

# Annual Review for 2024–2025

## **A note from the Chief Executive and Chair of the Board:**

2024–25 has been a year of growth, connection and future planning for Headway East London. Building on our 25th anniversary celebrations, we continued to deliver outstanding services while preparing for our next chapter.

We ended the year celebrating together – with events for members, volunteers and staff that reminded us how central community, joy and belonging are to Headway.

Our financial position is strong. We secured renewed and new funding for key services, including a £20,000 grant inspired by our film *The Magic of Chaos*. Alongside multi-year grants, this gives us stability as we move into 2025–26.

This year also strengthened our leadership and collaboration. Managers from across the organisation shaped budgets together, building shared ownership and clarity. We welcomed Claire Farrington-Douglas as Director of Services and promoted Kath Lee to Director of Fundraising, strengthening our senior team at a vital moment.

We have agreed plans to develop a new day service in South East London. We're developing plans to co-create a new service rooted in Headway's core values. Alongside this, we have begun early work to explore a future name change to Headway London, reflecting our growing reach and ambition.

We remain deeply rooted in our members, volunteers and staff. We are proud of what we've achieved together – and excited about what lies ahead.

Sarah Lantsbury, Chief Executive  
Glen Hodgson, Chair

# Fundraising and Development

We maintained strong fundraising momentum, securing new grants and deepening relationships with major funders. Highlights include a £500k application to the October Club and new support from the Arnold Clark Foundation. All major funder reports were delivered successfully, and we began developing a capital fundraising strategy for a future site.

Our partnerships continue to grow. We secured a four-year commitment from Bolt Burdon Kemp for Casework and delivered creative collaborations with Vital Arts, Brainbook and Crainio. Our kitchen team achieved a 5-star hygiene rating and supported community events, while Submit to Love Studio raised over £5,000 at the Christmas Open Studio.

# Communications & Public Engagement

Our anniversary documentary *The Magic of Chaos* reached tens of thousands of people through a sold-out premiere, ITV coverage, cinemas and online platforms. Support from Cream UK delivered over £50k in pro-bono advertising and strengthened our digital presence. Exhibitions, performances and events – including the Winter Feast – connected our members with wider audiences across our communities.



# Day & Evening Services

We welcomed new members, launched new creative groups and grew our volunteer team. Highlights included a Shoreditch exhibition, sell-out Headway Eats supper clubs and a drama performance at Chats Palace. Thanks to a generous donation, we now offer free lunches to members, with demand at an all-time high. The Day Service is at capacity, and we are exploring ways to increase space and access as the Evening Service continues to grow

## Community Support Work Service

The service has grown steadily with more assessments, new starters, and improved peer support activity. Staff turnover has presented challenges, but we are addressing recruitment and retention through permanent roles and improved contracts to ensure continuity and financial efficiency.

## Therapy Service

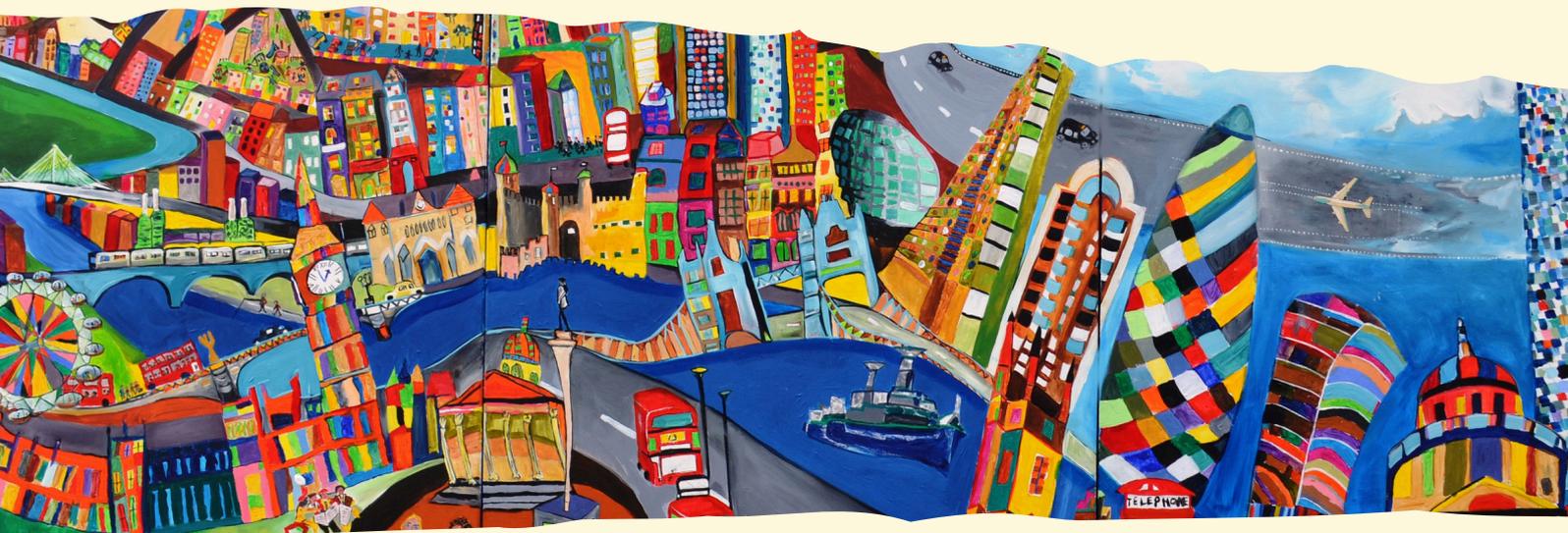
Our low-cost and private therapy offers expanded, supported by growing research partnerships with UCL and Anglia Ruskin Medical School. We presented at national events and began the next phase of Member Led Training, with co-designed pilot sessions planned. We continue to work closely with NHS partners to improve access to brain injury services.

# Casework Service

We expanded our reach, welcomed a new full-time caseworker and strengthened hospital-based support. Funding from Bolt Burdon Kemp and the National Lottery Community Fund is helping us build capacity and reduce waiting lists. Our support groups continue to grow, and new partnerships with domestic abuse charities are improving how we meet members' needs.

# Admin & Facilities

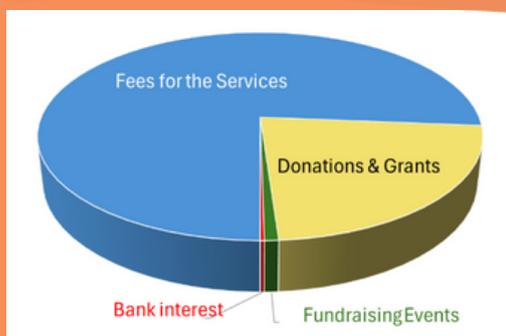
The team supported service delivery through building upgrades, events and improved data processes. We achieved a 5-star kitchen hygiene rating, recruited a new caretaker from our volunteer community, and prepared for a major IT upgrade to support the organisation's future needs.



# Finance

We built a strong financial foundation this year with a healthy cash reserve, better debt recovery, and real-time reporting including a detailed restricted fund analysis. The focus now is on refining our purchase order system, refreshing our chart of accounts, and improving accessibility to financial tools.

## Income – Where Our Money Came From- £2.48 Million



### Breakdown

- Donations and grants- **£560,746**
- Day services, therapies, Community Support Work Service, transport- **£1,893,073**
- Fundraising events- **£21,432**
- Interest earned- **£6,128**

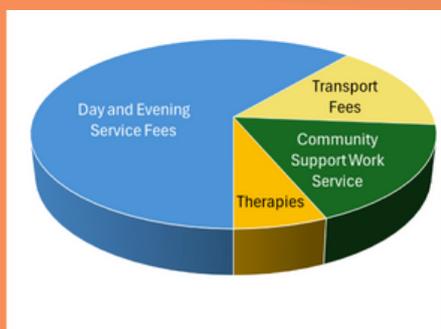
## Spending – What We Spent Money On: £2.42 Million



### Breakdown

- Breakdown:
- Running services: **£2,338,533**
- Fundraising: **£80,452**

## The Size of our Services: £1.9 Million



### Breakdown

- Day and Evening Service Fees: **£1,158,810**
- Transport Fees: **£285,140**
- Community Support Work Service: **£328,891**
- Therapies: **£120,232**

# Support in numbers

**163** brain injury survivors accessed the day and evening service

**12,502** meals produced at day service 'lunch club'

**30** day service members were regularly engaged in food preparation at the lunch club

**195** average weekly placements at day service

**80** brain injury survivors were engaged in **58** public engagement and learning events incl. member-led training

**618** groups run by our therapy team across the Day Service and Enfield

**90** day and evening service members regularly undertook art activities in the 'Submit to Love Studio'

**82** members engaged in music activities

**18** of our day service volunteers are brain injury survivors

**51** brain injury survivors accessed community support worker service

**107** member attendances at 30 outings in the day service



# Looking forward, from the Chief Executive.

In 2026, we will begin a brand new day service in South East London, serving Lewisham, Greenwich, Southwark, and Lambeth. It will start small, just like East London did, and grow with the people who join it. Members will shape its future.

We've already started taking referrals, and we're actively looking for the right premises.

And with this expansion comes another milestone:  
We are changing our name to **Headway London**.

This reflects who we already are; a charity supporting people across many boroughs and reflects who we are becoming. The change is being made with the support of our neighbouring Headway groups and the national charity.

Thank you to everyone who has supported us throughout 2024-2025.

Sarah  
Chief Executive  
(of soon to be... Headway London)

