



Annual Report

Year ending September 2019

Belfast Charitable Society



*Building Better Futures Fund recipient
An Tobar*



*Clifton House residents with completed AgeNI My
Life artwork*



*Launch of Mary Ann McCracken
re-publication*

Objects

Founded in 1752, Belfast Charitable Society is the city's oldest known charity and was incorporated in 1774 by an Act of the Parliament of Ireland. In 1996, to ensure that the Society was "able to serve the present day and likely future needs of the community", a new Act of Parliament, 'Belfast Charitable Society Act', was passed. It sets out the objects, powers, constitution and management of the Society. The Objects of the Society as stated in the Act are:

- (a) *To pursue all or any charitable activities which advance the interests or are for the benefit of persons appearing to the Society to be disadvantaged, primarily in Northern Ireland, including the care of the elderly, the relief of poverty, homelessness, distress, infirmity and sickness and providing for the educational and other needs of such persons; and*
- (b) *To participate in and encourage all forms of co-operation among appropriate parties which are calculated to achieve any of the objects mentioned in paragraph (a) above.*

Belfast Charitable Society

(Incorporated 1774)

PRESIDENT

Sir Ronald Weatherup
(elected January 2018)

BOARD MEMBERS

(1 October 2018 to 30 September 2019)

OFFICE BEARERS	Originally elected to Board	BOARD	Originally elected to Board
Chairman		Ms Diane Graham	2010
Mr David Watters	2011	Mr Alan Money Penny	2014
Hon Secretary		Mr Colin Graham	2014
Mrs Una Macauley	2012	Mr Nicholas Harkness	2019
Hon Treasurer		Mrs Norma Sinte	2019
Mr William Osborne	2010	Mr Matthew Higgins (co-opted April 2019)	

MANAGEMENT TEAM

Chief Executive Officer - Ms Paula Reynolds

Chair's Report

I am delighted to present this report on the work of Belfast Charitable Society for the year ending 30 September 2019.



This was a very important year in the life of our 267 year old charity as it marked the first full year in our history during which we have not delivered direct care provision. The organisation has instead continued to deliver on the wider agenda dictated by its original Mission and Objectives by working to address disadvantage in its many forms.

Our small but dedicated workforce led by Paula Reynolds, CEO has achieved a great deal during the year and deserve our thanks. We are also very thankful to a new body of volunteers (featured on the cover) who spent much of the year training to be White Badge accredited tour guides for us. The benefit of which is increasingly apparent as the capacity to deliver talks and tours at Clifton House, and externally grows.

At the Board and Committees levels, an extremely capable group of people help to determine the strategic direction of the charity. They also bring extensive experience, knowledge and skills as required by governance today. Together we continue to monitor and mitigate against risks as they arise and work to safeguard the Society's assets, built and financial.

We continue to forge forward, influencing and creating good practice in supporting the work of others in addressing localised disadvantage. We made a further investment in our loans programme, delivered another year of Barbour Funding and invested in many other organisations and projects through our grants. Our CEO continues to chair the NI Trusts Group and the North Belfast Heritage Cluster, thereby giving of our time and skills to enable others.

Our social enterprise grew in terms of turnover, staff and services in the year and alongside our communication campaign saw a far reaching social media impact. We continue to use heritage to highlight the importance of philanthropy both past and present.

We are grateful for all of the support we received in the year through the key partnerships such as that with UCIT, Ulster University, Queens University, the Barbour Family, government departments and local community and voluntary sector organisations. I would also like to thank the National Lottery Heritage Fund and the Department of Foreign Affairs who funded us in the year.

In closing I want to pay tribute to the work of our President, Sir Ronnie Weatherup. His contribution to the work of the Society was much appreciated, in particular to the new and exciting Mary Ann McCracken Foundation which we established in the year and his assistance in the republication of the Mary McNeill biography on Mary Ann. The Foundation is one of the many new areas of work we hope to share with you in this next phase of the Society's history.

A handwritten signature in black ink, reading "David Walker". The signature is written in a cursive, flowing style.

Treasurer's and CEO's Report

Finances, Activities and Impacts of Belfast Charitable Society and Clifton House Centre Ltd

The Society's first strategic aim is: to lead and influence how philanthropy is delivered and developed in Belfast and beyond through a series of special initiatives. Its work in the year is summarised below.

BCS Loan and Award Investment Summary 2018 – 2019

£420,775
across 29 approved projects

£315,275: loan awards
£105,500: grant awards

BCS BBF Loans £60,000 3 approvals	Building Change Trust BBF Loans £35,000 2 approvals	UCIT BBF Loans £220,275 10 approvals	Barbour Fund Awards £18,500 7 approvals	BCS other projects £87,000 7 approvals
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Belfast Charitable Society has now been individually responsible for approving 27 loans worth a combined total of £445,000 since the Building Better Futures Loan programme began in 2016.

Building Better Futures Fund (loan approvals)

- Through this loan fund Belfast Charitable Society supports grassroots organisations to address disadvantage and encourages them to diversify their income streams to become less grant dependent.
- From October 2018 to September 2019 the Building Better Futures approved loans for 15 different community based projects across Northern Ireland to the value of £315,275.
- Belfast Charitable Society supported three of these approvals; the Hummingbird project, Boom Inc and An Tobar, which received a combined support of £60,000 in loans to help build their capacity and support their development in the short, medium and long term.

Barbour Fund Approvals (grant awards)

- Since its inception, this Fund has provided over £100,000 of grant aid for projects that address social and economic disadvantage by enhancing employability, helping children outside of mainstream education and providing activities for isolated older people.
- In this year the Fund provided £18,500 of grant awards to 7 local community based projects in Lisburn and North Belfast: delivering a training course which led directly to the creation of 8 jobs; giving bursaries to remove financial barriers to third level study; enabling 23 young people to complete occupational GCSE courses; and providing 10 older people's groups with activities to meet their social needs.

Belfast Charitable Society Grants

- The Society provided £87,000 of grant support to projects including Harmony Choir, which provides alternative learning environments, access to collaborations, and increased awareness amongst students of North Belfast of their shared cultural heritage, through music and song.

Belfast Charitable Society Grants (continued)

- Funding towards an Early Intervention Family support project working across North Belfast. It receives referrals directly from the North Belfast Family support hubs. Our grant covers the costs of two part-time home visit officers and provides direct financial support for North Belfast families.
- Multiple QUB bursaries to second year students in need of support.
- In addition it has funded 10% of all costs associated with North Belfast Heritage Cluster's Great Place Project: a heritage-led regeneration project working with local organisations to improve their sustainability and build strategic connected projects for the area.
- The Society supported the establishment of its Mary Ann McCracken Foundation, set up to celebrate the life and works of this remarkable woman, and her legacy and relevance today. The Foundation will raise awareness and promote conversations on issues such as poverty, modern day slavery, human rights and equality. In this year it republished Mary McNeill's seminal biography on the 'Life and Times' of Mary Ann.



Belfast Hospital School & Teambuilding Ireland

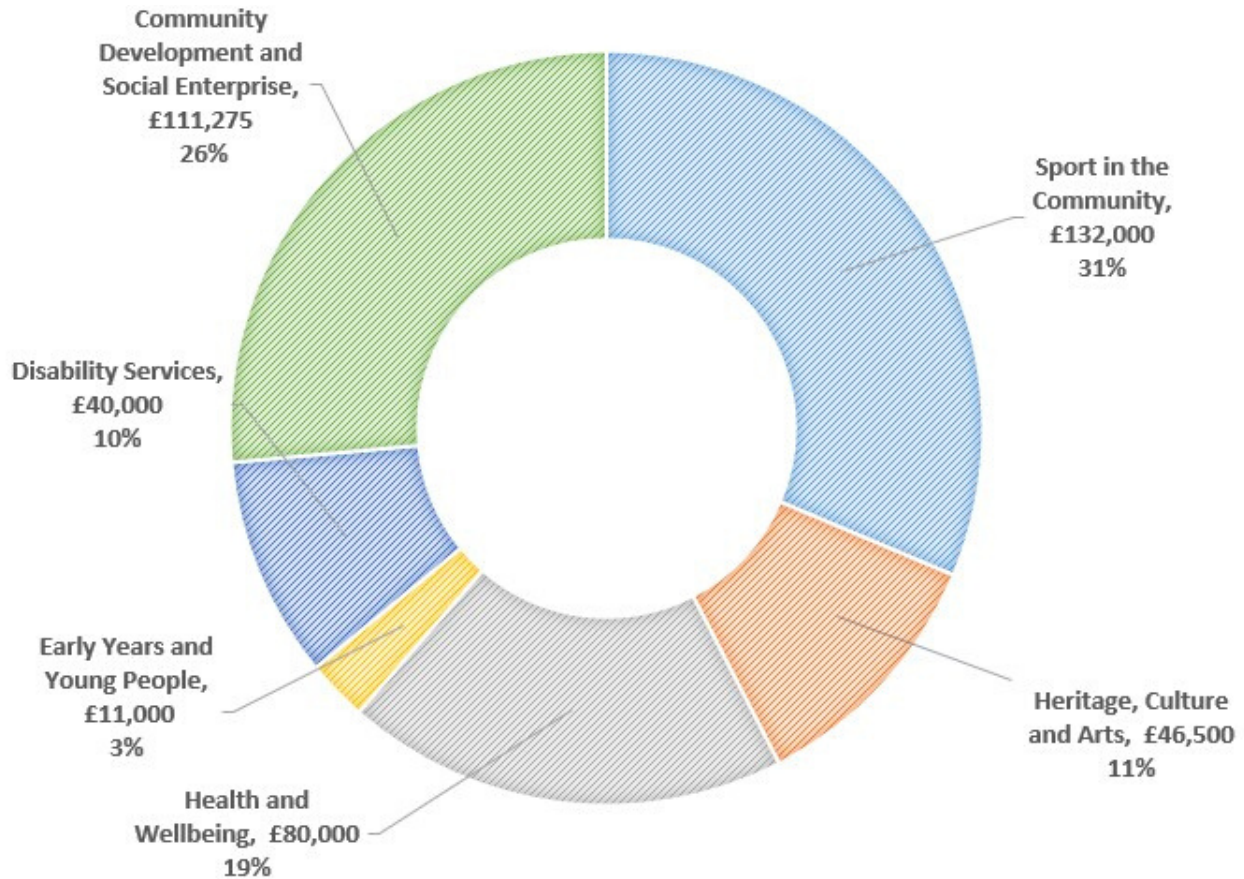


Building Better Futures Fund & Artspace CIC



*Barbour Fund recipients from
Belfast Metropolitan College*

BCS Loan and Grant Awards by Impact Area
Oct 2018 – Sept 2019



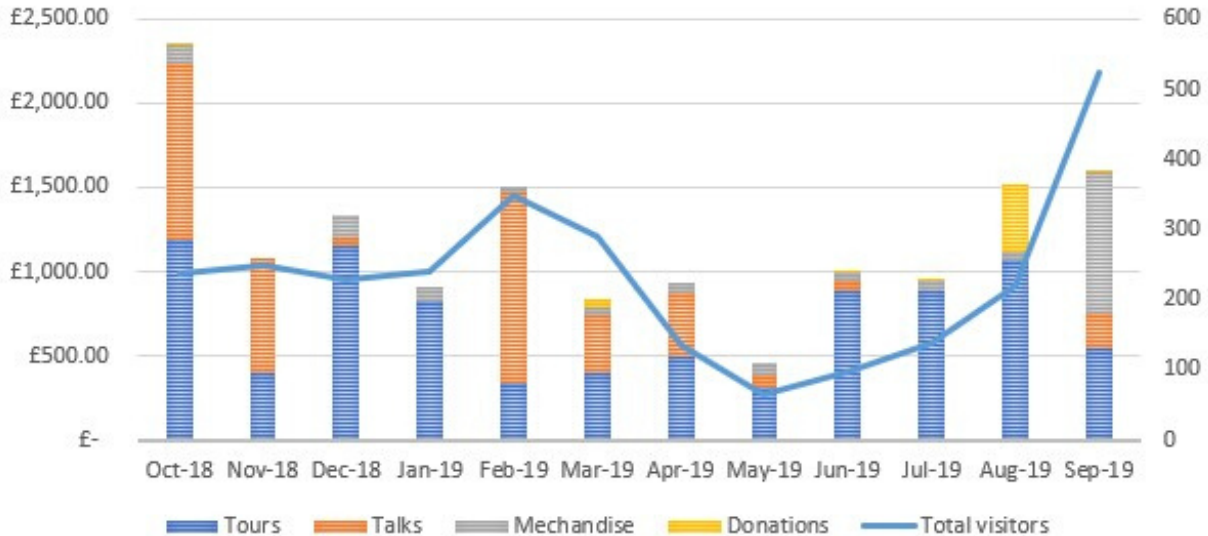
Clifton House Centre Activity

The Society's social enterprise delivers on its aim to preserve and promote the heritage of the Society; to inform, educate and entertain and; to profile the work of the Society thereby raising awareness of its philanthropic past and the work it does to address disadvantage today. Its activities from October 2018 to September 2019 are summarised below.

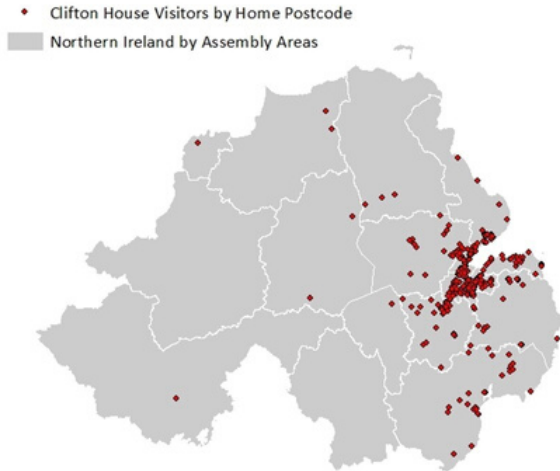
Tours and Talks Visitors

- Clifton House Centre had a total of 2,773 visitors attending talks and tours, a monthly average of 173.
- The combined income generated by the tours, talks as well as merchandise sales and donations was £16,368.
- The breakdown of this income was as follows: Tours 59%, Talks 27% Merchandise 11% & Donations 3%.

Breakdown of Income vs Visitors Oct 2018 – Sept 2019



Spatial Distribution of Visitors

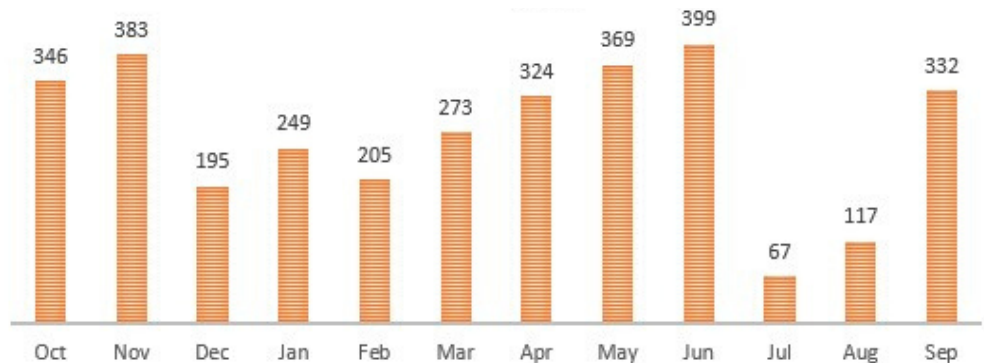


- Nearly one fifth of mapped visitors were from north Belfast, the highest visitor share, evidence that tours and talks are also connecting well with the interests of local people.
- The second and third highest visitor share were south Belfast and east Antrim assembly areas.
- Postcode data collection is used to inform marketing activities and to continue to develop the Clifton House brand across Northern Ireland and beyond.

Clifton House Visitor Numbers

- Clifton House Centre hosted a total of 3,259 visitors attending various conferences and events.
- The highest recorded month was June 2019 (399 attendees) and the lowest was July 2019 (67).
- The monthly average for visitors attending conferences and events was 272.

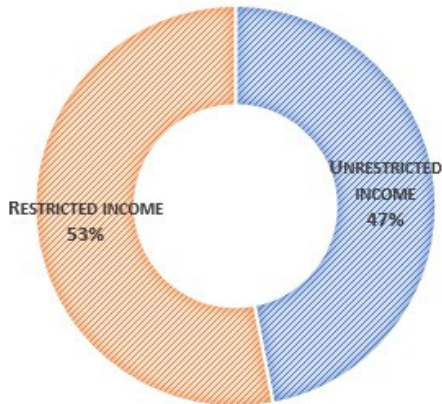
Conference and Event Attendees Oct 2018 - Sept 2019



Income Breakdown

- The breakdown of income generated by Clifton House Centre between restricted income (grant or funding) and unrestricted income (generated from commercial sales or room hire) is 53:47.

Income Breakdown Oct 2018 - Sept 2019

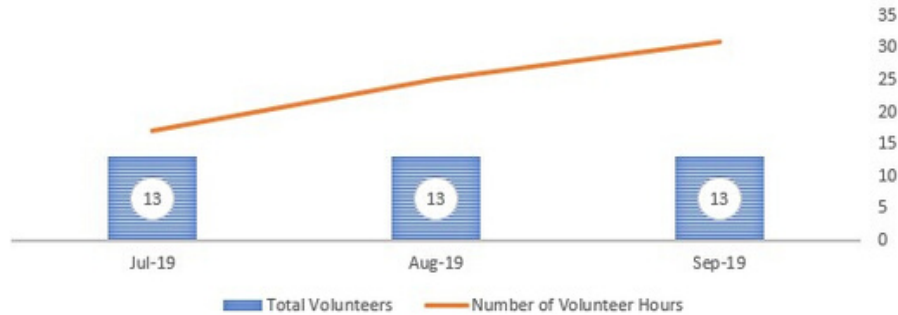


- This ratio demonstrates that unlike a lot of other social enterprises, Clifton House Centre's social business model is not simply reliant on securing grant aid. Instead there is a strong focus on innovation and the development of heritage products and hospitality services that tourists and businesses are willing to pay for.

Volunteering Capacity

- A significant outcome of the National Lottery Heritage Fund 'Our Heritage' Project was the delivery of an accredited White Badge Training programme. This has allowed Clifton House Centre to create a volunteer bank of skilled and knowledgeable volunteers who can deliver tours or provide event management to support the social enterprise as and when required. This is especially important during the delivery of larger scale city wide heritage events such as European Heritage Open Day.
- Since July, a total of 13 different white badge graduates of various ages and socio-economic backgrounds have been used regularly to deliver the tours or provide event management support. This is equivalent to 73 voluntary support hours and a voluntary input value, to date, of £730 (first quarter of activity). This was calculated using National Lottery Heritage Fund's lowest proxy rate of £10 per hour.
- The extent of voluntary activity time as of October 2019 increased by 83% since the first month in July.

Contribution of Volunteers

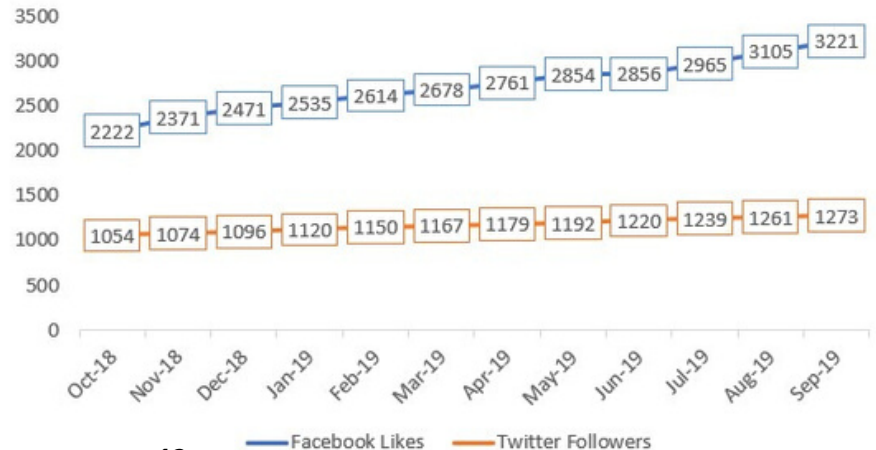


Social media activity

The social media usage of Clifton House Centre continues to be developed over a dedicated Facebook and Twitter page.

- From October 2018 to September 2019 the number of Twitter followers has increased by 20% from 1054 to 1273.
- Clifton House Centre content accumulated 32,653 likes over the last year. These social media data analytics demonstrate how Clifton House's online brand continues to grow as does its relevance to existing and potentially new online audiences.

Social Media Activity Oct 18 to Sept 19



Thanks

Belfast Charitable Society and Clifton House Centre would like to take the opportunity to thank its members, clients and partners and all of those who have supported our work in addressing disadvantage including:

174 Trust	Fredrick Street Meeting House	Public Records Office NI
AgeNI	Harmony North Choir	Professor Laurence Kirkpatrick
Ashton Community Trust	Indian Community Centre	Queen's University Belfast
Barbour Family	Milibern Trust	Radius Housing
Eric Barfoot	Mr Jim McDermott	Redeemer Central
Belfast Building Trust	Mr Roger Dixon	St Anne's Cathedral
Belfast Hospital School	Mr Gerry McNamee	St Malachy's College
Belfast Junior Chamber of Commerce	Mr Keith Haines	St Mary's Church Crumlin Road
BMET	Mr Tony Macauley	St Patrick's Church Donegall St
Belfast Orange Hall	Mr John Gray	Ulster Community Investment
Building Change Trust	Mr Philip Orr	Trust
Carnegie Library Oldpark	National Lottery Heritage Fund	Ulster University
Consarc Design Group	NI Institute of Fundraising	Unitorah
Department of Foreign Affairs	NI Tour Guide Association	Volunteer Now
Dr Eamon Phoenix	NI Trust Group	
Dr Margaret Ward	NI Water	
Dunlewey Addiction Services	North Belfast Working Mens Club	

A special word of thanks to all of our volunteers!



President, Board, Staff and guests at Benn Dinner

Clifton House is home to our archive, heritage and conference centre, residential home and sheltered accommodation.

The Centre is available for hire for a variety of events , including meetings, conferences and receptions.

Public and private group tours of Clifton House and Clifton Street Graveyard are offered throughout the year.

For more information on these services, please see our website, Facebook or Twitter or contact us on 028 9099 7022

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