team including our prison trainers.

Above all we are proud of the fact that our participants have formed their own 'communities' and demonstrate their determination to stay out of prison by supporting each other. This helps us to keep in touch with them and although most of them now have their own businesses they often return to us to gain more qualifications, obtain references or simply get help with their tax returns. This model has extended to the participants we have working with us from Crisis, Thames Reach and St Mungoes. On one occasion the team rallied when one of them suffered a bereavement and spent days monitoring him, helping him to move hostels and calling him constantly to ensure he was settled.

In addition the benefits of the programme reflect in the families of our participants and it is this impact that has been a core element of the research we have done as many of them gain confidence and self-esteem enabling them to return to their wives and children for the first time in many years.

RE-OFFENDING BY PRISON SENTENCE



Against the National re-offending rate ours is 12%, and when people do re-offend many are returned by the courts to our programme in preference to going back into custody.

We have addressed our environmental impact by partnering with Paint 360 who make high-quality emulsion from recycled water based paint. This saves 1.3 tonnes of CO2 (approximately equivalent to 4,000 miles driven in a normal van) for every 1,000 litres of paint used. Last year this meant that all the paint we used offset the miles of travel in our van.

At the dry lining training centre in HMP Brixton 7 tons of waste are being recycled every year using BIFFA commissioned by Knauf in partnership with Encon and Nevill Long. This is a real cradle to grave product useage and waste recycling programme that supports the environmental credentials of Bounce Back and all the parties involved.



“My life has changed beyond recognition since I joined Bounce Back.”

Weldeab Ghebremedhin, Trainer and Site Supervisor

There are currently 85,973 people in prisons and young offender institutions in England and Wales of which 3,895 are women

It costs over £40,000 p.a. to keep someone in prison

A job reduces the likelihood of re-offending by 50%

The Bounce Back programme costs under £2,500 and gives people an opportunity to gain qualifications and go straight into paid employment

PARTNERSHIPS

The breadth of our partnerships grow year on year. Corporate relationships have transformed what we can achieve and the **construction industry** has driven our success both by **employing individuals** and taking us on as a **sub-contractor**.

A huge thank you to all those that have helped us over the past year including:

Axis, Walgreens Boots Alliance, Interserve, Land Securities, Lend Lease Be Onsite, Rydon, SDP, Visa, JM Scully, Wates, Manchester College, SDP, Encon, Knauf, Nevill Long, Battersea Power Station Development Company, Mace, Measoms, Laing O'Rourke, Wilmott Dixon, Paragon, NACRO, Emmeaus

The **York House Group**, of which we are part, is an informal alliance of small and medium sized charities and Social Enterprises working in the criminal justice sector in London. It has been an honour to work alongside Only Connect, Spark Inside and Handmade Alliance to help make a difference in this arena.

EARNEST A hugely valuable relationship has been built with Earnest, the b2b Agency who have given us their time and support to create a fundraising campaign for our website. We have been privileged to have their involvement on an ongoing basis and have all enjoyed the help they have given us to get under the skin of our brand approach.

HOMELESSNESS AND EX-OFFENDING

The latest results from the **Surveying Prisoner Crime Reduction Study** reported that the impact of homelessness on re-offending is hard to over estimate. 60% of prisoners thought that having a place to live was important in stopping them re-offending. This was an under-estimate, 79% who reported being homeless before custody were reconvicted in the first year after release compared with 47% of those who did not report being homeless before custody.

Crisis In addition we now partner a number of organisations that support the homeless. Through relationships with Crisis and Thames Reach, we are now delivering accredited training in Crisis Skylight in Shoreditch. In addition we work with St Mungoes and others to provide job opportunities and support for their clients within our organisation. This has been a hugely valuable partnership for us to expand our reach and we look forward to many more similar relationships in the future.



CREATIVITY

Bounce Back remains rooted in its **creative foundations**. The ongoing relationship with Tektura, amongst others, has helped to keep this alive.

The team believe that creative thinking is a way of approaching everything that we all come up against daily. Part of the challenge of the sector we are in is that no one solution fits everything. We seek to find ways to learn and develop that enables everyone to generate original, valuable ideas and make them happen.

Our ongoing relationship with Tektura wallcoverings means we can encourage clients of our decorating team to let us help them design their spaces. The SEUK project was not only a chance for them to use our team for the decorating, but enabled our team to think about personalising the SEUK space and see things differently.

In addition designing a wallpaper in HMP Brixton is still work in progress as we try to develop repeating patterns and find the budding designers within our participants.



We have a mutual relationship with Cockpit Arts, the award winning Social Enterprise and the UK's only craft-business incubator for designer makers, which has been an inspiration. They use Bounce Back to decorate their space and we value and support the talent in their workshops, using the designers when we can. Nette leather goods designed and made unique leather keyrings from recycled leather for the launch of our HMP Brixton training centre and there is more in the pipeline.

By popular demand the brass paintbrush pendants and tie pins made by the Social Enterprise Crea in Kenya have been raising funds for the charity for over a year now and there are new relationships with budding designers for our Christmas web gifts.



Social Enterprise UK invited us to work with Tektura to create a bespoke wallpaper for them which is now in their office.

“See things not as they are but as they might be”

Felix Adler 1851-1933

THE FUTURE

We operate in a landscape that is constantly and rapidly changing. **We seek innovative, creative solutions that will help change perception, challenge convention and break the cycle of crime.**

At this very important stage in our development we work hard to **communicate to supporters and donors** regularly so they are kept up to date and know at all times what we are trying to achieve. They are our lifeblood and we always need their endorsement.

Supported by NOMS, we continue to develop relationships to **increase our presence in more London prisons**. This isn't just by putting in training centres, it is about recruiting potential candidates for employment across London.

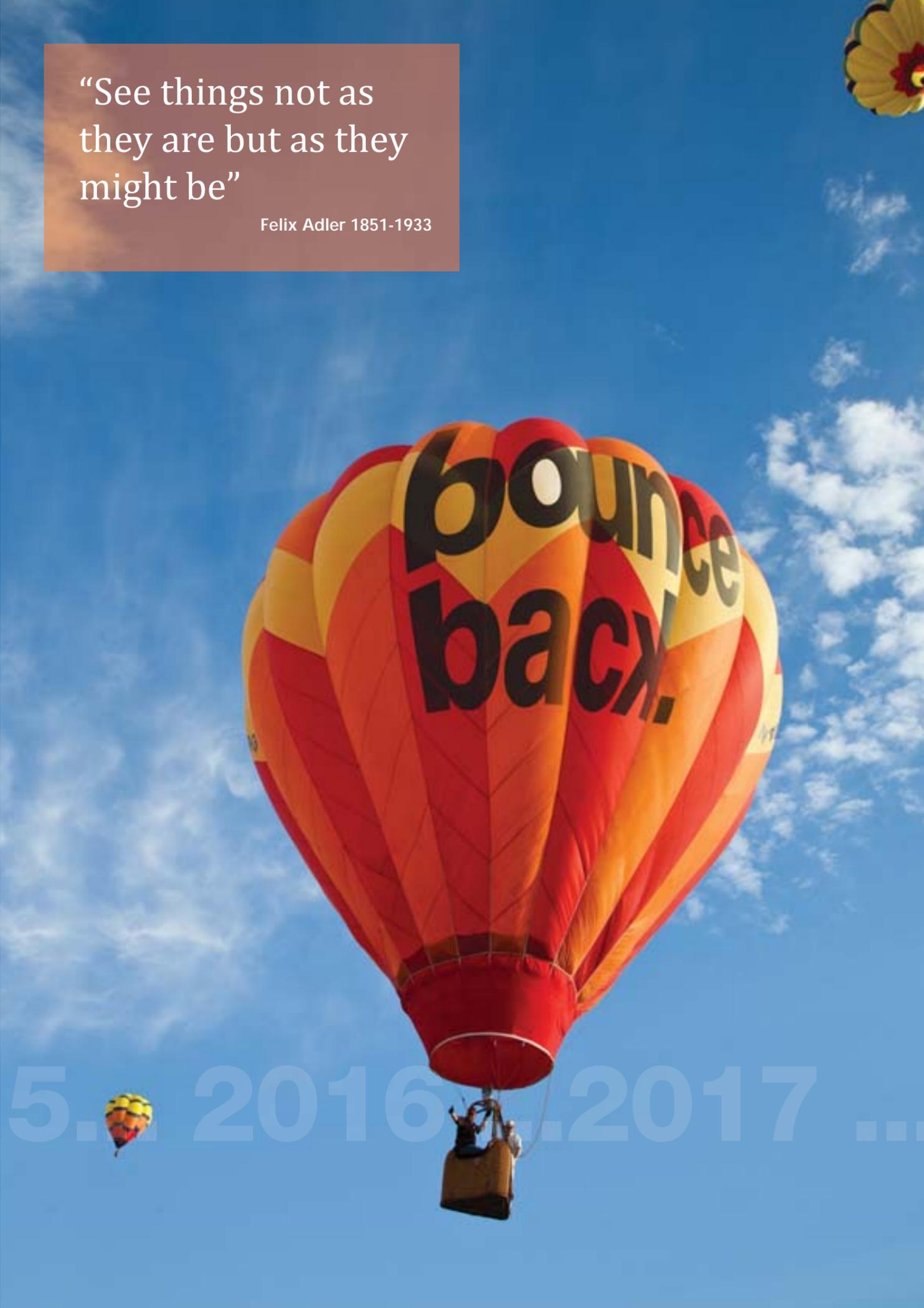
Community training remains our most important next step and we are developing programmes now with the hope that it will be in place by early 2016 so we can effect more change. In the meantime we have opened a new outreach space in a container in Pop Brixton for a year where we can start to engage with people who have been released.

We are also now exploring the potential for Bounce Back to work effectively with women. This is a strategic step and we have been lucky enough to have had input from a NOMS expert in the London Women's prison estate to help us create a proposal to explore the opportunities.

Other initiatives include increasing the breadth and scale of our programmes in 2015/16 to include working outside London. As a first step we are partnering like-minded organisations to support their work in other parts of the UK while we prepare ourselves for social investment.

Wherever we are located or whatever we are doing our core mission remains the same which is to enable change in more people every year, and stop them returning to prison.

2013 ...2014 ...2015... 2016 ...2017 ...



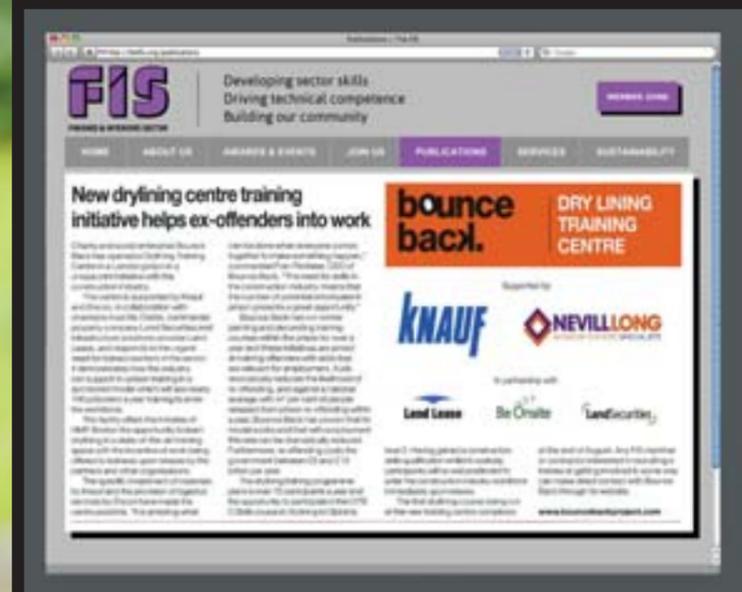
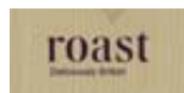
OUR SUPPORTERS

We thank the following funders and supporters without whom Bounce Back would not be able to achieve its work:

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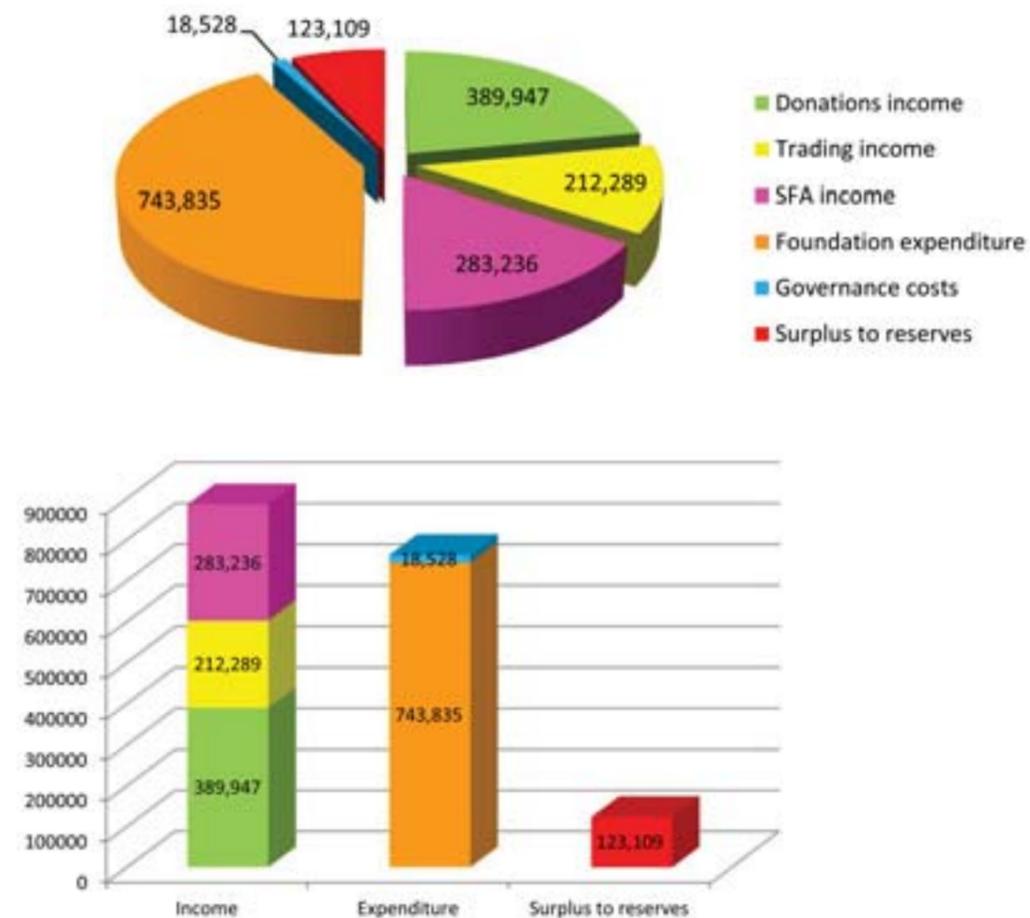
MENDOZA



FINANCIAL REPORT

The Bounce Back Foundation recruits in prison, trains those recruits to obtain qualifications and then provides work experience.

Bounce Back Project Ltd is the subsidiary company of the Foundation which employs people in its painting and decorating company. The company was incorporated in September 2013 and these figures represent the consolidated performance of the organisation.



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Information Sources:

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"I wanted to say what a fantastic team you have in Ali and Dawit - they did a fantastic job of the first phase of works at my flat. They both take great pride in their work but what was most notable for me was their dedication to getting the job done to a high standard and the pride they had in that. They also went above and beyond, waiting home for me each evening to make sure I was happy and being back bright and early both Saturday and Sunday to finish the job.

They were also a pleasure to have around, I really enjoyed both their company."

Emma, Homeowner in SW9



"Having Bounce Back as an option was a great prospect after I'd heard good things about it. Like 'oh yeah they employ people, they give people training, they help people along the way' – but at least now one thing I can say to people who ask 'is it really like that?' I can say 'yeah, it is' cos I've done it now and I'm really happy with them."

Michael, Former course participant and now employee



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