



Annual Review 2010-2011

# Contents

<b>Introduction</b>	page 2
<b>A message from our Chair</b>	page 3
<b>Thank you</b>	page 4
<b>Club nights</b>	page 6
<b>Additional support</b>	page 7
<b>Sports and arts</b>	page 8
<b>Holiday provision</b>	page 9
<b>Trips and residentials</b>	page 9
<b>Volunteering</b>	page 10
<b>Working in partnership</b>	page 11
<b>Measuring success</b>	page 12
<b>Fundraising</b>	page 13
<b>Financial summary</b>	page 14
<b>Our Board of Trustees</b>	page 15

# Introduction

Carlisle Youth Zone (CYZ) is a brand new venture, the first of five new Youth Zones being built in towns and cities across the North West. We provide young people from the Carlisle area with somewhere to go, someone to talk to, something to do and somewhere to belong. We aim to raise aspirations, develop positive behaviour, encourage healthy lifestyles, and reduce crime and anti-social behaviour.

Modelled on the highly successful Bolton Lads and Girls Club (BLGC), CYZ offers a huge range of activities and opportunities to all young people from Carlisle and the surrounding areas. We provide additional support for young people with disabilities and learning difficulties, and those living in rural areas, to ensure that our services really are open to all.

The idea to build a Youth Zone in Carlisle came from Kingmoor Park owner Brian Scowcroft, who has been a long-term supporter of BLGC, and recognised the huge benefits that a similar facility could bring to Carlisle. In 2008 this was made possible when the Government launched the myplace scheme, to fund the creation of world-class facilities for young people. OnSide North West, a charity led by the former Chief Executive of BLGC, Jeremy Glover MBE, successfully bid for funding to set up five Youth Zones, in Carlisle, Oldham, Blackburn, Manchester and Wigan.

Carlisle Youth Zone has been developed in response to clear demand from young people, parents and communities for more and better places for young people to go. Young people have been involved in every stage of development, from the design of the building and our logo, to the recruitment of our staff team. Together, we are creating a fantastic place which the young people of Carlisle can be really proud of. You can read all about what we offer in the following pages.

# A message from our Chair



## Carlisle Youth Zone is a very special place.

Inside the state of the art building there will never be less than 25 activities on offer, including sports, arts, games, enterprise and more, all for just 50p per visit. As a local businessman who has lived and worked in or near Carlisle all my life, I feel honoured to be Chair of such a fantastic project.

I am privileged to work with a skilled and committed Board to develop a truly world class facility - a "youth-centred youth centre", which adds to and enhances provision for young people in Carlisle and the surrounding areas. The scale and ambition of this project is exciting and bold, and provides a unique chance for us and our partners to do more for young people.

Carlisle Youth Zone has been made possible because of the vision of Jeremy Glover MBE, Chief Executive of OnSide North West, who secured £5 million to put up our fantastic building. However, the building is only the start, and we need to raise nearly £1m per year to meet running costs. We are hugely grateful to our Founder Patrons, Stobart Group and Kingmoor Park, for getting us off to a flying start with our fundraising.

My vision for CYZ is that it offers the very best service to all young people, ensuring they have somewhere to go, something to do, and someone to talk to. Everything we do is in response to local need, and our Young People's Development Group has told us how these needs should be met. We will ensure that young people remain at the heart of everything we do, shaping and directing what CYZ becomes, and we will work with partners in the community to achieve more together.

As we look forward to our first year of delivery, I would like to thank my colleagues on the Board, our funders, staff team and volunteers, OnSide North West, and of course all the young people who will keep us on track. I look forward to reporting again in a year's time on what we and, most importantly, our members, have achieved.

David Allen, Chair

There was **nothing** to do in Carlisle...we wanted to find **something** that we could do in the city that was for **young people**, and the idea of a **youth zone** came from this beginning!

Young People's Development Group

**£566** The cost of supporting one young person to attend CYZ for a year. A young person can attend every week of the year for just **£31**.

# Thank you...

Without the generosity of the following supporters, Carlisle Youth Zone would never have become a reality.

We are enormously grateful to them all.



Benfield enjoy the journey



MAYOR OF CARLISLE'S CHARITY FUND 2010/2011



Our thanks also to the various individual donors, too numerous to mention.

# Club nights

## Junior and Senior Clubs

CYZ is open to all young people aged 8-21 (up to 25 for those with disabilities), with 8-12 year olds attending Junior Club, and 13-25 year olds attending Senior Club. Young people pay £5 for a year's membership, and 50p each time they visit the Youth Zone.

There will never be less than 25 activities available, so there is something to interest every member. The layout of our building makes it easy to see what sessions are happening in each area, so members can see what activities they could be taking part in, and are more likely to get involved themselves.

### Activities include:

- Mask making
- Games consoles
- Dance classes
- Boxing
- Chilling out on the couches
- Getting a meal from the café/tuck shop
- Inventing a new sport
- Pool
- Table tennis
- Table football
- Remote controlled car racing
- Working on a CYZ radio station
- Getting involved in running and developing CYZ
- Developing enterprise projects
- Music room for band practice
- Producing a newsletter
- Break dancing
- Archery
- Climbing wall
- Fitness room
- Gym
- DJ workshops
- Arts and crafts
- Graffiti wall
- Theatre workshops
- Music workshops
- Board games
- Street magic

Loved it, **especially**  
the music room!  
The instructor is so **nice**,  
but so are **all** the staff...  
**Definitely** coming back!

Aidan, Senior Club member



# Additional support

Some young people could struggle to access the Youth Zone, and they are often those who are most in need of our services. We therefore provide additional support for young people living in rural areas, and for young people who have disabilities or learning difficulties.

Our **Rural Outreach Programme** enables young people to benefit from CYZ regardless of where they live. We have negotiated discounted fares on public transport, and we meet and greet young people travelling to the Youth Zone by bus and train. We also work with young people directly in rural communities, using local facilities such as village halls and Multi-Use Games Areas. We engage with young people wherever they choose to congregate, and work with local groups and volunteers to meet their needs without them having to travel far.

The **Inclusion Group** supports young people with disabilities and learning difficulties. An important part of the CYZ ethos is that activities are fully integrated and open to all, so our Inclusion workers are there to support young people during regular Junior and Senior club nights. For those who don't feel ready to attend these, a specific Inclusion Group session once a week provides an opportunity to get to know the CYZ facilities, our team, and one another, and to develop the skills and confidence to attend club nights when they feel ready. Our focus is on developing skills and resources for independence, and reducing reliance on support, wherever possible.



**1,015**

the number of young people engaged through our Rural Outreach Programme in the six months leading up to CYZ opening.

# Sports and arts

Sports and physical activities are a key part of our provision for the young people of Carlisle and north Cumbria. Taking part in sports helps to improve fitness and body image, and we make clear links to other aspects of healthy living such as stopping smoking and eating a balanced diet. We also use sports to build confidence and team working skills, and use achievement in a sporting context to encourage young people to raise their aspirations in other areas of their lives.

Arts activities are also an integral part of CYZ's provision, ranging from small scale craft activities to photography, music, graffiti art, dance and drama workshops. We use arts to improve confidence and self-esteem, encourage creative thinking, and give young people a new way to express themselves.

In both sports and arts provision, we offer tasters and a chance for young people to try something new. For those who discover a strong interest or talent, we will work to nurture this, and will also signpost young people to existing local groups where they can develop further in their chosen area.



# Holiday provision

In school holidays we offer longer opening hours so that young people can attend the Youth Zone for the full day. This summer we are open 8:30am to 5:30pm every day for three weeks, and we are seeking funding to extend this to every week in the future. This is a vital service, which for some parents will allow them to work and earn money for most of the holidays, rather than having to give up their jobs and lose their income to look after their children.

# Trips and residentials

We will provide trips and residentials away from the Youth Zone to complement the activities available in the building. These will be designed in consultation with the young people involved, so activities are tailored to group and individual needs, and provide the young people with opportunities to develop specific personal and social skills.

I like the **gym** and the **climbing wall**

Chloe, Junior Club member



**309** The number of CYZ members signed up before we even opened!



# Volunteering

Volunteers are fundamental to the success of CYZ, and without their support we would not be able to provide services on the scale that we do. We have had a fantastic response from the people of Carlisle, with the numbers signing up exceeding all our expectations, even before the Youth Zone officially opened.

For some volunteers, helping at CYZ is a step towards a new career in working with young people. This is helped by the comprehensive training course all volunteers undergo, which includes specific modules on youth work, safe working practices, and child protection. Our first four cohorts of volunteers were trained by Young Cumbria. For others, it is simply an opportunity to give something back to the community. For the Youth Zone members, there is huge value in knowing that volunteers are there to help out simply because they want to be there, and for many young people this will inspire them to volunteer themselves.



Can't wait for CYZ to **officially** open, to meet even **more** people and to get **involved** with the young people to start **really** making a difference!

Claire, volunteer



# Working in partnership

We are committed to working in partnership with other youth organisations, to ensure that our provision is filling gaps rather than duplicating existing services, and to share experience and best practice between organisations.



## Some examples of our partnership approach include:

- consulting with organisations including James Rennie Special School, Carlisle Mencap and Whizz-Kidz, on the best ways for the CYZ Inclusion Group to meet the needs of young people with disabilities and learning difficulties
- offering organisational memberships to local organisations such as hostels and hospices, so that their young people can attend for the Youth Zone without having to pay the £5 annual membership themselves
- engaging with young people in rural areas such as Burgh-by-Sands on the development of our rural outreach and detached programme, to make sure we are complementing existing provision
- attending the Youth Workers Forum - this is particularly important both for keeping in touch with youth work in Carlisle, and as an opportunity for forming partnerships for specific projects or funding opportunities.

**150**

... and counting! - The number of volunteers who have signed up to help out at CYZ.

# Measuring success

It is vitally important that we understand the impact of our work, to make sure that it is achieving our aims and having a positive impact for young people in Carlisle and the surrounding areas.

This helps us to make sure that we are doing the right things, and to change anything that isn't working. It also allows us to show our funders the direct positive impact of their generosity on the lives of young people, their families and communities.

To this end, and as one tool in our kit, we have recently completed the first stage of a Social Return On Investment (SROI) analysis, supported by MB Associates and involving many groups of stakeholders including young people, families, funders, volunteers, partners and staff. SROI looks at cost-benefit at its broadest, looking far into the future, and beyond the obvious participants and beneficiaries. We are delighted to report that the initial forecast shows that for every £1 invested in CYZ, £4 of value will be generated for local communities. As we open our doors and begin working with young people in earnest, we will turn this forecast into a live study, monitoring CYZ's impact on an ongoing basis.

We are **very excited** to be involved with the Carlisle Youth Zone, a **fantastic** project that will bring **immense** benefits to the area

**Paul Southgate,**  
Managing Director,  
Stagecoach North West



**£4**

The amount of value created for every £1 invested in CYZ, according to our Social Return on Investment forecast.

# Fundraising

**It costs around £850,000 a year to run Carlisle Youth Zone.**

About 25% of this comes from public sector sources and young people's membership and entry fees, but we need to raise the rest from the private sector and grant-making trusts.

## Private Sector Support

One of our valued private sector patrons is the transport provider Stagecoach North West. In conjunction with CYZ, Stagecoach ran a bus design competition in rural schools in the area, and a primary school pupil's colourful design now adorns a specially-branded Stagecoach bus which will promote the Youth Zone as it travels along the city streets. Stagecoach is also offering discounted fares to CYZ members, which will greatly reduce the cost of attending the Youth Zone.

## Trusts & Grants

We were delighted that one of our first supporters was BBC Children in Need. They are funding our Inclusion Group, which provides additional support for young people with disabilities or learning difficulties. Their grant means that CYZ can be fully accessible to all young people right from the first day of opening.

**Over the coming year we will also be staging a number of fundraising events:**

## 566 Challenge

It costs £566 a year to support one young person to attend Carlisle Youth Zone, and the 566 Challenge asks local businesses how many young people they can support. We will give competitors one month to raise as much as they can, any way they can (within reason and the law of course!) - and this is a competition! The teams will be pitted against other teams to see who can raise the most - and there will also be a number of other awards to be won.

## Great Cumbrian Run

CYZ has kindly been chosen by Carlisle Leisure as one of the charities for the Great Cumbrian Run 2011, and we are looking for runners to help raise much needed funds.

We will also be asking local people to support us, for example by taking part in sponsored challenges or putting on their own fundraising events - the more unusual and inventive, the better!

We will also continue to seek funding and sponsorship from private sector companies, statutory bodies, and grant-making trusts and foundations.



# Financial summary

For the period 29 December 2009 to 31 March 2011

All figures in £

## Incoming Resources

Incoming resources from generating funds:

	Unrestricted Funds	Restricted Funds	Total Funds
Voluntary income	244,137	37,835	281,972
Activities for generating funds	102,182	-	102,182
Investment income	70	-	70
<b>Total incoming resources</b>	<b>346,389</b>	<b>37,835</b>	<b>384,224</b>

## Resources Expended

Costs of generating funds:

	Unrestricted Funds	Restricted Funds	Total Funds
Costs of generating voluntary income	(49,774)	(1,731)	(51,505)
Fundraising costs	(17,371)	-	(17,371)
Charitable activities	(98,413)	(4,269)	(102,682)
Governance costs	(4,081)	(6,677)	(10,758)
<b>Total resources expended</b>	<b>(169,639)</b>	<b>(12,677)</b>	<b>(182,316)</b>
<b>Net incoming resources for the period</b>	<b>176,750</b>	<b>25,158</b>	<b>201,908</b>

## Reconciliation of Funds

<b>Total funds carried forward</b>	<b>176,750</b>	<b>25,158</b>	<b>201,908</b>
------------------------------------	----------------	---------------	----------------

The above Statement of Financial Activities is taken from Carlisle Youth Zone's first set of accounts. The full accounts are available from our entry on the Charity Commission website ([www.charity-commission.gov.uk](http://www.charity-commission.gov.uk)), or on request directly from CYZ.

The accounts, and this extract from them, cover the extended period from 29 December 2009 (when the organisation legally came into existence) to 31 March 2011. No services were being delivered in the new Youth Zone building during this period, but our staff team were carrying out extensive consultation and other activities with young people in other locations during this time.

My son went  
tonight for the first  
time, he loved it -  
**thank you**  
**all so much**

Gill, mother of Junior Club member

# Our Board of Trustees

## Founder Directors



**Brian Scowcroft**  
Chair and Owner,  
Kingmoor Park



**William Stobart**  
Chief Operating Officer,  
Stobart Group



**Andrew Tinkler**  
Chief Executive Officer,  
Stobart Group

## Directors

**David Allen, Chair**  
David Allen Chartered Accountants

**Peter Stybelski, Vice Chair**

**Mike Gibbons**  
Chief Executive,  
Richard Rose Federation

**Robin Brown**  
Founder and Chief Executive,  
System Training

**John Mallinson**  
Councillor for Stanwix and Irthington,  
Cumbria County Council

**John Wilson**  
Managing Partner,  
Baines Wilson LLP

**John R Ashton CBE**  
Director of Public Health and County Medical Officer,  
NHS Cumbria

**Natalie Ruane**  
Partner,  
Burnetts Solicitors

**Caroline Sutton**  
Assistant Director for Schools and Learning, Children's Services,  
Cumbria County Council

