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Annual Review 2013/14





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#### **WELCOME TO BOUNCE BACK**

The UK justice system is renowned and respected around the world. It is ever-changing and now, more than ever, it faces unprecedented budget cuts and re-structuring through the 2014 Transforming Re-offending Agenda.

During this period of change, there is an ongoing endeavour to understand how to prevent crime and deal with those that commit it. The UK continues to imprison more people than most other European countries but perception is that the system is 'soft' because the re-offending rate is high. Compounded by media coverage which fuels public perception of "irredeemable criminals" the challenges are great. However, the wealth of academic research seeking solutions makes it clear that investment in job creation is one of the most effective ways to reduce crime.

We have been consistent in our mission since we began 3 years ago. We start with early intervention in custody, then provide people in and out of custody with education and qualifications leading them into employment in Bounce Back, as well as with our construction industry partners.

We build and plan for the future based on what does and doesn't work for our participants. We focus on doing what we do well and partner other organisations to bring their expertise for areas of rehabilitation that we do not specialise in. Together we provide a wide range of solutions for those people leaving prison who are ready to change. Delivering what we promise is fundamental, and in the last year we have been able to take steps to do more. Our new state-of-the-art training centre in HMP Brixton is now open – a hub for rehabilitation, where, surrounded by other likeminded organisations, we are training people for paid employment immediately on leaving custody.

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 ensure we meet these challenges we take great care in measuring what we do. This means we know that we dramatically reduce the recidivism rate and can provide evidence to funders and supporters that demonstrate the things we have achieved since we began.

Being not only a training charity, but also a Social Enterprise which is a working 'business', means we can do more. We are able to provide a seamless progression from training to employment within our own organisation at a time when people are at their most vulnerable, and before we help them move on. The endorsement of Social Enterprise UK, amongst others, give us an opportunity to be part of a hugely exciting, vibrant 'movement' (over 70,000 strong) which helps drive enthusiasm for employment of our professional painters and decorators not only through its own members but also across the corporate sector, the construction industry and private individuals.

With an ever increasing demand on public and community services, declining budgets and a growing sense of commerciality, the role of the voluntary sector is being redefined. Now, more than ever, individuals and companies are choosing to make a difference through everyday spending and are thinking about the organisations they use to deliver their services. Research shows that 'businesses believe that they have a duty to contribute towards tackling the UK's problems'. For Bounce Back, the support of corporate partners has contributed towards our social mobility objectives not only by providing overall support but through influencing their supply chains. This, enhanced by the growing impact of the Social Value Act, enables us to change perception, obtain work and keep an ever-growing team of professional exoffenders employed.

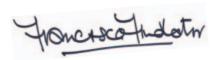


Our success stories exist because of our fantastic team, many of whom personally understand the immense challenges facing those leaving prison, and who know how to engage with the issues of the individuals who are joining us. In addition the support of our committed volunteers, interns, trustees and advisors is our lifeblood.

However, ultimately any success at Bounce Back is down to our participants, many of whom have worked their way up the ranks with us since we started and others who are now running their own businesses. Over time they have formed a growing 'community', keeping in touch both with us and each other for support - without their courage and determination to change their lives we could not grow.

We hope you will join us all on our journey, as, without the supporters who believe in us we could not continue to offer more help to many more people. We hope we can inspire you to visit us, make a donation, or simply employ us for your private or business painting and decorating.

And if you don't have a space you'd like us to paint then think of us as we address the challenge for 2015 to "Paint Parliament" - our teams are ready to pick up their brushes and paint the Minister of Justice offices – so watch this space!



Francesca Findlater - Founder and CEO

"You need to make rehabilitation the central point of prisons."

**Nick Hardwick, Chief Prison Inspector** 

two three



#### **TRAINING**

Our work has always begun in prison. Now following the launch in 2014 of **our own prison training centre in HMP Brixton**, it can start even earlier.



The new state-of-the art centre was built especially for Bounce Back. John Hayes, CEO of Axis said at the launch 'it is a genuine surprise to see such a high quality centre within a prison, and a privilege to be here to help launch it'. The centre accommodates up to 40 trainees at once and during their time with us they gain qualifications and skills that prepare them for leaving custody and going into paid work.

In addition our community training centre focusses on people who have been released or are due for release shortly and are on a temporary license. Referrals come via a number of routes including the other prisons in which we work, probation, partner organisations and contact via our website. We have

received over 500 contacts via these sources this year, only a small percentage of which we are able to take, hence our passion to grow our resources to meet the demand.

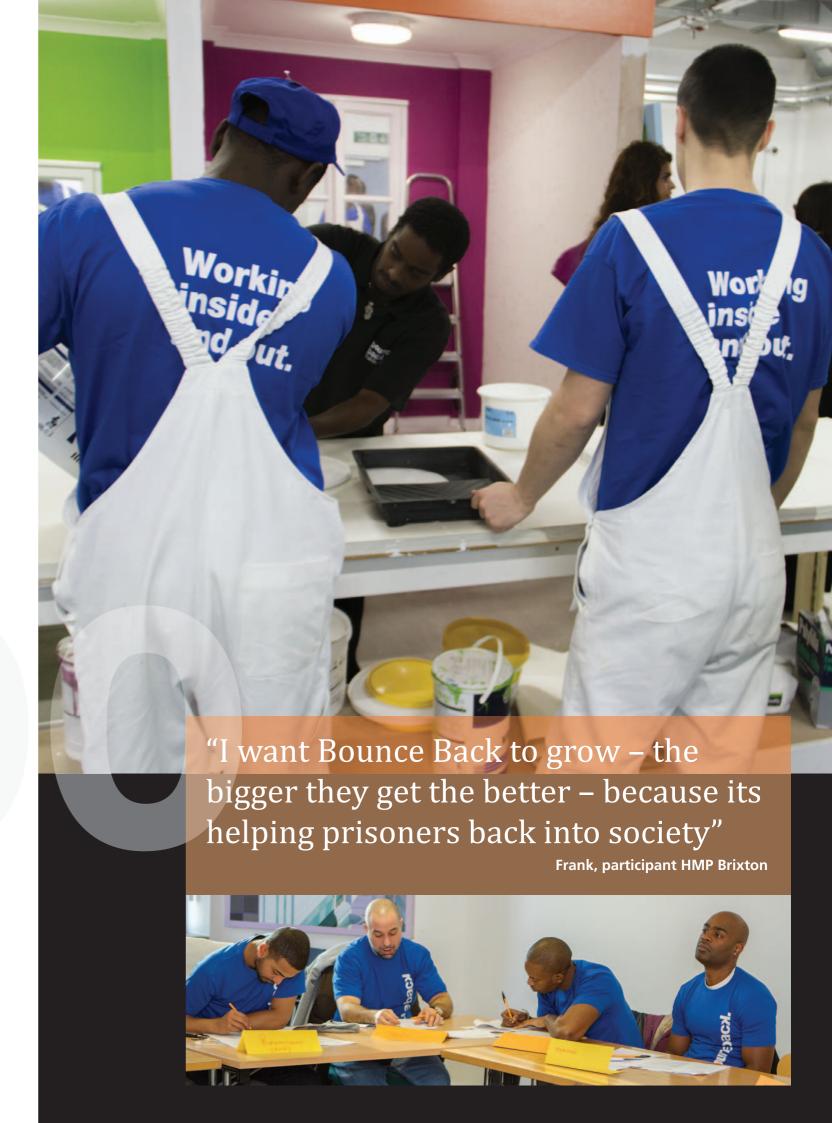
Our programme not only includes painting and decorating skills training and qualifications up to level 2, but we have consulted with the construction industry to add courses that are of most value to prospective employers in the industry. In addition everyone receives preparation and support to obtain all the necessary HMRC tax compliances and requirements to be self-employed so that when people leave us they are 'job ready' and able to become self-sufficient.

The incorporation of new training modules in additional skill areas to support our painting and decorating programmes has already begun and initial steps are being taken with tiling, dry lining and others that will enhance the employment potential of our participants.

At the end of their training, participants 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 and as one recent participant in prison said 'I've never gone on benefits and if they give me a job when I leave prison I can look after my family and I'll feel I have a purpose'.

## Over 13,000 additional painters and decorators required by 2018

Employment in the painting and decorating sector is set to grow to 106,696 by 2018. The CITB's Construction Skills Network forecast shows that 13,250 painters and decorators will be required over the next five years to meet growing demand, and the UK's construction industry will need 36,400 additional employees overall.

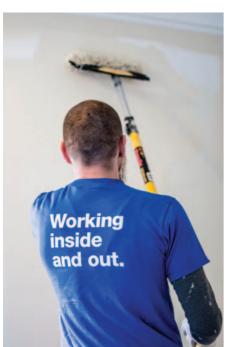


#### **EMPLOYMENT**

People with the most to prove are often the ones who work the hardest and achieve the most. Giving people an opportunity can often be sound business sense, we know this from experience.

The Bounce Back Social Enterprise builds teams of professional painters and decorators from the participants who have passed through the training programme. 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.

The decorating service is, above all, a business and strives to deliver to a quality and standard of professionalism that is expected by its clients. We understand the need to comply with the tough demands of the construction industry and have put in place systems to respond to the need for accreditations and compliances. This means that we are now accepted as a sub-contractor on large contracts – so we can continue to build towards making a contribution towards our charity from revenues generated through our work.



Work comes from a number of sources. Where we can, we start our work experience participants on local community projects, helping organisations who need to improve a property. Primarily however, we are contacted by private clients for residential and commercial properties as well as large construction companies working on regeneration sites around London. Our support from Local Authorities, Housing Associations and Corporate Partners has meant that we have been able to increase the numbers we can employ year on year.

"We believe passionately in giving people an opportunity to work whatever their circumstances. We have been partnering with Bounce Back on our Rydon regeneration projects in West London for over a year now and, with their teams of professionals and trainees they have delivered with the enthusiasm that is often missing in people that haven't got the same determination to work."

Mark Dixon SDP







#### **PARTNERS**

Bounce Back's partnerships are at the core of its success. Our partner organisations genuinely want to help us make a difference and change perception of this sector and, most importantly, give jobs to more participants. They include: Alliance Boots, arc, Axis, Business in the Community, Interserve, Land Securities, Lend Lease, Rydon, Visa, KPMG, Rydon, Scully's and Social Enterprise UK.



97% of offenders expressed a desire to stop offending. When asked which factors would be important to stop them 68% stressed the importance of 'having a job'.





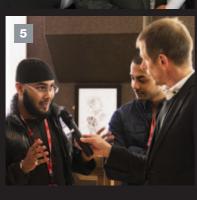








- 1. The Prince of Wales, Peter Carrassco (visa) and Michael (Bounce Back participant) at BITC arc's 2nd anniversary event celebrating social enterprise
- **2.** The team celebrate completion of a project for Iqbal Wahab with lunch at his Restaurant Roast
- **3.** The team were hugely proud to receive the No Offence! Redemption and Justice Award for Best Employer
- **4.** Japanese Minster of Justice and his formal delegation visit for a roundtable discussion
- **5.** Tom Watt interviews some of the Bounce Back participants
- **6.** Bounce Back's Abdul Mandary received a commendation at the Youth Build UK Young Builder of the Year Awards





- **7.** We were delighted to welcome footballer and anti-racism campaigner Paul Elliott to the Advisory Board
- **8.** William Morris visited us for their global corporate awayday to help us repaint Nancy Lam's restaurant
- **9.** The Bounce Back team were honoured to welcome Prince William and invited directors from Axis and Rydon
- **10.** At the Bounce Back Awards Tom Watt, Advisory Board member, gives Ali the award for outstanding team member
- **11.** Our second van with special thanks to Axis



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We have a number of ways of establishing the impact of what we do and are constantly exploring measurement tools and ways to involve our participants in talking to us about what they believe benefits them the most.

This, along with our data, enables us to gather a clear picture of the effectiveness of our work.

We have produced a report on our Social Return on Investment supported by Business in the Community's arc and Paul Hamlyn, due for release in 2014. In addition, in-house research demonstrates that our work delivers £37 to the taxpayer in criminal justice savings for every £1 spent on the service over the year.

Our re-offending rate is currently monitored through the data maintained on a daily basis for our contracts and has been steady at 10% against the current government figures of 67%.

Peer support is key to our programme. Our model involves training serving prisoners and ex-offenders to fulfil essential roles in the organisation, not just in the painting and decorating business but within the core team. This means that our participants know we understand their needs. We are currently interrogating the best way to measure this so it can be reported.

Our case studies speak volumes and the fact that our participants stay in touch with each other over the years and form "communities" of support, is a testament to their desire to stay out of prison. In addition the impact we have had on families has been a core element of the research and many have gained renewed confidence, pride and self-esteem to enable them to return to see their wives and children for the first time in many years.

"I was impressed by the obvious enthusiasm which everyone had for what you are achieving and by how keen your ex-offenders were to describe what a huge difference Bounce Back had made to their lives".

Andrew Fleming - Williams Prison Reform Trust

There are over 85,000 people in prisons and young offender institutions in England and Wales - 1,510 more than last year.

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

The re-offending rate is currently 67%. A job reduces the likelihood of re-offending by 50%.

36,400 additional employees are needed overall in the construction sector by 2018\*.

The prison population provides a pool of potential trainee workers that the construction industry is keen to tap into. This has the potential to dramatically change the employment landscape and the re-offending rates.

\*CITB Construction Skills Network forecast



thirteen

#### THE FUTURE

Bounce Back, described as a 'social innovator' by the National Offender Management Service, constantly seeks new ways to change perception, challenge convention and break the cycle of crime.

Getting our message out helps us ensure that donors and supporters hear about us and see what we are doing, as we need their help in spreading the word. To this end we work to actively drive awareness.

To grow, we believe in partnerships and seek them with other third sector organisations where we have mutual goals.

Veterans Aid is one example where our partnership is part of our initiative to engage and recruit ex-servicemen in Bounce Back at every level, and we are driving this in a number of different ways.

We are developing relationships and processes to get involved with each of the London prisons, including women's prisons so we can create programmes in conjunction with Local Authorities and construction partners to employ people in more London Boroughs.

We are also adding training in new skills with the support and endorsement of the construction industry.

Above all our mission is to train and employ more people year on year and help them to bounce back – not just for now, but for ever.







#### **CREATIVE PROJECTS**

**Bounce Back has never lost its creative routes**, coming as it did from a CSR project for a design agency, and it still engages in creative initiatives.

These cover a wide range of activities, all of which, we believe, add to our ability to encourage a breadth of talent in our participants.

A relationship with Daniel Blake, the fashion designer, led to an opportunity for our decorators to model a new menswear collection for him at an exclusive event at our premises. This introduced a whole new audience to our organisation.

One of our first recruits, JAMIE, who had over a year training with us prior to being sentenced, has recently been released and is now successfully employed by a web design agency.

A number of photographs for this Annual Review and for our website were taken by AMMANUEL who found us while still in prison. He had been accepted into art college before committing his crime and, recognising his talent, they kept his place until he was released to take it up. Currently studying his advertising BA he is now helping Bounce Back in between creating commercials and writing ads!

One of our most successful projects is a long standing relationship with Tektura Wallcoverings. Their support of our project has been hugely valuable.

In the first instance, as part of our training, they offer us their high quality wallpaper to work with both in the prison and in the community as well as giving us training support and demonstrating how to work with their product.

In addition they have created a wallcovering collection from paintings and drawings owned by the charity with a percentage from each sale coming to us. They have also recently commissioned a wallpaper to be designed and created by participants which is a project we are embarking upon in Brixton prison.

#### DESIGNER PARTNERSHIPS

We enthusiastically seek to partner with other creative social enterprises and designers to find unique limited edition items to sell to raise funds for the charity. Last year we joined with designer Ann Verdun in a range of bracelets, this year we have joined with Crea Africa, an award winning Kenyan Social Enterprise who asked if they could make items for our project. They have created delightful mini paintbrush brass pins and pendants for us to be sold on the Bounce Back website.





#### **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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A2 dominion Hilton in the community

**AB Charitable Trust KPMG Aberdeen Asset Management Charitable Trust Live Train** 

**Alliance Boots Matrix Chambers** 

**Anchor House NEXT** 

**Austin and Hope Pilkington Trust** Odin CT **Axis Foundation** The Noel Buxton Trust

**Paul Hamlyn Foundation Big Lottery Business in the Community Pearl & Coutts** 

**Bromley Trust Prospects Castle Land & Development** Rydon

**Comic Relief** Santander SEDA

The Sherrifs and Recorders Fund **Community Repaint** 

**Corke Wallis Talent** Dulux The Drapers Charitable Fund THE

**Elmbridge Rentstart** The Triangle Trust

**Erach and Roshan Sadri Foundation Tom ap Rhys Price Memorial Trust Trust House Charitable Foundation** The Evans Cornish Foundation

**Tudor trust Ferguson Trust Garfield Weston** VISA

Haberdashers The Weavers Company Benevolent Fund

**Woodward Charitable Trust Henry Smith Charity** 























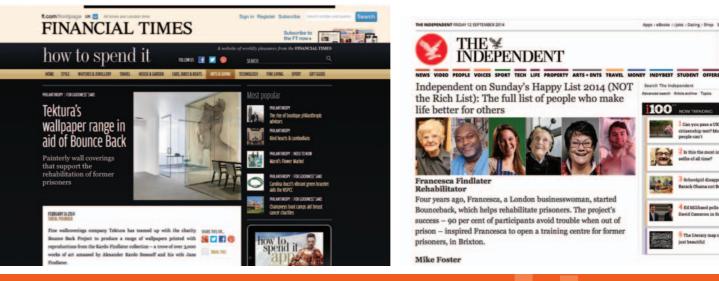












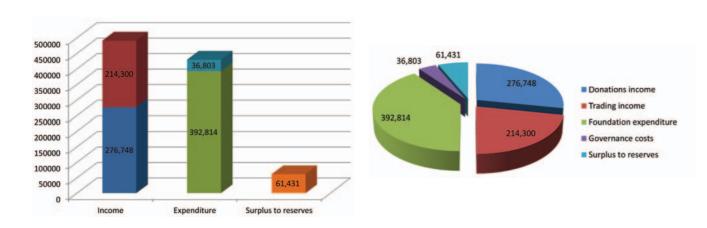
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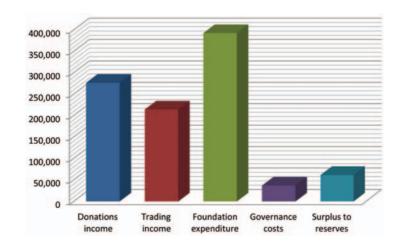


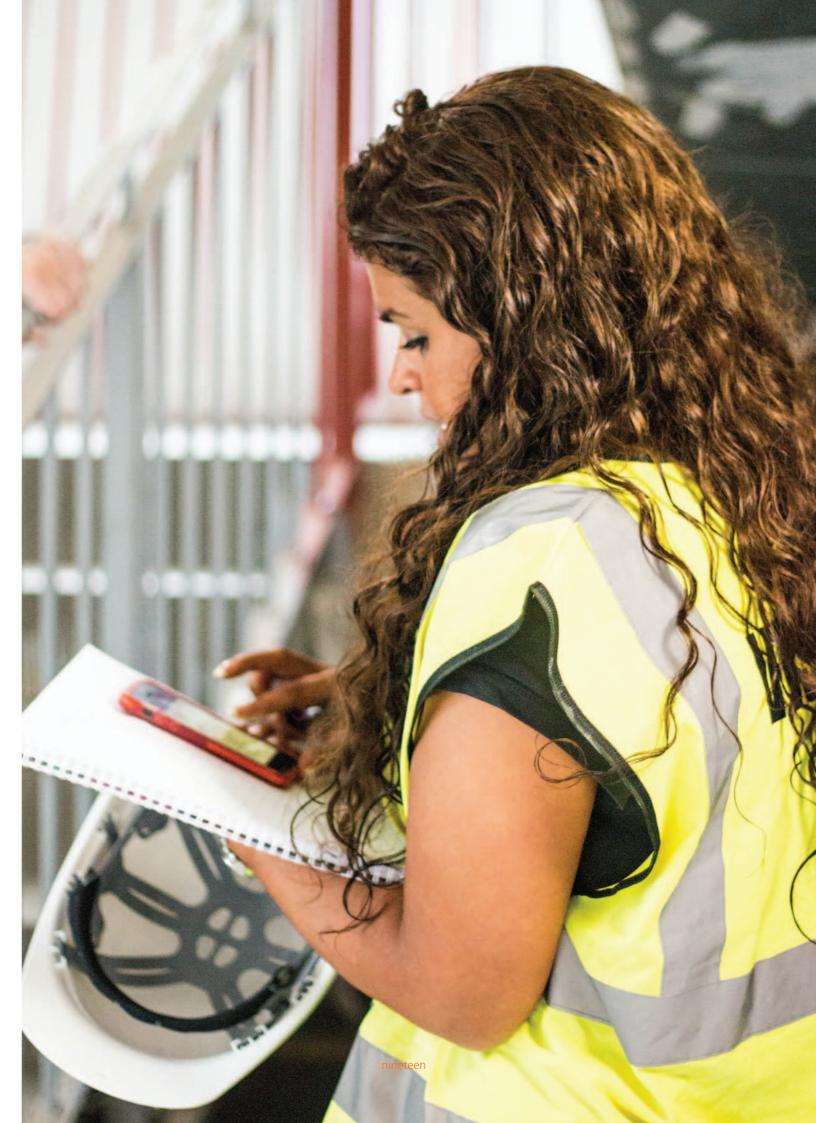
#### **FINANCIAL REPORT**

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.







#### **INFORMATION:**

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Charity Number: 1144297

Auditors: Kingston Smith LLP Solicitors: Hewitsons LLP

#### **TRUSTEES:**

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Francesca Findlater
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Gary Ward
Will Prochaska

#### **ADVISORY BOARD:**

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#### **AMBASSADOR:**

Iqbal Wahab

Photography: with thanks to Ammanuel Afowerki, Fifi Kara, Michael Thomas and Carol Bode

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







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