

# Defying Gravity



**MAYDAY**  
TRUST

**Annual Report**  
2013 - 2014

# vision & mission & values...

## Vision:

Mayday's vision is for a world where individuals, families and communities thrive.

## Mission:

Mayday Trust invests in people's talents and abilities through life-changing opportunities that overcome barriers and achieve aspirations.

## Values:

**We see talent:** We build on strengths, abilities and potential.

**No limits:** Mayday sees no limits to what we can achieve as individuals or as an organisation.

**People first:** Mayday works with people first, not labels. For us it's the individual that matters.

**Together:** Mayday encourages partnerships with individuals, groups and organisations that share our ideals.

**Every contribution counts:** At Mayday everyone's view, opinion and actions matter.

**Integrity:** Mayday is passionately committed to being open, honest and trustworthy.

**Embracing diversity:** Mayday will value and grow diversity, and explicitly challenge issues of inequality.

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## What we do...

Mayday Trust works with people going through tough and challenging life transitions, people experiencing homelessness, people coming from prison, young people leaving care, people dealing with mental health challenges. We do this by...

- Helping people discover their talents, strengths and abilities
- Brokering inspirational opportunities
- Introducing positive and validating relationships
- Providing safe and secure accommodation from which people can thrive

## We work across four key themes...



Mayday's core aim is to support people to thrive independently. We do this by providing the right service at the right time, by offering an individualised approach, by using intensive coaching and extensive brokerage. We don't assume that all people facing disadvantage just have needs. We do see talent and give people the opportunity to explore their skills and aspirations.



Mayday creates and delivers accredited and non-accredited learning experiences that connect, engage and inspire individuals. We believe in focusing on abilities and empowering individuals to exercise maximum choice and control over their lives by developing skills and talents.



Mayday is passionate about helping people into volunteering, training and employment. Through identifying talent and ability we provide opportunities for them to experience the sense of purpose sustained employment gives. We build partnerships that enable skills to be developed, confidence to grow and careers to be built.



Mayday provides more than just a roof. We help people get their lives on-track and move on to a stable home and positive future. We offer safe, clean and inspiring accommodation, teamed with individual support enabling people who come to us to grow and thrive.

# Defying Gravity...



This year's Annual Report sets out in some detail the **many achievements of Mayday Trust** over the last year.

Significant progress has been achieved against a backdrop of the most challenging and radical reform of adult social care and support sector in more than half a century. The Board has embraced these reforms and has made fundamental changes to its operating model and governance over the last twelve months to ensure the charity remains fit for purpose.

Whilst this has been difficult, change is central to the ethos of Mayday and this is reflected in the opportunities which have been pursued by the Trust over the past year, including

development of personal budgets and Talent Bonds, which are highlighted further in this report.

Strategic partnerships are imperative in the current competitive market and Mayday has developed significant relationships with larger or comparably sized organisations, key partners have included LankellyChase, A4e and Foyer Federation.

On behalf of the Board, I would like to thank our volunteers, including our Board of Trustees, who give generously of their own time, for their continuing hard work and dedication. We are exceptionally fortunate that we also have so many loyal and talented employees, who are at the centre of our operations.

*Jim Arnold,  
Chair of Mayday Trust*

# Innovative, bold, fearless...

This year, Mayday has proven that it isn't afraid to take risks; to innovate at a time when authorities cannot afford to, and to test new solutions which challenge the norm. We have spent the year 'defying gravity' and rewriting the rule book on how Mayday can impact on homelessness- how we prevent it and how we can end it for those who come to us. We have been bold exploring the reasons why services for people experiencing homelessness aren't working. We have researched what works with international and global partners and developed our new model of working called **Mayday Inspire**.

Against a back drop of ever increasing demand, and a challenging external environment with local authorities facing significant cut backs, Mayday considered all options for future sustainability. We are very excited to have developed a number of pilot programmes. These pilots are critical for testing our new thinking and concepts and will shape our work in the future.

We believe the work that we have carried out this year both in our work with people with learning disabilities and our homeless services will keep us at the cutting edge of services and position us to influence and promote our models going forward.

The year hasn't been easy, as always it was fast paced, the new direction demanded a change in culture, new systems and ways of operating, investment in training and staff coaching but we believe that as a result Mayday has a renewed energy and focus that will ensure we are thriving, despite the challenges.

It is thanks to the Board of Trustees, staff paid and unpaid, our partners and the many people using our services that we are turning the business around and really driving forward, showing what we can do, at a time when it is most needed.

*Pat McArdle, CEO of Mayday Trust*



## Statistics at a glance

28,800 hours of one-to-one sessions delivered

Almost half (47%) of our clients were under 25 an increase of 2% on last year

649 people accessed our services

11% of our clients were from ethnic minority backgrounds

70% of ex-offenders managed through our IOM partnership either turned their backs on crime or reduced their offending

Since IOMs commenced, the number of crimes in Bedfordshire year-on-year fell by 26% which equates to 308 less offences.

Mayday increased its accommodation units by 4% in the last year

30% of Mayday Trust clients for 2013-14 were female

135 people participated in Healthy Conversations Taster Events in Northampton

38% of clients were in Education, Employment or Training after having no access to EET for the previous 12 months

One third of existing self-defined illegal substance misusers have reduced or stopped their intake over the last 12 months

“ Something has changed within me  
Something is not the same. ”

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# Mayday Inspire

## A new and cutting edge approach

Mayday has spent the last 18 months researching new interventions and identifying programmes that really evidence benefit for individuals and impact on ending homelessness. At a challenging time for homeless services, Mayday has been determined to find solutions that work despite a climate of austerity.

*Mayday Inspire is about thriving not just surviving*

*Mayday Inspire is about helping each individual to find their spark*

*Mayday Inspire recognises that everyone has natural abilities and talents that can be overlooked in systems that focus on needs and risks*

### Innovative...

**Mayday Inspire** is adapted from an internationally proven US youth work model which focuses on building on people's strengths and talents, emphasising what they can do not what they can't. It has moved Mayday away from traditional needs and risks based ways of working and towards an approach that provides sustained, positive outcomes.

**Mayday Inspire** builds on the US model to benefit those of all ages experiencing multiple and complex disadvantages. Data collated from studies of over 4-million people in over 70-countries consistently proves that increasing personal strengths and assets leads to engaged, independent, aspirational and thriving individuals.

Our offer consists of 5 key elements: it is **bespoke** to each individual; we offer a holistic approach to **brokering** opportunities based on **personal strengths and assets**; we give people **choice and control** when accessing services to enable them to **thrive independently** within their community.

### Individual...

**Mayday Inspire** recognises that people are all individuals with a unique history, personal set of circumstances and their own talents and aspirations.

Traditionally there has been an emphasis on managing risk rather than enabling people to take control of their lives. **We do things differently.** We understand that people experiencing, or at risk of experiencing homelessness need bespoke, real world, evidence based services that make sustainable differences to their lives. Mayday Inspire empowers people to help themselves. It works with people to build positive peer relationships and to recognise and build on their own abilities. By providing personal coaching and brokerage that re-engages the individual with their community, we open up a world of opportunities.

*Mayday Inspire gives choice and control to the individual*

### Inspiring...

#### Dan's Story...

When I first heard of Mayday I had just been kicked out of my old hostel after being arrested and had nowhere else to go.

I had some utterly incredible opportunities, experiential learning journeys with the YHA, local and international trips with the Homeless FA, taster day events and the Healthy Conversations Health Action Project. I knew I was in the right place to change my life. I thought, "It's all up to me now!"

After completing Mayday's fully accredited youth work course I saw that they were recruiting for a "Talent Match Champion" I knew that this was the job I wanted, I applied and I managed to get an interview.

I received a phone call a few days later and was offered the job. I couldn't believe it, I was in just utter shock I was just so happy. I didn't know what to do I was just overcome with emotion.

I started working for Mayday Trust and my whole life has changed.

Hearing people that used to call me a client now refer to me as a colleague is such a nice feeling and shows how far I have come.

*Dan is employed by Mayday as a Talent Match Champion, helping young people back into work.*

“ It's time to trust my instincts  
Close my eyes  
And leap... ”

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### Mayday profiling

Mayday has worked with our US partner to adapt the on line profiling tool that measures development of an individual's assets and strengths. This tool enables Mayday to evidence that individuals are attaining the internal and external assets they need to thrive. The tool is not a self assessment. It is being used by Mayday to demonstrate that an increase in assets correlates to people achieving hard outcomes such as employment, engagement with education and reduction in offending. **This is the first tool in the UK** created for people experiencing homelessness which measures empirically, development of individual assets required for someone to thrive. **It represents a step-change** in how we work with those experiencing homelessness and the multiple and complex needs that so often accompany it.

*Mayday profiling is the first measurement tool in the UK to measure development of strengths/assets.*

# Mayday expands into Oxford

## Exciting new opportunity in a new area

This year Mayday held discussions with a number of local authorities about the potential to pilot 'Mayday Inspire'. There was strong interest from many of them and we continue to develop these exciting opportunities.

The team however were thrilled when Oxfordshire County Council and Oxford City Council agreed to work with us on a two year proof of concept. The chance to deliver **Mayday Inspire** in a completely new area for us, and one with a significant homelessness problem, provides a fantastic opportunity to prove the model in a challenging environment.

The pilot will work with 220 people experiencing homelessness over a 2 year period. To provide us with us with a robust evidence base for the model the project will involve a broad range of people, from those who are street homeless, having just recently become homeless, to men and women who have been living in hostels for many years.

### What people have said:

"No one has the time for me but you do.

It is always nice to meet with you as I always feel better afterwards."

"It's great having a coach as he listens to me, respects me and I know it's up to me to make the decisions in my life"

"No-one has ever described it that way or talked to me like that. Thank you." (when talking about alcoholism as an illness instead of something to be ashamed of.)

After an initial meeting one client informed his coach that in the 10 years he has accessed support services, no one has spoken to him like he really mattered like his coach just did.



### What Mayday Inspire aims to achieve is:

- To access each individual into accommodation where they can feel safe and happy
- To access each individual into learning that assists in meeting their aspirations
- To access people into voluntary work or work experience that assists them in a journey to reaching goals and ambitions
- To access people into careers and happy and fulfilling lifestyles
- To assist people to move away from barriers to thriving such as offending behaviour, dependence on services such as drug and alcohol and mental health services so they can integrate and contribute to their local community

Mayday has established an office base in Oxford City Centre and recruited and trained a new Oxford team who have started working with people who are street homeless. The team have already created a number of positive relationships with existing providers as well as brokering a range of opportunities in employment, learning and personal development through local networks for the people they are working with.

The pilot is being externally evaluated and hopes to have the initial findings published in early 2015.

We were delighted that **LankellyChase** Foundation agreed to invest in the pilot.

LankellyChase's mission is to bring about transformational change to the quality of life for people facing severe and multiple disadvantage. They seek to fund projects with the potential to change the fundamentals and of these 'only the very best' are chosen. Mayday were delighted to be awarded the full grant we applied for, reflecting the growing belief in the innovative way we work and the results we deliver.

# Working with Offenders

## Rehabilitation through innovation and partnership

### Mayday and the Integrated Offender Management Partnership (IOMs)

Our continuing work on the innovative IOMs projects gives us the opportunity to work intensively with prolific offenders and provide opportunities that move people away from offending behaviour.

We work in partnership with both Bedfordshire County and Bedford Borough councils as well as over 20 other partners including; Probation Services, Police and the Office of the Police and Crime Commissioner to deliver accommodation, opportunities and support for offenders leaving prison.

The partnership continues to produce outstanding results. Statistics for the latest year-on-year figures (Dec 2012 – Dec 2013) show;

- Over **7 out of 10** offenders managed by the partnership desisted or reduced their offending
- The number of crimes fell by **26%**
- **308 fewer** offences were committed within the community year on year
- **89 adults** stopped offending altogether

Finding and sustaining suitable accommodation can often be a real problem for people recently released from prison. To address this, our Learning Asset Team developed and delivered a 'Maintaining Your Tenancy' course. The interactive five week programme started in February and participants were encouraged to share their experiences as well as discuss the different themes and common trends surrounding the transition to independent living.

Maintaining Your Tenancy has now become a regular fixture within Mayday's training calendar and 2014 saw the course delivered a total of five times.

Speaking about the success of our involvement with the partnership: Laura Pagliaro, Probation Service Officer said:

*"Prior to Mayday Trust's involvement in the IOM team, my most frequent and stressful problem was trying to secure suitable accommodation..."*

*"Mayday's Rehabilitation and Resettlement Mentors have been a real asset to the work that I do..."*

*"In my opinion they have had a positive impact on each of their lives, not only through providing a roof over their head but also with the immense support that they offer to each of them..."*

*"Mayday Trust has a great impact on reducing re-offending within the IOM team and especially with the caseload I supervise."*

### Jethro's Story

When Jethro came to Mayday he was at risk of re-offending and had been feeling suicidal. Jethro was described as being institutionalised with a gambling problem. He had little or no contact with family.

Since moving in to Holman House Jethro has de registered from the Integrated Offender Management Intervention Team and transferred to the General Offending Management Team. He has reduced his methadone script, imposed a self ban with all local bookmakers, is eating healthily and exercises regularly.

"How Mayday Trust has impacted on my life? There are so many ways in which they have helped me to stay drug and alcohol free with a chance of my own place when I leave Holman House, outdoor voluntary work, days out etc.

The premises are 100% clean and looked after well.

Having Michelle as my PAM has helped me with so many things it's hard to pick out certain things. Michelle has helped me find out about fishing tackle as fishing is a passion of mine.

I feel secure in my home with 24 hour support. Thank you so much."



# Mayday people...

We offer the **right support** at the **right time**.

**Mayday Inspire**, our new way of working is about discovering what works for each individual. They may be moving out of homelessness, leaving prison or seeking learning, training or employment opportunities. Regardless of background it's about finding and igniting the spark that inspires people to thrive.

## Mayday People:

**Gives people confidence to explore their abilities and build on their strengths.** Mayday enables this by giving them the skills and self belief to engage with their communities and access the opportunities and activities we broker and create.

**Is about thriving not just surviving.** People who come to Mayday grow not only by receiving services, but also by using their abilities and talents to engage with their community, volunteer or be part of a team.

**Sees talent and provides access to opportunity and activity.** At Mayday we have moved away from just providing services and are now brokering opportunities and activities that spark and inspire the people who come to us. Every day we create new partnerships that offer opportunity and challenge for the people we work with. It's dynamic, it's exciting. It's about achievement, it's about controlling you own life



*649 people accessed our services in 2013-14. An increase of 11% since 2011*

*The number of under 25's we work with has grown to 47%*

*11% of people coming to Mayday were from ethnic minorities*

## Northampton young people's project – exploring new funding models

Around half of the people that Mayday sees are under 25 with a growing number of 16 and 17 year olds. Mayday explored innovative ways to help these young people move out of homeless services.

This year, Mayday launched a new programme for young people in partnership with Northamptonshire County Council. Based at our Broadmead Court scheme, the programme accommodated and worked intensively with 38 young people aged 18-24 experiencing complex disadvantage and excluded from other services in the past.

The programme is a **Payment By Results (PbR)** pilot that tests our **Mayday Inspire** model against payment on successful outcomes. The outcome targets are based around education, employment, volunteering and sustaining accommodation in line with similar proposed government outcomes. The 6 months results have proven Mayday can deliver fantastic results under PbR representing a significant step forward in how we can grow services in the future.

This successful programme will continue and Mayday is delighted to be working with a Social Investor interested in investing in our PbR model.

## Healthy Conversations

Mayday Trust's Health Hub in Northampton, part of the Foyer Federation network, participated in the national Healthy Conversations initiative, offering young people opportunities and networks to improve the health and wellbeing of themselves, their peers and their communities. The project aims to build resilience, confidence, social skills and improve overall health and wellbeing through three main strands: Healthy Conversations, Taster Events and a Health Action Project.

The past year has seen the Health Hub mentor **37 young people** and **7 wider beneficiaries** to realise **110** and **17 personal** health goals respectively. There were **135 attendees** at the different Taster Events on offer and **30 individuals** were involved in the design and delivery of the Health Action Project. Healthy Conversations engaged with **40 wider beneficiaries** in total (individuals who fall outside of the 16-25 age bracket).



## Fiona's Story

"Since coming to Mayday I have been offered a wealth of opportunities, including Intrepid Explorers, being a Mayday Reporter, Peer Mentoring, the Unipart Working Assets Project, Chance 4 Change, the Mayday Challenge, the list goes on!

I have gained so much from these opportunities and have experienced some pretty amazing things. Attending the Youth Homelessness Parliament has to be one of my favourite memories. I have learnt new skills to help me develop personally and am now in a position where I am able to live independently once again. I am currently waiting to move on from Mayday Trust accommodation and into my own home. Mayday has really helped me pick up the pieces of my puzzle and put it back together ... may I say, the picture is one of a happy and successful future! I cant wait to live my life to the full knowing that whatever challenges come my way, I will face head on with a can do attitude."



# Mayday learn...

Mayday creates and delivers **inspirational learning experiences** that connect and engage individuals. Mayday Learn is about giving people the tools to **realise their potential** and **fulfil their aspirations**.

## Mayday Learn:

**Finds people's spark and encourages their unique learning aspirations.** We use our highly skilled Learning Asset Mentors to shape learning experiences that are flexible, effective and support individual goals.

**Provides both accredited and non accredited learning and training.** We are NOCN accredited, registered with the Skills Funding Agency and our team is qualified in life long learning competencies including PTLLS, DTLLS and EDEXCEL.

**Aims to harness the limitless talents** of people with learning disabilities.



## Investing in learning - New accredited Youth Work programme

Mayday delivered our first accredited Youth Work Course to aspiring new youth workers from across Warwickshire, Northamptonshire and Bedfordshire, for the first time in March.

The dual unit level 2 award provided learners with a qualification in 'Understanding Youth Work Principles & Practice' and 'Youth Work Principles, Knowledge & Skills in Work-Based Practice' and is accredited by the National Open College Network (NOCN) awarding body.

The course was offered free of charge to people accessing Mayday's services. It was immediately over subscribed with 16 students enrolling for the first run. The course is already proving to be a success with a number of successful students now looking at progressing with their education through to a Diploma in Youth Work.

The success of this initial programme has led to increased interest in enrolment for future courses and with the course running throughout the year this fantastic opportunity will continue to grow.



*“ I'm through accepting limits  
Cuz someone says they're so.  
Some things I cannot change  
But till I try I'll never know ”*

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## Stephen's Story

Stephen came to Mayday Trust around 7 months ago after being released from prison and having nowhere to live. He has been in and out of prison for the past 20 years for numerous offences including assault, criminal damage, affray and burglary. He said he mainly committed an offence when he felt his life was spiralling out of control and he was under stress. He felt it was an escape from day to day living.

Since being with us at Mayday he has been an absolute inspiration. He has been actively involved with our Health Hub activities, residential trips, volunteering for us with his Boxercise class which has been established across 3 counties, Mayday Voices, and has successfully completed our first accredited Youth work course and now gives talks at youth clubs about crime, gangs and drug awareness.

Ultimately Stephen's goal is to have his own boxing gym and youth club, this is something that we are certain he will achieve.

## Investing in Talent - Mayday Talent Bonds

Thanks to investment from the Michael Varah Memorial Fund, November 2013 saw the introduction of a new initiative, designed to empower people coming to Mayday, to invest in their ambitions and aspirations autonomously. The Talent Bonds programme offers all people coming to Mayday the chance to receive a share of £2500, through a Dragon's Den style pitch. Successful applicants will each be awarded a Talent Bond to put towards equipment, training, activities and / or experiences which help them on their journeys towards positive and thriving lives.

Last year's winners walked away with awards ranging from digital camera equipment through to a mountain leadership course.

Due to the success of 2013 the Talent Bonds programme has been re-run for 2014.



## Kevin's Story

Kevin has come a long way since joining Mayday. This has included ups and downs and relapses into drug use and criminal activity. He successfully moved on from Mayday in August to follow his dreams of becoming a mountaineering leader in the Lake District.

His time on the C4C programme sparked his interest in the 'Great Outdoors' and he would like to start working with others addicted to substances and incorporate his experiences and skills to support people with similar backgrounds to him to experience adventure, camping and challenge.



Kevin was successful in his application for a Talent Bond to invest in a mountaineering leadership qualification, climbing equipment and a laptop to help him get set up for his chosen career path. He is now living in the Lake District after brokering accommodation in a hostel in return for volunteering.

# Mayday work...

Mayday Work is about **developing people** and giving them the **confidence and skills** to **achieve sustained employment**. Work brings with it a sense of purpose that enables people to gain control over their lives.

## Mayday Work:

**Provides a dedicated team focused on promoting the talents and assets that people can offer the workplace and the community.** Trained coaches not only provide learning, training and motivational support but broker opportunities and relationships that lead to employment and training.

### Is about building careers.

We recognise everyone, regardless of background, has aspirations. At Mayday it's about working with people to build realistic pathways, setting goals and identifying small steps to achieve them.

## Partnering for opportunity

Mayday works closely with a range of employment partners. Working with organisations such as ASDA, Ford, Unipart and Enigma Security Solutions as well as smaller local employers ensures we can match career aspirations with the right opportunities.



## Delivering employment support with new partners - A4e bespoke learning courses

Mayday began working with Action4Employment (A4e) in 2014 delivering bespoke courses to A4e clients with diverse backgrounds and deemed 'difficult to engage'. Our Learning Asset Mentors have run a number of different courses for clients on a range of subjects including: Functional Skills in Literacy and Numeracy and Developing Personal Confidence & Self Awareness. To date we have reported an impressive 100% engagement record.

The work has proved a great success with clients saying:

*"This course has helped change my life".*

*"I have learnt that I have to get out my comfort zone to achieve things in the work place. Also, that I can ask people questions and hold a conversation correctly in life"*

*"It takes courage to take on a challenge but to repeat challenges gives confidence. Objective is to take on more challenges"*

*"It is never too late to learn how to do something"*

## The Mayday Challenge

Mayday has continued to develop its partnership with the Youth Hostel Association (YHA) and this year has introduced a number of additional accredited and non accredited learning programmes that are aimed at getting people ready for further education or employment.

Santander Foundation and the Wates Foundation have funded 2 groups of people from Mayday to take part in our Mayday Challenge, a Mayday/YHA Work Experience Programme. Through participation in a 5-day YHA residential, volunteering, taking part in learning opportunities and independent travel, people are able to develop their skills and confidence to become ready for the world of work.

"The Wates Foundation recently awarded a grant towards the Mayday YHA Work Programme. The Programme supports disengaged and marginalised people furthest from the job market. Mayday's professionalism and methodology really stood out during the application process. We met some of the young people that had already been through the Programme and learnt first-hand how the experience had changed their lives for the better. In sum, the Programme provides credible work experience, life skills and sustainable opportunities for social inclusion."

James Webb, Grants Officer, Wates Foundation.

## Rachel's Story

Rachel is a former Mayday client who secured employment through our Big Lottery Funded Talent Match Programme:



"Prior to working at Talent Match I had been unemployed for a long time. I have always wanted to work with people, but I thought I would not be able to get a job with prospects anywhere due to some bad decisions I made a few years back. It means everything to me to be able to do this job, although we are still in the early stages, we are already seeing our beneficiaries make great positive changes to their own lives! I am just really excited to watch the programme grow and develop a wide range of resources and at the same time, get to see more and more young people thriving and doing work they really enjoy. I am so honoured to be a part of this."

# Mayday stay...

Mayday offers **safe, clean and inspiring accommodation**. We understand that the environment people live in impacts on their motivations and aspirations therefore we ensure all our accommodation **promotes growth** and **thriving behaviour**.

*It's time to try defying gravity, I think I'll try defying gravity, And you can't pull me down*

© Defying Gravity

# Mayday foyer...

Europe's first Learning Ability Foyer continues to grow!

Europe's first ever Learning Ability Foyer harnessing the limitless talents of people with learning disabilities has positively thrived in its first year of operation within Rugby with 41 people accessing it. In partnership with The Foyer Federation, Mayday's Foyer continues to be at the forefront of a worldwide revolution that sees talent not just needs, that champions goals and aspirations and that is changing the way we work with people with learning difficulties.

The Foyer offers people maximum choice, with a range of activities including drama sessions, development of social media skills and accreditation for their chosen activities providing a pathway to employment.

## Mayday Stay:

**Provides 243 units of supported accommodation** across Bedfordshire, Northamptonshire and Warwickshire.

**Supports people to live independently** by providing positive learning, employment and personal development opportunities alongside safe, secure and inspiring accommodation

**Offers guidance so people can realise their ambitions through opportunities** like volunteering, activity clubs, gym memberships and parenting classes.

**Welcomes people of all ages, ethnicities and backgrounds** who are ready to participate in activities, education, employment or training to reach their aspirations.

## Mayday innovates with private rented sector accommodation for ex-offenders

As part of our groundbreaking work on the Integrated Offender Management (IOMs) project with Bedford Borough and Bedfordshire County Councils Mayday is working with a range of private sector landlords to secure rented accommodation for prolific offenders leaving prison.

The provision of secure and safe accommodation in the right areas is seen as critical in reintegrating offenders safely back into their communities and reducing reoffending rates. Mayday is sourcing 20 units of private rented accommodation for people with a range of offending backgrounds and it is producing great results with 89 adults on the programme having stopped reoffending altogether.

## Rob's Story

Rob joined Mayday in 2002 before moving to our specialist supported accommodation in 2010.

He regularly attends our weekly Speak Up Club and Drama Clubs in the Lab. When Rob joined us he was working unsociable hours and it had started to get him down as he was unable to have a proper social life. His support worker noticed this and asked him what he would like to do and he replied "to work in a supermarket". Instead of searching the latest job vacancies his worker called a number of leading supermarkets to see if they could broker a work placement for Rob to gain a taste of what it would be like working in a large store. Tesco agreed to offer Rob a temporary placement on the tills and within four weeks Rob was offered a permanent position. Rob has now increased his hours and has worked there for a number of years.



## Anthony's Story

Anthony is 45 years old and has a learning disability and commitment issues. In March 2014 he signed up to an externally hosted 'Knowing Me, Knowing You' health course through the local NHS service after Mayday Staff approached the speech and language team to discuss different opportunities for Anthony. Anthony has a very limited vocabulary and the course was for confidence building as well as language development. Staff supported Anthony with his initial attendance by accompanying him to the door on the first couple of sessions before taking a step back and letting Anthony take control of his own attendance. This is a huge achievement for Anthony. In the past Anthony has been known to attend the first day of a course then not return to complete it. The fact that Anthony was able to commit to and complete an 8 week course is testament to his personal development. Anthony is rightly proud of the fact that he completed the whole course and really enjoyed doing it.



*I noticed how she really started to come out of herself more when she hadn't been going there very long, how she really looks forward to coming to sessions and how she looks forward to selecting what she will wear the night before. She likes all the people who go there and really looks forward to seeing them all every time.*

*In fact when we go on the train and it goes past The Lab - I noticed how she points it out and gazes at it all the way past like she can't wait until she can be there again"*

*Testimonial from Tara's mum a Mayday Foyer client.*



# About US...

## Where we work

Mayday currently operates across Bedfordshire, Northamptonshire, Oxfordshire and Warwickshire.

### Key towns:

- Bedford
- Daventry
- Leamington
- Leighton Buzzard
- Northampton
- Oxford
- Rugby
- Warwick
- Wellingborough

## Our Board of Trustees

### Jim Arnold

(Appointed in 2007, Chair)

Jim strengthens the Trust with his wealth of experience within procurement and commissioning.

### Lyn Stacey

(Appointed in 2007, Vice Chair)

Lyn is HR Business Manager for a Worcestershire based housing association.

### Nigel Banister

(Appointed in 2007)

Nigel, owner of a successful management company, offers an array of HR and training knowledge.

### Chris Holman

(Appointed in 2003)

Chris brings to the Board his vast commercial experience and over 15 years service as a Borough and County Councillor.

### John Reed

(Appointed in 2008)

John, a retired local government Finance Director offers his vast accountancy experience.

### Cheryl Turner

(Appointed in 2008)

Cheryl has worked in a variety of national high level education and training roles, also providing advice to government on third sector skills.

### Anna Trye

(Appointed in 2009)

Anna is a trained counsellor and Trustee for two other local charities. Anna is also a past High Sheriff of Warwickshire.

### Patrick Murray

(Appointed in 2013)

Patrick works for the National Housing Federation as a Policy Officer, having previously worked for Oxford City Council and Northamptonshire County Council.

## Executive Team

### Pat McArdle

Chief Executive

### Gill Jackson

Director of Corporate Services

### Dave Cusack

Director of Operations

### John Hay

Director of Business Development

# Summary Accounts...

In 2013/14 Mayday again exceeded its financial target and has ended the year with a surplus.

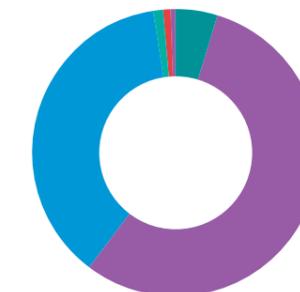
Overall we have increased our income by 1.4% whilst sustaining a 10% overhead.

This outcome demonstrates the robustness of our financial management, the quality of services and recognition by commissioners of the work that we do, as well as our competitiveness.

Mayday also presents a very strong balance sheet with reserves increasing from £3.7m to £4.0m. Also our liquid assets have increased from £512k to £1.1m.

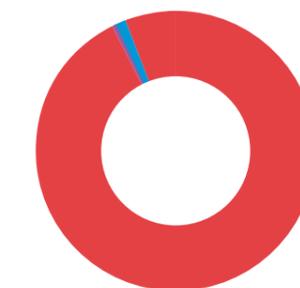
## Where the money comes from

Local Authority/Social Services/Probation ...	£185,179
Accommodation receipts .....	£2,068,212
Supporting People .....	£1,385,873
Donations, legacies & fundraising .....	£38,832
Sundry income .....	£27,356
Investment income .....	£19,030
<b>Total: .....</b>	<b>£3,724,482</b>



## Where the money goes

Furtherance of charitable objectives .....	£3,582,640
Governance .....	£17,841
Generation of funds .....	£59,856
<b>Total: .....</b>	<b>£3,660,337</b>
<b>Net incoming resources .....</b>	<b>£64,145</b>



## Other recognised gains and losses

Unrealised gains on revaluation of tangible fixed assets .....	£221,125
Realised gains on disposal of tangible fixed assets .....	£34,950
Unrealised and realised gains on investments .....	£758
<b>Total: .....</b>	<b>£256,833</b>
Movement in funds .....	£320,978
<b>Net movement in unrestricted funds .....</b>	<b>£354,624</b>



## Our thanks

Special thanks to our Commissioners, Funders, Donors and Supporters. We couldn't provide the life changing opportunities without you. Thank you to all our many partners, suppliers and referral agencies who help us to offer inspiring support to the people who come to Mayday.

- LankellyChase Foundation
- Oxford City and Oxfordshire County Council
- Big Lottery Fund- Enable-Talent Match
- Santander Foundation
- Wates Foundation
- Michael Varah Memorial Fund
- Foyer Federation
- Carnegie
- Sofia Offord and those at Rugby High School
- People's Postcode Lottery
- Waitrose
- Rugby Liberal Democrats
- Christopher HR Reeves Charitable Trust
- Regular and one-off donors
- Barclays
- Balfour Beatty
- Grey Dog Music

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“ I wanted to help an organisation which helps hard to reach people, like those coming out of prison. Some causes can be unpopular and hard to justify, but society really benefits when they are supported. A good way of stopping crime in the future is to give the right support to offenders, helping them to go straight. ”

**Kevin, Mayday Supporter**

“ I just want to say that I think the Mayday Trust is trying to achieve a new way of thinking. Looking at potential rather than lack, and this is the first time I've felt so motivated to give ”

**Stuart, Mayday Supporter**



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