

20

16



**bounce  
back.**

Annual Review



# bounce back.

Annual Review 2016

## CONTENTS

Welcome	2
Commitment to Change	4
Training	6
Employment	8
A year in pictures	10
Evaluation and Impact	12
Partnerships	14
In the Community	16
The Future	18
Our Supporters	20
Media	21
Financial Report	22
Information and Trustees	24

“The road to success is always under construction.”

Larry Wall

## WELCOME TO BOUNCE BACK



With the spin-a-thon of the post Brexit deluge of political events in the early summer of 2016, each day's newspapers carrying a Jeffery Archer novel amount of intrigue, a speech contained the following line which offered a beacon of hope that some good might come out of all the political challenges happening in our two major parties where the rest of us were on-looking bystanders.

“We believe in a Union not just of the nations of the United Kingdom, but between all of our citizens. Every one of us, whoever we are and wherever we are from.”

It was said outside 10 Downing Street by our current Prime Minister Theresa May. It echoes a cornerstone principle of our own corporate culture at my company Roast, where we say we don't care about where you have come from, more in where you want to go and how we can help you get there.

Just as restaurants have started visiting Brixton Prison to give day release opportunities to inmates via the excellent Clink restaurant there, similarly construction companies have increasingly been engaging with Bounce Back's training facility there, which started with painting and decorating and then grew a dry lining centre. When that was

launched, it was heartening to see so many of London's leading construction companies attend, eyeing up a future talent stream to help deliver their growth plans whilst giving hope and the empowerment that a job means for an ex-offender.

Prisons often don't provide an easy landscape to transform inmates into economic citizens but over the years the Ministry of Justice has made great advances in enabling projects like Bounce Back help slash re-offending rates as well as fuelling the construction industry's engine.

Of course our services aren't only available at industry level; when the Duchess of Cornwall paid a visit to the project one of our trainees offered our services to Kensington Palace and it's not only the royal family who live in homes that could do with a lick of paint.

Bounce Back's Social Enterprise has set itself ambitious plans for growth and scale; extending into other prisons firstly in London and then wider afield. Our board and team share a vision to see Bounce Back become a go-to brand that provides excellent painting and decoration services under pinned by the fact that by undertaking a contract with us you are also participating in a wider social contract.

The future of how we conduct business and our day to day lives is not to lead one life and then occasionally step out of it to support social ventures but to wrap the two together into a more powerful, immersive core.

It's a privilege to work with Bounce Back and be part of this new thinking which can scale new heights. Come and join us on that journey.

IQBAL WAHHAB, CHAIRMAN



Every year I emphasise our mission to effect **change**. This includes **changing people's lives, changing perception** and helping to 'change' or **reduce the high re-offending rates**. This year has been particularly tempestuous and change has brought challenges to not only the Justice sector, but the whole Charity landscape.

In the Justice environment, prison reform was an important focus in The Queen's Speech, highlighting a political commitment to change. The subsequent speeches by David Cameron, Michael Gove, Theresa May and Liz Truss have driven a rise in public awareness which we can only hope will lead to greater social acceptance of people leaving prison. Reform needs public acceptance as well as political will so it will be an interesting year ahead.

Any determination to make a liberal mark on the prison service is welcome. Whilst everyone agrees that Britain's prisons do not work, and far too many people are in them, there is also an agreement that 'work and education' should be put 'at the heart' of all reform efforts (Michael Gove, 2016). Re-enforced by the Dame Sally Coates Review in which we are proud to be mentioned, this accords strongly with our core belief that education, skills training and paid employment, enhanced with mentoring and work readiness, are what works by offering people hope and opportunity on release from prison.

During the year, organisations like ours have had to work through reforms whilst adapting to new policies. Budget cuts are ever present and the prison system itself does not make it easy to deliver the quality and continuity of training that any of us would like. Making a difference remains our motivation and inspiration as we too look at changing our structure to meet new opportunities so we can look forward enthusiastically to new challenges.

Meanwhile our employers in the construction industry have been resolute in their support of Bounce Back and appreciate that we provide them with much needed talent. Above all, they recognise it is sound business sense to use people who want to be assets to society whilst saving society money and making communities safer as well as transforming lives. In the same way, more and more people are using the Bounce Back decorating team to work for them on large sites, offices and residential properties, and this is the pathway to success for Bounce Back.

'Hope', 'opportunity' and 'transformation' are the words we thrive on. The dedicated team remain passionate about making a difference and, as we grow, new people join us to help us do more. Many of these staff come from peer groups who share the experiences of our participants and understand how best to support them.

In this climate of change and challenge it is your huge support and enthusiasm that enables us to continue. Please do visit us, we are delighted to show you what we do. Alternatively make a donation or more importantly, employ us to do your painting and decorating at home or at work. It makes an enormous difference to someone's life as you show your belief in their ability to change.

As David Cameron said '**finding diamonds in the rough and helping them shine is our mission. Let's go to work.**' He may have moved on, but we are not planning to.

FRAN FINDLATER, FOUNDER AND CEO

# commitment to CHANGE

**“The emphasis of our penal system must be on more effective rehabilitation, because our current approach is costing us all dear”** MICHAEL GOVE

**“I strongly believe that we must offer chances to change, that for those trying hard to turn themselves around, we should offer hope, that in a compassionate country, we should help those who’ve made mistakes to find their way back onto the right path”** DAVID CAMERON

**“When it comes to opportunity, we won't entrench the advantages of the fortunate few. We will do everything we can to help anybody, whatever your background, to go as far as your talents will take you”** THERESA MAY

**“I want to see radical reform and I am under no illusions about the scale of the challenge we face or how long reform takes...”** LIZ TRUSS

**“My government will legislate to reform prisons and courts to give individuals a second chance”** QUEEN'S SPEECH 2016

**“And through every victory and every setback, I've insisted that change is never easy, and never quick that we wouldn't meet all of our challenges in one term, or one presidency, or even in one lifetime”** PRESIDENT OBAMA

**“Even though I wanted to work when I got out, I needed someone to help me - just to be there and understand and talk to my boss – without Bounce Back I couldn't have even got to work and now its over a year.”** Seth, participant





## TRAINING

We are proud to have opened a new construction training centre every year for the last 3 years. This year we have added **scaffolding** to the skills we train in **HMP Brixton** – an industry first in a UK prison and hugely in demand. In addition we are now training in **HMP Wandsworth**, one of the new Reform Prisons.

We continue to be led by the construction industry so that we train in skills needed on site which means that we can give our participants the best opportunities for employment. This year, supported by Land Securities and Alandale, we have been able to open scaffolding training to include an external scaffold area where up to a 7 metre tower can be built and dismantled on a regular basis. This adds to the other skills training in HMP Brixton so now prisoners can train in dry lining, painting and decorating and scaffolding which gives them a broad skill base before they leave prison to join the construction industry.

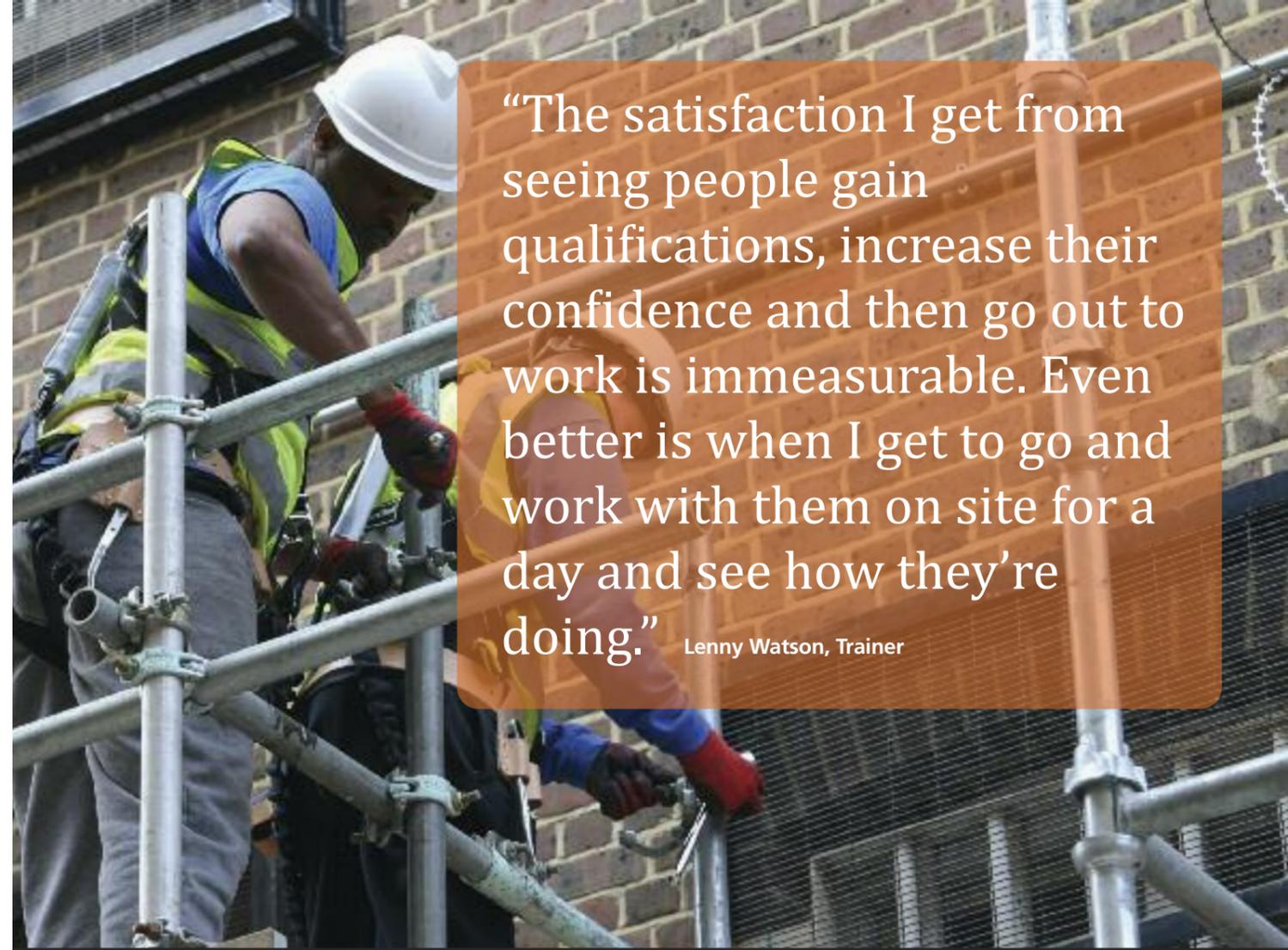
We are proud to have also been invited to open Dry Lining training in HMP Wandsworth, one of the 6 new reform prisons. This further enhances the work highlighted in The Dame Sally Coates review where we were recommended for good practice in Unlocking Potential for the work we are doing to run dry lining in response to the need of the industry. Yet again it has been made possible by the continued support of partners Land Securities, Knauf, Encon, Nevill Long and Novus.

These prison training centre models demonstrate the commitment of employers in the sector to support people into work on site in order to respond to the huge need in construction.

**CSCS cards are fundamental to working in construction. They are the 'passport' to work and without the card people cannot go on site. In addition, by obtaining the card prior to release it means that candidates can move straight into work on leaving prison, thus helping them to avoid the temptation to re-offend. This year we have been delivering CSCS training in a number of prisons.**

When training is complete everyone has an opportunity to do two weeks work experience in preparation for work on site, either with us, or with one of our construction partners. The knowledge that there is a goal in site is fundamental and keeps people motivated whilst still in prison.

We continue to work to progress our training to the next level, not only in the number of skills we explore in response to industry needs, but also in the levels of skills people can achieve. From Level 1 to Diplomas and Level 2 we drive progression.



“The satisfaction I get from seeing people gain qualifications, increase their confidence and then go out to work is immeasurable. Even better is when I get to go and work with them on site for a day and see how they’re doing.” Lenny Watson, Trainer



## EMPLOYMENT

The opportunity to **work changes the attitudes** of those inside and outside but we recognise that **employers also need support** when they work with people leaving custody.

Bounce Back focus on engaging with individuals throughout their journey so they have support both in and out of prison. Once people have completed the Bounce Back training and work experience, they are ready to move into paid work. To overcome barriers that might occur in employment, the model focusses on self-employment which helps to support a simple 'end to end' model. On release, caseworkers support the individuals and employers to ensure a seamless transition on both sides.

**CSCS CARDS.** For all jobs on site the card is essential and Bounce Back delivers training and the card for people before they leave prison so they can go straight on site on release.

**WORKING FOR THE CONSTRUCTION INDUSTRY.** Bounce Back seeks to fill the skills gap and is a 'go-to' for the construction industry who know that they can come to us to get much-needed, enthusiastic employees. We invite organisations into the prison for Employer Days or take people in individually to see trainees in our training centres and meet people keen to work in construction. This includes those who will be released and those on ROTL (Release on a Temporary License) who return to prison every night. In addition we work with construction companies with tailored support and mentoring for them and the individuals they employ.

**WORKING FOR THE BOUNCE BACK SOCIAL ENTERPRISE.** Individuals can apply to join the Social Enterprise. This helps them to see a seamless route into work and means people can earn as soon as possible on leaving prison – a fundamental requirement that will help to keep them away from re-offending.

The Bounce Back Social Enterprise is a 'business' and it enables us to do more. It has a team of up to 30 professional painters and decorators formed of the participants who have been through either the training programme in prison, or the community. 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. Bounce Back understand the need to comply with the stringent demands of the industry to include policies and accreditations required to work as a sub-contractor. This, in turn, is how we generate income to create a self-sustaining element of the model.

New business comes from a variety of sources, and the word of mouth has grown as time progresses. Bounce Back's partnerships with large Housing Associations, Local Authorities, Construction Companies and Corporates have enabled us to drive the message home. Being part of what is often referred to as an exciting, vibrant social enterprise 'movement' helps garner enthusiasm. 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.

## THE IMPORTANCE OF CONSTRUCTION

UK construction is a £125 billion industry contributing almost 10% of GDP. It employs over 3.1 million people, about 1 in 10 of the working population, and generates almost £3 for every £1 invested, driving growth and economic success. Construction's impact is wider than the economy: it is essential to the function of everyday life. It enables manufacturers to produce and deliver their products, schools and universities to teach and hospitals to operate and provides offices to work in and homes which put a roof over people's heads.

Quite simply, construction is what everything else relies on'  
Build UK





1



2



5



6



3



4



7



8

1. Our team takes to the track at the Changing Paths Karting challenge

2. Aberdeen Asset Management join us for their "Give and Gain" volunteering day

3. The full team assembles for a strategic planning day

4. Bounce Back were invited to speak at the BITC AGM where Weldeab was able to speak to Prince Charles

5. The Duchess of Cornwall visits the HMP Brixton training centres and asks 'do you paint Palaces?'

6. George Osborne and Michael Gove visited our HMP Brixton training centre where George Osborne got his hands dirty

7. More awards were handed out than ever at last years annual ceremony

8. IMG/WME staff get stuck into painting a container for their Global "Walk the Walk" day of volunteering

# evaluation and IMPACT

In order to engage, inform and inspire our stakeholders we are committed to communicating the impact of our work clearly.

The cycle of reoffending costs up to £13 billion a year. With poorest communities bearing the brunt disproportionately, the current approach is not only unsustainable it's also deeply unfair. Yet prison is doing little to reduce re-offending. 46% of all prisoners will re-offend within a year of release. 60% of short-sentenced prisoners will reoffend within the same period. As they go through Bounce Back, participants develop a range of qualifications, skills and personal assets. They grow confidence in their social skills and employability which, our stakeholder-led Theory of Change demonstrates, **improves their welfare and effectively reduces re-offending**. The Bounce Back journey empowers them to lead more structured lives, addressing issues relating to their personal, financial and family circumstances. Since completing our SROI report in 2014, we continue to measure the impact we have on the journey to employment and the difference it makes to the communities people return back to.

What we have achieved this year:

### SUPPORTING INDIVIDUALS TO GAIN QUALIFICATIONS




**85** people gained CSCS cards

**484** qualifications gained this year

### PROVIDING A 'SAFETY-NET' OF SHORT TERM EMPLOYMENT

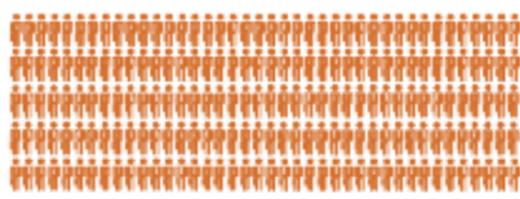


**40** individuals employed in the social enterprise in 6 months



### CHANGING EMPLOYER PERCEPTION AND TACKLING STIGMA

**200** employers brought into the prison to meet learners



**19,000** hours and **2,350** days of work made available through the Social Enterprise



### REMOVING OBSTACLES TO EMPLOYMENT




**£2,300** of site lunches

**£7,200** worth of free travel

### CHANGING LIVES

**100%** of respondents were more motivated to find work after working for Bounce Back

**75%** of respondents felt more able to work with others after working for Bounce Back

**THREE-QUARTERS** of respondents felt that their life was 'closer to what they wanted it to be as a result of working for Bounce Back'



### REDUCING THE COST OF CRIME

Our participants have a known re-offending rate of **12%**

Cost of a year in prison



**£36,273**

VS

Cost of Bounce Back Journey



**£2,500**

With the support of BP, we are developing a new holistic database to enhance our impact measurement capabilities and improving the quality of the information we can collect.

### SUPPORTING THE ENVIRONMENT



Using PAINT 360 saves 1.3 tonnes of CO2 - the equivalent of **4,000 miles** driven in a normal van for every 1,000 litres of paint used.



**RECYCLING 100%** of 7 tons of dry lining waste

But not everything is quantifiably measurable, the relationships our participants have formed and the community they have created amongst themselves, the fact they have developed and rebuilt relationships with married partners and families, these are the facts that change communities.

## PARTNERSHIPS

The enthusiasm of our **corporate** and **construction partners** to support and enhance what we do by employing people on release or offering us work in the social enterprise, remains the biggest endorsement of our work and means we can get more people **from prison into work**.

A huge thank you to the following who are amongst the many without whom we could not have achieved so much.:

**Axis, Battersea Power Station Development Company, Encon, Interserve, JM Scully, Keltbray, Knauf, Land Securities, Lend Lease Be Onsite, Mace, NACRO, Neasoms, Neville Long, Nine Elms Development, Novus, Skanska, Visa, Wates, Wilmott Dixon**

As well as construction partners we have corporate support from a number of organisations who are helping us to grow. These include:

**KPMG, BP, Lloyds Foundation, Walgreens Boots Alliance and Visa amongst others.**

Our partnerships also include relationships we build within our sector. By working together we can all do so much more and enhance the skills we lack. Where we have remained focussed on skills training and helping people into employment, through good relationships with other organisations we can find ways to help with mentoring, housing and additional skills training. This provides us with good signposting for our participants as well as broadening what we can achieve.

We value academic and strategic relationships enormously as they advise on the best ways to develop our offering. As well as advice we have received from the Learning Together team at Cambridge University, we have also hosted visits from Liverpool John Moore's University whose students we have been delighted to engage. In addition we are delighted to be involved in Jericho Chambers' project with CIPD on 'the Future of Work is Human' exploring the possibilities and challenges in the world of work.



## BOUNCE BACK IN THE COMMUNITY

Bounce Back is not just about prison. There is so much more to what we can achieve **out of the prison environment** and we continue to seek creative ways to reach and support people once they have left prison.

Our move to Pop Brixton was a way to ensure that people could come to us for advice, employability skills, CSCS cards, CV's and general employment support. We wanted to be in a vibrant space, centred around the local community where we could encourage people to believe that 'anything is possible'.

We now have a training space in Camden Town where we can train in painting and decorating, vocational and pre-employment training enabling us to engage with more participants, and we are also exploring a partnership with Pechkam Levels to open an Academy in 2017.

**HOMELESSNESS** 79% of prisoners 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.

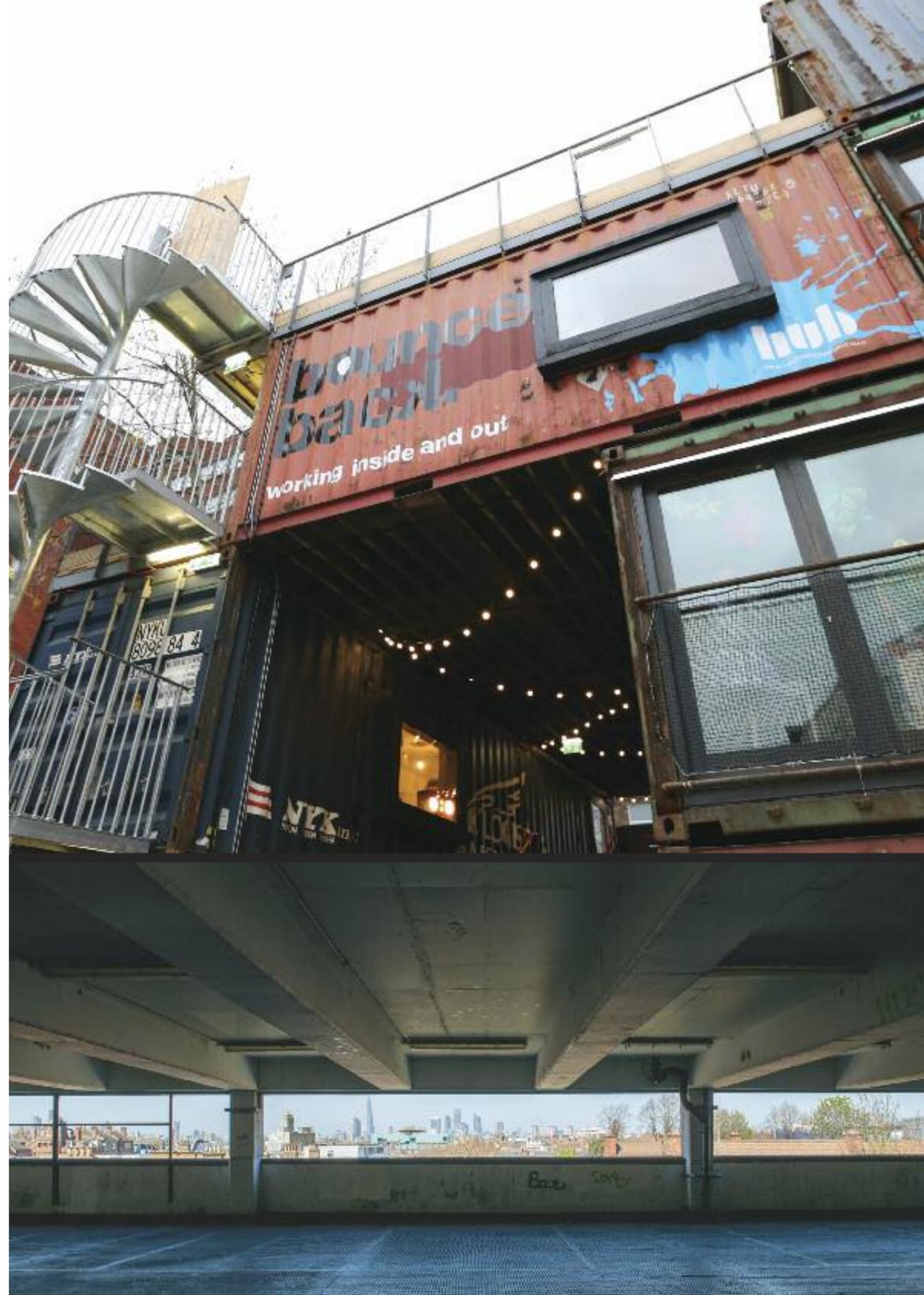
Recognising the correlation between our work inside and out of prisons and determined to weaken links between crime and homelessness we are delighted to be developing our work in this area.

## Crisis

We are proud to work with Crisis on developing training programmes as well as Hopkinson House and others to initiate simple skills training programmes that help people to develop while in hostels. In addition one of our trainers and one of our top performing site operatives came to us from St Mungo's and we both admire and take advantage of the skills training they do in the construction sector.

## TEKTURA

**WALLCOVERINGS** The Social Enterprise team, made up of people on release, has extensive support from a number of sources including Tektura. Part of what we do is to improve the skills that they can deliver and wallpapering is an essential part of this. Tektura have supported us since the beginning with paper for the training centre as well as training and we value it enormously.



# As we grow, we continue to explore creative ways to change perception, explore new skills and spread our reach so we can do more.

## THE FUTURE

Our future is developed in collaboration with funders and supporters so they are kept up to date and know at all times what we are trying to achieve. We never lose sight of their importance, the wealth of knowledge they bring and the additional skills support many of them give us.

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

As part of our remit to grow our 'breadth' of offering, we continue to explore the potential for Bounce Back to work strategically with women, people at risk of entering prison and NEETS and are actively seeking construction opportunities to develop as part of our employment remit with these groups.

Growth outside London remains part of our plans for the next year and 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 the next steps.

**We quite simply want to stop people returning to prison by giving them skills, jobs and a chance to change. We also want to help employers to embrace this opportunity and remove barriers. The more jobs we can get the more people's lives we can continue to change.**



## OUR SUPPORTERS

These are just a few of the funders and supporters without whom we would not be able to achieve our work.

- |  |                                     |
|--|-------------------------------------|
| 29th May 1961 CT                           | KPMG                                |
| AB Charitable Trust                        | Leigh Trust                         |
| Aberdeen Asset Management Charitable Trust | Lloyds Bank Foundation              |
| The Adrian Swire Charitable trust          | Matrix Chambers                     |
| Alchemy Foundation                         | NEXT                                |
| Allan and Nesta Ferguson Trust             | Odin CT                             |
| Austin and Hope Pilkington Trust           | The Noel Buxton Trust               |
| Axis Foundation                            | Novus                               |
| Basketmakers Trust                         | Paul Hamlyn Foundation              |
| B&CE Charitable Trust                      | Persula Foundation                  |
| Big Lottery                                | Peter Cruddas                       |
| Bromley Trust                              | Rayne Foundation                    |
| Business in the Community                  | Shanley Trust                       |
| Castle Land and Development                | The Sherrifs and Records Fund       |
| Chapman Charitable Trust                   | STC                                 |
| Corke Wallis                               | The 1970 Trust                      |
| The Cutler trust                           | The Leathersellers Foundation       |
| David and Claudia Harding Charitable Trust | The Tallow Chandlers                |
| The Drapers Charitable Fund                | Tom ap Rhys Price Memorial Trust    |
| Dulux                                      | The Triangle Trust                  |
| The Evans Cornish Foundation               | Trust For London                    |
| Ferguson Trust                             | Tudor Trust                         |
| Garfield Weston                            | Tylers and Bricklayers              |
| GML  | VISA                                |
| The Haberdashers Company                   | The Weavers Company Benevolent Fund |
| Henry Smith Charity                        | Woodward Charitable Trust           |
| Interserve                                 | WME/IMG                             |



MENDOZA

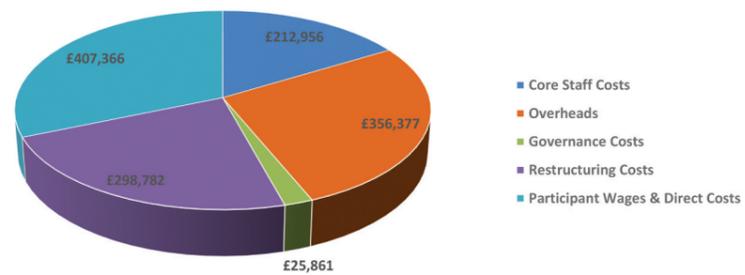


## FINANCIAL REPORT

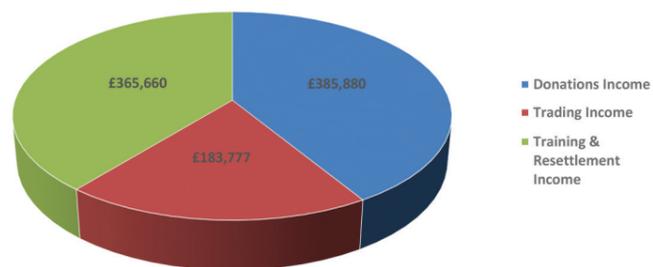
Bounce Back Foundation is the Charity which trains in construction skills, both in prison and the community and provides the casework team that works with individuals to support them into employment.

Bounce Back Project Ltd is the subsidiary company of the Foundation which employs people as painters and decorators on release from prison. In 2015 costs were re-structured as part of a growth strategy. This included the re-alignment of the original founder's investment to the core business as this represents more closely the purpose for which it was originally provided. A number of extraordinary costs, including some staff severance packages, arose from the re-structuring. The benefits of these new arrangements have already started to be realised in 2016 through the further diversification of activities, such as the introduction of scaffolding training at HMP Brixton, and a return to a financially stable trading position.

Foundation and Social Enterprise Expenditure



Foundation & Social Enterprise Income



**INFORMATION:**

Bounce Back Foundation  
Pop Brixton, Unit L05  
49 Brixton Station Road  
London. SW9 8PQ.

info@bouncebackproject.com  
T:(0)20 7735 1256  
www.bouncebackproject.com

Registered Office: Ground Floor,  
4 Victoria Street, St Albans Herts AL1 3TF.  
Company Registration Number: 7713259  
Charity Number: 1144297

Auditors: Kingston Smith LLP  
Solicitors: Hewitsons LLP

**CHAIRMAN:**

Iqbal Wahhab

**TRUSTEES:**

Charles Appleton  
Veronica Daly  
Francesca Findlater  
Will Prochaska  
Anton Theodorou  
Gary Ward

**ADVISORY BOARD:**

Nick Armstrong	Faye Melley
Robert Botten	Debby Mendoza
Johnathan Chandler	Kevin Moore
Mat Corbett	Robert Pilkington
Patrick Degg	John Power
Paul Elliott	Chris Ridley
Tom Flanagan	Kieron Tilley
Simon Hall	Simon Vallance
Clive Kendall	Tom Watt
Anabel Loyd	

Photography: with thanks to Julian Portch, Tom Bowles  
Print: with thanks to SPM Print



Information Sources:  
National Offender Management Statistics, Clinks,  
Ministry of Justice, CITB, Howard League for Penal Reform



“They’ve all been an absolute pleasure to have around the house and that makes a huge difference when you’re pregnant. They’ve been a really lovely and gentle presence to have nearby: just getting on with the work that needs to be done. I would definitely recommend Bounce Back as a service. It makes absolute sense.”

Emily, a private client



[www.bouncebackproject.com](http://www.bouncebackproject.com)

## **bounce back.**

Bounce Back Foundation  
POP Brixton, Unit L05  
49 Brixton Station Road  
London SW9 8PQ

[info@bouncebackproject.com](mailto:info@bouncebackproject.com)  
T: (0)20 7735 1256  
[www.bouncebackproject.com](http://www.bouncebackproject.com)