

## **UK YOUTH**

Annual Review 2017



UK Youth helped me to see my potential at a time I needed it the most. I'm so grateful for the support and opportunities I've been provided with by UK Youth to build on my interests and skills"

Luke, The Big Music Project

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### Our vision

### M )RLD TOUR Our values

At the heart of all our work are these three core values:

and the sector

## **UK YOUTH**

- All young people are **empowered** to build bright futures, whatever
- their background or circumstances.

### **Our mission**

To provide access to appropriate, high quality services for young people in every community.

### We work with young people on their terms

We are committed to working in partnership

## We advocate on behalf of young people

### From our CEO

With over 840,000 young people in our network, we know that the right support at the right point in life can enable a young person to develop the skills they need to overcome barriers and reach their potential.

Over the last twelve months, we've conducted a large impact study into the types of young people in our network, the barriers they face and the effect participating in a UK Youth programme has on them. Over half of these young people reported that they lived in some of the **most** deprived areas of the UK and 77% reported facing at least one barrier to progressing. These barriers included coming from a low income family, not in education, employment or training (NEET) or having special educational needs (SEN).

The results of the study underscored the unique value of youth services in helping young people to overcome these barriers and build bright futures. Last year almost **100,000** young people benefited from a UK Youth programme through their local UK Youth Member or online. 88% of those participating in one of our programmes reported improved life skills.

These included becoming more motivated, self-aware, receptive, resilient, responsible, confident, and better at communicating, as well as doubling their confidence to code,

building their CV writing expertise and gaining crucial financial and job searching abilities.

Such consistently good outcomes can only be achieved through tireless partnerships working between local, regional and national organisations. Our tried and tested delivery model is therefore based on collaboration with young people, the vibrant and diverse youth services in our member network, local and national government and corporate partners.

Our belief that the youth sector is stronger together underpins everything we do, and it was a key driver for the merger between UK Youth and Ambition – two long established charities with a shared commitment to supporting young people. In addition to this key success, this year we have also disbursed £4.8 million back into the sector, strengthened and grown our membership and increased the number of young people visiting our outdoor centre, Avon Tyrrell, in the heart of the New Forest.

We've launched three new programmes and redesigned a further three to meet the changing needs of young people and the organisations supporting them. All of these address needs identified by our membership



and were co-created with young people, our membership and funders.

We've updated our UK Youth Achievement Awards to recognise and celebrate the achievements of young people and launched our Safe Spaces framework to provide an accreditation to promote and recognise good safeguarding practices.

Our research proves the value of youth services in supporting young people through their social development journey, empowering them with life skills to help them positively engage with training, volunteering and employment, and ultimately gain independence. After conducting this research, we strongly believe that the best way to improve Britain's social mobility is by helping more young people access appropriate, high quality services in their community or online.

Anna Smee, CEO, UK Youth

## The need

Young people are facing increased barriers to gaining independence.

**Overall wellbeing** 

of young people

in the UK has

dropped to its

lowest level ever

Prince's Trust Youth

Index 2017

Young people from

low-income homes

with similar GCSEs

to their better-off

classmates are 1/3

more likely to drop

out of education at 16



from socially mobile areas UK Youth 2016/17 impact data

## 800,000

young people (16-24) are **not** in education, employment or training (NEET) Office for National

Statistics 2017

Social Mobility Commission 2016

### Just 5% of children eligible for **free school meals** gain five A grades at GCSE

State of the Nation Report, Social Mobility Commission 2016

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A child living in one of England's most disadvantaged areas is

evidence of

mental ill health

Young Minds 2016

### **27** times more likely to go to an inadequate school

State of the Nation Report, Social Mobility Commission 2016

### **Our 2020 aim**

By 2020, our aim is to create a movement of youth organisations committed to supporting young people from all backgrounds and circumstances to build bright futures. Together we will ensure access to appropriate, high quality services for all young people in every community.

### To achieve our 2020 aim. we have set three goals:



### We will help achieve this by...

- » Promoting the positive impact of youth services to unlock funding and support
- » Working with local service providers to ensure they are sustainable and effective
- » Supporting young people on a social development journey that equips
- them for life » Striving for appropriate
- safeguarding and quality standards across youth services
- » Providing online support for young people
- » Recognising young people's achievements through the **UK Youth Achievement** Awards (UKYAAs)

### IN ACTION

18 year old Connor had a difficult start in life - both of his parents were frequent drug and alcohol abusers; he was disengaged at school and often absent from lessons.

Connor's local youth club offered him the opportunity to meet a group of young people who had

similar problems to him. He felt supported to take part in several UK Youth programmes and developed life skills like resilience, confidence and self-awareness.

Thanks to his local UK Youth member. Connor has re-engaged with education, completing his Level 3 Health and Social Care college course.

### Young people develop life skills

We will help achieve this by...

» Delivering world-class skills development programmes to young people, empowering them to become motivated, self-aware, receptive, resilient, responsible, confident and good communicators

» Supporting young people to develop the skills they aspire to have, whether that be learning to code, climb, cook or coach

» Collating evidence of what works to inform service design



Young people can engage with training, volunteering or employment

We will help achieve this by...

- » Incorporating training, volunteering or employment opportunities into all skills development programmes
- » Supporting young people to understand the range of pathways available
- » Proactively engage NEET young people aged between 18-25
- » Brokering relationships between young people and employers

In Connor's own words:

"UK Youth has allowed me to learn and develop skills and take part in things that interest me. Most importantly, I feel more confident in supporting others, helping out in my local community and becoming a leader."

### Our work in numbers

## 840,000

young people were supported by our members in 2016/17

We work with young people from across England, Scotland, Wales and Northern Ireland.

Last year we spent

## £4.8 million

on direct delivery work to young people across our network:



Rolling out successful programmes nationwide

£

Investing in areas of high deprivation & low provision



### Who we reach

### Gender

Our young people are fairly evenly split between genders.

### Age

Through our national programmes, we work primarily with 8-25 year olds. Our data suggests the majority of young people we supported last year came from the 14-17 age bracket but also shows a high variation in the age groups that we reach.



56%

44%

18%

21%

### The barriers they face



of young people on our programmes face at least one personal barrier

The majority of young people we support face at least one personal barrier to progressing. These barriers were reported by youth workers on behalf of their young people, therefore we can confidently assume that this is an underestimate as less 'obvious' barriers would be underreported.

### Location

We work with young people in both rural and urban areas. Our work in rural areas is slightly higher than the national 35% population average.

**Deprivation** 

**52%** 

come from the 30% most deprived areas in the UK

65%

11%	We are successfully reaching those						
	from deprived areas. Our programmes						
	disproportionately reach young people						
	from deprived areas of the UK.						
	4%			4.07	4.07	4.07	4.07
		2%	2%	1%	1%	1%	1%
17	18	19	20	21	22	23	24

The most common personal barriers faced by young people were:



Low income family



Not in employment, education or training (NEET)



Special education needs (SEN)





Young carer

Mental health challenges

## How we reach young people

Through our **delivery model**, we are able to support and enhance local youth services by:

Understanding and building on the **strengths and needs of young people** 



?

0

£

Offering support and advice to **youth service providers** 

Running world-class **skills development programmes** for young people

The young people we work with are encouraged and supported to get involved with UK Youth voluntarily. They typically find out about us through the local youth organisations in our network, their friends and family, the UK Youth staff team, or via referral partners (including schools, social services, the police, the NHS, and other local service providers).





Influencing policy and funding to **prioritise services for young people** 

## Our theory of change

<b>Young people are en</b> whatever their	Our vision
for young p	Our mission
Jr goalsYoung people can access support in their local community and onlineYo 	Our goals
ur values The UK Youth	Our values
Get involvedGrow andSocial engagementSocial le	
Work with young people. Wo	
Jr model1: Understand and build on the strend2: Offer support and advice to youth3: Run world-class skills development4: Measure impact and share learning5: Influence policy and funding to provide	Our model
	Who we work with
Supporters UK	
ioung peo	Who we support

**mpowered to build bright futures**, background or circumstances

opriate, high quality services people in every community

ung people become ed, self-aware, receptive, it, responsible, confident good communicators Young people can engage with training, volunteering and employment

### Social Development Journey

d learn

**Give back** Social action Gain independence Social leadership

ork in partnership. Advocate for young people.

ngths and needs of young people

n service providers

nt programmes for young people

ngs

ioritise services for young people



ple in the UK, aged 8-25, isadvantaged backgrounds

## UK Youth Social Development Journey

Through the UK Youth Social Development Journey we aim to support and empower young people to access appropriate services in their community, develop life skills and positively engage with education, training, volunteering and employment.



### Social leadership

Gain independence

Provide training on the world of **work**, **employment and entrepreneurship** 

Provide access to **real world experiences** (speakers, internships, traineeships, apprenticeships and employment opportunities)

### Provide a safe space to prepare for work or undertake paid

for employment

Provide seed funding, grants and investment to **support entrepreneurial ventures** 



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## Emotional and social capabilities

All of UK Youth's programmes are designed with a clear understanding of the learning and outcomes we hope young people will achieve.

In addition to these outcomes, young people also have the opportunity to form positive relationships with peers; learn from and build trust with supportive role models and caring adults; challenge themselves and step outside of their comfort zone; broaden horizons and raise aspirations, and achieve things they might not have previously thought possible.

It is through these experiences that young people engaged in a UK Youth programme receive something even more valuable than programme specific skills and knowledge; they gain the attitudes and self-belief that they will be able to reach their potential.

At UK Youth these skills are called 'emotional and social capabilities'. All of our programmes measure young people's pre and post emotional and social capabilities to ensure we're creating impact and empowering all young people to build bright futures.

Our programmes consistently deliver high impact to young people who begin our programme reporting low emotional and social capabilities (ESC).



UK Youth's emotional and social capabilities

I've learnt how to stick to an idea... I can do it if I put my mind to it and be persistent" l've learnt not to rely too heavily on others and to develop my independence" The future is bright and exciting... for the first time in a long time I am looking forward to what it may hold"

> l've learnt to try something even if l'm scared to"

## UK Youth's world-class skills development programmes

UK Youth has established a strong reputation for delivering high quality, large scale skills development programmes for young people from predominantly disadvantaged backgrounds. From outdoor learning to money management, we reach and engage young people who don't traditionally have access to these personal development opportunities.

We respond to feedback from young people and service providers to develop programmes that meet their needs by providing:

- » Content
- » Project management
- » Facilities and equipment
- » Training
- » Subject matter experts
- » Local funding

Over the next three years, we will prioritise delivery that benefits young people from areas of high deprivation, low levels of social mobility, or poor access to services. In a low funding environment, we recognise the importance of deploying resources wisely.

Our focus will be on delivering activities in areas where they will have the greatest positive impact on young lives. Where there is little or no local provision, we will catalyse and support innovative community initiatives to address the gap.

We will also continue to offer a **social curriculum** that is co-created with young people and linked to our social development journey, delivering activities in five key interest areas to ensure there is something for every young person:





### The Big Music Project (TBMP) is all about empowering young people through the power of music.

In partnership with Global and with funding from the Big Lottery Fund, we work with the biggest brands in music, breaking barriers by creating and highlighting the best opportunities in the creative industry for young people across the UK, running everything from training schemes and careers advice to work experience, internships and hands-on skills building projects.

### Case study

Amy uses British Sign Language to communicate and has struggled with confidence when communicating her ideas and thoughts in front of others.

Amy took part in TBMP and worked with a group of young people to choreograph a sign dance. She taught other young people to sign and learnt to communicate effectively with others. During the programme, Amy built up the confidence to perform this dance, with her new friends.

In Amy's own words, "The Big Music Project made me see that I am not an outsider and that people really want to help and learn. From this experience I am looking at my future as becoming an interpreter or working with young people with disabilities."



# Impact music projects

"I now feel confident to apply for jobs in production companies or festivals and working on writing and film-making"

vouth-led local community

**Over 1,000** applications for internships secured by The **Big Music Project** 

## 100%

of interns who began their internship in 2016/17 have gone on to a **permanent** or extended contract with their organisation

"This project has inspired me to not give up on my dream of living a creative and joyful life and motivated me to be more confident"



Generation Code addresses the lack of digital skills in young people, empowering them to become digital creators in an ever-changing global society.

In partnership with Microsoft and UK Youth, Generation Code provides coding opportunities to people aged 11-19.

The national programme is led by Code Champions aged 16-25 with no coding experience. The Code Champions are trained to take the lead on delivering regular coding activities to younger people in their area. Using micro:bit technology, Generation Code will help nearly 10,000 young people across the UK to get creative with code, bringing coding to life as they make all sorts of cool creations, from robots to musical instruments - the possibilities are endless.



UK Youth member Youth Federation, had limited experience of delivering coding programmes prior to Generation Code and has now 'become the go-to charity in Cheshire for coding and cyber safety', securing £28,000 from East Cheshire Council to develop its work in the region.

Matthew, a youth worker, said:

"Generation Code enabled us to increase our numbers and upskill young people"



### Impact

Increased number of youth clubs delivering coding activities as part of their regular offerings, setting up weekly code clubs and embedding coding into their other activity.



of young people increased their motivation to code (key life skill) Young people's

confidence in coding doubled

"At school I did some coding and didn't enjoy it, but this was cool!"

"After seeing the engagement and enthusiasm at the Generation Code session, I didn't have a choice but to take it back to run at our club!"

## Wellbeing

### Active Youth is a two-year programme, dedicated to getting young people aged 14 to 25 involved in physical activity.

The programme is funded by Sport England and the FA and is delivered by UK Youth in some of the most deprived areas of England including Cumbria, Leicestershire, Chester West and the Wirral.

Active Youth inspires over 2,500 young people who are currently not undertaking any regular exercise to become more active. Working alongside regional youth associations, local youth clubs and local authorities, UK Youth engages currently inactive young people to become Ambassadors and deliver a six-session 'get active' course to their peers.

### Funding

Active Youth provides funding for clubs to purchase equipment, from boxing gloves, footballs and exercise bikes, to circus equipment and dancing ribbons. Clubs now have equipment and resources that can be used by local young people and other organisations, which means that activities can carry on past the life of the programme, creating a sustainable model.

A youth worker said: "Active Youth has enabled us to enhance our professional relationships with local partners and we have had two new clubs join [our membership] as a result of delivering the UK Youth programme"

### Impact

"I was a bit nervous to lead the sessions at first but once I explained what we had to do, it was easy. I would like to think one day I could coach"

"Taking part in this programme was the best decision I've ever made!"



Through Active Youth, we've found that young people who are disengaged with physical activity are likely to have lower emotional and social capabilities. This points to the social benefits of sport.

66%

increased their enjoyment and likelihood of participating in sport

"All our young people have carried on taking part in physical activity at the club"

## Enterprise

### Money for Life inspires young people to make the most of their money.

Funded by Lloyds Banking Group, Money for Life provides young people with the skills they need to manage their money, feel confident and start talking openly about their finances.

### Case study

Sam is 23 and has been out of work for 12 months. Prior to this he embarked upon a qualification in Business Studies. He did not complete the course, but amassed £6,000 worth of student debt during the time he studied. In addition to this, from the age of 18 he started to take out pay day loans and opened a credit card. Before taking part in Money for Life, he had not paid back any of his debt and admitted he had tried to forget about it.

During the Money Masterclass he demonstrated a clear understanding of the risks attached to poor money management.

After the session, Sam told his youth worker about the debt. He referred back to the Money for Life sessions and said that they made him rethink his approach. After discussing how to deal with the debt, Sam has agreed to attend a meeting at the Citizen's Advice Bureau who will help him to deal with the debt in a positive way.



### Impact

Money for Life has seen the biggest increase in emotional and social capabilities from those who are at high risk of financial exclusion.



of young people have reported **increases** in their emotional & social capabilities

65%

"There is so much we do not get taught in school which is really important to know"

"As a single mother I learned how to budget better"

"It taught me about budgeting and has given me confidence for the future"

## Citizenship

### Change Squad inspires young people to give back to their local communities.

The programme provides over 150 Change Squad teams with funding to enable them to start their social action journey. Through the programme, young people are empowered to create, develop and deliver inspiring projects that they believe address local issues - helping them to grow, learn and practice vital life skills and have a voice in their community.

### About the young people

- » 91% were either living in areas of deprivation or in rural areas
- » 66% faced at least one personal barrier

### Case study

Sunderland City Council proposed a 100% reduction in youth services across the city.

The young people at a local UK Youth member youth club, Youth Almighty Project, formed a Change Squad to urge the council to reconsider their proposal. Altogether 3,000 signatories were collected from across the city in just five days. The petition along with an emotive video was presented to the council who promised to do everything they could to find the funding. Subsequently Sunderland City Council promised £100,000 for youth activities across the county.





"Being a part of something that gives you the opportunity to change something for the better is an amazing experience and it should be experienced by others"

"Many of our young people have asked to be a Squad Leader if we run future projects - that alone shows a great outcome"



80% said they had the chance to lead and shape their project

## **UKY** VOICE

UK Youth Voice (UKYV) is at the heart of everything we do at UK Youth. Our National Board is formed of a group of young people aged 16-25 from our member network, who represent every region and nation of the UK.

Through UKYV, young people are provided with a platform to amplify the views of young people and the opportunity to get involved with policy work, fundraising and programme design, as well as feeding into the direction of UK Youth.

Youth engagement is embedded in all our work and we support our members to involve young people in decision making in their youth organisations and in their wider community.

### Case study

After the EU Referendum, UK Youth Voice members undertook extensive research with young people from across the UK to identify the issues affecting young people.

### The manifesto outlined five policy calls:

- 1: Make youth services a priority public service
- 2: Enable every young person to take an active role in democracy
- **3:** Provide all young people with equal access to high quality education
- 4: End discrimination, prejudice and hate crime towards young people
- 5: Protect environmental standards

The Youth Voice Manifesto was presented to the Prime Minister at No. 10 and has received widespread, cross-party support.









Avon Tyrrell is our leading outdoor centre in the heart of the New Forest, dedicated to the continuous development of young people. The unique and beautiful site featuring a Grade I listed calendar house and 65 acres of land has successfully provided outdoor learning opportunities to over 30,000 visitors this year.

The historic centre creates adventures that enable young people to build bright futures, leaving them with incredible memories and essential life skills. Through outdoor learning, tailored programmes, apprenticeships and traineeships, disability and wellbeing weekends and bursary schemes, Avon Tyrrell recognises and rewards achievements made outside the classroom, providing the opportunity for everyone to experience, learn and develop.

### Dulverton Trust Wellbeing Weekends

with funding from Dulverton Trust, to enable over 100 disadvantaged young people to gain a better understanding of themselves, adopt a more positive attitude and believe in their own potential. Working with experienced programme facilitators, young people engaged in a variety of outdoor activities and workshops designed to build their confidence,

In a youth worker's own words, they said: "The impact of the trip was phenomenal. The young people have grown in confidence and it has meant that I have been able to build relationships with them for the first time. It is so important that these opportunities are still available for those vulnerable groups of young people"



### Avon Tyrrell apprenticeships

Our apprenticeship programme at Avon Tyrrell provides young people with hands on learning, giving young people the skills and recognised qualifications they need to succeed in the outdoor industry.

Our apprenticeships go beyond the basic framework, providing additional training and qualifications to ensure these young apprentices have the skills and qualifications for future careers beyond Avon Tyrrell.

### Case study

When Leah joined the UK Youth apprenticeship programme at Avon Tyrrell, she had no nationally recognised formal qualifications, she was very quiet and was experiencing a number of personal difficulties.

Leah has worked hard to overcome these and has used the challenges she has faced throughout her apprenticeship, to grow into a confident member of the group, whose character is humorous, respected and engaging. Leah has grown into a competent instructor and it has been a pleasure to see her progress on her journey.

Leah now has a portfolio of qualifications to support her natural instructing style. She has also progressed to a higher apprenticeship at Avon Tyrrell as an Outdoor Instructor.



"This apprenticeship has been a fantastic opportunity, providing me with a pathway to a better life, a community among my colleagues and friendships for life. It also provides great qualifications and life skills. Overall a very worthwhile and positive opportunity"



### Impact

Our past apprentices have gone on to become teachers, tree surgeons, trainers and even business owners. We have provided them with that platform.

of our staff workforce at Avon Tyrrell are currently undergoing an apprenticeship

90%

We have a **pass rate** of almost

## A note from our Chair

On behalf of UK Youth, I would like to extend my warmest gratitude for the continued support of our Board of Trustees, our incredible and hardworking employees, and the supporters and volunteers who continually champion our cause.

Thank you to our Nation Partners and network of member organisations for their tireless work to support young people in their local communities.

I would also like to thank our Patron, HRH The Princess Royal as well as our dedicated President, Nigel Mansell CBE.

Thank you to all of the organisations and individuals who contribute crucial funding and in-kind support that significantly increases the impact of our work. With special thanks to the Gala **Dinner Committee** as well as the Art for Youth London and North Committees.

Lady Anne Stoneham MBE, Chair, UK Youth



## Thank you to our partners

Thank you to our partners who supported us during 2016/17.





## How to get involved with UK Youth

Help us build bright futures together



### Become a member

Whether you're a regional association, network body, grassroots hub, community project, or social enterprise, we have the right membership package for you.

For more information email membership@ukyouth.org

### Visit Avon Tyrrell

Avon Tyrrell, our outdoor centre in the New Forest, offers an extensive range of adventure, outdoor learning and tailored programmes for groups and individuals.

For more information email info@ukyouth.org

### Volunteer

We are always on the lookout for passionate people who can give their time and skills to support our work in a variety of ways.

For more information email volunteering@ukyouth.org

### Donate

The successes in this Annual Review wouldn't have been achieved without your donations.

To make a donation and help sustain, strengthen and grow our work visit www.ukyouth.org/donate

### Corporate partnerships

We have significant experience creating long term bespoke partnerships with businesses.

Find out how your business can get involved with our work email partnerships@ukyouth.org

### Fundraise

We could not do our vital work without people raising money for us by getting involved in a range of events from marathons to Gala Dinners.

To see our Events Calendar visit www.ukyouth.org/our-events or email events@ukyouth.org

### Develop programmes

We work with a wide range of organisations, corporates and the government to develop our world-class skills development programmes.

For more information email programmes@ukyouth.org



## **UK YOUTH**

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