

# Annual Impact Report

2020-2021





**In 2020-2021 we helped  
683 households by providing  
them with accommodation.**

**88.1%**

of PRHA residents  
were satisfied with  
PRHA services.

**87.3%**

of PRHA residents  
were satisfied that their  
views were being listened  
to and acted upon.

**85.7%**

of PRHA residents  
felt safe in their  
homes.

**88.1%**

of PRHA residents were  
satisfied they were being  
kept informed of matters  
that may affect them.





# Chair's report

**The last 18 months has been tough on everyone and we still don't really know how long the challenges of the pandemic will last for.**



I think for most of us it is almost impossible to imagine what this time has been like for those without; without a secure home; without a family support network; and without recourse to the things the rest of us take for granted. Imagine then to be facing this and living with an addiction.

This is what life has been like for many of our residents and our staff have been absolutely amazing in coping with this additional stress and ensuring that our residents' lives and recovery from their addictions has been able to continue as normally as possible under the circumstances. We were therefore delighted that their achievements were recognised by the Chartered Institute of Housing's national "Housing Heroes" award (Best supported Housing category) (see page 11).

This report demonstrates why organisations such as PRHA are so important and how success needs to be measured in ways that are meaningful to those residents and our society.

I want to highlight one small victory that has happened during this time. One of our team told me recently that we had been able to connect residents, who were previously estranged from their families, with their family via Zoom or FaceTime. This might seem to be commonplace to most of us BUT I can assure you that to those individuals and their families it represents an enormous achievement.

**Thank you for reading this report.**

**John Giesen**

Chair, Providence Row Housing Association



# Recovery

Recovery services at PRHA focus on helping those who are experiencing issues of mental ill health, homelessness or substance misuse, supporting and empowering the individual to take those vital steps on their recovery journey.

## 76.8%

**of PRHA's supported housing residents recovered sufficiently to move on in a planned way, usually to more independent accommodation.**

### CASE STUDY

YY had been homeless for over 15 years. When he arrived at PRHA he was angry & frequently verbally abusive towards staff and other residents. The team and PRHA's clinical psychologist developed a strategy to engage him. He was referred to Health E1 for support around his mental health due to significant underlying trauma.

Gradually this resulted in changes to his behaviour. He was offered the opportunity to move from our shared accommodation into a bedsit where he could gain experience of independent living with ongoing support. This was really successful and he has now moved there permanently.

**"It feels nice to live on my own, never thought it will happen – thanks for all your support."** PRHA resident







# Support

PRHA housed and supported 439 Rough Sleepers during the year – 100 more than the previous year. We recognise that it is more important than ever that everyone has a safe, secure base. This allows the individual to improve their lives, improving skill sets and building resilience for the future.

All of our staff are highly trained and specialise in delivering high levels of support and care to residents that instils mutual trust and respect.





## CASE STUDY

**FD** was an 81 year old Rough sleeper sleeping in garages. He came to PRHA after a period in hospital. He had no experience of managing a tenancy and needed help with daily living skills. The staff team supported him to address physical health support needs and to be assessed for suspected memory loss.

**"The service saved my life, if not for them checking on me, I would have died. I love my home and would like to stay here."** FD



**"This is the first time I have lived in a good place and it has mentally and psychologically changed me in a positive way. I feel I am living again."**



# Grounded Ecotherapy:

Recovery for people and places

Grounded Ecotherapy, PRHA's multi award winning horticultural therapy project, provides a safe, non-judgemental environment for those in recovery from mental ill health or substance misuse. The project offers an opportunity for those who volunteer, a chance to socialise with others who have experienced similar issues and learn new skills in horticulture.

"It's nice to have something to look forward to. I love learning new skills and socialising with the other volunteers. It has been a life saver for me." Grounded Ecotherapy volunteer





2020 presented Grounded Ecotherapy with its share of significant challenges, like its parent organisation PRHA.

The team were unable to visit the Southbank Roof Garden for several months because of the lockdown. As a result 90% of the garden perished.

On the team's return they took on the herculean task of rebuilding the garden, literally from the ground up, including laying a new lawn, removal of Boardwalk walkway and several raised beds to improve social distancing measures. The team also installed a new crushed concrete path which required hauling 12 tons of crushed concrete up 4 flights of stairs!

With the help of dedicated Grounded Volunteers and the teams at Good-Gym and the Southbank Centre, the work was successfully completed and the garden reopened to the public in June 2021.

The new Grounded Ecotherapy website can be found at:

<https://prha.net/grounded-about/>

**"I never tried volunteering before I started with Grounded Ecotherapy. I wish that I had done it a long time ago."**

Grounded Ecotherapy volunteer





# The Pandemic – A challenge apart

Over the past year our teams have worked tirelessly in sometimes frightening situations to provide safety, stability, security and hope to our residents. They have supported them to access essential services virtually, ensured they could manage their addictions safely, helped them to comply with new regulations and to get vaccinated. They provided whatever was needed.

PRHA also needed to ensure the safety of its front-line staff, both from a practical standpoint, with PPE and a rigorous cleaning regime but also from an emotional standpoint, with extra support offered to staff if they needed it.

Our maintenance teams continued to carry out emergency repairs throughout the lockdown period and our cleaning and catering teams ensured that the usual high standards of service were maintained throughout an extremely challenging period.

## 89.7%

**felt that they were getting the right level of support from PRHA during the Coronavirus pandemic.**

## 86.5%

**were satisfied with the changes made to services in response to the Coronavirus pandemic.**

**"I feel good, everyone is keeping safe and it's something we all have to do. I miss visiting my family, but I stay in contact on the phone and face time and that's ok for now."**

Edward Gibbons House  
Resident



## The Pandemic – A challenge apart

WORKING  
WITH OTHER  
SERVICES

Partnership (Sharing information, strategy  
communication)

Partnership & Services

Working in line  
with individual  
in your local  
area  
Working closely  
with other  
local services  
to ensure best  
outcomes



# Young People

Many of our young residents have found themselves homeless for any number of reasons. It could be that they have had a breakdown in relationships with family or simply have no family support at all. They may have also been in and out of Care and have had no stability in their lives.

PRHA provide specialist support to our young residents, with the guidance, encouragement and positive role models they need to have the best start in life.

We remain committed to providing targeted support and a range of opportunities that will improve their self-confidence and esteem. With this solid base they can focus on the future.







INSIDE  
HOUSING



Chartered  
Institute of  
Housing

# HOUSING HEROES AWARDS 2021 WINNER

PRHA are delighted that their support teams have won the national Housing Heroes Award in the 'Best Supported Housing' category. This national award from the Chartered Institute of Housing recognises the extraordinary contribution and hard work of our teams supporting residents 24/7 during the pandemic.

In the words of our residents:

"Dellow Centre is my home and my key worker is everything to me, he has always been there for me"



"I remember when I arrived at Heather Lodge I couldn't function and carry out the most simple tasks in my everyday life. If I look back I can't believe how far I have gone, I will always grateful to Heather Lodge."



# City Assessment Service

The Corporation of London ran a number of services to house Rough Sleepers during the pandemic in response to the Government's "Everyone In" campaign. PRHA set up and ran their City Assessment Service and during the year housed 90 residents (and continued to do so into 2021). As well as providing a roof over residents heads we also provide a range of support and opportunities for involvement.



We were delighted to be joined by the BBC who were making a series of mini documentaries about a multitude of different subjects, which were decided on as a result of a randomly generated postcode. Polly Western interviews residents of the CAS and hears their stories of life on the street in the Square Mile, known to most as the financial capital of the world.

<https://www.bbc.co.uk/sounds/play/m000ldd4>

"PRHA has really helped me progress, and made me feel good about myself."



### CASE STUDY

**BB** arrived at the CAS from the streets experiencing a mental health crisis exacerbated by substance misuse. Staff quickly helped him to link into Mental Health services and to attend daily Narcotics Anonymous meetings.

With the help of the City of London, staff enabled him to get some new clothes which further improved his confidence. He has started to volunteer as a

peer supporter for the substance misuse team to help others. BB has now moved on to temporary accommodation while he waits for his permanent flat.

**"I feel like a million dollars."** BB





# Housing

**Everyone needs a safe, secure place to call home whether it is one of our temporary services or our permanent homes for single people and families.**

This year we have focused on this despite the challenges of lockdown which meant suspending routine repairs services for several months. We provided emergency and urgent repairs services throughout. We also continued with our fire safety improvement programme and fire risk assessments. Our cleaning regimes for communal areas have increased.

Improvement programmes at 3 of our schemes included the creation of medical rooms where residents can see healthcare professionals on site.

**88.7%**

**of PRHA residents  
were satisfied with the  
standard of cleaning.**

**71.6%**

**of PRHA residents were  
satisfied with the repairs  
service.**





## THE Reading, Writing & ESOL Project

It is believed that 50% of Rough Sleepers lack basic skills in written English and need support with essential tasks such as filling in forms. PRHA and the Reading, Writing and ESOL Project (RWEPP) have collaborated to support our residents with experience of homelessness to access literacy and English language support.

Sarah Halsey, the teacher and Project Manager incorporates a trauma informed approach to her practice thereby creating a safe learning space and connecting with the learners.

More information about the ESOL project can be found on:

[www.readingwritingesol.org](http://www.readingwritingesol.org)



"It's helped me through difficult times... sometimes my minds all over the place... you give me something to do and it helps me... each lesson when I look at my book, I think I've done something good."

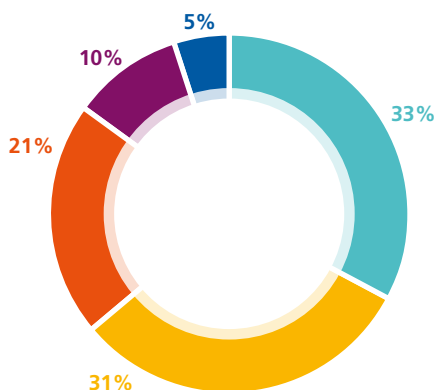


# Financial Performance

1 April 2020 – 31 March 2021 Extracts from PRHA financial statements

## WHERE THE MONEY CAME FROM

### Total income £9.510 million



**£3,160 million**

Rents received from residents

**£2,900 million**

Charge for the services provided to residents

**£2,009 million**

Contract income from social care contracts

**£0.920 million**

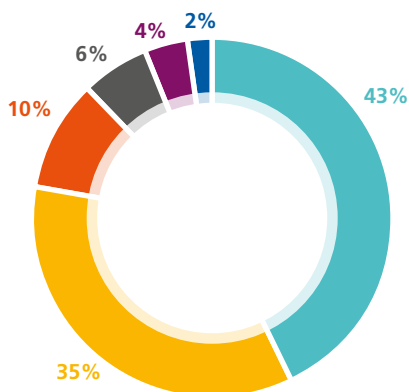
Income from other activities

**£0.521 million**

Other grants for providing services to residents

## WHAT THE MONEY WAS SPENT ON

### Total expenditure £9.510 million



**£4.083 million**

Management and services provided to residents

**£3,331 million**

The payroll cost of the people we employ

**£0.970 million**

Maintaining the properties

**£0.514 million**

Retained earnings for the year

**£0.395 million**

Net Interest Charges

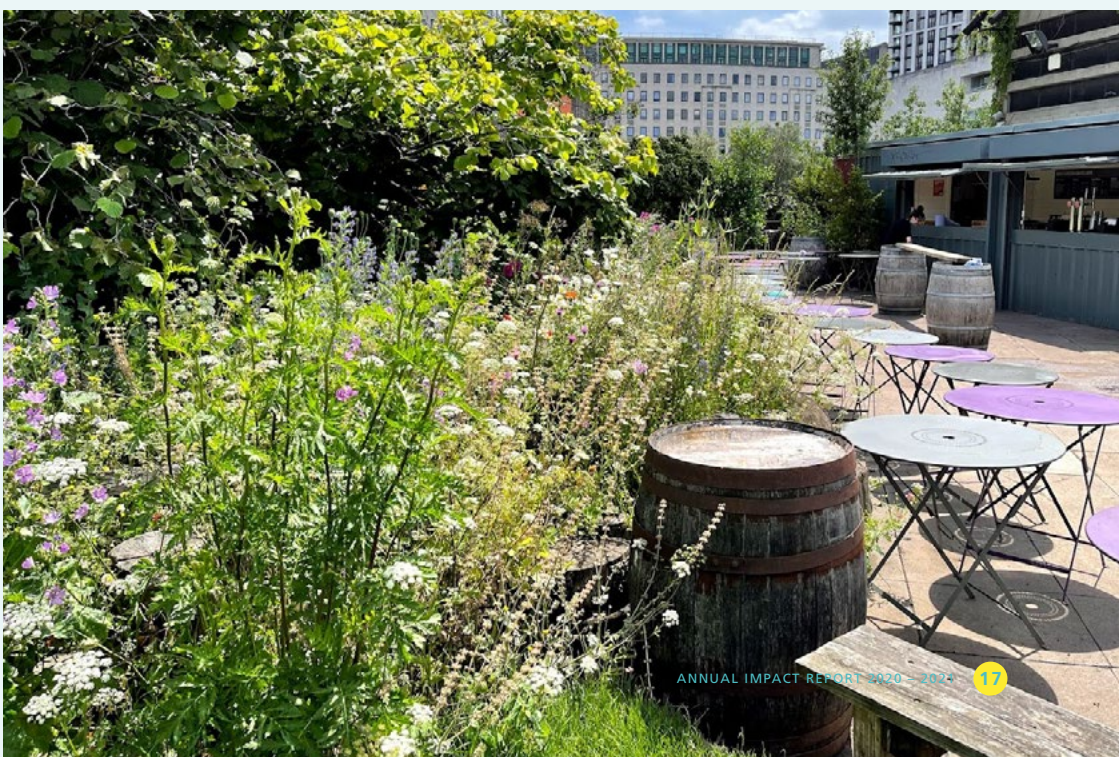
**£0.218 million**

Lost income because of empty properties



## BALANCE SHEET AT 31 MARCH 2021

	2021 £'000	2020 £'000
Net cost of the properties and other assets	42,413	42,800
<b>Net cost of our assets</b>	<b>42,413</b>	<b>42,800</b>
Amount owed to us	240	481
What we had in the bank or invested	5,441	4,155
Amount owed by us to others	(3,229)	(2,455)
<b>Total assets less current liabilities</b>	<b>44,865</b>	<b>44,981</b>
Long term borrowing	(34,246)	(34,876)
	<b>10,619</b>	<b>10,105</b>
Total retained to date to help in the future	10,619	10,105
<b>Capital and reserves</b>	<b>10,619</b>	<b>10,105</b>





## BOARD OF MANAGEMENT

Jeff Baker (Chair to November 2020)  
John Giesen (Chair from November 2020)  
Thomas Albohm  
Mo Ali  
Serena Braggiotti  
Andrew Disley  
Sue Stevens  
Helen New  
Fahad Abdi (co-opted January 2021)  
Rebecca Bowden (co-opted January 2021)  
Denise Kent (co-opted January 2021)  
Sister Monica Killeen – Advisor to the Board

## PRHA'S SENIOR MANAGEMENT TEAM

Fiona Humphrey BA (Hons), MCIH, Dip (Housing)  
Chief Executive/Company Secretary

Karen Stuart BA (Hons)  
Director of Operations

Mary Kneafsey Dip (Drug and Alcohol), ENG  
Assistant Director (Client Services)

Layo Salako BA(Hons), MBA, FCCA  
Assistant Director (Finance)

## FUNDERS AND CONTRIBUTORS

Our thanks go to:

- City Bridge Trust
- Corporation of London
- London Borough of Hackney
- London Borough of Tower Hamlets
- London Community Response Fund
- Southbank Centre

## HOUSING ASSOCIATION PARTNERS

- North River Alliance: Islington and Shoreditch HA, Tower Hamlets Community Homes, Gateway Housing Association, Christian Action (Enfield) HA, North London Muslim HA, Spitalfields HA, Bangla HA, Barnsbury HA, Innisfree, Industrial Dwellings Society
- Gateway HA
- George Green's Almshouses
- Peabody

## PARTNERS AND STAKEHOLDERS

- Providence Row Charity
- The Sisters of Mercy
- Early Years Network Tower Hamlets
- East End Homes
- East London Foundation Health Trust
- East London Mosque
- Friends Of Tower Hamlets Cemetery Park
- Health E1
- Mission Practice
- MDT Royal London
- Queen Mary University
- RESET
- Spitalfields Crypt Trust
- Tower Hamlets Housing Forum
- Tower Hamlets Council: HOST, Social services, Workpath

## REGISTERED OFFICE

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*All quotes and stories in this report were provided by PRHA's residents but have been anonymised.*



INVESTORS  
IN PEOPLE | Gold