THE YOUNG URBAN ARTS FOUNDATION LIMITED

England & Wales · Charity number 1159604

Details

Other names	LONDON URBAN ARTS ACADEMY LIMITED, THE LONDON URBAN ARTS ACADEMY LIMITED, THE LONDON URBAN ARTS ACADEMY LTD, LUAA
Status	Registered
Legal form	Charitable company
Company number	06658860
Registered	2014-12-12
Register	View on the Charity Commission register

Contact

Address	6th Floor 37 Lombard Street London EC3V 9BQ
Phone	07949007171
Email	info@yuaf.org.uk
Website	https://www.yuaf.org/

Activities

Objects: TO ADVANCE EDUCATION IN THE ARTS FOR THE PUBLIC BENEFIT IN PARTICULAR BUT NOT EXCLUSIVELY IN RELATIONTO ENGAGING THE ARTS IN MEDIA, YOUTH WORK AND WORKFORCE DEVELOPMENT PRINCIPALLY BUT NOT EXCLUSIVELY IN THE LOCAL GOVERNMENT AREA OF LONDON AND THE SOUTH EAST AND ITS ENVIRONS IN PARTICULAR BUT NOT EXCLUSIVELY BY:(I) PROVIDING OPPORTUNITIES FOR INDIVIDUALS AND GROUPS TO ACCESS A RANGE OF ARTS AND MEDIA PROGRAMMES REGARDLESS OF THEIR BACKGROUND OR EXPERIENCE.(II) PROVIDING LEARNING, SUPPORT AND DEVELOPMENT PROGRAMMES TO YOUNG PEOPLE.

Activities: YUAF aims to transform the lives of young people by strengthening their mental well-being, developing confidence, skills, self-esteem and building tools for resilience through urban arts creative activities and mental health educational programmes. YUAF works to reduce the risk of young people being vulnerable to diagnosed mental health conditions, drugs, gangs and abuse.

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Classification

- **How:** Provides Services
- **What:** Arts/culture/heritage/science
- **Who:** Children/young People

Geography

- Throughout London

Finances

Period end	Income	Expenditure	Assets	Employees
2024-12-31	£317,435	£380,468	-	-
2023-12-31	£462,066	£417,317	-	-
2022-12-31	£430,508	£374,037	-	-
2021-12-31	£426,110	£364,448	-	-
2020-12-31	£429,943	£359,298	-	-

Trustees

Name	Role	Appointed
Adam Kamenetzky		2023-01-28
Belinda Ayanna Stewart		2024-12-17
Natalie Salunke		2022-09-30
Sam-Pierre Nankivell		2018-10-25
Shekhar Karia		2022-09-30

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Accounts

YUAF YOUNG URBAN ARTS FOUNDATION

2023 TRUSTEE ANNUAL REPORT



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Kerry O'Brien
Founder & CEO

1. INTRODUCTION - CEO

KERRY O'BRIEN

Growing up with an alcoholic and abusive father, I faced a childhood filled with fear, uncertainty, and a lack of direction and purpose. Fortunately, my love for music provided an anchor from a very early age, giving me an outlet for expression. Despite this, my desire to escape a trauma-filled home led me into many potentially dangerous situations. I could be telling a very different story today if not for the trusted adults, music mentors, and a supportive creative community that guided and nurtured me. Thirty years on, I have achieved significant creative success and made a meaningful impact, recognising that my life's journey has a purpose.

Sustaining our charity for almost fifteen years is a tremendous achievement that I am both personally and professionally proud of. We have been agile, persistent, consistent, and resilient, especially in light of the staggering 70% decline in funding for youth services since 2010, with budgets dropping from £1.4 billion to just under £429 million in 2018/19. The authorities were lobbied and advised on the devastating impact this would have on young people, particularly around youth violence, grooming, and the ongoing mental health crisis. I have witnessed firsthand how our programmes have evolved to meet the needs of young people, serving as a vital bridge between their needs and what society lacks.

YUAF has become a pillar of support, offering the arts, positive activities, and trusted adults to help young people develop and stay safe. It is, however, unjust that voluntary sector organisations should bear the full responsibility for providing these basic needs.

90-95%



OF YOUNG PEOPLE WE MEET WITH OUR BUS REPORT INCREASED WELLBEING, CONFIDENCE, AND SKILLS

In the past, abundant youth clubs supported young people fairly as they transitioned from childhood to adulthood. Today, those most affected by inequality suffer the most due to severe cuts in preventive and positive diversionary activities.

As we continue to navigate the lasting effects of the pandemic and the new challenges posed by the cost of living crisis, our charity remains unwavering in its mission to build a brighter future for young people. Engagement in the arts through youth work serves as a therapeutic tool, helping young people explore their identities, express their emotions, and build confidence. Trusted relationships with adults in these creative settings highlight the importance of the arts in supporting personal and social development. I am delighted that 90-95% of young people we meet with our bus report increased wellbeing, confidence, and skills, simply because they had access to our services.

Over the years, I envisioned not only engaging young people in music workshops and positive activities but also deepening our support. Thanks to our funders, our Pathways and YUAF Futures programmes have been a success. This year alone, we supported 103 young people into new opportunities, work experience, paid roles, and most importantly, improved their employability and life skills, which they will carry with them for a lifetime.

This annual report showcases the exceptional creativity, care, adaptability, inspiration, and dedication of my team, whom I deeply respect. They have travelled with YUAF and our mission, demonstrating over the past year that we are present for every young person we reach. We gain invaluable insights from our direct interactions and from listening to the stories and voices of young people. These experiences provide us with the knowledge needed to continue shaping our programmes, with young people's voices at the heart of our decisions.

Kerry O'Brien - Founder & CEO

2. TRUSTEE FOREWORD

"THIS REPORT NOT ONLY DEMONSTRATE THE CHARITY'S PUBLIC BENEFIT BUT ALSO EVIDENCE OF THE TRANSFORMATIVE EFFECT YUAF HAS ON HUNDREDS OF YOUNG PEOPLE WHO REPORT POSITIVE IMPACTS ON THEIR LIVES AND FUTURE CHOICES."

2023 highlighted YUAF's continued resilience and dedication to providing exceptional services and support for young people across and beyond London. Our members, funders, partners, volunteers and operational teams should take immense pride in their contribution to the charity's success.

The range of key outcome measures and testimonials presented within this report not only demonstrate the charity's public benefit but also evidence of the transformative effect YUAF has on hundreds of young people who report positive impacts on their lives and future choices. The long-term effect of these outcomes will benefit society in a subtle yet profound manner.

Working across 27 of 32 London boroughs, YUAF's programmes offer versatility to local challenges in each area. Data captured from our extensive monitoring and evaluation activities provide clear insights into the needs of young people within the metropolis. Utilising this key information in conjunction with consultations with YUAF's youth ambassadors enables us to evolve and adapt our strategy and services continuously. The adoption of new creative offerings such as podcasting highlights YUAF's ability to remain relevant and a thought leader in the delivery of youth services.

Our Board of Trustees continues to grow and develop as a committed team of complementary individuals, whose collective skills support the delivery of YUAF's strategic vision and core values. Key recent appointments in finance and public relations not only offer further benefits and support for the existing Board and operational teams but have fostered a sense of cohesion and mentoring for all.

As we turn our focus to the coming year, the exceptionally challenging outlook of reduced grant availability and funding partners causes some concern. The number of young people directly affected by recent cuts to public services will prove challenging to all charitable and community-led organisations. As a Board, we must consider and capitalise on new and non-traditional funding sources. Partnerships with corporate entities are developing and strengthening, but there is a direct need to place the charity on a stable and sustainable financial footing if we are to continue to benefit under-served young people who stand to benefit the most from YUAF's work.

On behalf of the Board, I'd like to give particular recognition to all of YUAF's staff and volunteers who strive for excellence every day. Kerry O'Brien with support from the senior management team continues to lead the organisation with passion and a demonstrable belief in furthering opportunities for young people everywhere. This drive and determination comes with a huge personal emotional investment which is often not celebrated and visibly acknowledged. Please take a second to consider this whilst reading the report.

As I move towards my 6th year in my journey with the Young Urban Arts Foundation I am always enthused to be given the opportunity to continue my input. The role as Chair continues to be extremely rewarding, and I hope you are as impressed and inspired as I am, by the stories and feedback received by young people presented in this report.

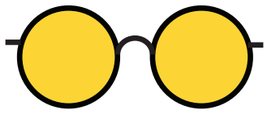
Sam Nankivell – Chair, Board of Trustees



3

VISION, MISSION & VALUES

VISION To create a world where every young person is seen, heard and celebrated.



SEEN

Seen; to be noticed and appreciated for who they are and the gifts they bring to the world.



HEARD

Heard; to be given an opportunity to express themselves, have a voice and share their unique talents.



CELEBRATED

Celebrated; by providing a safe space to be acknowledged and recognised.

MISSION Empowering young people by strengthening well-being and providing access to opportunities that celebrate creativity, culture, and belonging.



VALUES



REAL

We listen to what you say and the way you say it: show up as you are. We champion individuality.



CREATIVITY

We adapt and change to meet the needs of a dynamic world. The journey is never-ending.

EVOLVE

We take untapped potential and transform ideas into unlimited possibilities. Let your mind be free.





UNITY

We got you. We move as one, it's a family affair.

2023 AT A GLANCE

4

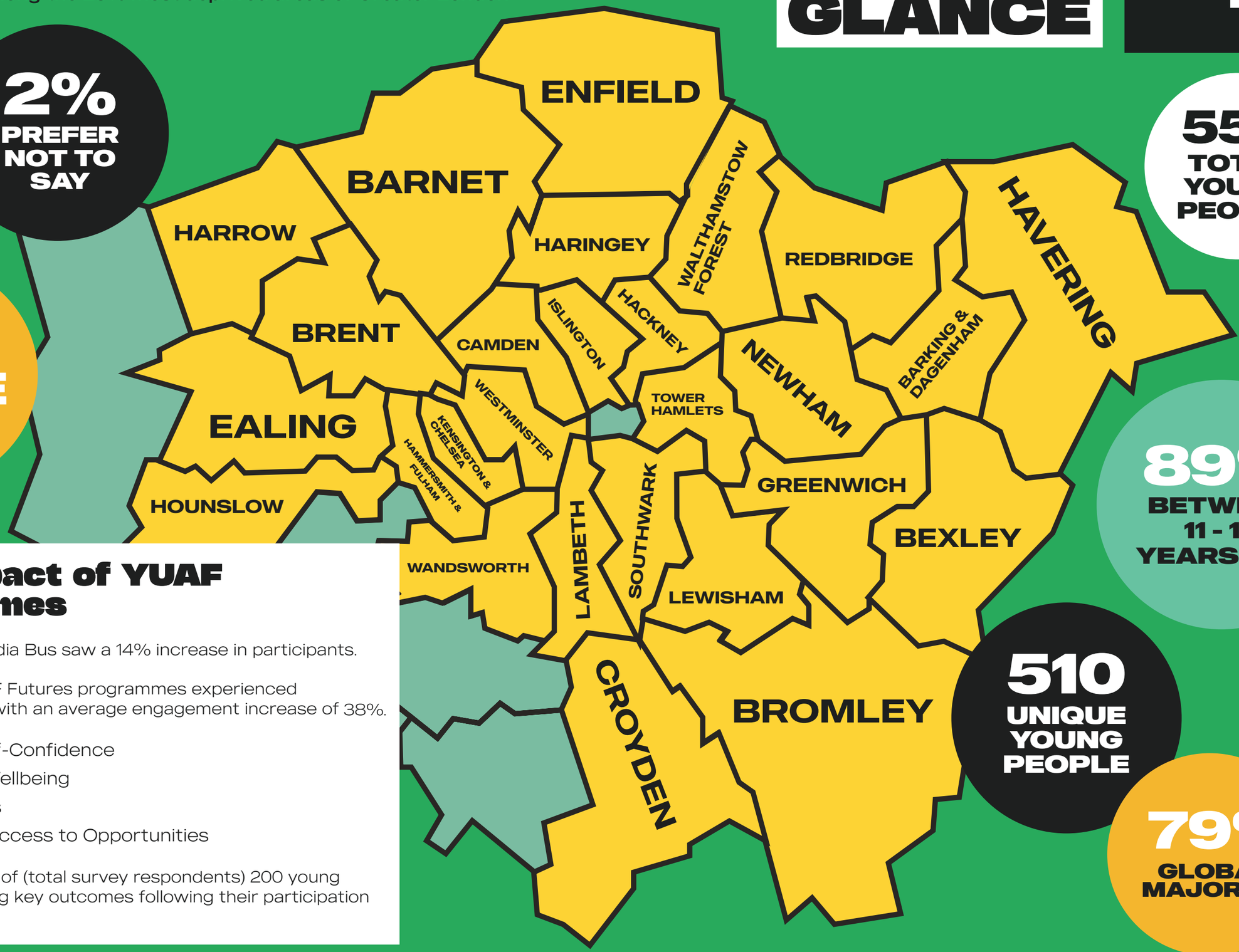
YUAF successfully delivered workshops to young people from 27 out of 32 London boroughs. Our engagement focuses on areas of the highest need around Greater London. As a result, 54% of participants in YUAF programmes live among the 25% most deprived areas of Greater London

41% FEMALE

2% PREFER NOT TO SAY

57% MALE

558 TOTAL YOUNG PEOPLE



89% BETWEEN 11 - 19 YEARS OLD

510 UNIQUE YOUNG PEOPLE

79% GLOBAL MAJORITY

Total impact of YUAF Programmes

YUAF Outreach Media Bus saw a 14% increase in participants.

Pathways and YUAF Futures programmes experienced significant growth, with an average engagement increase of 38%.

- **90%** Greater Self-Confidence
- **92%** Improved Wellbeing
- **95%** Gained skills
- **87%** Increased Access to Opportunities

The above are 34% of (total survey respondents) 200 young people self-reporting key outcomes following their participation in YUAF workshops.

5

KEY YUAF PROGRAMMES

5.1 OUTREACH MEDIA BUS

Our Outreach Media Bus travels to the hardest-to-reach areas across Greater London where there are high levels of deprivation, yet no services for young people to access. In our programmes, we are not only keeping young people safe while they are having fun, we are also creating a space for them to learn new skills and most importantly, we are giving them an opportunity to process their feelings and emotions through creativity.



For us, that means music production, positive lyrical writing, spoken word poetry, vocal recording and singing. Our facilitators and staff aim to build connections with young people, leading to overall increased well-being and optimism for the future. Our creative engagement leads to greater self-belief and confidence as a result of skills learned. The information we provide about further opportunities enables young people to have a greater focus on the next steps in their life.

As a result of YUAF's engagement, our Outreach Media Bus activities improved the skills, development, and confidence of young people through planning podcasts and songs, and actively participating in group discussions and collaborations.

WE SUCCESSFULLY DELIVERED 27 PROJECTS TO

455

UNIQUE YOUNG PEOPLE.

5.1 KEY YUAF PROGRAMMES: OUTREACH MEDIA BUS

IMPROVEMENTS IN WELLBEING



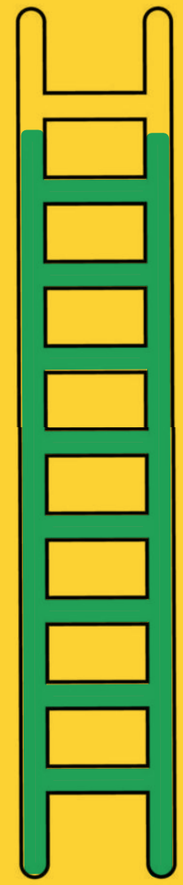
95% Increased optimism about the future



89% Increased happiness/wellbeing

IMPROVED ACCESS TO OPPORTUNITIES

88%



Increased knowledge about opportunities

GREATER SELF-CONFIDENCE



89% Increased self-belief



84% Increased self-confidence



93% Increased focus on goals/next steps

IMPROVED SKILLS

87%

Increased creative skills/achievements

5.1 KEY YUAF PROGRAMMES: OUTREACH MEDIA BUS

NEARLY 90% OF YOUNG PEOPLE ALSO REPORTED INCREASED HAPPINESS AND WELLBEING

"I felt inspired and motivated to complete [projects] started on the bus with the facilitators"

"I'm able to express how I feel and my views in a safe space"

"It was nice to build a track [on the bus] and be able to take it home"

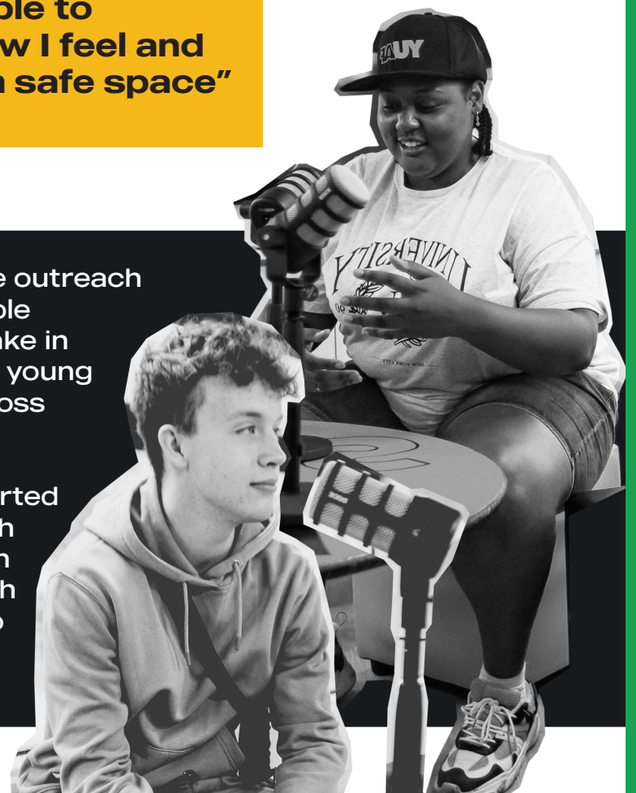
PODCASTING SESSIONS IN PARTICULAR ARE CREDITED AMONG YOUNG PEOPLE AS PROVIDING FOR A SAFE, CATHARTIC SPACE TO OFFLOAD.

YOUNG PEOPLE REPORTED FEELING BETTER AND MORE CONFIDENT AFTER SHARING AND CONTRIBUTING TO THE PODCAST.

"I feel like I got a lot off my mind and chest doing a podcast"

"I feel listened to, valued, and not judged"

"I feel I'm able to express how I feel and my views in safe space"



The positive impact on wellbeing on the outreach media bus also saw several young people travelling to different locations to partake in as many sessions as possible, with one young person travelling between projects across London.

Additionally, 88% of young people reported increased knowledge of activities which led them to receive bespoke support on our Pathways programme, during which further opportunities are signposted to young people based on their identified needs and desires.

5.2 KEY YUAF PROGRAMMES: PATHWAYS



5.2 PATHWAYS

YUAF Pathways aims to empower young people, aged 14 - 19 years, to take a lead on shaping their lives and realise opportunities that can further their own personal development and improve their wellbeing. Pathways aims to provide progression and exit routes for them to explore education and training opportunities, creativity and creative careers, as well as access support for their physical and mental health. Additionally, the programme allows them to explore their needs and challenges.

IN 2023

48 YOUNG PEOPLE RECEIVED TAILORED ONE-TO-ONE MENTORING SUPPORT.

Pathways guided young people toward 72 opportunities within both YUAF projects and our external partners.

These included brands and companies in the creative industries and other organisations in the different communities that YUAF works.

213

YOUNG PEOPLE

also had access to the Pathways Business Whatsapp, another way of enabling them to learn about new opportunities.



IMPROVED ACCESS TO OPPORTUNITIES

75% Increased knowledge about opportunities

73% Improved professional profile/cv

90% Increased industry contacts/ networks

IMPROVEMENTS IN WELLBEING

77% Increased happiness and wellbeing

84% Increased optimism about the future

GREATER SELF-CONFIDENCE



82% Increased self-confidence



77% Increased ambition and focus on goals/next steps



76% Increased belonging to a creative community

IMPROVED SKILLS

75% Increased creative skills

5.2 KEY YUAF PROGRAMMES: PATHWAYS

SUPPORTING YOUNG PEOPLE ON A 1-2-1 BASIS BY PROVIDING PERSONAL COACHING AND MENTORING CHECK-IN CALLS AS WELL AS ACCESS TO FURTHER OPPORTUNITIES, PATHWAYS HAS SIGNIFICANTLY IMPROVED YOUNG PEOPLE'S CONFIDENCE TO EXPRESS THEMSELVES CREATIVELY.

"I know more about my voice, I can express myself through music more accurately, I'm learning more about my voice and how it works"

"I feel more confident with body language, I don't just express myself with words but using body language as well."

"I feel more confident because I have more knowledge, like knowing about new opportunities, like thinking and choosing what I want to develop next"

PATHWAYS PARTICIPANTS ALSO LEARNED TO MAKE MORE INFORMED DECISIONS ABOUT THEIR NEXT STEPS.

"Before I met you (Sense/ Pathways) I was more cynical, people say they can do things but often don't follow through. It has changed my approach to people because things have come through"

PATHWAYS SUPPORT HELPED YOUNG PEOPLE IMPROVE THEIR MENTAL WELL BEING, TRANSFORM AND OVERCOME BARRIERS THAT WERE HOLDING THEM BACK FROM MAKING PROGRESS.

"The new sense of direction, the sense of community and the support"

OVER 90% OF YOUNG PEOPLE REPORTED AN INCREASE IN INDUSTRY CONTACTS AND AN EXPANDED NETWORK ENABLING THEM TO MAKE CONNECTIONS WITH PEOPLE IN THEIR FIELD OF INTEREST SUPPORTING THEM TO DEVELOP A SENSE OF BELONGING AND FEELINGS OF BEING A PART OF A CREATIVE COMMUNITY.

"Now I am talking to an old friend who is making videos and we are going to make something from scratch, and I don't think I would have had the confidence to do that"

"I learnt it's not always what you know, it's also who you know. If you know someone it can help you out even more further"

THE MAJORITY OF PATHWAYS YOUNG PEOPLE REPORTED INCREASED OPTIMISM FOR THE FUTURE.

5.3 YUAF FUTURES

YUAF Futures was specifically created for young people aged 16-19 years from marginalised communities (Global Majority, LGBTQI, disabled youth and those living in poverty) to provide them with opportunities to progress into desirable workplaces and/or help them gain a skill or training that leads to improved possibilities and increases diversity and inclusion in workplaces. While in the programme, young people explore their chosen career choices, discover more about the reality of those fields which enables them to make more informed choices based on experiential learning.

55 young creatives took part in 43 YUAF Futures activities with many going on to focus on creative pursuits at University, gain employment or take part in valuable work experience opportunities.

""I think what helped me most was having industry people talk about the struggles that they've been through. I really related to the lady at PRS. She had ADHD like me and she was so successful, that really boosted my confidence. My ADHD makes me feel like I can't do things sometimes, but because of Futures, I can see what's possible for people like me"

OVER 96% OF YOUNG PEOPLE ALSO REPORTED INCREASED CREATIVE SKILLS/ ACHIEVEMENTS, ENABLING THEM TO SEEK WORK IN THE CREATIVE INDUSTRIES AND TO SEIZE MORE OPPORTUNITIES.

BY PROVIDING MASTERCLASSES, WORKSHOPS AND WORK EXPERIENCE PLACEMENTS, YUAF FUTURES HAS IMPROVED THE CONFIDENCE AND OPTIMISM FOR THE FUTURE OF YOUNG PEOPLE TO PUSH THEMSELVES OUT OF THEIR COMFORT ZONES AND TO ACHIEVE THEIR GOALS.

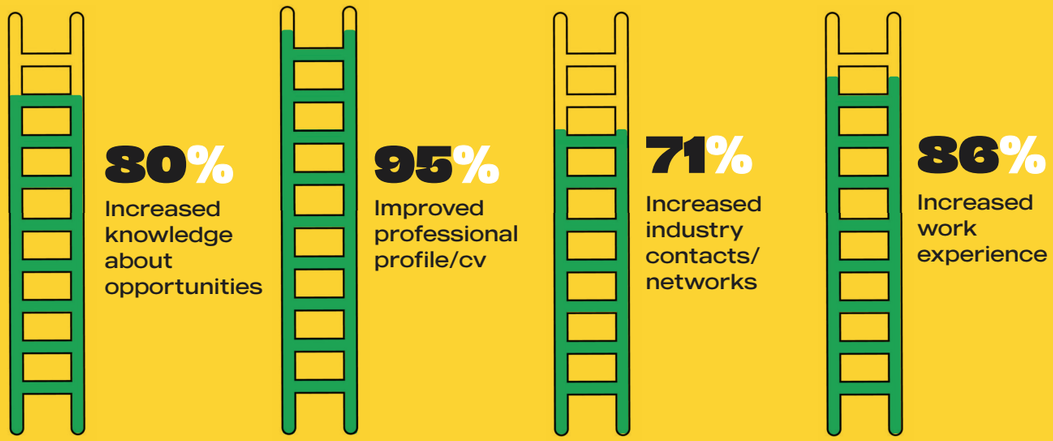
"I believe opportunities like this are important for as long as it is hard for people to get into the film industry, unless they have family members already in the industry. Organisations such as YUAF help young people to get industry experience and connections to the industry"

Futures has meant a lot to me. It came at a really good time too. I didn't know what I was doing before Futures. It gave me purpose"

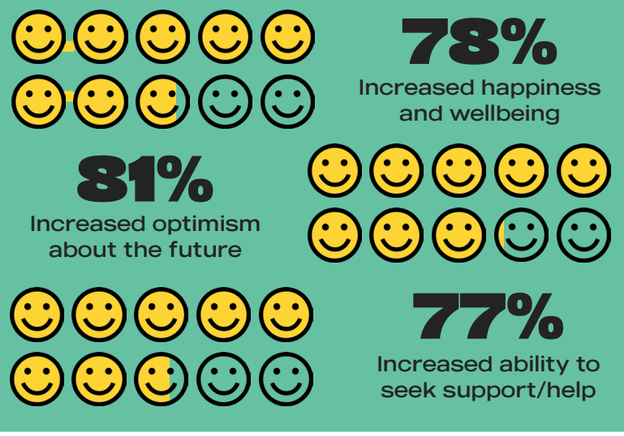
86% OF YOUNG PEOPLE REPORTED AN INCREASE IN WORK EXPERIENCE. THIS IMPROVED AS A RESULT OF YUAF FUTURES' CONTINUED PARTNERSHIP DEVELOPMENT.

5.3 KEY YUAF PROGRAMMES: YUAF FUTURES

IMPROVED ACCESS TO OPPORTUNITIES



IMPROVEMENTS IN WELLBEING



IMPROVED SKILLS

96%
Increased creative skills/achievements

87%
Improved social/ communication skills

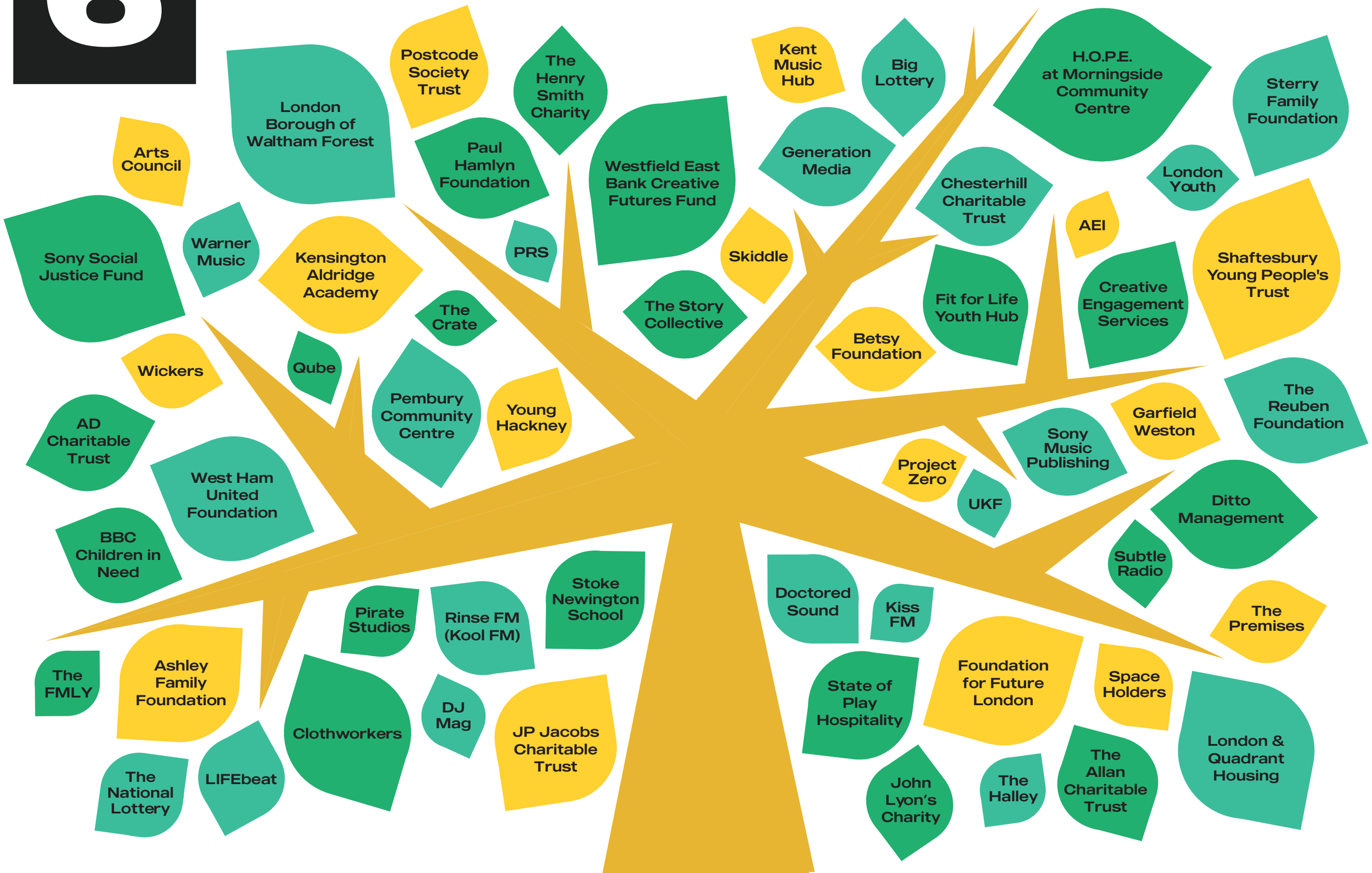
92%
Improved life/ professional skills

GREATER SELF CONFIDENCE



6

OUR THANKS & APPRECIATION



OPPORTUNITIES FOR YOUNG PEOPLE

EMPLOYMENT OPPORTUNITIES:

17 young people went into paid employment via YUAF Futures, below are some highlights:





BIG ZUU'S BIG EATS TV SHOW RUNNER

Responsibilities included helping with the production over a 6 week filming period. Show locations varied from the countryside to central London.

GENERATION MEDIA CONTENT CREATOR

(FULL TIME ROLE)

A successful application led to an internship at YUAF's Sony Social Justice FundThe National LotteryH.O.P.E. at Morningside Community CentreYoung HackneyWickersWest Ham

RUNNERS ON MAJOR TV SERIES FOR WELL-KNOWN STREAMING PLATFORM

Two young people worked as runners on a major TV series and spent several shifts working with and assisting an internationally renowned production team.

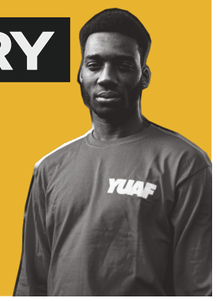


THE HALLEY COMMUNITY SUPPORT OFFICER

As a result of meeting The Halley team and being put forward for the position via YUAF Futures, this young person now works at the co-working space as a full time member of staff.

PAID & VOLUNTARY OPPORTUNITIES

YUAF provided opportunities for 31 work experience placements across 2023. They included:



WORK EXPERIENCE FOR 5 YOUNG PEOPLE ON TV SERIES FOR WELL-KNOWN STREAMING PLATFORM

Whilst participating in a tour of the set, all of the young people were invited back by one of the executive producers to take part in work experience. All young people had the opportunity to choose their 1-day experience in a department of their choice. One of these young people was also invited back for an additional 4 days on set.

PERSPECTIVE PICTURES PRODUCTION COMPANY

During a 1 week placement, activities included assisting the Prospective Pictures team on shoots and on pre-production in the office.

KOOL FM / RINSE FM (RADIO STATION)

6 young people gained work experience at the station, learning about radio whilst creating content in the studio.



KISS FM - 2 WEEK PLACEMENT

Over the 2-week placement, this young person assisted the Kiss FM team and was subsequently asked to return as a freelance content creator.

7

YOUNG HOSTS IN YUAF'S YOUTH-LED FUTURES COHORT

9 young people each ran a session with a cohort, teaching them about the skills they learnt previously on YUAF Futures. Sessions included: Podcasting, Content Creation and Music Production.

8

YOUTH CONSULTATIONS

Two youth consultations, each composed of six young people, took place to assist with feedback about YUAF's Pathways programme and impact measurements methods, respectively.

PATHWAYS PROGRAMME

The focus group agreed that the Pathways WhatsApp group should remain open, welcoming new cohorts. It was suggested that members could choose to stay, participate, mute, or leave the group at any time. Young people recommended that posters would be used to increase access to Pathways for young people unable to attend bus sessions. Those who reach out through posters or social media would then have an interview to demonstrate their commitment and passion, allowing them to be invited to the Pathways programme. The name "Pathways" will be retained, though "Creative Pathways" is also favoured.

As a result of the focus group, the WhatsApp group is operating as young people suggested. Pathways flyers were created and in addition to being on the bus, have been distributed to youth hubs and schools.





"Being on the bus got me into the Halley Space project, I released my first song, because of YUAF. Halley, increased happiness. It's been a ripple effect, going to competitions, I performed in front of 1.4 k people - it was my first big performance. I feel like I actually have hit ALL the outcomes.



IMPACT MEASUREMENT

Participants shared feedback on their personal YUAF journeys. They noted that participating in programmes impacted them by increased confidence, higher aspirations, and improved voice and social skills. Upon reviewing YUAF's Theory of Change (ToC) and discussing which outcomes resonated with them personally, all participants agreed that they had experienced many of the outcomes. The group also examined evaluation forms for the Outreach Media Bus, Pathways, YUAF Futures, and long-term impact programmes, splitting into breakouts based on the programmes they attended to share insights and reflections on the evaluation tools.

As a result of the focus group, questions suggested from young people were added to the overall evaluation for the Outreach Media Bus, Pathways, and YUAF Futures.

9

JOURNEY OF A YOUNG PERSON

ABOUT JS

19 year old Black African male from a low socio-economic background. JS expressed an ambition to break out of the circumstances he was born into and shared that violence surrounded him within his community.

ENTRY INTO YUAF

JS joined the Amplifying Communities sessions in Hackney and expressed interest in all areas of creating music and participating in beats making, music production, lyric writing and vocal recording.

PATHWAYS

JS signed up to be part of Pathways because of his interest in finding new creative industry opportunities. In addition to expanding on his music, he was interested in networking, marketing, building professional profile, live performances, spoken word and open mics. He told us that his passion and drive was a result of the struggles he faced and his desire to “make it out of his neighbourhood circumstances alive”.

JS displayed a general willingness to learn, openness to constructive criticism, and worked well both independently and within a team environment. Over 6 weeks, he grew as an artist and as a person as a result of the projects he attended.

YUAF FUTURES

JS joined YUAF Futures Taster Sessions to gain more experience producing music and have free access to studio time. His time in YUAF Futures enabled him to create and release a track called, No Love.

Available here via YouTube



JS’S JOURNEY

I learned a lot, developed a lot as an artist, given the studio time and facilities and used it to the max. I feel that I have definitely been able to reflect and to see the results of putting myself out there. I have grown in confidence, which is giving me courage to make more music, give myself more credit, and release more tracks. I am also keen to explore more in the industry and have more confidence in myself because I can see I’ve been doing well and I never would’ve had that experience if it wasn’t for the programme.

(JS, beneficiary)

BRAND SUPPORT & RECOGNITION

Brand engagement and support were key focuses for YUAF. With the funding landscape continually changing, diverse funding efforts remain crucial for YUAF to develop sustainable partnerships.

Throughout the year, YUAF gratefully benefited from the fundraising efforts of numerous individuals:



YUAF AMBASSADOR, ELLIE PROHAN



DJ'S, JOY ANONYMOUS



RAVE FOR WALSH AT XOYO



STATE OF PLAY HOSPITALITY'S BOUNCE CITY CUP



100 MILE PARTICIPANT, CHRIS MACMAN

THESE COMBINED EFFORTS RESULTED IN

£28,760

OF DONATIONS, THE HIGHEST AMOUNT RECIEVED BY YUAF FROM INDIVIDUALS

In February, Skiddle partnered with YUAF Futures to feature past cohort members within their Live Industry Panel day, hosted by Laurie Charlesworth and special guest Matt Dodds from DITTO MGMT.

YUAF Futures was awarded 'Project of the Year' at the Hackney Youth Awards, celebrating the great impact we make for our young people. UKF became a partner for the YUAF Futures music production cohort in March, and provided a UKF co-host to share their knowledge and skills across 6 weeks.

YUAF FUTURES WAS AWARDED

PROJECT OF THE YEAR



10



In the summer, YUAF was invited to attend the Westfield East Bank Creative Futures partner event where YUAF Youth Ambassador, Isabella, performed, impressing attendees with her original tracks.

In the autumn, YUAF took part in the Future You festival at Westfield Stratford City providing DJ and Music workshops.

11 & 12

PRESS & MEDIA

As we closed the year, our founder, Kerry O'Brien, was interviewed for DJ Ron's 'London Something Podcast'.

She shared her triumph over adversity and the motivation behind creating the Young Urban Arts Foundation.

LOOKING AHEAD

2024 STRATEGY

Following the implementation of a new board, creation of a 3-year business plan and a new double-decker outreach media bus which increases our capacity to engage with young people, we have established strategic objectives that fall within three themes:

SUSTAINABILITY | THE JOURNEY | CELEBRATING IMPACT

KEY STRATEGIC OBJECTIVES FOR 2024

SUSTAINABILITY

Finance Management

- Caroline Birkle, appointed in 2023 as YUAF's Finance Trustee, will work directly with the CEO to review and refine existing financial accounts, financial planning and forecasting, and support for financial management (including the recruitment of a bookkeeper).

Board and Governance Development

- Kischa Powell joined the Board and will lend expertise to support Marketing and efforts with a focus on Communications.
- Subcommittees were established to focus on advancing specific key governance activities within the charity. They include: Safeguarding, Monitoring & Evaluation, Fundraising and Marketing.

THE JOURNEY

Bus and Outreach Programmes

- An upgrade to our CRM tool, Upshot, will enable us to approach evaluations in 2024 with more precision. This includes assigning key strategic objectives to each project and a greater focus on LSOA areas of impact.
- YUAF's school programme will be redesigned in 2024 under the name: YUAF Empowers.

High Needs Locations

- Deliver to areas with an LSOA of <25% which generally have greater gaps in youth services.

CELEBRATING IMPACT

Expanding Youth Voice

- Youth Consultations will continue to inform how the charity impact measurements are collected.
- Long-term impact focus groups will enable us to determine how participation in YUAF programmes affects a young person's overall confidence, well-being and access to opportunities after they exit our programmes.
- Young people will be consulted on new projects to ensure our delivery is specific to their needs.

12. LOOKING FORWARD

ORGANISATIONAL DEVELOPMENT

PARTNERSHIP DEVELOPMENT

In 2024 we will continue to develop our strategic community partnerships within East London, enabling us to be more embedded into local boroughs, aligning with our business plan objectives.

We will also work towards developing stronger fundraising models and partners who will aid in fundraising efforts with an aim to increase the chances of success and ongoing sustainability.

MARKETING AND YOUTH OUTREACH

In 2024, we will prioritise leveraging our community partners to enhance outreach for our bus programmes. Outreach will include distributing flyers and sharing social media assets. Due to funding constraints, our outreach efforts are limited, as we lack the budget for digital marketing or local outdoor posters.

YUAF will also enhance its social media strategy by optimising content for Instagram algorithms, focusing on creating more reels, carousels, and engaging assets to boost interaction and shares. Additionally, we will research relevant influencers who can share YUAF content to further drive engagement.

LinkedIn will be our primary platform to launch our Marcomms plan, sharing content that highlights YUAF values, Kerry O'Brien's story, and educates new followers. We will allocate a modest ad spend to promote two key posts, specifically targeting Programme and Sponsorship Managers in the public sector, to attract new funding partners for YUAF programmes.

Our monthly Youth Newsletters will continue providing free opportunities to this audience and we will increase our newsletter communications to partners to encourage paid funding/ partnerships.

REGISTERED COMPANY NUMBER: 06658860 (England and Wales)
REGISTERED CHARITY NUMBER: 1159604

REPORT OF THE TRUSTEES AND

UNAUDITED FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2023

FOR

THE YOUNG URBAN ARTS FOUNDATION LIMITED

Raffingers LLP
Chartered Certified Accountants
19-20 Bourne Court
Southend Road
Woodford Green

THE YOUNG URBAN ARTS FOUNDATION LIMITED

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for the year ended 31 December 2023

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REPORT OF THE TRUSTEES
for the year ended 31 December 2023

The trustees who are also directors of the charity for the purposes of the Companies Act 2006, present their report with the financial statements of the charity for the year ended 31 December 2023. The trustees have adopted the provisions of Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019).

OBJECTIVES AND ACTIVITIES

Objectives and aims

The Young Urban Arts Foundation Limited (the "Charity") is a company limited by guarantee, incorporated on 29 July 2008 and registered as a charity on 12 December 2014. It has the objects and powers of the charitable company and is governed under its articles of association.

The directors of the company (the "Board") are also charity trustees for the purposes of charity law. Prospective Board members are nominated by the Board and elected by members of the organisation at the Annual General Meeting. All members of the Board give their time voluntarily and receive no benefits from the Charity.

Public benefit

The board referred to the guidance contained in the Charity Commission's general guidance on public benefit, and 'The Advancement of Religion for the Public Benefit' in particular, when reviewing the aims and objectives and in planning the charity's future activities. In particular, the trustees consider how the planned activities will contribute to the aims and objectives set.

ACHIEVEMENT AND PERFORMANCE

The Charity generated incoming resources for the year ending 31st December 2023 of £462,066 (2022: £430,508). £417,317 was spent on charitable activities during 2023 (2022: £301,749), the majority of which went towards staff costs and resources to deliver programme activities. The Charity had a surplus of £44,749 (2022: £56,471) during the year. Overall the Charity closed the year with funds carried forward of £338,144 (2022: £293,395), of which £262,853 is unrestricted and the remaining £75,291 restricted.

This year-on-year growth has enabled the Charity to continue to expand its vital operations in an exceptionally challenging climate of ongoing statutory cuts to youth services. Over 2023, YUAF's Outreach Media Bus saw a 14% increase in participants, with further significant growth in YUAF's Pathways and Futures programmes, resulting in an average increase in engagement of 38%. Over the course of the year, YUAF successfully delivered workshops to 510 young people in 28 out of 32 London boroughs. The Charity continues to focus on areas of the highest need, with 54% of participants in YUAF's programmes living among the 25% most deprived areas of Greater London. Increasing access to marginalised and minoritised young people continues to be a key strategic focus, with 79% of YUAF's participants identifying as Global Majority heritages. The impact of YUAF's work has been transformative, with 90-95% of young people reporting an increase in their wellbeing, confidence, and skills.

The Trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charity and to enable them to ensure that the financial statements comply with the Companies Act 2006. The Trustees are also responsible for safeguarding the assets of the charity and hence taking reasonable steps for the prevention and detection of fraud and other irregularities.

The above report has been prepared in accordance with the provisions applicable to companies subject to the small companies regime as set out in Part 15 of the Companies Act 2006 and in accordance with the Charities SORP (FRS 102).

FINANCIAL REVIEW

Reserves policy

The trustees have established the level of reserves (that is those funds that are freely available) that the charity ought to have. Reserves are needed to bridge the funding gaps between spending on activities and receiving resources through voluntary income. The trustees consider that the ideal level of reserves as at 31 December 2023 would be three months of resources expended which is approximately £104,000.

The free reserves as at 31 December 2023 were £136,929 in surplus. In calculating the reserves, the trustees have excluded from total funds fixed assets and any restricted funds.

The trustees are actively pursuing sources of funding in order to ensure that there are sufficient reserves to provide financial stability and flexibility, and are confident that it will be in a position to continue to make grants out of funds raised.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Governing document

The charity is controlled by its governing document, a deed of trust, and constitutes a limited company, limited by guarantee, as defined by the Companies Act 2006.

REFERENCE AND ADMINISTRATIVE DETAILS

Registered Company number

06658860 (England and Wales)

Registered Charity number

1159604

Registered office

Concordia Community Enterprise
Arches
420-421 Burdett Road
London
E3 4AA

Trustees

Ms R Faried
Mr A Kamenetzky (appointed 10.5.23)
Mr S Karia
Mr S Nankivell
Miss N Salunke
Ms C Birkle (appointed 1.12.23)
Mrs K Powell (appointed 1.12.23)

REFERENCE AND ADMINISTRATIVE DETAILS

Independent Examiner

Raffingers LLP
Chartered Certified Accountants
19-20 Bourne Court
Southend Road
Woodford Green
Essex
IG8 8HD

Approved by order of the board of trustees on 25 September 2024 and signed on its behalf by:



Mr S Nankivell - Trustee

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF THE YOUNG URBAN ARTS FOUNDATION LIMITED

Independent examiner's report to the trustees of The Young Urban Arts Foundation Limited ('the Company')
I report to the charity trustees on my examination of the accounts of the Company for the year ended 31 December 2023.

Responsibilities and basis of report
As the charity's trustees of the Company (and also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the Company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's accounts as carried out under Section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under Section 145(5) (b) of the 2011 Act.

Independent examiner's statement
Since your charity's gross income exceeded £250,000 your examiner must be a member of a listed body. I can confirm that I am qualified to undertake the examination because I am a member of the Association of Chartered Certified Accountants, which is one of the listed bodies.

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe:

1. accounting records were not kept in respect of the Company as required by Section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements of Section 396 of the 2006 Act other than any requirement that the accounts give a true and fair view which is not a matter considered as part of an independent examination; or
4. the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities (applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)).

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

Mr Yedidya A Zaiden, ACCA

Raffingers LLP
Chartered Certified Accountants
19-20 Bourne Court
Southend Road
Woodford Green
Essex
IG8 8HD

25 September 2024

THE YOUNG URBAN ARTS FOUNDATION LIMITED

STATEMENT OF FINANCIAL ACTIVITIES
for the year ended 31 December 2023

	Notes	Unrestricted fund £	Restricted fund £	2023 Total funds £	2022 Total funds £
INCOME AND ENDOWMENTS FROM					
Donations and legacies	2	126,132	265,221	391,353	394,897
Charitable activities					
Charitable activities		69,202	-	69,202	23,373
Other trading activities	3	400	-	400	12,126
Investment income	4	1,111	-	1,111	112
Total		196,845	265,221	462,066	430,508
EXPENDITURE ON					
Raising funds		15,080	-	15,080	13,007
Charitable activities	5				
Charitable activities		183,774	218,463	402,237	361,030
Total		198,854	218,463	417,317	374,037
NET INCOME/(EXPENDITURE)		(2,009)	46,758	44,749	56,471
RECONCILIATION OF FUNDS					
Total funds brought forward		264,862	28,533	293,395	236,924
TOTAL FUNDS CARRIED FORWARD		262,853	75,291	338,144	293,395

CONTINUING OPERATIONS
All income and expenditure has arisen from continuing activities.

The notes form part of these financial statements

THE YOUNG URBAN ARTS FOUNDATION LIMITED

BALANCE SHEET
31 December 2023

	Notes	Unrestricted fund £	Restricted fund £	2023 Total funds £	2022 Total funds £
FIXED ASSETS					
Tangible assets	10	125,924	-	125,924	147,640
CURRENT ASSETS					
Debtors	11	20,941	-	20,941	7,560
Cash at bank		159,699	75,291	234,990	193,316
		180,640	75,291	255,931	200,876
CREDITORS					
Amounts falling due within one year	12	(11,481)	-	(11,481)	(17,547)
NET CURRENT ASSETS		169,159	75,291	244,450	183,329
TOTAL ASSETS LESS CURRENT LIABILITIES		295,083	75,291	370,374	330,969
CREDITORS					
Amounts falling due after more than one year	13	(32,230)	-	(32,230)	(37,574)
NET ASSETS		262,853	75,291	338,144	293,395
FUNDS	15				
Unrestricted funds				262,853	264,862
Restricted funds				75,291	28,533
TOTAL FUNDS				338,144	293,395

The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 December 2023.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 December 2023 in accordance with Section 476 of the Companies Act 2006.

The trustees acknowledge their responsibilities for

(a) ensuring that the charitable company keeps accounting records that comply with Sections 386 and 387 of the Companies Act 2006 and

(b) preparing financial statements which give a true and fair view of the state of affairs of the charitable company as at the end of each financial year and of its surplus or deficit for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the charitable company.

The notes form part of these financial statements

continued...

THE YOUNG URBAN ARTS FOUNDATION LIMITED

BALANCE SHEET - continued
31 December 2023

These financial statements have been prepared in accordance with the provisions applicable to charitable companies subject to the small companies regime.

The financial statements were approved by the Board of Trustees and authorised for issue on 25 September 2024 and were signed on its behalf by:



Mr S Nankivell - Trustee

The notes form part of these financial statements

1. ACCOUNTING POLICIES

Basis of preparing the financial statements
The financial statements of the charitable company, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

Assessment of going concern
The trustees have assessed whether the use of the going concern assumption is appropriate in preparing these accounts. The trustees have made this assessment in respect to a period of one year from the date of approval of these accounts.

The trustees of the charity have concluded that there are no material uncertainties related to events or conditions that may cast significant doubt on the ability of the charity to continue as going concern. Notwithstanding the net current liabilities position, the trustees are of the opinion that the charity will have sufficient resources to meet its liabilities as they fall due and note that the major loan creditor has offered its continued support.

Exemption from preparing cash flow statement
The financial statements do not include a cash flow statement because the charitable company, as a small reporting entity, is exempt from the requirements to prepare such a statement under Charities SORP (FRS 102) Update Bulletin 1, Module 14.

Income
All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

Expenditure
Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

Charitable activities
Charitable activities comprise those costs incurred by the charity in the delivery of its activities and services for its beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.

Governance costs
Governance costs comprise those costs associated with meeting the constitutional and strategic requirements of the charity and the audit fees and costs linked to the strategic management of the charity.

Allocation and apportionment of costs
Overhead and support costs relating to charitable activities have been apportioned based on staff time where applicable.

Tangible fixed assets
Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

continued...

1. ACCOUNTING POLICIES - continued

Tangible fixed assets

Motor vehicles	-	10% on cost
Computer equipment	-	33% on cost

Taxation
The company is considered to pass the tests set out in Sch. 6, para. 1 of the Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes. Accordingly, the company is potentially exempt from taxation in respect of income or capital gains received within categories covered by Pt. 11, Ch. 3 of the Corporation Tax Act 2010 or s. 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income or gains are applied exclusively to charitable purposes.

Fund accounting
Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.
Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.
Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

Short term debtors and creditors
Short term debtors and creditors with no stated interest rate are recorded at transaction price. Any losses arising from impairment are recognised in the profit and loss account.

Loans and borrowings
Loans and borrowings are initially recognised at the transaction price including transactions costs. Subsequently, they are measured at amortised cost using the effective interest rate method, less impairment.

Pension costs and other post-retirement benefits
The charitable company operates a defined contribution pension scheme. Contributions payable to the charitable company's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

2. DONATIONS AND LEGACIES

	2023	2022
	£	£
Donations	53,985	70,056
Grants	337,368	324,841
	391,353	394,897

The grants received in the year to 31 December 2023 were as follows:

	2023
	£
Paul Hamlyn Foundation	30,000
Postcode Society Trust	28,000

continued...

2. DONATIONS AND LEGACIES - continued

The National Lottery	53,370
Sony Music Social Justice Fund	50,541
Garfield Weston Foundation	30,000
The A.D. Charitable Trust	25,000
Other grants below £20,000	87,103
	337,368

3. OTHER TRADING ACTIVITIES

	2023	2022
	£	£
Other income	400	12,126

4. INVESTMENT INCOME

	2023	2022
	£	£
Bank account interest	1,111	112

5. CHARITABLE ACTIVITIES COSTS

	Direct Costs	Support costs (see note 6)	Totals
	£	£	£
Charitable activities	240,169	162,068	402,237

6. SUPPORT COSTS

	Management	Finance	Governance costs	Totals
	£	£	£	£
Charitable activities	145,711	284	16,073	162,068

continued...

7. NET INCOME/(EXPENDITURE)

Net income/(expenditure) is stated after charging/(crediting):

	2023	2022
	£	£
Depreciation - owned assets	22,240	11,006

There were Independent Examiners fees of £3,600 for the year ended 31 December 2023.

8. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 31 December 2023 nor for the year ended 31 December 2022.

Trustees' expenses

There were no trustees' expenses paid for the year ended 31 December 2023 nor for the year ended 31 December 2022.

9. STAFF COSTS

	2023	2022
	£	£
Wages and salaries	109,517	133,028
Social security costs	3,560	7,862
Other pension costs	1,272	1,428
	114,349	142,318

The average monthly number of employees during the year was as follows:

	2023	2022
Management, operational and admin	6	6

No employees received emoluments in excess of £60,000.

continued...

10. TANGIBLE FIXED ASSETS

	Motor vehicles £	Computer equipment £	Totals £
COST			
At 1 January 2023	147,273	25,272	172,545
Additions	-	524	524
At 31 December 2023	147,273	25,796	173,069
DEPRECIATION			
At 1 January 2023	18,177	6,728	24,905
Charge for year	13,728	8,512	22,240
At 31 December 2023	31,905	15,240	47,145
NET BOOK VALUE			
At 31 December 2023	115,368	10,556	125,924
At 31 December 2022	129,096	18,544	147,640

11. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2023 £	2022 £
Trade debtors	15,941	2,350
Other debtors	5,000	5,210
	20,941	7,560

continued...

12. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2023 £	2022 £
Bank loans and overdrafts (see note 14)	5,251	5,251
Trade creditors	996	10,191
Social security and other taxes	866	1,366
Other creditors	768	739
Accrued expenses	3,600	-
	11,481	17,547

13. CREDITORS: AMOUNTS FALLING DUE AFTER MORE THAN ONE YEAR

	2023 £	2022 £
Bank loans (see note 14)	32,230	37,574

14. LOANS

An analysis of the maturity of loans is given below:

	2023 £	2022 £
Amounts falling due within one year on demand:		
Bank loans	5,251	5,251
Amounts falling between one and two years:		
Bank loans	5,251	5,251
Amounts falling due between two and five years:		
Bank loans	15,752	15,752
Amounts falling due in more than five years:		
Repayable by instalments:		
Bank loans	11,227	16,571

continued...

15. MOVEMENT IN FUNDS

	At 1.1.23 £	Net movement in funds £	At 31.12.23 £
Unrestricted funds			
General fund	264,862	(2,009)	262,853
Restricted funds			
Restricted funds	28,533	46,758	75,291
TOTAL FUNDS	293,395	44,749	338,144

Net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	196,845	(198,854)	(2,009)
Restricted funds			
Restricted funds	265,221	(218,463)	46,758
TOTAL FUNDS	462,066	(417,317)	44,749

Comparatives for movement in funds

	At 1.1.22 £	Net movement in funds £	Transfers between funds £	At 31.12.22 £
Unrestricted funds				
General fund	126,435	(75)	138,502	264,862
Restricted funds				
Restricted funds	110,489	56,546	(138,502)	28,533
TOTAL FUNDS	236,924	56,471	-	293,395

continued...

15. MOVEMENT IN FUNDS - continued

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	180,628	(180,703)	(75)
Restricted funds			
Restricted funds	249,880	(193,334)	56,546
TOTAL FUNDS	430,508	(374,037)	56,471

Unrestricted funds represent funds available to the trustees for the general purposes of the charity.

Restricted funds
During the year, the charity received grants to be applied fo specific purposes and projects.

16. RELATED PARTY DISCLOSURES

There were no related party transactions for the year ended 31 December 2023.

THE YOUNG URBAN ARTS FOUNDATION LIMITED

DETAILED STATEMENT OF FINANCIAL ACTIVITIES
for the year ended 31 December 2023

	2023	2022
	£	£
INCOME AND ENDOWMENTS		
Donations and legacies		
Donations	53,985	70,056
Grants	337,368	324,841
	391,353	394,897
Other trading activities		
Other income	400	12,126
Investment income		
Bank account interest	1,111	112
Charitable activities		
Charitable activities	69,202	23,373
Total incoming resources	462,066	430,508
EXPENDITURE		
Raising donations and legacies		
Fundraising trading costs	15,080	13,007
Charitable activities		
Charitable activities	240,169	187,886
Support costs		
Management		
Wages	109,517	133,028
Social security	3,560	7,862
Pensions	1,272	1,428
Insurance	476	846
Telephone	3,563	3,362
Postage and stationery	1,268	702
Advertising	2,119	3,549
Office and administrative cost	687	-
Motor vehicles	13,727	8,177
Computer equipment	8,513	2,829
Carried forward	144,702	161,783

THE YOUNG URBAN ARTS FOUNDATION LIMITED

DETAILED STATEMENT OF FINANCIAL ACTIVITIES
for the year ended 31 December 2023

	2023	2022
	£	£
Management		
Brought forward	144,702	161,783
Bank loan interest	1,009	1,111
	145,711	162,894
Finance		
Bank charges	284	321
Governance costs		
Accountancy and legal fees	16,073	9,929
Total resources expended	417,317	374,037
Net income	44,749	56,471

THE YOUNG URBAN ARTS FOUNDATION LIMITED

England & Wales - Charity number 1159604

Accounts

YUAF YOUNG URBAN ARTS FOUNDATION

2022

TRUSTEE ANNUAL REPORT



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1



INTRODUCTION – CEO

Since YUAF's foundation in 2009, we have kept young people safe, empowered, inspired and nurtured the creative talents of over 22,000 young people.

Our youth-focussed positive diversionary programmes and creative workshops have built young people's confidence, improved their mental wellbeing, built skills and provided work experience and employment opportunities for those living in areas of deprivation, face inequality and disadvantage.

We are committed to centering the voices of young people who are at a high risk of child exploitation, being a victim of crime, or would otherwise not have access to creative opportunities. Combined with our resilience and organisational agility post-Covid, this meant we were able to resume full programme delivery by the first quarter of 2022, engaging with over 500 young people via online courses, media workshops and one-to-one support.

After four years of fundraising, and with generous support from Arts Council England and the Clothworkers Foundation, in September 2022 we launched our state-of-the art outreach media bus. Targeting the hardest-to-reach communities, the new YUAF bus provides a mobile recording booth, spaces for DJ masterclasses, music and podcasting production, and group activities - all solar-powered, and now wheelchair accessible.

As well as providing safe spaces for young people to learn new skills, connect and express their feelings and emotions, our youth leadership programmes have forged a pathway for young professionals to kick-start careers within the creative industries, upskill in music production, creative media and the performing arts through our innovative YUAF Futures and Pathways programmes.

Approaching fourteen years since our conception, I am extremely proud of not only the consistent development and improvement of our programmes but the infrastructure development to create a more sustainable model for the coming years.

As always thank you my team, our donors, funders, sponsors, partners, trustees, facilitators and youth workers, we couldn't do this without you.

Kerry O'Brien
Founder and CEO

Kerry O'Brien, Founder & CEO

2

TRUSTEE FOREWORD

2022 has seen the culmination of multiple initiatives to further strengthen all areas of the YUAF operation.

Welcoming new team members and trustees has allowed for the implementation of the strategies highlighted within our full organisational review.

Making conscious effort to bring new practice and enhanced integration of the senior leadership team, the trustees have been able to make vast steps in overall governance and management.

All trustees have actively increased attendance to on-site programs; this allows for greater understanding of operational needs as well as a deeper conscious engagement with the challenges beneficiaries face in the real world. The focus this provides is extremely noticeable as plans and policy continue to be reviewed with young people squarely at the core.

Trustee recruitment and onboarding sees a focused development - with the highlighting of specific skill sets needed to compliment. Safeguarding, Legal and Governance best practice has been reviewed and bolstered with the addition of new sub committees and frameworks.

Enjoyment and peer level support is a strong and underlying tone within the current board, this allows for a wonderful sense of achievement and recognition to the continued outstanding efforts of the staff team.

The Young Urban Arts Foundation has and continues to provide one of the most inspiring environments for all involved to learn and excel in the delivery of award winning and progressive youth services.

The trustee team would like to express our thanks to all funders and partners for the continued support in helping this organisation to continue to flourish.

Sam Nankivell, Chairman of the Board

3

OUR MISSION AND STRATEGIES

Young Urban Arts Foundation's mission is to empower the lives of young people by strengthening well-being and providing access to opportunities that celebrate creativity, culture, and belonging, ensuring they are seen, heard & celebrated.

Throughout our 14 years, we have helped over 21,000 young people and are known for delivering both empowering and creative outreach workshops in hard-to-reach areas where young people are at high-risk of child exploitation, being a victim of crime or do not have access to opportunities.

YUAF's programmes are designed around prevention and built to drive creativity within our pillars of engagement.

Outreach programmes include face-to-face work through our community youth work, school programmes, and multimedia bus workshops which we take into communities to provide a safe and exciting space to inspire and build young people's confidence. Young people learn creative skills (music production, song/lyric writing, vocal recording, podcasting and DJing) and in doing so, build self-confidence and soft skills while improving their overall mental wellbeing.

Support is available for young people who wish to access our aftercare service, Pathways. YUAF's key asset-based initiative focuses on young people's strengths and future potential. We work with each young person to improve their mental wellbeing and confidence, helping them to develop the tools they need for greater resilience and self-managing their emotions. Additionally, focused mentoring is provided for those who want more specialised support.

Opportunities are provided to young people who are ready and wish to access them. They include YUAF Futures which provides creative upskilling and employment opportunities for young people aged 16 - 19 years, enabling them to gain further training or work experience. YUAF Talks offers masterclasses delivered by creative industry professionals who share their stories, the challenges they faced, and how they developed resilience.

Leadership for young people is part of our commitment to youth voice as an integral part of our organisational development. We created a Young Leaders Programme, expanded our Youth Ambassador programme, and held youth forums for young people's feedback about the design and implementation of both existing and new programmes.



4

FUNDERS & PARTNERS

AEI
Garfield Weston
Shanly Foundation
Arts Council
Happy Lizzie
Skiddle
Ashley Family Foundation
Skyway
Avenues Youth Club
ICA
Sony Social Justice Fund
AXA XL
International Academy Greenwich
Stoke Newington School
Backstage Trust
John Lyon's Charity
Subtle Radio
BBC Children in Need
JP Jacobs Charitable Trust
Sutton Young Carers
Betsy Foundation
Kensington Aldridge Academy
The Allan Charitable Trust
Big Lottery
Kiss FM
Young Carers Lambeth
Eltham Hill School
PRS
Young Greenwich
Fore Street For All
Resident Advisor
Young Hackney
Foundation for Future London
Shaftesbury Young People's Trust
Young Harrow Foundation

4

FUNDERS & PARTNERS

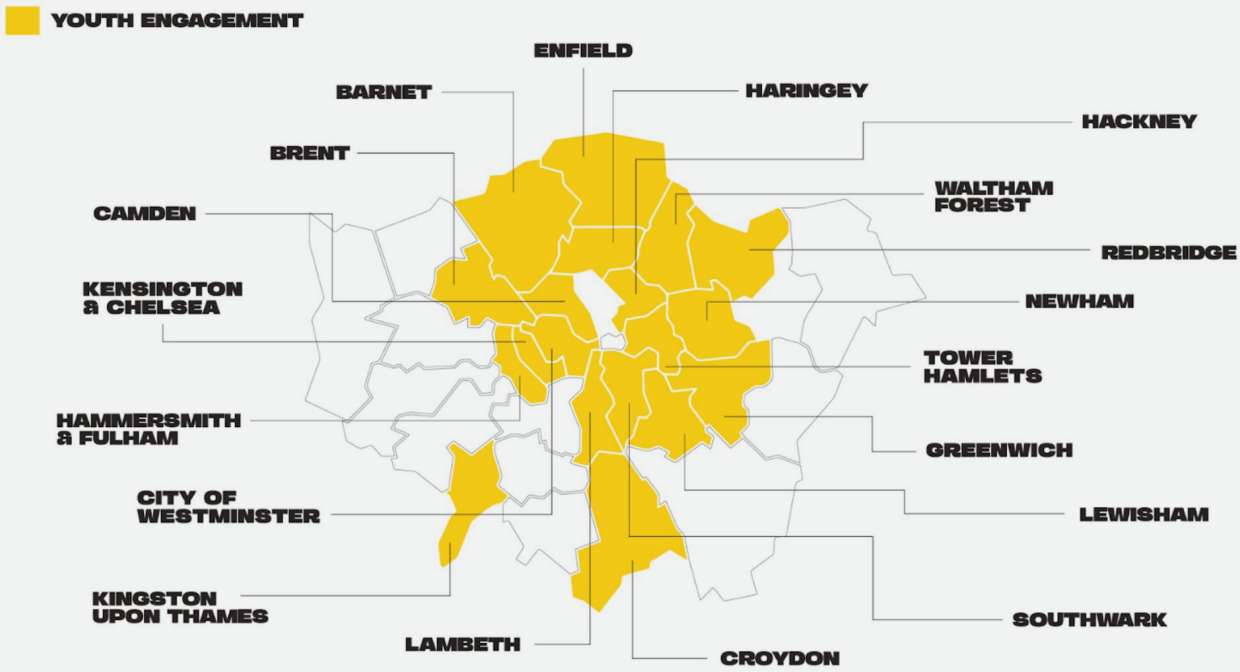
The Crate
Boiler House
London & Quadrant Housing
The De Brye Charitable Trust
Charlton Athletic Community Trust
London Youth
The FMLY
Charlton Triangle Homes
Paradime
The Fore Trust
Chesterhill Charitable Trust
Paul Hamlyn Foundation
The Halley
Clothworkers
Peabody Community Fund
The Harrow Club W10
Community at Tollers
Peabody Housing
The National Lottery
Ditto Management
Pembury Community Centre
Timberland
DJ Mag
Pirate Studios
Westfield East Bank Creative Futures Fund
DnB Allstars
Portal Trust
Wickers
Doctored Sound
Project Zero

5

BENEFICIARY OUTPUTS 2022

Our 2022 annual fundraising target was £601,667. We raised a total of £430,508. £150,000 was raised as capital for our new outreach media bus and we are under budget by £171,159 due to the competitive nature of grants and the challenges the youth sector has faced overall. Although COVID-19 restrictions continued into Q1 of 2022, we were able to resume full programme delivery in April, allowing us to engage with over 500 young people through a combination of online courses, bus workshops and one-to-one support. We also developed a new Young Leaders programme and expanded our partnerships within our YUAF Futures programme to provide a wider range of opportunities for young people.

YUAF Programs	Total	Male	Female	Non Binary/Other	Prefer not to say
Outreach Media Bus	400	216	141	4	39
Centre-Based Workshops	30	11	19	0	0
Online Creative Workshops	83	28	48	0	7
Awesome Coaching	10	1	9	0	0
Mind Over Matter	10	0	10	0	0
Total	**533**	**256**	**227**	**4**	**46**



Outside of Greater London, young people attended our courses from cities all over the United Kingdom, including Birmingham, Liverpool, Brighton, Southampton and Leicester.

6

MEASURING IMPACT

We use quantitative measures to assess positive changes made by our beneficiaries. Our evaluation CRM tool, Upshot, enables us to keep all data safe, and on one platform. This includes surveys, registrations, attendance records, notes from one-to-one sessions with young people, media, quotes, and feedback. This has helped us to streamline our process and be paper-light which is in line with our environmental objectives. It also strengthens our GDPR data by reducing the risk of handling physical forms containing personal data. Our qualitative data, in the form of feedback from our participants and other stakeholders, as well as case studies, 'tells the story' and illustrates the journeys of change that young people have undertaken as a result of participation in our programmes.

Our comprehensive digital YUAF registration form enabled us to collect much more baseline information than previously possible, including what obstacles each participant was currently facing and their hopes for their involvement in YUAF. It also provided us with rich demographic data which we analysed to identify gaps in service or in outreach. The registration information forms the initial basis of referrals into our Pathways Service using a RAG system.

Our courses are monitored with a feedback survey, collecting qualitative and quantitative data on beneficiaries' experience, against our hoped-for outcomes. We also monitor the impact of the online courses via tutor observations, which provide indicators for progression against confidence, wellbeing, relationships, empowerment and any other funder-specific outcomes. Check-ins and Check-outs, where participants rate or describe their mood at the start and end of a session, provide immediate feedback on a young person's wellbeing and the impact of each session.

Our Outreach programmes are monitored using baseline surveys, informed by HACT's social value calculator. Effective monitoring is also achieved through our commitment to youth-centred impact measurement in the form of a Journey Webgraph. This means that young people measure themselves against their own goals and reflections, rather than any external criteria. These surveys take place 2-6 times per programme, depending on programme length, providing ongoing feedback on the impact of the project.

As we collected both quantitative and qualitative data from young people in our sessions, we observed a change in their willingness to give personal information which is a post-Covid trend amongst many of our outreach sessions. While young people joined the bus workshops and actively participated, they were not open to disclosing information on their age, ethnicity or borough.

We have noticed, specifically post-Covid, that engaging and retaining young people has been a huge challenge not just for YUAF, but also through conversations with other youth organisations. We held focus groups with young people to ascertain ways to overcome this. It was suggested that consistent communication "so we know that you care" in between the sessions was critical. We created a new communications and retention plan which includes 2 text messages per week and also follow up calls or whatsapp communication by our youth workers to mitigate this challenge in 2023.

7.1

ACTIVITIES

OUTREACH



Outreach Media Bus

Our Outreach Media Bus travels to the hardest to reach areas across Greater London where there are high levels of deprivation, yet no services for young people to access. In our programmes, we are not only keeping young people safe while they are having fun, we are also creating a space for them to learn new skills and most importantly, we are giving them an opportunity to process their feelings and emotions through creativity. For us, that means music production, positive lyrical writing, spoken word poetry, vocal recording and singing. Our facilitators and staff aim to build connections with the young people, creating a sense of unity, friendship and common goals. Our ability to build relationships with young people and give them a sense of community has proven to be a very powerful element of the Outreach Media Bus programme.

We started 2022 with our single decker bus, and from January-August, we delivered weekly sessions at Lefevre Walk, Bow, engaging 20 young people in music production, lyric writing, community building and performance. Thanks to funding from John Lyons, we also collaborated with a brand new partner at Lancaster North Hub, delivering outreach sessions to engage young people in music production and lyric writing. The first term was impactful in building relationships with the local community, young people, and a new partnership with our Waltham Forest, Project Zero, where we also delivered an abbreviated summer programme.

After several years of fundraising efforts, in September 2022, we took ownership of a London transport double-decker bus and converted it to a state-of-the-art Outreach Media Bus. Our new bus provides greater resources for young people with 11 music production workstations, a soundproof recording booth, space for DJing masterclasses, podcasting and one-to-one and group activities. The bus is also equipped with 5 wheelchair accessible stations. It is ULEZ compliant and sustainable, with solar panels powering every aspect of our workshops. The bus enables us to go into those communities which have least access to resources, enabling young people to learn new skills on high-quality, industry-spec equipment, exploring and developing their creativity and wellbeing.

YUAF Amplify

Our double-decker bus took to the streets of London in October 2022, with the YUAF team heading to key areas in the Hackney & Walthamstow areas to deliver youth outreach, funded by Sony Social Justice Fund. Sessions covered music production, lyric writing, creative writing and podcasting, with attendees giving positive feedback about the upgraded bus and especially the vocal booth addition. Young people recorded, produced and mastered their own tracks for

the first time. Sony UK artists such as FelixThe1st, Eddy Luna, and Switch OTR featured as guest hosts on select workshops, allowing young people to learn about their experiences as artists and gain music industry insight. As the sessions progressed, young people's skills and confidence in facilitating podcasting conversations and topics also grew.

Funding from Resident Advisor enabled us to continue additional delivery in Hackney and engage even more young people and continue to build relationships.

In the Autumn, we returned to Lancaster North Hub, bringing our new double-decker bus to the local youth centre. Young people were able to expand their creative skills by utilising the new elements of the bus and in addition to lyric writing and music production, took part in vocal recording & podcasting, and were taught how to use all the equipment on the bus. Overall, there was positive feedback from both the young people and the facilitators about the pieces that were created in sessions. The Pathways Coordinator attended several sessions and participants were encouraged to engage and progress with our Pathways aftercare service for additional support and opportunities.

Commissioned Work

We took part in two pieces of commissioned work, at Fore Street for All and in Pymmes Park, both in Edmonton. 23 young people participated in the bus activities, and the sessions also served as a trial for working with these community partners in the future.

On October 28th we took the bus down to Westfield Stratford City as part of their Westfield Future You campaign. The bus was parked by the main entrance with young people taking part in music production workshops and DJing classes throughout the day.

In 2022, we engaged with 400 participants.

100% rated their experience with YUAF 5/5

95% said taking part made them feel good

86% said the experience made them feel more confident

100% said their creative skills had developed

"I never thought I would enjoy making music or be interested but just having the tutorial with Maze has changed that" - Participant, Amplify, Autumn 2022

"Really enjoyed the session and the first time using the vocal booth.. I will come back and bring some friends who also like music production and rapping. This Bus is progression!" - Participant, Amplify, Autumn 2022

"My confidence has shot through the roof after feedback from my peers." - Participant, Amplify, Spring 2022

Centre-Based Programmes

YUAF was also proud to deliver centre based workshops for young people in Hackney in partnership with London Youth. The projects engaged them in activities including creative writing, music production, a DJ workshop, spoken word poetry and performing their work in front of peers.

We engaged with 15 young people, aged 9 - 11, at SkyWay Charity and 15 young people, aged 8 - 13 at The Boiler House Community Space.

During the sessions, young people learned new creative skills as many had never worked with production or DJ equipment. Additionally, some do not have access to music at school so it was a new experience for them. Young people gained transferable skills through public speaking and an increase in confidence. The group also experienced peer-to-peer encouragement and collaboration through developing, writing, and producing music.

Online Workshops

In January, we held two online workshops, Goals Setting and Singing/ Songwriting, funded by Burberry. There was continued interest from young people to hone their singing and songwriting skills and the sessions were well attended. Our Goal Setting course helped young people begin 2022 with greater direction and increase their aspirations. Several young people in these workshops progressed through to Pathways and participated in YUAF Futures.

Over the last two years, Thrive & Connect online workshops were a vital part of helping young people stay connected and engaged, giving them a safe outlet to express their feelings and emotions in a creative way. At the end of 2021 and into 2022 we noticed decreases in signups and based on feedback, we learned that the primary reasons included zoom fatigue and a greater desire to have face-to-face interaction. We are listening to young people and based on their needs and interests, have created YUAF Talks. These periodical online workshops invite creative industry professionals to share their journey, offer guidance and allow young people to gain insight.

7.1

Mind Over Matter

Mind Over Matter, designed and owned by Peaches Cadogan, delivers dynamic, fun and engaging group activities to help young people strengthen their mental wellbeing and make positive strides forward in their personal development. Each young person has the opportunity to share their thoughts with the group and gain a deeper understanding of the vulnerabilities in themselves and others. Goals are set and aspirations raised by creating shared visions, values and role models for young people to focus on, as well as challenging language abuse and exploring current affairs. Issues raised through group sessions form the basis for one-to-one mentoring for targeted individuals, where a bespoke plan for support is developed in conjunction with parents, the school and external agencies.

Mind Over Matter ran in two schools with a total of 34 female participants, aged 12 - 13 years. In the Spring term we continued the program with our ongoing partner, Eltham Hill School in Greenwich. In the summer, we partnered with a new school, Holy Family Catholic School, in Waltham Forest. Re-engaging young people with consistent face-to-face sessions provided greater feelings of connectedness and much needed support to explore their emotions.

76% expressed greater feelings of confidence when talking about their mental health.

67% had more belief in themselves as a result of the course and learned how to work towards their goals.

56% felt more connected to others.

45% learned tools to help them feel better when life is hard.

What did you learn which you'll apply to your everyday life?

I have learnt to speak up more and use my voice and the three things that have stuck with me are self confidence, responsibility and matureness.

I have learnt that being confident, being mature and speaking to my parents about my day/ school are important.

These sessions help with confidence and self esteem. They encourage us to speak to people when you need help.

Writing down my feelings on paper to help me cope.

We shouldn't let others impact how we view ourselves.

7.1

What has now become possible for you?

I can express myself.

I feel less isolated.

I can talk more openly with people.

Confidence to discuss problems.

In 2023, we will alter the delivery model to engage young people in our new Outreach Media Bus through YUAF Empowers. We will continue our focus on mental health and personal development for young people. The Sound of the Next Generation report by Youth Music and Ipsos MORI shows that music has a positive impact on wellbeing, enabling young people to connect with their peers, their community, their family and their roots. Integrating music and creativity to our programme will enhance our support for young people, further allowing them to identify coping mechanisms and tools for resilience, finding a trusted adult to confide in, and speaking out about difficulties.

7.2

SUPPORT

Pathways

YUAF Pathways became a key area of YUAF's work throughout the years of the pandemic, empowering young people to take a lead on shaping their lives and realise opportunities that can further their own personal development and improve their wellbeing. First established in 2020, the unique programme works with young people aged 14-19 in London.

Tailored to the specific needs of each young person, Pathways aims to provide progression and exit routes for them to explore education and training opportunities, creativity and creative careers, as well as access support for their physical and mental health. The programme helps young people explore their needs and challenges to help them into opportunities within YUAF's own projects as well as through external partners. These include brands and companies in the creative industries and other organisations in the different communities that YUAF works.

Key objectives include helping young people strengthen their mental well-being, develop confidence, build new skills, raise aspirations, increase self-worth, and build resilience and positive relationships to help them into opportunities. A RAG system (Red-Amber-Green) was designed to accommodate the different levels of need amongst the caseload, and tailoring intensity of support in response. This specific formula of support produced significant benefits for young people who were able to engage fully with the service.

"This was the most eye-opening experience for me, I am so positive about the future now! I know I can make my dreams a reality." - JS

Pathways delivered at least 494 one-to-one calls/zooms, emails or WhatsApp check-ins, to support YP with goal-setting, sharing opportunities and wellbeing resources, as well as celebrating ongoing achievements.

"Pathways was really insightful; showed me different opportunities that I wouldn't have got to know without Pathways, so it's just opened my eyes to things I wouldn't have otherwise known and goes to show that there are things going on in the industry (for young people)." - Beneficiary

7.2

Of the young people who participated in Pathways:

49%
Improved wellbeing

60%
Increased confidence

69%
Increased access to opportunities

As a result of Pathways support:

64%
Improved their networks and made industry contacts

62%
Feel positivity about the future

56%
Feel part of a creative community

51%
Improved their professional profile

51%
Developed communication & work skills

49%
Developed creative skills

"I found my experience with YUAF extremely eye opening and motivating. I have wanted to get into the radio scene for quite some time now though I have lacked the confidence, after working on some demos with the mentors at YUAF I find myself with newfound confidence. I was also given extremely helpful tips in regards to how to speak clearly, writing links and how to get my foot in the door, all of which I will be carrying with me as I venture into the world of radio." - CM

(CM now has a slot on Croydon FM.)



7.2

Approximately 218 young people had access to the Pathways Business WhatsApp and 262 unique opportunities were shared via status. Opportunities were varied, ranging from YUAF's Futures, to partner organisation training courses (ie Mode Moquette Young Volunteer Project), workshops (ie TikTok script writing), open mics, casting calls, festivals, access to The Halley recording space, music workshops, free tickets to concerts, and talks (ie V&A and Financial Times).

"I've learned so much at my experience with YUAF. I got the opportunity to record and edit a podcast for the first time in a professional studio, which will be helpful for my career in the future. I am also more aware of the opportunities available to me and my confidence to apply and reach out has improved from this experience. I would recommend it to everyone!" - CS

"It was wonderful. I got to work and learn so many new things, I've never thought I'll do. It was 10/10. I didn't even know I had the desire to learn, so I discovered a new desire." - AV

"[Pathways was] very amazing, I feel like I learned a lot since joining the course. My upskilling has expanded, not limited like before. Feel like I made very good connections, and we've been able to not limit our creativity, and bring them together to explore further." - LN

While Pathways continues to be a strong programme with positive impacts, we have observed that the ways young people engaged during and immediately post-Covid have now changed. That, along with a change of staff and inductions meant handling caseloads was more challenging. In 2023, we will work with young people to identify the best ways to address these challenges and move forward with a more up-to-date youth-centred approach.



7.2

Awesome Coaching



Our wellbeing programme, You Are Awesome, aims to provide more focused one-to-one mentoring to particularly vulnerable young people. Each participant is mentored over 6 structured sessions that respond to their specific needs. Within each session the mentors ensure a confidential safe space is maintained for the young people to feel comfortable about expressing themselves. The mentors encourage participants to open up about difficulties, take a lead on what they want from the sessions, and have agency over their experience in the programme. Including both hands-on creative activity and discussion, the solution-based learning programme focuses on the participant's current strengths rather than looking at their past.

In our second year, we continued to see positive outcomes from young people who participated in the programme. Of the young people who received Awesome Coaching,

100%
Improved wellbeing

88%
Developed deeper understanding of topics which affect them

88%
Engaged in a positive activity

75%
Felt empowered through using their voice

63%
Gained improved access to opportunities

63%
Set goals

50%
Increased confidence

50%
Developed positive relationships with peers and role models



Progressing into 2023, we will offer Awesome Coaching on an as-needed basis for young people who require specialised one-to-one support.

7.2



"I was able to speak safely without judgement." ***IME***

IME's mentor was able to help her find better ways of coping with emotions and stress. Her relationship with her parents and friends improved and she had an overall improvement in wellbeing.

"People think I am more confident than I am." ***- AI***

AI's mentor helped him build confidence. He had an increase in positive peer relationships and was supported to be empowered to use his voice by speaking at events.

"I put a lot of pressure on myself; I need support with anxiety because of family issues." **- HH**

HH's mentor helped support her with sharing with her mother about how she feels. HH had improved confidence and overall wellbeing.



7.3

OPPORTUNITIES

YUAF Futures

YUAF Futures was specifically created for young people aged 16-19 years from marginalised communities (Global Majority, LGBTQI, disabled youth and those living in poverty) to provide them with opportunities to progress into desirable workplaces/employment and/or help them gain a qualification, skill, or training that leads to improved possibilities and increases diversity and inclusion in workplaces. Funded by Westfield East Bank Creative Futures fund in partnership with Foundation for Future London and The Betsy Foundation, this programme enables young people to explore their chosen career choices, and through the experience and training, discover more about the reality of those fields. This enables them to make more informed choices about their future based on experiential learning.

We identify suitable participants through our outreach engagement programmes, in schools and community/youth centres and our online workshops. Through the registration and assessment processes we are able to identify those ready for upskilling and employability opportunities. Their first point of contact is with our Pathways Coordination team who engage with young people and then refer them into YUAF Futures, support them through their application process, and ensure they are ready for the programme and set up for success.

Most recently, an effective evaluation framework was designed and developed by an external evaluator. Young people are also consulted throughout their time in Futures, starting on the enrollment day, to make sure they are all working as a team during their journey from peer support to celebration. On the first day, young people complete an assessment and set goals, expectations, and working

Participants in the programme are challenged by inequality in the following ways:

77% Global Majority

6% SEN

4% LGBTQ



7.3

Of the young people who participated in YUAF Futures,

76% **were put into work experience placements**

44% **Got into paid employment through the Futures programme**

75% **Gained new opportunities in creative and professional skills training**

"Really impressive programme and crew over all. Everyone supported each other and has ambition and drive well beyond their years! I'm looking forward to seeing where they take things over the coming weeks, months and years!" - Pete Simmons (Head of A&R, Universal Publishing)

"Programmes like YUAF Futures are important to give young people new opportunities in an otherwise closed industry and to inspire them to know that they can achieve whatever they put their minds to!" ***(Susan Warwicked, Disney)***

"The work done by Futures is extremely important. It's skill building. It prepares young people for their chosen careers and actually gives them the necessary tools to turn their dreams of working within the creative industries into reality. They seem to grow in confidence and self belief throughout the program, the biggest evidence of the importance of their work is seeing the effect the program has on their young people." - Elana Lacroix, Studio Engineer at The Halley

"I can't lie, but I didn't think I'd be able to be a presenter and now, because of Futures, I think it's actually possible. Also, KISS FM have invited me back and want to continue to work with me, which is a dream come true!" TS, Participant

"I found YUAF Futures useful because these kinds of jobs don't come easy, but when you know it's not impossible, it makes you want to go for it more! Futures broke that barrier for me. I now believe I can achieve what I want to achieve." WA, Participant



7.3

YUAF Talks and Masterclasses

We partnered with Columbia Records, Sony Music UK and Resident Advisor to deliver our Online Masterclass Series with reputable artists and behind-the-scenes industry professionals. 40 young people, most of whom were aged 16 - 20 years and from the Global Majority, participated in 6 Masterclasses that provided in-depth knowledge, invaluable insights, and pathways for the young creatives. Partners included Ellie Prohan, Joy Crookes, Callum Hay, Big Zuu, Columbia Records Marketing Team, and Afrorack.

"I learnt about maintaining principles, trusting your gut instincts as an artist, and focusing on your vision." -NR, participant

"Being able to have Joy answer my questions and hearing her story was important to me and really helpful." - FS, participant

"Big Zuu often stressed that is important to be who you are and I think that is very important." - JW, participant

EMPLOYMENT OPPORTUNITIES

Fully Focussed

In June 2022, funded by the Sony Music Social Justice Fund (SMSJF), YUAF hired Fully Focused Production (UK's leading, youth-driven production company supporting the next generation of filmmakers and underrepresented talent) to create the YUAF x Sony Amplified content for us over the summer and autumn.

Over the 6 months, Funded by SMSJF, YUAF worked with Fully Focussed team; Ikram, Roo and Amara to build storyboards, themes, interviews for the content to correctly represented YUAF's work and partnership with Sony Music Justice Fund.



They visited each location within August, September, October and November to film, interview and capture the essence of our young people and how we impact their lives.

YUAF employed editor Amara from Fully Focussed in January 2023 to complete a short term project; to create a Corporate Showreel using archive YouTube footage. Amara was given a brief to create a 90 second piece for YUAF to advertise its team building services to businesses.

7.3

This showreel has been used to advertise YUAF Corporate services on LinkedIn (Advert and shared by Trustees & Team) as well as to YUAF's corporate database.

Paid and voluntary opportunities

We continue to work both internally and with our partners to provide young people with both paid and voluntary opportunities.

21 young people were paid freelance rates for Youth Consultation Focus Groups and for Trainee roles on our outreach projects. (14 female / 5 male)

13 young people were given paid opportunities with our partners (11 female / 2 male)

8 young people were given unpaid work experience with our partners (6 female / 2 male)

6 young people were given unpaid work experience (3 female/ 3 male)

Young Assistants on Projects

As part of our long-term vision, our aim is to create enough resources so we can upskill, train and employ young people (16+) who have been through the YUAF programmes to become young leaders and trained facilitators. We are aware of the complexity required to ensure that we are setting young people up to win, in order to do this we have started to pilot this with three young people, with one consistent young man.

"*As an artist and a youth worker YUAF is the perfect place to showcase my talents that not only help be raise the ability of the young people that roll through but myself as well and I think that's incredible thing to have access to and to do. Plus being only 19 and being treated as a colleague and not a tokenistic young person of the team is refreshing and appreciated.*" - Sol

The resources required to increase this model will be significant to provide regular training, supervisions and a safe space to provide developmental opportunities within the organisation. This is part of our 3-year business plan, we aim to increase this by two young people in 2023.

7.4

LEADERSHIP

Youth Leadership

The Young Leaders' Programme was created as a leadership development programme for young people to improve their community leadership skills. The programme includes:

- Professional development and training
- Confidence building
- Work experience and Employment opportunities
- Education on presentation styles
- Careers support
- Wellbeing support

As representatives for their peers, they also contribute to YUAF's future direction and strategy, helping us to identify and support the needs, interests and progression of all our beneficiaries.





7.4

YOUTH AMBASSADORS

Youth Ambassadors are 18+ years and are the face of our charity. Each Ambassador has experienced the holistic YUAF model so are able to represent the ethos and values organically. They have lived experience of YUAF, are powerful role models, and all want to 'give back' due to the benefits they received as beneficiaries.

Eve (Afrodite)

Eve, or going by her show name, Afrodite, has had a special year with YUAF. She recorded her original track 'The Sound' which was written, recorded and produced for our EP, 'Fresh From London' in partnership with Universal Music. She is now establishing herself as an artist, performing at the MRI software event with 6 other young artists. However, the stand out was at the London Youth awards where she performed her track after we won the 'Being There' award. Truly a special moment. She also actively takes part in YUAF events, for example attending our youth voice consultation.

"YUAF have helped me so much, guiding me through the creative industry and realising my potential through all the skills I have learnt at their workshops and programmes. YUAF has great partnerships with creative spaces, which really helped me flourish and develop my musical skills alongside great mentors."

Solana

Solana took part in our Futures programme last year where they said they gained valuable skills such as organisation, time management and networking. They also had a work placement at BestSeller where they designed clothes for ASOS.

Gifty

Gifty has embraced being a YUAF Ambassador with open arms. She appeared on BBC Sounds with Eddie Nestor, speaking confidently about her journey with YUAF and what the charity can offer other young people who were in her position.

"Being a YUAF Ambassador and drawing people to coming to YUAF, I'm here to really help and bring and drive young people into what they want to do, whether its Music or being a creative, it's (YUAF) there to help young people just push themselves and be able to break into the industry." - Gifty on BBC London

Isabella

Isabella attended the bus launch in Hackney, speaking and interacting with other young people and spending time checking out the new equipment with them. She also attended the PRS workshop with music industry professionals.

7.4

Malik

Malik produced social content for YUAF's Instagram, sharing details of his musical journey in 2022 and why he was grateful for YUAF's positive impact on his life. He also performed at the Halley with other YUAF Futures participants, showcasing some of the music that was created during his time in YUAF sessions.

Marleigh

Marleigh attended the summer bus launch along with several of the other Ambassadors. He also attended the PRS panel session that was held, where he was given valuable insights into the music industry from their experts. He expressed his thoughts and feelings about the value of the panel sessions which were shared on YUAF socials.

Matthew

Matthew attended the bus launch and performed at the Halley with Malik and other Futures participants. He also took part in the Skiddle panel session, where he and 2 other young people shared their experiences both with YUAF and in their life in a packed conference room. He spoke to approximately 30 people at the AEI summit about YUAF Futures and the impact it has on young people.

"Matthew did an incredible job at representing the charity and made some important connections that will hopefully continue to excel his journey into creative industries." - Laurie Charlesworth



7.4

YOUTH VOICE

In 2022 our Youth Voice and Leadership consultation began as a way for young people who had previously attended our programmes to provide feedback about our services and help shape the future of YUAF. Young people gave their opinion on our programmes, how we advertised them, and their social media preferences. Their insight prompted us to move forward using Instagram to advertise our programmes and content on TikTok. Young people were also prompted to discuss topics such as what leadership meant to them and what their ideal outreach and leadership programmes would include. Feedback included:

- Teaching basic music production to artists
- Understanding the different strands of leadership
- Teaching hard to reach genre classes like Jazz and Classical
- Contacting pupil referral unit schools for more inclusivity

Participants also completed a survey which helped us shape a future potential programme. Their thoughts and feedback will shape YUAF's current and future programmes. More information on our Youth Consultation Focus Groups can be found **here.**

"Developing different strands of leadership, not everyone has the confidence to present or be the face of something. Understanding how to support someone doing the main part of leadership, being a leader can be tiring and a big part is delegating and sharing that responsibility."
- (Youth consultation participant)

"Laurie calling me before the sessions and emailing/texting me, made me want to do the programme. That made me feel like they wanted me. Making sure I knew this programme would help me, it locked me in."
- (Youth consultation participant)

"There should be more genre specific programmes, jazz and classical music is often inaccessible to disadvantaged young people, if you're interested in it then there's barriers to the industry. I couldn't access lessons and equipment till I was 16 and could pay for my own lessons, and looking back it really upset me that I didn't have the chance to do it earlier."
- (Youth consultation participant)

7.5

CASE STUDY

About MS

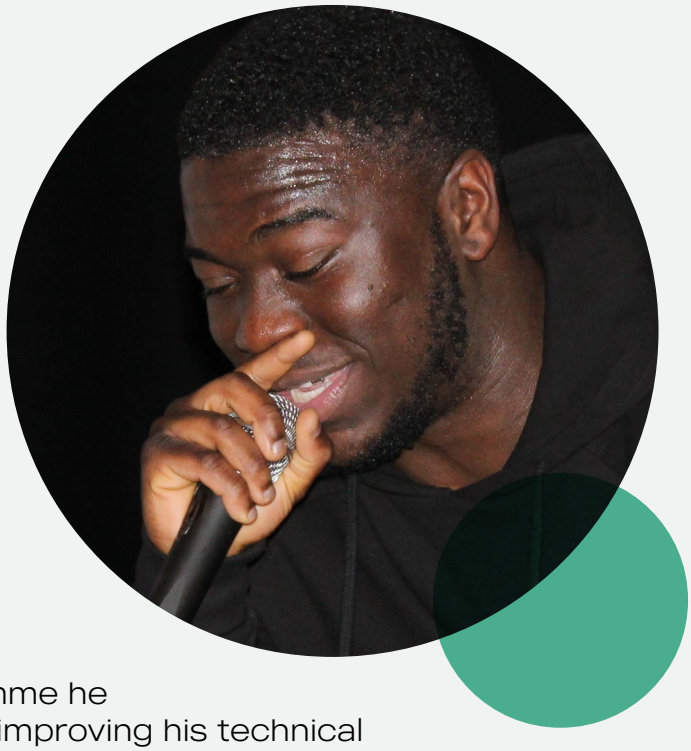
19 years old, White British, comes from a low-income family and a young man with high-functioning Autism.

Entry into YUAF

MS found YUAF on Instagram and applied online to participate in a partnership project with Universal Productions Music (UPM) and Undeniable Studios (created by a former YUAF beneficiary, Koder). The larger aim of this EP project was to have their music commissioned by the TV, Film and the gaming industry (Sync). MS was successful in his application, with his supporting statement saying that he wanted to make money from his music so he could financially support his family. Two of his tracks have since been selected for purchase and placed on two international TV programmes: Noon News (China)

Pathways

MS was referred to the YUAF's Pathways Service and upon induction, it was identified that he lacked social skills and confidence. He was fast-tracked into YUAF Futures after he expressed that participating in UPM helped him see his potential and motivated him into pursuing a career in music. He also wanted to grow his confidence and social skills. All of this combined was for the achievement of his ultimate goal: to support his family financially.



YUAF Futures

Throughout the YUAF Futures programme he excelled in music production sessions, improving his technical abilities. He also participated in activities within a space where he mixed with the other young people in a professional environment to improve his social and communication skills. MS commented on how being in the building made him feel like part of a creative community, something that was new to him. "YUAF Futures grew my confidence as a producer especially. With modern technology it's easy to be isolated, but at The Halley, it grew my social confidence." During a masterclass with Jacob Manson, a British multi platinum-selling music producer, DJ and songwriter session, it was obvious that his confidence was improving as he showed keen interest and asked lots of questions. He said that was one of the best things he's done, he found it fun, and informative.

7.5

In September, YUAF ran a Synth workshop in conjunction with Resident Advisor and Chicago based youth audio arts foundation; Afrorack. This workshop opened up the creativity of young producers and what is possible in making music.

Universal Production Music funded the YUAF: Fresh From London EP in October. The program offered 10 music producers to learn about making a living from Synch and selecting 6 tracks to feature on the EP to earn royalties within the world of Synch. YUAF ambassador; Koder partnered by mentoring and nurturing each music producer in the music making process, at his Undeniable studios as well as creating a 3 part documentary on the process.

As a result 4 young artists had their music selected and placed in Songs of Praise, Home of the Olympics - Hall of Fame Tokyo 2020 - Eurosport, Noon News - China - VIU TV, Plateau sport, Guild Sport and Saints Row the Third for now.

Community youth partners who supported and promoted the Fresh from WLondon program included; Midi Music, Tileyard Impact, UK Youth, The Avenues, Youth Music & Girls of Grime.

Pirate Studios enrolled YUAF onto their Social Justice initiative. Offering YUAF music producers & DJ's free studio space from November 2021.



7.5

Employability Skills & Paid Work

MS participated in a one-to-one CV and cover letter writing workshop with YUAF's corporate partner, AXA XL, which he said was incredibly helpful to improving his professional skills. His interest in radio production led him to a placement for work experience at Kiss FM.

We witnessed MS develop immensely from not being able to speak in a room of a few people, to being paid to play the cello live (for the first time) in front of 40 people and where he confidently spoke about the origins of classical music's links with Grime. "It built on my current skills and allowed me to gain new skills. I'd never done a live gig before, so having the opportunity to do that at The Halley was amazing." As a result of his time at The Halley and making a great impression on the staff, he is now a paid writer for their blog.

The Journey Continues

Through our partnership with Sony Music Entertainment, MS was successful in his application for an internship, which was one of his dream goals. He was also accepted for a bursary for music tuition through another YUAF partner, The Blackheath Conservatoire. He is delighted to have been selected to be a YUAF Youth Ambassador, supporting other young people and representing our organisation.



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BRAND SUPPORT AND RECOGNITION

Within the first quarter of 2022, we held four YUAF Talks sessions on Zoom. Presenters and artists (Ellie Prohan, Joy Crookes, Callum Hay from DITTO Music and Big Zuu) held a space for YUAF's young artists to discuss topics and receive advice on how to get ahead as music artists.

Our relationship with The Halley progressed and as a result, we were able to provide a spotlight for 5 YUAF beneficiaries to perform at the 'Live Sessions at the Halley' in April.

Continuing with our commitment to enable young artists to be seen and heard, we received support from Universal Production Music on the "YUAF Fresh from London EP" release. They promoted the EP to their publishing database resulting in numerous tracks being used for TV shows across the globe, generating revenue for the featured artists and teaching them how to adapt their talents in music publishing.

Skiddle (event guide & ticketing company) offered an opportunity to help young creatives tell their stories about music and culture. With their support, we were able to upskill 6 young creatives in content creation and held a screening of their short stories at The Halley. Skiddle promoted these pieces across their social platforms as well as highlighting the great work in a press outreach campaign.

In the Summer, Timberland supported a 6-week programme to empower and upskill 5 young creatives via a series of workshops. Each week was tailored to the interests of the cohort and hosted by relevant facilitators from the creative industry. It helped each participant upskill, build a portfolio, and gain work experience within Hospital Records, DITTO MGMT, KISS FM, and The FMLY (creative agency).

YUAF Amplify Summer & Autumn with Sony Music UK ran between August and November, allowing concentrated time with our new outreach double-decker bus in Walthamstow and Hackney. Sony artists such as FelixThe1st, Eddy Luna, and Switch OTR featured as guest hosts on select workshops. We built a new relationship with Fully Focussed, the UK's leading, youth-driven production company. We employed 3 of their talented young filmmakers to create content around these workshops.

YUAF x Resident Advisor Sessions held in November focussed on young Hackney residents, giving them a safe and creative space to spend their Monday nights.

In November, YUAF was proud to be awarded with the "Being There" Award from London Youth. The ceremony included a performance from YUAF Youth Ambassador, afroditetoolively, giving her the chance to build up performance skills.

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PRESS & MEDIA

Eddie Nestor interview with Westfield East Bank Creative Futures Fund beneficiary, Gifty, on her journey with YUAF

CLICK HERE

London Youth Being There Award 2022

CLICK HERE





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STRATEGY 2023 & ORGANISATIONAL DEVELOPMENT

Following the implementation of a new board, creation of a 3-year business plan and a new double-decker outreach media bus which increases our capacity to engage with young people, we have established strategic objectives that fall within three themes: Sustainability, The Journey and Celebrating Impact.

Key Strategic Objectives for Q1 & Q2

Sustainability

- Finance Management:
  - Develop lead for operational financial management day-to-day Implement new financial management systems
- Risk Management:
  - Finalise Risk Register and add to Board Meeting and Senior Management Team Meetings agendas

The Journey

- Bus and Outreach Programmes
  - Aim for the Bus to deliver workshops 3 days per week during term time (existing model or/ and youth-led model)
  - Develop a school-based program to incorporate an empowerment program or Young Leaders Programme on the bus
- Measuring Long-term Impact
  - Develop a framework to measuring long-term impact

Celebrating Impact

- Expanding Youth Voice in Leadership
  #Work with young people to develop a 'Youth-led' strategy
- HR Progression and Retention
  #Review policies to assess review and improve staff retention via support, training and improved benefits

Key Strategic Objectives for Q3 & Q4

Sustainability

- Finance Management
  - Examine time expenditure for income generating activities to measure ROI
- Board and Governance Development
  - Begin recruitment process 2 - 3 young trustees

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- Collaborate with Young Leaders to develop a process for young trustees to attend board meetings

The Journey

- Bus and Outreach Programmes
  - Roll out new YUAF-owned wellbeing schools programme
- High Needs Locations
  - Deliver centre and/or bus programmes with at least 2 community partners in Newham

Celebrating Impact

- Expanding Youth Voice in Leadership
  - Deliver three Young Leaders' Programmes
- Evaluation Needs and Impact
  - Build impact measurement skills of the team (to ensure YUAF is a learning organisation) and clear processes for learning from reviews
- HR Progression and Retention
  - Develop core staff succession plans

Partnership Development

Our aim for 2023 is to develop more strategic community partnerships, enabling us to be more embedded into specific boroughs as per our business plans objectives. We will also work towards creating a more resilient design for Pathways to support young people and develop stronger fundraising models within our partnerships to increase the chances of success and ongoing sustainability.

Corporate Engagement

Through networking and a focus on business development, we grew the number of potential corporate partners for both funding and partnership opportunities. YUAF Futures continues to enable us to be more visible to more companies and brands who want to offer services, time, and resources to developing young people and as a result, opened further opportunities for the charity to explore more partnerships.

As we enter 2023, we are finalising a corporate offer that will incorporate YUAF's new double-decker bus with a variety of activities aimed at the corporate sector, that will both encourage employee engagement and benefit young people.

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Marketing & Youth Outreach

We will continue our marketing efforts to increase our visibility and reach youth audiences by:

- Delivering paid Instagram & Facebook promoted to reach a wider audience for sign ups to programmes/ workshops
- Developing relationships with street-based and detached teams in targeted boroughs to advertise opportunities for young people in their boroughs
- Continuing to work in partnership with local community organisations and schools using flyers and posters encouraging young people to attend face-to-face workshops
- Creating new programmes for young creatives to up-skill and have their work seen and celebrated with new partners (e.g. Halley Showcase)
- Continuing to build and grow the corporate, staff, and youth newsletters adding new sign ups to our database, as well as add new clients & community partners

YUAF's Instagram account, @YUAFofficial, has 4,433 followers, 55% are aged 13-34. YUAF's Newsletter has 835 subscribers who are aged between 13 - 21.

Annual Fundraising Target

In order to achieve our plan for 2023 is £517, 576.

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Statement of Financial Activities for the year ended 31 December 2022

	Notes	Unrestricted funds 2022 £	Restricted funds 2022 £	Total funds 2022 £	Total funds 2021 £
Income and endowments from:					
Donations and legacies	4	145,017	249,880	394,897	366,769
Charitable activities	5	23,373	-	23,373	48,715
Investments	6	112	-	112	306
Other	7	12,126	-	12,126	10,321
Total		180,628	249,880	430,508	426,111
Expenditure on:					
Raising funds	8	13,007	-	13,007	15,168
Charitable activities	9	108,415	193,334	301,749	274,197
Other	10	59,281	-	59,281	75,083
Total		180,703	193,334	374,037	364,448
Net gains on investments					
Net income	11	(75)	56,546	56,471	61,663
Transfers between funds		138,502	(138,502)		
Net income before other gains/(losses)		138,427	(81,956)	56,471	61,663
Other gains and losses					
Net movement in funds		138,427	(81,956)	56,471	61,663
Reconciliation of funds:					
Total funds brought forward		126,435	110,489	236,924	175,261
Total funds carried forward		264,862	28,533	293,395	236,924

Summary Income and Expenditure Account for the year ended 31 December 2022

	2022 £	2021 £
Income	430,396	425,805
Intrest and investment income	112	306
Gross income for the year	430,508	426,111
Expenditure	361,930	360,687
Interest payable	1,101	1,244
Depreciation and charges for impairment of ficed assets	11,006	2,517
Total expensiture for the year	374,037	364,448
Net income before tax for the year	56,471	61,663
Net income for the year	56,471	61,663

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Balance Sheet
for the year ended 31 December 2022

Company No. 06658860		2022 £	2021 £
Fixed assets			
Tangible assets	13	147,640	2,974
		147,640	2,974
Currents assets			
Debtors	14	7,560	15,970
Cash at bank and in hand		193,316	271,027
		200,876	286,997
Creditors: Amount falling due within one year	15	(17,547)	(10,182)
Net current assets		183,329	276,815
Total assets less current liabilities		330,969	279,789
Creditors: Amounts falling due after more than one year	16	(37,574)	(42,865)
Net assets exclusing pension assets or liability		293,395	236,924
Total net assets		293,395	236,924
The funds of the charity:			
Restricted funds	17	28,533	110,489
Restricted income funds		28,533	110,489
Unrestructed funds	17		
General funds		264,862	126,435
		264,862	126,435
Reserves	17		
Total funds		293,395	236,924

These accounts have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies. For the year ended 31 December 2021 the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies. The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of accounts.

Approved by the board on 13 September 2023

And signed on its behalf by:

Sam Nankivell

S.P. Nankivell - Trustee
13 September 2023

Statement of Cash flows for the year ended 31 December 2022

	2022 £	2021 £
Cash flows from operating activities		
Net income per Statement of Financial Activities	56,471	61,662
Adjustments for:		
Depreciation of property, plant and equipment	11,006	2,517
Dividends, interest and rents from investments	(12,238)	(10,627)
Decrease in trade and other receivables	8,410	99
Increase/(Decrease) in trade and other payables	7,325	43
Net cash provided by operating activities	70,974	53,694
Cash flows from investing activities		
Payments for property, plant and equipment	(155,672)	(1,318)
Dividends, interest and rents from investments	12,238	10,627
Net cash (used in)/from financing activities	(143,434)	9,309
Cash flows from financing activities		
Repayment of borrowings	(5,251)	(4,924)
Net cash in financing activities	(5,251)	(4,924)
Net (decrease)/increase in cash and cash equivalents	(77,711)	58,079
Cash and cash equivalents at the beginning of the year	271,027	212,948
Cash and cash equivalents at the end of the year	193,316	271,027
Components of cash and cash equivalents		
Cash and bank balances	193,316	271,027
	193,316	271,027

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Notes to the Accounts for the year ended 31 December 2022

1. Accounting policies

Basis of preparation

The financial statements have been prepared in accordance with Accounting and Reporting by Charities:

Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Change in basis of accounting or to previous accounts.

There has been no change to the accounting policies (valuation rules and method of accounting) since last year and no changes have been made to accounts for previous years.

Fund accounting

Unrestricted funds	These are available for use at the discretion of the trustees in furtherance of the general objects of the charity.
Designated funds	These are unrestricted funds earmarked by the trustees for particular purposes.
Revaluation funds	These are unrestricted funds which include a revaluation reserve representing the restatement of investment assets at their market values.
Restricted funds	These are available for use subject to restrictions imposed by the donor or through terms of an appeal.
Income Recognition of income	Income is included in the Statement of Financial Activities (SoFA) when the charitybecomes entitled to, and virtually certain to receive, the income and the amount of the income can be measured with sufficient reliability.
Income with related expenditure	Where income has related expenditure the income and related expenditure is reported gross in the SoFA.
Donations and legacies	Voluntary income received by way of grants, donations and gifts is included in the the SoFA when receivable and only when the Charity has unconditional entitlement to the income.
Tax reclaims on donations and gifts	Income from tax reclaims is included in the SoFA at the same time as the gift/donation to which it relates.
Donated services and facilities	These are only included in income (with an equivalent amount in expenditure) where the benefit to the Charity is reasonably quantifiable, measurable and material.
Volunteer help	The value of any volunteer help received is not included in the accounts
Investment income	This is included in the accounts when receivable.
Gains/(losses) on revaluation of fixed assets	This includes any gain or loss resulting from revaluing investments to market valueat the end of the year.
Gains/(losses) on investment assets	This includes any gain or loss on the sale of investments.

Notes to the Accounts

1. Accounting policies

Expenditure

Recognition of expenditure	Expenditure is recognised on an accruals basis. Expenditure includes any VAT which cannot be fully recovered, and is reported as part of the expenditure to which it relates.
Expenditure on raising funds	These comprise the costs associated with attracting voluntary income, fundraising trading costs and investment management costs.
Expenditure on charitable activities	These comprise the costs incurred by the Charity in the delivery of its activities and services in the furtherance of its objects, including the making of grants and governance costs.
Grants payable	All grant expenditure is accounted for on an actual paid basis plus an accrual for grants that have been approved by the trustees at the end of the year but not yet paid.
Governance costs	These include those costs associated with meeting the constitutional and statutory requirements of the Charity, including any audit/independent examination fees, costs linked to the strategic management of the Charity, together with a share of other administration costs.
Other expenditure	These are support costs not allocated to a particular activity.

Taxation

The charity is exempt from corporation tax on its charitable activities.

Tangible fixed assets and depreciation

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life:

Other	20% Straight line
Motor vehicles	10% Straight line
Office Equipment	33% Straight line

Freehold investment property

Investment properties are measured initially at cost and subsequently at fair value at each balance sheet date and are not depreciated. All gains or losses are taken to the Statement of Financial Activities as they arise.

Stocks

Stock is included at the lower of cost or net realisable value. Donated items of stock are recognised at fair value which is the amount the charity would have been willing to pay for the items on the open market.

Trade and other debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

Cash and cash equivalents

Cash and cash equivalents comprise cash at bank and on hand, demand deposits with banks and other short-term highly liquid investments with original maturities of three months or less and bank overdrafts. In the statement of financial position, bank overdrafts are shown

Notes to the Accounts

within borrowings or current liabilities. In the Statement of Cash Flows, cash and cash equivalents are shown net of bank overdrafts that are repayable on demand and form an integral part of the company's cash management.

Trade and other creditors

Short term creditors are measured at the transaction price. Other creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

Research and development

Expenditure on research and development is written off in the year in which it is incurred.

Foreign currencies

Monetary assets and liabilities denominated in currencies other than the functional currency of the charity are translated at the rates of exchange prevailing at the end of the reporting period. Transactions in currencies other than the functional currency of the charity are recorded at the rate of exchange on the date that the transaction occurred. All exchange differences are are taken into account in arriving at net income/expenditure.

Leased assets

Where the charity enters into a lease which entails taking substantially all the risks and rewards of ownership of an asset, the lease is treated as a finance lease. Leases which do not transfer substantially all the risks and rewards of ownership to charity are classified as operating leases.

Assets held under finance leases are initially recognised as assets of the charity at their fair value at the inception of the lease or, if lower, at the present value of the minimum lease payments. The corresponding liability to the lessor is included in the balance sheet date as a finance lease obligation. Lease payments are apportioned between finance expenses and reduction of the lease obligation so as to achieve a constant rate of interest on the remaining balance of the liability. Finance expenses are recognised immediately, unless they are directly attributable to qualifying assets, in which case they are capitalised in accordance with the charity's policy on borrowing costs.
Assets held under finance leases are depreciated in the same way as owned assets.

Operating lease payments are recognised as an expense on a straight-line basis over the lease term. In the event that lease incentives are received to enter into operating leases, such incentives are recognised as a liability. The aggregate benefit of incentives is recognised as a reduction of rental expense on a straight-line basis.

Pension costs

The charity operates a defined contribution plan for its employees. A defined contribution plan is a pension plan under which the company pays fixed contributions into a separate entity. Once the contributions have been paid the company has no further payments obligations. The contributions are recognised as expenses when they fall due. Amounts not paid are shown in accruals in the balance sheet. The assets of the plan are held separately from the company in independently administered funds.

Receipt of donated goods, facilities and services

All donated goods, facilities and services received are recognised within incoming resources and expenditure at an estimate of the value to the charity.

Notes to the Accounts

2. Company status

The company is a private company limited by guarantee and consequently does not have share capital.

3. Statement of Financial Activities – prior year

	Unrestricted funds 2021 £	Restricted funds 2021 £	Total funds 2021 £
Income and endowments from:			
Donations and legacies	45,067	321,702	366,769
Charitable activities	18,715	30,000	48,715
Investments	306	-	306
Other	10,321	-	10,321
Total	74,409	351,702	426,111
Expenditure on:			
Raising funds	15,168	-	15,168
Charitable activities	55,214	218,983	274,197
Other	18,994	56,089	75,083
Total	89,376	275,072	364,448
Net income	(14,967)	76,630	61,663
Net income before other gains/(losses)	(14,967)	76,630	61,663
Other gains and losses			
Net movement in funds	(14,967)	76,630	61,663
Reconciliation of funds:			
Total funds brought forward	141,402	33,859	175,261
Total funds carried forward	126,435	110,489	236,924

4. Income from donations and legacies

	Unrestricted £	Restricted £	Total 2022 £	Total 2021 £
Gifts and Donations	70,056	-	70,056	28,978
Grants	74,961	249,880	324,841	337,791
	145,017	249,880	394,897	366,769

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Notes to the Accounts

5 Income from charitable activities

	Unrestricted	Total 2022	Total 2021
	£	£	£
Charitable activities carried out	23,373	23,373	48,715
	23,373	23,373	48,715

6 Income from investments

	Unrestricted	Total 2022	Total 2021
	£	£	£
Interest income	112	112	306
	112	112	306

7 Other income

	Unrestricted	Total 2022	Total 2021
	£	£	£
Coronavirus Job Retention Grant	-	-	521
Corporate Partnerships	12,126	12,126	9,800
income	12,126	12,126	10,321

8 Expenditure on raising funds

	Unrestricted	Total 2022	Total 2021
	£	£	£
Fundraising trading costs	13,007	13,007	15,168
	13,007	13,007	15,168

8 Expenditure on charitable activities

Expenditure on charitable activities	Unestricted	Restricted	Total 2022	Total 2021
	£	£	£	£
Charitable activities carried out	99,278	190,268	289,546	264,331
Governance costs	9,137	3,066	12,203	9,866
	108,415	193,334	301,749	274,197

Notes to the Accounts

10. Other expenditure

	Unrestricted	Total 2022	Total 2021
	£	£	£
Support costs	37,884	37,884	61,653
Bank loan and overdraft intrest payable	1,101	1,101	1,244
Employee costs	9,290	9,290	9,669
Amortisation, depreciation, impairment, profit/loss on disposal of fixed assets	11,006	11,006	2,517
	59,281	59,281	75,083

11. Net income before transfers

	2022	2021
	£	£
This is stated after charging:		
Depreciation of owned fixed assets	11,006	2,517

12. Staff costs

	2022	2021
Social security costs	7,862	7,847
Pension costs	1,428	1,822
	9,290	9,669

No employee received emoluments in excess of £60,000.

13. Tangible fixed assets

	Other	Motor vehicles	Office Equipment	Total
	£	£	£	£
Cost or revaluation				
At 1 January 2022	-	10,000	6,873	16,873
Additions	-	137,273	18,399	155,672
At 31 December 2022	-	147,273	25,272	172,545
Depreciation and impairment				
At 1 January 2022	-	10,000	3,899	13,899
Depreciation charge for the year	-	8,177	2,829	11,006
At 31 December 2022	-	18,177	10,000	24,905
Net book values				
At 31 December 2022	-	129,096	18,544	147,640
At 31 December 2021	-	-	2,974	2,974

Notes to the Accounts

14. Debtors

	2022	2021
	£	£
Trade debtors	2,350	6,800
Other debtors	5,210	9,170
	7,560	15,970

15. Creditors:

amounts falling due within one year

	2022	2021
	£	£
Bank loans and overdrafts	5,251	5,211
Trade creditors	10,191	807
Other taxes and social security	1,366	3,823
Other creditors	739	341
	17,547	10,182

16. Creditors:

amounts falling due after more than one year

	2022	2021
	£	£
Bank loans and overdrafts	37,574	42,865
	37,574	42,865

17. Movement in funds

	At 1 January	Incoming resources (including other gains/losses)	Resources expended	Gross transfers	At 31 December 2022
		£	£	£	£
Restricted funds:					
Restricted income funds:	110,489	249,880	(193,334)	(138,502)	28,533
Total	110,489	249,880	(193,334)	(138,502)	28,533
Unrestricted funds:					
General funds	126,435	180,628	(180,703)	138,502	264,862
Total funds	236,924	430,508	(374,037)	-	293,395

Notes to the Accounts

18. Analysis of net assets between funds

	Unrestricted funds £	Restricted funds £	Total £
Fixed assets	147,640	-	147,640
Net current assets	154,796	28,533	183,329
Creditors due in more than one year and provisions	(37,574)	-	(37,574)
	264,862	28,533	293,395

19. Reconciliation of net debt

	At 1 January 2022 £	Cash flows £	At 31 December 2022 £
Cash and cash equivalents	271,027	(77,711)	193,316
	271,027	(77,711)	193,316
Borrowings			
Bank loans	(48,076)	5,251	(42,825)
	(48,076)	5,251	(42,825)
Net debt	222,951	(72,460)	150,491

20. Commitments

Operating lease commitments

Annual commitments under non-cancellable operating leases are as follows:

None.

Pension commitments	2022 £	2021 £
The pension cost charge to the company amounted to:	1,428	1,822

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Notes to the Accounts

21. Related party disclosures

Controlling party

The company is limited by guarantee and has no share capital; thus no single party controls the company.

Detailed Statement of Financial Activities for the year ended 31 December 2022

	Unrestricted funds 2022 £	Restricted funds 2022 £	Total funds 2022 £	Total funds 2021 £
Income and endowments from:				
Donations and legacies				
Gifts and Donations	70,056	-	70,056	28,978
Grants	74,961	249,880	324,841	337,791
	145,017	249,880	394,897	366,769
Charitable activities				
Charitable activities carried out	23,373	-	23,373	48,715
	23,373	-	23,373	48,715
Investments				
Interest income	112	-	112	306
	112	-	112	306
Other				
Rental Income				
Coronavirus Job Retention Grant	-	-	-	521
Corporate Partnerships Income	12,126	-	12,126	9,800
	12,126	-	12,126	10,321
Total income and endowments	180,628	249,880	430,508	426,111
Expenditure on:				
Costs of other trading activities				
	13,007	-	13,007	15,168
	13,007	-	13,007	15,168
Total of expenditure on raising funds	13,007	-	13,007	15,168
Charitable activities				
Charitable activities carried out	99,278	190,268	289,546	264,331
	99,278	190,268	289,546	264,331
Governance costs				
	9,137	3,066	12,203	9,866
	9,137	3,066	12,203	9,866
Total of expenditure on charitable activities	108,415	193,334	301,749	274,197
Other expenditure				
Support Costs	37,884	-	37,884	61,653
Bank loan and overdraft interest payable	1,101	-	1,101	1,244
	38,985	-	38,985	62,897
Employee costs				
Employer's NIC	7,862	-	7,862	7,847
Pension costs	1,428	-	1,428	1,822
	9,290	-	9,290	9,669

Detailed Statement of Financial Activities

General administrative costs, including depreciation and amortisation				
Depreciation of Other	-	-	-	-
Depreciation of Motor vehicles	8,177	-	8,177	-
Depreciation of Office Equipment	2,829	-	2,829	2,517
	11,006	-	11,006	2,517
Total of expenditure of other costs	59,281	-	59,281	75,083
Total expenditure	180,703	193,334	374,037	364,448
Net gains on investments	-	-	-	-
	(75)	56,546	56,471	61,663
Net Income				
Transfers between funds	138,502	(138,502)	-	-
Net income before other gains/(losses)	138,427	(81,956)	56,471	61,663
Other Gains	-	-	-	-
Net movement in funds	138,427	(81,956)	56,471	61,663
Reconciliation of funds:				
Total funds brough forward	126,435	110,489	236,924	175,261
Total funds carried forward	264,862	28,533	293,395	236,924

THE YOUNG URBAN ARTS FOUNDATION LIMITED

England & Wales - Charity number 1159604

Accounts

YUAF YOUNG URBAN ARTS FOUNDATION

2021 TRUSTEE ANNUAL REPORT



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INTRODUCTION – CEO



Following a year of unprecedented change in 2020, I am extremely proud of how we not only adapted with agility but transformed the chaos into opportunities to remodel, launch and pilot new programs. With the pandemic still at the forefront for the first half of 2021, our objectives were to maintain safe engagement with young people via our online and face-to-face programs, and to increase engagement through one-to-one support services on our Pathways service.

As part of our long-term strategic objectives, to gain further support and partnerships with more brands who want to be involved in YUAF, we are proud to have been supported by creative industry partners delivering ground breaking impactful projects which have significantly changed the lives of many young creatives, edging us even closer to our vision of improving the wellbeing of young people by increasing access through opportunities into the creative industries.

2021 held a strong focus on evaluation and improvement of existing delivery models, with a focus on our Pathways service and YUAF Futures, which helped implement and shape stronger processes and develop even more partnerships adding value to both young people and organisational development.

The past two years have seen a significant growth in income, staff, programs, partnerships and youth engagement, which required the organisation to review and conduct an organisational change audit which was carried out in Q4 of 2021. As a result, throughout 2022, we will be consolidating and implementing a sustainable organisational change strategy enabling the organisation to scale over the coming two-years, including staff restructuring, developing a new board of trustees, and a new 5-year business plan.

In addition to our existing aims and objectives, we are excited to place a focus on youth voice and become more guided by young people, strategically developing deeper networks and partnerships in specific boroughs across London, enabling us to provide more opportunities and support whilst increasing the quality of engagement with young people.

YUAF has been 13 years in the making, year-on-year getting stronger, more sustainable, and more impactful. As always, none of it would be possible without my incredible team, our trustees, our funders, and our powerful partnerships; aligned to one mission to improve the lives of young people. Together, ensuring more young people are seen, heard and celebrated.

I will remain eternally grateful to you all.

Thank you.

Kerry O'Brien, Founder & CEO

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TRUSTEE FOREWORD

As we conclude another year of successes and achievements, we wish to extend thanks and gratitude to all involved in the ongoing journey of the Young Urban Arts Foundation.

Moving into the post pandemic world, the organisation has taken time to reflect on what is still a hugely challenging period for us all. The culmination of this reflection initiated one of the most challenging tasks YUAF has ever undertaken. A full internal review was commissioned with the aim of preparing the organisation for the future.

Embracing a focus on key values, we have been able to identify and develop one of the most robust and pioneering strategies, enabling us to deliver more impact and value for our beneficiaries and stakeholders. The review sets out a clear blue print for the delivery of our core program, whilst providing enhanced structure and stability to the entire team.

As we formulate this document, we are pleased to announce that our new Outreach Media bus is in the workshop being fitted out. The new bus will give us the opportunity to offer even more quality engagement whilst addressing issues of sustainability and environmental impact.

On a personal level, I am delighted to continue my tenure as a board member with the new and exciting challenge as Chair. Working with Kerry and the team provides an extremely rewarding experience. I hope that I can continue to emulate their energy, spirit, and commitment to providing young people a safe and nurturing environment for development.

The continued support of our funding partners and stakeholders is hugely appreciated; this support enables us to deliver our core vision of being able to create a world where every young person is seen, heard, and celebrated.

Sam Nankivell, Chairman of the Board

OUR MISSION AND STRATEGIES

Young Urban Arts Foundation's mission is to empower the lives of young people by strengthening well-being and providing access to opportunities that celebrate creativity, culture, and belonging, ensuring they are seen, heard & celebrated.

Throughout our 13 years, we have helped over 21,000 young people and are known for delivering both empowering and creative outreach workshops in hard-to-reach areas where young people are at high-risk of child exploitation, being a victim of crime or do not have access to opportunities.

YUAF's programs are designed around prevention and built to drive creativity within our three pillars of engagement. Outreach programs include face-to-face work through community youth work and our multimedia bus workshops, which we take into communities to provide a safe and exciting space to inspire and build young people's confidence. Amplified provides engagement through online creative workshops, masterclasses, and YUAF Performs. Empowerment programs include Mind over Matter, delivered in schools, and Awesome Coaching. Across all three pillars we offer Pathways support which focuses on one-to-one guidance, offering young people a way to feel connected and express their feelings and emotions in artistic and creative ways. Working with partners, we provide young people with opportunities to gain further training or work experience, allowing them to build a long-term rapport and support system.



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OUR FUNDERS

Ashley Family Foundation

Citybridge Trust

Peabody Housing

AXA XL

Garfield Weston

Portal Trust

BBC Children in Need

John Lyons Charity

Shaftesbury Young People's Trust

Big Lottery

JP Jacobs Charitable Trust

Shanly Foundation

Burberry

L&Q Foundation

Sony Music UK

Buzzacott

Mercers Charity

The Allan Charitable Trust

Charlton Athletic Community Trust

Paul Hamlyn Foundation

The Fore Trust

Chesterhill Charitable Trust

Peabody Community Fund

The National Lottery

Westfield East Bank Creative Futures Fund

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OUR PARTNERS

Avenues Youth Club

International Academy Greenwich

The Harrow Club W10

Charlton Triangle Homes

London & Quadrant Housing

Young Carers Lambeth

Community at Tollers

London Youth

Young Greenwich

Ditto Management

Peabody Housing

Young Hackney

Doctored Sound

Pirate Studios

Pembury Community Centre

Eltham Hill School

The Halley

Sutton Young Carers

Young Harrow Foundation

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BENEFICIARY OUTPUTS 2021

Our 2021 annual fundraising target was £376,667. We raised a total of £426,110. Despite the continued limitations imposed by COVID-19 restrictions, our adaptations in program delivery allowed us to engage with **1,073 young people** through online courses, bus workshops and one-to-one support. We also created two new programs. YUAF Futures provides young people with greater access to opportunities and upskilling and Awesome Coaching offers a solution-based approach to wellbeing.

YUAF Programs	Total	Male	Female	Prefer not to say
Online Creative Workshops	664	156	500	8
Outreach Media Bus	181	110	71	0
Pathways	37	21	16	0
Mind Over Matter	51	0	51	0
Centre-Based Workshops	82	47	35	0
Masterclass	58	22	35	1
Total	**1,073**	**356**	**708**	**9**



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MEASURING IMPACT

We use quantitative measures to assess positive changes made by our participants. We recently invested in a new evaluation CRM, Upshot, enabling us to have all data safe, and on one platform. This includes surveys, registrations, attendance records, notes from 121's with young people, images, quotes and feedback from young people. This has helped us to streamline this process and be paper-light; in line with our environmental objectives. It also strengthens our GDPR data by reducing the risk of handling physical forms containing personal data. Our qualitative data, in the form of feedback from our participants and other stakeholders, and case studies, 'tells the story' and illustrates the journeys of change that young people have undertaken.

Our comprehensive digital YUAF registration form enables us to collect much more baseline information than previously possible, including what obstacles each participant was currently facing and their hopes for their involvement in YUAF. It also provided us with rich demographic data which we analysed to identify gaps in service or in outreach. The registration information forms the initial basis of referrals into our Pathways Service using a RAG system.

Our courses are monitored with a feedback survey, collecting qualitative and quantitative data on beneficiaries' experience, against our hoped-for outcomes. We also monitor the impact of the online courses via tutor observations, which provide indicators for progression against confidence, wellbeing, relationships, empowerment and any other funder-specific outcomes. Check-ins and Check-outs, where participants rate or describe their mood at the start and end of a session, provide immediate feedback on a young person's wellbeing and the impact of each session.

Our Outreach programs are monitored using baseline surveys, informed by HACT's social value calculator. Effective monitoring is also achieved through our commitment to youth-centred impact measurement in the form of a Journey Webgraph. This means that young people measure themselves against their own goals and reflections, rather than any external criteria. These surveys take place 2-6 times per program, depending on program length, providing ongoing feedback on the impact of the project.

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OUR ACTIVITIES

Outreach Media Bus

The Outreach Media Bus is a single decker bus converted into a multi-media studio containing 8 Apple Macs with the latest software and hardware, including vocal recording facilities. We take the bus to the hardest to reach areas across Greater London where there are high levels of deprivation, yet no services for young people to access. In our programs, we are not only keeping young people safe while they are having fun, we are also creating a space for them to learn new skills and most importantly, we are giving them an opportunity to process their feelings and emotions through creativity. For us, that means music production, positive lyrical writing, spoken word poetry, vocal recording and singing. During warm weather months, we also have art workshops outside of the bus. Our ability to build relationships with young people and give them a sense of community has proven to be a very powerful element of the Outreach Media Bus program.

Due to the ongoing impact from COVID-19, we undertook just 5 projects with the bus across four London boroughs: Greenwich, Hammersmith and Fulham, Croydon and Hackney. In the summer, our Level Up program took place in three locations, providing professional creative development as well as open community workshops. This was supported by Sony Music UK, whose artists (Joy Crookes, Fanatix, Lyco x Wxyne, Amun, V.I.C and Shadey) visited the project to offer advice and inspiration. The artist development program was a highlight of the year and its model will be further developed in 2022.

Across the five projects, with both drop-in community sessions and the Sony UK Level Up program, we engaged with 181 participants.

DROP IN SUMMER PROGRAM

100%
rated it 5/5 overall

80%
rated the activities we offered 5/5

100%
learned something new

100%
would come again

LEVEL UP PROGRAM

78%
developed their marketing skills

92%
said taking part made them feel good

64%
said they know more about black history as a result

92%
said they developed their creative production skills

78%
said they got to express their authentic voice during this course

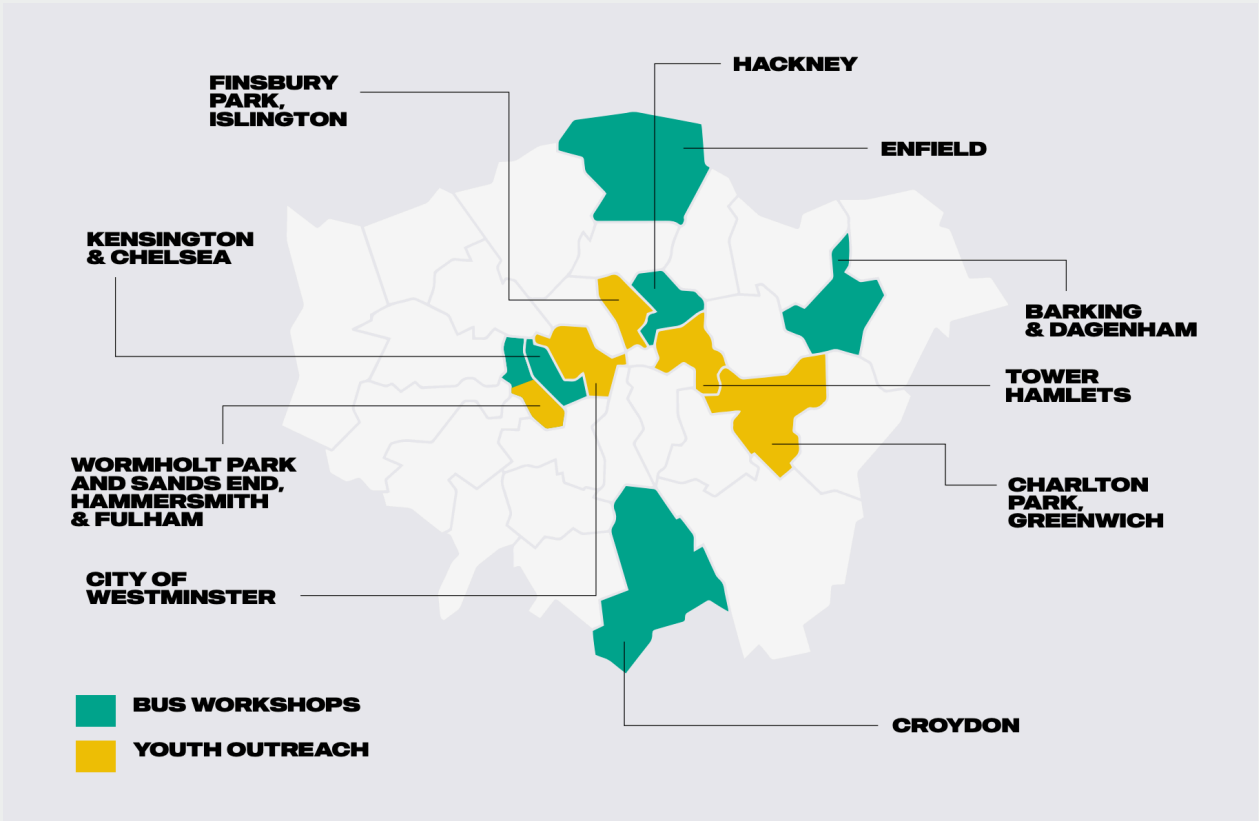
92%
enjoyed the course

100%
said they learned something useful about the industry

100%
felt inspired and ready to take their next steps

"I want to be involved in more youth projects and sing, make content and grow as an artist" - Participant, Level Up, Summer 2021

"I would like to be a performing artist. I think this course has helped me to understand what I stand for as an artist and it's let me know that I don't have to hide parts of my identity. It's inspired me to make moves and put some music out there!" - Participant, Level Up, Summer 2021



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CENTRE-BASED PROGRAMS

In 2021, we continued to feel the impact Covid-19 had on the number of face-to-face programs we were able to deliver. As a result, we partnered with two community organisations to deliver centre-based projects.

Pembury Creatives

YUAF was funded by the Peabody Community Fund to deliver a two year project at the flagship Pembury Community Center in Hackney. The objetives of the project were: improving confidence, wellbeing, and community relationships, building creative skills, and developing youth leadership. YUAF aimed to establish a group of young people in Year 1 who would then lead the project into Year 2. We began delivery in April 2021, at the end of the third lockdown, when the centre re-opened after over a year of closure due to Covid. This closure had a significant impact on the local communities' engagement with the centre and we tried various methods throughout the year to re-establish that engagement. This included: local outreach, flyering, social media advertising, taster sessions, weekly open workshops, summer drop-ins, and a half-term intensive project. Based on consultation with our partner at Pembury, Anselm, and with the young people themselves, we offered a variety of creative workshops such as music production, lyric writing, arts and drama.

Over the course of the project we engaged 42 young people in creative activities and achieved the following outcomes:

- Young people developed their music and creative skills, working towards achieving personal goals
- Young people built their confidence by receiving small-group support in a new skills and being recognised for their achievement
- Young people built relationships with their peers and with YUAF and Pembury staff, laying the foundations of trust
- Two previous YUAF beneficiaries trained as assistant facilitator and LIC, developing their leadership skills and contributing to YUAF's youth voice

The team faced challenges in getting young people engaged which was necessary to develop a cohort of leaders for Year 2. This was due to the Covid hiatus, local gang related violence and resulting tensions, and lack of capacity within the partner organisation to support the outreach and marketing. As a result of our learnings, the next phase of the project will build on the foundations we established. We will have a greater focus on youth leadership and supporting local young people to develop, launch, and run their own creative community initiatives in Pembury Community Centre.

Charlton Triangle T-Art

Over the summer, YUAF was invited to contribute to long standing partner Charlton Triangle Homes' youth program with interactive outdoor workshops. Based on local young people's feedback gained in previous programs by the partner, T-Art was the chosen workshop. Over three 3-hour workshops, led by an LIC and an artist facilitator, YUAF engaged 53 young peo ple (32 males and 21 females). It was a very successful project that engaged young people aged 5 - 16 years and saw 12 young people returning twice or more.

"I really enjoyed it, I feel like an artist!" - Participant

"All the young people took pride in their designs and left with a sense of achievement" - Darren Burke, youth worker

"Some of the returning young people showed confidence, getting involved. Everyone was able to get creative choosing their own designs and colours",
- Leyla Leonard, youth worker

"It was a very popular part of this years program with great feedback from the young people and their parents."
- Annette Dalrymple, Service manager, Chartlon Triangle

charlton
TRIANGLE HOMES

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AMPLIFIED

Amplified was designed by and for young people as a youth-led, multi-media digital platform. Young people were involved in the pre-project consultation and expressed the need for a safe online space where they could actively determine content (including accessible mental health support), express opinions and perspectives, create a collaborative community with other young people, upload their own creative output, and access digital workshops and information.

Throughout each of our online programs with young people, including Thrive & Connect, Masterclasses and YUAF Performs, we delivered over 36 creative workshops and 156 online sessions were accessed by 390 of our beneficiaries.

Amplified: Thrive & Connect

Thrive & Connect online workshops, first developed during the early stages of COVID-19, continued through 2021, providing young people with access to in-person training in transferable multimedia career skills including music production, podcasting, rap, drama, poetry and songwriting.

We continued to use pre- and post- workshop surveys to gain feedback from participants about how we could better tailor the workshops to their needs and interests. For example, when we recognised we had fewer young men attending courses, we asked for feedback about what they would like to see in workshops and out of that, created a male-only rap workshop. Working with our facilitators to design the program, we also took care to ensure the platform was easily accessible to all young people (e.g. those with English as an additional language or neurodiversity).

Participants were reached via the YUAF database, our social media (Instagram and Facebook), youth services and community partners.

73%

of participants agreed the course reached its goal

92%

of participants had an overall positive experience

96%

of participants gained increased skills

100%

of participants would recommend the workshops to a friend

88%

of participants said they feel more connected to others

92%

of participants said they felt better about themselves

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97%

of participants said they felt they could speak up and their voice would be heard

91%

of participants said they gained increased confidence

99%

of participants believed that they could accomplish their goals

'To be honest, I was very shy since this was my first time. I loved how friendly the leaders are and I will keep going with my writing. It probably helped a lot with my motivation.'
- (Rap participant, April 2021)

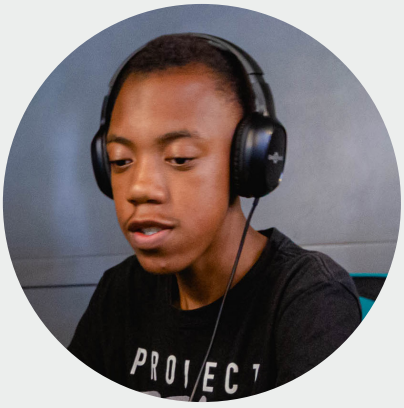


'I'm quite socially awkward but everyone was very welcoming and had a lot of energy.'
- (Rap participant, March 2021)

'Some of the exercises have been really fun and I can do them in my own time. I also enjoyed meeting new people, it was nice to have conversations about our similar interests.' - (Poetry participant, May 2021)

'I always come into the session feeling tired and lethargic but leave feeling energised and inspired to do more.' - (Poetry participant, May 2021)

'The session has left a positive impact on me and helped with my writing block that I have been experiencing during lockdown. I feel satisfied like everything is in place and I have a good direction and path going forward.'
- (Rap participant, June 2021)



'I have loved this course so much, everyone is equalised in a world of inequality. Thank you so much guys, this has been amazing.'
- (Drama participant, July 2021)

'When I'm in the sessions I feel respected and seen, the experience has been deep and a blessing because we all get a chance to express ourselves and not be rushed or judged. My favourite part is the "quote of the day" activity.' - (Poetry participant, September 2021)

'Before I came to YUAF I could write a song that makes sense but now after doing the YUAF projects my confidence is up and I can write a song that makes sense now.' - (Singing/Songwriting participant, June 2021)

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Online Masterclasses

We partnered with Ditto Music & Sony Music UK to deliver our Online Masterclass Series with reputable artists and behind-the-scenes industry professionals. In total, 46 young people, aged 13 - 19 years, participated in 6 Masterclasses that provided in-depth knowledge, invaluable insights, and pathways for the young creatives.

"It probably helped a lot with my motivation, I might become a writer for rappers at some point and this helps greatly" - Participant

"I learnt a lot. I made notes for days. A&R is about having an eye for talent but also a eye for metrics and data which I didn't know before this session"
- Participant

YUAF Performs

YUAF Performs' second event took place on 8th December 2021, building on the success of last year's showcase which provided a valuable opportunity for young people to show their talent. In 2021, YUAF were invited to partner with StopWatch to produce a recorded showcase which streamed as part of an online event. 8 young people performed original work and covers, in styles ranging from spoken word, rap and hip hop to R&B. The showcase also provided the opportunity to develop the presentation and professional skills of one of our ex beneficiaries, Atlanta, who hosted the event. The showcase was streamed twice, both as part of Stopwatch's showcase in September, and on YUAF's own YouTube channel in December.



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EMPOWERMENT



YUAF's empowerment programs are school-based, delivered in partnership with school administrators and pastoral staff. Each program is designed to improve mental wellbeing and help young people become more resilient.

Mind Over Matter

Mind Over Matter, designed and owned by YUAF Facilitator, Peaches Cadogan, delivers dynamic, fun and engaging group activities to help young people strengthen their mental wellbeing and make positive strides forward in their personal development. Each young person has the opportunity to share their thoughts with the group and gain a deeper understanding of the vulnerabilities in themselves and others. Goals are set and aspirations raised by creating shared visions, values and role models for young people to focus on, as well as challenging language abuse and exploring current affairs. Issues raised through group sessions form the basis for one-to-one mentoring for targeted individuals, where a bespoke plan for support is developed in conjunction with parents, the school and external agencies.

In 2021, Mind Over Matter ran in two schools with a total of 51 female participants. In the Spring term we partnered with a new school, International Academy Greenwich. Two further programs in Summer and Autumn took place at ongoing partner school, Eltham Hill. Due to the Spring Covid lockdown, the first program took place partially over Zoom, with students at school and the tutors at home. As the Covid risk decreased, we were able to return to face-to-face delivery to a smaller group in Summer, and to normal delivery to a large group in Autumn. 2021 gave YUAF the opportunity to experience the resilience and adaptability of the program to changing conditions.

In the final program of the year at Eltham Hill, the delivery team experienced an incredibly high level of need among the students, with 24 out of 28 participants being referred into further support for mental health, risk and exploitation, substance abuse, and sexuality. In 2022, we will continue to use the Mind Over Matter program as an initial intervention and strengthen our referral system and network, with the hope to expand the support we can offer ourselves in future. Additionally, we aim to offer a similar program to young men, as they are often left behind when addressing emotional needs.

The group reported the following key take-aways:

- Developing a support network and knowing where to find help
- Developing coping mechanisms and tools for resilience such as finding creative outlets for expression, finding a trusted adult to confide in, and speaking out about difficulties
- Improving confidence and self esteem
- Raising aspirations and setting positive and attainable goals

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76% **rated the tutors at 5/5**

"The tutors were open and respected us. They were able to help me understand I am not alone." - P, 13

80% **were already applying learnings from the course in their everyday lives**

"I learnt I have a voice and I should use it. I am now able to speak out to people without feeling like I'm being judged." - D, 13

81% **felt the course had met their needs and hopes**

"Everything is possible." - S, 13

80% **had more belief in themselves as a result of the course**

"Becoming who I am meant to be." - H, 13

Pathways

YUAF Pathways is now a key area of YUAF's work empowering young people to take a lead on shaping their lives and realise opportunities that can further their own personal development and improve their wellbeing. First established in 2020, the unique program works with young people aged 14-19 in London.

Tailored to the specific needs of each young person, Pathways aims to provide progression and exit routes for them to explore education and training opportunities, creativity and creative careers, as well as access support for their physical and mental health. The program helps young people explore their needs and challenges to help them into opportunities within YUAF's own projects as well as through external partners. These include brands and companies in the creative industries and other organisations in the different communities that YUAF works.

Key objectives include helping young people strengthen their mental well-being, develop confidence, build new skills, raise aspirations, increase self-worth, and build resilience and positive relationships to help them into opportunities. A RAG system (Red-Amber-Green) was designed to accommodate the different levels of need amongst the caseload, and tailoring intensity of support in response. This specific formula of support produced significant benefits for young people who were able to engage fully with the service.

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Pathways delivered at least 300 one-to-one calls/zooms or WhatsApp check-ins, to support YP with goal-setting, sharing opportunities and wellbeing resources, as well as celebrating ongoing achievements.

Of the young people who participated in Pathways:

68% **Improved wellbeing**

68% **Increased confidence**

86% **Increased access to opportunities**

As a result of Pathways support:

100% **Know what opportunities available**

88% **Have direction and next steps**

88% **Feel confidence in themselves**

96% **Developed creative skills**

75% **Feel positivity about the future**

83% **Have increased levels**

83% **Developed communication and work skills**

86% **Feel part of a creative community**



"Pathways would check-in regularly, and encouraged me to perform. I wouldn't of done so otherwise."
- YP with huge confidence gain during Pathways support period, 2021

"Your words sat with me today and really helped me get through today." - One-to-one chat, Bus, August 2021

Approximately 200 YP had access to the Pathways Business Whatsapp and 294 unique opportunities were shared via status. Opportunities were varied, ranging from YUAF's Futures and Level Up programs, to BBC Tech mentoring, partner organisation training courses, workshops and Masterclasses, open mics, casting calls, festivals, the Halle's Launchpad, music workshops, free tickets to concerts and industry academies (e.g. Sony Music's A&R Academy etc).

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"I found that these opportunities and being able to get back into music has been the most useful for my mental health. It keeps me occupied and I enjoy making music." - MMN case study feedback, 2021

"Confidence has improved because I'm around more people who have the same interests, and now I feel more certain that it will turn out alright. Other people who understand my creativity."
- RR, exit chat with web graph, November 2021

"I wasn't very educated on where to find out where opportunities were available - but Pathways has been eye-opening and helped me see what's out there." - S, exit chat with web graph, November 2021

[The Girl Rising opportunity] was the best thing to ever happen to me, and what's now happening as a result of this, has definitely increased my happiness. Because of YUAF, I have been presented with opportunities I never thought existed." - JA journey feedback, 2021

"Prepared me for the call by having someone mentor me and teach me how to network and ask important questions. That was really helpful because it meant I got the most out of the call. Daniella helped me set up a zoom account, and gmail account so I could be more professional."
- YP, exit chat, 2021

Awesome Coaching

We piloted a new wellbeing program, You Are Awesome, with an aim to provide more focused one-to-one mentoring to particularly vulnerable young people. Each participant selected is matched with an Awesome Coach who mentors them over 6 structured sessions that respond to their specific needs. Within each session the mentors ensure a confidential safe space is maintained for the young people to feel comfortable about expressing themselves. The mentors encourage participants to open up about difficulties, take a lead on what they want from the sessions, and have agency over their experience in the program. Including both hands-on creative activity and discussion, the solution-based learning program will focus on the participant's current strengths rather than looking at their past.

In our pilot year, we saw positive outcomes from young people who participated in the program.
Of the young people who received Awesome Coaching.

72% accessed further opportunities

80% gained confidence

75% experienced improved wellbeing



"[I] learnt to be confident; the Plan B task was helpful because we came up with a solution to not get embarrassed on stage which I am eager to try." - Participant

"I am very proud of myself for completing this." - Participant

"Awesome Coaching was really great, it helped with a lot of stuff and helped build my confidence up." - RK

"She's more confident in doing things, she's not so negative anymore and expresses more positivity towards things." - RK's mother

YUAF Futures

YUAF Futures was specifically created for young people aged 16-19 years from communities challenged by inequality (Global Majority, LGBTQI, disabled youth) to provide them with opportunities to progress into desirable work-places/employment and/or help them gain a qualification, skill, or training that leads to improved possibilities and increases diversity and inclusion in work-places. This program enables young people to explore their chosen career choices, and through the experience and training, they discover more about the reality of those fields, which enables them to make more informed choices about their future based on experiential learning.

We identify suitable participants through our outreach engagement programs, in schools and community/youth centres and our online work-shops. Through the registration and assessment processes we are able to identify those ready for upskilling and employability opportunities. Their first point of contact is with our Pathways Coordination team who en-gage with young people and then refer them into YUAF Futures, support them through their application process, and ensure they are ready for the program and set up for success.

Most recently, an effective evaluation framework was designed and developed by an external evaluator. Young people are also consulted throughout their time in Futures, starting on the enrollment day, to make sure they are all working as a team during their journey from peer support to celebration. On the first day, young people complete an assessment and set goals, expectations, and working agreements to ensure we meet their needs, enabling us to fulfil them. These assessments are also conducted mid-way and on completion.

Participants in the program are challenged by inequality in the following ways:

76%
GLOBAL MAJORITY

6%
SEN

4%
LGBTQ

7

Of the young people who participated in YUAF Futures:

88% **were put into work experience placements**

30% **Got into paid employment through the Futures program**

100% **Gained new opportunities in creative and professional skills training**

"YUAF Futures' is a special program that is full of amazing young individuals. I've been fortunate enough to meet a lot of these young men and women and I honestly can say I'm blown away by all of their commitment and willingness to learn." - Matt Dodds, Ditto Management

"It has been a pleasure working with YUAF and Laurie on their Future's program. We have loved seeing their cohort of young people develop as artists in our studios via the program, and they have been a joy to host in the space as they always bring good vibes!" - Ellie, The Halley

"Inspiring to meet such an enthusiastic and motivated group of young people." - Lou, Hospital Records

"I think YUAF futures is literally one of the best things I have ever signed up to, the team is amazing and supportive which kinda makes you want to work hard for them also." - IG, Participant

"YUAF Futures is like bootcamp, but in a really good way! It's boosted my confidence so much, without YUAF Futures, I don't know what I'd be doing right now." - DP, Participant



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YOUTH ADVISORY BOARD

Broader Youth Voice in 2021

In 2021, YUAF continued to respond to young people's feedback in the design and implementation of both existing and new programs.

This was accomplished through:

- Post-project feedback surveys
- Video and audio testimonials collected on the ground during outreach projects
- Pre-project consultations
- Sessional and post-project debriefs

The impact on YUAF programs included:

- The development of a focussed online workshop offering for specific groups of young people during the Winter/Spring lockdown. These workshops were specifically tailored to the needs of children in foster care, young carers, those with lived experience of mental health, youth violence, inequalities, challenges in employment, and challenges in physical activity.
- A dedicated online music program combined with one-to-one mentorship supporting young men to access YUAF services
- The development of Amplify White City to offer specific activities requested by local young people.
- The development of online panels & Masterclasses from key partners and industry figures to support the continued growth and creative development of young people. These sessions enabled young people to feel more equipped and knowledgeable in their chosen careers and fields of creativity.
- Increase of 14% followers, primarily across Instagram where we reach our target demographic.
- YUAF's Instagram account, @YUAFofficial, has 4146 followers, 62.4% of whom are aged 13-34.

YUAF's Newsletter has 822 subscribers who are aged between 13 - 21.

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EMPLOYMENT OPPORTUNITIES

In 2021, YUAF offered paid opportunities to three ex-beneficiaries, developing their skills towards further employment in the youth and creative industries. Two were employed as project assistants on our Pembury Creatives project at Pembury Community Centre, Hackney, between May and December 2021. An additional young person was in a similar role supporting our Summer 2021 Level Up in August.

Each young person received on-the-job mentorship from the Leaders in Charge and facilitators and took part in the full project process including pre- and post- project briefing. Beginning to end participation allowed them to fully incorporate their voices into our program development and evaluation, and it offered a well-rounded learning experience for them.

The role supporting Pembury Creatives was offered in line with the project's primary aim: to develop the culture of youth leadership in the area by delivering opportunities to learn leadership and transferable and creative skills to local young people. One of the two assistants showed considerable development in her leadership skills, knowledge of the sector, and ability to connect with young people which puts her in fantastic stead for future work. She has since applied and secured an internship as a youth projects' worker at Pembury Community Centre. As a result, she will be supporting the second stage of our project in 2022 in this new capacity. Similarly, the project assistant on Level Up demonstrated excellent enthusiasm, initiative, and youth work skills. The facilitation team noted the importance of having a young person on the delivery team for future projects, ensuring youth relevance and contributing to the equality and diversity of voices across YUAF.

"'A'" led the session today, and the young people left the session feeling energised and motivated." - **Staff debrief notes, Pembury Creatives**

Unfortunately, one Pembury Creatives young assistant dropped out mid-way through their project due to competing priorities. Future initiatives will incorporate a more rigorous application process to ensure these opportunities go to those most able and best placed to make full use of the experience. In 2022, we will incorporate a more comprehensive supervision around the sessions in order to solidify the learning taking place and highlight areas where more support is needed. For 2022 a more robust youth engagement model will help to make this more achievable.



CASE STUDY – MMN

MMN is a London-based 18-year-old black male. He discovered YUAF's Instagram and joined Open Mic Nights on Friday evenings. In the OMN sign-up, he expressed he was keen to explore new opportunities and wanted mental health support. A Pathways Coordinator conducted a mini-assessment and using the RAG system, flagged him as Amber (needing support, not high-risk).

MMN expressed a desire to learn more about YUAF opportunities to help further his music career and shared his mental health was quite low. He added he was feeling overwhelmed, Covid prevented access to opportunities, and he needed someone to talk to about ideas for progression.

These were addressed by encouraging MMN to share his music during OMN. The positive feedback from peers began to improve his confidence. He was also signposted to additional support services better able to assist him in understanding and exploring what he was currently going through and how to manage more.

Pathways encouraged MMN to participate in Amplified: Thrive & Connect workshops to further develop his skills. He attended singing/songwriting, lyric writing, rap and production online workshops. These provided an artistic outlet, helping him explore his creativity and hone his craft in new ways, adding to his skills and confidence.

As a result of his growth in online courses, Pathways presented him with an opportunity to participate in Ditto Masterclasses (YUAF partner- Music Management). Receiving advice and support from industry professionals changed his mindset, showing him what was possible with clear, practical advice on how to progress with his career.

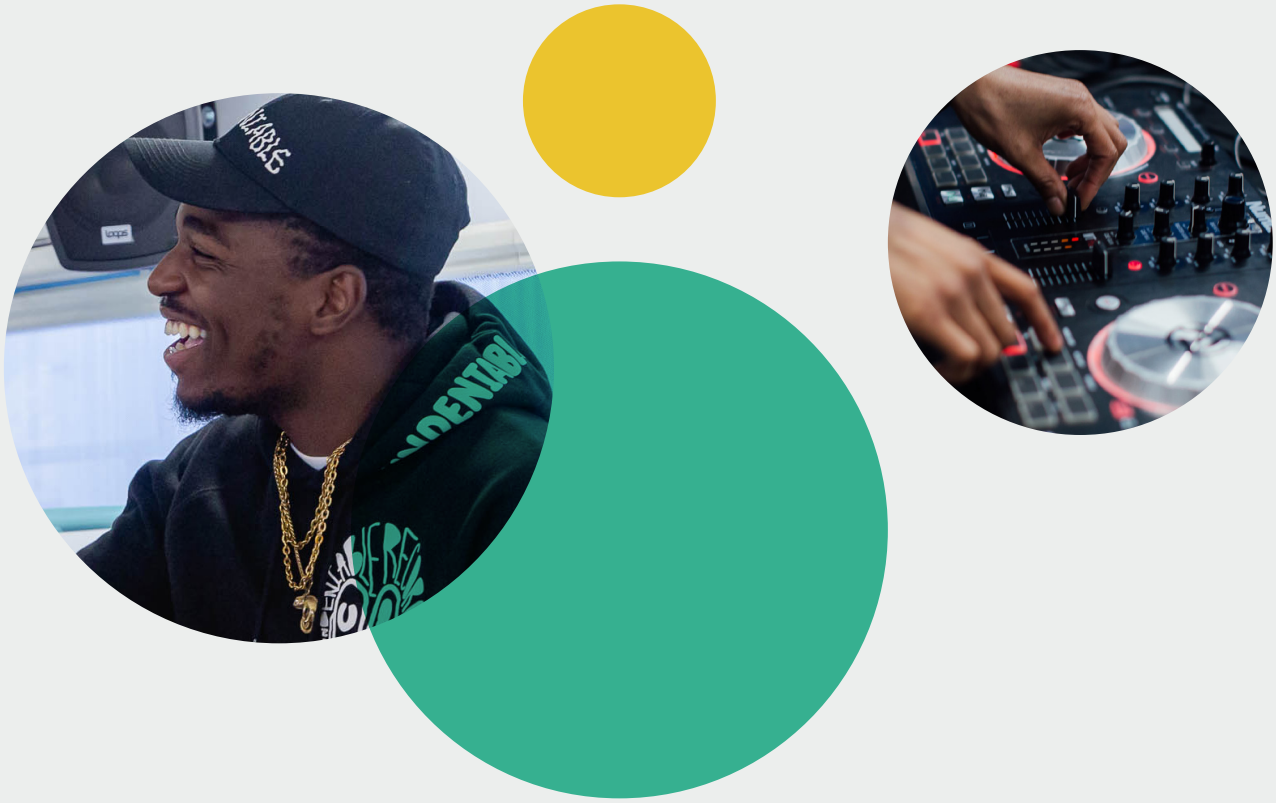


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His Pathways Coordinator suggested applying for YUAF Futures (YUAF's work experience program aimed at YP from socially discriminated backgrounds), supporting him during the application process. In Futures, he received music production lessons and gained free studio access. As a result, he was able to work on his releases, further helping raise his aspirations and progress forward in his career. MMN is now a YUAF Ambassador.

MMN said:
The online courses and Pathways support has been great because I've been offered a wide range of opportunities and it's been tailored to support my interests. I also appreciate that I get freedom to choose what's right for me.

I wouldn't have found out about Ditto if it wasn't for YUAF and the Masterclass gave the most useful information I have received in my whole year of doing music. It made me realise my mindset needed to change and it let me know what I needed to do to improve. It's helped me understand how best to communicate my needs and the interactions I have; I've been able to deal with negative situations more maturely.



BRAND SUPPORT AND RECOGNITION

As part of Amplified : Thrive & Connect online series, YUAF received support from Ditto Management by hosting online masterclasses in Q1. Hosts were secured included; Big Zuu & Capo Lee and the management team Matt Dodds; Head of Ditto Management & Aidan Glennon; Ditto Manager.

These masterclasses provided an extra level to the Open Mic Nights held on @yuafofficial IG Live hosted by Angel MC. Not only could aspiring artists \ perform, but they got the chance to ask questions to the Ditto team and gain knowledge, insight and contacts.

Moving forward into Q2 & Q3, Amplified Thrive & Connect encouraged the YUAF audience to grow skills within Drama, Poetry, Singing/ Songwriting and Rap. With the partnership of Sony Music UK, artists such as ShayBo and Awa guest hosted on Rap & Singing workshops as well as Sony HR, A&R and Synch teams hosting panel sessions to educate on roles & skills needed to get jobs within those fields.



YUAF Summer program; Level Up was supported by whynow Radio and funded by Sony Social Justice Fund. The partnership with agency BellaTheBrave encouraged a YUAF first of marketing of the program with a OOH Bus & Kiosk campaign running for 3-4 weeks in Hackey, White City & Lewisham including whynow radio secured 3 billboards within these areas for YUAF to promote the Summer program.

whynow Radio continued their support of YUAF's work in these communities by creating a 4 part radio series hosted by Big Zuu and included guests; Ellie Prohan (presenter), Kerry O'Brien (CEO) & Shorcher (rapper).

Sony Publishing Music UK provided co-hosts to attend the Bus Summer program including artists; The Fanatix, Joy Crookes, Amun, Lyco x Wxyne & V.I.C giving attendees insight and inspiration on their artist development journey.

The partnership with Sony Music Justice Fund opened up a fundraising opportunity with the festival; Strawberries & Creem. The S&C festival created football jerseys for purchase where part of the sales were donated to YUAF.

In September, YUAF ran a Synth workshop in conjunction with Resident Advisor and Chicago based youth audio arts foundation; Afrorack. This workshop opened up the creativity of young producers and what is possible in making music.

Universal Production Music funded the YUAF: Fresh From London EP in October. The program offered 10 music producers to learn about making a living from Synch and selecting 6 tracks to feature on the EP to earn royalties within the world of Synch. YUAF ambassador; Koder partnered by mentoring and nurturing each music producer in the music making process, at his Undeniable studios as well as creating a 3 part documentary on the process.

As a result 4 young artists had their music selected and placed in Songs of Praise, Home of the Olympics - Hall of Fame Tokyo 2020 - Eurosport, Noon News - China - VIU TV, Plateau sport, Guild Sport and Saints Row the Third for now.

Community youth partners who supported and promoted the Fresh from WLondon program included; Midi Music, Tileyard Impact, UK Youth, The Avenues, Youth Music & Girls of Grime.

Pirate Studios enrolled YUAF onto their Social Justice initiative. Offering YUAF music producers & DJ's free studio space from November 2021.



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PRESS & MEDIA

December 2021 - DJ Mag Best of British Awards 2021

DJ Mag Innovation & Excellence winner;

CLICK HERE

November 2021 - YUCK magazine

Big Zuu feature (YUAF charity & whynow radio series)

CLICK HERE

September 2021 - Resident Advisor & Afrorack

Synth workshop at the Halley, Haggerston

CLICK HERE

CLICK HERE

August 2021 - DJ Mag

YUAF : Fresh from London EP campaign

CLICK HERE

August 2021 - Strawberries & Creem Pro:Direct Tee fundraiser

S&C Jersey fundraiser

CLICK HERE

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STRATEGY 2022

Following a challenging two-year period through the pandemic having adapted by introducing new programs and employing new staff, a year of review, consolidation and restructuring in order for the charity to build capacity, sustainably is a key priority for the charity.

Key objectives for Q1 & Q2:

- Conduct an organisational health audit to include staff roles and responsibilities, review and evaluation of all current programs, processes and governance structure including succession plans for management team and board of trustees.
- Implement immediate changes to organisational structure and programs where possible
- Create a new 3-5 year business plan, review and refresh on mission, vision and values, objectives short-medium and long-term.

Key objectives for Q3 & Q4:

- Implement business plan to include:
  - Continue fundraising for the new Outreach Media Bus to be built and commissioned by 2023.
  - Plan to become more self-sustainable generating new income streams
  - Focus on quality of engagement over number of young people engaged
  - Strategically focus on 9 boroughs across London to develop more in-depth partnerships through mapping voluntary organisation, creative companies and statutory services to widen the offering of support and opportunities to young people.

Partnership Development

We recognised that community partnerships are key to both supporting the young people we serve, developing partnership projects to compliment, fill gaps, and add more value to the engagement of young people to progress further. With the many changes in the sector due to financial constraints and the pandemic, we revisited our existing partnerships, some of which were no longer in the same position, due to resources and capacity to be able to be viable partners for our model. We started developing new key community partnerships, who are already integrated into the local boroughs where we work. Our aim for 2022 is to focus more on strategically supporting and working with the 'hub' organisations within boroughs.

Corporate Engagement

YUAF Futures and Pathways enabled us to be more visible to more companies who want to offer services, time, and resources to developing young people and as a result, opened further opportunities for the charity to explore more partnerships. Leading into 2022, we envision this to continue to grow and we will evaluate our current corporate engagement strategy to give companies the opportunity to contribute more via employee engagement, work opportunities for young people, and enable us to build relationships for potential income generation.

Marketing & Youth Outreach

Developing brand awareness to a 13–22-year-old audience will be accomplished by:

- Running monthly paid campaigns to encourage sign-ups to workshops
- Developing relationships with streetbased and detached teams in targeted boroughs to advertise opportunities for young people in their boroughs
- Having young people at the forefront, offering paid opportunities as young leaders and as a result post on social media to raise awareness of YUAF
- Develop a brand awareness strategy for Tiktok
- Continue to work in partnership with local community organisations and schools using flyers and posters encouraging young people to attend face-to-face workshops
- Creating a series YUAF Talks online programs with music & creative industry partners to attract young people via the online space to invite them into the YUAF ecosystem
- Creating a local marketing campaign for the summer Outreach Media Bus launch
- Creating new programs for young creatives to up-skill and have their work seen and celebrated with new partners;
- Continuing to build and grow the corporate, staff and youth newsletters using new sign ups to database, as well as add new clients & community partners.

Outreach Media Bus Replacement

The Outreach Media Bus is over 15 years-old and with the new legislation approaching for ULEZ, it is crucial for the 2022- 2025 plan to identify a replacement solution and generate the necessary funding within this timeframe. In addition, it is necessary to have a vehicle which is more environmentally friendly and more inclusive for young people with a lack of mobility access. We aim to raise £180,000 of funding for capital expenditure to acquire, convert, and build a double decker bus to complete by December 2022. Funding applications to Arts Council, Clothworkers and other capital grant givers were submitted in 2021 and awaiting responses for Q1 and Q2 of 2022.

Annual Fundraising Target

In order to achieve our plan for 2021, we will require funding of £601,667, the majority of the increase is due to fundraising for the new Outreach Media Bus.

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FINANCIAL STATEMENT 2021

The trustees, who are also directors of the charity for the purposes of the Companies Act 2006, present their report with the unaudited financial statements of the charity for the year ended 31 December 2021.

REFERENCE AND ADMINISTRATIVE DETAILS

Company No. 06658860

Charity No. 1159604

Registered Office

Railway Arch 420
Burdett Road
London
E3 4AA

Directors and Trustees

The Directors of the charitable company are its Trustees for the purposes of charity law.

The following Directors and Trustees served during the year:

G. Boore	(Resigned 31 December 2021)
L. Emanuel	(Appointed 2 June 2021)
A.K. Gill	(Resigned 2 June 2021)
L. Howells	
A.M. McLaren	(Resigned 2 June 2021)
S.P. Nankivell	
R. Sharma	
R. Sheppard	(Resigned 1 September 2021)

Accountants
1 Accounts Online Ltd
70 High St
Haverhill
Suffolk
CB9 8AR

OBJECTIVES AND ACTIVITIES

The Young Urban Arts Foundation Limited (the "Charity") is a company limited by guarantee, incorporated on 29 July 2008 and registered as a charity on 12 December 2014. It has the objects and powers of the charitable company and is governed under its articles of association.

Trustees Annual Report

The directors of the company (the "Board") are also charity trustees for the purposes of charity law. Prospective Board members are nominated by the Board and elected by members of the organisation at the Annual General Meeting. All members of the Board give their time voluntarily and receive no benefits from the Charity.

The Board meets five times a year under the supervision of its Chair, and is responsible for the strategic direction of the Charity and sound corporate management. The Board ensures compliance with relevant legislation and regulation, as well as the continuing financial health of the organisation. The Chief Executive is responsible for the day to day management of the Charity. However, the Board holds the Chief Executive to account for the efficient and effective running of the organisation.

Achievements & Performance

The Charity generated incoming resources for the year ending 31st December 2021 of £426,110 (2020: £429,943). This growth enabled the Charity to expand its team of support professionals and the services it provides, notably its Pathways Service. Income is derived from a mixture of sources including youth service contracts, grants, trusts and donations.

£274,197 was spent on charitable activities during 2021, the majority of which went towards staff salaries, which enabled the Charity to continue delivering programs to some of the hardest to reach young people.The Charity had a surplus of £61,662 (2020: £70,645) during the year.

Overall the Charity closed the year with funds carried forward of £236,923 (2020: £175,261), of which £126,434 is unrestricted and the remaining £110,489 restricted.

The Charity's underlying resilience, agility and ability to engage hard to reach beneficiaries during the year has enabled it to maintain a robust funding position, expand the range of services it provides and continue to increase the impact it has on young people.

Financial Review

The Trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charity and to enable them to ensure that the financial statements comply with the Companies Act 2006. The Trustees are also responsible for safeguarding the assets of the charity and hence taking reasonable steps for the prevention and detection of fraud and other irregularities.

The above report has been prepared in accordance with the provisions applicable to companies subject to the small companies regime as set out in Part 15 of the Companies Act 2006 and in accordance with the Charities SORP (FRS 102).

Signed on behalf of the board

Sam Nankivell

S.P. Nankivell - Trustee
12 September 2022

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Independent Examiner's Report to the trustees of THE YOUNG URBAN ARTS FOUNDATION LIMITED

I report to the charity trustees on my examination of the financial statements of THE YOUNG URBAN ARTS FOUNDATION LIMITED for the year ended 31 December 2021 which comprise the Statement of Financial Activities, the Summary Income and Expenditure Account, the Balance Sheet, the Statement of Cash Flows and the related notes.

Responsibilities and basis of report

As the trustees of the charity (and also its directors for the purposes of company law) you are responsible for the preparation of the financial statements in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the financial statements of the charity are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's financial statements as carried out under section 145 of the Charities Act 2011 ('the 2011 Act').

In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

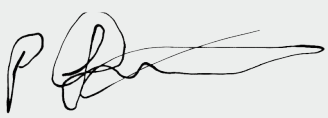
Independent examiner's statement

As the charity's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of Association of Accounting Technicians.

I have completed my examination. I can confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that:

- accounting records were not kept in accordance with section 386 of the 2006 Act ; or
- the financial statements do not accord with those records; or
- the financial statements do not comply with the accounting requirements under section 396 of the 2006 Act other than any requirement that the financial statements give a 'true and fair' view which is not a matter considered as part of an independent examination; or
- the financial statements have not been prepared in accordance with the Charities SORP (FRS 102).

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the financial statements to be reached.



Paul Donno
Association of Accounting Technicians
1 Accounts Online Ltd
70 High St, Haverhill, Suffolk
CB9 8AR
12 September 2022

Statement of Financial Activities for the year ended 31 December 2021

	Notes	Unrestricted funds 2021 £	Restricted funds 2021 £	Total funds 2021 £	Total funds 2020 £
Income and endowments from:					
Donations and legacies	4	45,066	321,702	366,768	374,184
Charitable activities	5	18,715	30,000	48,715	35,160
Investments	6	306	-	306	8
Other	7	10,321	-	10,321	20,591
Total		74,408	351,702	426,110	429,943
Expenditure on:					
Raising funds	8	15,168		15,168	10,317
Charitable activities	9	55,214	218,983	274,197	296,728
Other	10	18.995	56,088	75,083	52,253
Total		89,376	275,072	364,448	359,298
Net gains on investments					
Net income	11	(14,968)	76,630	61,662	70,645
Transfers between funds					
Net income before other gains/(losses)		(14,968)	76,630	61,662	70,645
Other gains and losses					
Net movement in funds		(14,968)	76,630	61,662	70,645
Reconciliation of funds:					
Total funds brought forward		141,402	33,859	175,261	104,616
Total funds carried forward		126,434	110,489	236,923	175,261

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Summary Income and Expenditure Account for the year ended 31 December 2021

	2021 £	2019 £
Income	45,066	281,051
Intrest and investment income	8	-
Gross income for the year	429,4	281,051
Expenditure	355,717	233,476
Depreciation and charges for impairment of ficed assets	729 2,852	- 1,114
Total expensiture for the year	359,298	234,590
Net income before tax for the year	70,645	46,461
Net income for the year	70,645	46,461

Balanced Sheet
for the year ended 31 December 2021

Company No. 06658860		2021 £	2020 £
Fixed assets			
Tangible assets	13	2,973	4,172
		2,973	4,172
Currents assets			
Debtors	14	15,970	16,069
Cash at bank and in hand		271,027	212,948
		286,997	229,017
Creditors: Amount falling due within one year	15	(10,182)	(15,027)
Net current assets		276,815	213,990
Tootal assets less current liabilities		279,788	218,162
Creditors: Amounts falling due after more than one year	16	(42,865)	(42,901)
Net assets exclusing pension assets or liability		236,923	175,261
Total net assets		236,923	175,261
The funds of the charity:			
Restricted funds	17	110,489	33,859
Restricted income funds		110,489	33,859
Unrestructed funds	17		
General funds		126,434	141,402
		126,434	141,402
Reserves	17		
Total funds		236,923	175,261

These accounts have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies. For the year ended 31 December 2021 the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies. The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of accounts.

Approved by the board on 12 September 2022

And signed on its behalf by:

Sam Nankivell

S.P. Nankivell - Trustee
12 September 2022

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Statement of Cash flows for the year ended 31 December 2021

	2021 £	2020 £
Cash flows from operating activities		
Net income per Statement of Financial Activities	61,662	70,645
Adjustments for:		
Depreciation of property, plant and equipment	2,517	2,852
Dividends, interest and rents from investments	(10,627)	(20,599)
Other gains/losses	-	-
Decrease in trade and other receivables	99	5,024
Increase/(Decrease) in trade and other payables	43	(2,078)
Net cash provided by operating activities	53,694	55,844
Cash flows from investing activities		
Payments for property, plant and equipment	(1,318)	(5,213)
Dividends, interest and rents from investments	10,627	20,599
Net cash from investing activities	9,309	15,386
Cash flows from financing activities		
Repayment of borrowings	(4,924)	45,000
Net cash (used in)/from financing activities	(4,924)	45,000
Net increase in cash and cash equivalents	58,079	116,230
Cash and cash equivalents at the beginning of the year	212,948	96,719
Cash and cash equivalents at the end of the year	271,027	212,949
Components of cash and cash equivalents		
Cash and bank balances	271,027	212,949
	271,027	212,949

Notes to the Accounts for the year ended 31 December 2021

1. Accounting policies

Basis of preparation

The financial statements have been prepared in accordance with Accounting and Reporting by Charities:

Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Change in basis of accounting or to previous accounts.

There has been no change to the accounting policies (valuation rules and method of accounting) since last year and no changes have been made to accounts for previous years.

Fund accounting

Unrestricted funds	These are available for use at the discretion of the trustees in furtherance of thegeneral objects of the charity.
Designated funds	These are unrestricted funds earmarked by the trustees for particular purposes.
Revaluation funds	These are unrestricted funds which include a revaluation reserve representing the restatement of investment assets at their market values.
Restricted funds	These are available for use subject to restrictions imposed by the donor or through terms of an appeal.
Income Recognition of income	Income is included in the Statement of Financial Activities (SoFA) when the charitybecomes entitled to, and virtually certain to receive, the income and the amount of the income can be measured with sufficient reliability.
Income with related expenditure	Where income has related expenditure the income and related expenditure is reported gross in the SoFA.
Donations and legacies	Voluntary income received by way of grants, donations and gifts is included in the the SoFA when receivable and only when the Charity has unconditional entitlement to the income.
Tax reclaims on donations and gifts	Income from tax reclaims is included in the SoFA at the same time as the gift/donation to which it relates.
Donated services and facilities	These are only included in income (with an equivalent amount in expenditure) where the benefit to the Charity is reasonably quantifiable, measurable and material.
Volunteer help	The value of any volunteer help received is not included in the accounts
Investment income	This is included in the accounts when receivable.
Gains/(losses) on revaluation of fixed assets	This includes any gain or loss resulting from revaluing investments to market valueat the end of the year.
Gains/(losses) on investment assets	This includes any gain or loss on the sale of investments.

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Notes to the Accounts

1. Accounting policies

Expenditure Recognition of expenditure	Expenditure is recognised on an accruals basis. Expenditure includes any VAT which cannot be fully recovered, and is reported as part of the expenditure to which it relates.
Expenditure on raising funds	These comprise the costs associated with attracting voluntary income, fundraising trading costs and investment management costs.
Expenditure on charitable activities	These comprise the costs incurred by the Charity in the delivery of its activities and services in the furtherance of its objects, including the making of grants and governance costs.
Grants payable	All grant expenditure is accounted for on an actual paid basis plus an accrual for grants that have been approved by the trustees at the end of the year but not yet paid.
Governance costs	These include those costs associated with meeting the constitutional and statutory requirements of the Charity, including any audit/independent examination fees, costs linked to the strategic management of the Charity, together with a share of other administration costs.
Other expenditure	These are support costs not allocated to a particular activity.

Taxation

The charity is exempt from corporation tax on its charitable activities.

Tangible fixed assets and depreciation

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life:

Office Equipment	33% Straight line
Motor vehicles	10% Straight line

Freehold investment property

Investment properties are measured initially at cost and subsequently at fair value at each balance sheet date and are not depreciated. All gains or losses are taken to the Statement of Financial Activities as they arise.

Stocks

Stock is included at the lower of cost or net realisable value. Donated items of stock are recognised at fair value which is the amount the charity would have been willing to pay for the items on the open market.

Trade and other debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

Cash and cash equivalents

Cash and cash equivalents comprise cash at bank and on hand, demand deposits with banks and other short-term highly liquid investments with original maturities of three months or less and bank overdrafts. In the statement of financial position, bank overdrafts are shown within borrowings or current liabilities. In the Statement of Cash Flows, cash and cash equivalents are shown net of bank overdrafts that are repayable on demand and form an integral part of the company's cash management.

Notes to the Accounts

Trade and other creditors

Short term creditors are measured at the transaction price. Other creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

Research and development

Expenditure on research and development is written off in the year in which it is incurred.

Foreign currencies

Monetary assets and liabilities denominated in currencies other than the functional currency of the charity are translated at the rates of exchange prevailing at the end of the reporting period. Transactions in currencies other than the functional currency of the charity are recorded at the rate of exchange on the date that the transaction occurred. All exchange differences are are taken into account in arriving at net income/expenditure.

Leased assets

Where the charity enters into a lease which entails taking substantially all the risks and rewards of ownership of an asset, the lease is treated as a finance lease. Leases which do not transfer substantially all the risks and rewards of ownership to charity are classified as operating leases.

Assets held under finance leases are initially recognised as assets of the charity at their fair value at the inception of the lease or, if lower, at the present value of the minimum lease payments. The corresponding liability to the lessor is included in the balance sheet date as a finance lease obligation.

Lease payments are apportioned between finance expenses and reduction of the lease obligation so as to achieve a constant rate of interest on the remaining balance of the liability. Finance expenses are recognised immediately, unless they are directly attributable to qualifying assets, in which case they are capitalised in accordance with the charity's policy on borrowing costs.

Assets held under finance leases are depreciated in the same way as owned assets.

Operating lease payments are recognised as an expense on a straight-line basis over the lease term. In the event that lease incentives are received to enter into operating leases, such incentives are recognised as a liability. The aggregate benefit of incentives is recognised as a reduction of rental expense on a straight-line basis.

Pension costs

The charity operates a defined contribution plan for its employees. A defined contribution plan is a pension plan under which the company pays fixed contributions into a separate entity. Once the contributions have been paid the company has no further payments obligations. The contributions are recognised as expenses when they fall due. Amounts not paid are shown in accruals in the balance sheet. The assets of the plan are held separately from the company in independently administered funds.

Receipt of donated goods, facilities and services

All donated goods, facilities and services received are recognised within incoming resources and expenditure at an estimate of the value to the charity.

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Notes to the Accounts

2. Company status

The company is a private company limited by guarantee and consequently does not have share capital.

3. Statement of Financial Activities – prior year

	Unrestricted funds 2020 £	Restricted funds 2020 £	Total funds 2020 £
Income and endowments from:			
Donations and legacies	133,052	241,132	374,184
Charitable activities	35,160	-	35,160
Investments	8	-	8
Other	20,591	-	20,591
Total	188,811	241,132	429,943
Expenditure on:			
Raising funds	10,317	-	10,317
Charitable activities	66,018	230,710	296,728
Other	14,277	37,976	52,253
Total	90,612	268,686	359,298
Net income	98,199	(27,554)	70,645
Net income before other gains/(losses)	98,199	(27,554)	70,645
Other gains and losses			
Net movement in funds	98,199	(27,554)	70,645
Reconciliation of funds:			
Total funds brought forward	43,203	61,413	104,616
Total funds carried forward	141,402	33,859	175,261

4. Income from donations and legacies

	Unrestricted £	Restricted £	Total 2020 £	Total 2019 £
Gifts and Donations	28,977	-	28,977	43,574
Grants	16,089	321,702	337,791	330,610
	45,066	321,702	366,768	374,184

Notes to the Accounts

5 Income from charitable activities

	Unrestricted	Restricted	Total 2021	Total 2020
	£	£	£	£
Charitable activities carried out	18,715	30,000	48,715	35,160
	18,715	30,000	48,715	35,160

6 Income from investments

	Unrestricted	Total 2021	Total 2020
	£	£	£
Interest income	306	306	8
	306	306	8

7 Other income

	Unrestricted	Total 2021	Total 2020
	£	£	£
Rental Income	-	-	1,862
Coronavirus Job Retention Grant	521	521	729
Corporate Partnerships	9,800	9,800	18,000
income	10,321	10,321	20,591

8 Expenditure on raising funds

	Unrestricted	Total 2021	Total 2020
	£	£	£
Fundraising trading costs	15,168	15,168	10,317
	15,168	15,168	10,317

8 Expenditure on raising funds

	Unrestricted	Restricted	Total 2021	Total 2020
Expenditure on charitable activities	£	£	£	£
Charitable activities carried out	48,299	216,032	264,331	279,863
Governance costs	6,915	2,951	9,866	16,865
	55,214	218,983	274,197	296,728

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Notes to the Accounts

10. Other expenditure

	Unrestricted	Restricted	Total 2021	Total 2020
	£	£	£	£
Charitable activities carried out	14,829	46,824	61,653	37,196
Bank loan and overdraft intrest payable	1,244	-	1,244	729
Employee costs	404	9,265	9,669	11,476
Amortisation, depreciation, impairment, profit/loss on disposal of fixed assets	2,517	-	2,517	2,852
	18,995	56,088	75,083	52,253

11. Net income before transfers

	2021	2020
This is stated after charging:	£	£
Depreciation of owned fixed assets	2,157	2,852

12. Staff costs

	2021	2020
Social security costs	7,847	9,950
Pension costs	1,822	1,526
	9,669	11,476

No employee received emoluments in excess of £60,000.

13. Tangible fixed assets

	Office Equipment	Motor vehicles	Total
	£	£	£
Cost or revaluation			
At 1 January 2021	5,555	10,000	15,555
Additions	1,318	-	1,318
At 31 December 2021	6,873	10,000	16,873
Depreciation and impairment			
At 1 January 2021	1,966	9,417	11,383
Depreciation charge for the year	1,934	583	2,517
At 31 December 2021	3,900	10,000	13,900
Net book values			
At 31 December 2021	2,973	-	2,973
At 31 December 2020	3,589	583	4,172

Notes to the Accounts

14. Debtors

	2021	2020
	£	£
Trade debtors	6,800	4,150
Other debtors	9,170	11,919
	15,970	16,069

15. Creditors:

amounts falling due within one year

	2021	2020
	£	£
Bank loans and overdrafts	5,211	7,099
Other loans	-	3,000
Trade creditors	807	3,116
Other taxes and social security	3,823	-
Other creditors	341	389
Accruals	-	1,423
	10,182	15,027

16. Creditors:

amounts falling due after more than one year

	2021	2020
	£	£
Bank loans and overdrafts	42,865	42,901
	42,865	42,901

17. Movement in funds

	At 1 January 2021	Incoming resources (including other gains/losses)	Resources expended	At 31 December 2021
		£	£	£
Restricted funds:				
Restricted income funds:	33,859	351,702	(275,072)	110,489
Total	33,859	351,702	(275,072)	110,489
Unrestricted funds:				
General funds	141,402	74,408	(89,376)	126,434
Total funds	175,261	426,110	(364,448)	236,923

Notes to the Accounts

18. Analysis of net assets between funds

	Unrestricted funds £	Restricted funds £	Total £
Fixed assets	2,973	-	2,973
Net current assets	286,190	(9,375)	276,815
Creditors due in more than one year and provisions	(42,865)	-	(42,865)
	18,995	56,088	236,923

19. Reconciliation of net debt

	At 1 January 2021 £	Cash flows £	At 31 December 2021 £
Cash and cash equivalents	212,948	58,079	271,027
	212,948	58,079	271,027
Borrowings	(3,000)	3,000	
Bank loans	(50,000)	1,924	(48,076)
	(53,000)	4,924	(48,076)
Net debt	159,948	63,003	222,951

20. Commitments

Operating lease commitments

Annual commitments under non-cancellable operating leases are as follows:

	2021 Land and buildings £	2021 Other £	2020 Land and buildings £	2020 Other £
Operating leases with expiry date:				

Pension commitments

	2021 £	2020 £
The pension cost charge to the company amounted to:	1,822	1,526
Unpaid contributions due to the fund are included in other creditors and amounted to:	341	389

Notes to the Accounts

21. Related party disclosures

Controlling party

During the year ended 31 July 2013, the Charity was provided with a loan by Thomas Plimmer to finance the purchase of a multi-media bus. The loan was interest free with no fixed terms of repayment and it has been repaid in full within the year ended 31 December 2022. During the year, the charity received bookkeeping and accountancy services from Back Office Support Solutions Ltd. An individual from another accounting firm who was not involved with providing these services has carried out the independent examination.

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Detailed Statement of Financial Activities for the year ended 31 December 2021

	Notes	Unrestricted funds 2021 £	Restricted funds 2021 £	Total funds 2021 £	Total funds 2020 £
Income and endowments from:					
Donations and legacies					
Gifts and Donations		28,977	-	28,977	43,574
Grants		16,089	321,702	337,791	330,610
		45,066	321,702	366,768	374,184
Charitable activities					
Charitable activities carried out		18,715	30,000	48,715	35,160
		18,715	30,000	48,715	35,160
Investments					
Interest income		18,715	30,000	48,715	35,160
		18,715	30,000	48,715	35,160
Other					
Rental Income		-	-	-	1,862
Coronavirus Job Retention Grant		521	-	521	729
		9,800	-	9,800	18,000
		10,321	-	10,321	20,591
Total income and endowments		74,408	351,702	426,110	429,943
Expenditure on:					
Costs of other trading activities					
		15,168	-	15,168	10,317
		15,168	-	15,168	10,317
Total of expenditure on raising funds		15,168	-	15,168	10,317
Charitable activities					
Charitable activities carried out		48,299	216,032	264,331	279,86
		48,299	216,032	264,331	279,863
Governance costs					
		6,915	2,951	9,866	16,865
		6,915	2,951	9,866	16,865
Total of expenditure on charitable activities		55,214	218,983	274,197	296,728
Other expenditure					
Support Costs		14,829	46,824	61,653	37,196
Bank loan and overdraft interest payable		1,244	-	1,244	729
		16,073	46,824	62,897	37,925
Employee costs					
Employer's NIC		141,402	33,859	175,261	104,616

Detailed Statement of Financial Activities for the year ended 31 December 2021

Pension costs	404	1,418	1,822	1,526
	404	9,265	9,669	11,476
General administrative costs, including depreciation and amortisation				
Depreciation of Office Equipment	-	-	-	1,000
Depreciation of Motor vehicles	-	-	-	-
Depreciation of	2,517	-	2,517	1,852
	2,517	-	2,517	2,852
Total of expenditure of other costs	18,995	56,088	75,083	52,253
Total expenditure	89,376	275,072	364,448	359,298
Net gains on investments	-	-	-	-
Net Income	(14,968)	76,630	61,662	70,645
Net income before other gains/(losses)	(14,968)	76,630	61,662	70,645
Other Gains	-	-	-	-
Net movement in funds	(14,968)	76,630	61,662	70,645
Reconciliation of funds:	141,402	33,859	175,261	104,616
Total funds carried forward	(14,968)	76,630	61,662	70,645

THE YOUNG URBAN ARTS FOUNDATION LIMITED

England & Wales - Charity number 1159604

Accounts

YUAF Young Urban Arts Foundation

YOUNG URBAN ARTS FOUNDATION

Trustee Annual Report 2020



YUAF

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1. INTRODUCTION – CEO



We entered 2020 with excitement and pride following our 10 year anniversary and all that we achieved together. As the pandemic came upon us, we were challenged beyond measure but adapted extremely quickly and became closer as a team to achieve our outcomes. As a result, 2020 was a transformative year for both our young people and our charity.

Our longer-term strategic objective to launch our online platform, 'Amplified', was also fast-tracked as a result of the pandemic. Over the course of the year, we launched 'Amplified: Thrive & Connect', delivering exciting online creative workshops. Through monitoring and evaluating every step, I am proud to say that we now have an extremely successful online model which is now highly in demand by young people across London and the Southeast.

I would like to say a special thank you to the funders who responded quickly and efficiently to support our charity to include The Paul Hamlyn Foundation, John Lyon's Charity, Arts Council England, Big Lottery, Children in Need and Sir John Cass Foundation, to ensure we thrived and not simply survived.

We increased beneficiary engagement from 2019, despite the circumstances, and continued to work with young people on a one-to-one basis virtually through our Pathways Service. We were also one of the only youth organisations working safely face-to-face throughout the summer, offering detached youth work sessions in parks and on our Outreach Media Bus.

We responded to the Black Lives Matter movement with support from Sony Music Entertainment and Doctored Sound. Together, we delivered face-to-face sessions teaching Black History Education and combining it with the arts; a fantastic pilot which will continue through 2021 and beyond.

2020 was the year YUAF rose to the challenge and I am proud that we achieved all of our goals, were supported by some of the biggest brands, achieved quality engagement with our young people, employed new members of the team, created new partnerships, featured on primetime media including BBC Children In Need Appeal Night.
As always, none of this would be possible without my incredible operations team, trustees, facilitators, youth workers, funders, supporters and partnerships.
We are excited about what 2021 will bring.

Thank you,

Kerry O'Brien, Founder & CEO

2. TRUSTEE FOREWORD

A big thank you to funders, stakeholders, employees and volunteers in, not only coping but, shining in an incredibly challenging year for all. As social distancing and lock-down became the new normal, YUAF proved agile throughout the year in swiftly responding to the overnight shift of society to yet more reliance on the power of the internet. YUAF pushed on with its move to social media and digital content to connect with Young People in exciting ways at a time of personal challenge to many Young People and their families and friends. A highlight for me was the virtual open mics on Fridays where young people could come together and showcase their amazing talent through Instagram.

YUAF reached broader and wider audiences and developed new ways of engaging in new ways that were possible within the scope of the Governments' roadmap out of lockdown. As we look to the future of further easing YUAF focuses on the quality of engagement that both Pathways and the Outreach Media Bus make to Young Peoples outcomes and these will be a focus of fund raising in 2021: personal engagement; better outcomes.

We are proud of the achievements of YUAF and we are delighted to be able to share more about our purpose and impact in this document.

Anna McLaren, Chair

3. OUR MISSION & STRATEGIES

Young Urban Arts Foundation's mission is to empower the lives of young people by strengthening mental well-being and building opportunities through creativity and culture, ensuring every young person is seen, heard & celebrated.

Over the last 11 years, we have helped over 19,000 young people and are known for delivering both empowering and creative outreach workshops in hard-to-reach areas where young people are at high-risk of child exploitation, being a victim of crime or do not have access to opportunities.

YUAF's programmes are designed around prevention and built to drive creativity within our three pillars of engagement. **Outreach** programmes include face-to-face work through detached youth work and our multimedia bus workshops, which we take into communities to provide a safe and exciting space to inspire and build young people's confidence. **Amplified** provides engagement through online creative workshops, masterclasses, open mic nights and YUAF Performs. **Empowerment** programmes include Mind over Matter, delivered in schools, and Awesome Coaching. Across all three pillars we offer Pathways support which focuses on one-to-one guidance, offering young people a way to feel connected and the ability to express their feelings and emotions in artistic and creative ways to gain further training or work experience.

Working with partners, we provide young people with opportunities to gain further training or work experience, allowing them to build a long-term network and support system.



4. FUNDERS & PARTNERS

OUR FUNDERS

HDH Wills

John Lyons Charity

JP Jacobs Charitable Trust

L&Q Foundation

Lennox Hannay

Linder Myers

London School of English

Marchus Trust

Margaret Guido Charitable Trust

Mercers Charity

Mr Smith & Mrs Mount Trust

Music Sales Charitable Trust

Ogilvie Charities

Paul Hamlyn Foundation

29th May 1961 Charitable Foundation

ABRSM

Arts Council England

Ashley Family Foundation

Big Lottery

Burberry

Charlton Athletic Community Trust

Chesterhill Charitable Trust

Children In Need

D'Oyley Carte

Emerton-Christie Foundation

Feather Association

Garfield Weston

Gowling WLG

Peabody Community Fund

Peabody Housing

Sherborne In The Community

Sir John Cass Foundation

Sony Music UK

Sumners Foundation

The Backstage Trust

The Fore Trust

The Sutton Place Foundation

The Tallow Chandlers Company

Theo Papitus

Unum

Worshipful Co of Wyre Drawers

Xerox

OUR PARTNERS

Future Men

Gateway Housing

London & Quadrant Housing

London Youth

Peabody Housing

Phoenix Housing

Plumstead Manor School

PRS for Music

Young Hammersmith & Fulham

A2 Dominion

AIM

Avenues Youth Club

By the Bridge Foster Carers

Catalyst Housing

Charlton Triangle Homes

Colindale Community

Community at Tollers

Eltham Hill School

Fourth Feathers Youth Club

Queen Park Community

The Harrow Club W10

The Pavilion

UK Youth

Young Carers Lambeth

Young Carers Merton

Young Ealing

Young Greenwich

Young Hackney

5. BENEFICIARY OUTPUTS 2020

Our 2020 annual fundraising target was £432,799. We raised a total of £429, 943. Despite the limitations imposed by COVID-19 restrictions, our adaptations in programme delivery allowed us to engage with **1,462 young people** through online courses, bus workshops, detached youth work and one-to-one support. The increase of online engagement allowed us to reach young people across the UK and in 30 (out of 32) Boroughs across London.

	Total	Male	Female	NP
Amplified: Thrive & Connect (online creative workshops)	753	72	207	474
Creativity in the Communities (Outreach Media Bus)	139	70	69	0
Mind Over Matter	71	0	71	0
YUAF Empowers	362	0	362	0
Centre Based Outreach	29	2	7	20
Detached Youth Work	53	27	26	0
YUAF Summer School	48	0	0	48
Youth Advisory Board	6	3	3	0
	1,462	**174**	**746**	**542**

6. OUR ACTIVITIES

OUTREACH MEDIA BUS

A. Creativity in Communities

The Outreach Media Bus is a single decker bus converted into a multimedia studio containing 8 Apple Macs with the latest software and hardware, including vocal recording facilities. We take the bus to the hardest to reach areas across Greater London where there are high levels of deprivation yet no services for young people to access.

In our programs, we are not only keeping young people safe while they are having fun, we are also creating a safe space for them to learn new skills, and to process their feelings and emotions. Through our Pathways Service, we also assist young people to continue to explore their aspirations, the barriers they face and support into progressive new opportunities through creativity and for us that means music production, positive lyrical writing, spoken word poetry, vocal recording and singing. During warm weather months, we also hold art workshops and dance outside of the bus.

Our ability to build relationships with young people and give them a sense of community has proven to be a very powerful element of the Outreach Media Bus program. Although we were only able to conduct limited workshops during 2020, from August - December 2020, we took the Outreach Media Bus to locations including Edmonton and Barking and Dagenham and worked with reduced numbers of participants in line with COVID-19 restrictions.

Participants from these workshops reported the following outcomes:

65%
rated the workshops 'excellent', 30% rated them as 'good'

100%
said that they enjoyed the sessions

100%
said that the workshops made them feel good

95%
had learnt new skills

95%
made new friends and connections

95%
felt more able to cope with current challenges after taking part

95%
wanted to learn more with YUAF

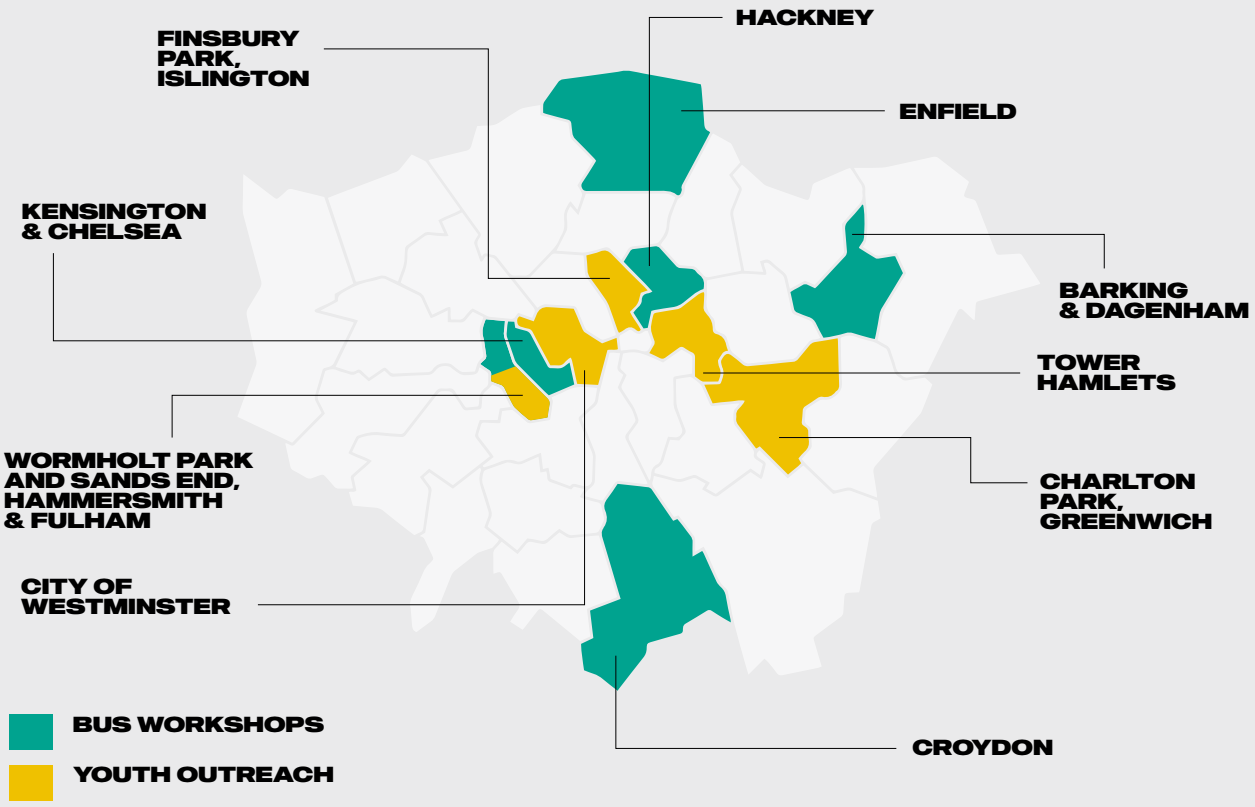
90%
felt more confident as a result of the workshop

In Edmonton, our Black history workshops provided an outlet for young people to express their emotions and lived experience of racism in a safe, supportive space, improving mental well-being and tools for resilience.

In Barking and Dagenham young people formed new habits through the bus, developing interests in music that they will continue to engage in, reducing the likelihood of becoming involved in negative activities later on. Exposure to positive role models raised their aspirations. With concrete hopes for the future, the risk of becoming involved in gangs and ASB was reduced.

B. Amplify Yourself

From September - December 2020 we delivered our Amplify Yourself Outreach Media Bus programme to Montague Estate, Barking Riverside, White City and Tollers Estate. We engaged with 70 young people on this programme.



In Montague and Barking Riverside, YUAF worked with previous partners, L&Q housing, enabling us to build on relationships in Barking Riverside which had been established through our award winning 2019 project in the area. YUAF were delighted to have the opportunity to continue to engage the isolated young people there, whose challenges had been compounded by COVID-19. On the Montague Estate in Edmonton, young people faced similar challenges relating to social isolation, lack of positive role models and poor mental health. 27 young people across the two estates engaged in music production, lyric writing, performance, discussion and Black history education.

In partnership with Harrow Club W10, and funded by John Lyon's Charity, YUAF delivered creative outreach sessions in White City, Hammersmith & Fulham. Young people were provided support with their mental health and creative skills, and help to understand and handle the risks they face locally, such as gangs, substance abuse and social conflict. This project engaged 18 young people, aged 11-19, and will continue in May 2021, once lockdown measures are lifted. As a result of consultation with young people, activities have been designed to allow them space to express their feelings about their experience of the previous year.

With funding from Sherborne in the Community, the Backstage Trust and the Ashley Family Foundation, YUAF returned to another isolated estate: Tollers in Old Coulsdon, Croydon. Through previous workshops in partnership with the local group, Community at Tollers, YUAF had assessed a high demand for positive activities in the community which lacks transport links, facilities and opportunities for young people. The project offered 14 young people access to expertise and activities otherwise unavailable in the area, working towards recording tracks with Pirate Studios and progressing to further opportunities for learning, employment and support. Again, this project was halted in lockdown 2, and YUAF set up alternative methods of engagement for some of the young people including an online production group, and one-to-one sessions for those with high-risk needs.

This year, our Amplify projects provided a vital lifeline in the midst of uncertainty and isolation, where young people who could not access digital services, or did not thrive online, were able to receive education, support, encouragement and care in a safe and inspiring environment.

C. Educate to Create

As a result of the Black Lives Matter (BLM) movement, we felt it was important to integrate an element of Black history into our August Outreach Media Bus workshops. Our aim for this project was to address the gaps in knowledge experienced by young people in education and the wider society within the UK, while at the same time, deliver creative and inspiring workshops. Doctored Sound provided the curriculum and topics included 'The History of Hip-Hop & Grime', 'An Introduction to African History', 'Black Women in Music' and 'Black British Activists'. Young people were inspired to talk about the current civil unrest and the BLM movement. They were able to form valid links to important historical movements, while also articulating the language to express their fatigue regarding the current situation.

Partnering with Sony Music UK for a second year allowed us to introduce young people in hard-to-reach areas to artists they would otherwise not have access to such as Pa Salieu, Joy Crookes, Flyo, Fanatix, ZieZie, JNR, iLL Blu. They led music, rap, production and lyric writing workshops. The impact of these influential role models on each young person's experience was evident and it was clear to see that the artists have a true passion for helping.

"I found the Young Urban Arts Foundation workshops so fun and I think that when you're teaching, you learn more about the practice and what you do in your craftsmanship and I just really enjoyed meeting young people that are trying to get into music and using their culture and using who they are and their identity to catapult themselves into music which is beautiful and I think that's the way it should be." - **Joy Crookes, Artist**

"Check out YUAF, it's a really good organisation empowering young people and keeping them on the straight and narrow." - **Fanatix, Producers**

"I'm here trying to help young people to write songs and lyrics and we're trying to focus songs on British Black activists. I just believe when you learn something, you pass it down so I always love to take part, so when I got the call to do this, I was just like, this is right up my street." - **JNR Williams, Artist**



Unfortunately, due to a number of factors outside of our control, the number of young people who engaged with us during this programme was significantly reduced from what we expected given prior year's attendance. However, we nonetheless managed to reach 67 young people in total among our workshops in Chelsea, Montague, White City and Dalston over 15 days. We held the maximum of 4 young people per session (up to 4 sessions per day) and 12 outside of the bus.

Young people developed creative and transferable skills. For example, in Edmonton, the group worked together on a collective beat, developing teamwork and music production skills. The young people reported that they felt empowered and went away with greater confidence to engage with other opportunities and services.



"I'm opening to trying new experiences now, and I can apply learning how to plan writing in my music schoolwork" - **Female, 13**

"I became confident, happy & positive in expressing my creativity on the bus workshop" - **Female, 19**

"He's a natural and it's something he potentially wouldn't have been able to find out without the bus being here so it's really good he's found a skill he likes, is good at, and enjoys." - **Facilitator**

CENTRE-BASED PROGRAMMES

A. Arts and Well-being

YUAF were invited by London Youth to run a series of visual arts workshops with their partner organisations, designed to invite and facilitate conversations around mental health through the creation of visual art installations by and for young people. Three separate group projects were led by experienced YUAF facilitator, Stephanie Turner, each taking place over 6-8 hours. Each group of 6-10 young people, aged 10-18 years, created collages which are now displayed in their respective centres. They explored themes such as identity and mental health, stimulating ongoing conversations among each community. The workshops took place in Westminster with Avenues Youth Club, Future Men, and Fourth Feathers Youth Club during the summer of 2020. Feedback was positive and the centres expressed a desire to run similar longer programmes in future.



B. Detached Youth Work

As a way to further engage more young people who suffered from lack of face-to-face contact due to lockdown restrictions, we created a summer parks program. In August, we worked across four parks. Working with Harrow Club, our partners for our longer outreach project based in White City, we engaged with young people in Wormholt Park & Sandsend Park (Hammersmith & Fulham). We also delivered activities in Charlton Park (Greenwich) and Finsbury Park (Hackney).

During 20 days of engagement we used youth work activities, sports and arts activities to engage 55 young people aged 8-24 in an outdoors setting. In addition, we enrolled further young people to both our online courses and Pathways Service. We also provided paid jobs for four young people to act as assistants in the parks by taking registers, temperature checking and implementing COVID-19 safety protocols while improving their leadership and employability skills.



100%
rated the workshops 'excellent'

100%
said they enjoyed the sessions

100%
said the workshops had 'definitely' made them feel good

100%
wanted to learn more with YUAF

93%
felt more confident as a result of the workshop

79%
felt more able to cope with current challenges after taking part

"This helped me feel included and more confident" - **Participant**

"It made me feel good because I did something out of my comfort zone" - **Participant**

AMPLIFIED

Amplified was designed by and for young people as a youth-led, multi-media digital platform. Young people were involved in the pre-project consultation and expressed the need for a safe online space where they could actively determine content (including accessible mental health support), express opinions and perspectives, create a collaborative community with other young people, upload their own creative output, and access digital workshops and information

Until the first lockdown in March 2020, young people were able to access in-person training in transferable multimedia career skills including production, podcasting, music creation, curating content and filmmaking. The inability to have face-to-face activities led us to not only develop the platform more rapidly, but also allowed us to create a range of programmes that are available exclusively online, enabling us to deliver to a wider range of beneficiaries.

A. Thrive & Connect

When the pandemic put a halt to our face-to-face work, we moved immediately to put a series of videos on our YouTube channel (April - May 2020) including creative content and mental and physical health advice. At a time when young people were suddenly without access to youth centres, schools or able to have a direct connection with their peers, we provided material to keep them positive, healthy and safe. Participants were reached via the YUAF database, our social media (Instagram and Facebook), youth services and community partners.

At the same time, we reached out to 18 young people from our database, who we had previously engaged with, and who were representative of our beneficiaries. We wanted to gauge their interest in an online programme and get their feedback on the services that would best meet their needs and help them to stay positive while they were coming to terms with the huge disruption to their lives caused by the pandemic.

As a result of this exercise, our pilot Thrive & Connect programme was launched in May 2020, consisting of 12 workshops delivered over four weeks by rap artists, writers and poets, with all 18 young people participating, and completing pre and post workshop surveys. As the pilot was such a runaway success, we introduced Amplified: Thrive & Connect as a stable YUAF offering. Free and open to all, we marketed the workshops through social media channels (YouTube and Instagram), the Amplify Youth Panel, youth services, community partners, and brand sponsors.

Working with our Facilitators to design the program, we took care to ensure the platform was easily accessible to all young people (e.g. those with English as an additional language or neurodiversity). Sessions included a Creative Industries workshop; Arts for Well-being; Arts and Activism; drama; monologue; rap; podcasting; DJ-ing; vocal performance; poetry; exploring the inner world of artists; creating album cover artwork and flyers; music production and singing using free software such as GarageBand, the collaborative music-making app Endless and the Acapella app; song and lyric writing; contributing to a digital anthology book.

In total, we delivered over 57 Amplified: Thrive & Connect creative workshops and 212 online sessions were accessed by 279 of our beneficiaries.

97%
of participants gained increased skills

93%
of participants had an overall positive experience

86%
of participants said they gained increased confidence

85%
of participants said they felt they could speak up and be heard

83%
of participants said they felt better about themselves

82%
of participants said they feel more connected to others

"It increased my confidence by making me speak up without getting judged. It also made me develop new skills that might be beneficial for my future."
- **May Participant**

"I learnt how to address my emotions more through writing and to be specific when setting goals for myself in the future." - **June Participant**

"I found a safe community to work with and I've gained so many skills and confidence." - **July Participant**



B. Online Masterclasses

We partnered with DJ Mag and Association of Independent Music (AIM) to deliver an Online Masterclass Series with artists and behind the scenes professionals. Young people, discovered through our outreach projects, online delivery or Pathways Service and who demonstrated dedication and sincerity about accessing careers in the music industry, were exclusively invited to participate. In total, we enrolled a cohort of 16 beneficiaries, ages 14-19 years, into these masterclasses.

The masterclasses provided invaluable insights for young creatives, who relished in the opportunity to voice their opinions to, and ask questions of, a professional audience.

"About the industry in general, it's not as hard as you think but you need to put in the work yourself and believe in yourself" - **Participant**

"I've been really struggling especially within the music industry like where to start because where I'm situated in London, there's not much going on, so you don't know where to begin. Having Tiffany explain where she began her career, it made me feel less anxious about how to get started; you can literally get started by just using your computer and I never really thought it was possible so it's just really great." - **Participant**



C. YUAF Performs

As a result of our Youth Board's suggestion to create a showcase and realising a longstanding dream of ours to allow young people who participate in our online workshops to exhibit their achievements, we created YUAF Performs.

YUAF Performs consists of both live and pre-recorded performances that are broadcasted via our social media platforms, that allow young people to demonstrate what they have learned during our courses, and also gives them an opportunity to showcase their original material to a larger audience.

The inaugural YUAF Performs showcase was live-streamed on the YUAF YouTube channel in December 2020. The event was hosted by 13-year-old motivational speaker, Inspiring Vanessa and YFC member, Mano. Over 20 young people performed original and cover songs, rap, and poetry and spoken word pieces.

EMPOWERMENT

A. YUAF Empowers

YUAF Empowers is a school-based programme designed to deliver positive messages that draw on the creative arts to improve mental well-being and help young people become more resilient. From January through the beginning of March 2020, prior to the first Coronavirus lockdown, we held YUAF Empowers assemblies at Eltham Hill and Plumstead Manor schools. YUAF Ambassadors spoke to a total of 362 young women about topics such as mental health, body image, self-esteem and positively navigating social media. Our ambassadors included author Ciaran Thapar, musician Tanya Cracknell aka Grime Violinist, and actor, documentary maker and former Broadcaster (BBC 1Xtra), Mim Shaikh.

B. Mind Over Matter

Mind Over Matter is a school-based programme designed by YUAF Facilitator, Peaches Cadogan, that delivers dynamic, fun and engaging group activities to help young people strengthen their mental well-being and make positive strides forward in their personal development. Each young person has the opportunity to share their thoughts with the group and gain a deeper understanding of the vulnerabilities in themselves and others. Goals are set and aspirations raised by creating shared visions, values and role models for young people to focus on, as well as challenging language abuse and exploring current affairs. Issues raised through group sessions form the basis for one-to-one mentoring for targeted individuals, where a bespoke plan for support is developed in conjunction with parents, the school and external agencies.

Prior to the first Coronavirus lockdown in March, YUAF delivered two Mind Over Matter programmes to 60 young women at Eltham Hill School, in partnership with Charlton Athletic Community Trust (CACT). The programme was later delivered online to 11 young women at Plumstead Manor School. Because of the change in engagement, we identified a need to decrease the group size and it was a successful modification and led to productive and valuable outcomes.

76%

of participants reported an improvement in mental health

86%

participants felt more confident as a result of the programme

"The thing I'll remember most from the programme is how to be resilient"- **Participant**

"After attending this training I am aware of the opportunities in front of me, and that I should go for it!" - **Participant**

"Mind Over Matter gives the students an opportunity to be challenged about their values, choices and attitudes in a safe, nurturing environment, which school professionals may not always be in a position to do. The programme helps our young people understand themselves better, make more informed choices and recognise the need for further support and it empowers them to seek and engage with this." - **Deborah Colombeau, Eltham Hill School Wellbeing and Safeguarding Lead**

YRD PARTNERSHIP

In response to the Covid-19 crisis, YUAF entered into a partnership with digital skills charity Digilearning (DL) and youth charity Rio Ferdinand Foundation (RFF) in May 2020. Funded by The National Lottery Community Fund, the YRD pilot aimed to offer young people access to a wide range of digital learning opportunities to support their mental health and well-being, while at the same time develop their skills to help them prepare for the future.

All three partners had witnessed the serious impact of the pandemic for young people, many of whom were already experiencing challenges in their lives. Young people had reported how social distancing measures, school closures and postponed exams had heightened existing anxiety and emotional difficulties. With face-to-face projects having to stop, many young people the organisations knew became isolated and at risk. Many young people also reported worrying about what their future holds, and how the pandemic may impact on their future education or employment opportunities.

The partnership set out to deliver over 150 online courses to at least 1,500 young people and to continue to ensure high standards of service, we survey the participants after each session for feedback, improvements and learnings which resulted in the following positive results:

YRD delivered 298 online workshops, short courses and masterclasses with 917 diverse individuals aged 13-19 (mainly) from across the UK. 1,266 total signups; 18% YP took more than one course.

YRD

courses were of a high quality, met delivery goals and were highly rated by participants.

95%

of participants took away at least one positive outcome.

MAJORITY

of service users experienced improved well-being through taking part in engaging YRD workshops with other young people.

80%

felt more optimistic about their lives having taken part.

400

motivated young people signed up for DL's professional and digital skills courses

41

young people took a Leadership course with RFF.

Feeling supported in their creative journey by YUAF staff and facilitators, plus meeting and/or performing alongside established arts professionals, had a big positive impact on young people's confidence and motivation.

Creative courses and masterclasses enabled young people to learn from one another and gain new friendships and contacts that were sustained beyond the course.

Online courses and drop-ins provided a low intensity space to maintain engagement with some of the most vulnerable young people. This was followed up with targeted support by YUAF Pathways Service and RFF's youth workers.

PATHWAYS

Pathways is becoming an important area of the charity's work, empowering young people to take a lead on shaping their lives and realise opportunities that can further their own personal development and improve their well-being. First established in 2020, the programme works with young people aged 14-19 in London who are facing challenging circumstances in their lives. This includes young people affected by mental health difficulties, young carers, young offenders, and those at risk of exploitation and gang related crime. Many are disengaged from mainstream services and demonstrate behavioural difficulties.

Tailored to the specific needs of the young people, Pathways aims to provide progression and exit routes for young people to explore education and training opportunities, creativity and creative careers, as well as access support for their physical and mental health. The programme helps young people to explore their needs, and challenges to help them into opportunities within YUAF's own projects as well as through external partners. These include brands and companies in the creative industries and other organisations from the communities in which the charity works.

The key objectives of Pathways are to encourage young people strengthen their mental well-being, increase confidence, develop new skills, raise aspirations, improve self-worth, and build resilience and positive relationships to help them into opportunities.

"(I) was sent through mental/wellbeing support services, but I found that these opportunities and being able to get back into music has been the most useful for my mental health. It's kept me occupied and I enjoy making music."

Due to the pandemic the service was piloted in response to the immediate needs of the young people, which included one-to-one calls with those who registered with online courses, who had flagged they have additional support needs, this ranged from advice, support into mental health services, and support into pursuing further opportunities (virtually).

In 2020 we achieved the following:

406

young people were added to the Pathways database, who received regular newsletters with 72 opportunities across the year

68

young people received one to one support

36

young people were referred to internal progression opportunities

6

young people were referred to external opportunities

As part of the Pathways programme YUAF worked with two partners AIM and DJ mag to conduct private masterclasses for the young people within this programme. The masterclasses ran over 5-6 weeks teaching DJ Masterclasses and Music Industry tips. Each subject had a special host from the DJ industry, including artists and management to provide their knowledge and experience to our young people. The hosts included Nadia Khan, Shocka (MC), Ray Blk, Olivia Edwards-Allen (Kobalt) for AIM Masterclasses and Raji Rags, Tiffany Calver, Nightwave and Ellie Prohan.

"Pathways support has been great because I have been offered a wide range of opportunities and it's been tailored to support my interests. I also appreciate that Daniella (Pathways Coordinator) doesn't push opportunities onto me and I get freedom to choose what's right for me."

YOU ARE AWESOME (YAA) COACHING

If young people identify as unable to participate in Pathways, they are referred into YAA based on their needs, usually those high-risk or experiencing extreme low-confidence and unable to pursue the opportunities or support of the Pathways Service. The aim of YAA on completion is for the participants to come back to Pathways with a newfound confidence and ability to take up the support and opportunities offered by Pathways.

The YAA programme is still in the development phase but consists of around 6 sessions, designed to enable young people to recognise their own awesomeness and develop the ability to support, nurture and grow their own talent and well-being requirements. We intend to continue developing the YAA coaching programme as a preventative approach to mental health, providing support to young people who have demonstrated the need for greater connection and one-to-one support, with the aim of enabling these young people to develop positive a mindset that will unlock their full potential.

MEASURING IMPACT

As a result of Covid-19 and our subsequent need to move the majority of our planned programme delivery online, we have also implemented a fully digital monitoring system, eliminating our reliance on paper forms.

The use of online tools such as Kobo, Survey Monkey and Google forms has really helpful to streamline this process and make it more paper-light, in line with our environment objectives as an organisation. It has also helped us strengthen our GDPR compliance by reducing the risk associated with handling physical forms containing personal data. Additionally, we have been able to collect and analyse data on impact much more easily and effectively.

Key outcomes:

We developed a comprehensive digital **YUAF registration form**, which enabled us to collect better baseline information than previously possible, including what obstacles each participant was currently facing and their hopes for their involvement in YUAF. It also provided us with rich demographic data which we analysed to identify gaps in our service or in outreach. The registration information forms the initial basis of referrals into our Pathways Service using a RAG system.

Our courses are monitored with a **feedback survey**, collecting qualitative and quantitative data on beneficiaries' experience, against our hoped-for outcomes. We also monitor the impact of the online courses via **tutor observations**, which provide indicators for progression against confidence, well-being, relationships, empowerment and any other funder-specific outcomes. **Check ins and Check outs**, where participants rate or describe their mood at the start and end of a session, provide immediate feedback on a young person's well-being and the impact of each session.

Our outreach programmes are monitored using **baseline** surveys, informed by HACT's social value calculator and the Warwick Edinburgh Mental Well-being Scale. Effective monitoring is also achieved through our commitment to youth-centred impact measurement. This means that young people measure themselves against their own goals and reflections, rather than any external criteria. These surveys take place 2-6 times per programme, depending on programme length, providing ongoing feedback on the impact of the project.

7. YOUTH ADVISORY BOARD "YOUNG FUTURE CREATIVES"

2020 was a tough year for everyone, in particular, young people. This extended to our Youth Advisory Board, who named themselves the **Young Future Creatives (YFC),** who were all accustomed to face-to-face meetings and engagement. Alongside the organisation as a whole going through huge challenges and changes, initially, we struggled to keep YFC engaged, especially online. We decided that the focus must be on supporting them and **their well-being.** Some did not have access to a device whilst others could not afford internet connection in their homes. With the support of emergency funding, we bought and provided iPads, couriered music equipment and paid for home internet to ensure that we could stay connected. We provided one-to-one creative facilitation in music production and songwriting, knowing this is what they love the most. As we launched our online courses, we provided paid opportunities for them to participate in the workshops and feedback on how we may better develop and improve this new service to young people. These efforts shaped our **Amplified: Thrive & Connect programme.**

When face-to-face engagement briefly returned and we launched our summer Outreach Bus and Detached Youth Work programmes, we employed 5 members as workshop assistants and trainee facilitators. This allowed them to continue developing their leadership skills and provided more **paid opportunities** in such difficult times. One advisor used his income to purchase a new laptop for music production, whilst others were supporting their families in times of need.

"It kick-started my music creation process. The computer that I have now is the one I bought from the pay from the summer programme. That's what I use to make my music. If it wasn't for the paid work in the summer, I wouldn't be making music and making beats like this. It really heavily impacted me in an amazing way, I am so grateful for it."

"I was getting paid to do something I enjoyed. It was a fun experience, the word work or job never came into my head, it was me having fun and also giving a service to the young people. It helped with things I had to pay off and invest in a business that I wanted to. I enjoyed the experience."

Following the summer, now reengaged with YUAF, we held face-to-face meetings to gain feedback from the summer programmes and to learn, from their perspective, what they felt was needed for the charity to move forward.

Below is just a selection of the activities this group of 6 young people, aged between 13 - 18 took part in during 2020:

Recruitment of the Pathway Coordinator Role through interviewing candidates and feeding back to Management.

Applying for and gained funding from The National Lottery to support their first youth-led project in Podcasting and Video creation.

Consulting with YUAF Management and Delivery team on a range of topics from Equality and Diversity to the Amplified: Thrive & Connect Programme, to individual project marketing, and youth accessibility.

Attending board meetings with the Board of Trustees by providing YFC updates via the Youth Trustee, Adam Gill. One YCF member has attended Board of Trustee meetings and we are looking forward to inviting more to speak with the board in the future.

Attending Online Safeguarding Training and County Lines training alongside YUAF's delivery team. The County Lines training was summarised and shared with the broader YFC by one of their peers that had attended.

We are also very proud that one YFC member has **become a trainee facilitator supporting music production** on the Outreach Media Bus. It is hoped that by the end of 2021, YUAF will pay this young person for their facilitation work, which will be held in their local youth centre.

Broader Youth Voice in YUAF 2020

The Amplified: Thrive & Connect Programme has been entirely co-created with young voices at the head of its development. YUAF has involved young people in:

Pilot Groups
Focused evaluation meetings
Monthly team debriefs

In direct response to young people's feedback, YUAF initiated the following programmes in 2020:

You Are Awesome Coaching
Industry Masterclasses
Drama Workshops

In December 2019, the YUAF youth email database had 165 subscribers who received a monthly opportunities newsletter. This increased to 496 subscribers in December 2020. The 200% growth was, in large part, a result of introducing YUAF's Amplified: Thrive & Connect programme in May 2020.

The YUAF Instagram profile had 2.1k followers in December 2019 and by December 2020, it increased to 3.3k followers, predominantly within the 13 - 34 age group.

YOUTH BOARD (YFC) HIGHLIGHTS

During the course of the year, we have given young people the opportunity to have their voices heard and to be seen as positive role models by giving them access to media opportunities. At YUAF, we take pride in giving young people the spotlight when presented with the space to talk about how their lives have been positively impacted by the charity.



ASC featured on prime-time TV **on ITV News** sharing her experience of engaging with the Outreach Media Bus on her estate and the difference it made in her life. In addition, ASC was featured in an **interview with DJ Mag** for her perspective as a young person who has participated in creative workshops and gained support from YUAF. She was also **interviewed by Newsweek** and spoke about her struggles with mental health issues and how she worked to overcome them through creative arts.

TC's Journey with YUAF

TC was introduced to YUAF in February 2019 on the Pembury Estate, Hackney. Initially, he was very shy, lacked confidence and had a fear of socialising with the wrong crowd, so appeared to be introverted. However, his passion for music helped us to focus on his strengths by offering him the responsibility of creating the music for the creative writers in the community centre. Over time, he began to communicate and collaborate with other young people more readily and as a result, became **Pembury's Volunteer Peer Producer.** We assisted him in developing leadership skills gained by teaching and empowering others to make tracks and build their own confidence.

Our Pathways Service, which was very much in the infancy stage, was paramount to his development. His commitment and enthusiasm enabled YUAF to provide and signpost him into opportunities to further his progression. Beginning with introducing him to a university setting, he travelled across boroughs to the **University Arts London** in Camberwell where he was matched with a film student to develop his own music video in animation. We knew that performance was high on his list of aspirations, so we selected him to feature at the **YUAF 10th Anniversary Fundraiser.**



He performed and showcased his own work to a room of influencers from the creative industries. He was also supported and mentored by our (previous beneficiary, now ambassador) Koder, who taught him performance techniques to build his confidence and skills. He later went on to perform for his own community at the **Pembury Community Day** which improved both relationships in the community and the perception of young people locally.

“I feel really safe because there is a team to protect me.”

We wanted to increase TC's confidence further by developing his public speaking skills so when approached by ITV News, he was given the opportunity to appear on prime-time TV to talk about his experiences with YUAF and the difference it has made to his life, further helping to improve the perception of young people from urban areas.

“Being on ITV was a very big achievement because it was a testimony to show other people that no matter where you’re from, your background, your history, you can still achieve something... [I’m] able to teach my skills so basically the good feeling that you’ve done something really good that could potentially shape someone’s future.”

In celebration of TC’s achievements, he was nominated for and won the Music & Creativity Award at the Global Youth Awards 2019, a global collaboration for youth empowerment and development around the world. The event supported and showcased extraordinary young people aged 11-18 years. It was an outstanding outcome for his efforts.

Most recently, harnessing his media training, TC was featured in an interview with DJ Mag and spoke about working regularly with YUAF, the family environment that is cultivated by facilitators and staff, and his growth as an artist as a result of workshops and mentoring.

“It was nice to see that what I’m doing is being recognised; it’s nice to see that what I’m doing is being appreciated.”

Statement from TC:

“Before I started YUAF my life was pretty rough, I was getting into a little bit of trouble. I wanted to express my ideas in music, but no one was trying to listen to me or what I had to say. I came to YUAF and it gave me a platform to do this. The staff and everyone are very welcoming. Being a part of YUAF has saved my life “

TC has been part of our youth advisory board from its conception. His contributions included assistance in developing our online model by attending sessions and feeding back to the program team. Over the summer he gained employment as a Peer Music Production Facilitator, imparting his passion and skills onto other young people coming through the charity.

8. CAPACITY BUILDING AND ORGANISATION DEVELOPMENT

Despite the challenges that the pandemic presented, the YUAF operations team demonstrated resilience, agility and flexibility to adapt to the required changes, the needs of young people grew which required the core team to equally expand with priority on our Pathways Service to offer one to one support resulting in two new Pathways Coordinators joining in the team in addition to a project administrator/ coordinator and our fundraising and partnerships manager, growing the team from **four to eight members of staff.**

Creating the YUAF Pathways Service was a key development within the charity, working very much in response to the needs of our beneficiaries, which was evaluated throughout the year which continues to be under development.

We achieved **Silver London Youth Quality Mark** in line with our objectives which proved to be an extremely rewarding exercise for the charity across the board to include; youth voice, policies and HR.

Policies

The Board of Trustees reviewed all policies in April 2020 and developed new policies including; Remote Working, Flexible Working, Staff Well-being and Staff Development and Training. In consultation with the YFC, we have also created a youth-friendly Complaints Policy and Procedure.

YUAF have implemented an appraisal process for the CEO and core staff. This process relies on input from the wider team, fostering a culture of openness, honesty, integrity and continual supported development.

Staff Well-being

With well-being at the heart of everything that we do, our CEO understood it was imperative that the core team and delivery staff's well-being was paramount, and introduced a well-being programme to address this. "We are only able to give our best to young people if we are feeling good in ourselves" **Kerry O'Brien, CEO**

"Wellbeing sessions.. ..helped to explore challenging feelings, mostly as a result of the continued lockdown. It has also boosted team morale and I feel like the team is closer because of it"

"The sessions were amazing. They were so beneficial to my mental health and setting me up for my day ahead"

"Having a space to develop my mental and emotional well-being during lockdown has been essential. The exercises with breathwork and meditation as well as yoga has helped me immensely. This safe space has been the building blocks for my mental and emotional growth, Shauna and Debbie have been amazing running these sessions and I thank them massively"

"I also wanted to say how life-changing it was that you provided us with access to free counselling which I got to try for the first time in my entire life thanks to your kindness and mindfulness of wellbeing of your team. Thanks KERRY!"

9. SUPPORT AND RECOGNITION

We are proud to have received support and recognition from both the creative industries and the media. The arrival of the pandemic drove the rise of YUAF's digital activity. We launched the Amplified: Thrive & Connect series, made up of "at home", pre-recorded creative and fun sessions. They were hosted by YUAF facilitators as well as influencers like **Inspiring Vanessa, Starz & Deeza** and supported on their social platforms. This allowed our brand awareness to organically grow within the 13-18 year-old market.

Amplified: Thrive & Connect transitioned into free online creative workshops from June onwards. The programme was supported by Youth Community Partners on their social channels and websites, including Spotlight, Brent Foundation, Rio Ferdinand Foundation, Young Hackney, London Village Network, London Youth, Young Barnet Foundation, Midi Music Company and Y.R.D.

Our Summer outreach bus programme focussed on areas of Black history. A partnership with Sony Music Entertainment & Sony ATV allowed us to schedule relevant artists on 7 workshops. These artists contributed to the young people's creative work and shared content on their Instagram platforms. Artists involved include: Pa Salieu, The Fanatix, Zie Zie, iLL Blu, Ayo, JNR Williams and Joy Crookes. Our Black History partner, Doctored Sound, also supported our content on their social platforms.

In October 2020, Online Masterclasses were added to the Amplified online offering where we partnered with DJ Mag & AIM. Each organisation supported the programme by publishing YUAF curated content from the workshops on their social platforms. They also provided highly regarded artists / DJ's and music industry leaders to host each masterclass, including Ray Blk, Nadia Khan, Shocka (MC), Olivia Edwards-Allen (Kobalt), Ellie Prohan, Raji Rags, Nightwave & Tiffany Calver.



In November 2020, we released our first charity single with Big Zuu and four young people who attended our 2020 online workshops. The track was made available on all Big Zuu digital streaming platforms accessible to a substantial youth audience. Big Zuu also promoted the song and YUAF across his social media platforms. This track accompanied Virgin Media's Christmas Campaign and was promoted across their social media channels and YouTube channel.

10. PRESS AND MEDIA

With the Sony Music Summer project we generated great brand awareness within the Music industry, building our profile and trust to encourage future partners:

https://www.musicweek.com/labels/read/sony-music-and-sony-atv-artists-support-young-urban-arts-foundation-charity/080857

https://www.recordoftheday.com/news-and-press/yuaf-partners-with-sony-music-sonyatv-uk-for-educate-to-create-2020

https://www.musicbusinessworldwide.com/sony-music-uk-backs-youth-outreach-initiative-in-london-that-seeks-to-educate-and-inspire/

https://www.mixtapemadness.com/blog/articles/young-urban-arts-foundation-teams-up-with-sony-music-sony-atv-for-the-educate-to-create-2020-programme

https://www.companynewshq.com/company-news/media-entertainment-company-news/sony-music-sony-atv-uk-partner-with-young-urban-arts-foundation-for-educate-to-create-2020/

Print & digital interviews with Kerry and one of our Young Advisory Board members, Atlanta, in **DJ Mag** & **Newsweek** respectively.

Our CEO was interviewed by Trevor Nelson for BBC Children in Need on his show on Radio 2 on 12th November at 11:10pm. (listen back on the BBC Sounds app)

Virgin Media Christmas Campaign which mentions the Big Zuu remix project with YUAF **https://virgin.com/about-virgin/latest/its-beginning-to-look-a-lot-like-a-virgin-media-christmas**

Big Zuu x YUAF - Great To Be remix on **Spotify**

Radio 1xtra DJ Ace, interviewed Big Zuu and one of the young artists (Bella aka RAEL) and played the track during his mid-morning show on 15th December 2020 at 10:50am (listen back on the BBC Sounds app).

11. STRATEGY 2021

Beneficiary Engagement

At YUAF, it is our goal to engage with more beneficiaries across all our programs and during 2020, we set an ambitious aim of working with between 1300 - 1400 young people which we are proud to announce that we were able to achieve, particularly considering the circumstances.

It is our target to reach 1450 beneficiaries in 2021, with more of an emphasis on finding more opportunities for those we engage.

Pathways

We will build a business model based on the learnings from the previous 12 month to include an evaluation framework, funding strategy and realistic outputs and outcomes. We aim to work one-to-one with 200 young people across 2021. A key project under the Pathways Service is the mentoring programme 'You Are Awesome'. This provides one-to-one support for vulnerable young people from across London. Participants are provided with tailored guidance to help them realise their own strengths and potential so that they may make more positive choices in their lives. We aim to offer this program to 80 young people.

Addressing the gender imbalance of engagement

In 2020, we saw a 29% growth in female participants while male engagement decreased by 53%. As most of our work took place through online courses, we identified that females are more motivated than their male peers to work online.

One of our objectives of 2021 is to identify new ways to engage males online to include:

Increasing the number of male facilitators
Assessing our marketing approach
Developing new partnerships with male only youth organisations
Increasing the number of activities which are more favoured by males to attend

Amplified

Amplified is part of our medium-term strategy to develop an online platform for young people. In 2019 we ran some pilots and throughout 2020 we delivered a number of face to face sessions which included studio recording sessions for DJ'ing, podcasting, music production and vocal recording. Some of these sessions featured on **YUAF Performs**, which helped us to identify that young people need more time developing their music and performing skills prior to performing or recording. If guidelines allow, we aim to offer more studio sessions and include this in our fundraising strategy to offer more opportunities for young people to work in a real studio environment to develop their skills.

RESPONDING TO THE NEED TO CHALLENGE INEQUALITY

Diversity and Inclusion

We aim to develop a new scheme to provide young people from communities challenged by inequality an opportunity to progress into their dream workplace. Which will aim to help young people gain confidence, employability skills and/or training that leads to more opportunities, as well as increasing diversity and inclusion in workplaces, specifically in the creative industries. We will consult with young people to ensure it suits their needs and develop new partnerships and tap into our existing partners to find opportunities to gain a deeper understanding of the different roles in the creative sector, potential to match our beneficiaries with mentors, and to provide masterclasses and face to face experiences in the workplace.

Educate to Create

Following a successful pilot in 2020 we aim to continue to work with experts Doctored Sound to educate, explore and raise awareness in Black History in our workshops both face to face, and online.

Cross-cultural learning

Connecting young people from the UK and Africa to creatively connect online, and through the process to gain more knowledge, understanding and to connect and learn from different cultures.

Diversifying the board of trustees

We will continue to broaden the diversity including more trustees with lived experience, disability, ethnicity, protective characteristics and age.

YOUTH VOICE

We will focus on the following areas during 2021:

- Further support by Pathways Coordinators
- A better understanding of roles and responsibilities of the youth board
- More leadership training
- More opportunities to bring the youth board's voices to other platforms as representatives of YUAF
- More connection with beneficiaries to feedback and help us to shape projects, and evaluate new ideas
- Introducing sub-committees to address different areas of the charity to include: marketing, youth engagement, governance, project development

PARTNERSHIP & SPONSORSHIP DEVELOPMENT

As part of our strategy to become less sustained by grants and donors, our goal in 2020 was to become more attractive to corporate brands and companies. Due to being more visible online and being one of the most active youth arts charities in London during the pandemic, we are now in a good position to continue working with the creative industry and media brands. Our objective is to continue to develop our relationships with existing partnerships to leverage funding and donations in addition to continue to prospect new partners. A new marketing campaign will be developed to attract more brands and to support the development of our partnerships and to diversify our income streams.

CORPORATE ENGAGEMENT

Corporate partnerships are a key component to furthering financial sustainability. Our aim is to partner with companies who have a CSR focus on young people, music, the local community as well as those in underserved communities, as these issues align with YUAF's core values. While we have secured one-time donations, our long-term strategy is to form lasting partnerships. This will allow companies and their employees to become involved in YUAF activities as mentors and/or volunteers, as well as providing YUAF with financial support.

MARKETING & YOUTH OUTREACH

We will focus on increasing our brand awareness to a 13 to 22 year old audience by running monthly paid marketing campaigns to encourage sign ups to online workshops, by creating an online community attending our live Open Mic Night on Instagram, by developing a series of masterclasses with music & film industry partners, by building an influencer campaign with YUAF Futures, and by creating a local outdoor guerrilla marketing campaign for our summer bus & youth outreach workshops.

OUTREACH MEDIA BUS REPLACEMENT

The Outreach Media Bus is over 15 years old and with the new ultra low emission zone legislation, a replacement solution is crucial for the 2021-2025 business plan. We are therefore focused on generating funding and implementing a solution within this timeline. In 2020, the model of the vehicle and the fundraising strategy was created targeting various different forms of income including capital grants, brand and corporate sponsorships and a low-interest loan. Our objective is to raise £300,000 across two years with £150,000 to be secured in 2021.

ANNUAL FUNDRAISING TARGET

In order to achieve our plan for 2021, we will require funding of:

£551,667
Charitable activities

£150,000
Towards funding target for purchase of a new bus

12. APPENDIX – FINANCIAL STATEMENTS 2020

The Trustees, who are also directors of the charity for the purposes of the Companies Act 2006, present their report with the unaudited financial statements of the charity for the year ended 31 December 2020.

Reference and Administrative Details

Company No. 06658860
Charity No. 1159604
Registered Office
Railway Arch 420
Burdett Road
London
E3 4AA

Directors and Trustees

The Directors of the charitable company are its Trustees for the purposes of charity law. The following Directors and Trustees served during the year:

G. Boore
A.K. Gill
L. Howells
A.M. McLaren
S.P. Nankivell
R. Sharma — Appointed on 12 October 2020
R. Sheppard

Independent Examiner

Back Office Support Solutions Ltd
Unit 111 Canalot Studios
222 Kensal Road
London
W10 5BN

Structure, governance and management

The Young Urban Arts Foundation Limited (the "Charity") is a company limited by guarantee, incorporated on 29 July 2008 and registered as a charity on 12 December 2014. It has the objects and powers of the charitable company and is governed under its articles of association.

The directors of the company (the "Board") are also charity trustees for the purposes of charity law. Prospective Board members are nominated by the Board and elected by members of the organisation at the Annual General Meeting. All members of the Board give their time voluntarily and receive no benefits from the Charity.

The Board meets five times a year under the supervision of its Chair, and is responsible for the strategic direction of the Charity and sound corporate management. The Board ensures compliance with relevant legislation and regulation, as well as the continuing financial health of the organisation. The Chief Executive is responsible for the day to day management of the Charity. However, the Board holds the Chief Executive to account for the efficient and effective running of the organisation.

Financial performance

The Charity generated incoming resources for the year ending 31st December 2020 of £429,943 (2019: £281,050). This growth enabled the Charity to expand its team of support professionals and the services it provides, notably its Pathways Service. Income is derived from a mixture of sources including youth service contracts, grants, trusts and donations. Due to the uncertain economic environment, the Charity applied for a £50,000 bounce back loan during the year as a precautionary cash flow measure. £296,728 was spent on charitable activities during 2020, the majority of which went towards staff salaries, which enabled the Charity to continue delivering programs to some of the hardest to reach young people. The Charity had a surplus of £70,645 (2019: £47,379) during the year.

Overall the Charity closed the year with funds carried forward of £175,261 (2019: £104,617), of which £141,402 is unrestricted and the remaining £33,859 restricted. The Charity's underlying resilience, agility and ability to engage hard to reach beneficiaries during the COVID pandemic, has enabled it to maintain a robust funding position, expand the range of services it provides and continue to increase the impact it has on young people.

Reserves policy

The Young Urban Arts Foundation Limited maintains an operating reserves policy that ensures the ongoing operation of the Charity throughout the seasonality cycle of its income generation, with January to March typically being the quietest months for funding.

The reserve policy requires that the Charity holds a minimum of six months of average core expenses in the reserve. These expenses include people costs, premises costs, and professional services. The average of core expenses is calculated annually at the

time the financial plan for each year is established and agreed by the Board. Access to the operating reserve follows the following process:

1. The Chief Executive identifies the need to access the reserve in order to meet a seasonal shortfall in available funds to cover some or all of the core expenses in the short-term. The Chief Executive submits a written justification for access to the reserve to the trustees for consideration.

2. The trustees review the request and authorise the chief executive to draw on the reserve according to the needs specified in the justification.

3. It is the objective of both the trustees and the Chief Executive to replenish the reserve by the end of the financial year in which the draw on reserve was made. The regular and periodic accounts produced for the trustees show the progress being made on the replenishment of the reserve.

Aside from the operating reserve, no other reserves are deemed necessary by the trustees.

Funds held as custodian Trustee

The Young Urban Arts Foundation Limited held no funds as a custodian trustee either at the end of the year or during it.

The Trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charity and to enable them to ensure that the financial statements comply with the Companies Act 2006. The Trustees are also responsible for safeguarding the assets of the charity and hence taking reasonable steps for the prevention and detection of fraud and other irregularities.

The above report has been prepared in accordance with the provisions applicable to companies subject to the small companies regime as set out in Part 15 of the Companies Act 2006 and in accordance with the Charities SORP (FRS 102).

Trustees responsibility statement

The Trustees are responslble for preparing the Trustees' annual report and the financial statements In accordance with applicable law and United Kingdom Generally Accepted Accounting Practice.

Company law requires the trustees to prepare financial statements for which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, Including the income and expenditure, for the charitable company for that period. In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent; state
- whether applicable UK accounting standards have been followed,
- subject to any material departures disclosed and explained In the financial statements;
- prepare the financial statements on the going concern basis unless it Is
- inappropriate to presume that the charity will continue in business.

The Trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charity and to enable them to ensure that the financial statements comply with the Companies Act 2006. The Trustees are also responsible for safeguarding the assets of the charity and hence taking reasonable steps for the prevention and detection of fraud and other irregularities.

Signed on behalf of the board:



R. Sheppard - Trustee
Date: 31/08/21

Independent Examiners Report

Independent Examiner's Report to the trustees of THE YOUNG URBAN ARTS FOUNDATION LIMITED

I report to the charity trustees on my examination of the accounts of THE YOUNG URBAN ARTS FOUNDATION LIMITED for the year ended 31 December 2020 which comprise the Statement of Financial Activities, the Summary Income and Expenditure Account, the Balance Sheet and the related notes.

Responsibilities and basis of report

As the trustees of the charity (and also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act. Having satisfied myself that the accounts of the charity are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's accounts as carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

Independent examiner's statement

As the charity's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of Association of Accounting Technicians.
I have completed my examination. I can confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that:

- accounting records were not kept in accordance with section 386 of the 2006 Act ; or
- the accounts do not accord with those records; or
- the accounts do not comply with the accounting requirements under section 396 of the 2006 Act other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination; or
- the accounts have not been prepared in accordance with the Charities SORP (FRS 102).

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.



Leonora Crawley
Association of Accounting Technicians
Back Office Support Solutions Ltd
Unit 210-11 Canalot Studios
222 Kensal Road, London W10 5BN
Date: 07/09/2021

Statement of Financial Activities for the year ended 31 December 2020

	Notes	Unrestricted Funds 2020 £	Restricted Funds 2020 £	Total Funds 2020 £	Total Funds 2019 £
Income & endowments from:					
Donations and legacies	5	133,052	241,132	374,184	227,879
Charitable activities	6	35,160	-	35,160	48,468
Investments	7	8	-	8	-
Other	8	20,591	-	20,591	4,704
Total		188,811	241,132	429,943	281,051
Expenditure on:					
Raising funds	9	10,317	-	10,317	14,532
Charitable activities	10	66,018	230,710	296,728	169,853
Other	11	14,277	37,976	52, 253	50,205
Total		90,612	268,686	359, 298	234,590
Net gains on investments		-	-	-	-
Net income	12	98,199	(27,554)	70,645	46,461
Transfers between funds		-	-	-	
Net income before other gains/(losses)		98,199	(27,554)	70,645	46,461
Other gains and losses					
Net movement in funds		98,199	(27,554)	70,645	46,461
Reconciliation of funds:					
Total funds brought forward		43,203	61,413	104,616	58,156
Total funds carried forward		141,402	33,859	175,261	104,617

Summary Income and Expenditure Account for the year ended 31 December 2020

	2020 £	2019 £
Income	429,935	281,051
Interest and investment income	8	-
Gross income for the year	429,943	281,051
Expenditure	355,717	233,476
	729	-
Depreciation and charges for impairment of fixed assets	2,852	1,114
Total expenditure for the year	359,298	234,590
Net income before tax for the year	70,645	46,461
Net income for the year	70,645	46,461

Balance Sheet
at 31 December 2020

Company No. 06658860	Notes	2020 £	2019 £
Fixed assets			
Tangible assets	14	4,172	1,811
		4,172	1,811
Currents assets			
Debtors	15	16,069	21,093
Cash at bank and in hand		212,948	96,719
		229,017	117,812
Creditors: Amount falling due within one year	16	(15,027)	(7,006)
Net current assets		213,990	110,806
Total assets less current liabilities		218,162	112,617
Creditors: Amounts falling due after more than one year	17	(42,901)	(8,000)
Net assets excluding pension asset or liability		175,261	104,617
Total net assets		175,261	104,617
The funds of the charity:			
Restricted funds	18	33,859	43,203
Restricted income funds		33,859	43,203
Unrestricted funds	18		
General funds		141,402	61,413
		141,402	61,413
Reserves	18		
Total funds		175,261	104,616

These accounts have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies. For the year ended 31 December 2020 the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies. The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of accounts.

Approved by the board and signed on Its behalf by:



R.Sheppard
Trustee

Notes to the Accounts
for the year ended 31 December 2020

1. Accounting policies

Basis of preparation
The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Change in basis of accounting or to previous accounts
There has been no change to the accounting policies (valuation rules and method of accounting) since last year and no changes have been made to accounts for previous years.

Fund accounting

Unrestricted funds	These are available for use at the discretion of the trustees in furtherance of the general objects of the charity.
Restricted funds	These are available for use subject to restrictions imposed by the donor or through terms of an appeal.
Transfer between funds	These are made when expenditure on a fund has exceeded the income generated
Income Recognition of income	Income is included in the Statement of Financial Activities (SoFA) when the charity becomes entitled to, and virtually certain to receive, the income and the amount of the income can be measured with sufficient reliability
Income with related expenditure	Where income has related expenditure the income and related expenditure is reported gross in the SoFA
Donations and legacies	Voluntary income received by way of grants, donations and gifts is included in the SoFA when receivable and only when the Charity has unconditional entitlement to the income
Donated services and facilities	These are only included in income (with an equivalent amount in expenditure) where the benefit to the Charity is reasonably quantifiable, measurable and material.

Notes to the Accounts
for the year ended 31 December 2019

Expenditure Recognition of expenditure	Expenditure is recognised on an accruals basis. Expenditure includes any VAT which cannot be fully recovered, and is reported as part of the expenditure to which it relates
Expenditure on raising funds	These comprise the costs associated with attracting voluntary income, fundraising trading costs and investment management costs.
Expenditure on charitable activities	These comprise the costs incurred by the Charity in the delivery of its activities and services in the furtherance of its objects, including the making of grants and governance costs.
Grants payable	All grant expenditure is accounted for on an actual paid basis plus an accrual for grants that have been approved by the trustees at the end of the year but not yet paid.
Governance costs	These include those costs associated with meeting the constitutional and statutory requirements of the Charity, including any audit/independent examination fees, costs linked to the strategic management of the Charity, together with a share of other administration costs.
Other expenditure	These are support costs not allocated to a particular activity

Taxation

The charity is exempt from corporation tax on its charitable activities.

Tangible fixed assets and depreciation

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life:

Office Equipment	33% Straight line
Motor vehicles	10% Straight line

Government grant

Government grants are recognised in the profit and loss account in an appropriate manner that matches them with the expenditure towards which they are intended to contribute. Grants for immediate financial support or to cover costs already incurred are recognised immediately in the profit and loss account. Grants towards general activities of the entity over a specific period are recognised in the profit and loss account over that period.

Grants towards fixed assets are recognised over the expected useful lives of the related assets and are treated as deferred income and released to the profit and loss account over the useful life of the asset concerned. All grants in the profit and loss account are recognised when all conditions for receipt have been complied with.

Trade and other debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

Cash and cash equivalents

Cash and cash equivalents comprise cash at bank and on hand, demand deposits with banks and other short-term highly liquid investments with original maturities of three months or less and bank overdrafts. In the statement of financial position, bank overdrafts are shown within borrowings or current liabilities. In the Statement of Cash Flows, cash and cash equivalents are shown net of bank overdrafts that are repayable on demand and form an integral part of the company's cash management.

Trade and other creditors

Short term creditors are measured at the transaction price. Other creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

Pension costs

The charity operates a defined contribution plan for its employees. A defined contribution plan is a pension plan under which the company pays fixed contributions into a separate entity. Once the contributions have been paid the company has no further payments obligations. The contributions are recognised as expenses when they fall due. Amounts not paid are shown in accruals in the balance sheet. The assets of the plan are held separately from the company in independently administered funds.

Receipt of donated goods, facilities and services

All donated goods, facilities and services received are recognised within incoming resources and expenditure at an estimate of the value to the charity.

2. Going Concern Disclosure

The Covid-19 pandemic has created significant operational and financial pressures on the company. Having considered the contingency plans in place, the support to businesses announced by the UK Government and having reviewed updated cashflow forecasts, the trustees consider that the adoption of the going concern basis in preparing these financial statements is appropriate.

Notes to the Accounts

3. Company status

The company is a private company limited by guarantee and consequently does not have share capital.

4. Statement of Financial Activities: Prior year

	Unrestricted Funds 2019 £	Restricted Funds 2019 £	Total Funds 2019 £
Income & endowments from:			
Donations and legacies			
Charitable activities	112,786	115,093	227,879
Investments	48,468	-	48,468
Other	4,704	-	4,704
Total	165,958	115,093	281,051
Expenditure on:			
Raising funds	14,532	-	14,532
Charitable activities	90,305	79,548	169,853
Other	38,800	11,405	50,205
Total	143,637	90,953	234,590
Net income	22,321	24,140	46,461
Net income before other gains/(losses)	22,321	24,140	46,461
Other gains and losses			
Net movement in funds	22,321	24,140	46,461
Reconciliation of funds:			
Total funds brought forward	39,093	19,063	58,156
Total funds carried forward	61,414	43,203	104,617

5. Income from donations and legacies

	Unrestricted £	Restricted £	Total 2020 £	Total 2019 £
Gifts and donations	43,574	-	43,574	43,291
Grants	89,478	241,132	330,610	184,588
	133,052	241,132	374,184	227,879

Notes to the Accounts

6. Income from charitable activities

	Unrestricted	Total 2020	Total 2019
	£	£	£
Charitable activities carried out	35,160	35,160	48,468
	35,160	35,160	48,468

7. Income from investments

	Unrestricted	Total 2020	Total 2019
	£	£	£
Interest income	8	8	-
	8	8	-

8. Other income

	Unrestricted	Total 2020	Total 2019
	£	£	£
Rental Income	1,682	1,862	4,704
Coronavirus Job Retention Grant	729	729	-
Corporate Partnerships Income	18,000	18,000	-
	20,591	20,591	4,704

9. Expenditure on raising funds

	Unrestricted	Total 2019	Total 2019
	£	£	£
Fundraising trading costs	10,317	10,317	14,532
Fundraising Costs	10,317	10,317	14,532

10. Expenditure on charitable activities

	Unrestricted	Restricted	Total 2020	Total 2019
	£	£	£	£
Expenditure on charitable activities	51,275	228,588	279,863	161,000
Charitable activities carried out	14,743	2,122	16,865	8,433
Governance costs	66,018	230,710	296,728	129,185

Notes to the Accounts

11. Other expenditure

	Unrestricted	Restricted	Total 2020	Total 2019
	£	£	£	£
Support Costs	9,411	27,785	37,196	49,091
Bank loan and overdraft interest payable	729	-	729	-
Employee costs	1,284	10,192	11,476	-
Amortisation, depreciation, impairment, profit/loss on disposal affixed assets	2,852	-	2,852	1,114
	14,277	37,976	52,253	50,205

12. Net income before transfers

	2020	2019
	£	£
This is stated after charging:		
Depreciation of owned fixed assets	2,852	1,114

13. Staff costs

	9,950	-
Social security costs	1,526	-
Pension costs	11,476	-

No employee received emoluments in excess of £60,000.

14. Tangible fixed assets

	Office Equipment	Motor Vehicles	Total
	£	£	£
Cost or revaluation			
At 1 January 2020	342	10,000	10,342
Additions	5,213	-	5,213
At 31 December 2020	5,555	10,000	15,555
Depreciation and impairment			
At 1 January 2020	114	8,417	8,531
Depreciation charge for the year	1,852	1,000	2,852
At 31 December 2020	1,966	9,417	11,383
Net book values			
At 31 December 2020	3,589	583	4,172
At 31 December 2019	228	1,583	1,811

Notes to the Accounts

15. Debtors:

amounts falling due within one year	2020 £	2019 £
	4,150	14,192
Trade debtors	11,919	6,901
Other debtors	16,069	21,093

16. Creditors

amounts falling due after more than one year	2020 £	2019 £
Bank loans and overdrafts	7,099	-
Other loans	3,000	-
Trade creditors	3,116	5,569
Other taxes and social security	-	-
Other creditors	389	921
Accruals and deferred income	15,027	7,006

17. Creditors

amounts falling due after more than one year	2020 £	2019 £
Bank loans and overdrafts	42,901	-
Other loans	-	8,000
	42,901	8,000

18. Movement in funds

	At 1 January 2020	Incoming resources (including other gains/losses) £	Resources Expended £	At 31 December 2020 £
Restricted funds:				
Restricted income funds:				
	61,413	241,132	(268,686)	33,859
Total	61,413	241,132	(268,686)	33,859
Unrestricted funds:				
General funds	43,203	188,811	(90,612)	141,402
Revaluation Reserves:				
Total funds	104,616	429,943	(359,298)	175,261

Notes to the Accounts

19. Analysis of net assets between funds

	Unrestricted Funds £	Restricted Funds £	Total £
Fixed assets	4,172	-	4,172
Net current assets	221,478	(7,488)	213,990
Creditors due in more than one year and provisions	(42,901)	-	(42,901)
	182,749	(7,488)	175,261

20. Reconciliation of net debt

	At 1 January 2020 £	Cash flows £	At 31 December 2020 £
Cash and cash equivalents	96,719	116,229	212,948
	96,716	116,229	212,948
Borrowing	(8,000)	5,000	(3,000)
Bank loans	-	(50,000)	(50,000)
	(8,000)	(45,000)	(53,000)
Net debt	88,719	71,229	159,948

21. Commitments

Operating lease commitments

Annual commitments under non-cancellable operating leases are as follows:

Operating leases with expiry date:	2020 Land and buildings £	2020 Other £	2019 Land and buildings £	2019 Other £

Pension commitments

	2020 £	2019 £
The pension cost charge to the company amounted to:	1,526	-
Unpaid contributions due to the fund are included in other creditors and amounted to:	389	-

Notes to the Accounts

22. Related party disclosures

During the year ended 31 July 2013, the Charity was provided with a loan by Thomas Plimmer to finance the purchase of a multi-media bus. The loan is interest free with no fixed terms of repayment and it has been repaid in full after the year end. During the period, the charity received bookkeeping and accountancy services from Back Office Support Solutions Ltd. A separate individual within the firm who is not involved with providing these services has carried out the independent examination.

Detailed Statement of Financial Activities
for the year ended 31 December 2020

	Unrestricted Funds 2020	Restricted Funds 2020	Total Funds 2020	Total Funds 2019
Income and endowments from:	£	£	£	£
Donations and legacies				
Gifts and Donations	43,574	-	43,574	43,291
Grants	89,478	241,132	330,610	184,588
	133,052	241,132	374,184	227,879
Charitable activities				
Charitable activities carried out	35,160	-	35,160	48,468
	35,160	-	35,160	48,468
Investments				
Interest income	8	-	8	-
	8	-	8	-
Other				
Rental income	1,862	-	1,862	4,704
Coronavirus Job Retention Grant	729	-	729	-
Corporate Partnerships Income	18,000	-	18,000	-
	20,591	-	20,591	4,704
Total income and endowments	188,811	241,132	429,943	281,051
Expenditure on:				
Costs of other trading activities				
Fundraising Costs	10,317	-	10,317	14,532
	10,317	-	10,317	14,532
Total of expenditure on raising funds	10,317	-	10,317	14,532
Charitable activities				
Charitable activities carried out	51,275	228,588	279,862	161,000
	51,275	228,588	279,863	161,000
Governance costs				
	14,743	2,122	16,865	8,853
	14,743	2,122	16,865	8,853
Total of expenditure on charitable activities	66,018	230,710	296,728	169,853
Other expenditure				
Support costs	9,411	27,785	37,196	49,091
Bank loan and overdraft interest payable	729	-	729	-
	10,140	27,785	37,925	49,091
Employee costs				
Employer's NIC	1,284	8,666	9,950	-

Detailed Statement of Financial Activities
for the year ended 31 December 2020

Pension costs	0	1,526	1,526	-
	1,284	10,192	11,476	-
General administrative costs, including depreciation and amortisation				
Depreciation of Office Equipment	1,000	-	1,000	1,000
Depreciation of Motor vehicles	-	-	-	-
Depreciation of	1,852	-	1,852	114
	2,852	-	2,852	1,114
Total of expenditure of other costs	14,277	37,976	52,253	50,205
Total expenditure	90,612	268,686	359,298	234,590
Net gains on investments	-	-	-	-
Net income	98,199	(27,554)	70,645	46,461
Net income before other gains/{losses)	98,199	(27,554)	70,645	46,461
Other gains	-	-	-	-
Net movement in funds	98,199	(27,554)	70,645	46,461
Reconciliation of funds:				
Total funds brought forward	43,203	61,413	104,616	58,156
Total funds carried forward	141,402	33,859	175,261	104,617

YUAF Young Urban Arts Foundation

YOUNG URBAN ARTS FOUNDATION

Thank you for reading

