

# Investing in Brighter Futures



Young  
Westminster  
Foundation

Charity number 1169255

Annual  
Review  
2019



# Welcome!

Over the last 18 months we have moved from an initial start-up phase of the charity to stabilising the organisation and looking forward to years to come.

We have built a strong and diverse base of members with over 80 organisations signed up, participating in and benefiting from our events and menu of support. Our networking events, training courses and 1-2-1 advice sessions are helping build the capacity of the Children and Young People (CYP) sector in Westminster.

This has been boosted by coordinating the local GLA Young Londoner's Fund network and rolling out trauma-informed training in partnership with Redthread. We constantly hear the need for our members to increase the capacity of their staff and this will continue to be a focus for us moving forward, advocating for our youth workers and quality provision. Without this our young people are not being provided with the opportunities to thrive that they deserve.

This thinking led us to develop and host our exhibition Forever Young in August which showcased the incredible heritage of 150 years of youth clubs in Westminster. Hopefully you managed to see the exhibition!

We were fortunate to benefit from the support of Pilotlight who helped us develop our business plan, honing our strategic objectives and focussing on building our ambition. We are working towards leveraging a minimum of £1m per year for the sector by March 2021.

Bringing funding into the sector has been a personal priority during my time with YWF and continues to be so. We have developed an efficient operation to leverage funds from partners including our founding business partners, the Met Police, London Sport and Westminster City Council – giving out 39 grants last year.

Support from the business community has been growing as we have further developed meaningful partnerships with corporate partners. Our Mastering My Future Employment Programme has helped provide opportunities for local employees to get involved and young people be inspired by visits to local businesses.

Our work is shaped by our members and young people. Our team of motivated and enthusiastic young ambassadors help guide our thinking and have been involved in an exciting array of projects with our partners including the Science Museum, Somerset House and WCC Public Health. We are continuing to grow this group of young ambassadors and also now looking ahead to build on our needs analysis in partnership with Kings College London.

I'd like to say a massive thank you to our young ambassadors, members, partners, funders, trustees and our great team: Matira, Helen and Nora!

**Phil Barron,**  
CEO Young Westminster Foundation



## YWF Member

Belief, resilience and cohesion is at the heart of achieving our goals. Led by the fantastic work of the Young Westminster Foundation, we have a great opportunity to continue our vital work despite individual and collective challenges within the sector, for the benefit of young people, our communities and wider partnerships. Notably this year, the team at Young Westminster Foundation have brokered a new cross sector partnership with local construction & architecture firms, Wilmott Dixon, Carey Group & David Miller Architects, to support the development of our premises.

Through membership of YWF we are now a place, whereby we can 'un-competitively' collaborate and help influence a brighter and more stable future for many - through our work.

**Andrew Mederick,**  
Head of Youth Services, The Fourth  
Feathers Youth & Community Centre  
(YWF Member)



## YWF Young Ambassador

I supported YWF in putting together a photography exhibition on the history of Westminster's youth clubs – Forever Young: 150 Years of Youth Clubs. We brought together a rich history of archive photos, put up a mini youth club installation, and encouraged visitors to share memories from their youth on our memory wall.

The pop up really felt worth having when members of the public would stop and engage in a conversation with us about their thoughts and experiences on youth clubs. Youth clubs have served the needs of young people for generations, throughout the eras. It has been a joy to hear about different people's experiences using youth clubs.

Working with Young Westminster Foundation has been an incredibly humbling experience. As a Bangladeshi, Muslim woman from a council estate studying at Oxford University, I am constantly forced to face the disadvantages and obstacles of coming from an underprivileged background, lacking the means that many of my Oxford counterparts had to be good enough for an institution like Oxford. When I came back to my local community, I find the tables very much turned. I am one of the lucky ones. Not just by luck, I definitely worked hard to get to where I am now, but I also had a lot of good luck and good people whom I encountered on the way.

I have really developed my confidence in the time I've spent at the exhibition. Opening conversations with members of the public to invite them into our space and learn about their experiences takes confidence and social awareness. My ability to introduce myself and find my place in different spaces or around different people has been significantly put to the test in my first year at university. It is something I am working on and constantly trying to develop. Speaking to a range of people in the public has really helped me understand a range of people's experience of growing up in their youth, whether it was in a youth club or at a local run down bus stop.

What shocked me during my summer in the exhibition, were the international visitors who commented that they would like their countries to look to London and its youth clubs as a model for building similar organisations in their countries, to give young people spaces to be young people, to socialise and to take part a range of activities to learn and develop skills they otherwise don't have the opportunity to build on. And in the meantime, here, youth clubs are being closed down, underfunded and their value in society being undermined.

**Rashma Rahman,**  
YWF Young Ambassador &  
Youth Engagement Intern

**"I interned with the Young Westminster Foundation over summer 2019. It's been such a meaningful and rewarding experience in so many ways..."**



# Our Impact.

We've worked with the Centre for Youth Impact to co-develop our Theory of Change with YWF Members. This now forms the foundation for our work as we look to better measure and articulate the work of Westminster's youth sector.

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

Variety of opportunities on offer for young people

Increased funding for youth provision in Westminster

A connected and thriving community of practitioners

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

## Examples of YWF projects throughout 2018/19

GLA Young Londoner's Fund Network

Charities Aid Foundation (CAF) training to diversify and sustain funding

#ChooseYour Apprenticeship youth social action campaign run by YWF Young Ambassadors

Westminster youth sector consultation and review

House of Commons Reception

THRIVE partnership bid

Convey Project - engaging young people in digital education on gender stereotyping in partnership with WCC

Christmas Reception at The Ritz

Mastering My Future Employability Programme. PILOT: 56 young people from 3 Westminster youth clubs and 200 students from Westminster Academy engaged through 10 workshops & 8 work placements

Forever Young: 150 Years of Youth Clubs exhibition in partnership with Positive View Foundation, Shaftesbury PLC, YOUTH CLUB archive, Total Media PLC

Mastering My Future Employability Programme. Summer programme: inspirational visits to Channel 4, Coca Cola, Derwent London, John Lewis

Head to our website [www.ywfoundation.com](http://www.ywfoundation.com) to find out more



# Who do we reach & why?

YWF core Members against  
Westminster Ward Deprivation Index



North Paddington  
Youth Club



1 in 5 young people  
said they are 'not  
at all aware' of the  
opportunities in  
the borough



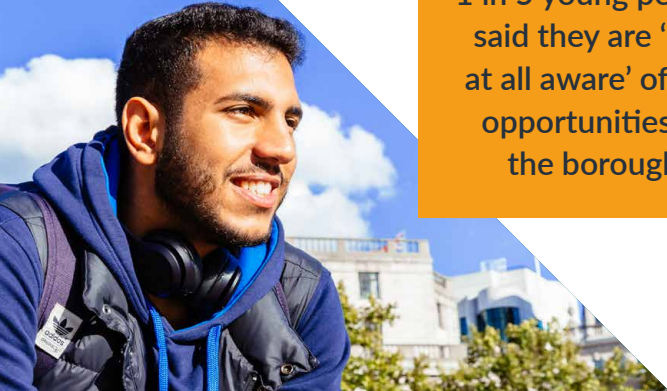
23% of young  
people worry about  
their future



1 in 3 children live  
in poverty



Sources:  
[https://www.westminster.gov.uk/sites/default/files/city\\_profile.pdf](https://www.westminster.gov.uk/sites/default/files/city_profile.pdf)  
<http://www.ywfoundation.com/wp-content/uploads/2017/10/YWF-City-Within-A-City-Final-Report.pdf>



# What have we achieved?

39

Grants awarded totalling £162,866

8

Partnership bids development

14

Corporate partners investing £96 007 + additional in-kind support in 2018

3

New films - Madame Tussauds / Children's Mental Health Week / #ChooseYourApprenticeship social action campaign

16

Young ambassadors completing our training programme and supporting YWF with peer research, service design & through events

8

Events attended by over 450 of our cross sector community



12

Monthly newsletters

## Internships

3 local young people completing YWF internship programme

7

Young ambassadors consultations including WCC / RBKC Public Health report, Science Museum, Somerset House, Paddington Central & New West End Company

81+

Members

## Redthread

trauma informed training delivered to 29 youth workers

## Managed Funding

Satellite Clubs, Staying Safe, Schools Inclusion Project, GLA network

## Carnaby Street

Photography exhibition welcoming 850 visitors over 14 days

## Young People's Foundations

Working closely and sharing insight with 7 other YPF's

1

Strategic review and business plan in place

4

Centre for Youth Impact workshops

1

New website

1

## Partnership

with Westminster City Council. Active relationships with 5 WCC departments

New venue bank connecting spaces to young people and organisations in need of space

Variety of opportunities on offer for young people

For a connected and thriving community of practitioners

Increased funding for youth provision in Westminster

Advocacy for youth services

# Thank you.

On behalf of Young Westminster Foundation, I would like to extend my warmest gratitude to the team and partners.

As the newly appointed Chair, I would like to express my excitement in stepping up to lead the Board of Trustees, having joined the Board in August 2017. I'm taking over from great hands; I'd like to say a special thank you to our outgoing Chair Shane Ryan, who will continue as a trustee and our outgoing trustees Clive Johnson, Qiongwen Kang and Ravi Mahendra as well as the rest of the Board, Jackie, Karen, Rachel, Hamza, Brian and Fahmim for their ongoing commitment.

We have a brilliant operational team at YWF, who excel with their positivity and enthusiasm. Our dedicated Young Ambassadors and volunteers are a huge asset to the organisation and help drive our work forward and root us in the community and needs of young people.

YWF is at heart a membership organisation. I'd like to thank our members for the incredible work they do to support young people in our community.

Cross-sector collaboration underpins our work. Thank you to all our amazing partners and funders; your crucial funding and in-kind support significantly increases the impact of our work. A special thank you goes to John Lyon's Charity, City Bridge Trust, Westminster City Council, Met Police, Pilotlight and our business community.

Together we can continue to invest in brighter futures for young people in Westminster. I'm looking forward to it!



**Neil Daly,**  
Chair of Trustees, Young  
Westminster Foundation

## Thank you to our founding partners and investors



Shaftesbury



THE MERCERS' COMPANY



CITYWEST RESIDENTIAL



JOHN LEWIS  
PARTNERSHIP



JOHN LYON'S CHARITY



HOTEL CAFÉ ROYAL  
REGENT STREET, LONDON



THE RITZ-CARLTON



REGENCY CREATIVE

ASTON  
CARTER



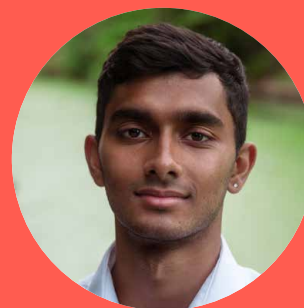
DERWENT  
LONDON

## What's next? Looking ahead.

Our ambition is to fundraise £1m for the sector per year by March 2021



- Finalise a common outcome framework for members working with the Centre for Youth Impact.
- Roll out our brand new website... a one stop shop for youth services in Westminster and RBKC.
- Diversify our fundraising strategy including sustainable core funding, corporate investment and high-net-worth individuals through a new fundraising committee.
- Build upon our campaign to promote youth clubs following the success of Forever Young.



- Secure a significant large grant for our core youth club members.
- Enhance engagement with current members, supporting youth workers with capacity and training.
- Grow partnerships between schools and our members.
- Strengthen our partnership with Westminster City Council and provide representation of our members.

## Summarised Income & Expenditure

	2017/2018	2018/2019	2019/2020 (projected)
Income (£)	200,340	321,029	772,558
Expenditure (£)	115,379	341,903	749,969
<b>TOTAL FUNDS</b>	<b>181,946</b>	<b>161,071</b>	<b>81,079</b>

# Get involved.

## Find out more about our work

✉ [info@ywfoundation.com](mailto:info@ywfoundation.com)

💻 [www.ywfoundation.com](http://www.ywfoundation.com)

🐦 [@ywestfound](https://twitter.com/ywestfound)

📷 [@youngwestminsterfoundation](https://www.instagram.com/youngwestminsterfoundation)

## Join our network

Sign up as a member or partner today to join the YWF community

Speak to **Helen** – [helen@ywfoundation.com](mailto:helen@ywfoundation.com)

## Support us

If you'd like to find out more about supporting our work through our business partnership programme please speak to **Phil** – [phil@ywfoundation.com](mailto:phil@ywfoundation.com)



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