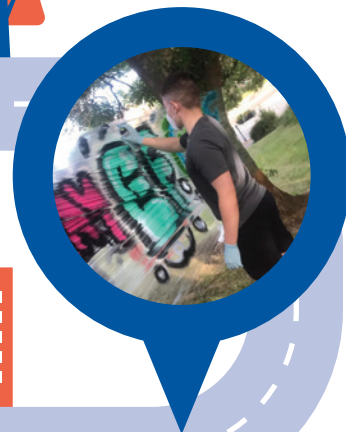




Annual Report

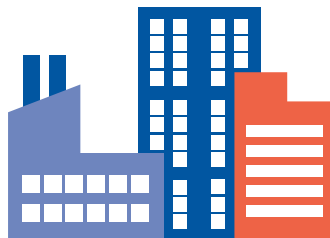
2022-23



MAKING A
POSITIVE

DIFFERENCE
IN THE LIVES

OF YOUNG
PEOPLE





Welcome to the NE Youth Community

Please read carefully

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Hello

Welcome to our annual report covering the period of April 1st 2022 – March 31st 2023.

The recent 12 months have continued to provide us with both challenge and opportunity as we entered year one of our new three-year strategic plan and organisational re-structure.

I am delighted that we have made positive progress across all four strategic areas; **People, Sustainability, Communications** and **Innovation**. Particularly in relation to **People** where our commitment to staff well-being has been a shining light. I'm incredibly proud that we have achieved a number of kite marks including Level 2 – Disability Confident Employer, Living Wage Employer and the Menopause Workplace Pledge.

The reach and quality of our direct work with young people continues to impress me and the diversity of our programme offer continues to improve. Particularly with the introduction of new programmes such as **Healing Hearts and Minds** funded by the Pilgrim Trust, and the continued success of our UK Youth supported **Inspire 2022 Programme**, plus many more. Our staff team, at times under huge pressure, have put in an incredible shift and ensured that all our young people receive the best possible support within the resources we have available. You are amazing.

Within the twelve-month period we embarked on a process to recruit new Trustees to strengthen our



Board. This was successful and we were delighted to appoint and welcome Rachel Wilson and Abby Traynor who will add real value.

As we enter year three of the North East Youth Alliance we continue to make great strides in our collaborative sector support work with our colleagues at Youth Focus NE, particularly in County Durham where our **YouthPrint** Model is beginning to have a real positive outcome for youth sector partners. Investment has followed as a result of our positive relationship with The Garfield Weston Foundation.

Engagement and relationships with our members continues to be a priority particularly as our network continues to diversify. Our offer changes to reflect this and continues to be relevant and needs led.

I would like to finish by saying a massive thank you to all of our amazing funders and supporters who have placed huge trust in us to deliver a vibrant programme of support for our young people, members and the wider youth sector.

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

Jon Niblo Chief Executive

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



Hear by Right – Active Level Accreditation!

Youth participation and youth voice consistently take the lead in all aspects of NE Youth's work. This year, we have made significant strides and proudly attained the prestigious 'Hear by Right' active-level accreditation from the National Youth Agency. In order to achieve this, we presented evidence of youth participation across seven fundamental areas of the organisation:

- Shared values
- Strategies
- Structures
- Systems
- Staff
- Skills
- Style of Leadership

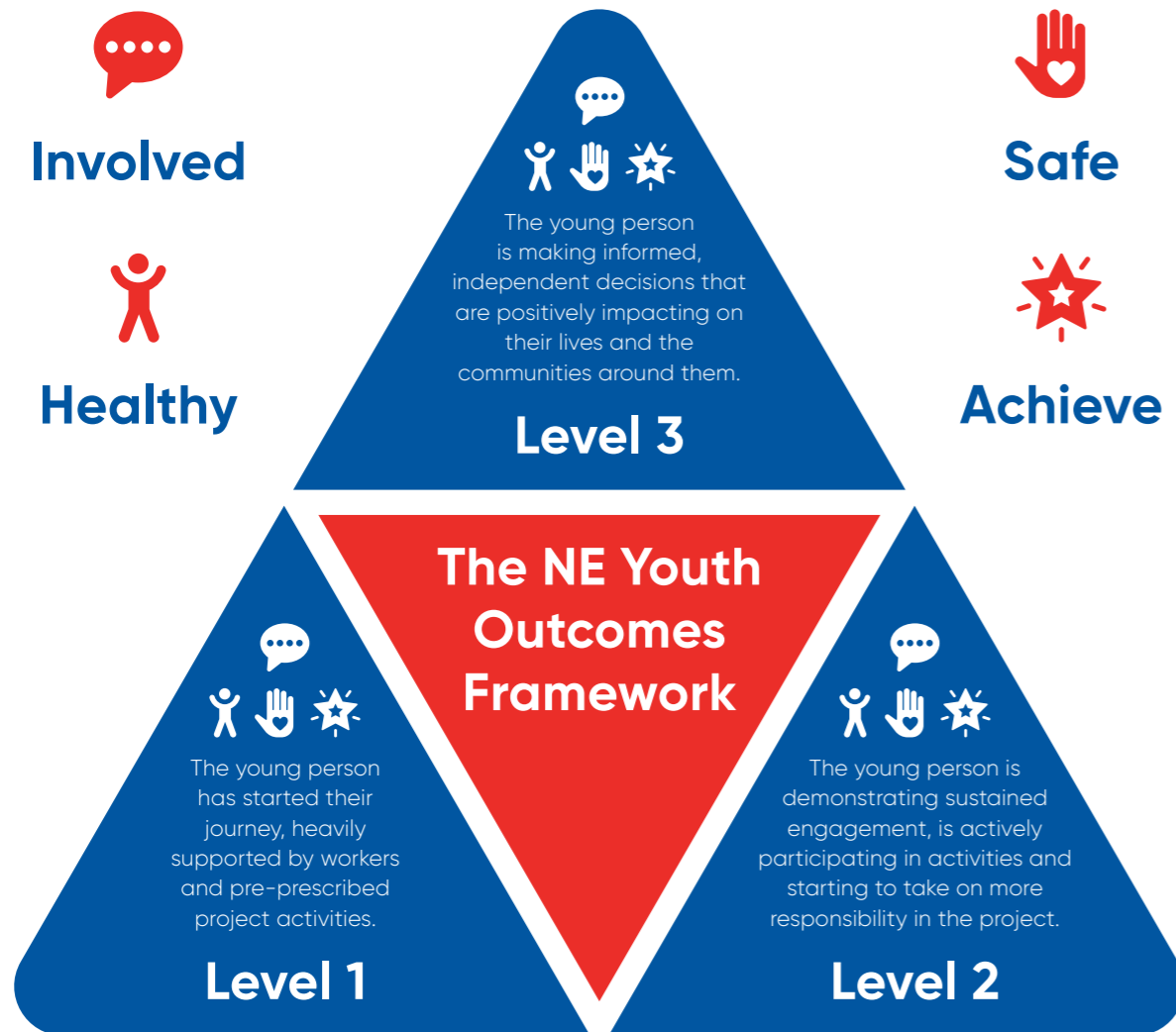


Our assessor told us:

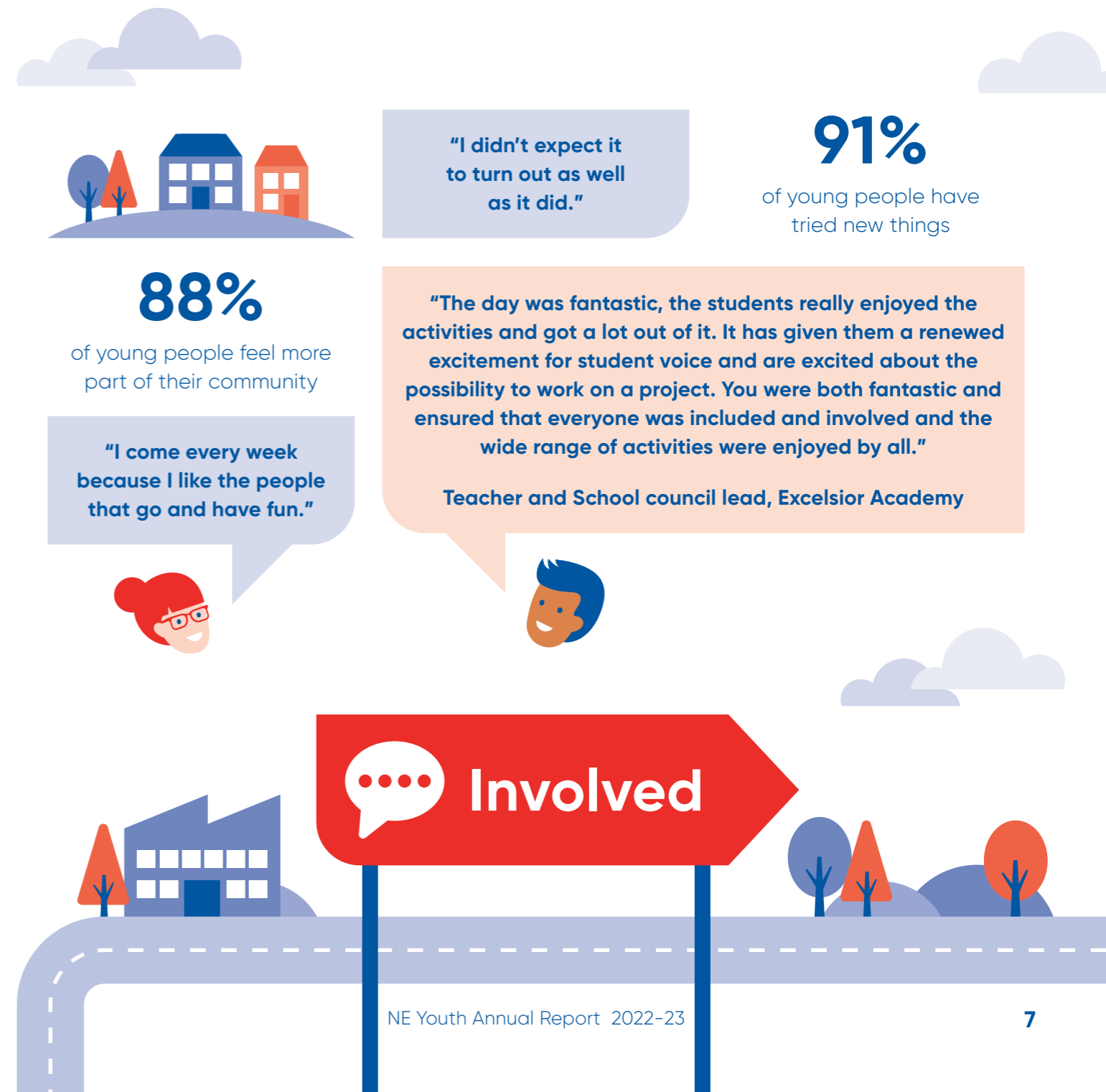
'The evidence attached showed great and valuable insight to how much you have considered youth participation across your organisation and your commitment to ensuring this will influence your overarching work with young people. Overall this submission was brilliantly conveyed with so much implementation of good practice, knowledge and in depth evidence to show how much your organisation advocates for youth participation working alongside young people.'

"I like that they give us a voice"





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.





georgia's story

Georgia and her mam came to see about attending our session but did not feel comfortable or confident to come inside as she could see it was a busy. Staff went outside and introduced themselves and talked to her about what we do. Her mam told us that Georgia lacked confidence and self-esteem and did not socialise. We had a smaller group work session happening the next night so we offered her to come along to get to know some of the young people and try it out.

When she came to the session we introduced her to the group and explained that we were just starting a social action project. Georgia was quiet during the first session but said she enjoyed it and would come back the following week.

Georgia's confidence and ability to socialise grew massively over the subsequent months and she's become a very active member. Other young people now go to her for support and advice. She has also become confident in speaking her thoughts and opinions in front of others and she is able to take the lead on certain tasks. Georgia gained a huge amount from being involved.



bringing throckley together

- Through INSPIRE 2022, Throckley Youth Project organised a highly successful event called 'Bringing Throckley Together.'
- This event was a great example of how youth-led social action brings about tangible changes within the community. The young people involved face numerous barriers in their daily lives, including mental health issues, low household income, and living in an area marked by high deprivation and levels of anti-social behaviour. Unfortunately, many community members still hold negative perceptions of the young people in Throckley and in response, the group decided to host a community event to demonstrate their passion for their area, their concern for their friends and neighbours, and to challenge the misconception that they are only interested in causing trouble.
- The day was a resounding success, raising £765 towards installing a locally based defibrillator and attracting over 250 individuals. The event created a lovely atmosphere, with families and young people engaging in various activities and accessing advice and support from our



community partners, including the Newcastle United Foundation and Union Jab. Guided by their Youth Workers, the young people organised and planned an array of engaging activities such as Boxing Workshops, Football, Archery, Hook-a-Duck, a Smoothie Bike, a DJ, a Rodeo Bull, a Hot Dog stand, Bungee Run, and a Gladiator Inflatable.

As a result of the planning and the event, the young people have gained increased social awareness and recognition within the community. They are now actively working towards fundraising for another Social Action event. One resident told us: "This is the most together this community has been for years and years."

jess's story

The Blaydon Inclusive Group has been participating in a 'Cook it Grow It' programme. During these sessions, the young people have learned how to grow vegetables and salads, as well as how to prepare and cook them. Additionally, all members of the group successfully completed a Level 3 food hygiene course, which enhanced their knowledge of safety and health practices.

For one young woman named Jess, this programme has been particularly beneficial. Her understanding of food and healthy eating has significantly improved, along with her ability to cook nutritious meals. As a result, Jess has gained more confidence and self-awareness. She now feels more self-reliant and motivated to continue cooking healthily in her own home. The skills she has acquired through this programme will also support her in developing independent living skills as she transitions into adulthood.



Healthy

90%

of young people know more about how to keep themselves healthy

"I know more about how to keep myself healthy by having a better diet."



Our work with members

auxilia youth project inspire 2022

- Young people from the Auxilia Youth Project were awarded INSPIRE 2022 funding and collaborated with the community centre to organise a male mental health event. The event featured various activities such as serving smoothies, involving men and boys in football, pizza making in the garden, yoga sessions, martial arts, and pottery making.

By establishing connections with other men's groups and engaging the local community to promote the event, they successfully reached out to numerous groups and organisations associated with mental health. Consequently, all the sessions were fully booked and greatly

received. This success has highlighted a recognised need for more sessions specifically tailored to males in the local area.

The young participants felt a strong sense of pride in their accomplishments and were eager to raise awareness about male mental health. The event provided a perfect platform for them to do so. While they initially felt nervous presenting their ideas at the pitch event, as it was a new experience for many of them, they quickly grew more enthusiastic and enjoyed the planning process. Their passion and presentation skills shone through brilliantly and their project was a great success.

96%

of young people know more about how to keep themselves safe

"I like that it gives us a voice and it's a safe space to talk."



"It's mad how little things you don't think is a big deal can lead to full blown domestic violence."

98%

of young people feel supported by their youth workers



drug awareness

- Young people engage in a variety of issue based work during our sessions that can help them identify ways to feel safer and make more positive decisions.
- One example of this is when our workers had concerns around some young people's potential drug use. This prompted them to organise a project around drug awareness delivered by PROPs who brought drug boxes to demonstrate the different drugs and the negative impact they can have on drug users and their family members. We also covered the topic of County Lines to increase awareness amongst young people.
- Young people told us they felt safe to share their own experiences and that they all found it useful to have information and a place where they can get support.
- "If I wasn't here, I'd probably just be smoking weed."



Our **year** in Numbers

2384

young people
directly worked with

37%

increase in numbers
of young people

12

local authority
areas covered

137

members supported

£29,250

worth of onward
grants distributed

90,000+

young people engaged
indirectly within our
membership network

3,000+

young volunteers
across our network

41

workforce development
opportunities offered

918

workforce development
spaces filled

EDUCATION

CAREER

Our work with members

community bag packing

Young people from Stepney Bank Stables were passionate about raising awareness about homelessness because they'd observed homeless people near their project. With winter approaching, they wanted to take action to bring some cheer during the Christmas season. Their efforts were rewarded when they received funding through INSPIRE 2022. This funding enabled them to organise a community bag packing event, where volunteers could come and assist in packing winter survival packs for the homeless. Additionally, they encouraged participants to create Christmas cards and bring donations to make the packs more enjoyable and personalised for those in need.

To raise awareness about homelessness and change people's perceptions, they launched a social media campaign. Their goal was to alter the way homelessness was viewed and to promote a safer environment for those experiencing it.

Running the event left the group feeling grateful and proud for their contributions in bringing happiness to the less fortunate. They hoped that their efforts had made a positive impact on the local community and had influenced people's attitudes towards homelessness in the area.



92%

of young people are better able to learn from their mistakes



"I've never completed a full course before, I'm proud that I have."



90%

of young people know more about what they're good at



Achieve



B's story

B was 16 and had not attended education for three years. His parents had signed him up for the Durham Young Leaders Programme to help him gain confidence and skills.

Initially, he did not want to participate in the programme due to low confidence and doubts about his abilities, especially in interacting with other young people. The programme involved activities designed to build leadership and teamwork skills. B was encouraged to participate and interact with others.

As the programme progressed, he started supporting and encouraging fellow participants, especially those with additional needs. By the end of the programme, B surprised himself and others with newfound confidence and a willingness to assist others. He actively helped others and shared instructions on how to overcome challenges. His positive attitude had a ripple effect on other participants, increasing their engagement. B's transformation impressed his parents and programme leaders.



When asked about his experience, B said, "It was great; there's nothing that could have been improved. Thank you." After the final activity, he inquired about becoming an outdoor activity leader.

creative youth opportunities

Through INPSIRE 2022 funding Creative Youth Opportunities held a 'Not so quiet Christmas in the Park' event...

To prepare for their event they had the young volunteers plan and pitch the ideas for which they were awarded funding. 58 young members prepared for the event and did everything from making decorations and posters to promotion and making reindeer dust for everyone who attended.

On the day, there were Christmas crafts and fancy hot chocolates and biscuits all with Christmas music playing for everyone in the park. Everyone danced and they had a bauble hunt round the park too!

The young people all took part in being responsible on the day and built confidence in themselves and as a group. People were talking about the event for a week after it had happened. The local Councillors praised and thanked the young people and parents also stopped them to say thank you and well done.



North East Youth Alliance

Year 3 Highlights

This year has seen the North East Youth Alliance continue to make significant and meaningful contributions to youth work and the youth work sector right across the North East.

Local Partnerships

This year we have supported seven youth partnerships from Northumberland to Middlesbrough and have brought together organisations who share and interest and passion in improving the quality and accessibility of youth work in their areas.

The Durham Youth Network has gone from strength to strength and this year saw the launch of YouthPrint, a strategy for the county which supports collaboration and ultimately an improved offer for young people.

In March, we hosted the second Durham Youth Conference and had more than 120 individuals from 56 organisations across the county in attendance.

One attendee told us: 'I really enjoyed this year's conference, I'm really starting to feel the change. Sometimes you go to these things and there's lots of talk but little action afterwards but slowly but surely the action seems to be happening in County Durham.'



Workforce Development

Through sector consultation and regional and national partnerships, we have created an accessible and relevant workforce development offer which continued to grow and diversify this year. Our offer provides opportunities for everyone from volunteers through to CEOs and we offer a blended approach, combining online and in-person sessions, to ensure continued accessibility and effectiveness in meeting the needs of the youth work sector. 86% of participants told us they can see how to practically implement learning through our workforce development offer.

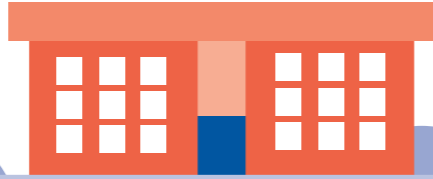
Youth Voice

The Youth Voice Roadshows brought together young people from across the North East. The roadshows took place in Northumberland, Gateshead, Middlesbrough, and Durham, and provided a platform for young people to share their views on their local communities. Valuable insights were gathered using a range of creative consultation activities and were compiled into a report which highlighted key areas of concerns for young people to share with decision makers.

Building on this, the 'Junior Campaigners' project was established, enabling young people from youth groups to collaborate on local campaigns aligned with the roadshow report themes. This initiative empowered them with essential skills in project management, research, communication, and leadership. To date, two groups have completed their campaigns in Birtley and Newcastle, while two more are underway. Through their creativity and passion, young people in the North East are making meaningful contributions and driving positive change within their communities.

Allies Network

This year saw the launch of the NEYA Allies Network which established a network of organisations who are allies and who are committed to the aims, values and principles of the North East Youth Alliance and to provide a way for allies to be able to demonstrate their support of this approach. You can become an NEYA Ally by scanning the QR code.





Membership

We have had another packed membership year full of opportunities for our members and young people. We hosted our biggest and best ever Projects with Pride ceremony at the Grand Hotel, Gosforth Park with over 400 attendees and a record number of nominations! We also ran the Inspire 2022 programme in partnership with UK Youth across our membership and have supported lots of social action programmes across the region as a result!

'Championing our two busiest social action-based programmes, NE Youth have been instrumental in supporting us to reach young people across the region and ultimately support their network to deliver social action. A key proponent of the Inspire 22 project is being able to recruit and work with 'hard to reach' young people, of which NEY's network is uniquely placed to do so.

NEY have played a pivotal role and have been responsible for the wider administration and delivery of both programmes, and with this have brought invaluable regional insights which have been shared with key influential decision makers including young people and youth workers in national conversations.

With the support and guidance from NE Youth, we have seen those young people engaged on both programmes expertly demonstrate event planning, budgeting, and team work – and not to mention building inspirational partnerships with local businesses, MP's and key community members to make their events and campaigns a reality!

UK Youth

OPPORTUNITY

"We value our membership to NE Youth and feel supported and involved with a positive youth charity who support organisations and young people in the region."



100%

rated Membership events as either excellent or very good

100%

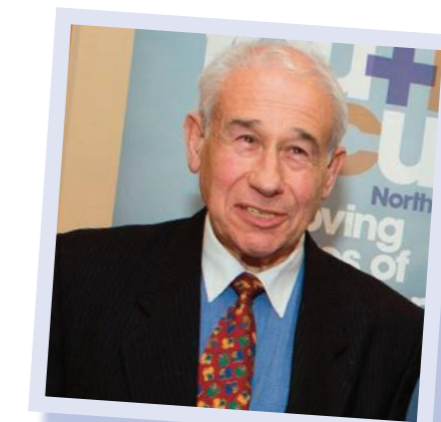
rate the level of support received as members as either excellent or very good

"It's being part of a bigger movement for youth and the benefits that brings, endorsement, known and trusted. Access to training, advice and support."



Remembering Nigel Voules

We sadly lost Nigel Voules, our former CEO, in 2022. Nigel was CEO for an amazing 36 years and during that time impacted the lives of countless organisations and young people. Nigel was not from the North East but he was soon taken in to the hearts of the membership network and became a well-respected leader in the sector. He retired from his post in 2009 but was still very actively involved with a number of organisations right up until he was diagnosed with Alzheimers in 2017.



He will be sadly missed but his legacy lives on and we were proud to rename our Keystone Awards to the Nigel Voules Keystone Awards at our Projects with Pride ceremony in November.

Corporate Events and Sponsorship

2022/23 was a fantastic year for events, as we strengthened our fundraising events calendar and continued to build positive relationships with our supporters and sponsors. Thanks to the generosity of incredible individuals and businesses supporting our work, this year we raised £127,575 to support our work with young people across the North East.

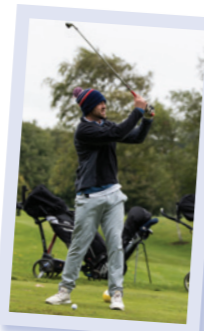
Clay Pigeon Shoot £62,000

On the 8th and 10th of July we hosted our Corporate Clay Pigeon Shoot and John Shallcross Memorial Shoot at the stunning Hulne Priory in Alnwick, Northumberland. The Shoot is one of our longstanding fundraising events. This year was a huge success and we raised an incredible £62,000 net of all costs. The event was sponsored by Northumberland Estates and Story Homes, with supporting trap sponsorship from Bradley Hall, JR Holland Food Services, R Thornton & Co, Lindisfarne Homes and The Inn Collection Group.



Golf 2022 £5,000

Returning to the Prince Bishops Golf Course at the Ramside Hall, our Annual Golf Day on the 30th September raised an incredible £5,000 net of all costs. The rainy weather did not dampen the spirits of the 23 teams who had entered! A huge thank you to our main sponsors Nichol Associates for their support, our prize hole sponsors Arian EMS and to Vertu BMW Sunderland for the generous donation of the use of a car for the weekend.



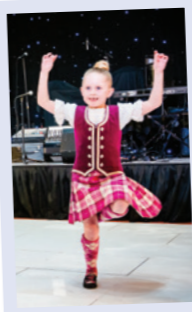
Great North Run 2022 £10,250

On the 11th September 2022, thirty-five NE Youth supporters participated in the Great North Run, with one collective aim... to raise vital funds for NE Youth. Included were a number of staff who work for our longstanding and loyal supporter, The Inn Collection Group. The individuals collectively raised £10,250, which is an incredible amount of money that supports our work with young people.



On Saturday 12th November, the British Drilling Association hosted their annual awards and presentation evening at the Hilton in Gateshead. The Awards change location every year, and this year NE Youth were invited to be the charity recipients of the fundraising activities at their 2022 Dinner in the North East. Over £2,000 was raised on the evening, which is a generous sum of money that will contribute to our activities for young people across the North East.

Drilling Dinner £2,000



NE Youth's Annual Burns Night Ball on Friday 27th January raised an incredible £27,000. The evening was hosted at the Grand Hotel Gosforth Park and featured some incredible performances from NE Youth members Jack Drum Arts, as well as Donna Kimberley School of Highland Dancing, the Robert Whitehead Band and Discography. The event was sponsored by Perspective (North East Ltd.) who went above and beyond to ensure the event was a huge success.

Burns Night Ball 2023 £27,000

Bradley Hall Fundraiser 2022 £20,000

On Friday, 2nd December, Bradley Hall hosted their annual Festive Fundraiser (Bingo Bonanza) at The Fed in Gateshead; for the sole purpose of raising vital funds for 3 amazing charities – NE Youth, Marie Curie and Heel and Toe. Over 700 guests attended the event, who were greeted

For International Women's Day 2023 on the 8th March, NE Youth were proud to be involved in 2 fabulous events that have given our girls life-long memories as well as raising vital funds to support our work. The This Girl Can 5km event was hosted by Newcastle City Council and we invited girls, volunteers and staff from our Newcastle and Gateshead based youth groups to participate. Our participation in this event was made possible thanks to our sponsors Arian EMS.

IWD £1,325

to a champagne reception, Street Food and Bingo Loco. Bradley Hall's target of a whopping £75,000 was achieved. An absolutely awesome achievement – a staggering £20,000 for NE Youth. A huge thank you to the incredible staff at Bradley Hall for their hard work running this event. This money is a huge contribution to NE Youth's operational costs.

Pathways Case Study



We are now in our second year of delivering the Pathways programme, funded by Northumbria Violence Reduction Unit, and we have made significant progress. The programme aims to provide support for young males aged 18-24 who have received a Conditional Caution from the police. Our coordinator meets with the young people to understand any needs or vulnerabilities and offers vital support and signposting to prevent future offences. Via this programme, we have offered a wide range of assistance, including referrals to drug services, housing support information, and guidance for registering with GP services.

One young male referred to our programme shared his personal experiences with substance abuse and alcohol, acknowledging how these factors have negatively impacted his daily life and led to actions that resulted in his caution by the police. We worked with him to deepen his understanding of the effects of drinking and drug use and helped him identify additional mental health issues he was facing.

Recognising the need for specialised support, he asked for further assistance, which we were able to signpost him to. We also supported him to contact Department for Work and Pensions (DWP) to address his Universal Credit claim and job seeking training. We also shared information about apprenticeships available in his local area.

135
referrals received this year

85%
of participants who attended the programme have not reoffended



Thanks to Our Funders



- 1989 Willan Charitable Trust

BBC Children In Need

Bernicia

County Durham and Darlington NHS Foundation

County Durham Community Foundation

Dickon Trust Fund

Garfield Weston Foundation

Hedley Foundation

Joseph Strong Frazer Trust

Netherton Park Trust

NHS North East and Cumbria

North of Tyne Combined Authority (NTCA)
- Northumbria Police and Crime Commissioner

Percy Hedley

Pilgrim Trust

Police and Crime Commissioner For Cleveland

RW Mann Trust

Sir James Knott Trust

St. James's Place Charitable Foundation

The Ballinger Charitable Trust

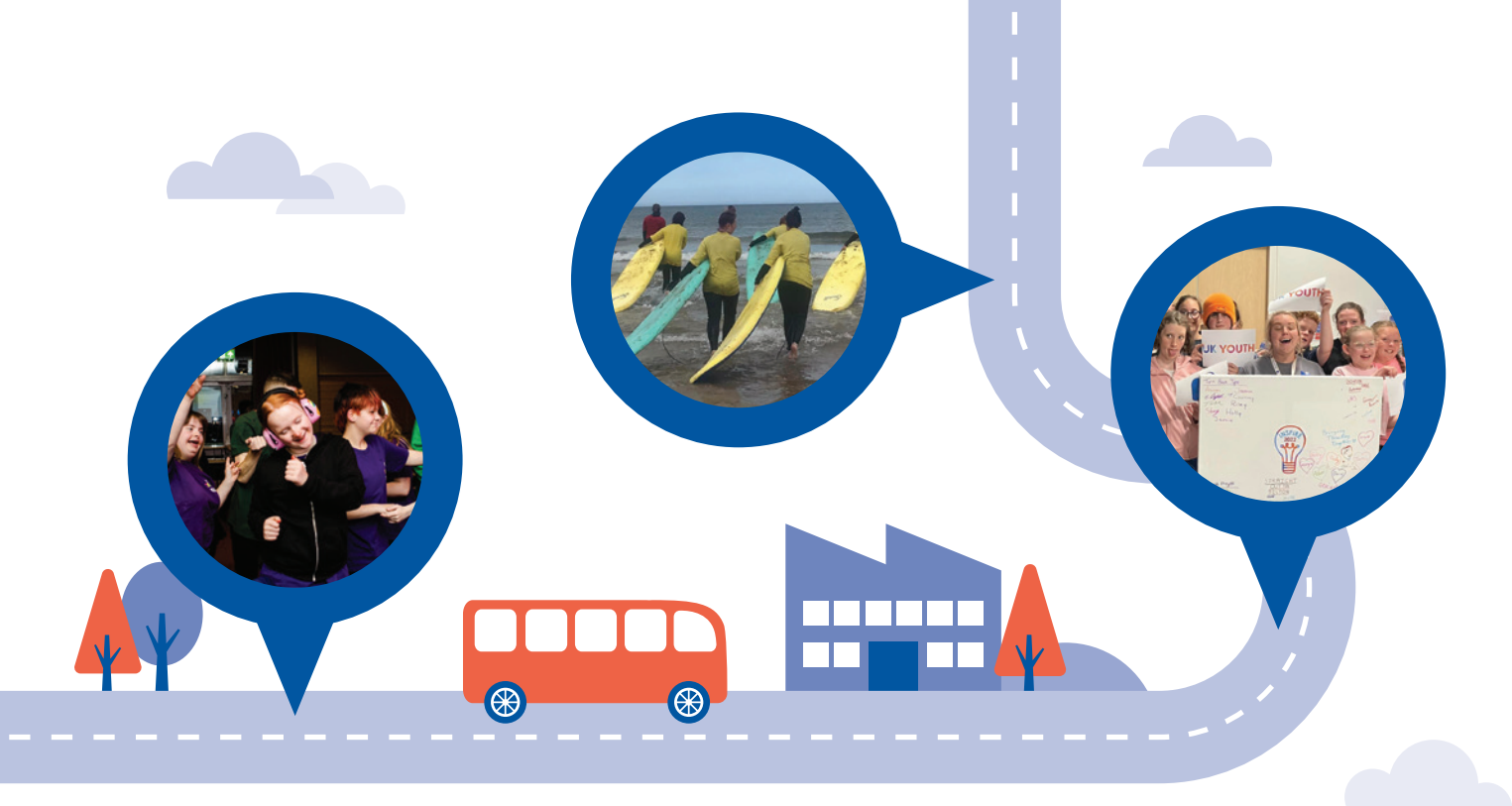
The Barbour Foundation

The Middleton Foundation

Tyne and Wear Community Foundation

Tyneside Charitable Trust





Contact us

If you would like any further information about our work,
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