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THE SMART **WORKS STORY**



we support have applied for over 50 jobs

40%

we support are lone parents

THE DUCHESS OF SUSSEX JOINS AS OUR ROYAL PATRON

SMART WORKS is a volunteer led charity that exists to help unemployed and vulnerable women before a job interview, by giving them the clothes, coaching and confidence to succeed at a crucial moment, get the job and transform their lives.

WOMEN SUPPORTED BY OUR SERVICE

go on to get the job after a month of visiting Smart Works

confident that they would succeed at their next interview



POWERED BY 40,000



BY OVER 300 VOLUNTEERS







SMART WORKS

CENTRES

ACROSS



INTRODUCTION FROM THE CHAIR



It gives me great pleasure to present the Smart Works Annual Report of the Board of Trustees for the year ending 31 March 2019.

Smart Works was created to harness the power of clothes and give unemployed women the confidence to succeed at their job interview and change the course of their lives. We knew the dressing and interview coaching service in our two London centres worked. We determined to roll out Smart Works centres across the UK, always maintaining the quality of our volunteer-led service and giving women nationwide the chance to visit a Smart Works centre.

It has been wonderful to see that vision grow and flourish, with Smart Works Leeds planned for autumn 2019 as our 8th centre.

We have found a natural champion in our Royal Patron, HRH The Duchess of Sussex. Following a series of private visits as a volunteer in 2018, we were delighted to be chosen as one of the Duchess's charities and with her inspiration to lift us, look forward to reaching ever more women. The Duchess's patronage has inspired the women we serve and has further encouraged them to believe in themselves and get the job.

Smart Works is, and always will be, a volunteer-led

charity. We would not be able to deliver our service without the inspirational volunteers who give up their time to dress, style and coach our clients. Their advice, compassion and skill will always be our greatest asset.

We are proud to have the support of some prestigious names in the fashion and beauty sector, alongside our trusted partnerships with the wider community, from the prison service to the Prince's Trust. Our grant funders provide us with the cornerstone funding to enable our growth and the confidence to follow our vision. A big thank you to everyone who has partnered with Smart Works this year enabling us to consolidate and grow our service.

Smart Works is powered by a dedicated, tireless and passionate team of staff and trustees in London and across the UK, all of whom make our work possible. Within that, I would like to say a special thank you to Jo Hunter, our founder Treasurer who stepped down after twelve years of utter dedication to our charity and the women we serve. Her contribution was recognised in January 2019 with a much-deserved OBE for services to unemployed women.

We remain passionate about the service we deliver, because we know it works. I hope you enjoy this report, and that it conjures up a little of the Smart Works magic that we are lucky enough to see every day.

The Apple Hellet

Lady Juliet Hughes-Hallett **Founder and Chair**





INTRODUCTION FROM THE CEO

In January 2019, we had the honour of welcoming HRH The Duchess of Sussex to our West London Smart Works centre as our Royal Patron.

This was a wonderful moment for everyone who has been involved in the growth of Smart Works since 2013. We are a community brought together by a passion for the service we deliver and the women we serve, and there are exciting plans in place to work with The Duchess to build on this vision of community over the coming months.

In the meantime, the last twelve months have been our busiest and most successful year as a national organisation, operating from seven locations across the UK. We are particularly proud that 64% of our clients had returned to work within a month of their appointment at Smart Works. In total, we have helped over 3200 women and delivered over 4500 appointments in North and West London, Manchester, Birmingham, Newcastle, Edinburgh and Reading, all made possible by the time and dedication of over 300 skilled, committed and exceptional volunteers.

Throughout this time of growth, our strategy has been to stay focused on our core dressing and interview preparation service. This allows us to reach some of the most vulnerable women in society to give them the best chance of succeeding at their job interview and moving on with their lives. It is our vision to take the service across the UK so that any woman who needs our help can find her way to a Smart Works centre.

This remains at the heart of all we do. I have been so proud to see how staff, trustees and volunteers continue to rise to this challenge and am particularly grateful for the leadership of our founder and Chair, Juliet Hughes-Hallett for making the journey such a joy to be navigating.

Kate Stephens
Chief Executive

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ANNUAL REPORT OF THE BOARD OF TRUSTEES FOR THE YEAR ENDING 31 MARCH 2019

The Trustees, who are also the directors of the charity for the purposes of the Companies Act, present their annual report together with the accounts of Smart Works for the year ended 31 March 2019.

The accounts have been prepared in accordance with the accounting practice set out on page 34 and comply with the charity's governing document, applicable laws and the requirements of Statement of recommended Practice on 'Accounting and Reporting by Charities' issued in 2015.

OBJECTIVES & ACTIVITIES

Smart Works is a UK charity that dresses and coaches unemployed women for their job interview. The charity's objects are the relief of financial hardship and the relief of unemployment for the public benefit through the promotion of economic independence among women. To deliver this, Smart Works was created in September 2013 to help some of the most vulnerable women in society with the clothes and the confidence they need to succeed at their job interview and start a new chapter of their life.

The women who come to the charity are referred from prisons, refuges, mental health charities and job centres. Half our clients have been rejected from over 20 jobs, destroying their self-esteem and creating a cycle of hopelessness and despair.

From the moment she walks through our door, each woman is cherished and cared for. She is welcomed into our safe, friendly space with an empathetic approach that puts the client's needs first. She is gifted a complete outfit of high-quality clothes and

accessories, styled for her, and dedicated one-to-one interview training, so that she can start believing in her ability to succeed.

Once a woman gets the job, we offer her a Second Dressing for enough clothing to last until first pay cheque. When a client re-enters the workplace, she can join our Network, meeting monthly in different corporate settings, with tailored sessions to set her up for professional success.

Smart Works has an efficient, volunteer-led model. Our dressing session and interview coaching is delivered nationwide by a team of 300+ skilled and trained volunteers. Our wardrobe is stocked with high quality clothes donated by individuals and retailers.

Our strategic focus is to deliver our core dressing and interview coaching service to the best possible standard across the UK and take it to more locations so that any woman who needs our support can come to Smart Works.

ANNUAL REPORT 2019

ACHIEVEMENTS & PERFORMANC

HIGHLIGHTS

The last twelve months have been our busiest and most successful year as a national organisation, operating from seven locations across the UK. We are particularly proud that 64% of our clients had returned to work within a month of their appointment at Smart Works. In total, we have helped over 3200 women and delivered over 4500 appointments in North and West London, Manchester, Birmingham, Newcastle, Edinburgh and Reading, all made possible by the time and dedication of over 300 skilled, committed and exceptional volunteers.

In January 2019, we were honoured to announce HRH The Duchess of Sussex as the Royal Patron of Smart Works Charity. The Duchess's decision to support Smart Works reflects her passion in supporting women, and her commitment has already helped us to reach more women in need across the UK. We are looking forward to working with The Duchess on some exciting plans for later in 2019. We have also been particularly grateful for the engagement and support of our existing patrons and ambassadors over the last 12 months.

The Board remains committed to a strong and sustainable strategy for growth, taking our service to new areas so that more women can access the Smart Works service. We were proud to open our seventh centre in Newcastle in April 2018, making the service accessible to women across the North East. It has been a privilege to welcome the new Trustees, volunteers and staff of Smart Works Newcastle to the Smart Works family and the centre has got off to the strongest start yet, helping over 250 women in its first





ACHIEVEMENTS & PERFORMANCE

In the year to 31 March 2019, Smart Works supported more women than ever before on their journey back to work. Across the UK, the reach of our service has continued to grow, and taken as a whole, we have helped 3,248 women and delivered a total of 4,529 appointments, in line with our expectations for the year. We have also engaged an unprecedented 345 volunteers to deliver our service. Crucially, across the UK, the number of women who succeed at their job interview after a visit to Smart Works, and we are able to contact, our key performance indicator, was 64%, against a target of over one in two (ie at least 50%).

In our two London centres, we dressed and trained 1,957 women for their job interview and delivered a total of 2,721 dressing appointments. This was a significant increase in the number of women helped and represents a 13% year on year increase. The number of women who succeed at their job interview after a visit to Smart Works, and we are able to contact, has continued to stay at over one in two, with an end of year success rate of 60%. These successes often came after years of unemployment, countless job applications and many unsuccessful interviews.

In London, we maintained a strong volunteer team of 146 to deliver all our dressing and interview training



to our clients. In addition, a number of companies provided volunteer support to Smart Works through their internal volunteering programmes. The quality of volunteers we are able to attract remains high and we are grateful to all the time, skill and dedication they have given to our clients throughout the course of the year. We ran a series of training and social events for our volunteers, including an annual conference, kindly hosted by Burberry, and ran a major volunteer survey to inform our future strategy.

The quality and quantity of our clothing donations remains excellent. Nearly 171 organisations ran Smart Works clothing collections during 2018 and 2019, a 38% increase on the previous year, which gave us a regular supply of high-quality suits, separates, dresses, coats, jackets, shoes and accessories. Many of these collections were done across multiple sites in the UK and have allowed us to build a strong stock base not just in London but also in Edinburgh, Manchester, Newcastle, Reading and Birmingham.

We also received clothing donations directly from retailers which has greatly added to the stock available in our dressing room. Particularly notable have been Burberry, Hobbs, Evans, Vestiaire Collective and John Lewis & Partners, as well as other leading retailers who donate clothes and accessories. We were particularly grateful for the continued support of Evans which helped us meet the needs of our plus-size clients, helping us to achieve our goal to maintain sufficient stock in all sizes.

We have also continued to utilise our bespoke client database to track our progress so that we have real time information on the number of people we have helped, the number of appointments delivered and can measure the quality and success of our operations. The trends in our data helped us to engage more referral partners and we now work with over 500 referral partners across the UK. We continue to dedicate more staff time to engaging more organisations that support vulnerable, harder to reach women including ex-offenders, survivors of domestic violence, the homeless, care-leavers and disadvantaged young people.

In September 2018 we celebrated our fifth birthday at the House of Lords bringing together our supporters, volunteers, partners and clients to celebrate helping 11,000 women on their journey back to work. Guests included representatives from our referral agencies, ranging from the prison service to The Prince's Trust, as well as supporters, our funders and the people from across the UK who deliver the Smart Works service.





PARTNERSHIPS AND EVENTS

Smart Works continues to work in partnership with brands and organisations that share our values.

We have been able to strengthen our work with our long-standing supporters, whilst also forming new brand partnerships. We have begun new partnerships with retailers including John Lewis & Partners and River Island, as well as deepening our support from Hobbs, Burberry and Marks & Spencer. We launched a new media partnership with the Telegraph in May and, with the generous support of Somerset House, ran a major shopping event in December.

For International Women's Day in March 2019, Bobbi Brown partnered with us for the sixth year, launching a product in collaboration with Lulu Guinness. The product sold out in store and is likely to raise over £70k. Burberry created a film to celebrate our clients which was featured on their main consumer channels, and Hobbs donated 5% of sales on 8 March.

These campaigns ran alongside our own Spin for Smart Works initiative where 138 teams cycled over 63,000 miles. Now in its third year, this was our most successful Spin campaign and is now firmly in our fundraising calendar. We also had another successful Designer Sale, raising over £70 000, and our Fashion

Club fundraiser continues to gain momentum, featuring Alex Shulman, the former Vogue Editor and Jane Shepherdson, former CEO of Whistles, elevated by support from The Cross Shop.

In January 2019, Smart Works took part in BBC Radio 4 Charity Appeal with our Patron, Betty Jackson CBE, recording an audio clip played to listeners over the week. The appeal brought in over £10K in donations.

Our close corporate supporter Barclays hosted our first ever Charity Gala in March in conjunction with the legal firm Latham and Watkins. The event was held at The Langham and has raised over £100k.

We have also seen a significant boost in our external profile. Social media following has surged, particularly on our key Instagram handle (growing by 510%), website visits are up by 83% and there was significant media coverage around the announcement of our Royal Patron, which was almost universally positive.

Finally, we are grateful to the support and advice of all our grant funders. We were particularly thrilled to be featured in the 60th anniversary celebrations of the Garfield Weston Foundation. The funding, advice and belief of the Trustees of the Garfield Weston Foundation has made all our work possible.





DIONNE'S STORY

Dionne came to Smart Works in October 2018 after being unemployed for over six months. As a single mum, Dionne was keen to get back into work to support herself and her family. After being rejected from over 50 jobs, Dionne was lacking the confidence and self-belief she needed to succeed.

Before I came to Smart Works I had been looking for work and applying to jobs and had an interview coming up with a housing association. From the minute I got to Smart Works, I felt really comfortable. They were really welcoming.

I tried on clothes which I wouldn't normally wear for an interview. It pushed me out of my comfort zone which was really nice. It was great to have that level of personal care. The moment which really helped me land the job was the session with the HR consultant because I was always getting the interviews but not getting the job at the end. I had lost confidence because I'd been looking for a job for a long time. Speaking with the coach and going home and practicing in front of the mirror actually really helped with me.

When I got the job and spoke to my Manager about why she chose me over the others, she said that it was because I had that confidence, they believed in what I was saying and I came across as sincere.

After my appointment I felt grateful to have had the opportunity to come and experience what I did. Without Smart Works, I wouldn't have had the confidence. It was an empowering experience and I was so happy when I got the job that I bought the Smart Works team some chocolates and a card to say thank you. I am so grateful.









FINANCIAL REVIEW

RESULTS FOR THE YEAR

This is the first year that Smart Works has been required to produce consolidated accounts for the Charity and its subsidiaries, as noted in accounting policy note 1. Consequently, the 2017/2018 numbers have also been restated on a comparable basis.

Total income for the year was £1.4m which was an increase of 43% over the previous year. Of this, £231k represents fair value of dressing stock donations (2018: £135k), making the total income minus stock donations £1.189m (2018: £860k), a 38% increase.

Our strategy to diversify our sources of income has remained a key focus area. Grants and individual donations were £516k (2018: £449k), corporate giving income was £276k (2018: £240k) and fundraising events generated £322k (2018: £169k). Additionally there was £72k of other income representing the recognition of net assets in Smart Works Edinburgh which became part of the Smart Works Charity Group, effective 31 March 2019.

Approximately 25% of the total income was generated by the centres outside London and that number is expected to grow in line with our strategic priorities. Unrestricted Funds of £1.1m represent 74% of total income. Restricted Funds of £365k include £231k of dressing stock. Expenditure for the year increased by 28% to £1.1m reflecting the growth of the Charity.

During the year, we have analysed costs into 2 key categories in line with SORP disclosures: "Core service delivery" and "National delivery support and growth". Total costs for these were £769k (growth of 16%) and £204k (growth of 24%) respectively (2018: £662k and £164k). The increase in expenditure includes the costs of running our new centre in Newcastle which opened in April 2018 along with generally increased support to our centres.

Staff costs were the most significant expense at £503k (2018: £395k) as we have grown headcount in London and the regional centres. The total average number of employees was 17 (2018: 13) over the year. Property, rent and office costs were £322k (2018: £276k) and together with staff costs remain the principal costs.

Total group funds increased to £290k (2018: £110k) giving restricted funds of £183k and unrestricted funds of £884k (2018: £103k and £674k).

The generosity and ongoing commitment of our supporters has continued to drive our success and growth. We are very fortunate that our income comes from a wide range of sources and whilst some of our funders prefer to remain anonymous we are extremely grateful to all of our supporters including the Garfield Weston Foundation, Nesta (the Government's innovation charity), the Rank Foundation, Burberry and Bobbi Brown. The Charity also benefits from a number of multi-year grants from John Ellerman, Esmée Fairbairn, The Segelman Trust, the Swire Charitable Trust and the Clore Duffield Foundation.

INVESTMENT POLICY

The trustees having regard to the liquidity requirements of operating the Charity and to the reserves policy have operated a policy of keeping available funds in interest-bearing deposit accounts. These are currently held with CAF Bank, Scottish Widows, Virgin, United Trust and HSBC.

RESERVES POLICY

The trustees have considered the requirement for free reserves, i.e. those unrestricted funds not designated for specific purpose or otherwise committed. It has been determined that, given the nature of the Charity's work, the level of free reserves should be equivalent to nine to twelve months of annual expenditure. This provides sufficient flexibility to cover any temporary shortfall in incoming resources and will allow the charity to cope and respond immediately to a reasonable range of unforeseen adverse circumstances prior to specific remedial plans being implemented.

General unrestricted funds of £882,700 represents approximately 8 months of forecast annual expenditure (excluding restricted fund expenditure). The current level of unrestricted funds are deemed adequate and will be reviewed in line with the Charity's strategy for the next financial year.

PLANS FOR THE FUTURE

The Board have agreed an ambitious but sustainable plan for growth over the next three years from April 2019 to March 2022.

Building on the experience of the last five years, our vision is to roll out our service across the UK, so that any woman who needs our support can come to Smart Works. We have seven centres in North and West London, Reading, Birmingham, Manchester, Newcastle and Edinburgh, with plans to open in an entirely new region of the UK in each of the next five years. Our target areas are Yorkshire, the South West, Wales and Northern Ireland.

By March 2022, we will aim to help 4500 women each year from ten centres across the UK and over one in two will have succeeded at their job interview. Overall, we will remain focused on delivering a quality service that has a proven impact to reach the highest possible number of women who need our support.

STRUCTURE, GOVERNANCE, MANAGEMENT

GOVERNANCE

Smart Works and its trustees are bound by the Memorandum and Articles of Association. The names of the trustees who served during the year are set out in the reference and administrative information on page 47.

RECRUITMENT & APPOINTMENT OF NEW TRUSTEES

Regular reviews are undertaken to assess the skills of the current trustees and identify any areas for strengthening. New trustees are appointed by the existing trustees and their appointment is confirmed by the members.

INDUCTION & TRAINING OF NEW TRUSTEES

New trustees are provided with an induction to familiarise themselves with the charity and the not for profit sector. They are briefed on responsibilities by the existing trustees. New trustees are referred to the Charity Commission's guide 'The Essential Trustee'.

ORGANISATIONAL STRUCTURE & DECISION MAKING

The trustees review and approve all policies, and follow a strategy set at the start of 2016. The trustees meet quarterly throughout the year and have an annual session to revise the strategy, and have agreed a new three year plan from 1 April 2019 onwards.

MANAGEMENT

The Chief Executive, Kate Stephens, runs the charity. As of 31 March 2019, the rest of the team comprised of a Director of Service Delivery and Innovation, a Director of Partnerships and Communications, a Head of Finance, a Head of Regional Development and a

Head of Wardrobe, supported by three managers and two graduate trainees to deliver the core service across our North and West London sites, and support the Smart Works centres across the UK.

PAY POLICY

All trustees give their time freely and no trustee received remuneration in the year.

As a small but fast growing and dynamic charity, Smart Works believes that its staff are key to delivering its objectives. To this end it believes that its pay policies should be fair, transparent, competitive and sustainable. Smart Works believes that it is important to reward its staff competitively and at the same time ensure that it remains prudent and can guarantee that salary costs are sustainable both at the current time and in the future. The Chief Executive is responsible for proposing the remuneration and terms and conditions of employment for all staff of the charity which is then approved by the Board. The pay and terms and conditions of the Chief Executive is approved by the full Board of Trustees.

The charity aspires to pay its staff around the median market pay level for comparable jobs in similar sized charities in London. Smart Works is committed to paying the "London Living Wage" for its paid staff. Smart Works pays staff related to their particular skills, experience, qualifications, performance and contribution to the charity, which is the typical approach to setting pay for small to medium sized charities. Smart Works reviews salary levels annually, coming into effect on 1 January the following year.

RISK MANAGEMENT

The Board of Trustees continues to review and assess risks faced by the charity every six months. The Chief Executive fully updates the Board of Trustees at these meetings and highlights current risks facing the charity. This covers governance, financial, operational,

physical, external and reputational, legal and compliance risks. The main risks identified on the risk register and how they are managed are:

- A shortfall of income against costs. This
 is mitigated by a balanced approach to
 fundraising, seeking to secure income from
 three main sources: grant funding, corporate
 income and our own activities.
- Unsustainable growth. This is mitigated by setting a strategy of opening a maximum of one Smart Works centre a year and ensuring a balanced income portfolio.
- 3. Losing key staff and trustees. This is mitigated by a strong appraisal and development programme, alongside six months' notice for senior staff and trustees.

The Chief Executive ensures that robust policies, procedures, systems and training are in place to deal with risk and these are designed to mitigate or manage any potential impact on the charity should those risks materialise.

POLICIES

Policies for all relevant areas are maintained, including Vulnerable Adults, Data Protection, Health and Safety, Bribery, Conflict of Interest, Complaints Handling and Privacy Policy for Clients, Donors and Diversity. A staff handbook is made available to all staff and includes a summary of all these policies, and this is also shared with new Trustees of Smart Works Charity and of regional Smart Works centres.

VOLUNTEERS

The trustees are grateful for the invaluable contribution of those who give their time voluntarily to deliver the dressing and interview preparation for our clients. The number of active volunteers in London during the year was 146; we have a very high retention rate. Arguably, one of the greatest assets Smart Works has is the enormous role played by its dedicated volunteers.

EMPLOYMENT OF DISABLED PEOPLE

Smart Works has a policy of encouraging diversity and non-discrimination against disabled people.

PUBLIC BENEFIT

The trustees have referred to the guidance contained in the Charity Commission's general guidance on public benefits when reviewing our aims and objectives and in planning our future activities.

This report has been prepared in accordance with the provisions in Part 15 of the Companies Act 2006 applicable to companies' subject to the small company's regime.

This report was approved by the Board on 3 October 2019 and signed on its behalf by:

The Apha Hellet

Juliet Hughes-Hallett **Chair**

Ewa Kerin **Trustee**



TRUSTEES' RESPONSIBILITIES STATEMENT

The trustees (who are also directors of Smart Works for the purposes of company law) are responsible for preparing the Trustees' Annual 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, which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company 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 in the Charities SORP 2015 (FRS 102);
- make judgements and estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards 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 charitable company will continue in operation.

The trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company 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 charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the trustees are aware:

- there is no relevant audit information of which the charitable company's auditor is unaware; and
- the trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditor is aware of that information.

REFERENCE AND ADMINISTRATIVE INFORMATION

Registered name Smart Works Charity

Charity registration number 1080609

Company registration number 03870671

Corporate status The Company is limited by guarantee

Registered office Unit 9, 83-93 Shepperton Road London, N1 3DF

Telephone 020 7288 1770

Website www.smartworks.org.uk

Current Trustees Juliet Hughes-Hallett (Chair)

Ewa Kerin (Honorary Treasurer, appointed 1 March 2019)

Philippa Charles (appointed 12 October 2018)

Tiffanie Darke (resigned 26 April 2018, reappointed 31 Jan 2019)

Margaret Darling Fiona Holmes Amelia Mendoza

Claire Spencer-Churchill (appointed 31 Jan 2019)

Caroline Hamblett (resigned April 2018) Mona Barnes (resigned 2 May 2019)

Rebecca Eastmond (resigned 12 October 2018) Joanna Hunter OBE (resigned 2 May 2019)

Company Secretary Mona Barnes (resigned 2 May 2019)

Kate Stephens (appointed 2 May 2019)

Royal Patron HRH Duchess of Sussex

Patrons Betty Jackson CBE

Jennifer Saunders Jane Shepherdson Emma Barnett

Statutory Auditors Price Bailey LLP

Bankers CAF Bank Ltd

25 Kings Hill Avenue

Kings Hill West Mailing Kent, ME19 4JQ

