

15

IMPACT REPORT 2015-16

16

youth**united**
foundation



“Participation in a uniformed group can help to give young people the start in life they deserve, and that’s why I am proud to have played my part in creating Youth United’s Uniformed Youth Social Action Fund.

“Through this fund, Youth United organisations have extended life-enhancing opportunities to tens of thousands more young people, many of them in the most deprived and underserved parts of the

country. It is also an outstanding example of the ways in which the Government uses money from LIBOR fines to transform young lives for the better.

“I congratulate Youth United on what it has achieved so far. I am a committed supporter of its mission to make it possible for every young person in the UK to have the chance to join a uniformed group.”

Rob Wilson *Minister for Civil Society*



What we do

Giving young people a strong start in life is what Youth United is all about. Youth United Foundation’s vision, first set out by our patron, HRH The Prince of Wales, is for every young person in the UK to have the opportunity to join a uniformed youth organisation.

To make this a reality, we work with our Network members – eleven of the strongest youth organisations in the country – to increase their capacity, especially in deprived areas and among disadvantaged groups, and to deliver benefits for them through strategic collaboration.

We do this so they can:

- create new opportunities for young people to join a uniformed youth organisation
- attract more adult volunteers to support those young people, and
- secure funding and make best use of resources through collaboration.

Our Network enriches young people’s lives. They transform life-chances by nurturing in young people a sense of community, giving them the space to grow, to build confidence and develop a zest for adventure, with fun and friendships woven in.

Working together, the Network and Foundation make it possible for even more young people to be a part of one of these life-enhancing movements.



It has been a privilege to become involved with the Youth United Foundation at such an exciting and challenging time, and to have such a strong record of achievement on which to build. Our job is all about growing our member organisations, and under the chairmanship of my predecessor, Sue Lomas, the Foundation has already enabled thousands of young people to become part of a uniformed youth group.

From our chair



In this year's report we are building on that success. I am delighted that by March 2016 the Foundation had supported our members in creating nearly 42,000 new places across the country, and of the units that have received funding from Youth United Foundation three years ago or more, 87 per cent are still open.

We could not achieve any of this on our own and I pay tribute to our amazing Network members and the profound impact they have on young people's lives. This year we were delighted to welcome a new member, the Jewish Lads' and Girls' Brigade, which joined the Youth United fold late in 2015.

I would also like to thank all of our funders. It is their continuing financial contribution that has allowed us to consolidate, build new partnerships and take our work into new areas despite tough economic conditions. I and my fellow trustees are particularly grateful for the continued support, interest and inspiration of our patron, HRH The Prince of Wales. We all share a commitment to the Foundation's mission of creating new uniformed youth groups where they are most needed.

Young people are at the heart of everything we do and seeing them happy, thriving and contributing to their communities underpins all our plans and activities. We have much more to do before we have accomplished our mission of ensuring every young person – especially those in deprived areas and harder-to-reach communities – is able to participate in a uniformed youth group.

Evaluation of our programmes to date has shown that our approach is highly effective and represents good value for money, but attracting further funding at a scale that will make a real difference remains challenging. This will be our primary focus over the next twelve months, and with our results so far and the support of our Network members and funders, I am confident we will succeed.

Jennie Price *Chair of Trustees*



From our chief executive

Serving as Youth United Foundation's chief executive for the last two years has been a phenomenal experience. I continue to be inspired by the dedicated adult volunteers who generously give their time to support uniformed youth and serve as role models of active citizenship. I am also impressed by the young people I meet across the country who are stepping up to serve their communities through social action and developing important life skills along the way.

Youth United has seen some stunning results this year. Our target under UYSAF was to create 16,000 new places in uniformed youth groups. By the time the programme ended in March 2016 this target was exceeded by 69 per cent with some 27,000 new places established. That brings the cumulative total of new places created with the support of the Foundation to close to 42,000.

As a result, Youth United has already exceeded our 2022 target of creating 40,000 new places in uniformed youth groups in the areas of the country that need them the most – and we've done it six years early! Building on this fantastic success, Youth United continues to aim high in its ambitions going forward.

I'd like to echo the tribute our chair, Jennie Price, pays to our inspirational founder and patron, HRH The Prince of Wales, and add my thanks to our amazing Network partners, to our Board of Trustees, to our funders and to the other supporters who make our work possible. I also want to thank our talented, hardworking and dedicated staff team, including interim chief executive Jessica Mulley who covered my maternity leave. Together we have driven the Foundation along the path set out in our strategy review last year and achieved great success in providing sustainable opportunities for young people in disadvantaged communities.

In the months ahead we will be building on our firm foundation of strong results, effective partnerships and robust research as we seek to continue to fund and facilitate growth among uniformed youth groups and strengthen our portfolio of collaborative projects.

Lindsay Levkoff Lynn *Chief Executive*



Growing sustainably

2015/16 has been Youth United's most significant year of growth yet. The Uniformed Youth Social Action Fund (UYSAF), which came to a close in March 2016, saw us create over 27,000 new places for young people from disadvantaged communities across the UK.

This means that, since 2012, our Network has now collectively created nearly 42,000 new places, exceeding our #iwill pledge of 40,000 six years ahead of schedule.

But there is little value in growth without sustainability, which is why we continue to track the progress of all the units that we have seed funded. Our sustainability review for 2016 has shown that, of the units that received funding from Youth United three years ago or more, 87% are still open.

This sustainable growth has been made possible by the incredible contribution of the 7,658 new adult volunteers who have stepped up to run youth groups in their local areas. Volunteers like Helen Cawthorne (opposite) give up hours every week to continue the work that is started by Youth United-funded development workers.

Without Helen and others like her, uniformed youth groups would not exist.



2,459
UNITS INVESTED IN



41,885
NEW PLACES FOR
YOUNG PEOPLE



7,658
ADULT VOLUNTEERS
RECRUITED



BOYS' BRIGADE

Helen Cawthorne, Boys' Brigade volunteer:

"We moved to Stocksbridge in February. I found out there was a Brigade starting up and that parents were being asked to help. I put my son's name down and myself forward as I felt I should give my spare time to help this great organisation, and especially a newly-formed and much-needed group in the area.

"When the sessions started I went along and stayed to help, and have done so ever since. The boys really enjoy the creative and active parts of the evening, and have great enthusiasm for it all. The leaders, John and Allistair, are brilliant with the boys. They are very motivated and have great attitudes in all situations. This encourages the boys to have a similar attitude in all they do.

"Being part of The Boys' Brigade has helped with my integration into the area, and through helping on a regular basis I am able to get to know other mums and their children. My son is also happy to have made friends outside of his classmates.

"The 1st Stocksbridge Boys' Brigade is an invaluable part of our local community. It provides a fun, safe, sociable and educational group for boys to be a part of. I look forward to being a part of this Brigade as it continues to grow and develop."

boys-brigade.org.uk

AS A RESULT
OF THE SOCIAL
ACTION
CARRIED OUT
BY UNIFORMED
YOUTH GROUPS...

80%



OF COMMUNITY MEMBERS
SURVEYED SAID THEY FELT
MORE PROUD OF THEIR
LOCAL AREA

Our impact

We know that youth social action has a double benefit – one for young people who participate and one for the communities they serve. Youth United has continued to build upon the evidence base for our work this year, completing three pieces of collective research that have deepened our understanding of the difference that we make and how we make it.

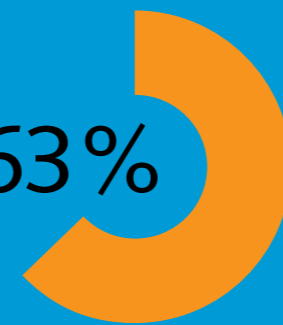
AN INDEPENDENT
RANDOMISED CONTROL TRIAL
SHOWED STATISTICALLY
SIGNIFICANT INCREASES
IN SELF-CONFIDENCE AND
TEAMWORK

An independent evaluation of UYSAF carried out by Ipsos MORI looked at the impact that young people in uniformed youth groups can have on their wider communities. This research, a high volume quantitative survey, suggests that when a uniformed youth group is operating in a community, people feel a greater sense of pride in their area and are more likely to volunteer themselves.

Ipsos MORI also conducted a process evaluation that examined the challenges and good practice in engaging young people who are particularly hard to reach, including young offenders and those with physical disabilities and special educational needs.

This research suggested that Youth United groups can be accessible and valuable to very hard-to-reach young people. There was clear demand from young people with a range of challenging needs for the opportunities offered up by our members. But our members know they sometimes need to adapt their offer to make it accessible to all. The learning generated from this research will help them to do that more effectively, as well as contributing to learning in the wider youth sector.

63%



OF COMMUNITY MEMBERS
SURVEYED CLAIMED THEY WERE
MORE LIKELY TO TAKE PART IN
SOCIAL ACTION THEMSELVES

July 2016 saw the publication of Youth United's first ever randomised control trial. Delivered in partnership with the Education Endowment Foundation (EEF) and Durham University, this trial set out to examine the impact of uniformed youth activity in schools, with a focus on academic attainment and soft skills development.

Over a very short period of time, a statistically significant impact was seen on young people's soft skills, such as self-confidence and teamwork. This is an area that we are keen therefore to return to in future projects.

To read the full reports for all the research projects conducted this year (and in previous years) go to:

www.youthunited.org.uk/our-impact/independent-research-and-evaluations



FIRE CADETS

Youth United now has strong evidence that our members create benefits for young people and that those young people, in turn, create benefits for their communities. The West Denton Fire Cadets are a great example of this.

As part of a North Benwell Terraces project in Newcastle, in February 2016 this group of cadets rolled up their sleeves and joined young people and families in a mass litter-pick across the local area.

This community clean-up was done in support of Newcastle City Council's Keep It Clean campaign, which was launched in response to rising demands on the city's services at a time when budgets were being cut. In this context, social action projects like this make an even bigger difference to people's lives.

The cadets collected more than 78kg of waste, including four broken chairs and a fridge freezer. In doing so, they made a real difference to their local area, inspired others to get involved and grew a bit themselves in the process.

www.cfoa.org.uk



Wider benefits

Beyond the impact on the individual and the benefits of youth social action to communities, young people's participation in uniformed youth groups creates longer-term benefits for society. Engaging those from the most disadvantaged communities, and working to include those young people who find it hardest to participate, is our priority.

Our innovative growth model, developed and proven by experience, together with our bespoke mapping tool, means we can target our work effectively, creating new opportunities for those young people who need it most and where existing provision is weakest.

Whether it's giving young girls in hospital the opportunity to be a part of Girlguiding, or Boys' Brigade volunteers alleviating caring responsibilities so that young carers can participate in the local company, Youth United groups **tackle social exclusion** head-on.

From litter-picking on local streets and bake sales for local causes to deploying life-saving first aid skills gained through structured development programmes, our young people make a huge contribution to local residents and communities. Young people are empowered to play their part in **developing cohesive communities** and many of them are inspired to contribute to the public good for life.

By helping young people to develop skills and character traits that schooling alone does not address, Youth United groups **support social mobility**. In a 2015 CIPD survey, 67 per cent of employers found that candidates with social action experience demonstrated better employability skills.

Community divisions are bridged as young people come together in values-based activities, such as in the Youth United-funded Scout unit in Sheffield, where local young people learn and play together with those from the transient Roma community, or Volunteer Police Cadets supporting local police forces' and Neighbourhood Watch groups' priorities.



VOLUNTEER POLICE CADETS

Sam Ainsworth, a 15-year-old cadet from Lancashire who suffers from Charcot-Marie-Tooth disease and chronic inflammatory demyelinating polyneuropathy, joined his local VPC unit in September 2014 because he liked the idea of volunteering in his community. One of the aims of VPC is to make it inclusive and accessible to all.

This August a Volunteer Police Cadets competition was held at Lancashire Constabulary, bringing together 180 cadets and leaders from across the country. A little nervous, Sam attended and was supported by cadets and leaders, the majority of whom he was meeting for the first time.

"I enjoy every aspect of life as a police cadet", Sam says. "I am given many opportunities, just the same as able-bodied cadets, and whether I'm in my wheelchair or not my fellow cadets and leaders encourage me to fulfill all activities to the best of my ability. I learned that with support, I can overcome new challenges despite being disabled."

Sam's mum had no qualms about leaving him in the care of the Police Cadets. "The support Sam receives from his weekly sessions is phenomenal. Never have I worried for his wellbeing or safety", she says. "Sam has a great sense of pride being a Volunteer Police Cadet and as a family we are so grateful for all the opportunities given to him, both through the weekly sessions and during that weekend."

www.nationalvpc.org



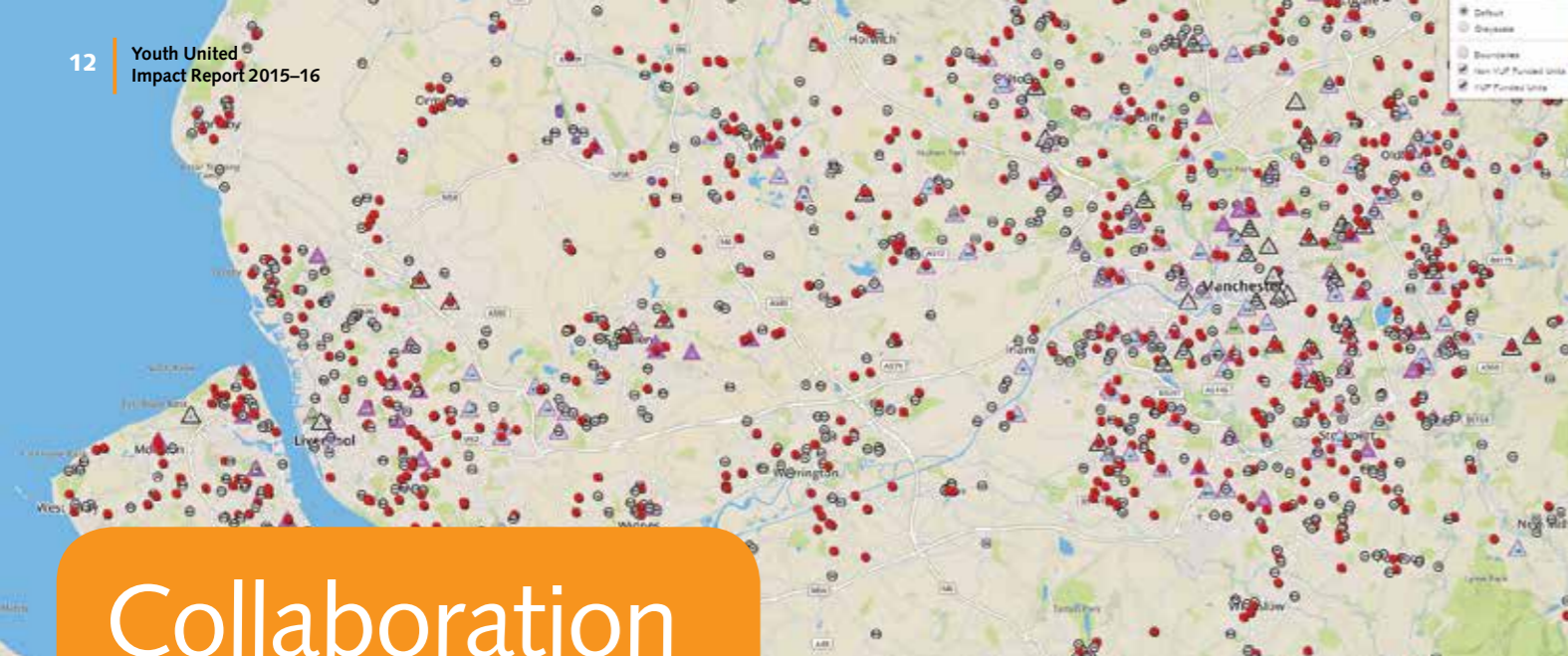
JLGB

Jewish communities across the UK are considered 'hard to reach' due to small and declining numbers of Jewish families in Britain. With this in mind Youth United's support has proved crucial to JLGB's success in its most declining regions, such as Essex, Nottingham and Glasgow, which provides one of JLGB's proudest success stories from the Youth United project.

Until recent years, Glasgow JLGB has boasted huge membership numbers, producing some of the finest talent among its home-grown network of volunteers. However, in recent years the Jewish community in Glasgow has gone into significant decline, with countless families moving closer to larger Jewish communities, and young members of the community moving to London in search of work.

As a result, JLGB's membership numbers have shrunk, leaving the area needing deep development work to engage the now small Jewish community in our services. Thanks to Youth United, JLGB had an opportunity to do this in Glasgow. Key development work has helped to create a brand new group for young members of the community that has so far built a proud membership of 12 children. The group has been involved in some fantastic educational programmes, including a science lab evening, a farm animal education visit and many programmes about Jewish identity. As the group enters its first full academic year, JLGB is confident it will continue to go from strength to strength.

www.jlgb.org



Collaboration

As well as distributing grants to support new opportunities for young people, Youth United Foundation plays an important role as a facilitator of collaboration between our members. We are focusing on three (interconnected) themes in this area:

1. Research and evaluation The past year has seen the completion and publication of three independent pieces of collective research that have provided new insights into the impact that uniformed youth groups can have on young people and the wider communities in which they operate.

Two of these studies also sought to better understand how this impact is achieved and how we can do better. Asking questions like this as a collective allows us to conduct large scale evaluations like randomised control trials. It also allows us to learn and innovate together – drawing on approaches and insights from a diverse range of organisations. See pp. 8–9 for more on this.

2. Mapping Our mapping tool continues to play a crucial role in our efforts to create new opportunities in areas of the UK with higher levels of deprivation and lower levels of provision. We used this tool effectively through UYSAF to ensure that resources were focused on Lower Super Output Areas in the bottom two quartiles as defined by the Office for National Statistics' Indices of Multiple Deprivation.

3. Venue sharing Finding affordable and appropriate venue space for youth groups is becoming increasingly difficult for many of our members. But we also suspect that there is a reasonable amount of latent resource in our Network – venues that may only be used once or twice a week by a single organisation. That's why we have launched a pilot project to see whether we can develop a solution that will allow youth groups to share and book space online.

This project will require a lot of research and experimentation, which we have already begun. We hope to have a prototype tool ready for testing by the end of the calendar year. If the pilot amongst our Network members proves successful, we will then seek to expand the service to the wider youth sector so that as many groups as possible can benefit.



THE SCOUT ASSOCIATION AND GIRLGUIDING

Parbold Scout Group in Lancashire made a brave decision to knock down their run-down headquarters and start work on a brand new fit-for-purpose building. Knowing they would need to raise funds and pull in sponsorship but mindful of maintenance costs and with an eye on the future, two partnerships were formed with fellow Youth United member Girlguiding and the University of the Third Age, an organisation providing educational, creative and leisure opportunities to people no longer in full-time employment.

Fundraising began in earnest and, knowing that the facilities in the new building would suit them much better than their previous accommodation, Girlguiding took an active role. Together, the two organisations created plans to fit everyone's needs, including building two halls to allow for overlapping sets of youth provision when required.

The new building came to fruition, and with two halls, a large kitchen, an office, a room for volunteer meetings and storage space for equipment and resources, it is an ideal location. The building, named 'The Hut on the Hill', is owned by the Scouts but managed by a committee comprising representatives of the long-term tenants which manages the maintenance fund and agrees alterations to suit all organisations.

The arrangement works very well, and the fact that the building is regularly used secures enough incoming revenue to keep the building looking as new as when it opened. Meanwhile, the University of the Third Age has proved to be a fantastic partner. It uses the building during the day, avoiding scheduling clashes with the youth provision, but still brings in a regular income. The building is also used by many other groups, from fitness classes to children's birthday parties.

They used to meet at different locations, rarely seeing each other, but now Girlguiding and the Scouts work collaboratively, holding joint events at the building. The Hut on the Hill has been a catalyst for change, offering a thriving environment for all the young people of Parbold to enjoy, whichever organisation they are involved with.

scouts.org.uk/home | www.girlguiding.org.uk



Working with schools

2016 has seen the completion of Youth United's first project delivered in partnership with schools. Youth United partnered with the Education Endowment Foundation, Durham University and 71 schools across the UK to trial and evaluate the impact of uniformed youth work when delivered in schools.

The Scout Association, Fire Cadets, Sea Cadets and St John Ambulance all took part in the trial, which showed that the impact that Youth United groups create in the community can be replicated in a school setting (see pp. 8–9 for more on this). Groups were delivered by a combination of teaching staff, paid staff from the uniformed youth organisations and adult volunteers.

The research carried out by Durham University also generated useful learnings for other groups who are thinking about working in partnership with schools. Having the right buy-in and support from senior leadership at a school was seen as absolutely key to success, as was a dedicated teacher to offer ongoing operational support.

The method of pupil selection was also identified as a key determinant of success. Where pupils volunteered to join a group (as opposed to being selected by schools), levels of engagement were often higher.

Beyond these quite complex issues, simpler issues such as finding the right time and space and adapting to school systems (for example, relating to health and safety) were also highlighted as important. We have learnt a huge amount from working with schools this year and look forward to deepening these connections in years to come.



SEA CADETS

Sea Cadets worked closely with schools in areas of high levels of deprivation whose pupils originate from economically challenging backgrounds. It was clear from previous work carried out that there was considerable demand from young people in these areas to be engaged in Sea Cadets, which could offer activities that would otherwise be inaccessible.

The taster sessions were delivered after school, meaning that instructors could focus on making them as engaging as possible, to the same high standard as a Sea Cadet would expect. The schools involved immediately noticed the positive effect of the taster sessions on their students and teachers observed an improvement in the attendance and attitude of the students who attended.

Young people from the local community also participated in free water-sports sessions at the Royal Docks Boat Station, designed to encourage them to join the local Sea Cadet units and to build water confidence and teamwork.

www.sea-cadets.org



THE GIRLS' BRIGADE ENGLAND & WALES

1st Huncote n:vestigate group is flourishing in an area of rural Leicestershire.

The Girls' Brigade England & Wales (GB) group for four-to-eight-year-olds, based at Huncote Methodist Church, has around twenty children sharing fun, faith and friendship each week.

They've enjoyed a wide range of activities, including social action. Highlights include a games night raising money to sponsor a member's mother who was having her hair cut off for the Little Princess Trust following the death of an eight-year-old in the community who was friends with many of the children, and donating Easter eggs to a local food bank as a way of bringing happiness to those in need.

GB's Hannah Field says "The children have been able to see social action as an important aspect of life and something worth committing their time and energy to. They've also shown that age isn't a barrier to helping others and making a difference."

www.girlsb.org.uk



RAF AIR CADETS

Commandant Air Cadets, Air Commodore McCafferty says: "We are proud to be members of Youth United and we welcome the opportunities that come from being part of a Network of youth organisations which enables us to continually develop our cadets and volunteers. Celebrating our 75th anniversary throughout 2016 has highlighted the importance of ensuring our organisation continues to adapt and reflect the needs of the current and next generation. Membership of Youth United and partnership with other uniformed youth organisations allows us to identify best practice, highlight beneficial opportunities for change and share ideas between like-minded people who share a passion for supporting the next generation of young people."

In between their 75th anniversary celebrations, the Cadets' recent work with Youth United has allowed it to continue to develop and adapt its organisation to provide the best experience possible to young people. Projects have focused on:

- increasing opportunities for Cadets to get involved in social action initiatives
- streamlining the administrative burden on volunteers
- becoming a more inclusive organisation, and
- practice sharing with other uniformed youth organisations on key operational issues.

www.raf.mod.uk/aircadets

St John
Ambulance



ST JOHN AMBULANCE

Youth United joined St John Ambulance at Stamford Bridge for Chelsea's Premier League game against Manchester United to learn more about the work of the cadets and their community action at large sporting events.

As part of this project, St John Ambulance cadets volunteer at sporting grounds across the country to assist the public and match-day fans if injuries or incidents occur.

The cadets are deployed with adult volunteers in medical points around the stadium, and these teams are on standby if any football fan may need assistance during the game. There is a bigger first aid room with beds in the East Stand and ambulances on standby for medical emergencies.

"We are given a lot of responsibility here. We are trained well and if we prove we're able to assist we are allowed to put our skills into practice", says National Cadet of the Year, 17-year-old Anton Cornibert.

Cadets who have proven they have a good head on their shoulders and have completed the relevant training administer first aid in controlled environments at the St John Ambulance project leader's discretion.

www.sja.org.uk

ARMY
CADETS
GOING FURTHER



ARMY CADET FORCE

For the Army Cadet Force, the benefits of Youth United Network membership go far beyond the funding provided for social action. Its value as a forum for sharing best practice, fertilising new ideas and discussing common challenges is increasingly significant.

Network membership reminds us that all uniformed youth movements face similar challenges in recruiting volunteers, attracting young people and delivering to them the very best and most worthwhile experience. Network membership has directly influenced our marketing and communications strategy and shaped delivery of our syllabus in a number of areas, with the Duke of Edinburgh scheme a notable example where we have learned from the experience of the Scouts.

The shared venues and other initiatives presage as-yet untapped potential and the funding provided under UYSAF has delivered significant benefits in terms of facilitating Cadets' social action. But it is the macro benefits that are most compelling. Network membership reminds us of the huge amount we have in common and sets the conditions for us to exploit this understanding. We believe the value of the Network will continue to grow.

armycadets.com

Our finances & accountability

Youth United Foundation exists to support the Youth United organisations as they work together to increase the numbers of adult volunteers, increase opportunities for young people to join a member organisation, attract funding and make better use of resources through collaboration.

Using the funding the Foundation attracts, we make grants available for growth among uniformed youth groups and pursue collaborative projects of usefulness across our Network members.

The Foundation does not restrict itself to funding Youth United Network members, and through UYSAF we started to fund other uniformed youth organisations outside the Network. This year we have also continued to fund projects not just in England but across all four of the home nations.

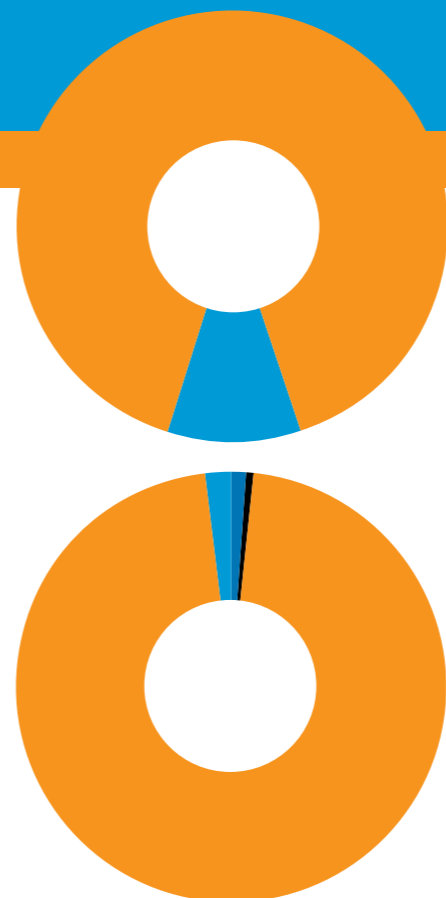
Internal and external audits conducted over the last year have once again attested to the robustness of our management and financial systems and processes. The complete picture of our financial performance in 2015-16 can be found in our audited Annual Report and Financial Statements for the year ending 31 March 2016.

THE YOUTH UNITED NETWORK

- Army Cadet Force
- Fire Cadets
- Girlguiding
- JLGB
- RAF Air Cadets
- Sea Cadets
- St John Ambulance
- The Boys' Brigade
- The Girls' Brigade England & Wales
- The Scout Association
- Volunteer Police Cadets

OUR TRUSTEES

- Jennie Price (Chair)
- Julian Barrell
- Martin Coles
- Tina Hallett
- Sue Lomas
- Roderick Jarman
- Shyama Perera
- Paul Stephen



OUR EXPENDITURE IN 2015-16

- Grants payable
£3,686,791 (90%)
- Staff costs and other expenses
£399,208 (10%)

OUR INCOME IN 2015-16

- Cabinet Office (Uniformed Youth Social Action Fund)
£3,944,000 (97%)
- Education Endowment Foundation (Schools Project)
£64,598 (2%)
- The Prince of Wales's Charitable Foundation
£50,000 (1%)
- Pears Foundation (National Youth Social Action Fund)
£16,714 (0.4%)

£4.1
MILLION

Total spend on charitable activities

Youth United thanks the funders who have supported our work in the last year: The Office for Civil Society, The Queen's Trust, The Pears Foundation, the Prince of Wales's Charitable Foundation and the Education Endowment Fund. It is their financial contribution that has allowed us to consolidate, build new partnerships and take our work into new areas.



Pears
Foundation



Education
Endowment
Foundation

youth**united**
foundation

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