

# IMPACT REPORT

2022/23



# HEADLINES

FOR 2022/23

45

## Events

(Increase of 10 from 2021/22)

360

## Workshops

(Increase of 132 from 2021/22)

66

## Members

(Increase of 8 from 2021/22)

30

## Volunteers

(Stayed the same as 2021/22)

17

## Gig Buddy matched pairs

(Increase of 3 from 2021/22)

3,502

## Instances of face-to-face engagement

(Increase of 1,689 from 2021/22)

1,553

## Podcast listens

(Decrease of 1,552 from 2021/22)

325

## Newsletter subscribers

(Increase of 124 from 2021/22)

4,428

## Social media followers

(Increase of 463 from 2021/22)

13,722

## Likes, comments and shares on social media

(Increase of 451 from 2021/22)

£173,491

## Money raised

(Increase of £66,175 from 2021/22)

£144,443

## Money spent

(Increase of £42,779 spent from 2021/22)

# LIVE EVENTS & WORKSHOPS

SODADA

SODA  
BEAT

SODA  
CREW DJ's

SODA  
JAM



SoDaDa event at Funhouse



Media Team workshop

"We are delighted to host Club Soda at Stanley Arts. Their dynamic and fun events bring a truly diverse audience into our venue. As a new NPO they are a key partner for us as we strive to deliver on all of Arts Council England's Lets Create strategies." Dan Winder, Stanley Arts

"Both my wife and I have been blown away by the stuff you guys do, it has genuinely changed his life in the last couple of years." Parent of a participant

## Achievements

- Partnered with Croydon College to develop a new Media Team
- Two media appearances on BBC London News and BBC Radio London
- Took part on the Media Trust 'Stronger Voices' programme
- Won a London Faith & Community Award as well as £500
- Funding awards from Youth Music for new music by Theophilus and Manoj
- Funding from ACE, City Bridge, National Lottery, Postcode Society and Jack Petchey



The Carbonators



Gig buddies enjoying a bowling social



Gig buddies on their way to a gig in London

"It's like joining in with new friends and new people. Some of us know each other, some of us don't. The more we get to know each other the more we get to socialise and have fun. That is what it is about." Gig Buddies participant

"There's always a sense of connection and community in the room and feeling that connection to Croydon." Gig Buddies volunteer

## Achievements

- Secured funding for the next **three years** of Gig Buddies
- Hired a Project Coordinator and a new Project Assistant who has a learning disability, so the project now has **three paid members of staff**
- Held **26** social events with **368** attendees across the year
- We ran our biggest social event to date in collaboration with Comedy Lounge and had **38 people** attend
- Approached by **Brockwell Live festivals** producer to become a **charity partner**



Gig buddy Chris on the dance floor at a Club Soda event

# LEISURE LINK



Sedley (member) and Rachael (Leisure Link Manager) receiving an award for the work Club Soda do



Loraine (Leisure Link Assistant) distributing magazines to venues in Croydon

**"Attendance at Leisure Link socials has grown consistently since meeting up in person. I love how the group connect and share their personal experiences with each other. It really empowers the group."** Rachael, Leisure Link Project Manager

**"I really like coming to the socials it's such a good vibe."** Barat, Leisure Linker

## Achievements

- Held **12** socials in Croydon venues
- Created **12 digital newsletters** and **6 printed magazines**, all co-produced by our members
- More than doubled the number of printed copies of the Leisure Link magazine from **150 to 400** to deal with the increased demand
- Recorded **6 podcast episodes** holding up the mic to some of Croydon's best artists, performers and musicians with learning disabilities
- Employed **1** Project Assistant with a learning disability to join our team



Leisure Link members celebrating together at one of the monthly socials

# PLANS & TARGETS

FOR 2023/24

## Match

10 new pairs of Gig Buddies

## Reach

400 subscribers for our  
Leisure Link newsletter

## Deliver

13 events as part of London  
Borough of Culture 2023

## Create

a Manifesto of our Creative Practice

## Secure

ACE funding for our artists development  
and digital content creation

## Launch

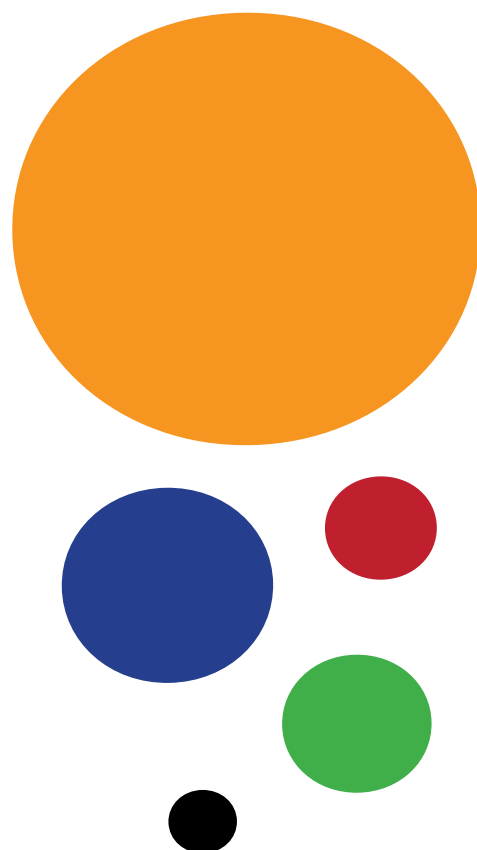
a Tik Tok Channel led by our Media Team

# FINANCIAL REPORT

## FOR 2022/23

### Income

<b>Fundraising</b>	<b>£165,075</b>
<b>Members Fees</b>	<b>£2,119</b>
<b>Ticket Sales</b>	<b>£2,807</b>
<b>Other</b>	<b>£2,874</b>
<b>Donations</b>	<b>£1,470</b>
<b>TOTAL</b>	<b>£173,491</b>



### Expenditure

<b>Staff Salaries</b>	<b>£101,055</b>
<b>Advertising</b>	<b>£1,240</b>
<b>Equipment</b>	<b>£10,638</b>
<b>Rent</b>	<b>£2,690</b>
<b>Other</b>	<b>£28,820</b>
<b>TOTAL</b>	<b>£144,443</b>



# THANK YOU

## Funders:

National Lottery Community Fund; Arts Council England; City Bridge Trust; Postcode Society Trust; Youth Music; Jack Petchey Foundation; The Media Trust

## Donors:

Jan & Graham Keane

## Artistic partners:

Croydon Music & Arts; SLiDE; TURF Projects; Stay Up Late; Drunken Chorus

## Supporters:

Croydon College; Stanley Arts; Fun House; The Oval Tavern; The Shift Collective

## Volunteers:

Alice Gamm

Steve Perkins

Dave Goswell

Caitlin Brooks

Emma Selwyn

Jamie Pettitt

Jim Thomson

Jo Coleman

Rosie Baldwin

Simon Docking

Lucy Alves

Lucy Birch

Alex Brooks

Daisy Hemmings

Lizzie Radford

Megan Woof

Nick Sheffield

Steven Preston

Tom Flynn

Sean Slevin

Robin Colette

David Holgado

James Savory

Liz Brereton

Lindsay Gordon

Aidan Dwan

Alexandra Warman

