

YMCA NEWCASTLE

Impact Review

2019-2020

YMCA NEWCASTLE

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Stay in touch:





Picture: Young people from our YMCA Walker and YMCA SPACE2...youth projects embarked on a sailing expedition around the Scottish Isles.

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Our mission and values

Our mission is to provide unconditional support to young people.

Our values are;

Equity

We treat everyone as equals, however we work to reduce inequalities and allocate our resources depending on individual need and circumstances.

Respect

We respect individuals for who they are regardless of their circumstances.

Tolerance

Our culture is non-judgemental and tolerant of different lifestyles, value and beliefs.

Integrity

By acting in accordance with our organisational beliefs and values to do the right things, in the right way and at the right time.

Openness

Our culture is transparent so that all our stakeholders can see the work we do.

Unconditional

Our support to young people is unconditional regardless of their actions, beliefs and attitudes.

Sustainability

We strive for long term sustainability by governing the organisation to ensure its long term ability to meet the future needs of the young people of Newcastle.



Welcome

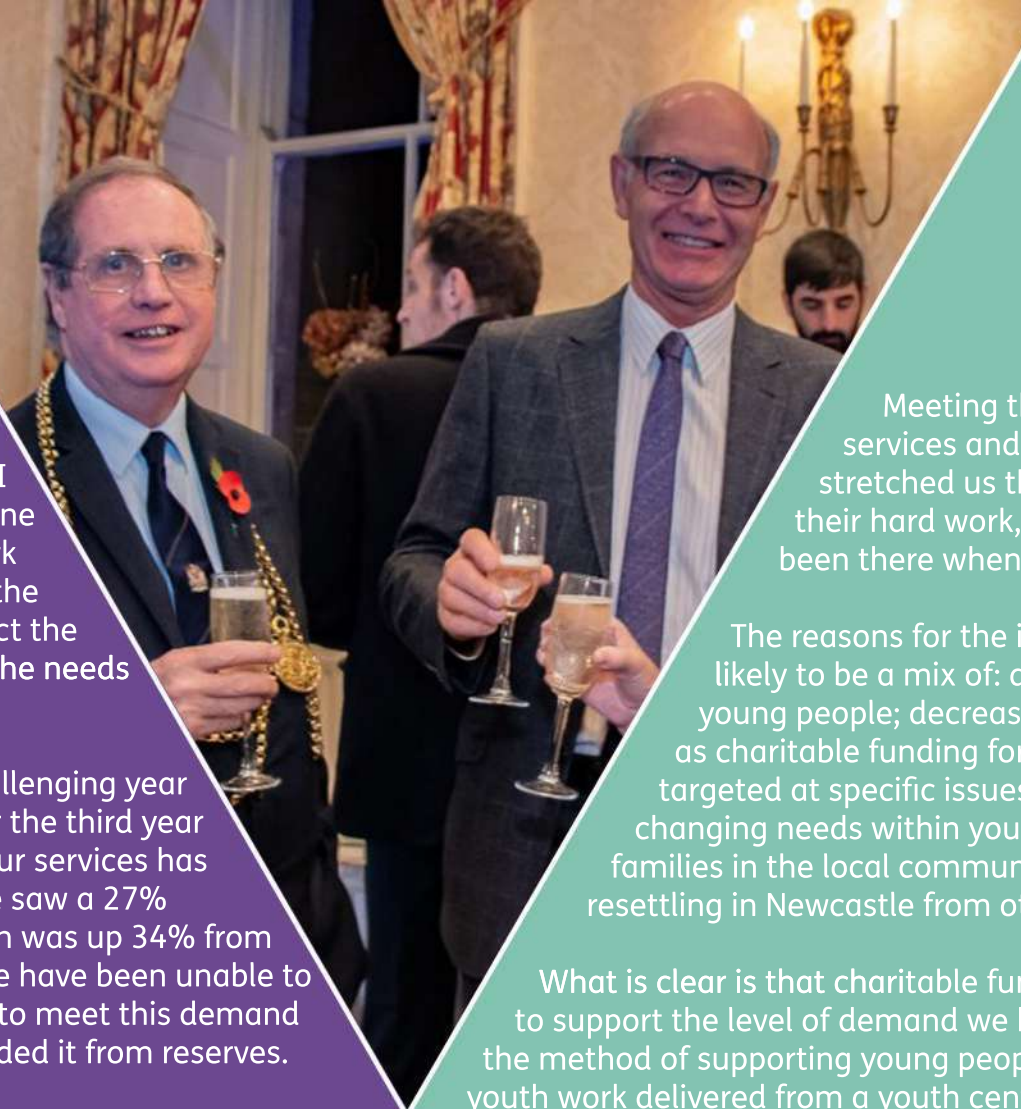
from our Chair and CEO

During this reporting period we took the opportunity to celebrate the 170th anniversary of charitable service delivery and showcase our work to many guests. I would like to thank everyone involved for their hard work that really demonstrated the creativity, reach and impact the charity has in supporting the needs of the city's young people.

This has been another challenging year for the charity because for the third year in a row the demand for our services has increased significantly. We saw a 27% increase on last year which was up 34% from 2018. At the same time we have been unable to secure charitable funding to meet this demand and the Trustees have funded it from reserves.

All of this before the world was turned upside down in March as coronavirus began to impact our daily lives. During our history the charity has been through many challenges and come out the other side stronger and the whole team is working hard to ensure we do so once again.

Stephen Kerry,
Chair of the Board of Trustees



Meeting the year on year increase in demand for our services and the changing needs of young people has stretched us this year. I would like to thank everyone for their hard work, dedication and support to ensure we have been there when young people have needed us.

The reasons for the increase in demand are complex and are likely to be a mix of: decreased statutory service provision for young people; decreased charitable activities from other providers as charitable funding for youth provision has been more focused and targeted at specific issues rather than holistic support; increasing and changing needs within young people; increased need for support from families in the local community; an increased number of families resettling in Newcastle from other countries.

What is clear is that charitable funders are not able to support the level of demand we have in the city or the method of supporting young people with traditional youth work delivered from a youth centre that we have used for the last 25 years.

As I write this we are busy reviewing our strategic plan in light of the new situation we face due to the developing global Coronavirus pandemic and how we respond to the new and emerging needs of young people as well as their existing ones.

Jeff Hurst,
Chief Executive Officer



Celebrating 170 years of supporting young people in Newcastle

On Tuesday 29th October, YMCA Newcastle celebrated their 170th anniversary as Newcastle's oldest young people's charity. We marked the occasion with a celebratory event at The Assembly Rooms in Newcastle, the same location our founding members held their initial meetings 170 years ago in 1849.

The evening featured an exhibition of the charity's work over the last 170 years and musical performances from some of our very talented young people. Delegates included current and previous service users, volunteers and staff, local supporters and funders, other young peoples organisations and the Lord Mayor of Newcastle.

YMCA Newcastle was founded in 1849 by a group of local industrious business men who wanted to provide good natured, Christian leisure activities to the working class men of the City. Founding members included; George Howard, 7th Earl of Carlisle, Emerson Muschamp Bainbridge, of Bainbridges Department Store – which is today part of the John Lewis Partnership and George Hunter and Charles Swan, of Swan Hunter ship manufacturers.

Today, YMCA Newcastle is a fully inclusive charity that aims to support young people to achieve their full potential in mind, body and character regardless of their background.



Our approach

At YMCA Newcastle we offer an holistic approach to supporting the young people and communities we work with. We work this way because there is often more than one barrier standing in the way of our beneficiaries achieving their full potential.

We work from 4 bases across Newcastle: an open access centre in the City, SPACE2..., a community centre in Walker Park and a detached youth project and an urban farm training facility in Walker.

The support and advice we offer covers a broad range of topics including: training and volunteering opportunities, Job Club and employability support, homelessness and support accessing housing and hardship grants, independent living skills programmes, the Duke of Edinburgh's Award and a range of physical, mental and sexual health and wellbeing programmes.

The majority of our service users are young people aged 11-25, but we offer a range of services for babies, toddlers and children as well as supporting isolated groups such as young parents and older members of our community.



YMCA WALKER PARK CAFE & CENTRE

Our community centre and cafe in Walker Park was established in 2016 and has become a hub for the local community. We host a range of free events and services from the centre such as: a weekly baby and toddler group, health and wellbeing sessions and groups for older members of the community, to name a few.



YMCA WALKER

Opened in the eighties, the project has worked with up to three generations of the same families. Activities are youth led and are developed around friendship groups, many incorporating outdoor adventure. Recent projects have explored prejudice and culture, independent living skills and employability.



Our youth centres have a proven track record of providing quality employability support. In an effort to further support unemployed young people we established Urban Mushrooms, an urban farm that produces speciality mushroom products on used coffee grounds. We employ young people furthest from the labour market and provide training opportunities. This process gives the young employees a range of attractive, transferable skills and valuable workplace experience.



YMCA URBAN MUSHROOMS

GROWING JOBS FOR YOUNG PEOPLE



SPACE2...

SPACE2... is our open access City Centre facility. Each year over two thousand young people access the centre for the broad range of services on offer. The centre runs a successful Job Club offering employability support as well as a variety of independent living skills programmes such as cooking and budgeting.

The centre boasts a music and dance studio allowing young people to use creative methods to manage their health and wellbeing.



Our impact



457 children aged 5-12 from Newcastle's East End took part in programmes to improve their health and fitness to combat local childhood obesity

60 young people completed accredited training and education programmes



343 young people made their voices heard by engaging in youth social action by volunteering and campaigning for issues important to them, including gang culture and violent crime, suicide prevention and improving the image of young people in our community



We worked with **109** older members of our community from 6 carehomes to overcome social isolation among older people in the local area

We worked with **4,198** members of our community to help them lead more fulfilling lives and achieve their full potential



77 babies and tots accessed our free baby and toddler group. At the group, isolated parents can socialise and access support around benefits and employability, and children can play and develop



28 trained volunteers have



contributed over **5,000** hours to YMCA Newcastle which equates to a contribution of over £40,000



12 trustees volunteered **426** hours governing the charity's business'

90 children and young people attended 4 Urban Mushrooms experience days to learn about sustainable production methods and recycling



10 young people furthest from the labour market were employed by Urban Mushrooms and received robust employability training



142 young women participated in girls empowerment groups covering health, fitness and wellbeing, hardship and employability



15 young people took part in a suicide prevention project to tackle suicide rates amongst young people



130 young people accessed our free C-Card and sexual health support services



1,507 young people received 1-2-1 and crisis support such as overcoming abuse, accessing hardship grants or finding accommodation

435 young people participated in outdoor adventure activities such as: mountain biking, overnight residentials and D of E expeditions



193 young people accessed our Job Club and employability support





Luke's story

Luke is local to Walker and was known to our team at YMCA Walker Park Cafe & Centre as he would often hang around in Walker Park. He is on the autistic spectrum, has ADHD and has been permanently excluded from school. He came to the attention of YMCA after being banned from the centre for breaking one of the windows. In response to this our Youth Workers attempted engaging with Luke. They found that he had an interest in bikes and cycling so invited him to come along to Bike Club.

Luke enjoyed coming to Bike Club, especially learning how to look after and repair bikes. After a while Luke began frequently attending YMCA Walker youth project and participating in independent living skills programmes - he can often be found in the kitchen trying out new recipes!

Since coming to YMCA our Youth Workers have supported Luke to work towards a range of vocational qualifications: he has already completed the adventure and skills sectional awards of the Junior Award Scheme for Schools and has achieved a Velotech bike maintenance award. Youth Workers have been helping Luke to find volunteering opportunities at local cycling organisations as he is keen to further develop his bike maintenance qualifications and build his CV so that he can pursue a career in bike maintenance.

A year on from breaking a window at our community centre in Walker Park Luke is now a key member of our #iWill Youth Social Action group that is campaigning to improve the image of young people in the local area. He has played a crucial role in organising and promoting bike ramp events in the park. Luke is now staying out of trouble, and more importantly he has a goal that he is working towards.



Margaret's story

Margaret is 78 years old and has lived in Walker and Byker her whole life. She married her husband William in the 70's and they lived together at a house in Walker. Margaret suffers from Dementia and 8 years ago had no other option but to move into a specialist care centre that could cater to her needs.

William would visit her often and try to spend as much time as possible with his wife. His health has since deteriorated and he also now lives in a carehome. Unfortunatley, due to their specific health needs they are unable to live in the same carehome, and William's poor health means he can no longer visit his wife.

YMCA Newcastle was awarded funds from the National Lottery Community Fund to work with isolated communities in Walker and Byker. The project focuses on young families and older people. Our centre in Walker Park hosts weekly events for isolated older people and we invite along residents of local carehomes to have a tasty meal and take part in fun activities. Coincedentally, both Margaret's and William's carers brought them to our events.

Now, every week Margaret and William attend our events. The couple always sit together and have a meal before getting involved in that week's activity wether it be dancing, singing or a game of bingo - just like the good old days!

Margaret's carers have told us how important the group is to her, becuae it is her only chance to see her husband. They've noted how much happier she is now and believe it is because of the group, seeing her husband and feeling less isolated.



Jay's story

Jay is sixteen years old and is a young father. He was unemployed, does not have many qualifications and lacks in confidence because of this. Last year he started attending our free weekly baby and toddler group at YMCA Walker Park Cafe & Centre. When he first came to the group with his young daughter he was shy and reserved. He isolated himself from conversations and games.

Over time Jay began to come out of his shell and engaged with YMCA Youth Workers and other parents at the group. He became an active member of the group and would participate in group activities and discussions. Jay now volunteers at the group when he can and helps staff to set up before and clear things away afterwards.

Jay developed a good relationship with the Youth Workers who led the group and opened up about wanting to better himself and get a good career so he can provide for his new family. Youth Workers supported Jay with building his CV and employability skills. They worked with him to find apprenticeships, helped him with the application process and did mock interviews to prepare for the real thing.

Youth Workers have noticed how much Jay has grown in confidence since meeting him a year ago. Jay successfully found an apprenticeship and is thrilled to be working and learning, but more importantly to be providing for his family.

What is youth social action?

The #iWill campaign was launched in 2016 and aims to support as many young people as possible across England to take part in social action, but what is youth social action?

Youth social action refers to young people taking a stand and participating in activities to make a positive change to others or the environment. Young people can volunteer, campaign and fundraise for a range of issues that are important to them - the most important thing is that the change is youth led!

We're embracing the #iWill campaign here at YMCA Newcastle. Young people are central to all that we do, and much of our work is already youth led or dictated by the needs of the young people we work with.

Since the launch of #iWill, young people at YMCA Newcastle have lead numerous campaigns - take a look at some of the #iWill campaigns our young people created last year. Interested in taking part in youth social action? Get in touch with our Youth Workers via our website or social media.

Youth Social Action

Suicide Prevention

Using music and dance young people from our SPACE2... project are hoping to eliminate the stigma around self harm and suicide among their fellow young people.

The group will meet weekly to discuss issues around mental health and will produce music and choreograph dance routines based on these sessions. The group are also planning a performance in October 2020 to coincide with YMCA's #IAMWHOLE mental health campaign.

Thank you to Northumbria Police Suicide Prevention Fund for funding this project.

Wor Walker

Young people living in Walker, unhappy with the image of young people painted in the media are campaigning to improve the perception of young people in the local area.

Their campaign is lead by a steering group of young people and is centered around Walker Park, a common spot for anti-social behaviour. The group planned and executed a calendar of inter-generational events to bridge the generational divide in the area, recruited perpetrators of anti-social behaviour as volunteers and fundraised.

Thank you to the Virgin Money Foundation for funding this project.

Gang Crime

Following on from their previous campaign which focussed on knife crime, a group of young people attending our City Centre project, SPACE2..., are now creating and delivering an online social media campaign looking at the broader issue of gang crime.

The young people are working with a film maker to create a short film that will be shared online as part of the campaign. The group are completing presentation training which will provide them with skills to effectively share the campaign with their peers and digital marketing training to upskill them in social media advertising and analytics.

Thank you to Community Foundation Tyne & Wear and Northumberland for funding this project.



WALKER PARK BABY & TODDLER GROUP

PART OF YMCA NEWCASTLE

Our weekly baby and toddler group at YMCA Walker Park Cafe & Centre has been popular with local residents for some time now. We have now updated the services we provide at the group to offer support and advice to young parents who attend with their children.

Support can be offered around a range of issues including: claiming benefits, accessing training and employment and childcare provision with referrals being made for specialist support. We work with partner organisations to target families most in need.

Last year 77 families accessed support at our baby and toddler group.



WALKER PARK YOUNG AT HEART CLUB

PART OF YMCA NEWCASTLE

Walker Park Young At Heart Club is a dedicated weekly group for isolated older members of our community. The project involves delivering regular events and focus groups for older adults to understand the needs of the community. The group is supported by a dedicated Community Development Worker who works with local care homes to coordinate events and services. We provide minibus travel to and from events to ensure no members of the community are left out.

Last year we worked with 4 local care homes in Walker and Byker and 109 older adults regularly attended events and focus groups. Events include a visit from an Elvis Presley impersonator, a look back at old Walker and of course, Bingo!

Tackling Social Isolation

Thanks to funding from The National Lottery Community Fund we have developed our centre in Walker Park into a community hub aimed at tackling social isolation. The project works with specific isolated groups such as young families and older adults.



Finances

Investing in the future of Newcastle's young people

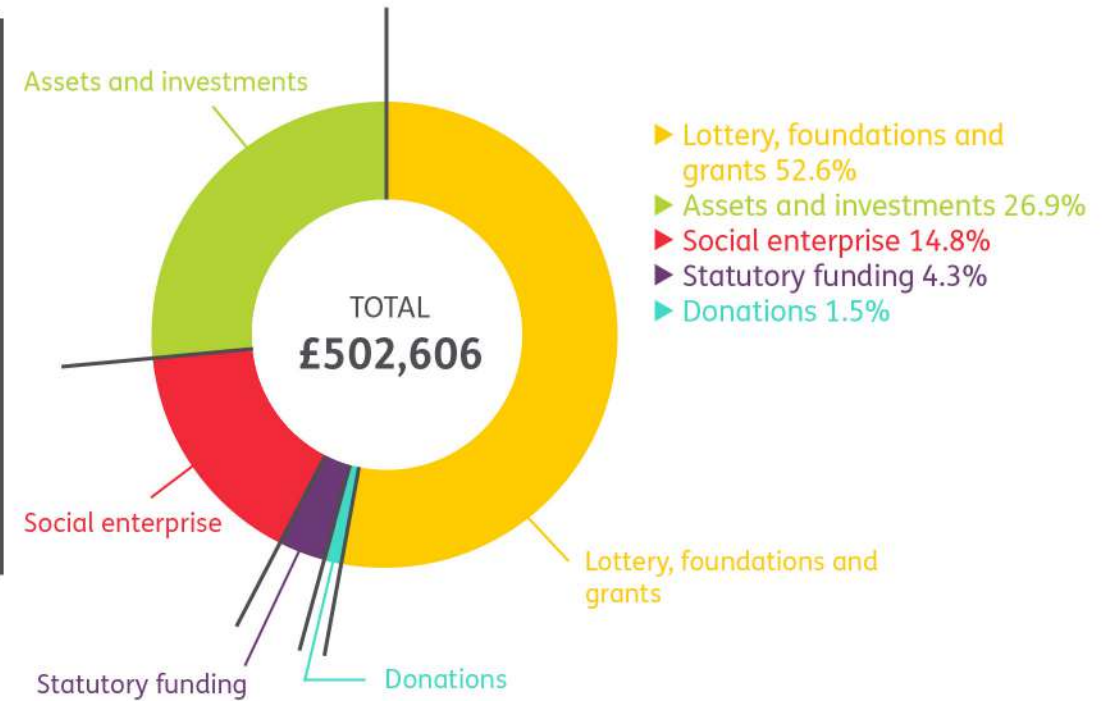
Whilst meeting the cost of increased service demands from reserves we have worked tirelessly to restructure the charities income earning assets and secure additional charitable funding. We have also acquired 2 trading subsidiaries to employ young people and to run their trading services to generate profits for a purpose, the purpose being to fund our charitable services.

This year the charity earned 22.9% of its income from its own assets, 15.2% from charitable trading in our social enterprises and 61.9% from a wide range of sources including trusts and grant making bodies and local government funding.

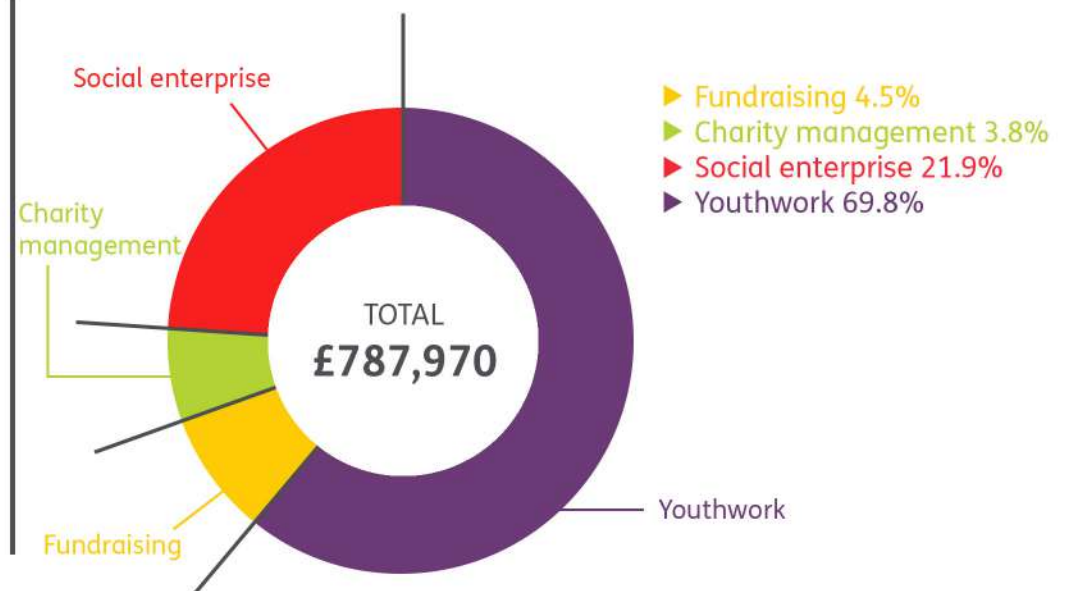


Thank you to all individuals and organisations that have donated to us and supported the young people of Newcastle.

INCOME



EXPENDITURE



Our people

We couldn't do the valuable work with young people we do without our dedicated team of staff, trustees and volunteers.

Trustees

Stephen Kerry (**Chair of the Board of Trustees**)

Neil Jackson (**Treasurer**)

Jon Burns

Sandria Charalambous

Austin Gibbons

Alan English

Thomas Lillie

Dave Matthews

Tom Nisbett

Emma Peacock

Tiffany Scott

Jennie Whitell

Staff

Jeff Hurst

Chief Executive Officer

Jean Alexander

Finance Officer

Calvin Bateson

Marketing Officer

Tom Cleminson

Maxine Brown

Senior Youth Workers

Dave Edgar

Jacqui Maher

Mary Ashley

Duane Aspinall

Danielle Webb

Youth Workers

Linda McKie

Charity Services Manager

Caitlin Hunter

Fundraising Officer

Nick Lydon

Business Administrator

John Bennett

Cameron Milby

Urban Mushrooms

Roberta Davidson

Cafe Manager

Rebecca Davidson

Lisa Richardson

Tracey Graham

Walker Park Cafe & Centre

Our supporters

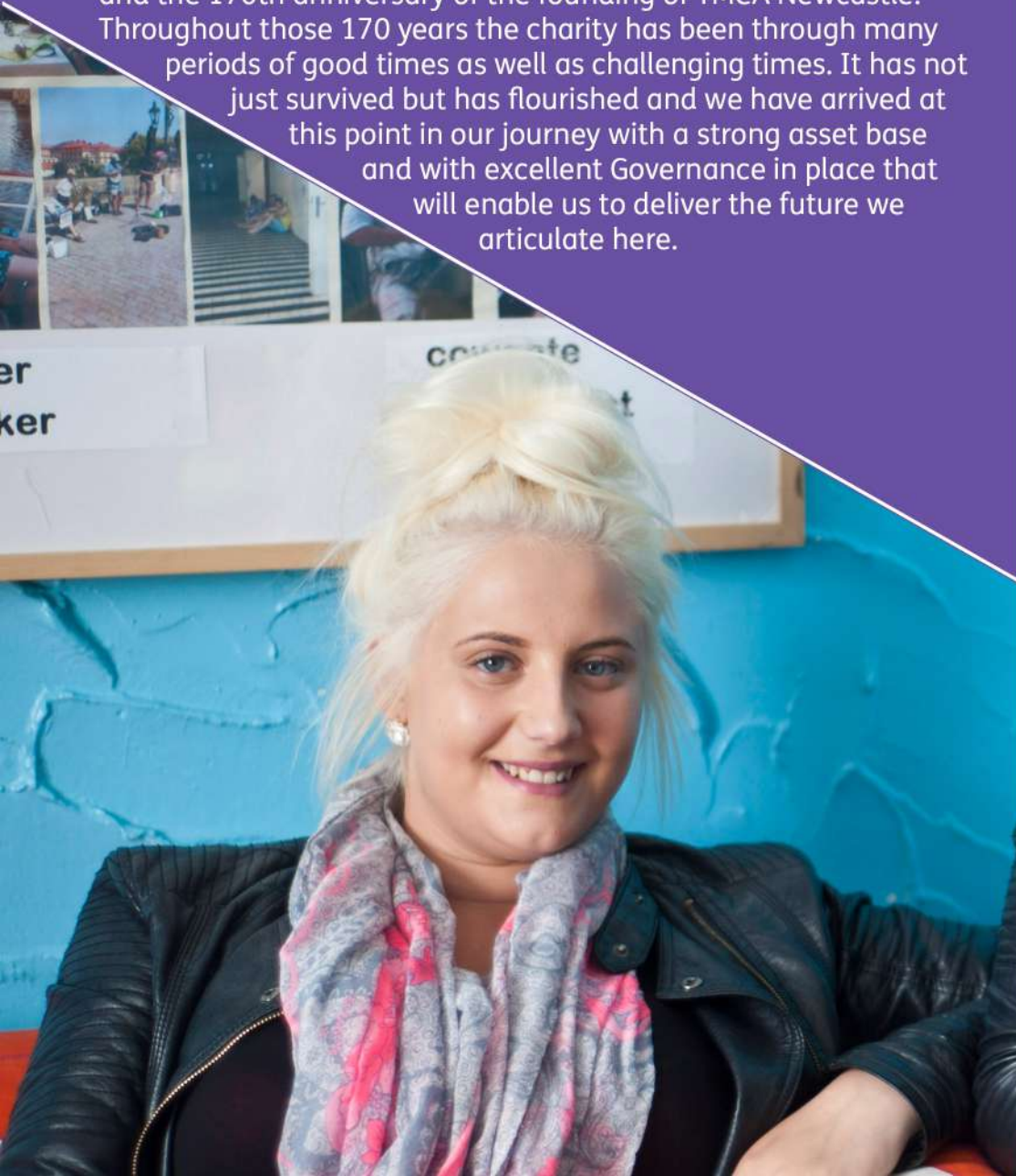
We'd like to thank all of individuals, charitable trusts and organisations that have supported our work with young people over the last year.

- Andy Fanshawe Memorial Trust
- The Ballinger Trust
- BBC Children in Need Main Grant
- BBC Children in Need Small Grant
- Community Foundation Tyne & Wear and Northumberland
 - The High Sherriff's Award
 - #iwill Fund
 - The Proctor and Gamble Fund
 - The Riddell Family Charitable Trust
- Food Nation Community Food Grant
- Hays Travel Foundation
- The Joseph Strong Frazer Trust
- The Leatherseller's Charitable Trust
- The National Lottery Community Fund - The People's Projects
- The National Lottery Community Fund - Reaching Communities
- National Lottery Heritage Fund - WW1 Centenary Grants
- National Lottery Heritage Fund - Young Roots
- Northumbria Police Suicide Prevention Team
- The People's Postcode Trust
- RW Mann Charitable Trust
- Santander Foundation
- Sir James Knott Charitable Trust
- Social Investment Business Enterprise Development Programme
- The Souter Trust
- Tesco/Groundwork Bags of Help
- Virgin Money Foundation #iwill Fund
- W.A. Handley Charitable Trust
- YMCA Douglas Wood Trust Fund

The National Lottery Community Fund and the Department of Culture, Media & Sport are each investing £20 million seed funding over four years to create the #iwill Fund. Community Foundation Tyne & Wear and Northumberland and The Virgin Money Foundation are acting as a match funder and awarding grants on behalf of the #iwill Fund.

Our new Strategic Plan

2019 marked the 175th anniversary of the founding of the YMCA and the 170th anniversary of the founding of YMCA Newcastle. Throughout those 170 years the charity has been through many periods of good times as well as challenging times. It has not just survived but has flourished and we have arrived at this point in our journey with a strong asset base and with excellent Governance in place that will enable us to deliver the future we articulate here.



Going forward with a new direction

In recent years we have continuously updated our offering to provide more support for the wider community. As always, YMCA Newcastle provided support to our community throughout the upheaval caused by the global Covid-19 pandemic. We adapted our services across the organisation to ensure we can continue being there for those most in need.

This meant converting many of our existing services to digital platforms, introducing new support such as a delivery meals on wheels service to families in need and providing activity packs to isolated older citizens.

We believe that a young person cannot thrive, if their community is not thriving. With this in mind we have adopted a new mission and vision.

► Our vision

Our vision is of thriving and inclusive communities.

► Our mission

Our mission is to provide the opportunities, resources and support so the community and its young people can belong, contribute and thrive.



Supporting our community through the COVID-19 pandemic

At the time of writing this Impact Review the world was in the midst of facing the COVID-19 pandemic. Like nations, businesses and charities around the globe YMCA Newcastle has had to adapt the way we work in order to continue delivering our valuable work.

Unfortunately, our youth projects were forced to close their doors following Government guidance. The future of our SPACE2... centre is currently unknown. Youth work that would traditionally be face-to-face is now taking place online, with a dedicated digital platform, SPACE2...CONNECT, being created on our website.

YMCA Walker Park Cafe and Centre has been transformed into a community hub that is the base for our COVID-19 community response work. The centre is closed to the public but staff and volunteers are able to work safely, following social distancing guidelines. The team there have been busy preparing delivery meals-on-wheels to vulnerable members of the community who are isolating and activity packs for those feeling lonely due to lockdown measures.

Since lockdown measures were announced we have delivered **2,291** meals to vulnerable people who are isolating and **903** activity packs to combat loneliness

Sleep Easy 21st March 2021 Walker Help Hub

Unfortunately our Sleep Easy event in 2020 was cancelled due to the COVID-19 pandemic. We are unsure how our next event in 2021 will take place, as it will be affected by future social distancing guidance. To register your interest in next year's event - whether it be with your family in your own back garden or at a large event please email us at enquiries@ymcanewcastle.com

YMCA Walker Park Cafe & Centre will continue to support the local community following on from the services we offered in response to the COVID-19 pandemic. Walker Help Hub will offer support and advice to local residents as we adjust to a new way of life. Staff will be on hand to offer help with issues from employability and training to housing and claiming benefits.

Looking forward

