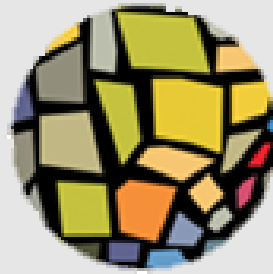




# THE MOSAIC COMMUNITY TRUST



ANNUAL REPORT  
2022-2023



Uniting, Empowering and Celebrating Caring Communities

## Message from the chair

Your support has enabled us to achieve incredible outcomes for the most socially deprived communities in North Westminster. More communities are now better able to cope with the effects of the Pandemic and the cost-of-living crisis. This improvement results from more people accessing safe and culturally appropriate community-led and community-based services, effectively delivered through your help and funding support. These incredible changes in people's lives over the last year have come about thanks to the inspiration and dedication of our many partners and supporters. We want to say a big thank you on behalf of all those whose lives we have touched and all those individuals in the community who worked tirelessly alongside our team during these challenging times.



## Message from the CEO

In this Annual Report, I wish to specifically mention three main areas of our work which have contributed to our high level of success in reducing health inequalities over the past year:

1. Recognising the critical role of health literacy in improving health-seeking behaviour (especially the uptake of vaccinations, cancer screening, HRT, and mental health services) and prevention of preventable diseases
2. Recognising the value of working in partnerships and collaborations as a small, under-resourced, community-based organisation, to optimise our benefits to the community
3. Investing in strengthening its community engagement and community empowerment activities

As you will see in this report, we are already doing a huge and substantial amount in each of these areas. And throughout our work we will continue to create and take opportunities to reduce health inequalities, forge new partnerships, build the evidence base, and put into practice our commitment to be a leading community-based community-led strategic organisation strengthening the voices of the communities we serve to advocate with those with power to deliver.



## CONTENTS

[Our Mission Statement](#)

[Annual Highlights and Achievements](#)

[Our Impact](#)

[Asset-Based Approach](#)

[Celebrating Partnerships](#)

[Community Engagement Initiatives](#)

## OUR MISSION STATEMENT

Acting through the promotion of health and economic wellbeing, community leadership and a rights-based approach to community support, our mission is to empower diverse, socially, and economically marginalised and disadvantaged communities, thereby enabling them to participate actively in strategic decision making at the community level and to access mainstream services and economic opportunities.



## ANNUAL HIGHLIGHTS AND ACHIEVEMENTS

### Addressing the Cost-of-Living Crisis: Empowering Residents and Driving Positive Change

In the face of the ongoing cost of living crisis in the UK, MCT has strived to make a tangible difference in the lives of residents. Through a range of initiatives and dedicated efforts, we have provided crucial support and resources to alleviate financial burdens and empower individuals to navigate the challenges posed by rising living costs. Our efforts in this area have positively impacted numerous households, providing essential relief during challenging times.



#### Workshops on Expense Management:

Financial literacy is an imperative life skill. To support residents' development in this area MCT conducted comprehensive workshops on effective expense management, successfully equipping 45 residents with the knowledge and practical tools to enhance their financial resilience and decision-making skills.

#### Practical Energy Bill Reduction Tips:

To further support residents facing financial challenges, MCT focused on educating residents on strategies to reduce energy bills by sharing practical tips and techniques to make informed choices regarding energy consumption and efficiency.

#### Supporting Residents to Apply for Extra Help:

Furthermore, we have also supported over 40 residents from BAME backgrounds in applying for additional support and benefit entitlements. By facilitating these applications, we were able to increase residents access to vital resources and educate residences of the various forms of assistance available to them.

The cost-of-living crisis has also left many individuals worried how will they be able to feed their families. Therefore, our activity also focused on facilitating access to free school meals and food vouchers. This ensured children from disadvantaged backgrounds received proper nutrition whilst alleviating the financial strain on families.

#### **AT A GLANCE:**

**3,000 beneficiaries reached.**

**500 users on WhatsApp**

**79 Twitter followers**

**222 Instagram followers**

## Empowering Residents in their Job Search:

Acknowledging the link between financial stability and employment, MCT assisted approximately 25 residents in their job search endeavours. By providing guidance, resources, and networking opportunities, we aimed to enhance their employability prospects and create pathways toward improved financial well-being. These efforts have contributed to bridging the gap between unemployment and financial stability for numerous individuals in our community.



## **My Church Street for Keeping Warm and Healthy**

The "My Church Street for Keeping Warm and Healthy" project has been instrumental in assisting Westminster residents who were facing difficulties affording healthy meals during the winter. Through the support of public health funding, this initiative successfully provided 30 warm and nutritious meals every week to those struggling with their finances.

One of the key components of the project was the provision of free therapeutic massages. This holistic approach not only contributed to physical well-being but also helped individuals manage stress and improve their overall mental health. The massages offered a much-needed respite from the challenges associated with financial strain, promoting relaxation and a sense of rejuvenation among the participants.

The project also emphasized the importance of social activities as a means of bringing people together. By organising various social events, the initiative created a supportive and inclusive environment, fostering a sense of community among the participants. These activities encouraged social interaction, shared experiences, and the development of new relationships, which further contributed to overall well-being and mental resilience.

Through the Winter Warm Scheme, public health funding played a crucial role in enabling this project to address the cost-of-living crisis in a comprehensive manner. By providing warm and healthy meals, offering therapeutic massages, and promoting social engagement, the project not only met the immediate needs of the participants but also empowered them to manage the challenges associated with the cost-of-living crisis.



## Promoting Well-being and Advocates' Development with British Land

This year, MCT advocates had the opportunity to work at British Land's corporate sector. This initiative focussed on enhancing communication and management skills, understanding business set-ups and structures, and promoting the well-being of corporate workers through therapeutic massages and community interactions.

Throughout the initiative advocates actively worked towards improving their communication and management skills. This experience allowed them to develop effective interpersonal skills, refine their ability to convey information clearly, and strengthen their overall professional communication. Moreover, by gaining a deeper understanding of business set-ups and structures, advocates acquired valuable insights into the corporate world, which have positively impacted their future career prospects.

The corporate workers at British Land were also provided with the opportunity to experience therapeutic massages from the advocates, specifically designed to address work-related stress and improve posture. These massages served as a means of promoting employee well-being and recognising the importance of maintaining a healthy work-life balance.

### Community Interactions:

To foster a sense of social responsibility and community engagement, MCT and British Land also facilitated interactions between corporate workers and local community residents. These interactions allowed employees to connect with the community, gain insights into their needs and challenges, and contribute positively to the local area.



## Environmental Awareness Project: Promoting Recycling and Upcycling in the Community

This year to create a greener, more connected community MCT initiated a crowdfunding campaign to raise funds for a project focused on promoting recycling and upcycling in the local area of Church Street. Environmental ambassadors advocated for recycling waste materials and reducing single-use plastic. As part of the initiative, MCT created 500 unique handmade gift and shopping bags, which were showcased at various events, fairs, and schools.



MCT collaborated with British Land to set up pop-up stalls where they sold these recyclable handmade bags. During these events, MCT representatives engaged in conversations with corporate workers, sharing ideas on upcycling items to reduce waste. This partnership provided an opportunity to reach a broader audience and promote sustainable practices.

Residents showed great interest and enthusiasm when introduced to the concept of using handmade bags for gifts or shopping. The pop-up stalls held in Church Street provided an opportunity for MCT to interact directly with residents, answering their questions and educating them about the benefits of recycling and upcycling. The initiative sparked intrigue and fascination, generating positive conversations about sustainable practices within the community.





## OUR IMPACT

### **Building Community Resilience in Response to the Cost-of-Living Crisis**

Through our relentless commitment to addressing the cost-of-living crisis in the UK, MCT has achieved significant milestones and generated positive outcomes for residents. Our workshops and activity focused on addressing challenges linked to cost-of-living have led to improved financial literacy of residents and has enabled numerous households to access extra financial support, free school meals, food vouchers and employment.

Further, the "My Church Street for Keeping Warm and Healthy" project has made a significant impact on the lives of Westminster residents struggling with the cost-of-living crisis. By combining practical support with holistic approaches, the initiative has helped individuals maintain their physical and mental well-being during the challenging winter months. Through the provision of warm meals, therapeutic massages, and social activities, the project has effectively assisted the community in managing the hardships associated with financial constraints, fostering resilience and a sense of togetherness.

As we reflect on these accomplishments, we remain dedicated to furthering our efforts, expanding our reach, and continuing to make a meaningful difference in the lives of those affected by the cost-of-living crisis. By working collaboratively and forging partnerships, we strive to build a more inclusive and prosperous community for all residents, ensuring that nobody is left behind in the face of financial challenges.

## Promoting Community Engagement and Awareness around Sustainability



MCT's crowd-funded campaign and partnership with Merchant Square and British Land has had numerous positive outcomes across the community. The upcycled gift bags serve as a visible representation of MCT's commitment to sustainability, and the pop-up stalls where these bags were displayed and sold created a space for meaningful conversations with both residents and corporate workers.

Through this initiative, MCT have encouraged recycling throughout their services, from paper cups to plates. Environmental ambassadors have also been at the forefront, urging households to reduce waste and make use of food recycling bins. Overall, this project has inspired a shift in the local community towards sustainable practices like walking or cycling, using reusable water bottles, and ditching plastic bags for reusable ones.



## Improving Health Literacy in the Community through 'Health Conversation' Workshops

MCT's health literacy workshops have played a crucial role in addressing and improving common health problems experienced by ethnic minority communities. These workshops have been attended by over 150 women (see Figure 1) and have focused on topics such as menopause, breast cancer, stroke, high blood pressure, long COVID, and gut health. Through these sessions, MCT aimed to increase awareness among participants about the significance of making lifestyle changes to manage and prevent these health issues.

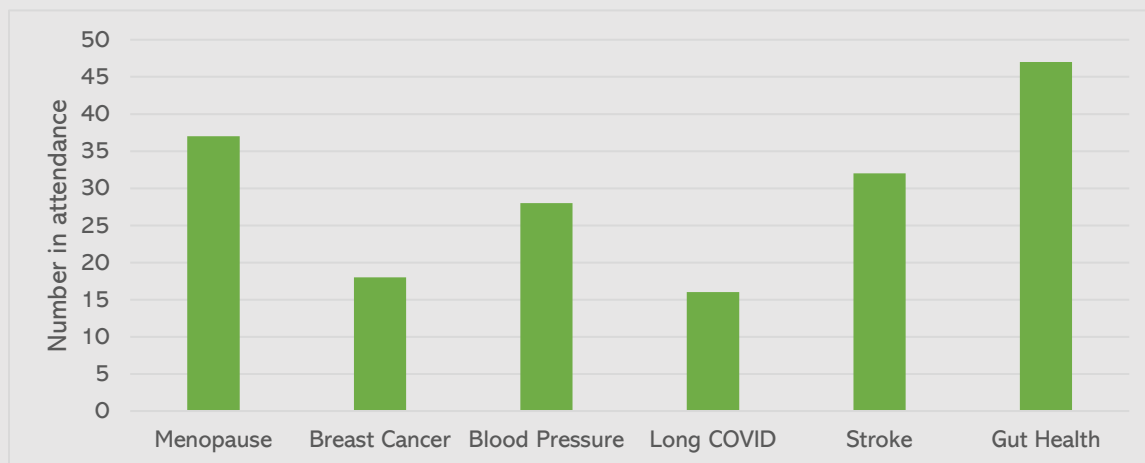


Figure 1. Number of women at attendance at each Health Conversation Workshop Session

The workshops provided valuable information and education, empowering attendees to take charge of their health and well-being. By addressing specific health concerns prevalent in ethnic minority communities, MCT aimed to bridge the knowledge gap and improve health outcomes. Participants gained a deeper understanding of the causes, symptoms, and preventive measures associated with the highlighted health conditions.



Highlights and impacts from some of the sessions are included below:

## Breast Cancer

The workshop on breast cancer provided an opportunity to debunk myths currently held by members of the community about cancer and breast cancer and share risk factors with them, which they were not currently aware of.

Through the provision of accessible knowledge about breast cancer we were able to change the attitudes of those attending about whether they would attend breast cancer screening in the future.



67% of women would not attend their breast screening appointment when invited



94% of women would now consider attending their breast screening appointment



## Long COVID

After attending the session on Long COVID, 100% of the attendees said that they felt more confident to recognise the signs and symptoms of Long COVID.

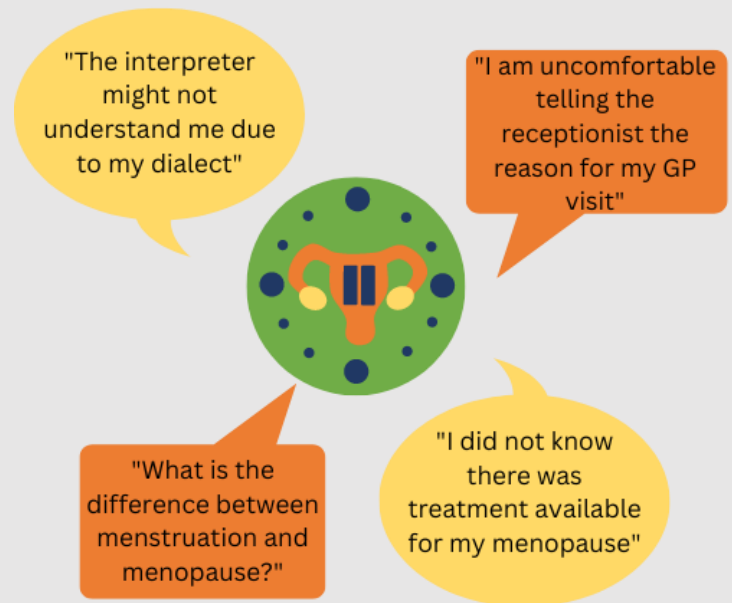
The session identified key knowledge gaps in the community about Long COVID and ongoing support needs for friends and family who are still having symptoms from COVID-19.



## Menopause

During the menopause session we identified that 50% of those in attendance did not know about menopause and the signs and symptoms before attending this session and 63% did not know that there were treatments for managing symptoms of menopause.

Knowledge shared during this session about this topic has helped empower women to better manage their own, and support others, going through menopause. Feedback has also been shared with NHS Improvement who are currently re-designing menopause services across England.



The impact of these workshops was significant as attendees became more aware of the importance of adopting healthier lifestyles. Armed with the knowledge acquired from the sessions, participants were motivated to make positive changes in their daily routines, dietary habits, and physical activity levels. By promoting health literacy and empowering individuals to take proactive steps, MCT's workshops contributed to the overall well-being of the ethnic minority communities they serve.

MCT's efforts in promoting health literacy are instrumental in bridging the knowledge gap and fostering healthier communities.

United by our shared goal of improving health inequalities in West London over the past year we have worked with Mosaic to deliver the 'Health Conversation' Workshops. This partnership has been so inspiring and rewarding. We have educated the local community about health and well-being as well as voicing communities concerns and experiences to improve research and clinical care at Imperial College London and Imperial College Healthcare NHS Trust.

Halle Johnson (on behalf of the Imperial Patient Experience Research Centre, Imperial College)



## ASSET BASED MODEL

In the last years we have progressed from using a Rights-based to an Asset Based Community-Centred model to create strong and sustainable communities. This model emphasises the value of, and seeks to utilise, communities' unique skills, knowledge, connections, and experiences to improve communities' health and well-being. This is based on our awareness and recognises that activities which focus solely on the needs or problems of populations are not sufficient for bringing about sustainable and equitable results.



MCT's Asset based model is aimed at fostering an environment where communities are active participants and have ownership over the outcomes being addressed.

This year MCT continued to focus on strengthening, empowering, and consulting communities through a Community-Centred Asset-Based approach. To date, this approach has been highly successful for MCT, enabling us to strive towards our mission, by reaching the most disadvantaged in our local area and supporting them more effectively. We highlight some of our assets which have supported us throughout the year and will continue to be utilised going forward.

Our activity has been driven by the strong women who make up MCT's Advocates who are critical to the success of our activity. All our Advocates have navigated their own challenges and draw on this knowledge and experience to support individuals and families. As residents of the local area, members of MCT are equipped with local knowledge and experience which is used to build trust and relationships across the Community and signpost those in need to local, relevant, and culturally appropriate support.

Through this respected position in the Community, MCT has become a voice for disadvantaged and marginalised individuals and families and have been able to advocate on their behalf at numerous consultations, as well as providing opportunities for community members to raise their own issues, concerns and challenges related to health and well-being.

MCT also prides itself on its diversity, and brings together individuals of different cultures, languages, religions, and beliefs. This diversity enables greater community cohesion and has also led to greater reach, for instance knowledge gained from 'Health Conversation' workshops has been able to be shared across the wider community, even with those who do not speak or read English.

As a community we continue reflect on our assets and consider how they can strengthen our activity and bring out the best in ourselves, our partners, and others.

## CELEBRATING PARTNERSHIPS

Mosaic Community Trust (MCT) has been actively building partnerships and collaborations with various voluntary and statutory sectors to emphasise the importance of partnerships and enhance community support.

### **Partnership Building for Skill Development and Experience:**

MCT recognised the value of long-term partnerships with stakeholders and other organisations. These partnerships provided opportunities for skill development, knowledge sharing, and gaining valuable experience. MCT assessed the alignment of missions and visions, as well as the resources and expertise that partner organisations can bring to the table. Such collaborations enabled MCT to broaden its reach and enhance its services and support for the community.

**Imperial College London.** To further impact change within the statutory healthcare system, MCT collaborated with healthcare researchers at Imperial College London based at the PERC (Patient Experience Research Centre) and ARC (Applied Research Collaborative). This partnership allowed for the co-facilitation of health awareness workshops, on breast cancer, stroke, menopause and long COVID. These workshops increased awareness, improved screening uptake, and empowered individuals to make informed decisions about their health. MCT's involvement in healthcare research encouraged patients to seek support, gain knowledge, and actively participate in their healthcare journey, addressing gaps often overlooked at the primary care level.

**Working together with Mosaic on our childhood vaccine study has enabled our research to hear from those community voices that would not normally get a voice. Habiba, Fahmida, Louise and Lena and the whole team work tirelessly to engage with, and support, local families in and around Church Street.**

Helen Skirrow (NIHR Clinical Doctoral Research

Collaboration with Imperial College London has also allowed MCT to participate in research projects and studies focused on improving health outcomes for parents and families in the community. MCT conducted 4 focus group discussions as part of a health research study, studying childhood vaccinations and its low uptake.

**Hopscotch.** MCT partnered with Hopscotch, to provide a benefits and advisory session every fortnight. MCT has also collaborated with the Early Help Parenting Team who provided guidance, support, and resources to parents, focused on early intervention and positive parenting.

***CAMHS (Child and Adolescent Mental Health Services):*** Through its collaboration with CAMHS, MCT has addressed mental health concerns amongst parents and children, promoted well-being and provided access to appropriate mental health services.

***Integrated Gangs & Exploitation Unit:*** MCT's partnership with the Integrated Gangs & Exploitation Unit addressed and prevented issues related to gang involvement and exploitation among parents and young people, through delivering several social circle discussions.

***Church Street Regeneration Team:*** Collaboration with the Church Street Regeneration Team has allowed MCT to actively participate in community development initiatives, promoting positive change and improving the local environment. This partnership has brought about positive change in the relationship between residents and the council.

Through these partnerships, MCT has expanded its reach, resources, and expertise, enabling the MCT to provide comprehensive support and services to BAME communities and its families. By working collaboratively with various sectors, MCT created a holistic and supportive environment that fosters positive partnerships and community well-being.



## COMMUNITY ENGAGEMENT INITIATIVES

MCT believes community engagement plays a crucial role in building strong, resilient, and inclusive communities. MCT provides opportunities for individuals to come together, voice their concerns, share experiences, and collectively find solutions to the social issues they face. By actively engaging with the community, Mosaic has better understood the needs and aspirations of communities, empowered them to take ownership of their challenges, and work collaboratively towards positive change.

Increasingly, we are putting our efforts into developing the capacity of the residents through knowledge and skill development workshops and courses to enable them to become active partners in community development and with reference to improving their health and well-being. Some of the highlights from the past year are detailed below:

### Empowering communities

In June 2022, Mosaic Community Trust organized a Queen's Jubilee party, supported by British Land, which brought the entire community together. The event, attended by 150 individuals including Mayor Hamza Taouzale, provided an atmosphere of celebration and reflection. Activities such as face painting, arts and crafts, and a photo booth created a joyful environment for all attendees. The event served as an opportunity to foster a sense of unity, educate community members about history, and promote British values.



In July 2022, Mosaic Community Trust organized an Eid Al Adha party, where 70 individuals from diverse backgrounds came together to celebrate. The gathering encouraged community members to share food and customs, facilitating cultural exchange and understanding. This event played a vital role in fostering inclusivity, breaking down barriers, and strengthening community bonds. Celebrating festivals together promotes tolerance, respect, and unity among individuals from different cultural backgrounds.



## Strengthening communities

### Participation in Safer Neighbourhood Meetings:

Members of the core team actively participated in safer neighbourhood meetings, acting as advocates for the local community. These meetings provided a platform for MCT to raise awareness about specific issues experienced by the community and influence decisions made by local authorities. MCT's community engagement officer ensured that decisions were culturally appropriate and accessible to all, considering differing literacy capacities. MCT's involvement helps challenge stigmas surrounding health conditions and public services, ultimately working towards the betterment of the community's well-being.



As part of the community priorities programme, Mosaic was awarded for successfully delivering a community strengthening and resilience project.

### Community Consultation

MCT has actively focused on addressing healthcare inequalities within ethnic minority communities. MCT have facilitated several consultations and dialogues between residents and external stakeholders, including statutory partners, resulting in influencing decisions and policies. This has been achieved through regular community surveys and community focus group discussions. MCT identified barriers and challenges to accessing healthcare services. This data collection helped deliver appropriate health literacy workshops within MCT's regular drop-in sessions.

Through 'Health Conversation' Workshops community members have also been able to share their experiences and concerns around key areas of health which has been directly fed into research and clinical care at Imperial College, London, and Imperial College Healthcare NHS Trust.

MCT have also developed and regularly deliver a community-based Patient Participation Group (PPG). While PPGs are usually held at the GP surgeries this community-based approach enables community members to feel comfortable in familiar and safe surroundings and to be supported by other community members and Mosaic staff. During these sessions, community members are invited to share their experiences, issues, and concerns around accessing local GP services with local healthcare staff, to help improve healthcare services so they are culturally appropriate and responding to the needs of the community.

What I love most about working with Mosaic is the women and their love and appreciation and how the work we do makes a change and has a positive impact on their lives

Louise Hall (Community Engagement Officer)



We would like to thank all our Partners and Funders for supporting our work this year.



**Metropolitan  
Police**



**City of  
Westminster  
Charitable Trust**



**Imperial College  
Healthcare**  
NHS Trust



**British Land**



**Westminster  
Amalgamated  
Charity**



**Hyde Park  
Estate  
Association**



**Resident  
Control in  
Action**



**City of  
Westminster**  
Neighbourhood  
Keepers



**Cask Trade**

**BME  
healthforum**

**iapt**

Improving Access to  
Psychological Therapies

**The  
Paddington  
Partnership**



**City of  
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**The London  
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**Edward  
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Fund**



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**Tokiomarine  
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**hopscotch**



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