



OnSide
Here for young people

RECRUITMENT PACK

HEAD OF PARTNERSHIPS AND DEVELOPMENT

CARLISLE YOUTH ZONE



JOIN US

It is a complete privilege to lead Carlisle Youth Zone (CYZ), and I am delighted that you are considering joining us.

The Head of Partnerships and Development role is a refocused function within our Senior Leadership team, funded specifically by the OnSide Foundation to strengthen our financial sustainability through growth and diversification. The purpose is clear; to enable us to sustain and enhance our impact with and for children, young people and families across Carlisle.

The timing of this funded role couldn't be more crucial. Over the last year we have seen a 16% growth in our membership, with almost 3000 young people currently choosing to be part of the CYZ community. And we know our members well, enacting our 'no child missed' philosophy alongside our substantial reach means we see our members as the fun, bold, visionary, courageous and kind young people that they are. But we also see that they are navigating an ever more complex tapestry of challenges including the cost of living crisis and financial instability in homes, worsening mental health and wellbeing, pressure to succeed in a fast-paced and uncertain landscape, and an increasing backdrop of inequality.

They tell us that the consistency and reliability that CYZ provides as somewhere safe to go, with trusted adults to talk to, and a range of fun activities and experiences to take part in is as important now as when we first opened in 2011. We are currently responding through providing 7 universal Youth Club sessions every week (open Monday to Saturday until 8.30/9pm), an after-school gym club, mentoring programme, trips and projects ranging from Young Leaders, enterprise, environmental, climbing and wellbeing. We proudly achieve a lot with the resources we have; we are efficient in our delivery, and are lean in our operating structure. And we have needed to be, with more youth worker time needed to support increasing numbers of young people, alongside a 15% increase in cost-of-living related operating costs, securing the income and partnerships the charity needs to survive has been a whole team effort.

This role, alongside the new Communications Manager post, will inject new capacity and vision to ensure we continue our progress with purpose and at pace.

And there is a robust foundation. Alongside our established pipeline, we have been sowing the seeds for growth and diversification. Some recent highlights include:

- securing our first funded partnership; a 3-year National Lottery Community Fund Reaching Communities grant with Cumbria Family Support, enabling us to **launch a new Strengthening Families project**
- securing NHS (via Cumbria Community Foundation) funding to pilot a small-scale **social prescribing project**, called Nurture Through Nature, in partnership with Cumbria Wildlife Trust
- reaching the incredible milestone 150 businesses / companies backing CYZ through our private-sector **Patron programme**, a wonderful network of supporters who, alongside much needed financial contributions, enhance our offer to young people through projects, mentoring, competitions and work experience

Having joined CYZ myself 18 months ago, I can assure you that you would be joining an organisation that truly delivers on its commitment to a 'One Team' approach; meaning no matter what role you have as part of our almost 90 strong team of staff and volunteers, you will be valued and supported by everyone in the organisation. We also recognise that a diversity of people brings strength to our team, and it is important to us that we achieve a culture where everyone can be themselves and thrive. Whilst we welcome all applications, we especially encourage those from under-represented groups including Black, Asian and Minority Ethnic individuals, people with disabilities, and members of LGBTQ+ community to apply.

I hope this pack and information on our digital medias provides everything you need to understand the role, and consider whether you have the potential to bring what we are looking for. If not, please do reach out, we would be very happy to hear from you. In the meantime, I wish you all the best with your application and I look forward to meeting you during the recruitment process,

Caroline Taylor-Beswick
Chief Executive



ROLE PROFILE

POST: Head of Partnerships and Development

REMUNERATION PACKAGE: £40,000

25 days holidays & bank holidays; 6% matched contribution pension; employee assistance programme, access to gym facilities, discounted holiday club spaces, and access to OnSide Talent Academy and ongoing professional development

LOCATION: Carlisle Youth Zone with hybrid potential

This role will be based at CYZ and we require a presence in Carlisle on at least 3 days each week. This will support our One Team approach and our ability to strengthen existing and establish new relationships with key stakeholders.

REPORTING TO: Chief Executive

CONTRACT: Permanent; Full time, 37.5 hours per week. Given the nature of our work, some flexible working to include occasional evening and very occasional weekend hours will be required.

CARLISLE YOUTH ZONE

Carlisle Youth Zone (CYZ) is a trailblazer; the first of OnSide's now-growing network of Youth Zones to be established in 2011. The charity seeks to give young people aged 7 - 18yrs (up to 25yrs with additional needs) the opportunity to discover their passion and their purpose. Since opening, we have welcomed almost 15,000 young members, and currently receive around 1200 visits per week from young people accessing our youth offer.

Our youth offer has provided thousands of hours of vital provision and provides a wide range of universal and targeted youth services for the benefit of young people across Carlisle. Our vision is simple - *to provide a safe and fun place where the potential of young people is developed and fulfilled* and we achieve this *through offering* 'somewhere to go, something to do and someone to talk to' on an incredible scale.

Integral to our work is our purpose built, £5 million facility, that include astro-turf pitches, 4-court sports hall, climbing wall, dance / drama studio, fully equipped gym, music room, sensory room, library and training kitchen. When full of young people, it is a busy, bustling and vibrant space.

Beyond the amazing facility, our greatest strength is our team who together, are focused on and dedicated to making a difference for



young people. Whether through a conversation, a project, a game or targeted support, CYZ provides life-changing support that helps local young people to thrive, aiding them to see what they could achieve, and giving them the skills, confidence and ambition to go for it. All our work is built on the foundations of quality youth work practice; it offers young people opportunities that are educative, expressive, participative, inclusive and empowering.

The voluntary nature of young peoples participation at CYZ (they choose to come and keep coming), means our youth offer is responsive to need and shaped, designed and delivered with and alongside young people. Over the last year, this has been enhanced by the establishment of our Youth Advisory Board (known as ACE) who inform and direct our programme, ensuring it is engaging and pitched appropriately to meet young people's interests.

We recently (February 2022) established five key priorities that collectively, we are focused on over the next 3 years. These are:

1. Strengthening the Youth Zone's core, open-access, centre-based offer
2. Providing greater support to the growing number of young people living in poverty
3. Ensuring CYZ is a space where all communities of young people feel welcome
4. Locating Youth Voice at the heart of our decision making
5. Supporting young people's emotional wellbeing



ROLE PURPOSE

Funded specifically by the OnSide Foundation, this role will strengthen our financial sustainability and enable us to achieve even more impact for children, young people and families across Carlisle. Joining the Senior Leadership team, the role will contribute to the strategic development of the organisation by leading the fundraising and associated communications strategy for key stakeholders, partners, supporters and funders.

MAIN DUTIES

- Develop, deliver and monitor a three-year fundraising strategy that matches CYZ's ambitions for sustainable growth and development, and ensures our approach aligns to emerging trends, innovation and feedback.
- Manage, motivate and inspire the Development Team to lead and deliver their interconnected portfolios of work, agreeing goals and monitoring achievements (individual and collective), in line with the organisations strategy.
- Lead a proactive and purposeful step-change in our sustainability planning, bringing strategic vision and insight in to the heart of day-to-day and longer term fundraising activity.
- Oversee the development and delivery of a Communications Strategy for external stakeholders, focused on sustaining engagement and driving new prospects into our pipeline
- Directly foster, strengthen and diversify our partnerships to enhance our offer, grow our reach, and achieve efficiencies in our delivery
- Represent CYZ as part of the Senior Leadership Team, and as requested by the Chief Executive, including attendance at meetings, events and conferences, as required.

CONTRIBUTION TO FINANCIAL SUSTAINABILITY

- 3-to-5-year Income Generation Strategy established to sustain 6 day/night provision and grow in line with strategic plan / direction
- strengthen and secure new partnerships, achieving efficiencies in operating costs and funded collaboration
- establish clear connection between impact and income, confidently articulating the value and return on investment
- build CYZ reputation and visibility across multiple sectors (corporate, health, public sector, education, research and community), locating CYZ's contribution to children, young people and families within relevant policy and strategic plans
- pilot / progress proof of concept delivery approaches which position CYZ as a provider within new and emerging service areas

PERSON SPECIFICATION

SELECTION CRITERIA
KNOWLEDGE AND EXPERIENCE
Experience of working at a senior level to develop and deliver a comprehensive and multi-strand fundraising strategy to achieve income goals in excess of £1 million.
Experience of managing a team and/or a proven track-record of motivating and inspiring others to achieve and drive forwards ambitious fundraising goals from a range of sources.
Knowledge and understanding of the research, policy and practice landscape which is identifying the needs of children, young people and families, and experience of positioning services to contribute to meeting them through funded partnerships, commissions and new delivery.
An understanding of relevant data protection regulation, the fundraising Code of Practise, and the importance of due diligence in relation to fundraising.
SKILLS ATTRIBUTES
A relationship builder able to create lasting connections that nurture and influence our supporters to make tangible contributions towards achieving our vision.



Exceptional communicator who's words, presentations, and calls for support inspire contributions of income and support.

Effective at tailoring 'the ask' to align with a breadth of priorities, motivations and interests across corporate, philanthropic, grant and trust, commissioning, community and partnership opportunities.

Robust organisational skills, with a structured and methodical approach, with a clear focus on results, and an ability to work to multiple deadlines and goals.

Strong entrepreneurial skills, which drive curiosity and creativity to pursue potential and secure new opportunities.

PERSONAL QUALITIES

A passion for work with children, young people and families, and working in a mission driven organisation

Non-judgemental, inclusive and strengths based approach to your work that upholds dignity and ethical standards in fundraising campaigns

Strategic, goal-driven approach to fundraising activity development

Resilient and flexible when faced with new challenges and opportunities

A can-do attitude to work and a willingness to contribute to a variety of duties to ensure an efficient and effective running of our charity

Committed to providing a high standard of work and contributing to a culture of learning

Is values driven, aligned with the values of Carlisle Youth Zone and the OnSide Network

This position requires an enhanced DBS check.

APPLICATION PROCESS

To apply please send your CV to amelia@charitypeople.co.uk. If your CV is of interest, we'll be in touch with further details.

For information regarding how CYZ processes your data, go to <https://www.carlisleyouthzone.org/privacy-policy/>

CLOSING DATE FOR APPLICATIONS:

9am on Wednesday 6th December 2023

FIRST STAGE INTERVIEWS:

Thursday 14th and/or Friday 15th December 2023

SECOND STAGE INTERVIEWS:

Tuesday 19th December 2023





ABOUT ONSIDE

CYZ is in an independent charity which is proudly part of the OnSide Network of Youth Zones. Together, the Network know that potential is everywhere; in every home on every street, from affluent suburbs to inner-city estates. The difference is that some young people get every opportunity to explore their potential. Others don't.

As a national charity, OnSide believes all young people should have the opportunity to discover their passion and their purpose. To find out what they've got and where it could take them. They fund and build state-of-the-art, multimillion pound Youth Zones in the country's most economically disadvantaged areas. They support and train those of us entrusted to run them. They offer continuing support via the nationwide OnSide Network, where we can learn and grow, share stories and celebrate our successes together.

This is life-changing support that helps tens of thousands of young people from a diverse range of backgrounds to thrive.

It's inspiring. It's empowering. An it works.

We know it works because young people and families tell us about the transformative impact of Youth Zones on their lives. This insight has help refine and establish our 5 Network goals:



Goal 1

Give young people exciting, safe places to connect and grow.



Goal 2

Help young people to lead healthier, happier lives.



Goal 3

Enable young people to better face the challenges of life.



Goal 4

Support young people to raise their aspirations and fulfil their potential.



Goal 5

Stronger communities with empowered, active, caring citizens.

To read how the Network are delivering against these goals, read our latest Impact Report (2022 - 2023) [here](#).

OUR VALUES

Our values underpin all aspects of our charity. Our culture, how we work and what we do are driven by our five values.

Young people first. Young people are at the heart of everything we do inspiring and challenging us to deliver services that exceed their needs and challenge them to be the best they can be.

Respect. We act with honesty and integrity, celebrating diversity across the whole organisation and caring about each other, our young people and the Youth Zone environment.

Ambition. We are passionate and driven in taking on new challenges, embracing new ideas and exceeding our ambitions for young people, the Youth Zones and our local community.

Collaboration. We create and nurture strong, creative partnerships, working together to achieve better results and outcomes for young people.

Excellence. We encourage ourselves and each other to be the best we can be through continuous learning and improvement, and a focus on finding solutions.



ON SIDE NETWORK IMPACT



As a network we have an incredible impact on young people

50k

young people
supported by Youth
Zones every year

650k

visits to Youth Zones
per year

77%

of members are
more self-confident

82%

of frequent
attenders have more
friends

73%

of members feel less
isolated

70%

of members
consider that they
are healthier

89%

of members on free
school meals feel
happier about their
lives

83%

of young people
who completed the
'Get a Job'
programme
progressed into
work or further
study

96%

of local stakeholders
say Youth Zones
help them achieve
their objectives

£2.06

For every £1 spent
on running the
facilities, Youth
Zones generate
£2.06 of social value