



Annual Report 2023-24

Making a positive
difference to the lives
of young people

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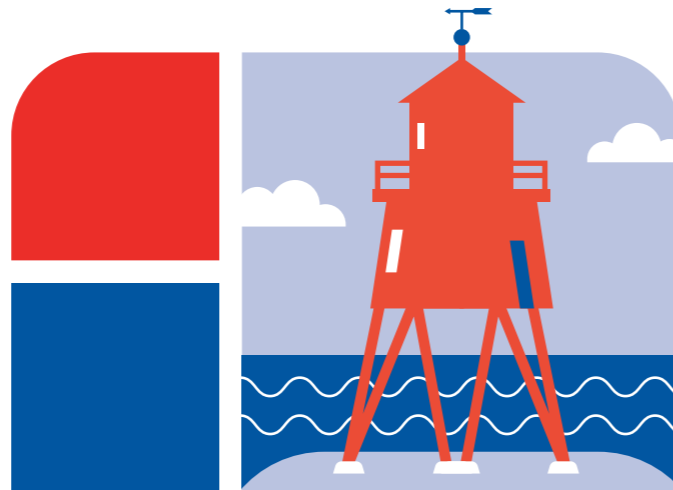
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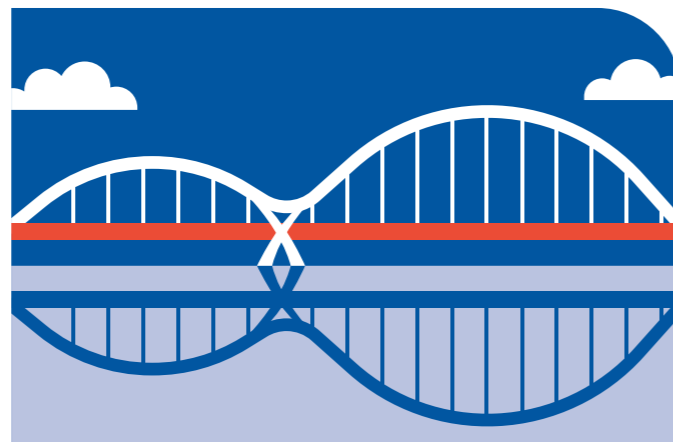
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Hello

Welcome to our annual report covering the period of April 1st 2023- March 31st 2024.



The recent 12-month period has been one of the most significant in the organisation's history. In the autumn of 2023 we completed a merger with the **Northumbria Coalition Against Crime (NCAC)**. This decision was not taken lightly and a period of due diligence was undertaken to ensure that this was the right move both strategically and operationally for both Boards of Trustees. The key question was: could services and provision for **Young People** be strengthened, improved, resourced and sustained effectively? Once complete we were delighted to welcome six new staff into NE Youth who have brought new skills, energy and diversity to our existing team.

Further change has included the retirement of our much loved and respected Finance Manager, Campbell Grant, and we thank him for all his efforts and wish him well for the future. Lindsay Maudling also chose not to return after maternity leave following ten incredible years and many significant achievements with young people. Again, we wish her well. In addition to the new staff from NCAC we have also successfully appointed new team members across our youth work and programmes team who have settled in really well.

At Board level there was a change in chair with Richard Turnbull replacing Martin Cave in this role and we were also delighted to appoint Sheila Alderson and Anne Moyle but sorry to see Rachel Wilson step down.

Our **Youth Work and Programmes** offer continued to grow and strengthen and we introduced not only the **Odysseys Mentoring Programme (OMP)** following

the merger but also **The Enrichment Programme** in collaboration with the National Citizen Service and **The Peer Action Collective** which builds on the incredible work of the previous programme.

Our Strategic and Regional Development Work continues via our own membership offer and the **North East Youth Alliance**. This has included collaboration with the Culture and Creative Sector with the purpose of developing relationships and learning from each other. Some collaborative work with key funders and youth sector partners in relation to joint and key messaging has also been an important feature this year.

Next year's welcome will be written as we embark on the **90th Anniversary** of NE Youth from its inception in 1935 as The Northumberland Association of Boys Clubs. A calendar of events will be released soon with the aim of celebrating the history of our work, engaging young people, and our members and securing new investment.

Finally, I would like to say a huge thank you to all our amazing funders and supporters who continue to place huge trust in us to **make a positive difference** with young people.

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

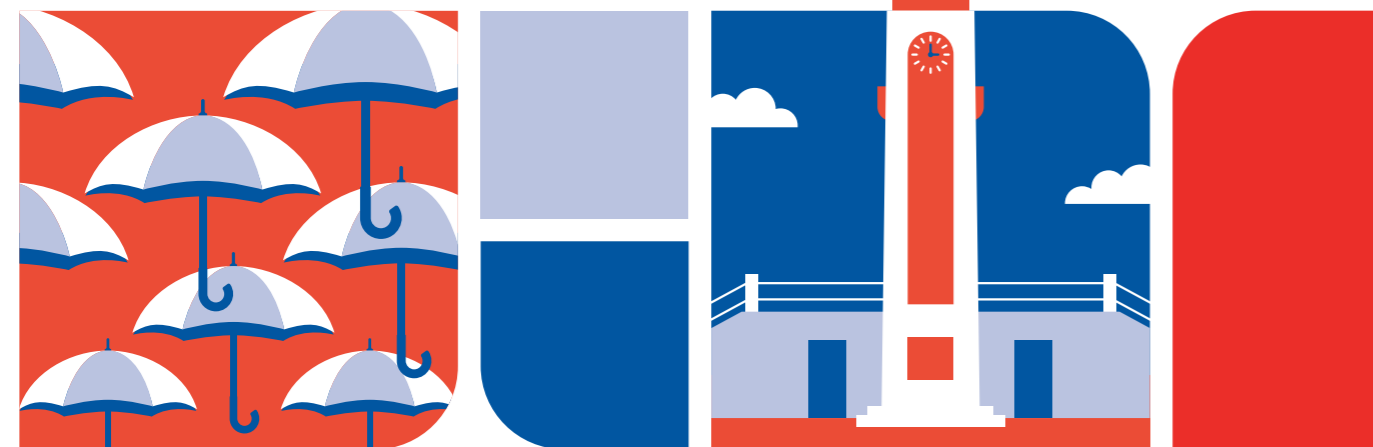
Jon Niblo
Chief Executive

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

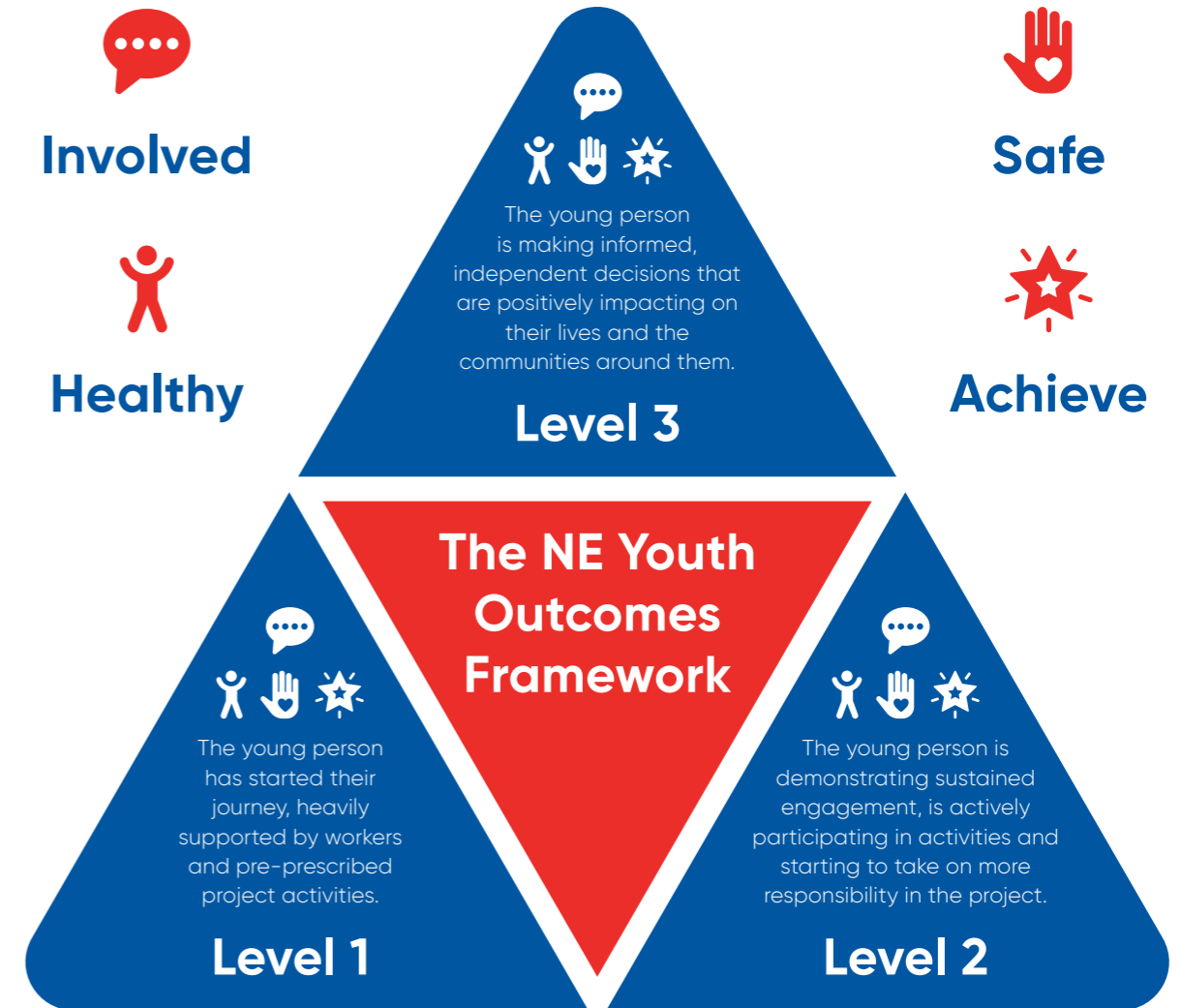
Achieve – young people are prepared for the future and are recognised for their achievements

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



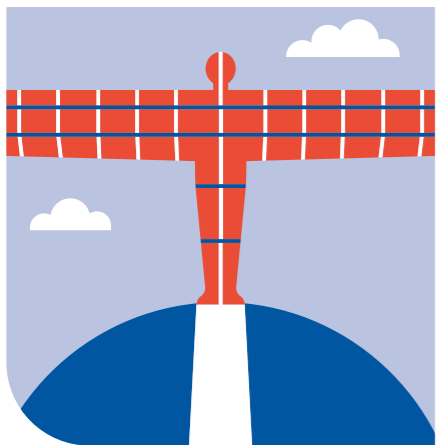
The NE Youth Outcomes Framework is organised into four outcome areas which allow us to support young people to thrive in line with our organisation's vision: All young people in the North East of England have the opportunities they deserve to get involved in their communities, enjoy their lives and achieve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

99%

of young people
feel more involved
in their community

“

“NE Youth
helps people
make friends.”



Involved

O's Story

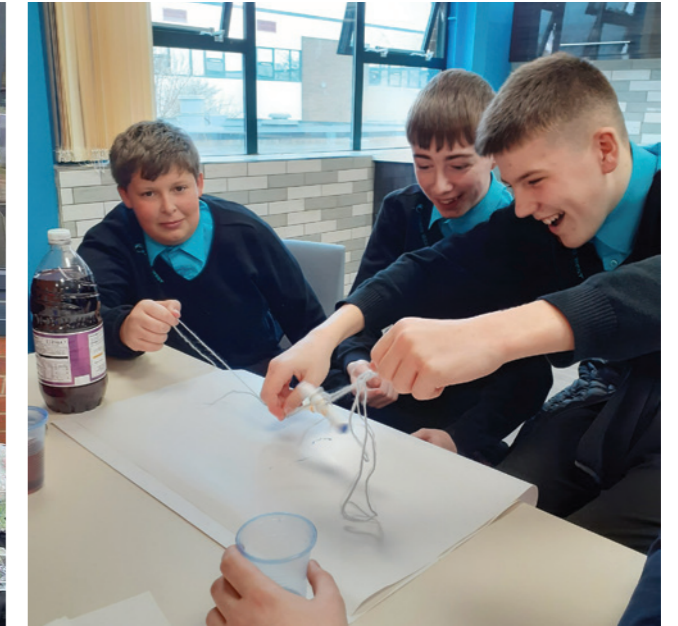
O is 13 years old and has had difficulties in school including spending time in 'isolation' and arguing with teachers. During his time at NE Youth, he has built a brilliant rapport with youth workers and is very respectful to staff. Despite his challenges engaging in formal education, O is eager to get involved in our sessions and attends regularly. He has developed a friendship group and is developing skills and knowledge all of the time.

There is a clear need for him to attend our session and his involvement is clearly having a positive impact on his life.



Bringing Throckley Together 2

In August, we ran 'Bringing Throckley Together 2' which was planned, promoted and 'staffed' by young people. The event had over 150 people in attendance and raised £700! Young people benefited a great deal from increased confidence as well as their ability to interact socially with people they have never met before from their own community.



One young person even brought their own market stall and was selling jewellery, crochet teddies and other creative products which they had made. This gave them a great opportunity to develop business and entrepreneurial skills.

All of the young people developed better relationships with people from across their community.



Healthy

Stress Programme

Young people shared with staff that they were experiencing high levels of stress and anxiety in their lives so staff developed a 'stress programme' which included supporting them to identify what stress is, the types and levels of stress, what can cause stress, stress symptoms and what we can do to reduce stress.

They engaged in different activities designed to support them to reduce their feelings of stress and particularly enjoyed the salt art.

The group also made a TikTok which promoted their ways of dealing with stress.



Healthy Plate Programme

At the Winlaton session the young people love to bake and eat food, however some of them had no real understanding of the importance of nutrients in our food and the impact this has on our bodies. They also had very little knowledge on how to prepare food safely other than washing their hands.

As a group, they decided they wanted to learn more about cooking, balanced diets and food hygiene.

This prompted staff to design a programme which taught them how to build a 'healthy plate' and to have several opportunities to cook and use what they had learnt. They also completed food hygiene training so that they understood how to safely prepare food.

84%

of young people know more about how to keep themselves healthy

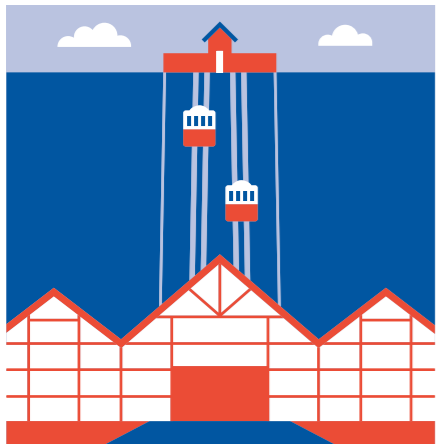
“

“I have learnt best about healthy friendships.”



93%

of young people know more about how to keep themselves safe



“

“I definitely know more about what to do in an emergency.”



Safe

X's Story

X was originally referred to OMP around concerns about possible involvement in County Lines. X also seemed to fight a lot and there were worries about who he was upsetting and why. X has worked really hard on his behaviour and he was selected by staff to be interviewed by the BBC because, although he had been known to carry weapons, or have access to weapons, in the past he now chooses to be an advocate to not do so.

X has come to realise the potential consequences of carrying a knife and that it can have a devastating impact on family and friends, and this is not something he wants to risk.



StreetDoctors

This year we worked in partnership with StreetDoctors which is an organisation dedicated to putting young people at the heart of emergency first-aid. They do this by teaching essential first-aid skills that transform them into true lifesavers within their communities.



The central focus of the session was to tackle the alarming surge in knife crime and its related high number of fatalities in young people and young people were encouraged to ask questions that they may have previously hesitated to pose.

The programme was a huge success and young people not only had fun but also learnt a huge amount of valuable information.



Achieve

M's Story

M participated in the Durham Young Leaders programme. She initially had low confidence so her mother dropped her off on the first day. She hesitated to interact with the other young people during ice breaker activities and even stepped away from some situations. However, as the week progressed, there was a noticeable transformation in M's demeanour.

The course provided her with a supportive and encouraging environment which allowed her to grow and build her confidence gradually.



Through the guidance of the youth workers and the positive interactions with her peers, M began to feel more at ease and secure in her abilities. As the days passed, M's confidence continued to develop, and she started to actively participate in team activities. It became evident that she was no longer holding back but instead taking initiative and contributing to group discussions. By the end of the week, M had made significant progress. Not only was she now interacting confidently with her peers, but she had also reached a level of comfort that allowed her to take the bus to and from the course independently. This newly found independence demonstrated the substantial growth in her self-assurance and adaptability.

Penny's Story

Penny secured a Peer Research Role with NE Youth. During her time in the role, she has already become a natural leader in the group and has also been extremely supportive and helpful towards others. She notices when others feel more shy and quiet and works really hard to establish a working relationship to support her colleagues. Penny is working towards her Level 2 in youth work and has been involved in learning about research and ethics and putting those skills into use through the Peer Action Collective research project on serious youth violence.

Penny tells us that she felt "Somebody like me would never get this sort of opportunity and it's changed me for the better".



86%

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



“

“The key thing is not the destination but the journey and the things we learned.”

Our year in Numbers



3368

young people
directly worked with

41%

increase in
young people



182

members
supported

32%

increase in
members

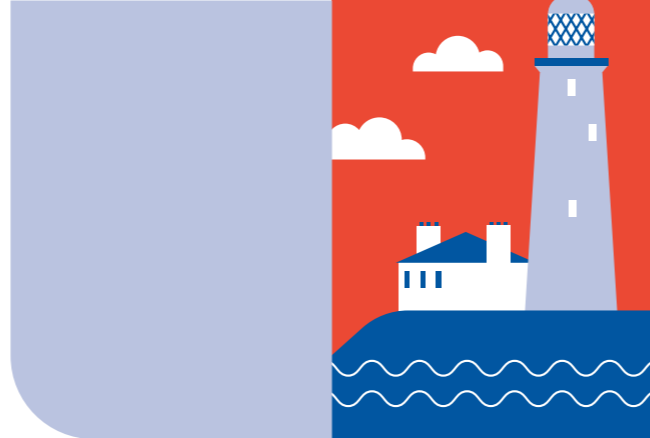


103,785

young people indirectly
supported

3500

young volunteers
across the network



12

local authority
areas covered

793

training
attendances



Case Study

Healing Hearts & Minds

Laura has just finished her 12 week journey with us on the Healing Hearts & Minds programme. She was first referred to us back in October by Newcastle CYPS because of her struggles with mental health. Over the 12 sessions we have worked with Laura on improving her mental wellbeing, introducing her to new coping strategies and specifically supporting her with a lot of the angry feelings she was carrying around.

We first met her in a place where she was unable to regulate herself during angry outbursts and was still trying to understand what had happened to her during her experience with previous trauma. We have seen a massive change in Laura's outlook on life and how she is now choosing to deal with events that happened to her in the past.

Over the past few months, Laura has been finding new ways of tackling situations that would have usually ended in anger.



Laura now says 'I don't think I'm as angry' and 'I just feel a bit lighter'. Laura has been able to set herself goals for the near future which, with the right support, is willingly and confidently working towards. We're so proud of how far Laura has come and we hope that she continues to keep moving forward on her journey.

Here's what Laura said about her time on the programme.

"I think I've had more come from this than the other proper therapies. Thank you for all the help you have given me you've got no idea how much this has changed me as a person and how effective this time around had been after having so many different therapies in my life. You have helped me the most to be the best me I can be."

Case Study

OMP

Josh was referred to OMP due to concerns about him accessing his community safely. Josh was involved in fights and then was being targeted by peers. Josh was reluctant to be supported by a female worker initially however with persistence, Josh began one to one work.

We started to build Josh's confidence by going to new places and trying new activities in his area. Josh was really open to talk about his worries and barriers in his life, and we advocated to different professionals on his behalf. Josh was able to not only reengage in education, but also began a placement in a workplace learning transferable skills.

Josh has started to access the gym and playing pool with new peers, and then was in a position to begin therapeutic support with a female worker.



Josh is now really independent and proactive in enjoying being a young person, and we are so proud to have been a small part of his journey to adulthood.



PAC Hope Hack

Peer Action Collective (PAC) were invited to support NCS in their North East regional hope hack event. This event was designed to bring schools together and hear the collective voice of young people regarding their experiences, views and thoughts on topics impacting them directly. This included: community safety, poverty, education and employment, and physical and mental health.

The group started by supporting table top conversations with young people in the room. PAC then led on the topic of community safety acting as young ambassadors, and facilitated workshops to capture the voices and views of young people.

The group then supported young people to produce a presentation and deliver this back to all in attendance. Feedback from professionals included that the PAC members are an "inspiration" and "will make a difference" to the lives of those they work with.

The PAC group reflected on this event, outlining they initially felt they were diving in the deep end but now have the self-confidence and self-belief that they will make a difference.

School Programmes

We have had a very successful year with our schools work across Newcastle, Northumberland, North Tyneside and Durham. Through our Ready for Life programme, we have worked with a total of 166 young people, delivering workshops on mental health and wellbeing, healthy relationships and confidence building, among other things.

We've seen a positive response from both students and teachers in how we have engaged with them. Some schools have asked us to go back to the school to deliver more workshops, targeting it at smaller groups of students who they've felt need further support. We have also found ourselves in more alternative provision settings which has broadened our skills and encouraged us to adapt and change the programme to fit the needs of the young people.

This year we have also been able to start a lunch time youth group in Benfield School where we see an average of 23 young people every week. We sit with groups of young people every Friday afternoon and deliver engaging games and activities for those who want to involve themselves in the group. We have built strong relationships with the students and teachers.

“

“I learned about how to improve your mental health.”

Young Person



“

“I have enjoyed seeing the boys open up and speak about how they feel.”

Teacher





“

“Projects with Pride just keeps getting bigger and better!”

93%

of members rated our membership events as being very good or excellent

Membership



289

competition entries

93%

of members rate our membership offer as very good or excellent



“

“The networking event was brilliant. It was great to be able to connect with other members and we have already made plans to work together.”

YouthPrint

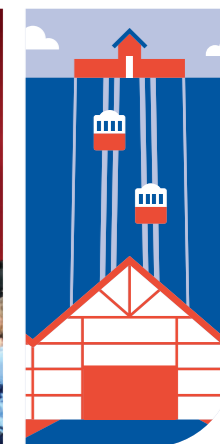
In September, we appointed a YouthPrint Strategic Coordinator, along with a number of Anchor Organisations, across County Durham. This ‘Anchor’ model has been instrumental in developing local networks across the County and they are all working towards the programme’s aims:

1. Lead on the development of a youth-led strategy;
2. Generate an infrastructure and capacity building support for the sector;
3. Advocate and Champion Workforce Development;
4. Drive youth policy development;
5. Be the catalytic agent for youth issues and youth voice across Countywide, Regional and National forums.



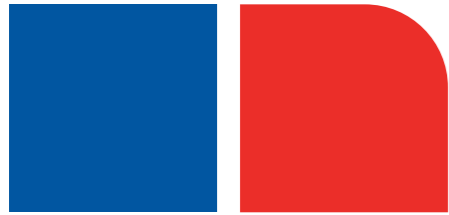
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“Each year it gets better and better and good to see how much progression has been made and gaps being filled/tackled.”



Activities so far include:

- Mapping of services and provision
- Training and barriers needs analysis
- The delivery of an accredited Introduction to Youth Work Course
- Hosting of the third Durham Youth Work Conference



North East Youth Alliance

Year 4 Highlights

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

Thematic Alliances

We have continued to support a range of alliances across the north east and have brought together organisations who share an interest and passion in improving the quality and accessibility of youth work across a range of themes and geographic areas.

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.

Youth Voice

Our work on youth voice continues to develop and this year we have supported a number of Junior Campaigns and launched our Young Inspectors Scheme. We also ran two Youth Pop! events which supported young people to feed in their views on the topics of climate change and the cost of living.

Allies Network

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



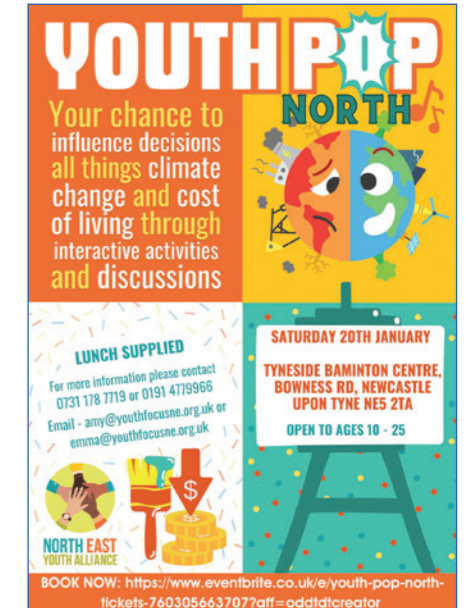
This year we were able to provide an amazing

793

places which benefited

184

organisations!





Corporate Events and Sponsorship 2023-24

2023/24 was another amazing year for events, as we continued to strengthen 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 £141,100 to support our work with young people across the North East.

Clay Pigeon Shoot 2023 £73,000

On the 16th and 18th of June 2023 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 an incredible success, with the highest numbers of team entries to date, and we raised an amazing £73,000 net of all costs. The event was

sponsored by Queensberry Design, Northumberland Estates and Story Homes, with cartridge sponsorship from Perspective (NE) Ltd, and trap sponsorship and support from Northumberland Estates, The Inn Collection Group, Bradley Hall, Mincoffs Solicitors and WL Straughan & Sons. A special thanks also to the Shoot Committee and Bywell Shooting Ground for their continued support.



Golf 2023 £4,000

Returning to the Prince Bishops Golf Course at the Ramside Hall, our Annual Golf Day on Friday, 29th September 2023 raised a fantastic £4,000 net of all costs. The sunshine added an extra layer of enjoyment to the 20 teams who attended. A huge thank you to our main sponsors Arian EMS for their support, our prize hole sponsor Progressive Legal Solutions, and to Vertu BMW Sunderland for the generous donation of the use of a car for the weekend.

Great North Run 2023 £8,000

On Sunday, 10th September 2023, 22 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 £8,000, which is an incredible amount of money that supports our work with young people.

Bradley Hall Fundraiser 2023 £18,000

On Friday, 1st December 2023, Bradley Hall hosted their 7th annual Festive Fundraiser (Bingo Bonanza the Sequel) at The Fed in Gateshead; for the sole purpose of raising vital funds for 3 amazing charities – NE Youth, Brave Hearts, and The Great North Children's Hospital Foundation. Hundreds of guests attended the event. They were greeted to a champagne reception, followed by Street Food and Bingo Loco.

The event was also the perfect opportunity to celebrate Bradley Hall's 35th Anniversary. A whopping £54,000 was raised, an absolutely awesome achievement which meant £18,000 for NE Youth. A huge thank you to the incredible staff at Bradley Hall for their hard work running this event. This money makes a massive difference to NE Youth's operational costs.

Roflow Engineering Christmas Charity Fundraiser £12,500

On Friday, 22nd December 2023, Roflow Engineering hosted their annual Christmas Fundraiser at the Holmside Club in Dunston. This event raised an amazing £12,500 which was donated to NE Youth. A huge thank you to Roflow Engineering for hosting such a fantastic event.

“

NE Youth provide an outstanding multifaceted service to the regions younger generation. ROFLOW are very proud to appreciate NE Youth's terrific work and acknowledge our own responsibility.”

Tom Robson BEM,
Managing Director
ROFLOW



“

“After many years of supporting NE Youth, we feel Northern Garden sheds are now in a position to do more and give more back to our local area and NE Youth is a charity close to our hearts that provides the perfect platform for this.”

**Dave Clayton,
Managing Director
Northern Garden Sheds**

Burns Night Ball 2024 **£21,000**

NE Youth's Annual Burns Night Ball on Friday, 26th January 2024 raised an incredible £21,000. The evening was hosted at the Grand Hotel Gosforth Park and featured some incredible performances from NE Youth members Jack Drum Arts, Donna Kimberley School of Highland Dancing, the Robert Whitehead Band and Storm Band. The event was sponsored by Northern Garden Sheds who went above and beyond to ensure the event was a huge success.

IWD 2024 **£1,600**

For International Women's Day 2024, NE Youth celebrated with a Supper Club at The Wood Oven in Wylam. The event, which is now in its seventh year was supported by David Gray Solicitors, meaning all the money raised on the night went directly to the projects that NE Youth run which support young women, and Save the Children Gaza appeal.

Newcastle Gateshead Initiative (NGI) – North East Tourism Awards **£3,000**

NGI not only awarded 17 tourism businesses and individuals, but also donated the proceeds of a huge raffle at the North East Tourism Awards. NE Youth were presented with a cheque for £3,000 to help further our work with young people. Thank you to NGI and to all of the attendees of the North East Tourism Awards for supporting NE Youth.

Thanks to Our Funders

BBC Children in Need

Believe Housing

Brook

**Community Foundation
Tyne and Wear**

**County Durham and Darlington
NHS Foundation**

**County Durham Community
Foundation - Know Your
Neighbourhood**

Dickon Trust

English Gambling Education Hub

Garfield Weston Foundation

Gateshead Council

Henry Smith

Joicey Trust

Joseph Strong Frazer Trust

LGA Foundation

Metro Centre - donation

**National Lottery
Community Fund**

Netherton Park Trust

Newcastle City Council

**Northumbria Police and
Crime Commissioner**

Oliver Wyman Digitalward

Pilgrim Trust

Ponteland Town Council

RW Mann Trust - RW Mann

Scholefield Charitable Trust

Sir James Knott Trust

St Nicholas' Educational Trust

StreetGames

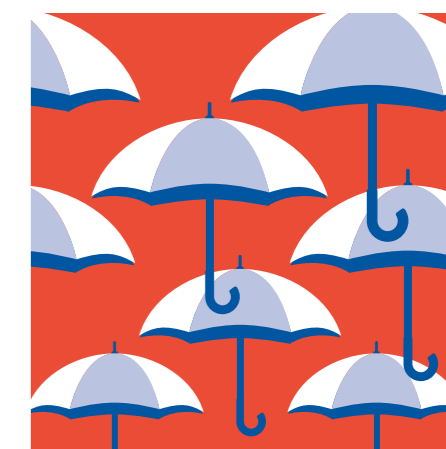
The Key

Tyneside Charitable Trust

UK Youth

**UKSPF /
North Tyneside Council**

VONNE





Contact us

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

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