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Annual Review 2018

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Young people need a voice, and UK Youth gave me mine. As a shy, autistic girl growing up, I would never have believed that I would have the confidence or ability to address public meetings. But being part of UK Youth Voice has made me believe in myself in a way I never had before.

In September 2017 I attended the Political Party Conferences as part of UK Youth Voice. At the end we presented our Youth Voice Manifesto to MPs to ensure that young people are at the heart of political decision making. UK Youth has made me feel relevant, listened to, and an important part of this country's future.

With UK Youth sitting at the heart of a national network of members, supporting an estimate of 1.5 million people across the UK, no other youth organisation has its reach or breadth. Nobody is better placed than UK Youth to make the case for the 808,000 16-24 year olds not in education, employment or training, and to tell the country's policy makers that this is unacceptable.

UK Youth wants all young people, regardless of their background or circumstance, to have the opportunity to build a brighter future. And it doesn't just talk the talk, it walks the walk.

When you're involved with UK Youth and its Youth Voice programme, you feel like you belong to one big community.

Unity is so important for us in the youth sector, especially when we are under attack and our funding is being slashed. As the legendary Hogwarts Head Albus Dumbledore said in Harry Potter, "We are only as strong as we are united, as weak as we are divided." A strong UK Youth enables youth organisations across the country to unite and create a better future for all of us.

Maya Hattenstone UK Youth Voice

From the **CEO**

our

vision

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

mission

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

values

At the heart of our work are these three core

- We work with young people on their terms
- We are committed to working in partnership
- We advocate on behalf of young people and the sector



Last year, we invested in building the evidence case for youth work. We found, from a comparison study conducted over a sixmonth period, that young people who attend youth organisations do better than those who don't and those who participate in a structured learning programme within their youth organisation do even better still.

Over the last twelve months our campaign to build bright futures for young people has gained momentum with the young people supported by our network almost doubling to 1.5 million. Responding to a call from our respective members, we merged with Ambition which enabled us to grow our membership and enhance the support that we provide youth organisations. This momentum continued after the merger with new members joining us every week.

We have an increasingly diverse range of members who are leading the way when it comes to creating innovative youth services, partnership working and mixed economy funding models. They understand local need and are leading the debate in high priority areas including youth violence, mental health, employability and equality. We support our membership to champion the young people they work with, strengthen the quality of delivery, diversify funding, harness impact and share learnings.

The common theme for our diverse range of members is youth work, with young people at the heart of their approach. By providing a trusted adult, new opportunities and a safe space, this allows young people to develop a sense of belonging, build positive relationships and enhance the emotional and social capabilities they need to become independent and positively contribute to society.

Young people led the way for us last year. We know that putting young people at the heart of design and development leads to better outcomes for young people. We invested more in youth advocacy to strengthen the connection between the 28 young people in UK Youth Voice, who represent each region of the UK, and the young people in our membership network. We ensure UK Youth Voice are involved in decision making at an organisational, community and national level.

We would like to thank our members, partners and sponsors for their continued support, and look forward to another year of successful collaboration.

Anna Smee CEO, UK Youth

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:

GOAL 1

Young people can access support in their community or online

GOAL 2

GOA

Young people gain life skills

Young people engage with training, volunteering and employment



The need

Young people are facing increased barriers to building bright futures.

Society



Prince's Trust 2018

Children's Commissioner's Office 2018

UK Youth 2018

UK Youth 2018

Community Life Survey 2016-2017

Who we reach

Our **network** of 3,536 local youth organisations reach

Smilli

young people across the UK

Through our programmes and initiatives

94,913 young people benefited from our delivery



Who's Conner

Conner lives with bipolar disorder and struggles with his nerves, a lack of confidence and stress. A youth worker, Stevie, from his local youth organisation noticed that Conner was playing his guitar and singing during drop in sessions. Using a youth work approach of establishing a trusted relationship with Conner, Stevie began to break down the barriers and learned that and develop his skills and performance abilities in music.

transformed – he began working with other people, interacting with new friends and exploring creative employment opportunities.

Stevie said: "Overcoming his bipolar tendencies is a constant challenge for Conner. Since engaging with our local youth organisation and UK Youth's The Big Music Project, we have seen a significant rise in his confidence. He has set himself new goals while building positive relationships with peers and new friends."

54% male

Deprivation



| Homelessness | Young carers | Refugees | In careYouth offending | Social mobility cold spot | LGBT I Young parents I Substance misuse

Our Impact

All our programmes are designed with a clear understanding of the learning and outcomes we hope young people will achieve. In addition to the programme specific skills and knowledge they gain, we also measure emotional and social capabilities.



Theory of change



Youth advocacy

Involving young people in the design and delivery of UK Youth's activities and empowering them to become active citizens and create positive change is embedded throughout our work.

UK Youth Voice

Sitting at the heart of our organisation is UK Youth Voice, an inspiring and energetic group of young people aged 16-25 who represent every region and nation of the UK. Together they form our National Steering Board who influence change at both a local level, through their local networks and youth groups, and at a national level, through influencing key decision and policy makers.

They are fundamental to everything we do at UK Youth, feeding into our strategy and overall direction. We also support our network to involve young people in decision making in their youth organisations and wider community and to co-create programmes with young people based on their needs. UK Youth Voice take part in a personal development programme, supporting them on their journey to employment through building and developing key life skills and experience.

This is an area we will continue to develop as we seek to go beyond amplifying the voices of young people, to give them agency in the decision making processes that impact their lives.

> It's one of the best things I've ever done, it's opened up doors to many exciting opportunities and the opportunity to represent young people across the nation has been very rewarding too."

Who's Brendan

"I'm from the North East where there aren't many opportunities – people that grow up there usually stay there. Before I joined UK Youth Voice I was really closed and didn't really speak to people. I had my own friends but wouldn't go out of the way to speak to new people. I didn't really have much ambition and had my life in my own bubble. UK Youth Voice has given me personal development and helped me to think about others and wider world issues. I'm a totally different person after these two years – I'm able to stand up for what I believe in and I'm more confident. I try to tell people from my area that you can do things, you don't have to do nothing."



After one year with UK Youth Voice:



Through analysis of pre and post engagement we found that:

voices heard with policy

makers/politicians



Social development **journey**

Local youth organisations support young people in multiple ways. By providing a safe space and a trusted adult, young people are able to develop the life skills needed to engage with training, volunteering and employment. Youth work is extremely varied and can be delivered in a range of settings. This four-step narrative explains the value of youth work and a young person's journey.

01.

SOCIAL ENGAGEMENT GET INVOLVED

Provide a safe space to go

(physically or online) Deliver **fun and engaging**

activities Act as a catalyst for new ideas and experiences

Build a relationship with a **trusted adult**

SOCIAL LEARNING GROW & LEARN

Provide access to local, national and international programmes Signpost to further opportunities to develop and learn Provide pathways into training and education

Social Development Journey

4.

SOCIAL LEADERSHIP GAIN INDEPENDENCE

Provide training on the world of work, employment and entrepreneurship Provide access to real world experiences

(internships, traineeships, apprenticeships and employment opportunities)

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



UΖ.

SOCIAL ACTION

GIVE BACK

Provide opportunities for volunteering and supporting the community

Support to take part in community improvement initiatives

Empower to be involved in community action and campaigns





Young people can access support in their community or online

We are proud to sit at the heart of a vibrant national network of locally accessible youth organisations across the UK. Our network offers local, on the ground support where it's needed most.

We help achieve this by...

GOAL

- 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

Our network of local youth organisations



Our network includes:

- Regional youth organisations that operate across multiple sites and provide infrastructure support to local organisations
- Local youth organisations delivering on the ground support
- Local Authority-led youth services
- Faith groups
- National charities working with and for young people

1.5 million

young people access a local youth organisation in our network

Being part of a bigger organisation like UK Youth enables us to support our young people to get the most out of life and gives a voice to smaller youth clubs and charities, like ourselves." TAG Youth Club







Our **support** to the sector

We are committed to working with our network through five key areas



needs in the sector and better

advocate for its value

Last year we unlocked £5.5 million for our network of local youth organisations

Piloting new approaches

- Investing in areas of high deprivation and low provision
- Rolling out successful youth programmes nationwide
- Supporting outdoor education

Membership

More than 60 years after initial conversations were held, this year finally saw the official merger of UK Youth and Ambition, forming the UK's largest youth charity dedicated to supporting the youth sector.

The successful positioning of Ambition as a subsidiary of UK Youth cemented our shared commitment to empowering young people and working in partnership with local, regional and national youth organisations to deliver high quality services for young people.

This puts us in a unique position to respond to the challenges young people face today, including low levels of social mobility that prevent so many from reaching their full potential.

The largest proportion of young people supported by our members are those living in some of the most deprived communities in England. Together we will be able to amplify the voices of more young people and respond to their needs by forging wider partnerships to deliver joined up services in local communities.

Both charities have a long history of supporting young people and the youth sector thanks to our common heritage as the National Organisation of Girls' Clubs (UK Youth) and The National Association of Boys' Clubs (Ambition) which reaches back over 90 years.

UK Youth and Ambition have both done 66 fantastic work supporting young people across the country and I am confident that this partnership will only strengthen their offering. Together I'm sure they will continue to lead the way championing youth voices, and supporting innovation and partnerships."

> Tracy Crouch MP, Former Minister for Sport, Civil Society and Loneliness

It would be in the best interest of the youth sector and the young people we serve for Ambition and UK Youth to merge. The services provided, member support and relationships both organisations hold on behalf of the sector are valued and cherished. As one organisation I believe they will be stronger, have clearer strategic direction and provide better value for money."

Tracy Clarke, Chief Executive of Young Gloucestershire

The merger of Ambition and UK Youth will be a massive boon for the sector. Now. more than ever, we need a more unified voice to build understanding of the value of investing in the talent and potential of all young people. This merger will go a long way to achieving that."

Thomas Lawson, Chief Executive of Leap Confronting Conflict

With local and regional statutory youth services having experienced unprecedented funding cuts across England, the sector has had to evolve rapidly. Consequently, we have diversified our membership base and offer to allow all organisations that work for the benefit of young people to join.

UK Youth members were asked what they valued most about our current offer:



Young people develop life skills

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

We 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
- Recognising young people's achievements through the UK Youth Achievement Awards (UKYAAs)

GR11G

Skills development programmes

UK Youth's programmes are designed with a clear understanding of the learning and outcomes we hope young people will achieve. We prioritise delivery that benefits young people from areas of high deprivation, low levels of social mobility, or poor access to services.

Young people engaged in a UK Youth programme receive more than just programme specific skills and knowledge - they gain the attitudes and self-belief that they will be able to reach their potential.

We call these skills 'emotional and social capabilities'. Our programmes measure young people's change in emotional and social capabilities to ensure we are creating impact and empowering all young people to build bright futures.



of all young people reported an improvement in one or more of their emotional and social capabilities

Our national programmes include:





We 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:

- Arts: music, media, art, design, drama & dance
- **STEM:** science, technology, engineering & mathematics
- Wellbeing: sport, nutrition, physical & mental health
- Enterprise: finance, management, business, economics, employability & entrepreneurship
- **Citizenship:** politics, geography, philosophy, history, travel & environment

Across our programmes

The proportion of young people experiencing an increase in each individual emotional and social capability:





Financial capabilities



Our Money for Life programme, funded by Lloyds Banking Group, empowers young people to increase their financial capability. As well as delivering face-to-face Money Masterclasses, 24/7 online support and a handy savings app, young people are given seed funding to design, develop and deliver their own community project to tackle money issues within their community.



We've gained knowledge about money, bank statements, tax and pensions stuff you don't learn at school." Young person



10,872 young people took part in the programme





Our digital skills programmes address both the lack of basic digital skills and computer science skills in young people, particularly those who are facing personal, circumstantial or systemic barriers.



DigiKnow provided training on essential digital skills across 10 unique digital hubs established within our network. Delivered in partnership with Social Tech Trust, the programme targeted young people vulnerable to digital exclusion and empowered them with the skills needed to access a world that is now digital by default.

DigiKnow reached **955** young people, 80% of whom had indicators of low social mobility. supported by Digital Champions as peer leaders The Hackathon has inspired me to explore further with code, specifically how coding can help me solve problems in my life, and even help others." Young persor

Generation Code empowers young people to become digital creators in an ever-changing global society. Running in partnership with Microsoft, our national programme provides coding opportunities to 11-19 year olds to inspire them to create and explore the digital world.

- Generation Code reached **5,182** young people, supported by Digital Champions as peer leaders
- Generation Code Showcase Hackathon brought together youth workers, young people and tech experts from across the UK for young people to discover the possibilities of technology

Outdoor learning

Our leading outdoor centre, Avon Tyrrell, is based in the heart of the New Forest. The unique and beautiful site featuring a Grade I listed calendar house and 65 acres of land is dedicated to the continuous development of young people and successfully provides an array of outdoor learning opportunities to all visitors.

Our historic centre creates adventures that enable young people to build bright futures, leaving them with incredible memories and essential life skills.



Speaking about the programme, young people said:







UKY AVON TYRRELL



young people benefited from outdoor learning

pwc

UK Youth hosted a leadership residential programme for young people with barriers to social mobility at Avon Tyrrell, delivered in partnership with the PwC Foundation.







increased their emotional leadership skills and social capabilities

A good leader always listens to their team."



Accreditation

The UK Youth Achievement Awards (UKYAAs) are an accredited, flexible award framework which celebrates the achievements of all voung people.

Unlike most other awards, the UKYAAs champion a variety of learning methods to provide a unique framework that can be tailored to almost any activity, helping to engage a range of young people.

The UKYAAs, which are accredited by ASDAN, offer five levels. Young people can work their way up or enter at the most relevant point.



The UK Youth Achievement Awards fit so well with youth work, giving accreditation to much of our work that provides opportunities for young people's development. It recognises their progress, where they've taken responsibility, their ability to work with others and their leadership skills."

Lynne, Youth Worker



Youth Achievement Award last year



deliver the UKYAAs







The UKYAAs complement the work we already do with young people and enable them to gain an accreditation whilst having fun and learning new skills which is what youth work is all about."

Steph, Youth Worker

26 I UK YOUTH

[§]3 Young people engage with training, volunteering or employment

Youth work is key in helping young people to gain independence and engage with training, volunteering and employment. By developing young people's life and employability skills, youth work helps them think about their future and what they need to get there.

We 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 engaging NEET young people aged between 16-25
- Brokering relationships between young people and employers

UKYOUTH

Employability



The Big Music Project (TBMP) empowers young people through the power of music. In partnership with Global and with funding from the Big Lottery Fund, our programme inspires and equips young people with the skills needed to succeed in the creative industry.

The programme works with the biggest brands in music and breaks entry barriers by creating and highlighting the best industry opportunities. We created 110 Music Hubs across our network and provided work experience, internships and hands-on skills development projects.

Each Hub housed Champions consisting of young volunteers delivering peer education via a supported community project.

In addition, TBMP offered a programme of internships and work experience placements within the music industry, related industries and partner organisations.

Throughout its delivery, TBMP engaged young people from the most deprived areas of the UK. It attracted a higher proportion of young people from Black, Asian and minority ethnic backgrounds than the national average.

Through a rigorous and independent comparison study, it was shown that TBMP created significant positive effects on community connections, personal responsibility, resilience, creativity, confidence, communication skills and self-awareness.



and secured full-time jobs with host organisations

of young people said they

now have the skills they need to get the job they want

My highlight was the coach journey back [from 66 The Big Music Live event] where everyone was just getting along, networking and building relationships. I have never really had the chance to experience anything like this before due to a lack of funds and lack of confidence." Participant

Who's Cori

"For me, the encouragement and genuine support that I received from my youth worker through The Big Music Project has been invaluable. I was being told by somebody that I trusted that I was capable of going out and making an impact on the world, so I started to believe it myself. Once you have genuine belief in yourself, it changes everything – things that seemed impossible or ridiculous suddenly become just something you're working towards. It literally means you can achieve anything you want to."

Following the programme, Cori began volunteering at children's events in her own community time, became head girl at her school, and got involved with the Children in Need youth panel. Cori also set up her own face painting business, having taught herself the skills that she needed to make this successful.

"My whole outlook on life is different – I feel a lot more positive about myself and about my potential. I'm really excited about what lies ahead of me.



Employability

Our programme, delivered in partnership with Starbucks addresses the key issues young people face surrounding employment and develops their readiness for the workplace. **Starbucks Youth Action empowers** disadvantaged young people with the confidence, skills and experience needed to engage with employment.

The programme offers masterclasses for young people to enable them to learn life skills through employability training. The young people then have the opportunity to put these new skills into practice in a networking environment and create their own business by running a pop-up cafe.



training, volunteering or employment



improved their employability skills

felt more confident in their work readiness



Of the 70% of young people who went into further training, volunteering or employment:



Apprentices

At our outdoor centre, Avon Tyrrell, we are dedicated to providing young people with routes to employment. Our apprenticeship programme provides young people with the skills, qualifications and tools they need to build bright futures and embark on successful careers beyond their time with us.

Our apprentices have gone on to become:





Social action volunteering

Social action sits across all of our work. Young people volunteer their time to support other young people on our national programmes through a peer-education model. We also provide seed funding to young people to design and deliver a community project. For example our Money for Life programme, funded by Lloyds Banking Group, where young people tackle a money issue within their community.

Social action projects include:





people

In Focus

A group of young Asian people from deprived backgrounds wanted to get involved in their local community to help people on low incomes with poor understanding of money and budgets, and share what they'd learnt from Money for Life. The young people planned an Eid Milan event, where they gave advice on how to plan a personal budget and where to shop locally for the best deals to save money.

More than fifty people turned up for the event, including two local councillors and the event was a huge success.

"We were nervous at first having to plan the project and make sure we got things right on the day, I was nervous but it all came together and everyone enjoyed it. Bring on the next one!!" Sikander (16)

"Having been out of a job due to my health conditions, I know how hard it is to manage money, and when these kids explained what they wanted to do I thought it would be a good experience for them and for me to learn about budgeting and money, and now I feel a lot easier about asking for money advice."

Nadeem (Member of the community)

EMPOW

We're excited to launch our latest programme, EmpowHER, to inspire young women and girls to lead change in their community. The two-year programme aims to address low levels of wellbeing amongst young women and girls in the UK by empowering them to have a voice, be heard and give back to their local community.

In partnership with BritishRedCross







Events debating gender pay gaps and helping young people become more aware of their rights to work



Cookery classes for young people to learn how to eat well for less



Thank you to our supporters

We want to thank our incredible people and partners who have supported us in 2017/18.



£318,



in every pound of our income goes directly to the youth sector and young people

Team UK Youth supporters ran and cycled over **1.300** miles raising over **£85,000**



£300,000 195

Youth raising almost **£90,000**

400 > 1,820

quests attended fundraising events

volunteers across **all**





PwC's Social **Mobility** Charity Partner

Funded a leadership programme for **young people** with low social mobility

To date PwC have raised **£130,000**

UK Youth has had a huge impact across our UK network of offices, which is a result of their dedication and commitment to both our partnership as well as their beneficiaries, as the young people they support really are put at the heart of our partnership and in all that UK Youth do. The first year of the partnership has been amazing - with staff really getting behind the cause, both through fundraising and skills based volunteering. We agreed to extend our partnership based on this success."

David Adair, Head of Community Affairs, PwC

How to get **involved** with **UK Youth**

Help us build bright futures together!

Are you ...

... an organisation working with young people?

Be part of something bigger - join the movement of 3,536 organisations working to build bright futures for all young people. We are committed to working with our network to diversify sector funding, strengthen guality, harness impact, champion youth and build communities. Please email membership@ukyouth.org or call 020 3137 3810 to find out more.

Are you ...

... an organisation wanting to support young people or the youth sector?

We have significant experience creating long term bespoke partnerships with businesses. Our partners include Microsoft, Lloyds Banking Group and Starbucks. From charity of the year and staff fundraising to designing programmes to support young people, find out how your business can get involved with our work by emailing partnerships@ukyouth.org or call 020 3137 2914.

Are you ...

... an individual looking to give back?

Our successes in the last 12 months would not have been possible without the dedicated support of our network of supporters. Whether you want to volunteer, fundraise or donate there are a variety of ways your support can help thousands of young people across the UK To find out more, please email fundraising@ukyouth.org or call 020 3137 2914.

Visit Avon Tyrrell

Avon Tyrrell is our leading outdoor learning centre in the New Forest National Park. Dedicated to providing opportunities and unlocking potential in young people through inclusive outdoor learning, Avon Tyrrell offers an extensive range of adventure, outdoor learning and tailored programmes for groups and individuals. For more information or to book a visit to Avon Tyrrell please contact avontyrrell@ukyouth.org or call 01425 672 347.

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









Our President Nigel Mansell CBE



Our Patron HRH The Princess Roval

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