



Annual Report 2021-22

Making a positive difference to
the lives of young people

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Vision

All young people in the North East of England have the opportunities they deserve to get involved in their communities, enjoy their lives and achieve their potential.

Mission

To provide a high quality, diverse and positive youth offer in the North East through our own services and by providing our members with relevant information, advice and support.

Values

Involve – young people are involved in communities and positive activities

Enjoy – young people enjoy their lives and the communities where they live

Achieve – young people are prepared for the future and are recognised for their achievements

Insightful – Building our expertise and our field of work

Engaged – committed long-term to the young people we engage with

Impactful – working to secure sustainable outcomes

Professional – with everything and everyone

Hello

Welcome to our annual report covering the period of April 1st 2021 – March 31st 2022.

In the welcome at this point last year there was clearly a focus on the difficult period for us all during the pandemic. As a country and youth sector we are still finding ways forward but take assurance that our work with young people is now back up to full speed and we continue to provide the best possible services and support.

Early in the year our Chair of 6 years, Fo Lees-Millais, made the difficult decision to step down and hand the baton over to experienced board member, Martin Cave. We all thank Fo for her incredible efforts and achievements as Chair and I also thank her personally for her support.

I also spoke last year about our Board embarking on a new strategic planning process and I am happy to report that our new strategy is now complete and will go live on the 1st April 2022. One of the key outcomes was to review our staffing structure to ensure that it is fit for purpose and so we achieve our strategic and operational priorities.

I am delighted that we have been in a position via new funding to add new members to our team which always adds new skills, knowledge and experience. Our new colleagues have settled in well and have added real value.

Throughout the year we have continued to source new funding to develop new initiatives and programmes which have strengthened and diversified our offer for young people. Examples include our **Youth Violence Peer Actions Collective** project in collaboration with Youth Focus North East and eleven regional partners, and our new **Ready for Life** Programme for Schools.

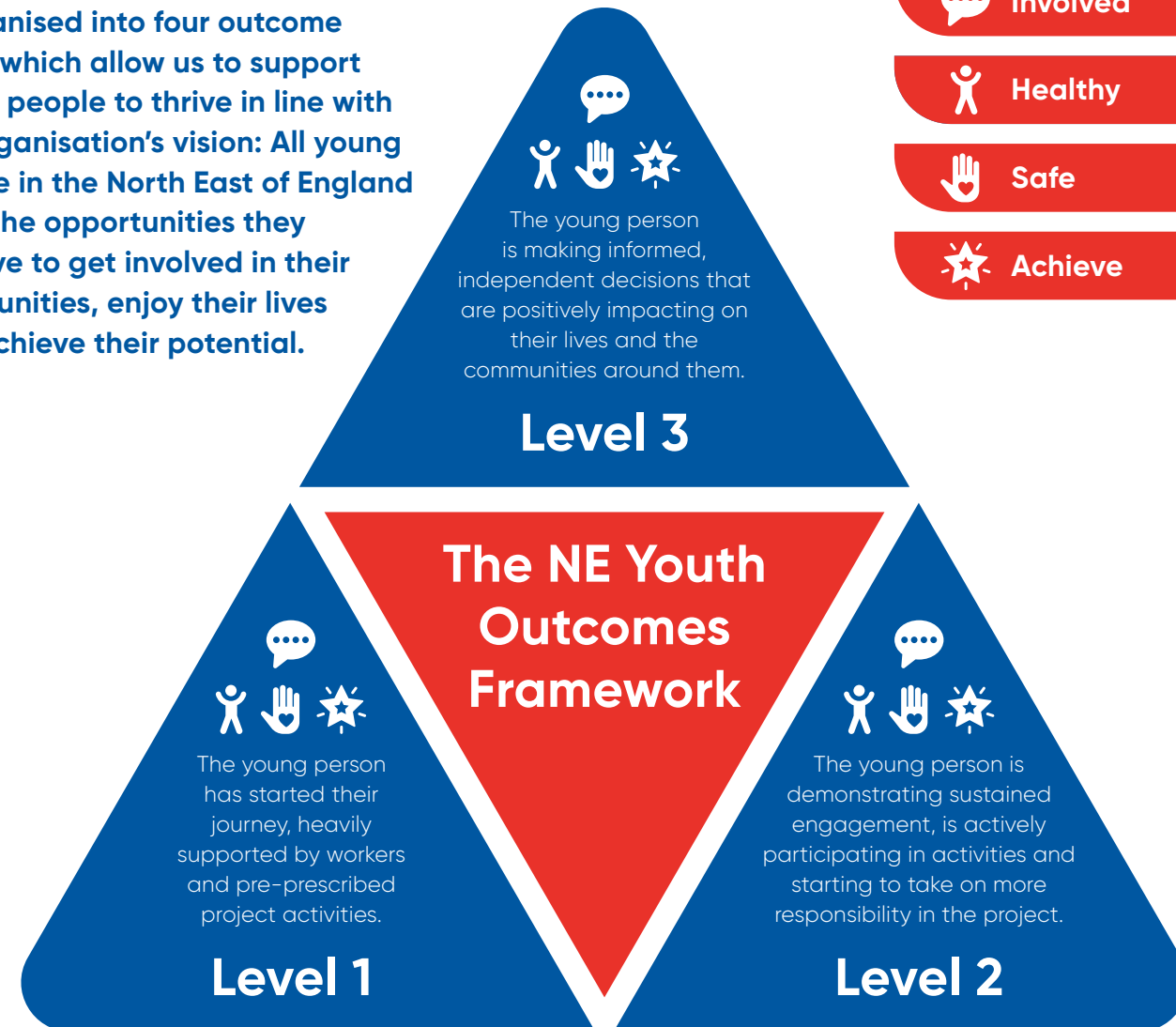
Collaboration continues to be key to our success and over the recent 12-month period we have begun to see the value that this brings both regionally in terms of our partnership with Youth Focus and more locally in areas such as Birtley as part of the North East Youth Alliance.

We continue to be impressed with all the incredible work across our membership network during a continued period of uncertainty. Our promise at NE Youth is to ensure that our offer remains current and led by the needs and aspirations of our members and young people.

I hope you find our report an enjoyable and informative read and many thanks for your continued support.

Jon Niblo
Chief Executive

The NE Youth Outcomes Framework is organised into four outcome areas which allow us to support young people to thrive in line with our organisation's vision: All young people in the North East of England have the opportunities they deserve to get involved in their communities, enjoy their lives and achieve their potential.



- Involved**
- Healthy**
- Safe**
- Achieve**

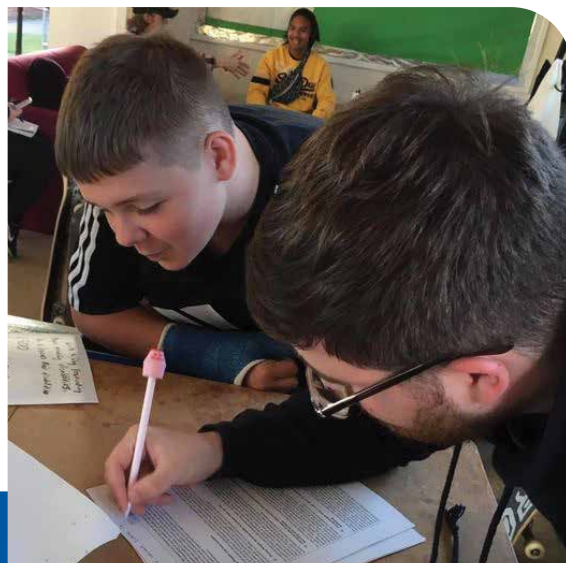


The NE Youth Outcomes Framework

Involved

We support young people to be active not passive participants in NE Youth's services and want them to have a voice on the issues that are important to them - both internal and external to the organisation.

We support them to develop positive relationships with the wider community around them and to build community based support networks via volunteering and social action.



100%

of young people feel more part of their community

“

“I can express myself freely.”

Involved Case Study

Hi I'm Aaron and have been involved with NE Youth at Denton Youth Project since the start of 2020. With them I've been on trips and taken part in activities and each week at session, there is always something new to do.

I am currently attending Gateshead College where I am studying Level 3 TV and Film, and love it, but it does require me to be confident in talking to people and be clear about communicating what I want from my actors / participants. Being able to increase my confidence at the youth project has really helped and given me chances to gain experience in talking to new people and telling people what I want.



I have now become a Peer Researcher with NE Youth as part of the YEF funded work and with this I have had to meet new people to share experience and learn new things together as well as talk to other young people about their experience around youth violence. These are things I would not have had the chance to learn or do without NE Youth and their really supportive staff.



91%

of young people know more about how to keep themselves healthy

“

“If you don’t look after yourself you can’t live the life you want and help other people.”



The NE Youth Outcomes Framework

Healthy

We support young people to be able to recognise and establish healthy relationships which will positively impact on their ability to develop support networks.

We provide informal education on a range of health topics, informed by the needs and interests of young people, and support young people to make positive lifestyle choices as a result of their engagement.



Healthy Case Study

I have felt very conscious of my weight and mental health since lock down and wanted to do something about it.

I wanted to feel better about myself, feel like I was doing something positive and improve my health and my fitness levels. I wanted to be able to walk long distance and not feel uncomfortable and to improve my breathing and motivation all together.

I am not very confident and feel body conscious and wanted to push myself to feel more active and healthier. I always want to take part in sports and activities however feel like I am not fit enough or might not be good enough. I put myself forward for youth leader and wanted to put myself out of my comfort zone and increase my exercise levels.

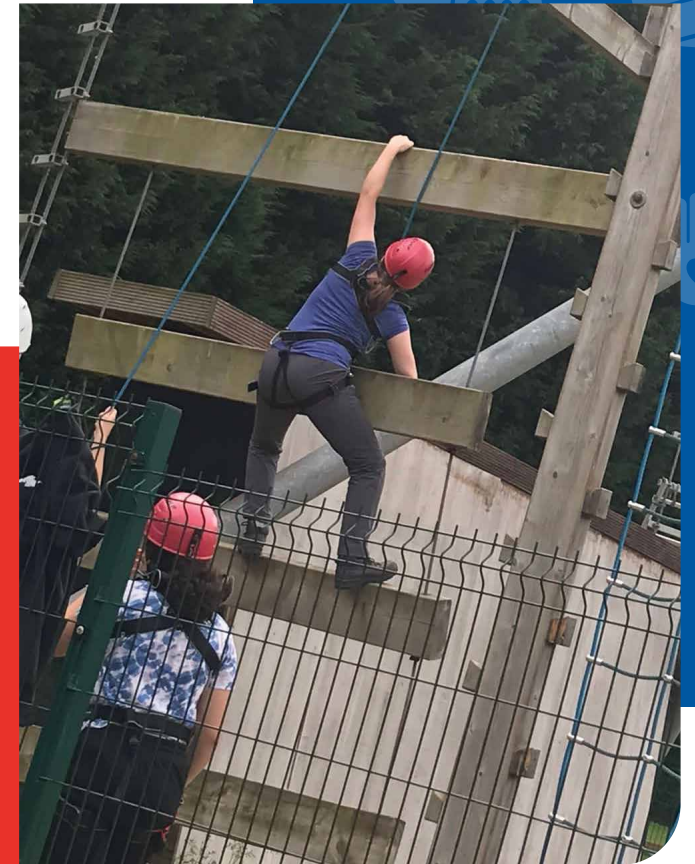
I have really enjoyed having the opportunity to be a leader and change my outlook on fitness. I found the long distance challenging. We prepared by doing 6 weeks of outdoor walking to support us to reach our overall goal of walking 10 miles of Hadrian's Wall, alongside another 10 groups, we collectively walked the whole 85 miles in one day.



The NE Youth Outcomes Framework Safe

We provide young people with safe places to socialise with their friends and access to information and support around a range of safety topics that are pertinent and of interest to them.

We support young people to access activities which encourage them to take measured risks and to ultimately make positive lifestyle choices as a result of their engagement.





96%

of young people know more about how to keep themselves safe

“

“That was really interesting. All of us have learned more about how to stay safe when gambling/not to gamble.”



Safe Case Study

We have been working with Jessica for just over two years, including throughout the pandemic.

Jessica attended the sessions lacking confidence and therefore found it difficult to open up to staff for support. Staff worked hard to build up a strong and positive rapport so that Jessica could feel confident in seeking support from staff. This has involved completing one to one support but also simple encouragement in sessions when trying new skills.

Jessica has come such a long way in the two years we have worked with her. This has been particularly noticed when she felt able to come to staff for sexual health support. Without Jessica feeling comfortable to do so, she could have engaged in risky sexual behaviour.

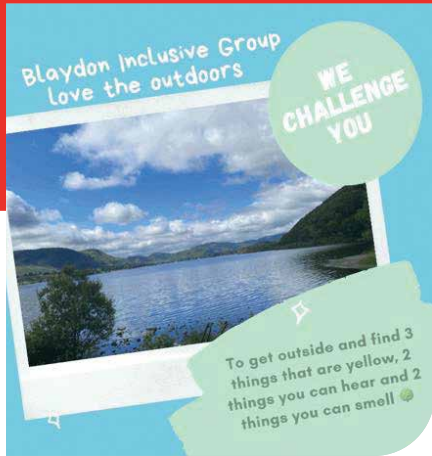


The NE Youth Outcomes Framework

Achieve

We want young people to be able to access and try new opportunities and activities. Young people develop a range of soft skills through their engagement which will support them in other areas of their lives both now and in the future.

We provide young people with access to activities that support skills development and receive certification and accreditation when appropriate. Young people become role models for others.



91%
of young people feel better prepared
for employment and further education

“
“I didn’t think I would be able to do
it but it’s proper mint that I did!”

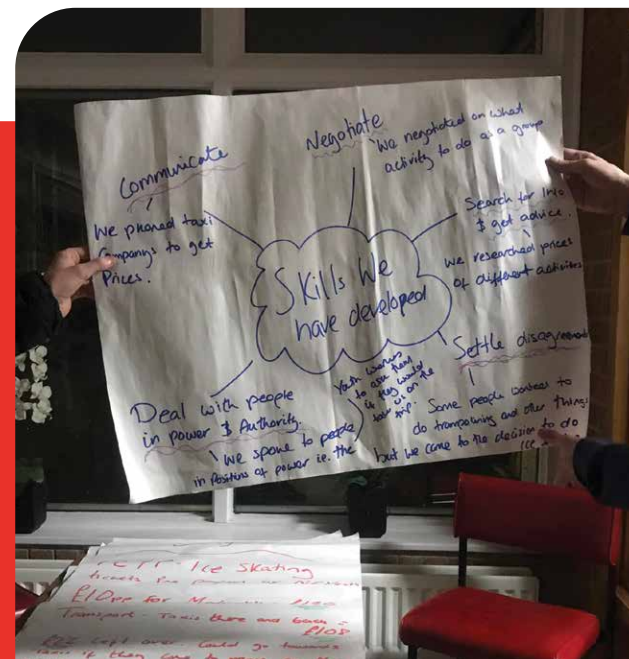
Achieve Case Study

Owen is 13 years old and has been attending one of our youth projects for roughly 10 months now.

Owen came to the youth project not knowing any of the other young people. He was quiet and shy at first, but he didn't let that stop him. Owen rarely misses a youth session and has jumped to get involved with every opportunity and activity offered to him.

Owen has since taken part in and achieved his Sports Leaders 'Go Lead' Award, Active Youth 'Youth Achievement' Award and has recently shown some amazing genuine talent, hard work and dedication to our Boxing Workshops with TKO Boxing.

A comment from the boxing coach Lee: "Owen really shone throughout the whole programme, his efforts were recognised and I give him huge credit for his performance."



As a young person who lacks confidence and doesn't enjoy school environment, we have recognised great positive changes in Owen, who has been able to make new friends, found a natural ability and a new passion for boxing and ultimately promoted his self-esteem and will hopefully continue to flourish.

Programmes for Schools

We're so excited to have launched our 'Ready for Life' programme this year, available to any school or college in the North East!

We first led a series of consultation mapping events with young people, schools and college staff, and youth workers from across our membership network. These mapping activities were designed to find out what was missing and what they would like to see happening. In March, we were even able to hold a school-wide audit in Whickham School.

From all the feedback we received, we have designed and created our own programme, helping to support and meet the needs of young people in education in the North East. The 6 units that we look at during the programme are: Confidence and Self-Esteem, Mental Health and Wellbeing, Money Skills, Employability Skills, Social Action and Transition Work.



All units have been designed with the aim to engage young people in building new skills in order to prepare them for the future. We've had a lot of engagement with schools so far, with all of our programmes, and we're excited to see this reach even further next year.

Our Year in Numbers



£32K
in grants
distributed to
members

100%
of young people
felt supported
by their youth
workers



“
“My youth worker is so supportive and
she’s like the big sister I never had.”
”

1737
young people
worked with

12
local authority
areas covered

100%
of young people
felt they had
a voice in the
activities we deliver

98%
of young people
have tried new things
since attending our
provision

185,000+
young people engaged indirectly
within our membership network

“
“My youth worker is fab because no
matter what she always puts a smile on
my face and always goes above and
beyond to try please the group.”
”

114
young people
gained an
accreditation

236
staff and
volunteers
trained



1605
volunteers under
the aged of 25
engaged across our
membership network

1933
volunteers aged over
25 engaged across
our membership
network





NEYA Highlights

Workforce Development

Year two of the North East Youth Alliance (NEYA) has seen us continue to provide a variety of workforce development opportunities for the sector ranging from accredited youth work courses through to managing challenging behaviour and lots more in between. We have also been a conduit for the youth sector and national bodies so that local organisations can engage with national initiatives.

Birtley Alliance

Our local alliance work in Birtley continues to strengthen. A Development Day for partnership members and interested parties was held in February 2022 and a decision was made to formalise the Birtley Youth Partnership on a shared agreement, and appoint formal roles among the partners. Significant youth voice work has ran alongside this work, in order to inform the work of the partnership and a Birtley Youth Summit is planned.

Youth Voice

This year we launched the NEYA Board. This was created from feedback and guidance from young people who wished to have a regional voice and also provides a range of roles that young people can engage with. We also ran the Clore Discover Youth Leadership programme which is an online programme designed to support young people to discover their leadership potential. We continue to run our Youth Voice Network, supporting professionals to share best practice and opportunities.



Peer Action Collective

One of the main ambitions for the NEYA is to promote and develop more collaborative models of working across the youth sector in our region. This year we were able to demonstrate this by action and via the NEYA we secured funding from the Youth Endowment Fund to be part of a national peer research project into tackling youth violence. This brought in more than £360,000 worth of investment into our region and provided an opportunity to bring 15 organisations together in a delivery model.

Durham Youth Network

Initially set up by one of the NEYA partners (SportEd), we utilised our additional capacity to pick up the lead role for developments moving forward. Following a continued period of online discussions, the opportunity to finally meet face to face helped to strengthen relationships and build the network. On the 29th March we hosted the Durham Youth Network Conference – 'Rebuild, Reconnect, Reenergise' and 160 delegates discussed plans for how to strengthen services for young people across the county.





Membership

We have had another packed membership year full of opportunities for our members and young people.

As we moved out of Covid restrictions, it was great to be able to start hosting face to face activities again and we were able to respond to what members told us they needed during this period. We also had our best ever Projects with Pride ceremony with over 360 attendees and the feedback told us that members loved celebrating the achievements of young people as much as we did!

This year we also said goodbye to Louise Laws who looked after and grew our membership service for nearly 15 years!

Louise was known by many and I am sure everyone will join us in wishing her well in her new role.



100%

of members rated NE Youth's offer as excellent or very good

“

“Membership is unbelievable value for money and we would be happy to pay even more.”

100%

of members said that NE Youth have been beneficial to them in their organisation

“

“Membership has expanded our network immensely and NE Youth staff have been very hands on with their support.”

96%

of members agree that being part of the NE Youth Network makes their organisation feel more connected to other members

100%

of members said that they would recommend NE Youth to another organisation

100%

of members who accessed our activities and events programmes rated it as excellent or very good

100%

of staff/volunteers who accessed our Workforce Development offer rated it as excellent or very good

“

“Excellent support, passion and dedication by all involved!”



Corporate Events and Sponsorship

In 2021/22, we were thrilled to have brought our events calendar back after a challenging period of lockdowns, as events began to bounce back and we were able to meet our supporters once again face to face.

We kicked this off with style, at our flagship Clay Pigeon Shoot event in July 2021, which raised an outstanding £70,000 of core, unrestricted funding to support our work with young people. The event included a day of Clay Pigeon Shooting, a sit down lunch, auction, raffle and a game of Heads and Tails! The event was co-sponsored by the Inn Collection Group, Bradley Hall, JR Holland Food Services and Ward Hadaway, who joined over 50 teams over the weekend in the glorious sunshine in Bywell, Northumberland.



Clay Pigeon Shoot

£70,000



Golf Day

£7,000

In September 2021, we hosted our Annual Golf Day at the Prince Bishops Course at Ramside Hall. The event was sponsored by our friends at Nichol Associates. The sun shone down on the 23 teams who took part and over £7,000 was raised which went some way to filling a hole in the finances caused by Covid and the lockdowns which hit fundraising hard.

“Investing in young people and giving them access to the opportunities they deserve is something our entire team here at The Inn Collection Group believes in. We look forward to supporting NE Youth further as our chosen charity and playing an active role in helping young people achieve their potential.”

Sean Donkin, Managing Director, Inn Collection Group

In October 2021, we were thrilled to hear that our nomination for the Inn Collection Group as Outstanding Charity Support for Large Companies at the North East Charity Awards was shortlisted, and the Group were selected as worthy WINNERS on the night! The awards celebrate and recognise the work of North East charities and the businesses that support them. We were pleased to highlight the fantastic ways they have helped us to raise vital funds.



In November 2021, we hosted the 10th Anniversary of our Projects with Pride Awards at the Grand Hotel Gosforth Park. The Awards bring together youth projects and young people from across the region, to celebrate the fantastic achievements of our members and the young people they work with. Learning Curve Group were the headline sponsor, with each of the 11 awards being generously sponsored by a number of local businesses who support our work.

We were back to the Grand Hotel Gosforth Park in January 2022, by kicking off the year at our Burns Night Ball. The night included Scottish Reeling, a traditional Scottish Supper and an evening full of dancing! We had 322 guests in attendance, and the Ball raised over £16,500.



Burns Night Ball
£16,500

“

“As a North East centric business supporting young people and charities in our region is the heartbeat of our company. NE Youth and its aims couldn't be closer to where our passions lie in helping young people. We are very proud to be involved with NE Youth and supporting a brilliant event that has raised such a tremendous amount and been so well organised while having so much fun along the way.” – John Holland, CEO, JR Holland Food Services



International
Women's
Day Brunch
£1,000

The final event of this year was our International Women's Day Brunch in March 2022, which was hosted at Howlers in Newcastle. Anna Foster from BBC Radio Newcastle hosted the afternoon, which started with an interview with our very own Youth Worker, Lindsay. Guests then enjoyed an afternoon of drag acts, dancing and a raffle. The event not only raised us £1,000, but also raised the profile of International Women's Day, a day we are proud to support.

Thanks to Our Funders

Our Funders

Arnold Clark Community Fund

Barbour Foundation

Barnardo's

BBC Children in Need

Bernicia

Big Local Gateshead

Community Foundation

County Durham and Darlington NHS Foundation

County Durham Sport

David Dockray Trust

Dickon Trust Fund

DWP

Ecclesiastical Insurance Group

Garfield Weston Foundation

Gateshead Council

GF Community Foundation

Joicey Trust

LGA Foundation

National Lottery Community Fund

Netherton Park Trust

Newcastle City Council

Newcastle College

North of Tyne Combined Authority

North Tyneside Council

Northumbria Police and Crime Commissioner

Ponteland Town Council

Riddell Family Community First

Roy and Pixie Baker Charitable Trust

Rye Hill Trust

RW Mann Trust

Sport Works

St Nicholas' Educational Trust

Street Games

The Joseph Strong Frazer Trust

The Key

The North of England P&I Association Ltd

UK Youth

Virgin Media O2 Together Fund

Wallsend Action for Youth

Wellesley Trust Fund

Your Homes Newcastle



Contact us

If you would like any further information about our work, please contact us:

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