



The ICCA
Building for the future



THE ATRIUM

Newsletter

Autumn 2011

Challenging Times at The ICCA



The Indian Community Centre Association, 99 Hucknall Road, Carrington, Nottingham NG5 1QZ

www.TheICCA.co.uk | www.TheAtriumNottingham.co.uk | [www.Facebook.com/The-ICCA-Nottingham](https://www.facebook.com/The-ICCA-Nottingham)

Facing Challenging Times Ahead

an update from the Chair

I would like to welcome our members and service users to our latest newsletter. This time, as well as highlighting all the good work that takes place, we have also included information that previously appeared as a separate annual report. I hope you will enjoy reading about the latest ICCA achievements.

I have recently become the Chair of The ICCA Management Board. The previous Chair, Mr. Resham Auja, did an excellent job in leading the organisation during the past year. I look forward to guiding the organisation through these challenging times.

This year represents a crossroads for the organisation. Some years ago we recognised that grant support from the local authorities would reduce. So we turned the organisation into a social enterprise helping us to generate income to compensate for any decline in aid. We need you, our members and supporters, to continue to help us and use our services. This will stand us in good stead with our local authorities who are considering the support they are able to provide in the future.

I am pleased to report that The ICCA has continued to be successful as you will see from the rest of the newsletter. We continue to be the busiest community organisation in the County.

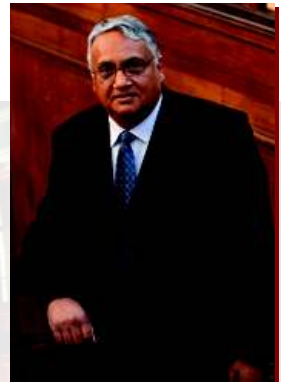
Over the last year we have:

- **Integrated The Atrium branding** for our building and are even contemplating the development of a new ICCA App for iPhones
- **Upgraded our facilities** including solar power generation
- **Introduced new exhibitions** to The Atrium Gallery with our partners Artcore
- **Enhanced our popular** visa function with even more options.

I would like to sincerely thank all the volunteers and staff who make up Team ICCA for their hard work and dedication and our members for their support.

I wish everyone a Happy Diwali and a prosperous New Year and I look forward to meeting you at the centre soon!

Mr Sudheer Gupta – Chair of the Management Board



Visa Processing at Record Levels



The ICCA Visa service has helped process over 800 applications within the past ten months alone. Quite a record for a service led primarily by volunteer efforts! In addition to the visa applications, the team offers a Passport Surrender and Overseas Citizen of India (OCI) options as well, both are proving popular.

The convenience of the service has attracted customers from all over, with preferential rates being given to ICCA members. One happy customer described the service as "far more convenient than having to travel to the Indian High commission in Birmingham" and described The ICCA facility as "definitely value for money".



Fees for a six month visa are:

- Members £54.50
- Non-members £60.50

(This includes the cost of the visa itself which goes to the Indian High Commission).

For more information:

Please call Jyoti, or our dedicated volunteer Mr. Basi of Team ICCA on:

0115 969 3402 between
9.30am and 2.30pm.

A Mix of Culture and Celebration



At The ICCA, the events programme has improved its offering over the years. With fruitful partnerships with other local groups such as Nottingham Asian Arts Council, the centre has attracted a wider variety of audience who have enjoyed partying at annual events. A joint event with the Gujarat Samaj, the annual festival of dance, Navratri has now been well incorporated into The ICCA calendar. Other events include Independence Day festivities that attracted over 300 people, local dignitaries and the Lord Mayor.

Look out for photos of partygoers which are soon to be added to The ICCA Facebook page (see page 8). And don't forget, those registered for ICCA Newsflash (see page 10) will receive early notice of forthcoming events.

Coming very soon, The ICCA Annual General Meeting will take place on Wednesday 9th November 2011. Members please come along and meet some of Team ICCA and hear more about developments at your centre.

Don't forget **New Years Eve** preparations at The ICCA have also begun. Sign up at **www.TheICCA.co.uk** to receive **ICCA Newsflash**, an electronic bulletin providing updates on events and ticket sales.



Daddy Day Care



Capitalising on receiving a Nottingham City Council Gold Star award for 'Best Community Quality Provision,' Amardeep and his Angels, as they are affectionately known, have continued to deliver high quality care.

Amardeep, Day Care Manager of Team ICCA, keeps on receiving praise from his clients particularly for his tailored approach to meeting their individual needs. His team work tirelessly to encourage social interaction within a safe environment for all their clients. Activities on offer are; yoga sessions, a Meals on Wheels arts and craft classes (read more on page 5),

service, Safer Neighbourhood surgeries, day trips and amongst others.

In a recent survey carried out in May 2011, clients using the service rated satisfaction levels at 95%, even higher than last year, and were pleased with day care activities, meals and much more. One happy customer commented "coming to the centre is a big part of my routine. It helps prevent me from becoming isolated at home. And we are all happy here, the meals are good and the staff caring and friendly".

Well done to Amardeep and his dedicated team.



Day Care Day Trippers



An Indian summer day trip was recently enjoyed by over 45 of Amardeep's day care clients. The coach trip to the sunny seaside town of Bridlington took place in glorious hot weather perfect for a beachside picnic.

Day trippers enjoyed their hand-made feast and commented that they can't wait for their next outing.



ICCA Van Gogh's in the Making



The Day Care team has set up some creative classes for their clients. In partnership with New College Nottingham, drawing, painting and other arts are now available to ICCA day care attendees. One participant commenting on how much he takes pleasure in attending the class said "my paintings could be sold for millions, wish I had tried this sooner!"

Let's hope the class will bring out budding artists and The Atrium Gallery will perhaps be hosting an in-house artist's exhibition soon.

Green with Envy

The centre has recently improved its environmental status with the introduction of electricity generating solar panels to its roof. The solar system will help lower the carbon footprint of the building and reduce energy costs. The Management Board hope to invest more into energy saving strategies in the future.

Nottingham's Best Lunchtime Meal Deal



Described by customers as "great food and good value for money" the Dosti Luncheon Club provides quality home-made Indian food.

Open weekdays between noon and 1.30pm the authentic menu is available to all.

Prices start
from £3.70,
with discounts for
older people
and children.

Enjoy a
lunchtime thali
with Team ICCA.

Menus now on Facebook

What's New at The Atrium



To support the successful launch of The Atrium brand, this year saw the introduction of new facilities. For example, behind the scenes, The ICCA kitchen has had a significant change with the addition of a relatively costly, but essential, dumb waiter lift facility, now helping to make food service seamless.

With a review of hall sales activity and processes, The ICCA staff and Management Board has secured new customers who are happy to re-book and become loyal friends of the centre. As a result of focussed sales efforts, bookings have risen considerably with well over 100 events (corporate and private) being held at the centre in just one year. The 2010/2011 financial year saw hall bookings increase from the previous year by 44% and halls revenue up by 24%.





THE ATRIUM



“ This is the first time we have used The Atrium and would highly recommend your venue. And indeed we would not hesitate in returning should we need to hold another similar event in Nottingham. ”

Upgrading the facilities has also been a priority for the Management Board. A new dance floor and starlight backdrop has been purchased and proves popular, particularly with wedding customers. In addition, a classic twist to the buildings foyer area has been created with the introduction of traditional carpeting, greenery and furniture to suit the older style of the panelled entrance. This reception area especially appeals to newly weds that enjoy having the grandeur of the stairwell as the backdrop for their photos.



“ All the comments I have received from my guests have been about how the party ran extremely smoothly and how the venue and facilities were of the highest possible standard. I am forever grateful to you and your staff. ”



THE ATRIUM

A Venue for all Occasions

Looking for a setting for your special event?

Look no further than **The Atrium**.

For a tour of facilities, discounted member rates starting at £5 per head and a dedicated Events Manager, please call **Team ICCA** on **0115 969 3402** or visit www.TheAtriumNottingham.co.uk



Sell, Sell, Sell

New Marketing Tools



To help better promote The Atrium as a venue to corporate and private customers, a range of professional marketing literature has also been developed to compliment last year's branding exercise. The pack of information contains wedding and conference guides to tempt any client in to making a booking.

Along with the promotional pack, e-bulletins, known as ICCA Newsflash, receive good feedback from customers pleased to have found out early about forthcoming events and when/how to purchase tickets. (Look out for the ICCA Newsflash.)

Available shortly will be The Atrium website (www.TheAtriumNottingham.co.uk), an online space dedicated to selling the venue as a unique wedding and conference facility. The new site will be promoted to potential clients and will be a gateway to function space, allowing customers to get a flavour of what's on offer well before even making their booking.

Other online efforts to help keep the centre up to date with technology include the launch of The ICCA Facebook page. It contains messages and photos from past events.

Here's how to become a Facebook friend...

Facebook Friends

Like Us on Facebook and join The ICCA online community. To view the latest updates from your centre please visit [Facebook.com/The-ICCA-Nottingham](https://www.facebook.com/The-ICCA-Nottingham). Become an ICCA BFF now!

Coming Soon to a Phone Near You...

Watch out for The Atrium App! The new App is currently under development and will accompany the suite of marketing tools already available. The app will prove to be a modern day gizmo, appealing specifically to iPhone users who will be able to register their interest in receiving Atrium information, and more.

The Seven Year Itch for ICCA Hockey Enthusiasts



The game of Hockey is one of India's oldest sports and has been continued with The Nottingham ICCA Hockey Team (NICCA). Established over seven years ago, the club has notched up many wins and its trophies are proudly displayed in the Dosti Bar for all to see.

This year, NICCA entered five tournaments and made the finals of all five! **The team won three out of the five finals and deserve a well earned pat on the back.**



**To sponsor the team shirts
or find out more about NICCA
please call enthusiastic Captain,
Mr. Surinder Saini
of Team ICCA on 07931 219 909.**

Dhol Dhamaka

The Wednesday evening ICCA Dhol classes go from strength to strength.

Providing beginners and advanced tuition for younger people aged between 12 and 25 years the class continues to attract keen students.

**To find out more please call
valued volunteer,
Mrs Harminderjeet Johal
of Team ICCA on
07790 952 146.**

ICCA Newsflash!!!

To be the first to hear about ICCA news...

...including ticket sales for our annual events, please complete an online mailing list form at www.TheICCA.co.uk and register your email address to receive fortnightly ICCA Newsflash e-bulletins.

Golden Girls and Boys

The over 50s show us all how it's done at The ICCA. With the 50 Plus Association expanding its activities this year and introducing Ladies Only Yoga sessions alongside the men's class, walking tours and day trips, organising a Shahidi Day and Punjabi Symposium, there has never been more going on for those in their golden years.

In fact, six members of the group completed a 10km charity walk in April, so a big pat on the back for them!

For those of you that think you can keep up with this lively boys and girls group and want to join in the fun, please call our valued volunteer Mr. Santokh Dhaliwal of Team ICCA on 07733 253 326.



For Arts Sake!



The Atrium Gallery has been host to art and craft exhibitions run in partnership with local organisation, Artcore. Recent shows have included arts from tribal communities of western India. The next exhibition will focus on cards and is named the 'Games People Play'. It will include a display of 52 post cards made by artists from the East Midlands and India and concentrates on the theme of sports and games and how they influence everyday life. Why not visit the centre on a weekday to view the latest showcase?



The Welfare Guru

Need welfare guidance? Come to advice sessions, held at The ICCA on Thursday between 10am and 2pm.

The consultant can help give you advice on benefits, debt guidance, legal support, and more. For an appointment with the consultant, please call 0115 915 1355.

Following in Seve's Steps

Once again the Golf team has had a very successful season with a number of visits to some excellent courses across the UK.

The season began with a two day visit to Hillingdon Lakes where eight players enjoyed the challenges of a relatively new course. A further five trips were organised during the summer and all were well attended.

The group ended the season with a trip to Spain's best course, Valderama. It was at this very course that the legendary Seve Ballesteros captained the European team to Ryder Cup success, beating the USA.

To play with the club please contact our devoted volunteers, Mr. Ajit Samra or Mr. Jas Samra of Team ICCA. Ajit can be contacted on 07768 362 432.

Novices are invited to join beginner's golf training at Ramsdale Golf Centre. Budding golfers wishing to join should contact Resham of Team ICCA on 07989 474 190.

10 years of ICCA Cricket



Once again, The ICCA Cricket Club hosted its annual awards evening and celebrated its 10 year anniversary. Over the years not only has activity at the club grown, but so has the clubs reputation of delivering quality tuition. Long standing volunteers like Mr. Hemant Patel along with dedicated parents have together allowed the club to concentrate on helping players improve skills and enter England squads.

From humble beginnings a decade ago, when only one under 11's squad existed and growing in more recent years to a fully fledged 'cricket academy' with intensive coaching and professional input from the likes of the Mumbai World Academy, the clubs approach has always been supportive and nurturing of all its players. And with its first ever player, Anuj Dal, representing England Under 16s at the 2009 Indoor World Cup in Australia and again in 2011 where he played for the England outdoor squad, clearly the club leaders know what they are doing and continue to do it well!

Well done to the volunteers and players. To find out more about the club or about the **adult's** cricket squad, please call devoted volunteer Hemant Patel of Team ICCA on 07767 070 746.



After Anuj's win at the Banbury Under 15s Festival, he was selected for England Under 16s.

What's New at Team ICCA

The small core team at the centre is, as always working diligently to ensure that all their efforts go into making the centre a welcoming place providing useful services for the whole community.

This past year has seen many of the office team undertake focused customer care training and achieve NVQ Level Two certificates - well done to them.

To help out at the centre, please contact Jyoti of Team ICCA on 01 15 969 3402.



Financial Report Summary for Year Ending March 2011

The accounts for the financial year ending March 2011 show an improvement over the previous year with group losses reduced from £45,972 to £10,898. ICCA (Charity), had a small surplus of £19,062. ICC (Property), the trading company had a loss of £29,960 (£47,185 in 2010).

The ICCA continued with its strategy of increasing its trading activity and reducing its reliance on grant aid. Whilst trading income rose by 85% over the previous year, our grant aid has reduced. The fact is that our grant for running costs has been reduced by 250% since 2006. This trend is likely to continue into the future and the organisation will have to find over £100,000 additional income to keep the operation going.

The ICCA Management Board has already agreed to setting up reserves to renew and refurbish the building, equipment etc all of which will need replacing in the coming years.

Indian Community Centre Association			Indian Community Centre Property Ltd		
Income and expenditure account for year ended 31 March 2011			Profit and Loss account for year ended 31 March 2011		
	2011	2010		2011	2010
	£	£		£	£
Total income	201,458	172,904	Income	208,675	112,625
Resources expended	(182,396)	(171,691)	Direct expenses	(49,161)	(45,881)
Net resources	19,062	1,213	Administrative expenses	(190,324)	(149,064)
			Other income	850	35,137
			Loss for the year	(29,960)	(47,185)

Full details are available from The ICCA