

## YMCA NEWCASTLE

592-596 Welbeck Road  
Walker  
Newcastle upon Tyne  
NE6 3AB

Charity No: 1070578

0191 265 3132  
[enquiries@ymcanewcastle.com](mailto:enquiries@ymcanewcastle.com)



# Impact review

2020-2021

YMCA NEWCASTLE





# Contents

Mission and values	1
Welcome	2
New strategic direction	3
Covid-19 response	4
Digital youth work	5
Supporting isolated communities	6
Our impact	7
Our impact: Dave	8
Our impact: Astell Court	9
Our impact: Maisy	10
Finances	11
Our supporters	12
Our people	13
Highlights	14
Looking forward	15



## Our mission:

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

## Our values:

### 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 our community and its 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 and communities of Newcastle.

# Mission and values



# Welcome

This year has been a truly unprecedented experience for all but here at YMCA Newcastle we have used this challenge as an opportunity.

In this Impact Review you will see a brief glimpse of how our team has worked tirelessly to upskill themselves in all things digital to allow them to meet the needs of young people via digital channels, how we've reviewed our working practice to safely be there for those in need and updated our strategic plan to support our whole community.

**Calvin Bateson,**  
Marketing and  
Communications Officer

The Covid emergency financial support we have received from individual donors, supporters, grant making trusts and foundations and from national and local Government has been phenomenal. So has the flexibility of those who funded our pre Covid services to allow us to change the way we work or defer our funding until we could deliver the service.



All of this has enabled us to provide a planned and proactive response service to meet the quickly changing needs of the local community and its young people. It has also enabled us to achieve financial break even this financial year which will in turn enable us to achieve our long term financial sustainability goals.

Our volunteers and staff team have also been phenomenal and have stepped up to continually adapt our methods of service delivery in order to comply with the changing restrictions in place. We have maintained our focus on delivering our Mission and provided opportunities, resources and support to the local community and young people.

We have used our community centre located in the middle of Walker park as the focus for our operations, closing it to public access and locating the majority of our front line staff there with our admin staff all home working for the whole 12 months. The size and layout of the community centre meant we could create a Covid secure workplace where we could all work safely in a socially distanced and compliant way. The staff team have been exemplary in their application to the task and following the protocols which means we are delighted to be able to report that we have maintained our Covid secure status for 15 months with no workplace transmission of coronavirus and no need for periods of self isolation.

Like everyone we have found the year challenging and exhausting but as we reflect on what we have achieved we are proud of the impact we have made to the lives of so many.

- Jeff Hurst, CEO

In response to the pandemic the Board of Trustees considered many scenarios and options before agreeing to the Charities response, to focus all of our resources supporting the local community and its young people to deal with the challenges and issues they now faced. The impact we have delivered, a snapshot of which is contained in this report, fully supports our decision making.

The charity could not have done this without the incredible support from funders, supporters, stakeholders and our team of staff and volunteers. We are extremely grateful to all of them and proud of our achievements.

In the next year we will be fully focused on maintaining the highest possible levels of service delivery and continue our support.

- Stephen Kerry, Chair





# A change in direction

The only certainty in the next 5 years is that it will be a period of uncertainty, change and a period of economic decline. To enable us to remain focused on our Charitable Mission we have revised our strategy and set clear goals and milestones to achieve them.

Our operational plans will have to be agile to meet the speed of that change and innovative to meet the increased needs of our beneficiaries within available resources. This strategic plan is the platform to meet these challenges.

The purpose of our Strategic Plan is to communicate the strategic intentions of YMCA Newcastle for the next 5 years to our beneficiaries, volunteers, staff, funders, supporters and supply chain. This is a revision of our previous strategy following the changes to the external and internal operating environments since the Covid-19 pandemic.



# Our strategic goals and achieving them

## Our strategic goals are;

- ▶ Ensure the long term financial security and sustainability of the charity in an unpredictable economic decline.
- ▶ Ensure that our resources deliver the maximum economic and social value and achieve our charitable objectives.
- ▶ Ensure that our services meet accredited quality standards.

## To achieve our vision we will;

- ▶ Deliver our services from quality infrastructure and assets that are based in the communities in which we work.
- ▶ Involve the community in shaping our services.
- ▶ Work with community partners to maximise our reach and impact.
- ▶ We will maximise the use of technology to ensure our efficient and quality and maximise our reach and impact.

## To achieve our mission we will create opportunities, resources and support so that communities and young people;

- ▶ Are supported to overcome crisis situations.
- ▶ Can develop their personal and social skills.
- ▶ Can access suitable accommodation.
- ▶ Can access suitable employment.
- ▶ Can manage their health and wellbeing.

# COVID-19 response

In April 2020 the Government announced strict social distancing rules to slow the quick spreading Coronavirus, protect the NHS and save lives. As a nation we have now experienced over a year of varying restrictions and national lockdowns, going without seeing loved ones and friends and missing out on many experiences.

As with any challenge we saw this an opportunity to overcome and improve. Our services briefly closed for one week while we reviewed guidance and updated our website as a digital youthwork platform. Many of our services converted to a digital and home-delivery offer. We have managed to continue of offering the majority of our services throughout the pandemic, making changes as necessary to ensure the safety of our service users, volunteers and staff.



## How we overcame the COVID-19 pandemic:

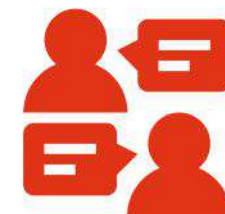
### Covid-19 Youth Work and Support Offer:

- ▶ Existing group projects were continued as digital projects using Facebook and zoom.
- ▶ Centre-based sessions are delivered through online issue based videos and live streams with accompanying activity packs.
- ▶ Health and wellbeing videos shared online.
- ▶ Detached work takes places socially distanced weekly in Walker and Byker.
- ▶ Socially distanced support groups available for up to 15 young people.
- ▶ Walk & Talk 1-2-1 or Ride & Guide 1-2-1 support for young people with a Youth Worker.
- ▶ Covid secure socially distanced sports sessions.
- ▶ Support available at our Walker Help Hub on employment, training, and qualifications.
- ▶ Digital mindfulness sessions via Facebook Live and Zoom.
- ▶ Youth Workers available online via Facebook and Instagram messenger.



### Covid-19 Isolated Groups Offer:

- ▶ Weekly support and activity packs delivered to local care homes and the homes of those who are experiencing social isolation.
- ▶ Toddler Group continued online with Youth Worker led video activity sessions and corresponding activity and support pack, and 1-2-1 support via messenger.
- ▶ Activity packs including information, advice and guidance for parents delivered to local young families.



### Help Hub:

- ▶ The Help Hub was established in our Walker Park Centre providing support and advice to local residents that have been impacted by the pandemic. We work with partner organisations to provide signposting to expert information, advice and guidance.
- ▶ Meals on wheels delivered to members of the community who are shielding and families that are in need.





# Digital youth work

The digital world belongs to young people but our youth work offer was dominated by in-person interactions. This included our Job Club and employability sessions, 1-2-1 and crisis support and sexual health and wellbeing appointments. Face-to-face interactions are an integral part of our work as it allows our Youth and Community Workers to build relationships with our service users.

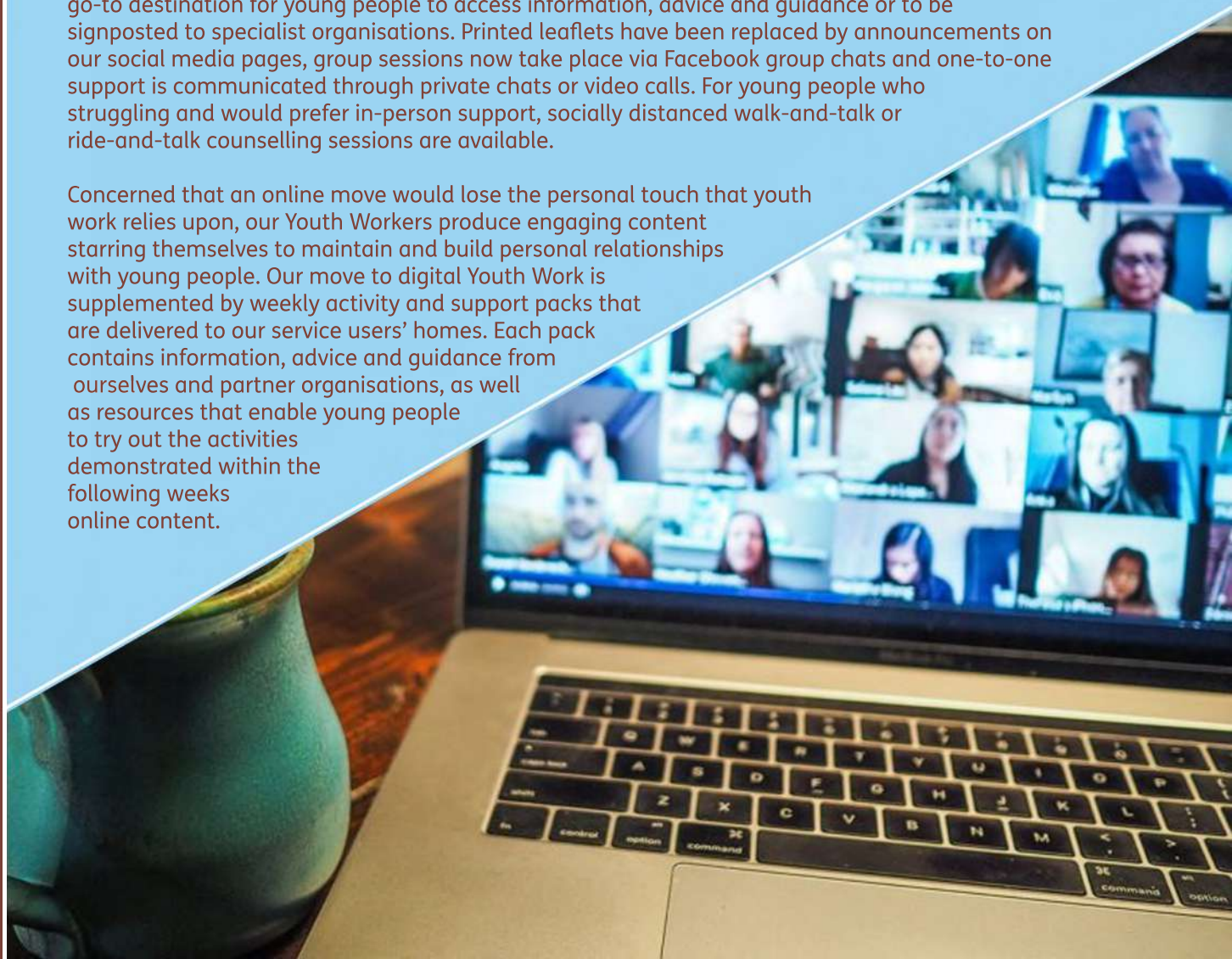
When the first lockdown was announced and social interactions with those outside our bubbles were put on hold, our vital work with in-need young people was brought to an abrupt stop. This was a temporary measure as we used this time to review the situation and implement Government guidance to ensure that upon reopening our staff, volunteers and service users were safe.

As with any challenge our Youth Workers have worked tirelessly to adapt their practice in light of the Covid-19 pandemic to ensure they can continue their essential work supporting young people to overcome challenges and become independent young adults. Our Youth Workers have creatively adapted projects to comply with Government guidance, up-skilled themselves in tech and digital to be where young people are and have collaboratively worked with partner organisations to provide vital support at this unprecedented time.

The team have managed to turn this challenge into an opportunity. Youth work heavily relies on face-to-face interactions but social distancing has dragged the world of Youth Work into the 21st century and forced it to embrace digital.

Within a week of the announcement of the first lockdown our website was transformed into a go-to destination for young people to access information, advice and guidance or to be signposted to specialist organisations. Printed leaflets have been replaced by announcements on our social media pages, group sessions now take place via Facebook group chats and one-to-one support is communicated through private chats or video calls. For young people who struggling and would prefer in-person support, socially distanced walk-and-talk or ride-and-talk counselling sessions are available.

Concerned that an online move would lose the personal touch that youth work relies upon, our Youth Workers produce engaging content starring themselves to maintain and build personal relationships with young people. Our move to digital Youth Work is supplemented by weekly activity and support packs that are delivered to our service users' homes. Each pack contains information, advice and guidance from ourselves and partner organisations, as well as resources that enable young people to try out the activities demonstrated within the following weeks online content.



# Supporting isolated communities

Our baby and toddler group would usually take part weekly at YMCA Walker Park Cafe & Centre, but has since shifted to a digital offering to overcome social distancing guidance. The group has become a great social platform for parents.



**WALKER PARK BABY & TODDLER GROUP**

PART OF YMCA NEWCASTLE

Our Youth Workers produce video content to share online of fun activities that parents can do at home with their little ones. Each week we deliver corresponding activity packs to the group members with any materials or resources they need to take part in that week's activities.

The packs also include a range of information, advice and guidance from YMCA and other specialist organisations.

Thanks to funding from the National Lottery Community Fund our centre in Walker Park has been transformed into a community hub aimed at tackling social isolation in our local community. We work with specific groups who are experiencing social isolation; parents of young families and older adults.

The need for this work has greatly increased over the past year as the Coronavirus pandemic has exasperated the problem of social isolation. Social distancing guidance has forced young families to isolate from their friends and extended family and older residents who are at risk have been shielding to protect themselves for almost 12 months.



**WALKER PARK**

**YOUNG AT HEART CLUB**

PART OF YMCA NEWCASTLE

As many of our Young at Heart club members are considered clinically vulnerable they have been required to shield for most of the last year in order to protect themselves.

To provide a vital link to the outside world and brighten up their weeks, our staff, volunteers and young people have been creating weekly activity packs that are delivered to local older residents and care homes. Each pack has a different theme and usually comes with tatty treat like a slice of cake.

The activities have often been designed by our young people, and many of them included inter-generational greetings cards or words of wisdom.

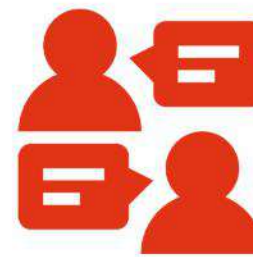




# Our impact



We worked with **2,832** members of our community, providing them with resources, opportunities and support throughout the pandemic.



We established Walker Park Helb Hub to provide intense 1-2-1 support and advice and signposting to specialist support, in response to the pandemic.

**86** local residents accessed the Help Hub:

**5%** of attendees received accommodation and housing related support.

**10%** of service users came to the Help Hub because they were feeling isolated.

**10%** of attendees required information and guidance about their health and wellbeing.

**12%** of those who used the Help Hub received mental health and wellbeing support.

**20%** of service users engaged in employability and job hunting support.

**12%** of attendees engaged in a training programme or participated in work experience or volunteering.

**5%** of attendees required support and advice with their finances.

**20%** of attendees received support via meals or food packages.



**37** young people received employability support such as mock interviews and assistance with job applications via our Job Club.



**31** trained volunteers have contributed over **5,208** hours to YMCA Newcastle which equates to a contribution of over **£40,000**



We provided **50** outdoor socially distanced youth work engagement sessions.



We delivered **3,825** activity packs to isolated members of our community as part of our Covid-19 response work. The packs included support, information, advice, guidance and fun activities to occupy their time in lockdown:

**2,092** packs were sent to older members of our community who are self-isolating.

**684** packs were sent to young families that usually attend our baby and toddler group.

**667** young people who usually attend our youth projects received activity packs.



**826** young people received digital mental health and wellbeing support.



We served up

free home-delivered meals to members of our community who were struggling to get by.

We supported **191** older isolated members of our community from 11 care homes with weekly activities and support packs.



We provided **204** babies and toddlers from young families with weekly support packs and activities.



**12** Trustees volunteered **537** hours attending Board and Sub-Committee meetings governing the charity.

**11** young people participated in online sports coaching sessions





# Dave's story

Dave came into contact with YMCA Newcastle in December 2019 after hearing about our Help Hub project. He contacted the Help Hub for support with finding training courses to help him secure employment so he could support his mother and younger sister.

Dave and his family were new to the area and had recently moved up to Newcastle from Nottingham. Dave's mother suffers from some health problems which prevent her from working. His younger sister is 12 years old and in her previous schools had experienced bullying so she is now home-schooled by her mother. Dave wanted to find a job so that he could provide for his family but has struggled to secure employment as he left school without any qualifications or work experience.

When Dave first contacted the Help Hub we carried out an assessment to identify his key support areas. Working together with Dave we found out that he required support with training and employability, food and finances and family support.

Staff at the Help Hub met with Dave regularly to provide 1-2-1 support sessions. At the Help Hub we work with partnership organisations to offer targeted specialist information, advice and guidance. We referred Dave to our partners at Newcastle UXL who helped him enrol for Level 2 courses in English and maths and a CSCS course. Dave also achieved a Level 2 certificate in Food Safety and DBS certificate with YMCA with the intention of providing him with a broad set of qualifications which would allow him to keep his options open when applying for work.

In addition to this we provided Dave's family with food parcels, hot meals and toiletries. Using social media we were able to source a donated fridge-freezer for Dave's family and helped him to apply for hardship grants to fund carpets for their new home after recently moving to Newcastle.

Dave was offered a manufacturing job at a factory in North Shields but he was unable to accept the offer as he did not have transport to get to work on time for the earliest shift. Through contacts on LinkedIn a bike was donated from Peddling Squares Cyclists café, along with a helmet and lights, so he safely got to work on time.

Dave and his mother are both really appreciative for the support they have received and have noticed how it has had a positive effect on the whole family's mental health and wellbeing.





Our impact

# Astell Court

YMCA Newcastle was awarded funding by The National Lottery Community Fund to identify and support isolated and vulnerable older members of our community. We identified 6 care homes as well as individuals who lived independently but needed extra support, specifically with their physical and mental health and wellbeing. We brought all the organisations and individuals together to discuss their needs and how we could work together to address these needs. The group recognised that they all needed to feel a sense of belonging and wanted to meet others in similar circumstances, make friends and have fun.

We set up a focus group who would speak on behalf of the members to help coordinate the groups activities depending on the needs of the members. We initially hosted in-person groups which consisted of games, dances and sing-alongs. These events were a huge hit and it was lovely to see the members smiling and dancing, some in wheelchairs or twirling with their zimmer frames. Unfortunately, due to Covid-19 restrictions these events were postponed until further notice and were replaced with socially-distanced activities via individual packs delivered to the group members, thanks to the help of another local community group, Chain Reaction.

Residents from Astell Court Care Centre have been members of the group since 2019, and welcomed the activity packs in place of the events. Staff there told us the packs have been instrumental in supporting residents in the home throughout lockdown when residents have been shielding, unable to see family members and have felt particularly isolated as a result. Staff said that the residents look forward to the weekly activities and that they have been a huge help in keeping the residents in good spirits and occupying their time. Astell Court have sent us lots of photos of the residents making and enjoying the activity packs.

Each week we have delivered 60 activity packs with the help of local volunteers and other community groups. The activity packs have enabled us to keep in close contact with residents who would have otherwise been totally isolated throughout the pandemic. Some residents told us that the weekly contact has been a lifeline for them.

We are continuing to deliver weekly packs to local residents as social distancing restrictions are still in place. However, we look forward to welcoming the groups back into our centre as we continue down the road out of lockdown so the members can once again socialise, make friends and have fun.





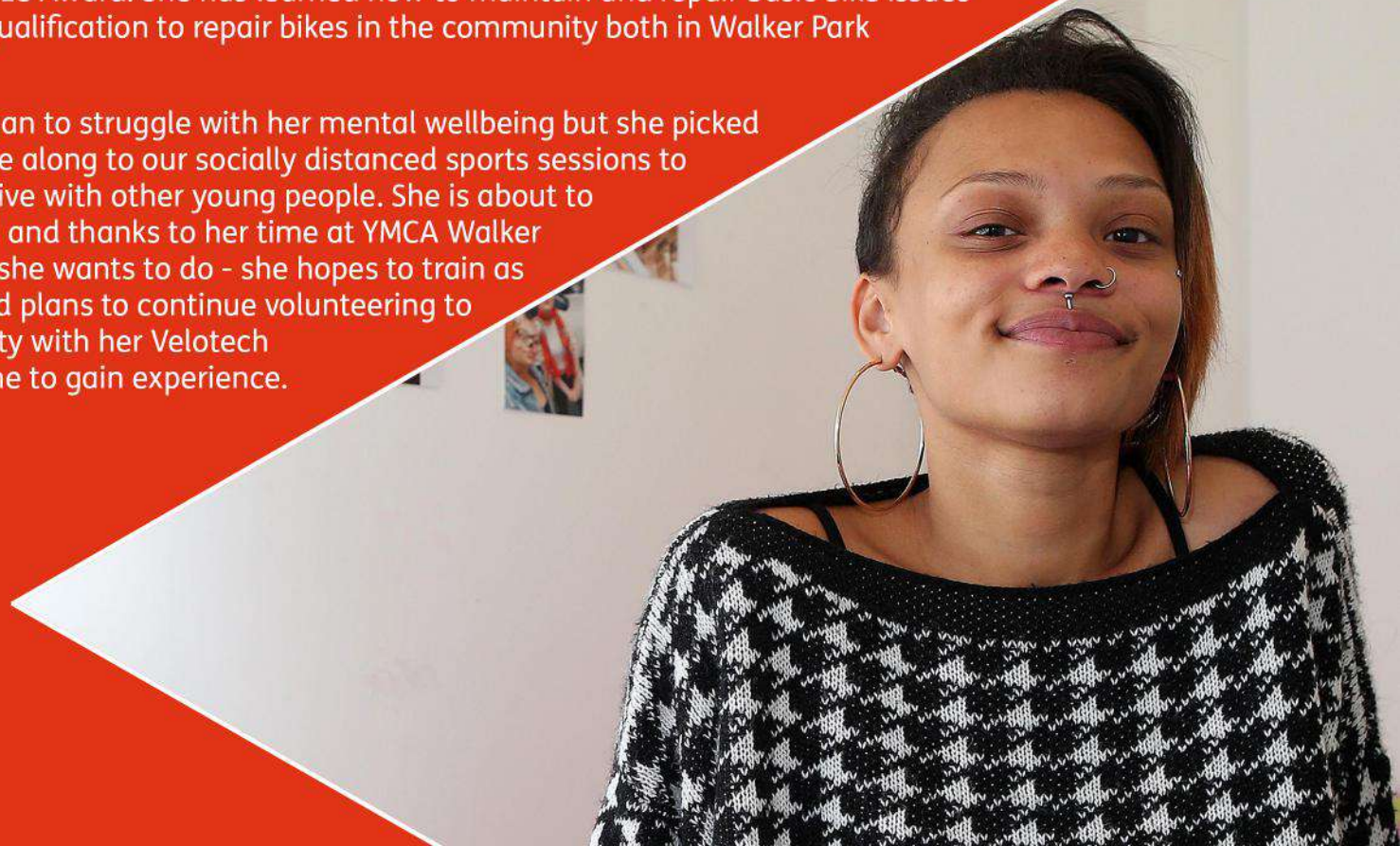
# Maisy's story

Maisy first came into contact with members of our Youth Work team two years ago whilst they were undertaking school outreach at Benfield School. After building a good relationship with our Youth Workers over a few outreach sessions Maisy finally felt comfortable enough to come along to a drop in session at our YMCA Walker Project.

Maisy is diagnosed with ADHD and she has really struggled with her anger management of the past few years. She would often get told off by teachers at school and get into trouble for fighting with classmates. Since attending the project Maisy has taken part in 1-2-1 counselling to help with anger management and has worked with staff to channel her energy into positive activities instead.

She has particularly enjoyed mountain biking and other sports activities. Maisy often joins in with our bike rides and now volunteers help out at our pop-up bike ramp events in Walker Park. Our Youth Workers encouraged Maisy to complete a Velotech bike maintenance course as it was she seemed passionate about bikes. She attended regular sessions held by our partners at Recyke Y Bike and has now completed her Bronze Award. She has learned how to maintain and repair basic bike issues and has used this qualification to repair bikes in the community both in Walker Park and Byker.

Over the last year Maisy began to struggle with her mental wellbeing but she picked up on this early on and came along to our socially distanced sports sessions to safely socialise and stay active with other young people. She is about to start her final year of school and thanks to her time at YMCA Walker Project knows exactly what she wants to do - she hopes to train as a mechanic in the future and plans to continue volunteering to repair bikes in the community with her Velotech qualification in the meantime to gain experience.





# Finances

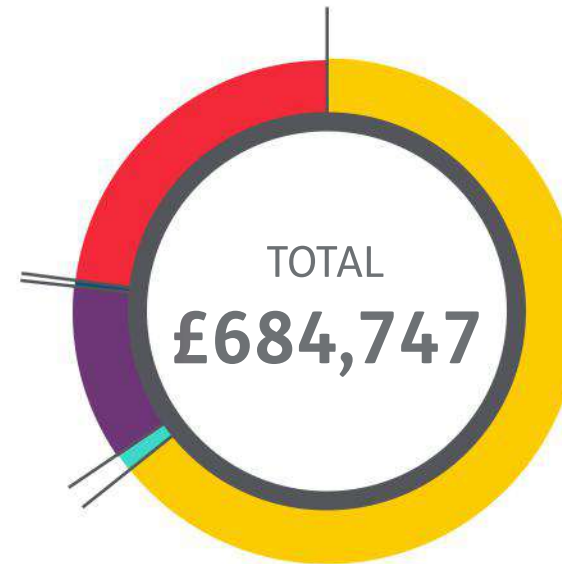
The only certainty in the next 5 years is that it will be a period of change and economic uncertainty. To enable us to remain focused on our Charitable Mission we have revised our 5-year strategy and set clear goals to achieve them, this is available to view on our website.

In addition to updating our 5-year strategy we have also restructured our income earning assets and have worked to secure additional charitable funding in order to continue meeting the increased needs of our community.

This year YMCA Newcastle earned 36% of its income from its own assets and charitable trading and 63% from charitable trusts, grants and Government funding.

**Thank you to all the individuals and organisations that have donated to us and supported our work with local communities over the last 12 months.**

## INCOME



**Grants and lottery funding 60%**

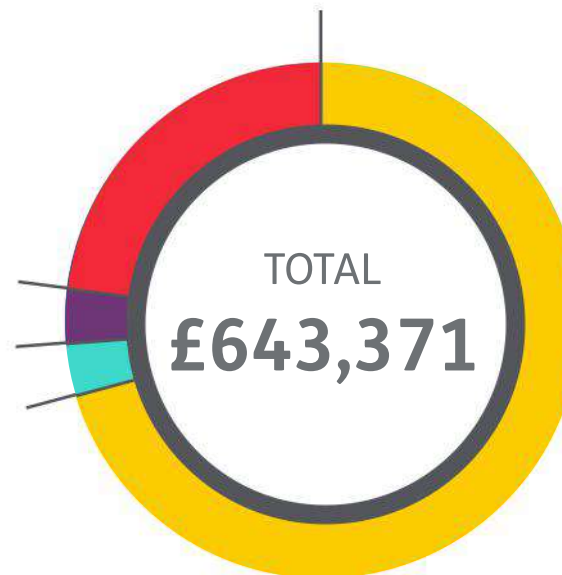
**Donations 1%**

**Social enterprise 15%**

**Trading and investment income 21%**

**Statutory funding 3%**

## EXPENDITURE



**Youth and Community Work 68%**

**Fundraising: 4%**

**Social enterprise: 23%**

**Charity management: 5%**

# Our supporters

In the last year 77% of our income came from charitable trusts, grant making organisations and lottery funding which allowed us to support our community and its young people throughout the Coronavirus pandemic.

Thank you to Holgate HR for supporting YMCA Newcastle by providing us with free use of their online Breathe HR system enabling us to better manage and support our staff team.

Thank you to Morrisons Byker and their staff for donating to us throughout the pandemic to support members of our community.

- Andy Fanshaw Memorial Trust
- BBC Children In Need Main Grant
- BBC Children In Need Small Grant
- Community Foundation Tyne & Wear and Northumberland
- Department for Education - Best Summer Ever
- Department of Culture Media and Sport Youth Covid 19 Support Fund
- Hays Travel Trust
- Joseph Strong Frazer Trust
- Karbon Homes
- The Leathersellers Charitable Trust
- National Emergencies Trust
- The National Lottery Community Fund
- The National Lottery Community Fund and HM Government Covid Relief Fund
- Newcastle Round Table
- Northumbria Police Suicide Prevention Team
- The People's Postcode Trust
- Proctor & Gamble Community Fund
- The Riddell Family Charitable Trust
- St. Nicholas Educational Trust
- SIB Enterprise Development Programme
- Sir James Knott Charitable Trust
- The Souter Trust
- The Thomas Wall Trust
- Tony and Carolyn Brookes
- Virgin Money Foundation
- WA Handley Charitable Trust
- YMCA England & Wales Emergency Relief Fund
- YMCA England & Wales Douglas Wood Trust Fund



# Highlights

In December we hosted a socially distanced Christmas event as part of our #iwill Walker Park project. The event included an outdoor cinema, festive food and crafts. This was the first time in over a year that our staff and volunteers were able to see each other face-to-face.



In March when social distancing measures were implemented to combat Coronavirus our Youth Work team worked hard to develop a digital Youth Work strategy to overcome guidelines by delivering our vital services via our website and social media platforms.



To continue reaching our community throughout the pandemic we have been delivering activity and support packs to local residents. Here's a snap of us delivering some packs to a local care home at Easter!



Throughout the lockdown our social enterprise team have been busy transforming a disused industrial warehouse into an urban farm enabling us to upscale our growing capacity at Urban Mushroom which will allow us employ and train even more young people.



# Our people

## Our Board of 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 Nisbet**

**Emma Peacock**

**Tiffany Scott**

**Jennie Whitell**

**Liam Crowe**

**Tracey Wood**

## Our Staff Team

**Jeff Hurst**  
Chief Executive Officer

**Jean Alexander**  
Finance Officer

**Caitlin Hunter**  
Fundraising Officer

**Calvin Bateson**  
Marketing Officer

**Nick Lydon**  
Business Administrator

**Linda McKie**  
Charity Services Manager

**Mary Ashley**  
Youth Work Team Leader

**Dave Edgar**  
Youth Worker

**Danielle Webb**  
Youth Worker

**Frazer Vodden**  
Youth Worker

**John Bennett**  
Production Officer

**Cameron Milby**  
Production Officer

**Roberta Davidson**  
Walker Park Cafe & Centre

**Rebecca Davidson**  
Walker Park Cafe & Centre

**Rebecca Davidson**  
Walker Park Cafe & Centre



Over the last 2 years YMCA Newcastle has been working isolated members of our community thanks to funding from the National Lottery Community Fund. We have been working to discover the causes of isolation and how to best overcome these. In July we will be hosting a project findings showcase event to share our findings with local organisations.



JULY



Our Youth Work team have planned a jam-packed Best Summer Ever programme throughout the summer holidays and will be busy with fun arts, crafts and sports activities in Walker Park and Harbottle Park.



In the summer we'll be launching a fun new project and jumping on our bikes thanks to funding from the National Lottery Heritage Fund. Young people will be exploring local heritage locations by bike and will then develop an interactive app to create and share heritage guides.

**WELCOME BACK!**

we can't wait to welcome all of our young people, local community and volunteers back to our projects and centres, safely as restrictions lift!

Looking forward