

Investing in Brighter Futures



Young
Westminster
Foundation

Charity number 1169255

Annual
Review
2020



The YWF team

Welcome!

Collaboration, flexibility and innovation continue to be at the centre of our work. Solidarity is more important than ever if we are to support the young people growing up in Westminster. Our members have worked tirelessly to ensure young people have fun things to do, safe spaces to meet friends and access to support from trusted youth workers across the borough.

The development of youth hubs has been a significant development for the Westminster youth sector over the past year, reinvigorated by an investment of funds from Westminster City Council. This has led to greater collaboration and leveraged further funds, for example from the Westminster Foundation.



Phil Barron,
CEO,
Young Westminster Foundation

The Foundation continues to regularly listen and explore the issues faced by local young people and youth organisations.

This approach has informed several key themes for our work over the last year:

- **Partnerships** – our recent members survey showcased in this report made clear that YWF Members view ‘creating effective partnerships’ as our most important function
- **Adapting to a new environment with new ways of working** – this has included digital engagement and training as part of our response to Covid -19 whilst establishing a youth hub infrastructure model and locality clusters meetings for Westminster’s youth workers
- **Transitions and employability** - we’ve partnered with local organisations to develop projects with mentoring, employability and positive diversionary activities that lean into existing trusted relationships between Westminster’s youth workers and young people
- **Piloting early intervention and public health approaches to addressing youth violence** – in partnership with YWF Members, Westminster City Council and the Metropolitan Police
- **Outreach programmes to reach young people who may not engage with youth services** – a key funding and delivery priority for us, we have bought in new funds to run a pilot project in partnership with the newly formed Youth Hubs

What does it mean to be a youth worker in 2020?



Marcus Leon

Senior Youth Worker,
The Avenues Youth Project

Youth Work over the past year has provided me the opportunity to achieve some of my biggest ambitions of becoming a full time Senior Youth Worker, whilst also being extremely challenging. Ensuring that we provided a service to our members and their families during unprecedented times was done of the most important work I have ever been a part of.



Catherine Palmer (Far left)

Assistant Director,
DreamArts

2020 has been a challenging yet innovative year which has redefined the possibilities of youth facilitation. It has created new spaces (online and offline) for young people to foster connection, empathy and community in a moment of huge social and political change. DreamArts are incredibly grateful for the support of the Young Westminster Foundation to enable us to reach groups of young people during this time with projects that empower them to express themselves, build relationships and continue to develop new skills through creativity.



Edson

Youth Worker,
St Andrew's Club

Being a youth worker in the new 'norm' has been such an experience. Having to work in an environment in which you have to interact with young people via video or phone calls. But for me I would say this has allowed me to know other members who attend on different days. It has really brought out the creative side of members who don't own any electrical devices.



Floyd

Youth Worker,
Caxton Youth Organisation

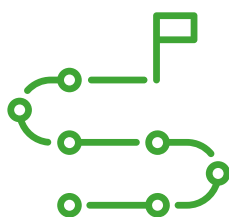
It can be challenging at times but when you think of all the vulnerable people, it motivates you to dig deeper.

Summary of Achievements



105

We support a network of 105 members across the borough of Westminster



With the Centre for Youth Impact and our members, we developed a **common outcome framework** to be able to more closely align and better articulate ours and our member's aims

This year we made **51 grants** to our members, totalling



£460,870



We undertook our first annual member survey to understand better how we can meet our member's needs

6

We delivered 6 **training webinars** for YWF Members on digital skills in collaboration with our business partners during Covid-19



With funding from Westminster City Council, we led the formation of 5 Youth Hubs across the borough to increase local collaboration and joint-up working



We launched the Our City website – a 'one stop shop' for local young people to find youth organisations and services in Westminster and Kensington & Chelsea

49

This year we worked in partnership with 49 **businesses**

Our work

Cross sector partnership of members, **funders, businesses and strategic partners**



Variety of opportunities on offer for young people

A connected and thriving community of practitioners

Increased funding for youth provision in Westminster

Advocacy for youth services



Improved outcomes:

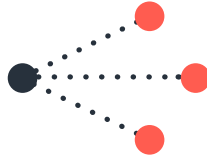
Health & resilience
Staying safe
Employment
Education
Social mobility



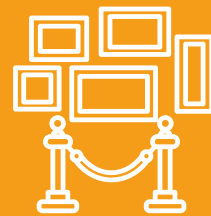
All young people in Westminster to be healthy, safe and happy with the best opportunities for brighter futures



Our “We are Together campaign” on the Piccadilly Lights in collaboration with acclaimed artist STIK highlighted the importance of connecting with young people during difficult times



We continue to refine our Mastering My Future employability project for young people – Partnership grew from one to three delivery partners introducing Mentoring and adding work experience as well as workshops for young people hosted by employers



We hosted a Westminster Art Auction which was attended by 250 guests and raised £19k for Westminster's youth services

Guests
250

Raised
£19k



We helped to distribute 75 laptops to young people & families facing digital exclusion during lockdown



Westminster Funder event – we brought together 18 local funders to share knowledge and intelligence

13

focus groups held with local Youth workers during lockdown to hear from them about young people's worries and hopes

Funding for the sector



£280,000

In December 2019 we made 17 grants totalling £280,000 to youth organisations across Westminster as part of the inaugural round of The Westminster Brighter Futures Fund.

£24,500

In March 2020 we made 7 grants totalling £24,500 to Westminster Supplementary schools through funding from John Lyon's Charity

£800,000

Since April 2019 we have collaborated closely with Westminster City Council on the development of 7 project funding streams to commission over £800,000 of activities

£236,064

During Covid-19, we raised and leveraged £236,064 of funding for members through our corporate partners and fundraising bids to trusts and foundations

- We established 4 new funding relationships between members and funders including Kitchen Social, a Mayor's Fund for London programme, which provided food for young people attending Youth Hub programmes during the school holidays
- In addition to our grant making and fundraising activities, we brokered pro bono support for our members by utilising the relationships with our partners and trustees (for example, one of our Youth clubs has benefitted from a renovation project)

Our Impact

This year we conducted our first annual members survey. As a membership organisation, our members are crucial to our work. We cannot do what we do without our ongoing collaboration and the continued support of our members.

The survey sought to help us understand the ways in which we can tailor and enhance the support that we offer. We want to know how satisfied members are with our services, and gain insight to help us pinpoint our best practices, alongside areas where we need to improve.

We received responses from a third of our members. This proved to be a really interesting, insightful and useful exercise for us and enormously helps to inform the focus of our work going forward. The YWF team and board of trustees have carefully reviewed the data and comments received. You can view a summary of how we are planning to put ideas into action on our website.

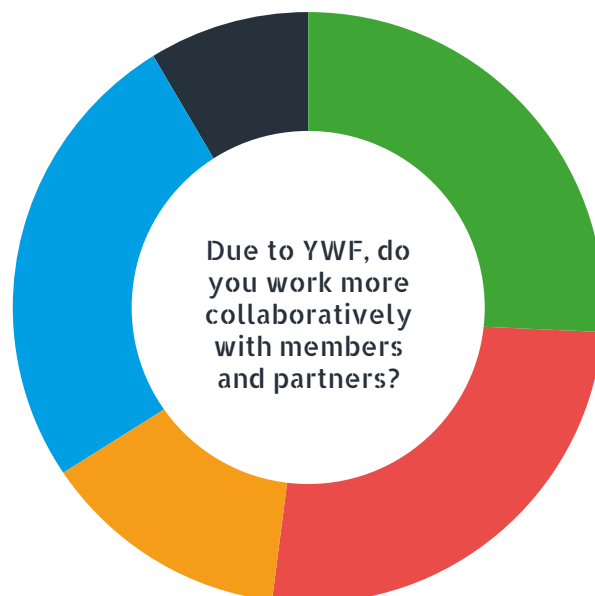
.....

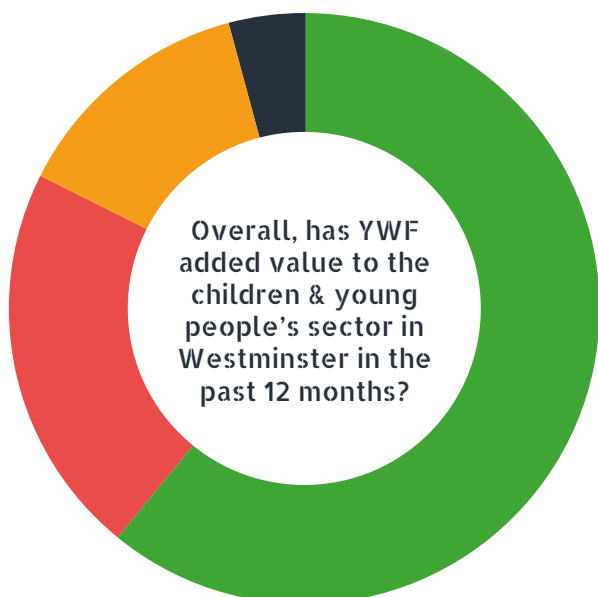
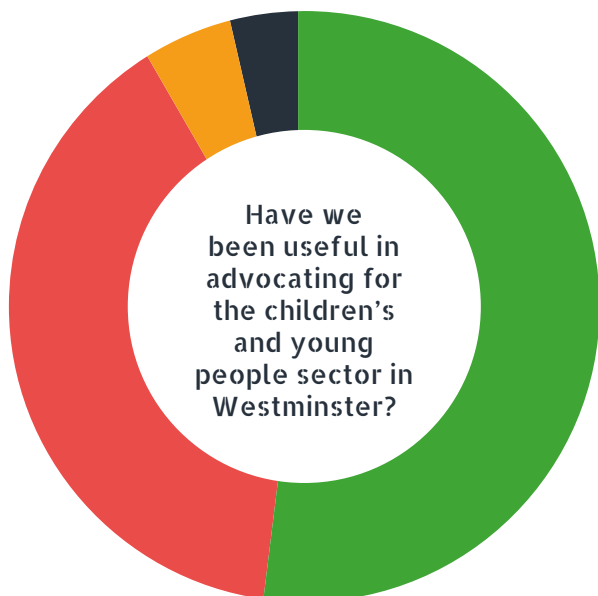
Key

- A great deal
- A lot
- A moderate amount
- A little
- Non at all

.....

“The support YWF provides is excellent and I think the challenge for the future is to maintain the unity of purpose you’ve nurtured over the last 3 years (...). I’m worried that the financial pressures councils will inevitably face in the future - combined with the extent of children and young people’s needs in the aftermath of Covid-19 - will make it more difficult than ever to provide the services that will be so desperately needed. I think YWF will need to provide a strong and vocal presence to support its members and to articulate the (changed / intensified) needs of young people.





We were delighted to hear that:

- 82% of YWF Members said that **YWF was either extremely or very valuable** for the sector in Westminster
- 61% reported that we were able to **broker funding for their organisations** and 69% said that this extra funding **opened up further opportunities** for your organisation

We asked which of our services you have made use of during the last year, and we also asked which services you value and need most:

- Brokering opportunities/partnerships and collaboration between members is valued most, by 71% of you
- This is followed by brokering opportunities/partnerships between members and other (business/strategic) partners at 65%

In essence, creating effective partnerships is seen as the most important function for YWF, rating higher than training workshops or fundraising efforts and support.

We are committed to running this survey every year to ensure that we stay updated with the latest feedback and continue to evolve our services.

We are committed to understanding the difference we are making to our members, and we will continue to review and reflect on our practice.

Key

- Extremely useful
- Very useful
- Somewhat useful
- Not so useful
- Not at all useful

“I've been really impressed with the dynamic, creative and personalised support we've received in the last year, it's had a really catalytic effect and the insight and guidance we've received has boosted our confidence in organisational development and accessing funding opportunities - thank you and well done!

Coronavirus Response



The coronavirus pandemic and associated lockdown has brought significant changes to the world, our lives in the UK, the needs of our member organisations, of young people and our staff.

Covid-19 has disrupted young lives at crucial life stages of education and transition with young people experiencing higher levels of poor mental health and wellbeing with a challenging labour market.

Lockdown exacerbated social and economic inequalities with some families not having enough food to eat, increased domestic abuse and vulnerable young people being exploited by county lines and at risk of online sexual exploitation. A digital divide has become apparent between young people with and without technology and connectivity.

Young people with a BAME background are more likely to report that lockdown has impacted their mental health, and more likely to have experienced losing a loved one to Covid-19.

“ Our young people feel a strong connection to the Black Lives Matter movement and are seeking outlets to explore their feelings and plan social action. As some young people are not able to donate or attend a protest, youth organisations have been developing ways for them to creatively contribute e.g. through dance and making content to share on social media platforms.

- Westminster Youth Worker

“ Being required to stay at home during lockdown has been particularly difficult for LGBT+ young people who have not come out to family members - this can feel like living with strangers.

- Westminster Youth Worker

“ We need to consider how emotionally ready children will be to resume learning as some will have experienced trauma such as bereavements or experience of domestic violence during lockdown.

- Westminster Primary School

YWF response:

Sourced laptops & funding to tackle digital exclusion

Hosted locality cluster meetings online to keep youth workers connected

Worked with research partners, youth workers and young people to adapt needs analysis methodology – moving focus groups and training for peer researchers online

Shared local insight and opportunities with business partners through regular Business Webinars

Digital training and capacity building for Members in partnership with business partners and other Young People's Foundations – including guides to using YouTube, TikTok and Zoom, HR, furlough, legal support, Black Lives Matter, funding, safeguarding and youth voice

Corporate engagement – leveraged additional funds from businesses and brokered volunteering

Commitment to flexibility on our grants and funding in line with London Funders joint statement of support

Collaboration with Westminster City Council to align local emergency response

Case study: funding from Shaftesbury PLC



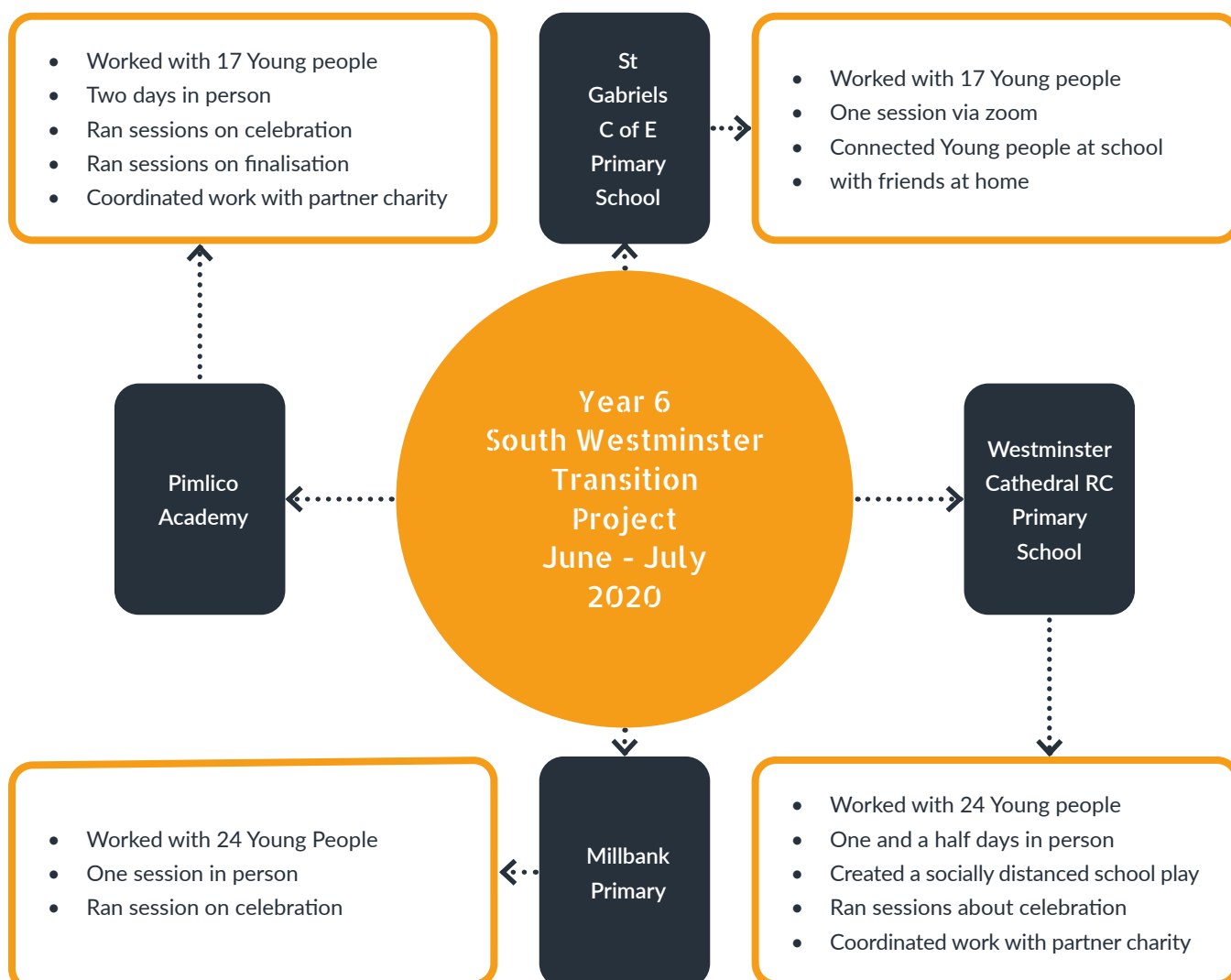
Young Westminster Foundation received additional investment from founding partner Shaftesbury PLC to support our covid-19 response. This funding facilitated a Transitions Project in South Westminster led by YWF Member DreamArts to respond to the severe disruption affecting young people transitioning from Year 6 into Year 7.

The aim of the project was split into three categories:

- Bring a sense of Celebration to the end of the primary school journey
- Bring a sense of Finalisation to the end of the primary school journey
- Encourage young people to create a Year 7 Toolkit of skills for Secondary school

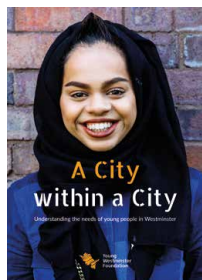
Output summary

This infographic details the outputs of DreamArts 2020 South Westminster Year 6 transition project, part 1. There will be future work across South Westminster focussing on longer and medium term needs.



Needs Analysis

Prior to the coronavirus outbreak, YWF had been working in partnership with King's College London, Rocket Science, Partnership for Young London, Westminster City Council and our members to conduct a piece of peer researcher needs analysis; examining the experiences of various communities of young people across Westminster.



We hoped this research would support the YWF community to identify and address the challenges faced by young people growing up in Westminster, all the while ensuring that they are truly at the heart of the conversation.

Following the outbreak, we worked with Rocket Science to re-shape this project and explore the impact of the

crisis on the lives of Westminster's young people. Throughout 2020 we conducted two related research projects exploring the needs of under 25s living in Westminster.

1. Youth worker insight during Covid-19 lockdown

Bi-weekly workshops were held with youth workers working across Westminster to explore the impacts of Covid-19 on young people throughout the various phases of the pandemic. Between May and July 2020, youth workers were asked to put forward the topics that they felt were most pressing for young people e.g. youth mental health or continuing studies remotely. Four themed workshops were held over a period of eight weeks, with findings written up in easy-to-read short reports which were circulated amongst YWF partners and members. Workshops covered various topics including:

- Access to education
- Poverty and access to food
- Youth perceptions of Covid-19
- Youth mental health
- Physical health, eating and exercise
- Sleep and routines
- Access to public spaces
- Youth voice and action
- Experience of trauma
- Relationships and social skills



At the end of the workshop series, youth workers were asked for their assistance in the next phase of the research: direct youth consultation.

2. Peer research

Throughout August and September 2020, 10 young people from across the borough have been recruited to take part in a youth needs analysis peer research project, building on the A City Within a City (2018).

Young Westminster Foundation, Rocket Science and Partnership for Young London ran a series of workshops to train peer researchers and to co-design the research questions which will be asked throughout the project. Participants reflected on questions under the following themes:

- The impact of Covid-19 on young people in Westminster
- Views on life in Westminster and the local environment
- Local services and support
- Internet and social media
- Health and wellbeing
- Employment, education, and training
- Youth voice and action.

The Peer Researchers felt that 'youth voice' was all about providing young people with **opportunities to speak out about things** and have **platforms to share their experiences**. They were positive about life in Westminster, noting that there is an "abundance of facilities", that the area is in "the middle of everything", and that it is a "historic place... that represents London and the UK".

Some raised concerns/topics included:

- Unreliable information relating to Covid-19 being circulated on social media
- Covid-19's impact on young people's education and training
- The importance of climate change, increasing access to opportunities, tackling racism and gender equality as social and political issues
- Pressure faced by young people in relation to career or exam success was seen to vary largely depending on age

Young Westminster Foundation will publish the results of our needs analysis later this year. We'll work with our community to respond to the insight and adapt our work to reflect the needs of young people growing up in Westminster in 2020.

Partners

Thank you to all our investors.



Partnership with Westminster City Council

Westminster City Council continues to be our most important partner with our shared commitment to positively impact on the lives of children and young people in Westminster. The YWF Team works with teams across the council to shape services and jointly secure funding and commission activities. The team works with Children's Services, Community Safety, Public Health, Economy Team and Policy, Performance and Communications. Our CEO Phil acts as Vice Chair for the WCC Early Help Board.

“YWF provide leadership for a disparate group of providers. They bring energy, build relationships across these providers and provide and co-ordinate a development framework. The result is a united and complimentary sector, where the standard and quality of provision has been raised.”



Jayne Vertkin,
Westminster City Council



Business Partnership Case Study: **Total Media: The Behavioural Planning & Media Buying Agency**



YWF became the charity partner for Soho based Total Media in 2019. They are the only media agency built on the principles of Behavioural Science. YWF and Total Media have worked closely to understand and respond to the specific gaps in digital and media skills within the charity sector whilst supporting the YWF community to engage young people in new ways across digital platforms.

We're embarking on a new project with the Total Media team; applying their behavioural science expertise to our outreach pilot to further understand the drivers and barriers for young people when engaging with youth services. Taking a behavioural science approach to analyse the perceptions of youth clubs amongst young people and the local community will supplement the skills of the youth workers in promoting Westminster's youth organisations to more young people.

Examples of this dynamic and innovative partnership include:

- The Westminster Art Collective – a fundraising art auction in support of outreach youth work
- Branding and support for Forever Young – our Carnaby Street Photography Exhibition
- Securing the Piccadilly Lights for YWF's flagship We Are Together campaign
- Insight days for young people as part of our Mastering My Future employability programme
- Fundraising for YWF Members
- Digital training webinars during covid-19 to upskill YWF members & wider partners
- Digital audit of YWF online platforms to help maximise our messaging and marketing
- Support with the launch of Our City – a new website for young people in Westminster & Kensington and Chelsea
- Behavioural Science project to inform our outreach programme, aiming to engage with young people who may not at present be aware of the local opportunities available from youth services

Young people from Amberley Youth Project participate in workshop run by YWF Partner Paddington Central to explore young people's ideas for the future development of the campus.





Strategic Partnership Case Study: Church Street Primary Transitions Pilot

YWF has been working in partnership with Westminster City Council's Serious Youth Violence Task Group. The Task Group has decided to prioritise the Church Street ward in Westminster to pilot a Public Health approach to Serious Youth Violence. Lessons learned will be adapted on a wider scale across Westminster. YWF is leading on a pilot project in partnership with YWF member Future Men.

Youth clubs, schools and local charities have been working together to deliver the programme of activity to work with young people in years 5 and 6 in primary schools in the Church Street area during the Spring and Summer terms. The programme focuses on prevention and transitions; with the transition from leaving primary school and joining secondary school seen as a potentially vulnerable time.

A smooth transition is key to helping to support young people to build resilience to achieve and stay in school and not get involved in crime. An integral part of the programme involves maximising the strengths and relationships that exist within the community. Positive diversionary activities, delivered by YWF Members & Partners including Futuremen, DreamArts, Family Lives, Greenhouse Sports, Marylebone Bangladesh Society, Fourth Feathers, Anna Freud Centre and the Integrated Gangs and Exploitation Unit.

“ Church street transition project has benefited the community allowing for young people transitioning from primary to secondary school to access local provisions, receive 1-2-1 support and partake activities that allow for positive development to occur which has been important especially during this unexpected pandemic.



William Johnson,
Project Coordinator,
Future Men

St Andrew's youth club.



A word of thanks

It has been another successful year for YWF and in my first year as Chair we have seen the team and Board develop and grow.

I'd like to thank the core team - Phil, Helen, Matira, Hazel and Nora - for their energy and perseverance working through the recent crisis.

A special thank you goes to our outgoing trustees Rachel Akehurst who has brought her expertise from Caxton Youth and Wasim Butt with expertise from the education sector. Thanks for the ongoing work and support of our wider trustees - Hamza, Jackie, Karen, Shane, Fahmim and Brian.

This year I am looking to grow our board with expertise from the sector and professionals with current youth work experience in the borough.

Finally I'd like to thank all our business partners, Westminster City Council and other strategic partners for collaborating to support our work and create the best opportunities for young people.



Neil Daly,
Chair of Trustees,
Young Westminster Foundation

A note from our Treasurer

“Over the last 12 months I have worked with the YWF to support young people in the borough of Westminster, it has been amazing to see the foundation grow from strength to strength. Our turnover has doubled this year and is set to exceed £1m this current financial year in line with our Board's KPI.

My motivations for joining the foundation stem from my own experience of benefiting from the services that are offered by the charities that the YWF supports. The opportunity to give back and help continue these resources was an opportunity I couldn't turn down.



Fahmim Chowdhury,
Treasurer,
Young Westminster Foundation

Summarised Income & Expenditure

	2017/18	2018/19	2019/20	2020/21 (projected)
Income (£)	200,340	321,029	657,234	1,597,807
Expenditure (£)	115,379	341,903	706,274	1,540,325
TOTAL FUNDS	181,946	161,071	112,031	169,513

Looking forward

Outreach Programme

Work with Future Men, IGXU and youth hubs to pilot a coordinated outreach programme. Seek long term funding and sustainability.

Digital Campaign

Work with Total Media and take an innovative digital marketing approach to promote services for children and young people through Our City website.

Commitment to Anti-Racism

Explore and listen to our practitioners and young people, facilitating spaces for reflection valuing lived experience ensuring the diverse Westminster community is reflected in YWF and our Board.

Tackling Youth Violence

Continue to secure funding to roll out early intervention, public health approaches, multi-agency working including with the Met Police and cross borough partnerships.

Youth Worker Community

Develop a workforce development offer, develop young local talent through traineeships and a youth work forum with opportunities for progression.

Transitions

Work with Westminster City Council to join up and develop new projects for young people at important transitions points.

Digital Inclusion

Collaborate with Westminster City Council and business partners to ensure families in Westminster have devices and are connected.

Brighter Futures Fund

Identify new investors and fundraise for a bigger grants programme to launch in November 2020 with greater funds ringfenced for core funding for member organisations.

Employability

Work with our business community, Mastering My Future and the government Kickstart scheme to create and promote opportunities for work.

Impact & Evaluation

Continue to work with the Centre for Youth Impact to develop the capacity of the sector to deliver and record impact.

Diversity

Review and increase diversity within YWF and our Board to ensure representation of the community we serve.

Needs Analysis

Finalise our peer research project and build a strong new group of Young Voices (our new-look Young Ambassador Programme).

How to get involved

Young People

Are you a young person growing up in Westminster, looking for opportunities to get involved in your community, join social action projects and receive training in everything from campaigning to research?

Register your interest in our Young Voices programme by contacting info@ywfoundation.com

Members

Are you an organisation working with children and young people in Westminster?

Membership is free and to sign up [click here](#)

Investors

Are you a Westminster based business and want to support your local community with funding, opportunities, pro bono support and more?

Get in touch with Phil on phil@ywfoundation.com

Partners

Are you a specialist organisation working to improve opportunities for young people, their families and wider society?

To collaborate with us get in touch with phil@ywfoundation.com



Young
Westminster
Foundation

Charity number 1169255

Our Members:

Our members range from large Youth Clubs to smaller grass roots organisations. Driven by their passion to provide support services that will give life changing support to Westminster's young people. Members have specialist skills in a range of interest areas like arts or sports and are focused on providing young people with educational and vocational activities, youth enterprise, training opportunities, healthy lifestyles and nutrition.

2-3 Degrees
Al-Ola Supplementary School
Avenues Youth Project
Caxton Youth Organisation
DreamArts
Fourth Feathers
Future Men (Amberley and Churchill Gardens)
Greenhouse sports
Marylebone Bangladesh Society
North Paddington Youth Club
Paddington Arts
Paddington Development Trust (PDT) - (Grand Junction)
Pimlico Foundation
OUTBREAK
Positive View
St Andrew's Club
The Floating Classroom
Westminster Befriend a Family
Acknowledging Youths CIC
Aviart Inspires CIC
Bloomsbury Football Club
Bookmark Reading Charity
Central London Youth Development Trust
Chinese Community Centre
City Lions
Doorstep Library
Educate & Celebrate
Element Creative Projects
Groundwork
Hammersmith, Fulham, Ealing, and Hounslow Mind
Heartstone
Home Start Westminster
Iconic Steps
In-Deep
Insight/Blenheim
Khulisa
Kidscape
Leap Confronting Conflict
Primary Contact
London Basket Ball Association (LBA)
London Sports Trust
Making the Leap
Mentivity
Mercato Metropolitano
Mosaic LGBT Youth Centre
Mousetrap Theatre
Octavia Foundation
Our Time
P3/RPT Play Service
Papatango Theatre Company
Peer Power
Pimlico Musical Foundation
Pimlico Toy Library
PIP (Pursuing Independent Paths)
Pro Touch SA CIC
QPG Community & Sports Hub
Queens Park Bangladesh Association

SASH (Support and Advice on Sexual Health)
Sketch Appeal
Spectre
Sport4Health
St Giles Trust
St Paul's Newpin
St Vincent's Family project
Street Doctors
Sudanese Community & Information Centre
Team Westminster Active
The Nucleo Project
The Pimlico Million
The Rise Collective
The Screen Community
The Social Mobility Foundation
Third Sector Mediumia
TWIST
Union Dance
Victim Support
Westminster Young People
Drug and Alcohol service (turning point)
Westside Basketball Club
Adventure Playground Hub (St. John's Wood)
African Women's Group
Ardmeria UK
Brent, Wandsworth and Westminster Mind
Cardinal Hume Centre
Creative Mediumia Network
Dragon Eggs Digital
Eat Club
Hadaf Persian School
London Tigers
National Resource Centre
For Supplementary Schools
Pan Intercultural Arts (Pan)
Peabody Community Foundation
Redthread
SouthWest Fest
Sudanese Supplementary School
The Abbey Community Centre
West London Zone
Westbourne Park Family Centre
Westminster Bangladeshi Association
Westminster Children's University
Wigmore Hall
You Press
Young Healthwatch
Westminster Photographers Gallery
Prime Diamond Initiative for Community Health
The Pimlico Foundation
Inspire EBP
Street League