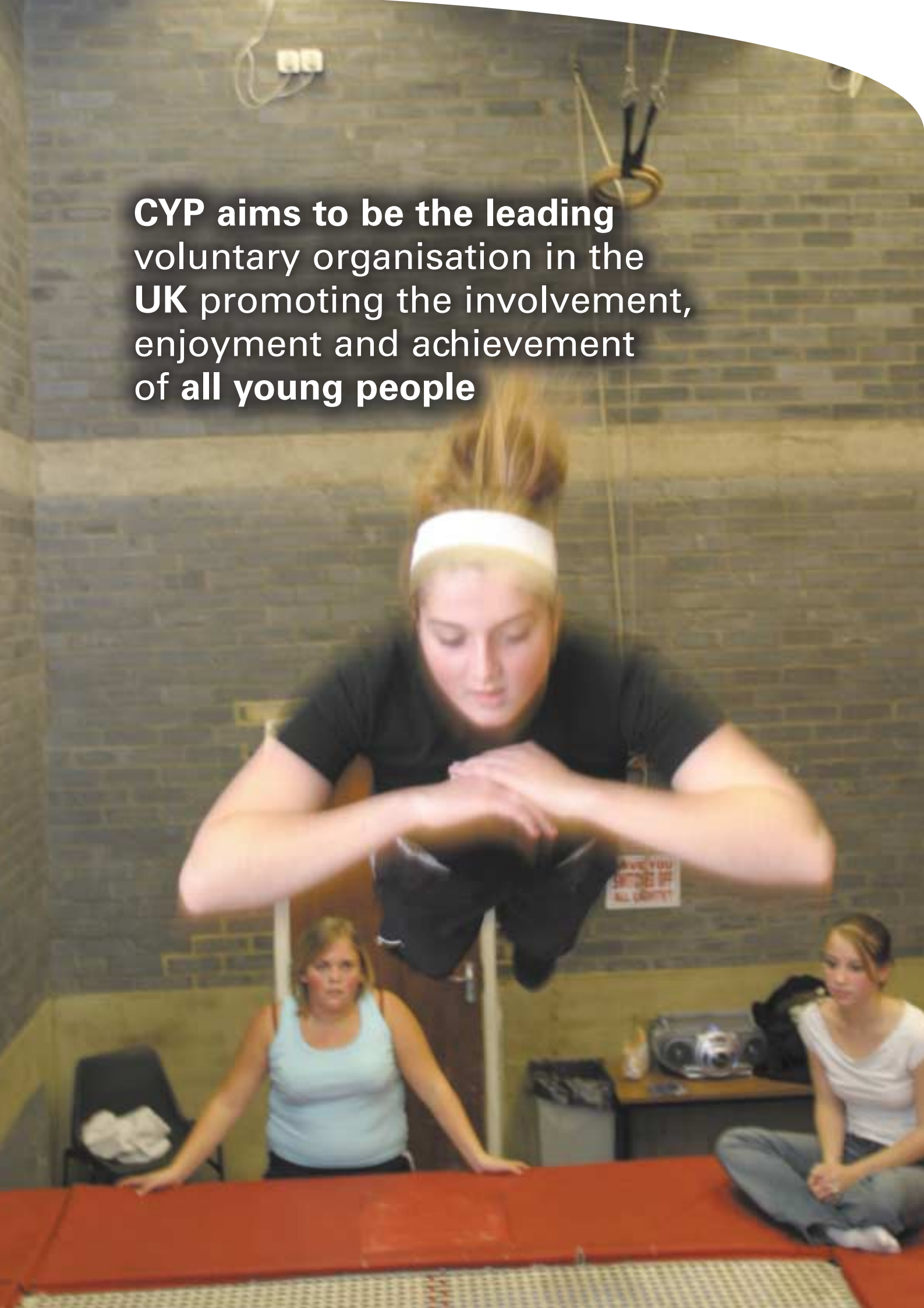


clubs for **young people**  
involve • enjoy • achieve



**Annual Report 2004-5**

**CYP aims to be the leading  
voluntary organisation in the  
UK promoting the involvement,  
enjoyment and achievement  
of all young people**



# Chairman's Report

Young people in the UK anticipate an exciting, challenging and rewarding future – we are committed to helping them. With the launch of the *Youth Matters* green paper there has never been a more important time to champion the important work of CYP.

The success of the 2012 Olympic bid was an emphatic endorsement of thoughtful preparation, total belief and absolute team commitment. Few will mount the Olympic rostrum, but with support young people can grasp the challenges and opportunities the next seven years present.

This year has been a period of reinvigoration for CYP. We have a new and exciting strategic direction with a clear purpose to expand our influence through our work in the voluntary sector.

CYP will continue to engage young people through arts, adventure and activities, providing opportunities for them to get involved, enjoy and achieve in their communities. With a fresh staff structure and an expanded young people's services team, we will develop our support for our constituent organisations and their clubs, projects and services.

CYP will also be exploring further the benefits of working with other organisations and companies that share our commitment to provide young people with the opportunities they deserve. We are extremely grateful for the enhanced support we received this year from the Government, Sport England, commerce, numerous charitable trusts and both old and new individual supporters.

I am pleased to say that CYP continues to benefit from increased voluntary support from constituent organisations in England, together with Clubs for Young People Scotland, Wales and Northern Ireland, all of which are represented on the Board of Trustees which so conscientiously determines CYP's pathway. We also benefit from the active support of our President, HRH The Duke of Gloucester, who enthusiastically visits our constituent organisations to hear more about our work in clubs and projects in the UK.

None of this can be achieved without the commitment, enthusiasm and experience of our network of volunteers and paid staff, and young people themselves. We remain indebted to their enormous contribution.

**Thank you all for your continued support.**



**Steve Webb**

**List of trustees:**

S Webb (Chairman), Dr T Powley (Honorary Treasurer)  
G S Ceaser (Deputy Chairman), W E Leftwich (Deputy Chairman),  
K Birkby, P Boyle OBE, G Cornish, P Curran, D Evans, J Haywood, C Hilton,  
J Hurley JP, T Jones, D King, T Leishman, D Springett, N Voules, J Ward

# Do Somethin' campaign

Providing places to go and things to do

**CYP launched the *Do Somethin'* campaign to involve all young people in inspiring and challenging activities.**

This is:

- Providing opportunities for all young people to make a positive contribution to their local clubs and communities
- Encouraging young people to lead healthier lifestyles through participation in sport and activities
- Offering alternatives to crime and antisocial behaviour that do not make young people invisible

Do Somethin' draws attention to the importance of providing positive places to go and things to do for young people's personal and social development. An investment in good quality services for young people will lead to stable and healthy communities.

CYP is developing local opportunities throughout the UK – widening access and developing participation so that all young people can develop and achieve their aspirations. Over the past year we have seen many young people making a positive contribution to their communities, leading healthier lifestyles, staying away from crime and antisocial behaviour and making the most of their abilities.

## What we've achieved (2004-5)

- Our network provided support and services for over **400,000** young people
- More than **11,000** young people took part in the regional and UK-wide competitions or festivals for a diverse range of sporting activities. Their preparation for these events included working towards Junior and Community Sports Leader Awards.
- **1,460 young people worked towards our Keystone development awards. These formally accredit the varied achievements of young people and provide a structure for valuable community service.**

## Where we're going

CYP's challenge is to take this excellent work to even more young people. Our ambitious plans for the do somethin' campaign stretch from local activities to UK-wide projects, incorporating training, leadership, volunteering, sport and physical activity, tackling issues such as **teenage pregnancy, drugs, crime and antisocial behaviour.**

The Do Somethin' campaign will be supported by practical resources to maximise the impact of the activities, bringing communities and young people together, creating a sense of belonging and developing healthy and positive lifestyles.

**Antony, 18: Drugs is easy money. You see them wrecking and dealing 24/7 on the streets looking nice and fancy. Sometimes it makes me want to give up my job. But I don't. I put my energy into sport and training and that keeps me going.**



93% of young people see their club or project as a **safe space** in their community



**42%** of young people attend their club or project **more than twice a week**

# More Than Just a Club

Building quality into the work we do

**More Than Just a Club is CYP's campaign to celebrate and support all those who work with young people.**

This is:

- Building expertise in those who work with young people, providing resources to develop quality services
- Sharing best practice in work with young people
- Ensuring equal opportunities for everyone, meeting the needs of young people wherever there is a gap

CYP's network combines a UK presence with a grassroots knowledge of local communities. With support from 45 autonomous county- and city-based organisations we are able to react to and influence policy.

Local clubs and projects already make a huge difference in the lives of young people. More Than Just a Club will enable these crucial services to develop quality, structure and purpose in all their work so they can be even more effective for young people.

## **What we've achieved** (2004-5)

- More than 100 clubs and projects worked towards CYP's Quality Mark accreditation – gaining a formal standard of quality to raise their external profile and support growth.
- CYP produced the popular SAP Pack – brimming with activity ideas and resources to help local clubs and projects use sport as a tool for work with young people.
- **CYP led a research project in clubs throughout South Yorkshire, examining the best ways to engage young people in sport and physical activity and help them develop. The results far exceeded the Government's targets.**
- **CYP held a UK conference with representatives from across our network, identifying and addressing key components of quality in work with young people.**

## **Where we're going**

More work is planned to renew and develop our resources, ensuring that those who work with young people have the support they need,

CYP is a lead member of the newly-formed Youth Sector Sports Development Unit. Having established ourselves as the UK's leading voluntary provider of youth sports we are working with other organisations to shape the way services engage young people through sport and physical activity.

CYP will be using the influence we have developed to build successful partnerships and take on a greater representative role.

CYP is launching a regular e-zine service, providing a news bulletin brimming with ideas, resources and discussion for everyone who works with young people.

**After being kicked out of home Alicia spent time in a series of hostels before she became pregnant at 17. She came back to her local youth club aged 18, and has got involved in youth work training. Alicia's aspirations are to go to university, have a long-term relationship and a job she enjoys.**

# The Big Exchange

Engaging and listening to young people

***The Big Exchange is our campaign to ensure that all young people have a voice in their communities and beyond.***

This is:

- Creating young people's forums and leading campaigns on the key issues they raise
- Holding young people's conferences and facilitating a young people's manifesto
- Developing electronic communications with young people and volunteers

CYP is developing the big exchange for young people and all those who work with them, ensuring both within our network and externally that young people are fully involved in decision-making processes at all levels.

A critical part of the campaign is engaging young people who lack the confidence or opportunity to make their voice heard, and trying both to raise their confidence and represent their interests.

## **What we've achieved** (2004-5)

- CYP launched the Under the Hood campaign to challenge the media's negative representation of young people as 'yobs' and 'hoodies'. Many young people, practitioners and voluntary organisations joined the campaign, raising awareness of the positive contribution young people can and do make in their local communities.
- CYP worked with Brunel University on a major research study focusing on things to do, staying safe, and enjoying and achieving. Young people gave their views about the value of their local club or project. Some key findings from this research are summarised in this report.
- **CYP produced a participation toolkit to help clubs, projects and services engage young people and involve them in decision-making throughout the organisation.**

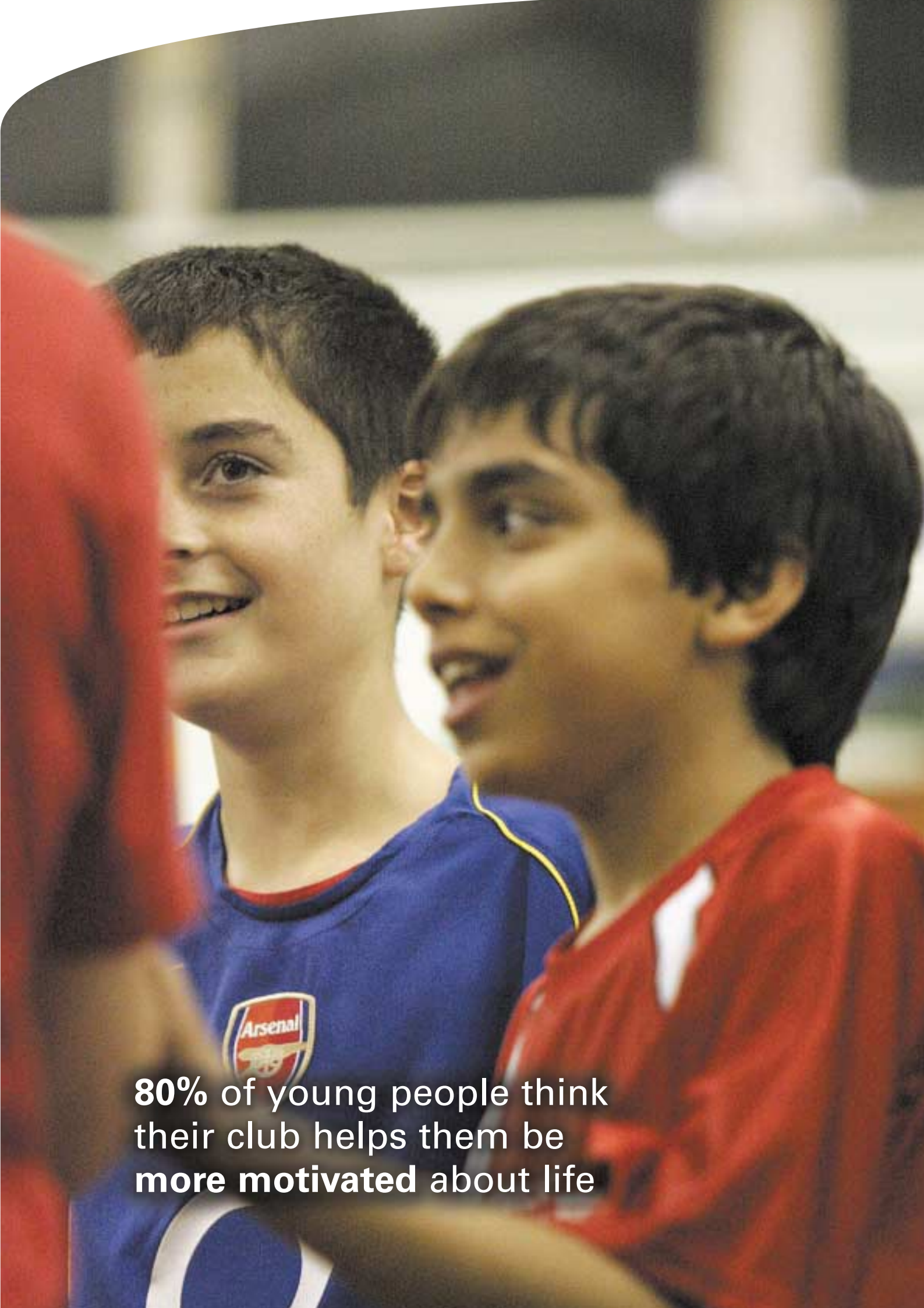
## **Where we're going**

Through forums on the website and young people's forums throughout the UK, CYP will continue to gather views, to listen and discuss with all those who have an interest in meeting the needs of young people.

CYP's new website will also create the UK's online community for everyone who works with young people – a central reference point for sparking discussion and sharing resources.

CYP will continue to take a lead to represent our network and influence the development of services for young people. With the introduction of the Youth Matters green paper it is vital that we continue to promote the value of the youth club as a safe, positive place for young people to go, and an integral part of local opportunities for young people.

**Kate, 17: When I joined the group I was dead shy – I was afraid to look people in the eye. Now a year later I'm Club Ambassador. I've even been to the House of Representatives in America to speak for young people in my county.**



80% of young people think  
their club helps them be  
**more motivated** about life

# Supporting local clubs & projects

More opportunities for young people

**THE BASE** was 'Club of the Year' in Hampshire and Isle of Wight. Based in Hook, the club is open five nights a week, offering activities such as DJ-ing and arts competitions. Up to 100 young people attend each session, supported by professional staff and volunteers.

**DAYHULME YOUTH CENTRE** in Manchester ran a 'virtual baby' project, giving young women a preview of motherhood. They recorded their thoughts and feelings as they struggled to keep their baby safe, healthy and happy. The project was accredited through CYP's keystone awards.

**SILEBY YOUTH CLUB** was set up last year to provide activities for young people in a Leicestershire village. Starting with a once-a-week club last April, the project has grown to open three nights a week. Antisocial behaviour in the village has been markedly reduced.

**TWICKENHAM BRUNSWICK CYP** offers arts, IT and sporting activities five nights a week. The project is renowned for expert boxing and table-tennis coaching. On Saturdays there is a club designed specifically for people with disabilities, making sure that everyone is involved.

**THE HUNSLET CLUB** involves 108 school-excluded young people each day in a scheme offering life skills and vocational training. This covers everything from bricklaying and IT to sex education and beauty therapy. The project is accredited through the Open College Network.

**SUGAR AND SPICE** is a club run by young women for young women in Wolverhampton. The 50 members are supported by trained volunteers to set their own activities. These have included making candles, a Ready, Steady Cook contest and even camping under the stars in France.

**CENTRE 63** in Merseyside has been working with young people to brighten their local landscape. They have completed several murals, many based on the Lake District where they took part in personal development residentials. Other murals were inspired by trips to the beach and aquarium.



# Working across the UK

Achieving positive outcomes for young people

**CYP's network provides safe spaces where young people can relax and socialise, but also develop skills, grow in confidence and achieve their aspirations.**

In 2004-5 there was a rich variety in the work taking place across the UK. Some organisations developed the infrastructure of work with young people in their area. Sussex CYP, for example, developed a hub for young people's services. Funded through Connexions, they created a central point for local services to access resources, activities, training and support. Alongside this capacity-building work, there was a diverse range of projects taking place to help young people get involved, enjoy and achieve in their communities.

## **Stay safe**

Essex: The RESPECT project launched to reduce crime and improve quality of life among young people. A partnership with Connexions and the local Crime and Disorder Reduction Partnership Group, the four-month project used outdoor activities, life-skills training and a week-long residential to engage young people in a local club and involve them in the Duke of Edinburgh's Award Scheme.

## **Be healthy**

Oxfordshire: The popular MOTIV8 project continued to promote sport and healthy lifestyle choices to more than 160 young people in 2004-5. Every activity session was carefully planned to include issues such as sexual health, nutrition and drug awareness, helping young people make positive life choices. Funded by the Football Foundation, Motiv8 also provided accredited training and qualifications for 40 community sports leaders.

## **Make a positive contribution**

Greater Manchester: The innovative YOUNG ROOTS project enabled young people to explore the heritage of youth work in Manchester over the past 100 years. Young people were able to take part in storyboard- and script-writing, filming, directing and editing. They learned to work together as a team on an educational project which provided a great service for their community.

## **Enjoy and achieve**

Hertfordshire: Twelve animation projects brought difficult issues to life for young people in rural village youth clubs. The subject for each animation film was chosen by the young people, focusing on tough subjects that many had experienced, such as suicide and drug abuse. Experts in those fields led discussions and workshops, and professional animators helped young people create models and an animated show to explore the issues.

## **Achieve economic wellbeing**

Bristol: Young Bristol ran an innovative project to support young people who had excluded themselves from school, due to a range of pressures such as bullying and family breakdown. The 13-week project enabled young people to work towards achievement awards, giving them an alternative route into employment. One person managed to win a work experience position in a legal office where many graduate students struggle to get a placement.

# Under the hood



This is good news! Young people here have met with the Editor of Nottingham's Evening post - and a raft of measures have been agreed including consultation when reporting on youth matters, training for young people, support with the youth magazine and a monthly youth page on the Evening Post!

## Challenging a negative press

CYP launched the Under the Hood campaign to counter the use of words such as 'yob' and 'hoodie' by a media becoming increasingly negative about young people.

Representing both young people and everyone who works with them, our campaign message is that it is both unfair and unproductive to dismiss young people with degrading labels.

## Taking a closer look

There are no excuses for some of the many examples of antisocial behaviour reported by the press, but there are usually reasons. The use of labels such as 'yob' and 'hoodie' denies the existence of these reasons.

## Engaging not excluding

Offending among young people often stems from the feeling of being marginalised, whether by parents, school or society in general. Using negative labels simply excludes young people further, making them more likely to re-offend.

## CYP's response

As a network of clubs, projects and services, CYP provides alternatives to crime that engage rather than exclude young people. Our work removes barriers and divisions in communities, demonstrating the positive contribution young people can and do make when they receive the support and encouragement they need.

CYP sought to influence the media with this positive, balanced view of young people by harnessing support from our network and other organisations working with young people.

This involved:

- Writing to local MP's, asking for support in challenging negative media labels
- Holding an online petition to record support from individuals and organisations
- Equipping members of CYP's network to represent Under the Hood to media
- Making our message heard in national media, eg, PR Week and The Sun Online
- Launching 'Good in the Hood', where young people and youth workers wear 'hoodies' to carry out community service.

**70%** of media stories about young people are **negative**  
**1 in 3** stories focus on **crime** \*

\* Source: Young People Now 'Positive Images' campaign

# The value of CYP's work

A research study by Brunel University

**In 2004-5 CYP commissioned Brunel University's Department of Education to undertake a major research study to examine young people's experiences as members of CYP's clubs and projects. The aim of the study was to evaluate the impact of attending a club or project in three main areas: 'things to do', 'staying safe' and 'enjoying and achieving'.**

The report yielded significant quantitative and qualitative evidence to demonstrate the positive effect on young people's lives. The researchers concluded the report with this acknowledgment:

*We believe that our data indicate a powerful case for the value of youth work as an informal educational practice with young people. We were struck throughout by young people's own accounts of its importance to their lives and its potential to contribute significantly to their personal and social development.*

Here are some of the key findings from the numerous facts and figures in this detailed report.\*

**93% of young people see their club as a safe space in their community**

Young people value simply having somewhere to go and relax with their friends. This is the primary reason they attend in the first place – it is more important than the activities offered. For many, their club or project is their only safe space.

**42% of young people attend their club more than twice a week**

**44% of young people would go more often if their club were open more**

The familial commitment behind these figures demonstrates how valuable clubs and projects are to young people and to local communities. More than a safe space, they give young people somewhere to belong. While it is vital that clubs offer opportunities for young people to develop and achieve, it is important to note that a basic club with a minimum of activities is still providing a service which young people value highly.

**80% of young people think their club helps them be motivated about life**

Clubs and projects offer two key elements to boost the confidence and aspirations of young people. Firstly, structured activities give young people new challenges and opportunities to develop as individuals. Secondly, youth workers have the freedom and expertise to support young people as individuals. This voluntary relationship is difficult to develop in a formal environment such as a school.

**84% of young people think others commit crime because they are bored**

**84% of young people think attending their club keeps them out of trouble**

Without places to go and things to do in their local communities, young people's boredom often leads them into trouble. A club or project provides a viable alternative to antisocial behaviour and often gives young people the confidence they need to stay away from crime. For many of the young people interviewed, their club has helped them stick out education or employment rather than earning fast money from drugs and crime.

\* For the purposes of this report, the percentages represent only young people who expressed an opinion one way or the other. For a full copy of the research please contact CYP, 371 Kennington Lane, London SE11 5QY.

# Raising CYP's profile

## What we've achieved

In 2004-5 CYP launched a new corporate identity and strategic direction, working together to focus the services we provide for young people and demonstrate the positive outcomes they achieve.

These changes give CYP a solid platform from which to launch an invigorated fundraising campaign to support our valuable work throughout the UK.

During the year CYP's income was strengthened by sizeable, repeat grants from the **Department for Education and Skills, Sport England** and the **Garfield Weston Boys' Club Trust**, all of whom continue to be impressed by the quality of CYP's work. **Gillette** extended its unbeaten 59-year run, sponsoring CYP's inter-county football tournament.

Grants of more than £10,000 were also received from:

*The Sandiford Legacy, The Community Fund, The Henry Smith Foundation, The Dulverton Trust, Lloyds TSB Foundation, Barclays Foundation and CHK Charities Limited*

## Where we're going

In 2005-6 CYP will hold a Prize Draw, raising unrestricted income to support our services to young people.

CYP is launching a new website and e-zine to develop communication and information-sharing throughout our network. Our clubs and projects have been given their own homepages, raising their online profile. The website includes blogs and forums to create an online community for everyone who works with young people.

With a clear strategy and a solid fundraising base, CYP is looking to develop business partnerships with key organisations which have something to offer young people.

## CYP Patrons

### President

HRH The Duke of Gloucester KG GCVO

### Deputy Presidents

His Grace The Duke of Marlborough JP DL

Rupert Hambro

Lord Inchyra

### Vice Presidents

Sir Rudolph Agnew

The Rt Hon Lord Beaverbrook

Lieutenant Colonel Sir Simon Bland KCVO

Anne Cadbury OBE JP DL

Steve Cram MBE

Derek P Harris

Geoffrey Haslam OBE DFC

Kate Hoey MP

Robert P Laurie OBE JP DL

Stephanie Moore MBE

Charles Rawlinson

# Financial activities

This Annual Review is an extract from the Financial Statements of Clubs for Young People for the year ended 31 March 2005. As such it may not contain sufficient information to allow for a full understanding of the financial affairs of the charity. The full financial statements were approved by the Trustees and signed on their behalf on 15 September. The full financial statements have been submitted to the Charity Commission.

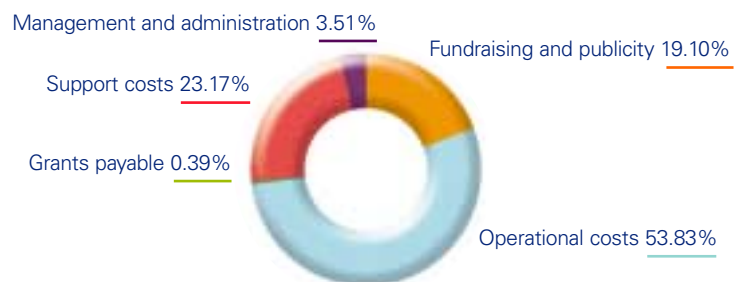
Our auditors Mazars LLP gave an unqualified audit report on the full financial statements on 16 November. For further information the full financial statements, Trustees' Report and Independent Auditors' Report should be consulted and copies of these can be obtained from Clubs for Young People, 371 Kennington Lane, London SE11 5QY; [www.clubsforyoungpeople.org.uk](http://www.clubsforyoungpeople.org.uk)

The results for 2004-5 show a continuing improvement on recent years, to the extent that a series of deficit budgets has been transformed into a surplus of £151,274. At the same time as expenditure has been reduced, income has been significantly increased by a greater degree of success in attracting grants from trusts and other sponsors, thereby improving CYP's reserves. The surplus for 2004-5 is to some degree exceptional and is therefore unlikely to be repeated in 2005-6. Our budget and plan for 2005-6 reflects this.

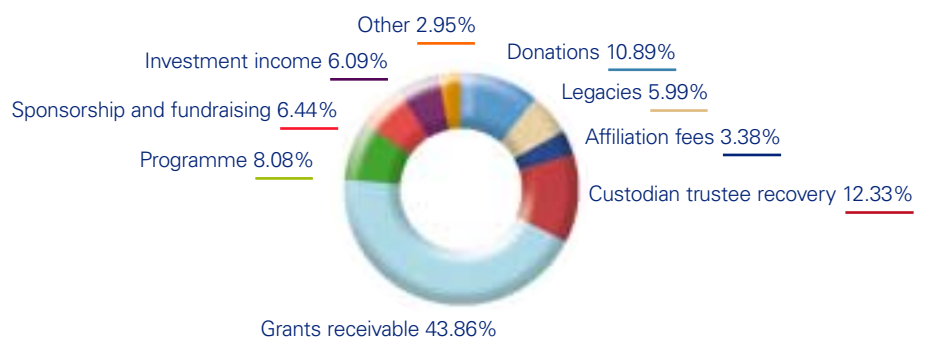
**Dr T Powley,**  
Honorary Treasurer

	<b>2005</b>	<b>2004</b>
	<b>£</b>	<b>£</b>
<b>Income and expenditure</b>		
Incoming resources	1,746,705	1,186,499
Resources expended	(1,595,431)	(1,998,139)
Net incoming / (outgoing) resources	151,274	(811,640)
Other recognised gains and losses		
Realised gains on investments	(22,474)	249,415
Unrealised gains on investments	1,556	44,699
Net movement of funds	130,356	(517,526)
Balance b/f at 31 March	2,207,485	2,725,011
Balance c/f at 31 March	2,337,841	2,207,485
	<b>2005</b>	<b>2004</b>
	<b>£</b>	<b>£</b>
<b>Fixed assets</b>		
Tangible assets	328,527	348,505
Investments	685,495	1,207,619
Net fixed assets	1,014,022	1,556,124
<b>Current assets</b>		
Stock	5,477	5,478
Debtors	104,184	123,730
Cash	1,459,731	992,183
	1,569,392	1,121,391
<b>Creditors</b>		
Amount falling due within one year	(245,573)	(470,030)
Net current assets	1,323,819	651,361
<b>Net assets</b>	<b>2,337,841</b>	<b>2,207,485</b>
<b>Funds</b>		
Unrestricted	1,145,711	839,814
Restricted	134,073	313,311
Endowment	1,058,057	1,054,360
<b>Total</b>	<b>2,337,841</b>	<b>2,207,485</b>

## Resources expended



## Sources of income 2005





Clubs for young people  
371 Kennington Lane  
London SE11 5QY

[www.clubsforyoungpeople.org.uk](http://www.clubsforyoungpeople.org.uk)

Charity number 306065