

footprints

Trading Ltd

2011

Annual
Report

Established to assist and further the
objectives of Footprints Women's Centre



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Acknowledgements

Footprints Trading Ltd would like to acknowledge the Board of Directors, the staff and volunteers for their dedication and commitment over the last year.

In addition we would like to acknowledge the following funders for their invaluable support.

DSD Neighbourhood Renewal
DSD Community Investment Fund
DSD Women's Centre Childcare Fund
Employment Services Board



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Chairperson and Finance & Business Manager's Foreword

Footprints Trading Ltd is in the eighth year of trading in its current form. Having operated a successful catering business since 1997, in 2003, we incorporated our day care and catering businesses to form a single company that continues to provide services and employment in an area of multiple deprivation. The additional benefit of the trading company to the Colin Area is that its profit is re-invested into the services of the charity that is Footprints Women's Centre.

Following an extremely successful AGM in 2010, we decided that we should continue in the vein of promoting the Footprints trading company through increasing the profile. We believe that the company is a model of excellence and therefore we ventured into the public arena for the first time. I am very proud to report that we were shortlisted for the Ulster Bank Business Achievers Award and for the Social Economy Network, Social Enterprise of the Year Award.

There is little doubt that the networking that takes place at these events not only shines a spotlight on the company but also provides a forum for marketing and promotion.

During the year, the Finance and Business Manager, Elizabeth Livingstone, was invited to speak at the Women's Centres Regional Partnership Social Economy Conference. The presentation was well received as it demonstrated the breadth of our experience in the social economy sector over the past fourteen years. The audience benefitted from the overview of the barriers and benefits of applying commercial principles within a community setting.

During the period, trading was brisk within the area of Day Care. There were many factors that contributed to the growth in this department such as the creation of new markets with the development of the Floating Crèche and Family Support packages. Restructuring of the space available increased places and contributed to a healthy 13% increase in turnover.

In a time of increased job losses, Footprints Trading Ltd has reversed the trend by expanding our operations and creating new jobs. We continue to hold the Investors in People Award for the tenth year in succession which serves as a recognition of our investment in our valued, professional staff.

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Chairperson and Finance & Business Manager's Foreword

The trading team has worked very efficiently to keep costs down and this has assisted in achieving a profit of £100,974 which was re-invested into the Women's Centre and in 2011/2012, will allow the Women's Support Team within Footprints Women's Centre to expand and create an additional two posts. It has proved difficult, in the past, to obtain funding for this essential area of work and the profit has previously allowed Footprints to create and sustain the Women's Support Co-ordinator's post assisting women in crisis.

Over the last year, audits by both funders and accountants have again confirmed the excellence of the financial management and the adherence to good governance within the organisation.

Work is being completed on Business Plans for both Catering and Day Care Services. The attention to detail and knowledge of the market will ensure profitability and growth in coming years.

On behalf of the Board of Directors, I would like to extend our thanks to the Department of Social Development who has assisted with the

development of the company through the following funding streams.

- Belfast Regeneration Office, Neighbourhood Renewal
- Women's Centre Childcare Fund
- Community Investment Fund

I trust that, once again, they see the return on their investment as excellent value for money.

As Chairperson of FTL, I would like to take this opportunity, on behalf of the Board, to commend Gillian Gibson, Centre Director and Elizabeth Livingstone, Finance and Business Manager for their vision, their tenacity and their business acumen which continues to deliver the strong results that are displayed in this report.

Noreen Braniff
Chairperson FTL

Elizabeth Livingstone
Finance & Business
Manager

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Catering Report

During 2010/2011 Footprints Catering Services continued to provide a quality service to customers at Footprints Women's Centre Café, to the children in Footprints Day Care Setting and to other customers through the Function and Delivery Service.

In this period of growing economic constraints on both public and private spending, the catering team supported by the Finance and Business Manager, Elizabeth Livingstone and Footprints Trading Ltd Board of Directors have concentrated efforts on ensuring we continued to provide value for money without compromising on standards. A range of budget options, discounts and special offers such as Winter Warmers, Lite Bites and Breakfast Specials were introduced. New services included BBQ catering, Children's Party Packs and Special Occasion Confectionery Boxes.

We managed to avail of training and mentoring through Lisburn City Council and this involved an intensive course when we worked with Full Circle Marketing Solutions to plan a marketing strategy to ensure customer satisfaction and assist with securing new business. We have secured 13 new customers for the Function and Delivery Service during the period and with the skills obtained, we should build on this in the next trading year.

In this year the catering service provided a thirteen-week trainee placement opportunity, in Footprints Cafe, for a local woman through the Steps to Work Programme. Volunteering opportunities in the catering service continue to provide women with the training and experience that helps to build confidence and develop skills.



Catering Report

Once again, we were pleased to have been awarded the highest rating of 5 stars for excellence in food safety standards in the Lisburn City Council Environmental Health 'Scores on the Doors' Award scheme.

We are undertaking a review in 2011/2012 to determine the strategy for the next year as it is essential that we build upon the services that generate the best income. The work carried out within the Catering Department is intensive and challenging and we are determined to see this is translated into profit.

Eileen Wilson
Catering Manager



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Children Services Report

Footprints Childcare Trading

During the period of this report, Footprints trading within childcare covered two areas.

- Private Day Care
- Afterschools

Private Day Care

The private Day Care service within the Women's Centre continues to provide an affordable, accessible and high quality childcare for children in the 0 - 4 age range. The services are available 50 weeks per year from 8am - 6pm Monday to Friday. A welcome expansion to the service took place in September 2010 with the creation of 15 new places for Private Day Care, increasing places to 49, meeting the optimum number for profitability within the setting. By the end of the financial year our target of 80% occupancy was achieved.

Afterschools

Last year we reported on the loss of Funding for our After Schools service and predicted the closure of After Schools within the next few months. This decision was followed through and afterschools closed on the 30th June 2010.

It was a difficult decision and one that was not made without due consideration to the impact on local families. The organisation continues to seek funding and other options to address the delivery of service for children in this age group. We continue to receive requests for afterschools from local parents, health visitors, social services and through the Family Support panel.

Summer Scheme

The centre also offered a summer scheme and opened full days during July and August. Many of these places are purchased by South Eastern Trust. This year's programme was extremely successful and saw an increase in usage by working parents.

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Children Services Report

However due to the restructuring in childcare, we will be unable to offer a full time summer programme in 2011. The organisation will offer an alternative summer programme.

South Eastern Trust Children at Risk

We continue to have a Service Level Agreement with the children's services department of the South Eastern Trust. Through this contract, we provide 57 sessions, per week, for local children 0 – 5 years in families that need additional support. The Trust continues to purchase additional places for emergency placements for families in crisis through the Article 18 budget.

Family Support

Footprint's is recognised for the additionality it provides through its quality service. The presence of in house support such as the family support worker, Women's Support, special needs trained staff; access to speech and language therapist and disability support services has attracted further business from the South Eastern Trust.

The purchasing of childcare places through the Family Support packages continues to increase income in this area. We recognise that this could be an area of growth at a time when other trust services may be under threat. It is our intention to secure further income in the area of family support and we will strive to establish a Service Level Agreement with the South Eastern Trust for this service.

Floating Crèche

In the last year we have also introduced a floating crèche service. This service comprises of a mobile childcare team that can support childcare at a range of events. This service has been purchased for family fun days, parenting courses and conferences. The service was utilised for the delivery of Mellow Babies, an innovative 11 week programme delivered by the South Eastern Trust for vulnerable first time mums. We are in discussions to support the delivery of the programme through the provision of childcare in 2011 – 2012.



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Children Services Report

The Challenges Ahead

We continue to face competition at a level that is unprecedented during our business life. Maintaining fees at an affordable level for customers continues to be a challenge as we face rising costs.

We will continue to strive to provide the highest levels of quality and service. Within childcare 100% of staff are qualified to levels that are far in excess of requirements. One of our greatest assets is the commitment and dedication of the childcare staff who continue to work to the highest standard, providing a reputation for Footprints that exceeds local competition.

The Footprints brand continues to be recognised for high standards and good practice. We deliver a service that is above statutory requirements and provides a strong foundation for our children to move on to formal education.

Kyra Pauley
Children Services Manager

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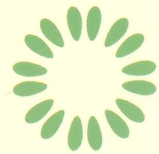


Accounts

Detailed Trading and Profit and Loss Account for the year ended 31st March 2011

	£	2011 £	£	2010 £
Turnover				
Catering		47,197		60,587
Childcare		227,399		200,652
Grant Funding		57,289		80,329
		<u>3,186</u>		<u>3,791</u>
		335,071		345,359
Cost of Sales				
Opening Stock	1,161		1,545	
Purchases	30,670		36,380	
Wages and Salaries	149,572		144,616	
Management Charge	<u>40,046</u>		<u>52,053</u>	
	221,449		234,594	
Closing Stock	<u>(1,310)</u>		<u>(1,161)</u>	
		<u>(220,139)</u>		<u>(233,433)</u>
Gross Profit	34.30%	114,932	32.41%	111,926
Administrative Expenses		<u>(114,991)</u>		<u>(113,382)</u>
Operating Loss		(59)		(1,456)
Other interest receivable and similar income				
Bank interest received		58		36
Loss before taxation		<u>(1)</u>	0.41%	<u>(1,420)</u>

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