

# BLUEPRINT FOR ALL

## TRUSTEES' REPORT FOR THE YEAR ENDED 31 MARCH 2021

Registered number: 05047204

Charity number: 1102267



# Contents

3	Reference and administrative details of the charity, its Trustees and advisers	5	Letters from the Chair and the CEO	9	Trustees' report	11	What we do	12	Why we matter
13	Recipients	15	Impact in the last 12 months	16	Vision, Mission and values	17	Programme Support Includes	18	About our name and Pro Bono Partners
20	Fundraising	23	Timeline	25	Stephen Lawrence Day 2020	27	Our Programme Strands	28	Ways that we shift the needle
29	Programme portfolio and purpose	32	Programme Highlights	39	Programme Highlights	43	Celebrity Appearances and Building Inclusive Futures Consulting	45	Your Space
45	Governing Documents and other								

# REFERENCE AND ADMINISTRATIVE DETAILS

CONTENTS

REFERENCE AND  
ADMINISTRATIVE DETAILS

LETTERS FROM THE  
CHAIR AND THE CEO

TRUSTEES'  
REPORT

INDEPENDENT  
EXAMINER'S REPORT

STATEMENT OF  
FINANCIAL ACTIVITIES

BALANCE SHEET

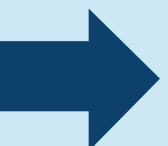
STATEMENT OF  
CASH FLOWS

NOTES TO THE  
FINANCIAL STATEMENTS

BACK



NEXT



# REFERENCE AND ADMINISTRATIVE DETAILS OF THE CHARITY, ITS TRUSTEES AND ADVISERS

## Trustees

Sir Keith Ajegbo, Chair  
Caroline Clark, Vice Chair of Trustees  
Andrea Gregory  
Christopher Jackson  
Paul Karakusevic  
Neil Pinder  
Paul Read  
Gary de Ferry (appointed 3/12/2019 resigned 23/7/2020)  
Stuart Lawrence (resigned 17 /8/2020)

## Company registered number

05047204

## Charity registered number

1102267

## Registered office

39 Brookmill Road  
Deptford  
London  
SE8 4HU

## Company secretary

Michael Stewart

## Chief Executive Officer

Sonia Watson OBE, Hon.FRIBA, Hon.FRIAS

## Accountants

RPG Crouch Chapman LLP  
Chartered Accountants  
14 16 Dowgate Hill  
London  
EC4R 2SU

## Solicitors

Bates Wells  
10 Queen Street Place  
London EC4R 1BE

# LETTERS FROM THE CHAIR AND THE CEO

[CONTENTS](#)

[REFERENCE AND  
ADMINISTRATIVE DETAILS](#)

[LETTERS FROM THE  
CHAIR AND THE CEO](#)

[TRUSTEES'  
REPORT](#)

[INDEPENDENT  
EXAMINER'S REPORT](#)

[STATEMENT OF  
FINANCIAL ACTIVITIES](#)

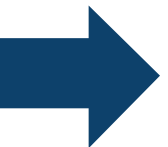
[BALANCE SHEET](#)

[STATEMENT OF  
CASH FLOWS](#)

[NOTES TO THE  
FINANCIAL STATEMENTS](#)

[BACK](#) [◀](#) [▶](#) [NEXT](#)





# LETTERS FROM THE CHAIR AND THE CEO

## FOR THE YEAR ENDED 31ST MARCH 2021

Dear supporter,

I would like to say thank you to everyone involved in supporting Blueprint for All.

All of you have contributed to an exceptional year for the Charity. This report highlights all we have achieved in delivering our objectives for the year ending 31st March 2021.

The death of George Floyd, on 25th May 2020, brought into sharp focus the recognition that tangible action is urgently needed to create a world free of discrimination.

Due to our exceptional track record, leadership, and governance, Blueprint for All were positioned to respond to increased funding and donations by setting an ambitious new strategy and increasing our programmes, in order to accelerate and extrapolate our work. A new paradigm will be achieved through concerted, meaningful, and intentional actions and we send our deep gratitude to our partners, supporters, and fundraisers for their continued support for, and amplification of, our work.

We are already making the necessary strides with our ground-breaking programmes and in-depth resources for young people, and community groups, but we also know

the scale at which this needs to grow to make an impact on society. This requires sector-by-sector collaboration and working with progressive organisations, who share our beliefs and aspirations.

Although this past year has brought great uncertainty due to the Covid-19 pandemic, I am delighted to applaud the determined and practical response from all at Blueprint for All. We have continued to deliver.

I would like to close with a thank you to Sonia Watson for her incredible work and to her exceptional team for all they have done for Blueprint for All. The report speaks volumes. I would also like to thank the Trustees for their dedication and commitment to our charity.

Yours sincerely,



K. O. Ajegbo

**Sir Keith Ajegbo**  
Chair of Trustees



# LETTERS FROM THE CHAIR AND THE CEO

## FOR THE YEAR ENDED 31 MARCH 2021

Dear supporter,

2020 was an extremely challenging year for everyone. It is impossible to adequately convey our gratitude for the unprecedented support we have received that has enabled us to continue our vital work.

Blueprint for All continues to grow from strength-to-strength after another positive financial performance. A testament to our remarkable team, led by Chelsea Way our Head of Operations, each of whom continue to astound and inspire me with their commitment, creativity, and diligence, always ensuring our young people’s and communities’ needs are paramount.

Without the incredible support, via donations, time or expertise, Blueprint for All simply could not deliver the level of growth and impact to the disadvantaged and underrepresented young people we work with, our community groups, and society at large. Thank you to our fundraisers who are the life blood of Blueprint for All, and without whom we simply would be unable to deliver our tangible and transformative opportunities for those who receive our support.

The Covid-19 pandemic and its differentiated effect on the UK population, as well as the death of George Floyd and the subsequent BLM protests in the UK, have resulted in a degree of reflection, followed by a step-change in action from a large number of organisations. There has been a sharp, focused recognition that there is a need to be more inclusive in order to deliver business objectives and to attract talent. But this has been coupled with the sense that the ‘how to’ elements seem both complex and mysterious, with many organisations citing years of policy and programmes that have not delivered the promised scale of desired outcomes.

Over the past year, we have been approached by over 400 corporations seeking to work with Blueprint for All, to make an impactful change on diversity and inclusion within their industry. We are proud to be recognised as an ambitious, innovative, and diligent charity whose purpose, programmes and outcomes are notable for their success. I am proud to report that Blueprint for All has been awarded Charity of the Year by 25 organisations.

**Blueprint for All continues to grow from strength-to-strength after another positive financial performance.**







# LETTERS FROM THE CHAIR AND THE CEO

## FOR THE YEAR ENDED 31 MARCH 2021

We are working with organisations developing mutually beneficial partnerships, ranging from our bespoke consultancy to achieving inclusion goals, to offering programme funding involvement and opportunities to ensure our shared objectives are achieved.

Our new strategic plan (2021–26) [page will be linked in final version] has been designed to set out the priorities and goals for Blueprint for All until 2026, built upon the values that we hold as an organisation. Each level of the strategy builds on the level before, guiding us towards our overall vision and mission.

Our strategy sets out our ambitious plans to accelerate and extrapolate our programmes across the UK that will ensure sustainable change for our participants and to influence policy and practice. Thank you to Olga Valadon and Sharnelle McCloed (Deloitte) for their expertise and to Tracey Harrison, (Strategic Adviser) for her peerless advisory work, to ensure our strategy is ambitious and underpinned by strong delivery methodology.

Those ambitions include exciting plans to expand our digital delivery via our three-stage Digital Transformation Project.

The project began when we rolled out Workplace by Facebook to all staff, the BME Network Members and the Community Leadership Academy participants. The next stage is the launch of Guider, our mentor platform, and the final stage will be to launch our digital platform: Opportunities ‘Hub’. Watch this space!

Ours is a blueprint for a future where talent is respected and nurtured, irrespective of where it comes from. Where organisations recognise and realise the benefits of a diverse workforce, and where our communities can come together and thrive.

Thank you all for standing with us,



**Sonia Watson OBE,**  
**Hon. FRIBA, Hon. FRIAS**  
Chief Executive  
Blueprint for All

**Our strategy sets out our ambitious plans to accelerate and extrapolate our programmes across the UK that will ensure sustainable change for our participants and to influence policy and practice.**



# TRUSTEES' REPORT

# TRUSTEES' REPORT

## FOR THE YEAR ENDED 31ST MARCH 2021

The Trustees present their annual report, together with the financial statements, for Blueprint for All for the year 1st April 2020 to 31st March 2021. The annual report serves the purposes of both a trustees' report and a directors' report under company law. The Trustees confirm that the annual report and financial statements of the charitable company comply with the current statutory requirements, the requirements of the charitable company's governing document and the provisions of the Statement of Recommended Practice (SORP) applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102) (effective 1st January 2019).

Since the Charity qualifies as small under section 382 of the Companies Act 2006, the strategic report required of medium and large companies under the Companies Act 2006 (Strategic Report and Directors' Report) Regulations 2013 has been omitted.





# TRUSTEES' REPORT

## FOR THE YEAR ENDED 31ST MARCH 2021

### What we do

At Blueprint for All we work with young people and communities to create an inclusive society in which everyone, regardless of their race, ethnicity or background, can thrive.

We believe in a future where talent is respected and nurtured irrespective of where it comes from, where organisations recognise and realise the benefits of a diverse workforce and where our communities can come together and thrive. This is our blueprint, to set the foundations for a more inclusive society to grow.

Our high impact programmes work with disadvantaged young people and communities, providing tangible opportunities and support that enables them to thrive, whilst driving systemic change in organisations and society.

### Overview

Our report highlights the performance of Blueprint for All for the year ending March 2021 against its core objectives of creating a society in which everyone, regardless of their background, has the opportunity and support to flourish.

At Blueprint for All, we have over 23 years of experience fighting for a level playing field and we are now embarking on a new five-year strategy, where we hope to engage with our corporate allies to address disparity of opportunity and tackle disadvantage and discrimination for long-term, sustainable change. We are already making the necessary strides with our ground-breaking programmes and in-depth resources for young people, but we also know the scale at which this needs to grow to make an impact on society. This requires sector-by-sector collaboration, working with progressive organisations who share our beliefs and aspirations to be an outspoken leader in this space.

In the last year, we have generated unprecedented corporate engagement. Over 400 new corporates have engaged with us, ranging from donations and strategic funding to partnership programme delivery, fundraising and pro bono expertise.

Separately, through our Building Inclusive Futures consultancy, we have advised and guided over 250 FTSE 350 organisations – aiming for reciprocal relationships to drive UK plc success, achieve systemic change and influence policymakers at the highest level.

Through this support, we can now accelerate the reach of our programmes nationally, increase opportunities for engagement between our partners and our programmes, and ultimately ensure that our impact on young people and communities never fades.

Furthermore, we have partners dedicated to supporting students from socio-economically disadvantaged and Minority Ethnic backgrounds at selected universities, to inspire and enable them to succeed in their choice of education and career.



# TRUSTEES' REPORT

## FOR THE YEAR ENDED 31ST MARCH 2021

### Why we matter

#### Disadvantage starts early

We believe all young people should receive the education, training and support they need to reach their potential. Too many young people start at a disadvantage.

#### Getting into employment is harder for some groups than others

We believe everyone should have the opportunity to enter the career of their choice based on their skills and abilities, not their background.

#### Career progression is not equal

We believe that everyone should be able to progress in their chosen career based on their skills and performance, not limited by factors unrelated to their work.

**3x**  
Youth unemployment  
is three times greater  
than the general  
population



**1 in 10**  
BAME people  
unemployed

**2x**  
Black graduates  
are twice as likely to  
be unemployed than  
white graduates



**1 in 25**  
white people  
unemployed

**1 in 15**  
people in  
management  
positions are  
from BAME  
backgrounds



**1 in 7**  
people in the UK are  
from Black, Asian and  
minority ethnic  
backgrounds, yet...

**1 in 20**  
FTSE 250 directors  
are from BAME  
backgrounds



Diverse  
Ethnic  
Heritage  
millennials  
are...

**47%**  
more likely to work  
on a second job than  
white counterparts

**10%**  
more likely to be on  
a zero-hour contract  
than white people

**37%**  
of FTSE 100  
do not have a single  
BAME director...

**Career  
progression**



Recipients

At Blueprint for All, we don't accept that your background defines what you can achieve. We work with young people aged 13 to 30 to broaden their view of what is possible. We help them to gain the knowledge, skills and qualifications they need to pursue the career of their choice, and we support them to progress through the early stages of their career. We work with schools to broaden young people's view of what is possible and help them gain the knowledge, skills and qualifications they need. We support young people through further education, and we help them as they progress through the early stages of their career, when many feel the challenges most keenly. We also work with community groups, companies and others, to create a fairer society in which everyone can thrive. We also work with the government, businesses and communities to create a society in which everyone, regardless of their background, has the opportunity and support to flourish.



The profile of our beneficiaries is:

- Diverse ethnic heritage or underrepresented (70%+)
- 13 to 30 years old
- Not in Education, Employment or Training [NEET] or 'at risk' of becoming NEET
- Those who experience more recognised socio-economic deprivation factors/indicators including, but not limited to, living in an economically deprived postcode, coming from a low-income or single-parent household, previous contact with the criminal justice system, at risk of so-called gang membership/affiliation, previous free school meals eligibility, a special education/learning need, disability etc.



# TRUSTEES' REPORT

FOR THE YEAR ENDED 31ST MARCH 2021



## School-age YP (ages 13-18)

**Aspirational** piece around inspiring school-age young people, who will be **encouraged and equipped to reach their potential** via:

- Upskilling – employability and soft skills
- Informing – industry-facing toolkits to form and work towards concrete goals
- Work exposure and experience particularly impactful at this stage
- Specific teaching from 1:1 mentors



## University/further education and starting career

**Employability** piece focusing on YP at a critical juncture in their development, **laying critical foundations to their career** by:

- Upskilling and informing
- Providing graduate work experience via shadowing, insight days, paid or sponsored internships, years in industry, and part-time roles
- Securing full-time roles, in graduate placements or out of them
- General support from 1:1 mentors



## Early career

**Career building** piece centred on YP out of education, in or searching for their first job, and seeking to **grow or pivot their career** with support including:

- Upskilling and informing with specific opportunities and skillsets
- Networking and connecting beneficiaries to career opportunities and pathways
- Focused career advice from 1:1 mentors



# TRUSTEES' REPORT

## FOR THE YEAR ENDED 31ST MARCH 2021

### Impact in the last 12 months

The Black Lives Matter protests of 2020 transformed our small charity. The support we received from corporates and individuals has enabled us to extrapolate our reach and impact, like never before. But we are not willing to stop now, much more needs to be done to create a fairer society where young people from minority and disadvantaged communities can achieve their potential.



**25,000+** individuals have donated to Blueprint for All, allowing us to deliver tangible opportunities for our beneficiaries.

We have engaged face-to-face with **500 new beneficiaries** on our careers programme, and our resources have been shared with **over 2,000 new young people**.



We have been **awarded Charity of the Year** status by 25 partners, running a variety of innovative fundraisers and awareness campaigns with the help of staff, customers, and stakeholders.



We have generated unprecedented corporate support. **400+ new corporates** who have engaged with us during the past year. This engagement has ranged from donations to strategic funding, to partnership programme delivery, fundraising and pro bono expertise.

There has been a **100% increase in core bursary recipients** in 2020, each receiving substantial assistance to fund their higher education.



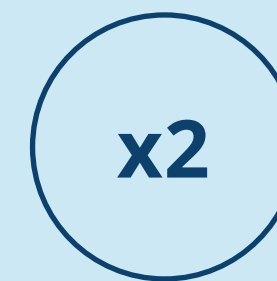
We plan to embed each of our programme strands within England and Wales. With continued support, we can increase our presence across all regions of the UK by replicating our BME Network in every region where our evidence shows the need is the greatest.

Our network of corporate partners has helped amplify our #ChangeMakers campaign to a **reach of almost 3.5 million**, bringing our purpose to new audiences.



We are working with young adults in all career sectors across the UK.

**Doubled** the size of our team, increasing our capacity to engage with our community members and leaders, to create essential resources and deliver workshops, and to provide an enhanced experience for our growing pool of beneficiaries.

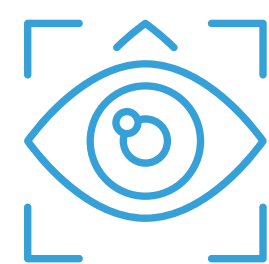


Through our consultancy, we have advised, guided, and consulted with **~250 FTSE 350 organisations** – who are determined to drive UK plc success, achieve systemic change and influence policymakers.

# TRUSTEES' REPORT

## FOR THE YEAR ENDED 31ST MARCH 2021

### Vision, mission and values



#### Our vision

Every person regardless of their background has the opportunity and support to flourish in a society that recognises and values them.

#### Our values

We work with young people and communities to create an inclusive society in which everyone, regardless of their race, ethnicity or background are provided with tangible opportunities to thrive, whilst driving systemic change in organisations and society.

#### Our values

1. We hold ourselves to high account – acting with bravery, honesty and integrity
2. We foster a culture of mutual respect, where difference is valued and people feel empowered
3. We are passionate about what we do and have the courage to challenge with positive intent
4. We build rich collaborative relationships to enable long-lasting change
5. We show unwavering determination to make inclusion outcomes a reality

### Strategic objectives (2021–26)

At Blueprint for All we have over 23 years of experience fighting for a level playing field, and we are now embarking on a new five-year strategy. Where we hope to engage with our allies, so that together, we can address disparity of opportunity and tackle inequality and discrimination for long-term, sustainable change.

We have undertaken conversations with stakeholders at all levels to ensure that we provide the structure and clarity needed to focus on influencing societal change, establishing national reach and securing operational effectiveness.

We have focused on five strategic themes – enabling us to realise our vision and mission.

We want to move beyond outdated, traditional relationships and instead embrace transformational and strategic partnerships with progressive organisations across a multitude of sectors that share our values, beliefs and aspirations to be an outspoken leader in this space.



# TRUSTEES' REPORT

## FOR THE YEAR ENDED 31ST MARCH 2021

### Programme support includes:

#### 1. Support higher numbers of underrepresented and disadvantaged young people

We will work with young people from disadvantaged and underrepresented backgrounds, aged 13 to 30, to inspire and enable them to succeed in their choice of education and career.

#### 2. Strengthen and empower community groups

We will enable community groups to facilitate their development into sustainable and thriving organisations better able to support, within their communities, disadvantaged and underrepresented young people.

#### 3. Influence societal change and social policy

We will challenge organisations to create more inclusive cultures, through the way they work and the services they provide, to achieve lasting social impact. We will seek to influence policy makers to enable systemic change.

#### 4. Establish national reach for our programmes and our purpose

We will deliver our programmes across the four UK nations by designing locally relevant content to support underrepresented and disadvantaged young people. Blueprint for All will become known, across the UK, because of its reach and impact.

#### 5. Develop sustainable relationships with sponsors and partners

We will nurture viable and engaging relationships with all of our sponsors and partners, prioritising those who share our mission and are committed to implementing holistic change within their organisations.

#### 6. Challenge ourselves to be the best charity that we can be

We will adhere to good governance practices and organise ourselves, and the way we work, to demonstrate best-in-class operating disciplines and outcomes. We will develop our internal capability and increase resource capacity.



It is our hope that these strategic objectives will enable us to deliver real opportunity to socio-economically disadvantaged young people, by developing and nurturing their talent, championing their aspirations, and thereby achieving real social change.

# TRUSTEES' REPORT

## FOR THE YEAR ENDED 31ST MARCH 2021

### About our name: Blueprint for All

On 10th December 2020, our name was changed to Blueprint for All. The renaming was achieved with sincere thanks to the talented Lothar Bohm Associates (LBA), who masterminded this exceptional and challenging project and despite our protestations, delivered it 100% pro bono. We are proud that LBA, from a longlist of over 100 possibilities, helped us to decide on a name inspired by the seminal 1967 speech by Martin Luther King, Jr. 'Blueprint for Life'.

Our new name provides an important link to our past and sets out our ambitions for the future.

The 'Blueprint' in our new name signifies that we have a clear plan to create the changes our society needs and the 'for All' highlights our belief that the same opportunities and support should be open to everyone, not limited because of someone's race, ethnicity, or background.

It also speaks of our collaborative approach, and the role we all need to play, in creating a fairer and more inclusive society.

### Pro bono partners

We are indebted to our partners who have donated an invaluable volume of their time, expertise and resource to us at Blueprint for All.

#### Bates Wells

Bates Wells has provided us with pro bono legal work, without whom our small charity is vulnerable to the task of maintaining all the challenges presented by sustaining good governance but restrained by funding, to secure strong relevant charity legal advice. We are grateful for Bates Wells, particularly to Samara Lawrence, for their ongoing support to put the right policies and procedures in place.

We contributed to the Diversity in Action guide, put together by [Bates Wells](#) for the charity sector.

With diversity and inclusion high on the agenda across the third sector, Bates Wells has produced a guide for clients looking to develop and instil best practice into their organisation's culture.

#### People Business

People Business awarded us Charity of the Year status in 2020, and generously offered pro bono hours to support Blueprint for All with HR support. They have provided us with some extremely impressive support to launch our values and objectives, plus audit our HR policies. The breadth and skillset of the team is invaluable as our charity continues to grow.

#### Stephenson Harwood

Stephenson Harwood are working with us pro bono on our programmes and has made a commitment to improve and widen the access to the law profession in the UK as well as providing us vital legal advice in particular for our trademark and new name which launched in January 2021.

Through our partnership, Stephenson Harwood have also donated over £4,000 this year, produced an online careers toolkit and furthermore announcing a commitment to donate £10,000 in the next year.



# TRUSTEES' REPORT

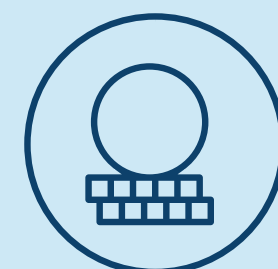
## FOR THE YEAR ENDED 31ST MARCH 2021



### Deloitte

Deloitte's strategic support has been transformative to our charity. As a ground-breaking partner to Blueprint for All, their resources and expertise has helped to amplify our message, reach, and provide tangible opportunities to young people, community groups and the Blueprint for all team.

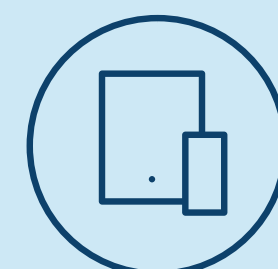
Some notable achievement from the partnership (to name a few):



Establishment of a national multi-discipline bursary programme across six universities



Development of Blueprint for All's strategy 2021-26



Digital Platform UX Project with Deloitte Digital to support us with our digital transformation.

**"We are delighted to be working in partnership with Blueprint for All as part of Deloitte's Black Action Plan and our goal to impact 5 Million Futures across north and south Europe by 2030. Aligned to the UN's Sustainable Development Goals, 5 Million Futures is part of Deloitte's Global World Class commitment to empower 50 million people by 2030. It is addressing inequality by overcoming barriers to education and employment, and equipping individuals with the skills to succeed in today's economy. We are launching a bursary programme with Blueprint for All which will offer financial support and mentoring, skills workshops and opportunities to apply to work at Deloitte to eligible students at five universities. We are also offering a three-day virtual programme to year 12 students to gain a first-hand look at careers within Deloitte. In addition to this, we are also supporting Blueprint for All through fundraising and other exciting pro bono work."**



# TRUSTEES' REPORT

## FOR THE YEAR ENDED 31ST MARCH 2021

### Fundraising

We are proud of our allies who give up their time to help young people and community stakeholders on our programmes and to support our vital work.



Allies who have donated both time and money during 2020–21 include:

- **Corporate partnerships** – We are grateful to have been chosen as Charity of the Year or Choice by 25 different organisations
- **Corporate programme sponsors** – Our proven array of programmes is ever expanding across the UK. To help sustain the impact we are having across careers, communities and society, we offer corporates the opportunity to fund, part-fund or sponsor our programmes at different levels
- **Charitable trusts** – Our programmes continue to be supported by a number of charitable trusts and foundations, including the Clothworkers Foundation and the National Lottery Community Fund
- **Individual supporters** – We receive donations from our supporters in a number of ways, including regular direct debits, payroll giving, long-term supporter commitments, one-off gifts and responses from fundraising appeals

- **Fundraising on our behalf** – We are fortunate enough to be able to provide places in some of the most coveted challenge events in the UK, including the Virgin Money London Marathon

#### Regular donor growth

Since May 2020, the number of donors who chose to support Blueprint for All increased to more than 25,000. One group of donors who contributed greatly to our increased support were those who made a regular commitment by direct debit.

As a mark of gratitude, we welcomed all of those making monthly contributions of more than £5 per month to be part of our regular donor scheme – Bronze supporters at £5 per month, Silver supporters at £10 per month, and Gold supporters at £25 per month.

During the year, this amounted to more than 5,500 supporters, and their commitment means we have been able to increase our impact within the communities we support. The rise in regular donations demonstrates the breadth of support we have received nationally, which has enabled us to better plan our future programmes.



# TRUSTEES' REPORT

## FOR THE YEAR ENDED 31ST MARCH 2021



### Fundraising stories – challenge and community fundraising

Challenge events were severely impacted by the Covid-19 pandemic and large events such as the London Marathon were conducted virtually. We had to heavily rely on our community during the lockdown periods, and in the wake of George Floyd's death many more people took the mantle on and undertook their own challenges, raising money and spreading awareness of the charity. One such challenge was undertaken by Ope and Manny, who covered 84.6 miles (more than three marathons) to do their part in the fight for equality for underrepresented groups. Manny said: "I no longer felt helpless, or that I had to sit by and idly do nothing; after running that marathon, I felt like I had contributed in some way, shape, or form to a solution, which is the best feeling."

In total, 480 fundraising pages were created by our community fundraisers, with an income of over £330,000 for Blueprint for All.



### Ripon Grammar School

The pupils at Ripon Grammar School were determined that lockdown and social distancing rules wouldn't stop them from raising thousands of pounds for Blueprint for All, with their activities running well into 2021. Although they couldn't hold the usual whole school Charity Week events such as music concerts, staff pantomimes, comedy performances and dance competitions, student leaders encouraged the whole school to get behind a new way of fundraising throughout the school year. The fundraising team organised non-uniform days, a sponsored Everest stair climb and a Christmas raffle, as well as sponsored walks and reads. The school officers also used their fundraising campaign to provide educational insight into racism and the valuable work we do.



# TRUSTEES' REPORT

## FOR THE YEAR ENDED 31ST MARCH 2021



### University of Warwick Sports Clubs

Warwick Sports Clubs competed in a challenge comprising of 27 days of physical activities. The exercise marathon was called the '634 Challenge'. The team raised £170!



### James Murray

After the challenging last year, we've all had, James decided to take on the challenge of running #3sub3for3; three marathons, all under three hours, for three different charities. "As a SE London resident for the last ten years, it was so important to me to support charities that are doing amazing work locally. I also wanted to support a charity that is tackling inequality and supporting young people in our community. Blueprint for All is doing exactly that. I think that creating an inclusive society is the most important work we can be doing, and focussing on our local community is the best place to start."

**"This anti-racism relay has been a key way of engaging and informing those within and outside of our club in the fight against racism, by working from the ground up as a collective of clubs to work towards such a necessary goal and support the incredible work of Blueprint for All."**

**University of Warwick Women's Cricket Club**



# TRUSTEES' REPORT

## FOR THE YEAR ENDED 31ST MARCH 2021

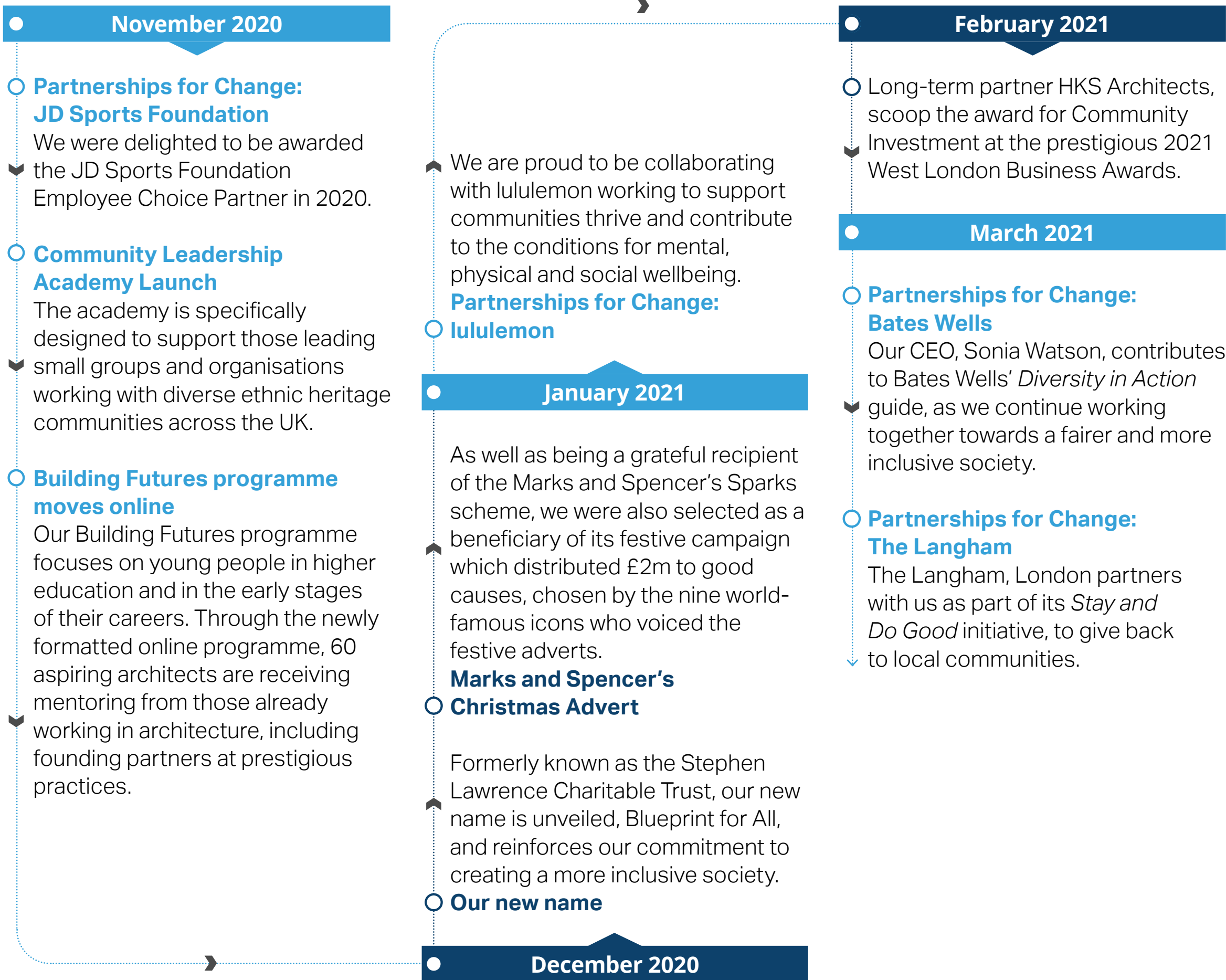
### 2020-21 Timeline



# TRUSTEES' REPORT

## FOR THE YEAR ENDED 31ST MARCH 2021

### 2020-21 Timeline (continued)





# STEPHEN LAWRENCE DAY 2020



Stephen Lawrence Day 2020

Funded by the Home Office and the National Lottery Community Fund, the Stephen Lawrence Day project was created, coordinated and delivered by Blueprint for All (2018–20).

Stephen Lawrence Day is a day of celebration of Stephen’s life and legacy and was announced by the then prime minister, Rt Hon Theresa May MP, at the 25th anniversary memorial service in 2018. The key purpose of the day is about recognising the part we all play in creating a society in which everyone can flourish. It is an opportunity for children and young people to have their voices heard, make the changes they’d like to see, and build a society that treats everyone with fairness and respect.

Since its inception in 2018, the Stephen Lawrence Day has focused on three main initiatives: a school strand, a community strand, and a campaign and social media strand.

The early intervention and community-based activities (both in schools and in the community) support several the Home Office and the Department for Education policy areas, including serious violence, hate crime, character, resilience, and well-being.

With many students isolated from their usual school environment, and our planned events unable to go ahead due to Covid-19, this year’s Stephen Lawrence Day went digital with a focus on how when lots of people take small actions, together we can make a big difference. We launched a series of learning resources designed to help young people get involved in the day, and to learn and connect with their communities. Many of our partner groups and organisations also created resources and ran online events and social media campaigns, helping us reach more people. Our own resources were accessed over 12,000 times and we reached over 138 million impressions on social media.

Blueprint for All extends a thank you to everyone who got involved and helped to make the second Stephen Lawrence Day such a success, we could not have done it without you!





Our programme strands

Our high impact programmes work with disadvantaged young people and communities, providing tangible opportunities and support that enables them to thrive, whilst driving systemic change in organisations and society.

Building careers

We work with schools, universities, community groups and employers to inspire and enable young people from disadvantaged backgrounds, aged 13–30 to pursue the career of their choice.

From career advice to support gaining skills, qualifications and the critical foundations required to ensure professional success, we aid young people on their journey to a fulfilling and successful career.

Diverse recruitment specialist Urban, is a long-time supporter of Blueprint for All and shares our belief that everyone should be able to reach their full potential based on their skills and abilities, not their background. Together we have set up a ground-breaking partnership to make the important connection between skilled

people from underrepresented groups and employers in the built environment, who want to foster a diverse and inclusive workforce.

Supporting communities

We run programmes that support community groups working with people from diverse ethnic heritage backgrounds to maximise their impact and make positive changes for local people.

Our BME Network supports over 120 small voluntary and community groups, and our Community Leadership Academy provides learning and development tailored to the needs of small and micro charities that are led by, or serve people, from diverse ethnic heritage backgrounds. In partnership with other national and local charities, our Love, Sex, Life Partnership project challenges inequalities in accessing and the provision of sexual health services for diverse ethnic heritage communities in Lambeth, Southwark and Lewisham.

Our vibrant network of voluntary and community groups show how effective small groups can be but because

of challenges, such as due diligence and knowing how to connect and work with small organisations, most companies only support those with much larger turnovers – often over £1m. This means resources are never invested in the organisations working with local communities on the ground. We are growing our work in helping companies to channel their support to small organisations, where they can have a big impact. Whether it is sharing expertise and training or utilising corporate social responsibility days to make a real difference, we are expanding our approach to connect companies and community groups, facilitating the relationship to maximise the benefits to both.

Enriching society

We are working to create a society where talent is respected and nurtured irrespective of where it comes from, where organisations recognise and realise the benefits of a diverse workforce, and where our communities can come together and thrive.

All our work is designed not only to support our beneficiaries, but also to drive systemic change in organisations and society, as a whole.



## Ways that we shift the needle:

1

### Careers:

- Relatable mentoring and role models at all levels of seniority
- Bursaries
- World of work visits
- Supporting young people at risk of failing or exclusion
- Focus on creative and entrepreneurial careers
- Toolkits

2

### Communities:

- Expert support and development for leaders of diverse ethnic heritage micro charities
- Addressing sexual and reproductive health inequalities in LSL Boroughs
- Network, small-group and 1:1 support for VCS locally, regionally and nationally
- Black Third Sector Summit

3

### Society:

- Landmark partnership competitions eg. Housing for a Better World had a 100% diverse ethnic heritage led shortlist and diverse ethnic heritage led practice winner
- Long-term research and delivery project with students and beneficiaries partnering with us





Programme portfolio and purpose (new and existing)

Careers

Programme name	Funder	Beneficiaries	Strategic theme	Main purpose of programme
Building Futures	Royal Institute of British Architects	Diverse ethnic heritage and underrepresented/privileged architecture aspirants	1	To provide career opportunities for diverse ethnic heritage and underrepresented architecture and built environment hopefuls, and to increase diversity and representation in the Built Environment sector
Bursary Programme	Various corporate partners	Diverse ethnic heritage and underrepresented/privileged career aspirants	1, 4 , 5	To provide bursaries for diverse ethnic heritage and/or underprivileged students of defined areas: architecture, law and finance
Building Futures Secondary	TK Maxx Homesense	Diverse ethnic heritage and low socio-economic background secondary students	1, 5	To provide career support and development for secondary students in fields of creative and entrepreneurial pathways, and to provide training for teachers in these fields
Building Futures at Risk	Ardea Partners	Diverse ethnic heritage and low socio-economic background secondary students at risk of failure or exclusion	1, 4	To provide personal development and creative/entrepreneurial career support for secondary students at risk of educational failure and/or exclusion
Building Futures Adults	King Badouin Foundation	Diverse ethnic heritage and underrepresented/privileged young adults	1, 4	To provide career support and opportunities and a networking opportunity in the fields of creative and finance careers for young adults aged 18–30
Pathways to Professions Secondary	The Clothworkers' Foundation	Diverse ethnic heritage and low socio-economic background secondary students	1	To provide career support and resources in all professional pathways for secondary students
Pathways to Professions Sixth Form	The Talent Fund via Go Well	Diverse ethnic heritage and low socio-economic background sixth form students	1	To provide career support and resources for all professional pathways for sixth form students in Lewisham/SE London
Entrepreneurial Pathways	Professional Footballers' Association	Diverse ethnic heritage and underrepresented/privileged young adults	1, 4, 5	To provide entrepreneurship career support and networking and mentoring for young adults across the UK





# TRUSTEES' REPORT

## FOR THE YEAR ENDED 31ST MARCH 2021

### Communities

Programme Name	Funder	Beneficiaries	Strategic Theme	Main Purpose of Programme
Community Leadership Academy	Garfield Weston Foundation	Leaders of small and micro charities and community organisations who are diverse ethnic heritage/have diverse ethnic heritage beneficiaries pan-London	2, 3, 4	To develop the skills for leadership amongst diverse ethnic heritage identity led or high proportion beneficiary small and micro charities and community organisations
Community Leadership Academy	Google (Tides Foundation)	Leaders of small and micro charities and community organisations who are diverse ethnic heritage/have diverse ethnic heritage beneficiaries UK-wide	2, 3, 4	To develop the skills for leadership amongst diverse ethnic heritage identity led or high proportion beneficiary small and micro charities and community organisations
Community Leadership Academy	Standard Life Aberdeen Charitable Foundation	Leaders of small and micro charities and community organisations who are diverse ethnic heritage/have diverse ethnic heritage beneficiaries pan-London (specific south-east London focus)	2, 3, 4	To develop the skills for leadership amongst diverse ethnic heritage identity led or high proportion beneficiary small and micro charities and community organisations
Love, Sex, Life Partnership	Brook	Diverse ethnic heritage adults in Lambeth, Southwark, and Lewisham	2, 3	To include and improve sex and relationship provision for diverse ethnic heritage communities and stakeholders in Lambeth, Southwark, and Lewisham
Lewisham BME Network	Lewisham Council	Community leaders and groups of diverse ethnic heritage identity or with diverse ethnic heritage beneficiaries in Lewisham	2, 3	To convene BME sector in Lewisham, share opportunities, delivery capacity building, improve representation in local council key meetings, and improve connectivity with infrastructure organisations



# TRUSTEES' REPORT

## FOR THE YEAR ENDED 31ST MARCH 2021

### Society

Programme Name	Funder	Beneficiaries	Strategic Theme	Main Purpose of Programme
Delivering Differently	Bloomberg	School and higher education students of diverse ethnic heritage and underprivileged backgrounds	1, 2, 4	To continue programmes digitally with BF and school beneficiaries, and to provide mental health and skills support in a new way
Connecting People and Places Project	National Lottery Heritage Fund	Diverse ethnic heritage communities across the UK, who are historically excluded from built environment heritage inclusion and representation	1, 3, 4	To share learning from phase one research, and continue the heritage conversation with diverse ethnic heritage communities UK wide across three media outputs: podcasts, exhibitions, and a publication
Stephen Lawrence Day Project	Home Office/National Lottery Community Fund	Young people and community groups across the UK	1, 3, 4	Stephen Lawrence Day was an opportunity for children and young people to have their voices heard, make the changes they'd like to see, and build a society that treats everyone with fairness and respect



## Programme highlights



### Love, Sex, Life Partnership

The Love, Sex, Life Partnership project launched in April 2020, was commissioned by Lambeth, Southwark, and Lewisham councils, to address the sex and reproductive health inequalities disproportionately disadvantaging diverse ethnic heritage, and notably Black, communities in the named three boroughs; this project was launched to redress these inequalities. The partnership is made up of the lead partner Brook, a national charity that offers clinical sexual health services and wellbeing and education services, Naz Project, a BME focused sexual health and wellbeing charity, Shape History, a social impact communications agency, and Blueprint for All, providing the inclusion and BME community expertise.

Within this partnership project, the aims being addressed are:

1. **Ensuring safer spaces** amidst sexual health provision for BME communities
2. **Tackling stigma** from professionals and communities alike
3. **Promoting cultural sensitivity** within services

The project went through the set up and delivery process from January to March 2020. However, the arrival of the Covid-19 pandemic and the directive for social distancing in March 2020, led to a necessary replanning for how the partnership would work together to continue to deliver the project. The plans were amended to enable the project to have successfully launched on 1st April 2020, as planned.

### Pathways to Professions

We wrapped up the first year of our flagship secondary school careers programme, Pathways to Professions, in May 2021.

This programme, as funded by The Clothworkers Foundation, saw us work with five schools in London and Manchester: Oaklands School (Tower Hamlets, London), Deptford Green (Lewisham, London), Addey & Stanhope (Lewisham, London), Stretford Academy (Manchester), and Chorlton High (Manchester). Each school received specialist interventions for a targeted cohort of students in years 8–10 from diverse ethnic heritage, underprivileged and/or financially deprived backgrounds.

For each school we provided them with workshops, delivered by a range of inspiring industry professionals, to provide skills and insights necessary for professional success. We also provided career talks from relatable role models, small-group or 1:1 mentoring and a suite of bespoke and high-quality resources to support young people to aspire to greater career pathways.

All students in our Pathways to Professions programme, and in our wider school network, received our three toolkits: Getting into law, Getting into architecture, and A guide to publishing, created with our industry specialist partners: Stephenson Harwood, HKS Architects, and Hachette publishing, respectively.



# TRUSTEES' REPORT

## FOR THE YEAR ENDED 31ST MARCH 2021



### Partnership for Change: Royal Institute of British Architects (RIBA)

The RIBA provided funding to enable the programmes team to grow and to provide dedicated built environment support. We were pleased that the appointed new member of the programmes team was a previous Building Futures alumni, who had received mentoring within our programme, had taken part in a previous social value project and who had benefited from the insights and network of our flagship built environment programme.

The RIBA funded role, the Participation Officer for the Built Environment [POBE], was focused on increasing engagement of our architecture and built environment alumni, re-establishing our mentoring programme, and establishing a workshop series for this cohort.

During the tenure of this POBE, we arranged for 60 mentor and mentee pairings between our beneficiaries and senior architects from our partner practices. We also established a series of 'Building Futures Talks' which upskilled our beneficiaries with industry insights, relevant software upskilling, CV and portfolio review and useful interview guidance.

The support from the RIBA that enabled us to draw from the creativity of an appointed Building Futures alumni, also saw us establish a new flagship workshop series called 'Evening Talks', in which our alumni were able to hear exclusively from diverse ethnic heritage identity leaders within architecture and the built environment. This was part of our dedication to increasing the representation of the industry, removing the artificial barriers that our beneficiaries navigate and providing opportunities for our beneficiaries to co-plan and facilitate events alongside senior built environment professionals.

### Delivering Differently

Our responsibility to continue supporting our beneficiaries, whose disadvantages were being exacerbated by the impact of the Covid-19 pandemic, received timely support from Bloomberg. We were successful in the London Community Response Fund round two, as Bloomberg awarded us with a grant in the 'Delivering Differently' funding round. This enabled us to embark on our programme, which had a dual focus of skills acquisition support, and mental health and wellbeing provision for our secondary school and young adult beneficiaries.

We partnered with a range of built environment organisations, to share insights with our young adults on how to continue to thrive amidst the additional challenges posed in the pandemic, and three diverse ethnic heritage led mental health and wellbeing organisations: Mabadiliko, and Social Inclusion Recovery Group (both of whom are also Lewisham BME Network members), and Good to Me. Over 14 specialist resources for our beneficiaries and, where applicable, their school staff were disseminated across the UK. Our resources were shared with 350 young people aged 18+ and with students aged 13–16 at schools throughout the UK.



# TRUSTEES' REPORT

## FOR THE YEAR ENDED 31ST MARCH 2021

### Blueprint for All bursaries

Ongoing support from the architectural practices, that funded our previous bursary awards, meant that we were able to offer continuation bursarial support to all existing bursary award holders who had yet to complete their 'Part' of study.

We made 12 continuation bursary awards, five of which were students who had participated in our social value projects with Karakusevic Carson Architects and others. Bursary recipients represented universities such as Greenwich, Manchester, UCL, and Ravensbourne. Bursary recipients noted that the support had a greater impact this year as their familial financial situations had worsened due to the impact of Covid-19, and all recipients commented that the bursary made it plausible for them to continue pursuing their career of choice – architecture.



### Black Third Sector Summit

In October 2020, we hosted our inaugural annual Black Third Sector Summit. This three-day summit was themed: The Black Third Sector – Survival in the era of Covid-19. Day one focused on Black health and health inequalities, day two on children, young people and education, and day three on Black employment and enterprise.

We invited expert contributions from the Love, Sex, Life Partnership, NHS professionals, leaders from our corporate partner organisations, the charity sector and other third sector professionals, and entrepreneurs from across the UK.

The summit was attended by over 300 delegates, and we delivered a high quality and varied agenda each day that suited the online platform and was optimised for those from, and in support of, the Black Third Sector.

**"It aided me through a difficult time as it was impossible to find a job due to the pandemic that occurred."**

**The bursary has helped me in my journey through university in ways you cannot imagine. It has lifted me through dark times and relieved me from a great deal of financial stress."**

**Farah Tahini – 3rd Year of Part 2**

**"The charity had provided me with confidence in what I do as they're like a backbone helping me whenever I need information or ask for opportunities. I also have a great mentor who I met through the trust, whom helped me with my portfolio."**

**Ceren Ocakkuran – 3rd Year of Part 2**

**"I have been part of the trust for a while now and have engaged with several workshops that they have hosted, and I have found them to be extremely insightful and beneficial for my educational development as well as thinking about future aspirations and goals."**

**Bupesh Hiraini – 3rd Year of Part 2**



# TRUSTEES' REPORT

## FOR THE YEAR ENDED 31ST MARCH 2021

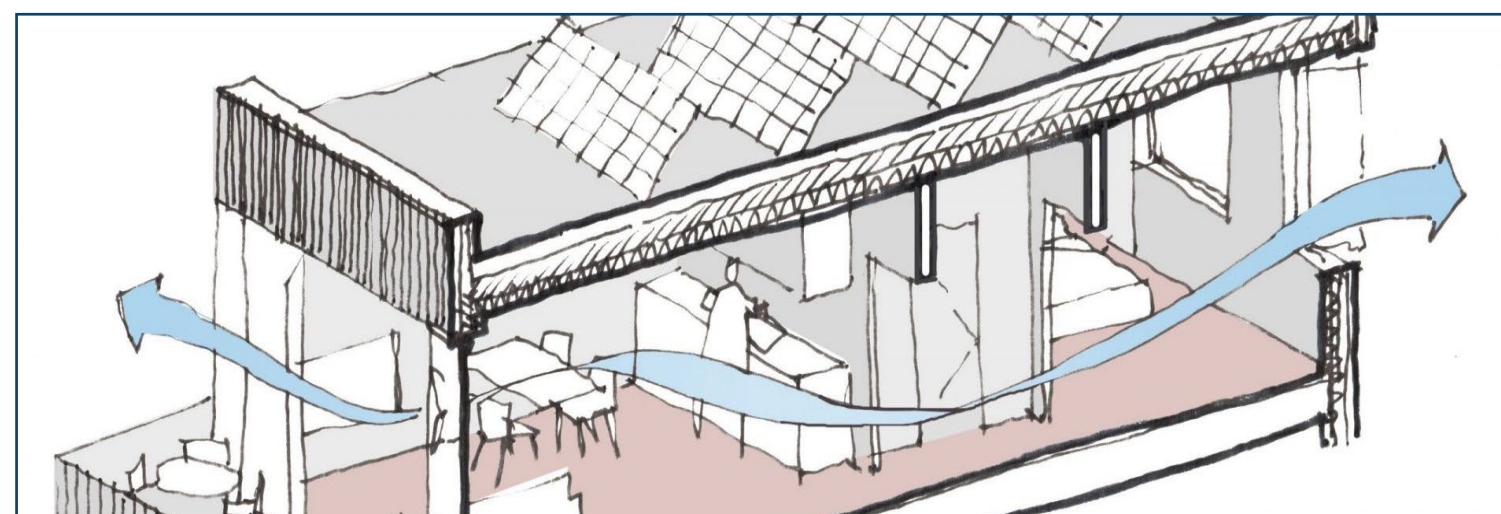


### Community Leadership Academy

Building upon the pilot Leadership Academy in 2019, we developed the Community Leadership Academy funded by the Garfield Weston Foundation, Standard Life Aberdeen Charitable Foundation, and Google through the Tides Foundation.

Support from these three funders enabled us to establish three cohorts totalling 55 participants: nationally with a focus on London for one cohort, and Lewisham and south-east London for the other two cohorts.

All programme participants were leaders of small or micro BME community-based organisations, and received specialist leadership workshops focusing on HR, finance, fundraising, social media, legal and governance, and other areas required to make an organisation flourish.



### Design competition with Brick By Brick

Croydon-based developer Brick By Brick partnered with us to launch the design competition 'Housing for a Better World'. The competition represents the first step for Brick By Brick in redefining the architects and architectural practices it works with, to ensure not only that the homes respond to the needs of the diverse population in Croydon, but that they are designed and built by people who are more representative of the local population.

Jas Bhalla Architects won on the strength of its 'Parade Living' concept, which seeks to improve poor quality housing above linear retail parades – a type of housing which is common in Croydon and disproportionately used by minority ethnic groups.

Chloe Phelps, Head of Design and Commercial at Brick By Brick/Common Ground Architecture, said:

**"This competition has shown how, with the right process, you can identify talented and exciting practices and architects from all backgrounds. We've learnt that by integrating the thinking into the process, the result is a more diverse field – and we hope the wider industry will start to take this approach."**



# TRUSTEES' REPORT

## FOR THE YEAR ENDED 31ST MARCH 2021



### #ChangeMakers campaign

As part of our celebrations for Black History Month, we launched our #ChangeMakers campaign, highlighting some of the incredible groups and individuals we work with and support, who are making a difference to their community.

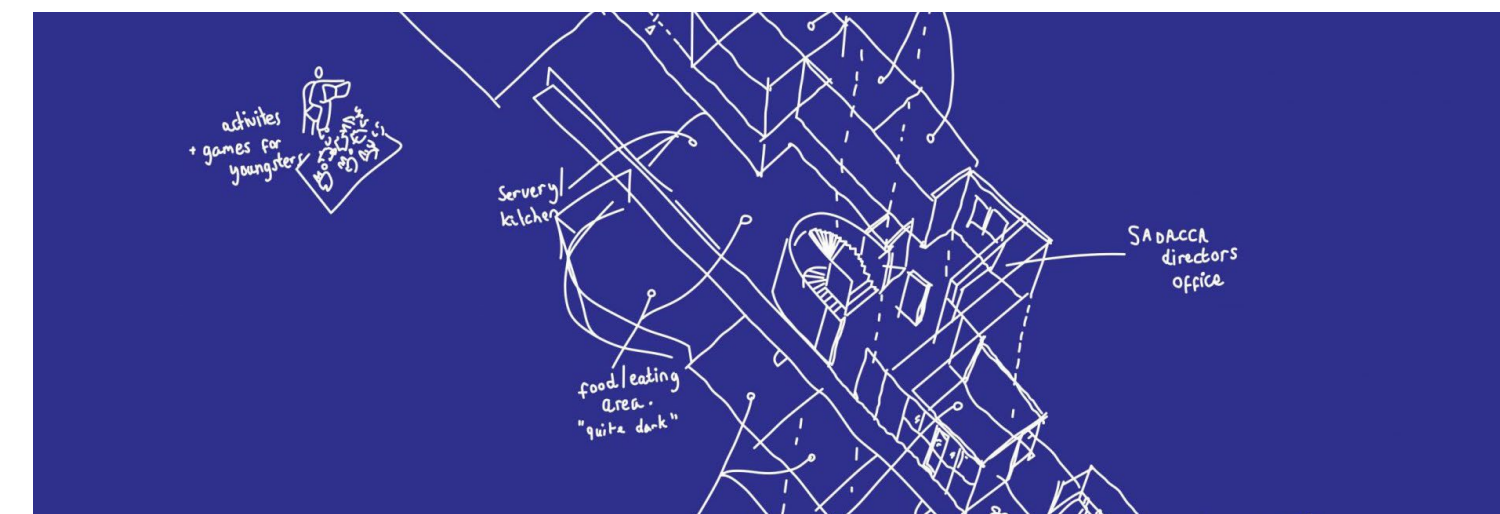
The campaign showcased the work of Joel Dunn, founder and CEO of Paradigm Project, Mwila Mulenshi, founder of Success Looks Like You, and Luke AG, who supports Eggtooth and other community projects. It has been hard to track, but we know that our combined followers, with all the partners who supported the campaign, is well over 3 million on Instagram and over 480,000 on Twitter, bringing our message to new audiences.



### Building Futures Adult

Our charitable focus on expanding our young adult careers provision beyond the built environment. We launched the Building Inclusive Futures: Financial and Creative Pathways programme, which supports our beneficiaries aged 18–30 to pursue and excel within these professional industries.

We have partnered with American Express UK's Serve 2gether team to create a *Getting into Financial Pathways toolkit*, and to provide a series of finance workshops and mentoring sessions for our beneficiaries in 2021–22. These will be complemented by sessions with other finance partners and creative partner individuals and organisations.



### Connecting People and Places

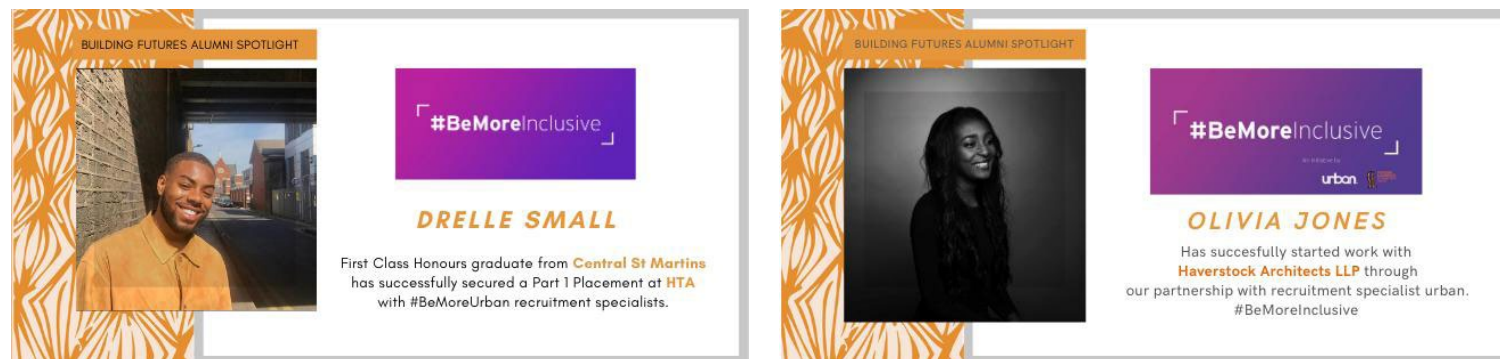
The Connecting People and Places project phase two, as funded by the National Lottery Heritage Fund, has continued with a focus on the development of a podcast series exploring the value of built environment heritage for UK diverse ethnic heritage communities. This podcast series springboards from the Connecting People and Places Open House submission: <https://vimeo.com/461609070/172164297d>

The podcast series includes five episodes with contributions from our alumni regional project coordinators Cyprian Boateng and Tobi Sobowale, the POoR Collective (which includes Building Futures programme and bursary alumni), and other leading minds such as Ann De Graft Johnson, Ibiye Camp, and Olivia Bellas of the Greater London Authority.



# TRUSTEES' REPORT

## FOR THE YEAR ENDED 31ST MARCH 2021



### #BeMoreInclusive

Our flagship diversity recruitment partnership with built environment specialist urban was launched in 2020 amid the Covid-19 pandemic, when much of the built environment and architecture sectors were facing involuntary hiring freezes. Our #BeMoreInclusive programme was supported by many practices, both previously known to us such as HTA and HKS, and newer practices.

The decision was made for Blueprint for All and urban to proceed with the #BeMoreInclusive hiring programme, including retaining our goal of placing 20 talented diverse ethnic heritage candidates in Part 1 and 2 roles and an aim of raising £20,000 for the charity. In March 2021, we were pleased to report that we surpassed the year one target and over £24,000 was raised through successful placements of diverse talent into practices.

### Lewisham BME Network

Blueprint for All has been able to continue the facilitation of the Lewisham BME Network, with a seamless transition to a wholly digital network facilitation starting in March 2020. The Network, as funded by Lewisham Council, has grown to over 105 members, with steady meeting attendance at approximately one third of attendees.

In March 2021, as part of the ongoing focus on capacity building of network members, to the benefit of the entire BME community of Lewisham, we alongside Naz (our project partner from the Love, Sex, Life Partnership) delivered a bespoke session on fundraising and corporate partnerships for BME organisations in Lewisham. Attendees heard insights from the corporate partnerships and fundraising colleagues of Blueprint for All and Naz, which provided context-specific tips on how to establish a case for support, find and gain corporate financial or in-kind support, and how to utilise crowd funding successfully. The capacity building session received positive feedback from all the 30+ network members in attendance and over 25 requested a similar follow-up capacity building session.



# TRUSTEES' REPORT

## FOR THE YEAR ENDED 31ST MARCH 2021

### Blueprint for All in partnership

In the last year, we have generated unprecedented corporate engagement. Over 400 new corporates have engaged with us, ranging from donations and strategic funding to partnership programme delivery, fundraising and pro bono expertise.



400+ new corporates engaged



25 Charity of the Year corporate partnerships



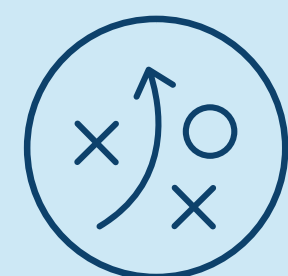
40 corporates donation £10k+



3.5m reach via our partnerships



X250 FTSE organisations



10+ strategic partnerships

We have established relationships with corporations who are prioritising more inclusive cultures through the way they work and services they provide. We have also been working closely on opportunities for partners to deliver a range of specialist leadership development and capacity-building that is tailored to addressing the barriers that diverse ethnic heritage community leaders and community groups face. This has been instrumental for both our beneficiaries and corporate partners, who without Blueprint for All would not have the opportunity to benefit from and deliver such tailored support.

Furthermore, our partners are dedicated to supporting students from socio-economically disadvantaged and diverse ethnic heritage backgrounds at selected universities, to inspire and enable them to succeed in their choice of education and career.

# TRUSTEES' REPORT

## FOR THE YEAR ENDED 31ST MARCH 2021

### Our partners

Corporate partners enable us to continue our work to create a fairer and more inclusive society where everyone, regardless of their race, ethnicity, or background, can flourish. By collaborating, our partners have funded sustainable progress whilst supporting and empowering the lives of our beneficiaries. Thank you to all our partners for standing with us.



#### Abel & Cole

Abel & Cole's partnership with Blueprint for All was established following its internal work with its equality and inclusivity committee. The committee was set up in 2020 as part of its ongoing B Corp journey. Abel & Cole have supported Blueprint for All with internal education pieces, donations and the commitment to assist and involvement with our programmes.

**"What stands out about Blueprint for All is its focus on inspiring and nurturing talent through the work they do with disadvantaged young people, which in the longer term will help drive more diversity and inclusivity in the workforce. This work with young people is something Abel & Cole are passionate about driving forwards and one of the reasons we are so keen to work with Blueprint for All. We also wanted to support a charity where we could get actively involved as an organisation, from mentoring to hosting workplace visits. The pandemic may mean uncertain times, and whilst we've thus far made monetary donations, we are also looking to the future where we can share our industry knowledge and resources to help inspire and support Blueprint for All's programme beneficiaries. This partnership will give all of us in the Abel & Cole team an expert organisation to turn to for guidance when we challenge ourselves to improve diversity and representation."**



#### Audible

For the month of June, Audible donated 100% of its profits from the UK sales of each title on its [anti-racism list](#).



#### Auto Trader

Auto Trader has been extremely vocal in its support of Blueprint for All, making a large contribution to our vital work in November, with a pledge to support our work and assist with the delivery of our programmes in the Manchester area, where its head office is located.



# TRUSTEES' REPORT

## FOR THE YEAR ENDED 31ST MARCH 2021



### Bloom & Wild

Bloom & Wild has made a wonderful commitment to Blueprint for All that was originally initiated with a £5,000 donation in June, then followed by the launch of its campaign to donate 10% of all sales made through Instagram to its four charity partners. It has made a commitment to raise £10,000 for Blueprint for All by the end of 2021.



### Camden Brewery

The Beer Team at Camden Brewery usually get a weekly beer allowance but chose to forgo this in observance of Stoptober and Black History Month and donate the retail value of the beer saved to Blueprint for All, totalling a donation of £6,300.



### Carrie Elizabeth

— JEWELLERY —

### Carrie Elizabeth Jewellery

Carrie Elizabeth has chosen to support Blueprint for All by donating 100% of the sales from its bespoke "A change is gonna come" necklace designed in partnership with artist Diane Hill. This year Carrie Elizabeth was able to donate £3,686 from sales and continue to sell the piece.



### eBay

The Shirts for Change raffle, co-ordinated by eBay, is another part of the #PlayersTogether initiative – a collective project launched by Premier League players to help generate funds for current and ongoing issues. The campaign was a huge success, enabling donors to receive the one-off Black Lives Matter adorned shirts.



### Fred Perry

When Fred Perry reopened its stores in July after the closure was forced upon them by the pandemic, they pledged to donate 10% of its first month's net sales from all UK stores, split between Blueprint for All and the Music Venue Trust.



### IWOCA

A team from IWOCA committed to riding the London to Brighton in September and fundraising £5,607 for Blueprint for All. A wonderful effort that was doubled due to being gratefully matched by the business.

# TRUSTEES' REPORT

## FOR THE YEAR ENDED 31ST MARCH 2021



### Jagex

Blueprint for All are grateful to have a flourishing relationship with Jagex who since June, has donated an incredible £60,000 to support our essential work, whilst fundraising amongst its internal diversity group, to raise a further £6,370. 2021 will see Jagex commit to an £80,000 fundraising and awareness campaign, utilising its industry-leading living games to draw in consumers to share in our vision.

**"The video games industry can struggle to attract employees from diverse backgrounds. As with many organisations, the 2020 Black Lives Matter protests gave us cause to reflect. Whilst we have a strong employee led diversity group, we know there is a lot more we can do within our studio to improve diversity and inclusion. In parallel to a fundamental review of studio D&I, we want to use our established fundraising potential, as well as our skills, to make a difference in this vital area as we have done in the field of mental health awareness over the last four years. Blueprint for All are a perfect charity partner to meet all of these aims."**

### JPMORGAN CHASE & Co.

#### JP Morgan

JP Morgan came to Blueprint for All in July providing a generous donation of £20,000 to assist us with general operating support. Further to this, the firm also followed up with a £21,000 donation to match employee contributions in support of racial equity efforts.

### LATHAM & WATKINS<sup>LLP</sup>

#### Latham & Watkins LLP

We are honoured that Latham & Watkins has chosen to support our work in tackling inequality in all its forms via our powerful objectives, in order to create a fairer and more inclusive society.

### M&S

EST. 1884

#### Marks and Spencer

Marks and Spencer announced Blueprint for All as a Sparks charity partner in July 2020. We are incredibly grateful for the generosity of support that comes as a result from both Marks and Spencer and its customers. Through the Sparks scheme, Marks and Spencer and its customers donated an incredible £12,510.

As well as being a grateful recipient of Marks and Spencer's Sparks scheme, Blueprint for All were also selected as a beneficiary of its festive campaign which distributed £2m to good causes, chosen by the nine world-famous icons who voiced the festive adverts. On behalf of the wonderful Gillian Anderson, we received £33,334 from Marks and Spencer.



# TRUSTEES' REPORT

## FOR THE YEAR ENDED 31ST MARCH 2021



### Palace Skateboards

In September, London-based skateboarding label Palace released a limited run of "Tri-to-Help" t-shirts, with all profits being donated to Blueprint for All.



### Sleek MakeUp

Sleek MakeUp will be participating in our careers programmes and have put together a wonderful toolkit for young people, showing how they too can get into the industry.

## URBAN OUTFITTERS

### Urban Outfitters

UO continues to raise funds for us by donating 100% of the profits from sales of books in the Blueprint for All Book Edit.

UO wanted to extend its support beyond its initial donation and contribute to our work. In October, the team at UO helped us to develop and launch our #ChangeMakers campaign and highlighted it on its website and social media.



### The Virgin Money London Marathon

We have a long-standing partnership with the Virgin Money London Marathon, which started in 2018. Just before lockdown, we hosted a careers day for schools around careers in architecture and themed around the marathon. We were proud to have runners taking part virtually this year.



### LinkedIn

LinkedIn provided a grant of \$50,000 of credits to support our Black History Month #ChangeMakers campaign, helping us to amplify our messages across social media.

Celebrity appearances

An incredible £6,100 was raised for Blueprint for All by celebrities taking part in some of the nation’s favourite gameshows. DJ Rickie Haywood-Williams appeared on BBC One’s ‘Celebrity Catchpoint’, raising £1,400 to be shared with Cure Parkinson’s. Actor, comedian and presenter, Adil Ray won an impressive £2,400 on ITV’s classic gameshow ‘Celebrity Catchphrase’. Actress and comedian Katy Wix took on the famous black chair on BBC One’s ‘Celebrity Mastermind’ and managed to win an incredible £3,000.

We are grateful to all three of these supporters, who helped shine a national spotlight on the work we are doing at Blueprint for All.

Rickie Haywood-Williams



Adil Ray



Katie Wix



Building Inclusive Futures

Building Inclusive Futures is our social enterprise. Any profits arising from the work of the social enterprise will be pledged to the charity. The value that underlies all our work is ‘social result and justice’.

Through our consultancy work, we not only help organisations deliver their business objectives, but we help them to create a more inclusive culture – both in the way they work and the services they provide. We are committed to achieving lasting social impact.





Our philosophy



The Building Inclusive Futures consultancy is accelerating inclusion within the corporate and public sectors, by shifting the needle relating to the dialogue and actions necessary in order to achieve meaningful change in the workplace and beyond.

Building Inclusive Futures is guided by a set of overarching principles. We utilise these to assess the validity of projects based on two tests:

- 1. That we only take on projects that add value and deliver measurable change
- 2. We focus on collaborating to solve longer term, complex/intractable/challenging issues over quick fixes.



Consulting Client: River Island

Already a diverse business, River Island now required an inclusive workplace culture to support staff throughout the organisation. With ambitions to become the most inclusive fashion retail employer in the UK and to build a team that celebrates and reflects the customers they serve, River Island approached Blueprint for All's Building Inclusive Futures consultants to help them.

As a result of our work, River Island have firmly embarked on their journey, having set strategic ED&I goals driven by the CEO. Their streamlined recruitment process is already proving successful, and we continue to support them make sustainable, long-term improvements towards full inclusivity.

# TRUSTEES' REPORT

## FOR THE YEAR ENDED 31ST MARCH 2021



### Your Space

Our charitable aims are further supported by regular tenants and social businesses who are based at the centre. These tenants have a permanent fixed-office space, and our current tenants are Playback Studios, Mi-Soul Radio and Stop Hate UK.

Your Space offers a variety of co-working solutions from cafe vibe drop in, flexible hot-desking memberships, private offices to beautifully designed event spaces. Your Space continues to be an affordable and creative home for a wide range of businesses and individuals. It provides invaluable workspace where people can foster their ideas whilst being part of the Your Space community.

### Covid-19

Your Space remained open for co-working and implemented a comprehensive plan to ensure the space remained Covid-19 secure. However, during the pandemic, our event spaces were closed.

We continue to focus our attention on fully occupying the centre, some of our residents include:

### Hugo Alonso, Nura Content – visual content agency

Nura Content is a visual content agency specialising in photography, videography, animation, streaming, 360 and VR experiences to create impactful work that reflects brands.

### Juanjo Ortiz Peregrina, Ortiz Fruits – fruit importer

Ortiz Fruits select products from the best farms in European countries (eg Spain, Greece and Italy), African countries (eg Morocco and South Africa) and American countries (eg Colombia, Ecuador, Costa Rica and Brazil) to offer consumers the freshest and highest quality products.

### Joel Dunn, Paradigm Project

Prevention mentoring is an approach that the Paradigm Project believes can transform communities. It delivers sessions that address themes commonly experienced by young people. By identifying and exploring these themes at an early age, the Paradigm Project is able to disrupt problem behaviours or patterns. During this period, it has attracted co-workers from diverse fields, which in turn help to create a collaborative atmosphere.

### Governing document

The organisation is a charitable company limited by guarantee. The company was incorporated on 17th February 2004. On 1st April 2004 the company took on the activities of the Charitable Trust of the same name whose charity number was 1070860. The company was set up under a Memorandum of Association which established the objects and powers of the charitable company and is governed under its Articles of Association. In the event of the company being wound up members are required to contribute an amount not exceeding £1.





# TRUSTEES' REPORT

## FOR THE YEAR ENDED 31ST MARCH 2021

### Recruitment and appointment of Board of Trustees

The directors of the company are also charity trustees for the purposes of charity law and under the Company's Articles are known as members of the Board of Trustees. Under the requirements of the Articles of Association one-third of trustees must retire by rotation at the annual general meeting and, being eligible, offer themselves for re-election.

Blueprint for All's work focuses on equality and diversity, access to education and learning, and the urban design professions. The Board of Trustees seeks to ensure that this focus is appropriately reflected through the diversity of Blueprint for All body. To enhance the potential pool of trustees, maintain a broad skill mix and in the event of skills being lost due to retirements, the charity has approached individuals to offer themselves for election to the Board of Trustees.

The existing Board of Trustees is drawn from a mix of professionals and educators. They recognise the need to refresh the Board to incorporate the skills and competencies necessary to move the Board forward.

The Secretary also sits on the Board but has no voting rights. A scheme of delegation is in place and day-to-day responsibility for the provision of the services and operational management rest with the Chief Executive.

The Trustees have considered the Charity Commission's general guidance on public benefit in relation to the objectives of the Charity. This report sets out those objectives and describes how they have been met in the current year.

### Trustee induction and training

The Trustees are appointed in accordance with the Articles of Association of the company, being by election at annual general meeting by members. The company was not under the control of any one person or corporation. Most Trustees are already familiar with the work of the Charity and their training involves briefings on their duties and liabilities from professional advisors and Board of Trustees workshops/away-days focusing on policy development and governance.

Additionally, new Trustees receive an induction pack including:

- Blueprint for All Memorandum and Articles of Association
- Business plan
- The latest published annual report and accounts
- Financial projections and budgets
- Project and programme plans and publications
- Trustee details and staff structure
- The Essential Trustee: What you need to know' (Charity Commission)
- Minutes and reports submitted to previous meetings of the Board of Trustees

### Key management remuneration

- The trustees utilise external benchmarking experts and subsequently convene annually to determine



# TRUSTEES' REPORT

## FOR THE YEAR ENDED 31ST MARCH 2021

### Reserves policy

The Blueprint for All reserves policy is to maintain sufficient level of reserves to enable normal operating activities to continue over a period of up to three months should a shortfall in income occur and to take account of potential risks and contingencies that may arise from time to time.

### Key performance indicators

Blueprint for All adheres to key performance and outcome indicators set out by funders and contained within signed funding agreements, outlined in Programme Portfolio and Purpose page 29

In addition, Blueprint for All has performance indicators relating to:

- Bursaries awarded annually
- Social media statistics

### Risk management

The Trustees consider the following as the primary risks to which the Charity Trust is exposed.



### Your Space

The building is now fully occupied and covering its costs for the first time. However, there is always a risk that one of the licensees could move out causing a reduction in income, particularly during the redevelopment of the centre.

### Funding

Corporate sponsorship, unrestricted donations, trusts, and foundations predominantly provide funding for the Charity. Long-term continuation funding bids are in the pipeline for a further £1m. In line with recommendations of Small Charities published by Lloyds Foundation and others, we are seeking to diversify income generation via Your Space, our regular donor scheme and Building Inclusive Futures Consulting.

### In addition to the above, there is:

- a robust and comprehensive Board approved business plan – covering all aspects of Blueprint for All's operations, and its related action plan that is implemented, monitored, reviewed and revised in a timely manner by Blueprint for All's executive and non-executive Board, as appropriate
- a Board of Trustees – with the full range of experience, competence and influence. They will also have time to lead and develop Blueprint for All to success and ensure that all aspects of its operation are effectively implemented with appropriate performance oversight, management arrangements and procedures
- a committed and professional executive management and staff team – with the essential competencies that work on behalf of, and closely with, the non-executive Board
- a commitment by the Charity to maintaining existing, developing new and building upon key stakeholder relationships



# TRUSTEES' REPORT

## FOR THE YEAR ENDED 31ST MARCH 2021

### Statement of the Trustees responsibilities

The Trustees (who are also the directors of the Charity for the purposes of company law) are responsible for preparing the Trustees' report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

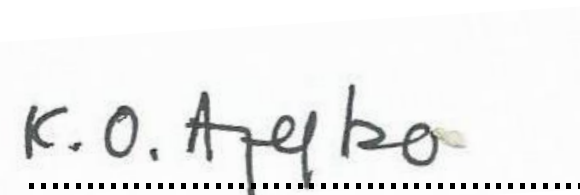
Company law requires the Trustees to prepare financial statements for each financial year. Under company law, the Trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the Charity and of its incoming resources and application of resources, including its income and expenditure, for that period. In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently
- observe the methods and principles of the Charities SORP (FRS 102)
- make judgments and accounting estimates that are reasonable and prudent

- state whether applicable UK Accounting Standards (FRS 102) have been followed, subject to any material departures disclosed and explained in the financial statements
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the Charity will continue in business

The Trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the Charity's transactions and disclose with reasonable accuracy at any time the financial position of the Charity and enable them to ensure that the financial statements comply with the Companies Act 2006. 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.

Approved by order of the members of the board of Trustees on and signed on their behalf by:



**Sir Keith Ajegbo**

Chair of the Trustees



CONTENTS

REFERENCE AND  
ADMINISTRATIVE DETAILS

LETTERS FROM THE  
CHAIR AND THE CEO

TRUSTEES'  
REPORT

INDEPENDENT  
EXAMINER'S REPORT

STATEMENT OF  
FINANCIAL ACTIVITIES

BALANCE SHEET

STATEMENT OF  
CASH FLOWS

NOTES TO THE  
FINANCIAL STATEMENTS

BACK



NEXT