

the Pavement

Annual Report 2018-19

the Pavement is a small charity founded in London in 2005. Every two months we produce 8,500 free magazines for homeless and insecurely housed people in London, Edinburgh and Glasgow. The content is mostly written, researched and drawn/photographed by volunteers with experience of homelessness, or journalists (or both!). Our contributors have a unique understanding of what it's like to survive without a home.

Each pocket-sized magazine can be life-saving as we share a 16-page central list collating all the info about opening times and what's on offer for a hungry person who wants to find a shower, get a bed for the night or needs professional support for any mental health or active addiction. Readers can find *the Pavement* at hostels, day centres, homeless surgeries, soup-runs and libraries. All our content is written with our readers in mind, offering a unique way to help people help themselves.

The Pavement Magazine
38 Allcroft Road
London
NW5 4NE

Established 2005
Registered Charity #1110656
Scottish Charity Register #SC043760

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www.justgiving.com/thepavement/Donate

Welcome

***The Pavement* is an inspiring magazine. But it's more than that for our readers – it can be a literal lifesaver offering information and opportunities to volunteer and share stories of being homeless right now. We create each issue with enthusiasm and skill, but that doesn't stop us from wishing people didn't need the help of our magazine. Sadly, they do more than ever.**

Val Stevenson

Chair of *the Pavement* trustees

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Meeting the challenges

We create and distribute our bi-monthly magazine in the cities with the greatest number of homeless people, London, Glasgow and Edinburgh. During 2018-19, the number of street homeless rose yet again, as did the numbers of hidden homeless. As a result, we increased our print run of *the Pavement* to 8,500 for each issue.

The Pavement is special. It's trusted by its readers and offers life-saving information. Reports from leading organisations highlight the significant increase in the numbers of homeless people presenting with complex and multiple support needs, including addiction, mental and physical health problems. Nearly half have been in prison and there is a significant proportion coming out of the armed forces or care. They all need information tailored to their needs and circumstances, which we include in our central list. Unfortunately cuts to council budgets means that our readers tell us that finding the right support is becoming ever more difficult to find.

With the publication of each issue, we receive requests for copies from churches, coping with increasing numbers of people, including migrants, unsure where to turn, as well as soup kitchens and other small drop-ins offering essential services. We are also contacted by a growing number of grassroots organisations, keen to include the magazine in emergency packs being distributed on the streets.

We know our simple formula – a magazine with a list of what help is available – works. It's why Crisis at Christmas purchased 1,000 copies to hand out to their 2018 guests. The need for our little magazine is critical, and very real, and while in some cases we have found creative ways of meeting this demand, more often we have had to add organisations to our waiting list. And this is still the case - despite the Homeless Reduction Act becoming law on 3 April 2018.

In a nutshell

- ◆ In March 2018 *the Pavement* reported "For the seventh year in a row, the number of people sleeping rough across England has increased. It's now the highest since records began."
- ◆ In March 2019 *the Pavement* reported that the Ministry of Housing, Communities & Local Government counted 4,677 rough sleepers on a single November night (2018) in England. Overall this was a 2% decrease from 2017 but still represents a 165% increase since 2010.
- ◆ In London the rough sleeper count was 1,283 which is 13% higher than last year. (*the Pavement* Mar/Apr 2018 p5)
- ◆ Scottish Household Survey data suggests that around 5,000 adults sleep rough at least once in a year in Scotland: this equates to an estimated 660 people on a typical night. Rough sleeping is primarily concentrated in Scottish cities. (scotpho.org.uk)
- ◆ Between 1 April 2018 and 31 March 2019, Local Authorities in Scotland received a total of 36,465 homelessness applications. This is an increase of 892 (3%) applications compared to the previous. "If alarm bells weren't already ringing in Holyrood, they should be now," said Director of Shelter Scotland, Graeme Brown.
- ◆ 726 homeless people died in England in 2018, a rise of 22% in one year. (ONS)
- ◆ In January 2019, *the Pavement* reported Shelter's research that one in every 52 people in London is homeless. Those hidden homeless people may sofa surf, kip on the night bus or feel forced to stay in unsafe rooms.

Our achievements

During 2018-19 a highlight was seeing our growing team of peer reporters publishing their stories about being homeless in *the Pavement*.

Journalism training: London

March/April 2018 started with a tough look at suicide (issue 113) by our second group of From the Ground Up (FTGU) writers who are either homeless or have been homeless. Following training by Veronique Mistiaen, a final group of keen writers completed the third phase of our three-year From The Ground Up (FTGU) project running from August-October with a graduation ceremony in December 2018. The two issues produced by our newly trained writers looked at women & homelessness (Nov/Dec 2018 issue 117) and the trials of being working homeless (Jan/Feb 2019 issue 119). Many of the FTGU writers went on to volunteer on *the Pavement* and have helped the magazine become an even more effective voice of people who are homeless or insecurely housed. There's nothing else like it.

The FTGU writing project was run in partnership with homeless health charity Groundswell (using funding from Comic Relief) which kindly hosted the sessions. Groundswell also helped our talented volunteer deputy editor, columnist and distribution manager Mat Amp find more regular employment through Supported Permitted Work. As a result, *the Pavement* now has a very special relationship with Groundswell.

Journalists group: Glasgow

The original Word on the Street project volunteers, working alongside former editor Karin Goodwin, produced some terrific pieces. They also wrote up an exclusive interview with Darren McGarvey, Glasgow rapper and writer (May/June 2018 issue 114) and photographed him as the cover star (July/August 2019 issue 115). Darren then went on to win the Orwell prize 2018 for his book *Poverty Safari*.

We know homelessness is tough, but two of our Scottish writers found ways to look at the dark side and share it as humour. A big thanks to Jamie Jackson and also FTGU graduate, Ruby, for some wonderful regular back page banter column during 2018.

Editing update

Nicola Baird took over as editor from the Jan/Feb 2018 issue. We held regular writers' meet-ups at Groundswell in Brixton throughout the year and writers were also invited to visit the House of Commons in July and the *Guardian* in October 2018.

The Pavement was asked to form a panel sharing experiences about homelessness at the prestigious festival of journalism, known as Byline, deep in the East Sussex countryside in August 2018. Despite the rain and early Sunday morning start, the tent was packed listening to our reporters Mat Amp, Denise Collins, Ruby and Anne Cooper, chaired by editor Nicola Baird.

We were proud when Mat Amp met up with Marco Biagini and Jamie Jackson (from our Scottish team) as invited guests and facilitators at the International Arts & Homelessness Festival in Manchester in October 2018.

In November 2018, at the Service of Commemoration for all the people who have been homeless and died during 2018 in London held in St Martin-in-the-Fields, chair Val Stevenson and deputy editor Mat Amp shared the difficult task of reading out the names of some of the 165 who died. Mat also gave a moving recollection about Kevin Headley, one of our FTGU peer reporters and a talented artist, who died suddenly. Horribly we also lost Wee Alex (Alex Withers) from the Glasgow Writing Group who has taken many photos for *the Pavement*. These deaths shouldn't be unexpected though, as the average age of death for anyone homeless is early 40s – more than three decades earlier than people with a home.

Distribution

In 2018/19, we distributed 6,500 magazines around London every two months. While in Scotland we have a continuing demand for 2,000 copies of each issue. In April 2018, we distributed 565 copies to 16 organisations in Edinburgh and 945 copies to 27 organisations in Glasgow. By the end of March 2019, we had expanded these quantities to 795 copies across 20 Edinburgh organisations (40.7% increase), and 1,180 across 35 organisations in Glasgow (24.87% increase).

Social media

A third of our visitors now come via our mobile site, which Flat Earth Industries, our volunteer developers, launched in summer 2018; we have increased average monthly hits from 11.6k to 12.6k. *The Pavement* is busy on social media, for example, we shared a pic of the 'take one leave one' warm coat rail in Exmouth market on Facebook (Jan 2019) and it was seen by 35,000 people. Many of our Facebook posts are viewed by 600+ people.

Presence on social media also helps extend our reach. We had 3,600 followers on Twitter at the end of the year (up from 3,400); 283 followers on Instagram; 1,300 Facebook friends (28% up); while our reach on Facebook grew to 21,200. These sites are edited by volunteer Jake Cudsi, deputy editor Mat Amp, editor Nicola Baird and chair Val Stevenson.

Funders

We are also grateful to the following organisations and individuals for their generosity in funding us:

Awards for All, Alexandra Trust, Odin Charitable Trust, Emmaus, Clare Argent, T Chapman, Helen Hibberd, Karen Hardy, Thompson Floyd, NF Lesser and many other individual donors through Just Giving, Stripe Payments and CAF. In addition, The Big Issue, Crisis and Quaker Homeless Action have supported us through block purchases of additional magazines.

Our readers love *the Pavement*

We involve homeless people in all aspects of our work and aim to ensure their voices are heard:

- We ran two writing training projects at Groundswell which offered volunteering opportunities for people with lived experience of homelessness. It also created some hard-hitting issues of the magazine on suicide, women and working homeless
- We organise regular writer meet ups with our friends at Groundswell to discuss the topics to cover in the next issues.
- We make use of Facebook to encourage our readers to interact with the mag at every stage of planning (e.g. our problem page) and ask for feedback about each issue. Our stories are easy to read. We design the mag in a way to support reluctant readers, and consider people with dyslexia.
- We also campaign to raise awareness and reduce the stigma associated with being homeless and work in partnership with others to call for homeless people to have their human rights realised.

“I recently came across your publication, *the Pavement*, and thought it was pretty wonderful. I have never been homeless myself, but have certainly been in situations where it was a very real possibility, and I feel that I do have a good understanding of how people become homeless (of course, there are varied reasons), and how little it sometimes seems local authorities or central government wants to or is able to do for people in that position.”

- David, reader

“I’ve gained a lot from interviewing for *the Pavement*. I am looking for a job in the homelessness sector and I have my own small experience of being homeless, though I feel guilty about considering myself homeless because at the time I had such mental health issues that I wasn’t aware I was homeless. It was completely different, even though [it was] bracketed in same way. *The Pavement* has definitely improved my own knowledge not just [in writing] the copy but being able to sit down and have a chat as I’m writing a story and hear other people’s perspectives.”

- James, volunteer writer

“Really worthwhile read, independent street level perspectives from citizen and pro journalists, useful up to date info about homeless services and great cartoons. What’s not to like?”

- Alastair M, recommending on Facebook

“*Pavement* was my Bible when I was homeless”

- McGinlay, volunteer writer

“*The Pavement* is so useful. We’re always getting people dropping in who have nothing. We give them copies of *the Pavement* and that way they can sit down and find out where they can get food and other services, while charging their phone.”

- Caroline, hostel worker

“It’s a fantastic and unbelievably important publication. It’s not just the information (from listings) and the inspiration (from articles) but also the identity that it gives the homeless community. It’s the only thing that is printed for people who have experience of homelessness and the impact of that can’t be understated. *The Pavement* feels more like ours and that makes us all feel like we deserve something of our own. It’s taken me a long time to find myself again after things fell apart so dramatically, and *the Pavement* has been an incredibly important part of that recovery.”

- Mat Amp, Deputy Editor & volunteer writer

“There is real appetite around the country to get *the Pavement* to more people.”

- Martin Burrows, Groundswell

“I’m proud to write for *the Pavement*.”

- Ian Kalman, volunteer writer

“What a fabulous panel you were at the Byline festival.”

- Susan, festival goer gives her verdict after watching the *Pavement* team of Mat, Denise, Nicola, Ruby and Anne in a tent in rural Sussex

Statement of Financial Activities for the year ended 5th April 2019

	Funds note *	Year ended 5th April 2019			Year ended 5th April 2018		
		General Funds	Restricted Funds	Total Funds	General Funds	Restricted Funds	Total Funds
		£	£	£	£	£	£
<i>Incoming Resources from generated funds</i>							
Voluntary income	2	18,309	6,420	24,729	8,026	7,020	15,046
Activities for generating funds	3	750	-	750	3,855	-	3,855
Total Incoming resources		19,059	6,420	25,479	11,881	7,020	18,901
<i>Resources expended</i>							
Governance and management costs	4	(8,968)	(4,940)	(13,908)	(12,076)	(3,475)	(15,551)
Charitable activities	5	(8,320)	(3,200)	(11,520)	(14,759)	(930)	(15,689)
Total resources Expended		(17,288)	(8,140)	(25,428)	(26,835)	(4,405)	(31,240)
Net (deficit) / surplus for the year		1,771	(1,720)	51	(14,954)	2,615	(12,339)
Total funds/(deficit) brought forward		7,055	5,813	12,868	19,579	5,628	25,207
Transfer of funds - Restricted to General		4,093	(4,093)	-	2,430	(2,430)	-
Total funds carried forward		12,919	-	12,919	7,055	5,813	12,868

* Notes on Page 6 form part of these accounts

Balance Sheet as at 5th April 2018

	5th April 2019	5th April 2018
<i>Current Assets</i>		
Bank Balances	12,919	13,776
<i>Creditors - amounts due within one year</i>		
Accrued Expenses	-	908
Net current assets	12,919	12,868
<i>Represented by:</i>		
<i>General funds</i>		
Balance brought forward	7,055	19,579
Current year (deficit) / surplus	1,771	(14,954)
Transfer from Restricted Funds	-	2,430
Balance carried forward	8,826	7,055
<i>Restricted funds</i>		
Balance brought forward	5,813	5,628
Current year surplus / (deficit)	(1,720)	2,615
Transfer to General Funds	-	(2,430)
Balance carried forward	4,093	5,813
Net current assets	12,919	12,868

All currency figures in GBP (£).

Notes to the Financial Statements

1. Accounting policies

◆ Basis of preparation

The financial statements have been prepared using the Accruals basis and in accordance with applicable accounting standards. They follow the recommendations of the Charity Commission for non-company charities with an annual income of less than £250,000.

◆ General and Restricted Funds

Restricted funds are to be used for specific purposes as laid down by the donors. Expenses, which meet these criteria, are charged to the funds.

Unrestricted or general funds are donations and other incoming resources received or generated for charitable purposes.

◆ Voluntary income

Voluntary income is received by way of donations and gifts and is included in full in the statement of financial activities.

◆ Resources expended

Resources expended are expended in the period in which they are incurred and include attributable VAT, which cannot be recovered.

◆ Charitable activities costs

Costs applied to undertake work to meet objectives of *the Pavement*, particularly, expenditure on goods and services including those of volunteers, programme and project expenditure and related costs.

◆ Governance and management costs

Governance costs are the costs and expenses associated with the governance arrangements of the charity. These costs and expenses are associated with the constitutional and statutory requirements and include cost and expenses associated with the strategic management of the charity's activities.

◆ Reclassification of previous year's amounts

Certain comparative amounts for the prior period have been reclassified to conform to current period presentations. Such reclassifications had no effect on net income or the charity company's funds.

2. Voluntary income – restricted funds

	2019	2018
Groundswell Project	£6,420	£7,020

3. Activities for generating funds

	2019	2018
Advertising income	£750	£3,855
Pleasance theatre event	-	-
Total	£750	£3,855

4. Resources explained – Governance costs

	2019	2018
<i>From Restricted Funds</i>		
Editorial and related costs	£3,370	£3,475
Management fees	£1,570	-
Total Restricted Funds	£4,940	£3,475
<i>From General Funds</i>		
Editorial and related costs	£8,878	£11,936
Trustees and meeting expenses	£90	£140
Total General Funds	£8,968	£12,076

5. Resources explained – Charitable activities

	Year ended 5th April 2019			Year ended 5th April 2018		
	General Funds	Restricted Funds	Total Funds	General Funds	Restricted Funds	Total Funds
	£	£	£	£	£	£
Printing newsletters & associated delivery charges	7,957	2,000	9,957	9,663	-	9,663
Insurance	518	-	518	926	-	926
Postage, courier and PO Box charges	82	-	82	514	-	514
IT services & computer supplies	24	-	24	155	-	155
Volunteer costs and recruitment	(477)	1,200	723	117	930	1,047
General fundraising	216	-	216	246	-	246
Fundraising research	-	-	-	3,138	-	3,138
Total	8,320	3,200	11,520	14,759	930	15,689



Val Stevenson
Chair of Trustees

Independent Examiner's Report to The Trustees of *the Pavement*

Respective responsibilities of trustees and examiner

The Trustees are responsible for the preparation of the accounts and keeping accounting records which disclose with reasonable accuracy the financial position of the Charity and ensure that the accounts comply with the Charities Act 2011. They are also responsible for safeguarding the assets of the Charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The Trustees consider that an audit is not required for the period under review under section 144(2) of the Charities Act 2011 (the Act) and that an independent examination is needed.

It is my responsibility to:

- examine the accounts under section 145 of the Act
- to follow the procedures laid down in the general Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act
- to state whether particular matters have come to my attention.

Basis of independent examiner's statement

My examination was carried out in accordance with General Directions given by the Charity Commission and in accordance with the Charities and Trustee Investment (Scotland) Act 2005 and the Charities Accounts (Scotland) Regulations 2006 (as amended). An examination includes a review of accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the accounts present a true and fair view and the report is limited to those matters set out in the statement below.

Independent examiner's statement

In the course of my examination, no matter has come to my attention:

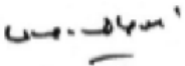
1. Which gives me reasonable cause to believe that in, any material respect, the requirements:

- To keep accounting records in accordance with section 130 of the Act;
- To prepare accounts which accord with the accounting records and comply with the accounting requirements of the Act;

have not been met or adhered to; or

2. To which attention should be drawn in order to enable a proper understanding of the accounts to be reached.

Signed



Wing Y Wong FCCA

Date: 03 / 12 / 2019



Copies of *the Pavement* being given out at an outdoor food point run by Streets Kitchen

The Basics

Trustees

The trustees who served the charity during the period were as follows: Val Stevenson (Chair), Clare Argent (secretary), William Butler (Financial Management & Fundraising), Stephen Chan, Christina Lawford.

Email: trustees@thepavement.org.uk

Structure, governance & management

The Pavement is a registered charity (No.1110656; Scottish Charity Register No. SC043760) established on 21 June 2005 under a governing document that outlines the objects and powers of the charity. All trustees give their time voluntarily and receive no benefits from the charity.

Recruitment & appointment of trustees

The board has the power to appoint trustees and recruitment is carried out through personal recommendation and advertising as appropriate. Induction and training of trustees includes the provision of up-to-date financial and other information about the organisation and Charity Commission and OSCR publications giving guidance on the role of Trustees.

Staffing and volunteers

From January 2018 *the Pavement* was edited by **Nicola Baird**, who works on a freelance part-time basis.

Marco Biagini does the layout design and coordinates the Scottish List and distribution to Glasgow and Edinburgh. He's a freelance designer and project co-ordinator based in Glasgow.

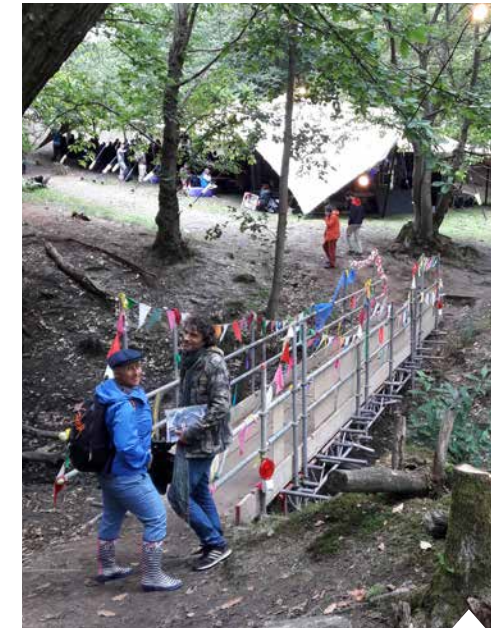
Our Deputy Editor **Mat Amp** works on a voluntary basis. He has provided powerful and inspiring support to our homeless trainees as he has lived experience of rough sleeping. He writes a hugely popular column in *the Pavement* and also organises the distribution in London.

Volunteers

Our volunteers carry out a range of activities, including editorial, fundraising and administrative functions. Without them, the charity would be unable to continue, and we are sincerely grateful for everything they do. We estimate that they contribute the equivalent of six full-time paid staff members. A special thank you to our volunteer contributors during 2018-19, with apologies to anyone we've accidentally left out:



Our deputy editor, **Mat Amp**, volunteers for *the Pavement* by writing a regular column and organising distribution across London.



August bank holiday: the Pavement writers, including three graduates From The Ground Up peer reporter course, answered questions about homelessness at Byline Festival.

Writers/researchers/photographers: Fadz Ali, Mat Amp, Polly Bindman, James Blakeley, RC, Declan Cairns, Jake Cudsi, Janine Doughty, Rob Edgar, Ruth Freeman, Karin Goodwin, Glasgow News Group, Jamie Jackson, Samir Jeraj, Ian Kalman, Arek Krzyzanowski, Jim Little, Caroline McCue, RN, Lizzie Parkes, Vicki Pirie, Rosie Roksof, John Sherlock, Ilisa Stack, Val Stevenson, Patience Takyuka, Alice Troy-Donovan, Julz Watt and Alex Withers.

FTGU 2017-18: Drew Bailey, John Cheesman, Denise Collins, Kevin Headley, Matt Hobbs, McGinlay, Adar Owuna, Matt Hobbs and Adeola Palmer.

FTGU 2018-19: Anne Cooper, Yusif Farah, Brian Fuggle, Jean Hindry, Sarah Hough, Lady, David Lawrence, Samantha Love, Ruby, David Silverman and Kate Vice.

We are so grateful to the wicked wit of cartoonist Ken Pyne. This year we also published many fab cartoons by Denise Collins, Jean Hindry and Ruby. Thank you for the striking cover illustrations/photos created especially for *the Pavement* from: Chris Bird, Lewis, Ilisa Stack, Heather Stewart and James Tuitt.

Huge thanks go to the many volunteers who supported our work at The Lodging House Mission (Glasgow) and also at Groundswell (London), with a special thank-you to Martin Burrows.

Motivations

The Pavement exists...

For the relief of poverty, hardship, and distress among homeless persons in our distribution areas, by provision of information and guidance on accessing day/night shelters, voluntary bodies providing food to homeless people, health issues and general advice.

Our mission is...

To improve the lives of people affected by homelessness in the UK

We aim...

1. To increase uptake and reach of *the Pavement*
2. To enable homeless people to make informed choices and access services and their rights
3. To enable homeless people to contribute to *the Pavement*
4. To raise awareness in the wider population of homelessness
5. To enable service providers to improve the information they give to clients

Our objectives:

1. To offer an entertaining and engaging website and free magazine that include news, features and opinion, information on services, articles on health and wellbeing, events and networking opportunities
2. To undertake awareness raising and campaigning activities
3. To produce topic-driven resources
4. To train and support people with direct experience of homelessness as volunteers

Public benefit:

The Pavement provides benefit to homeless and vulnerably housed individuals by:

- Signposting sources of support, advice and shelter, with an up-to-date and detailed directory of homeless services across the UK (known as the List and inserted into every issue of *the Pavement*)
- Offering tailored information from professionals within the homelessness sector;
- Presenting news on homeless events to strengthen community and allow our readers to make informed decisions
- Standing as a forum for homeless views and comment to help overcome isolation and encourage involvement.

The charity provides benefit to the wider community, through promoting the ability of homeless or vulnerably housed individuals to participate in their communities; and to individuals and the wider community through publicising homelessness issues.

The charity's trustees assess its activities with regard to the Charity Commission's guidance on public benefit, and will use this guidance as a tool in considering any new activities it may undertake.

the Pavement in a nutshell

The Pavement is a UK-wide homeless charity with big ideas. Since 2005, we have published a free pocket-sized magazine for a homeless readership, produced alongside www.thepavement.org.uk On the website we regularly update a unique listings service of everything those who are homeless might need to know: from soup kitchens, day centres and night shelters to mental health support, addiction services and arts projects, it's all there in one place. On top of that, our volunteer journalists – many who have experience of homelessness - cover the news from the streets or news affecting the streets. We often deal with topics ignored by the mainstream press. We produce a unique blend of reportage, advice, cartoons and inspiring real life stories, all written with our homeless readership firmly in mind.

During 2018-19 *the Pavement* magazine found ways to increase the amount of content written by people with experience of being homeless, in part thanks to the third year of running a unique peer reporter training scheme with the homeless health charity, Groundswell (funded by Comic Relief).

Our aim is also to ensure the potentially life-changing information offered by *the Pavement* is going straight into the hands of the homeless people who need it most.

During 2018-19 we continued to operate a waiting list of organisations that wish to receive the magazine and regularly contact organisations to check if copies were still required, being picked up and see if the quantities need increasing or reducing.

We believe that drives to produce homogenous services for homeless people are misguided, and that a range of service types and sizes are the only way to cater successfully for our diverse readership. While we know that sleeping rough is physically and mentally harmful, we do not preach to those who find themselves there: we believe that we need to work closely with homeless people themselves to identify solutions that work for them.

the Pavement

Annual Report 2018-19

“The Pavement provides useful information from all over London for the homeless [people]”

- Londoner Chris S recommending on Facebook.
We do the same for Edinburgh and Glasgow.

the Pavement

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Design: Marco Biagni

Words: Nicola Baird, Marco Biagni, William Butler

Date: December 2019 © The Pavement