

**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**



## 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.



## 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

## 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

## 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
<b>Total</b>	<b>1,073</b>	<b>356</b>	<b>708</b>	<b>9</b>





## 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.

## 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%**

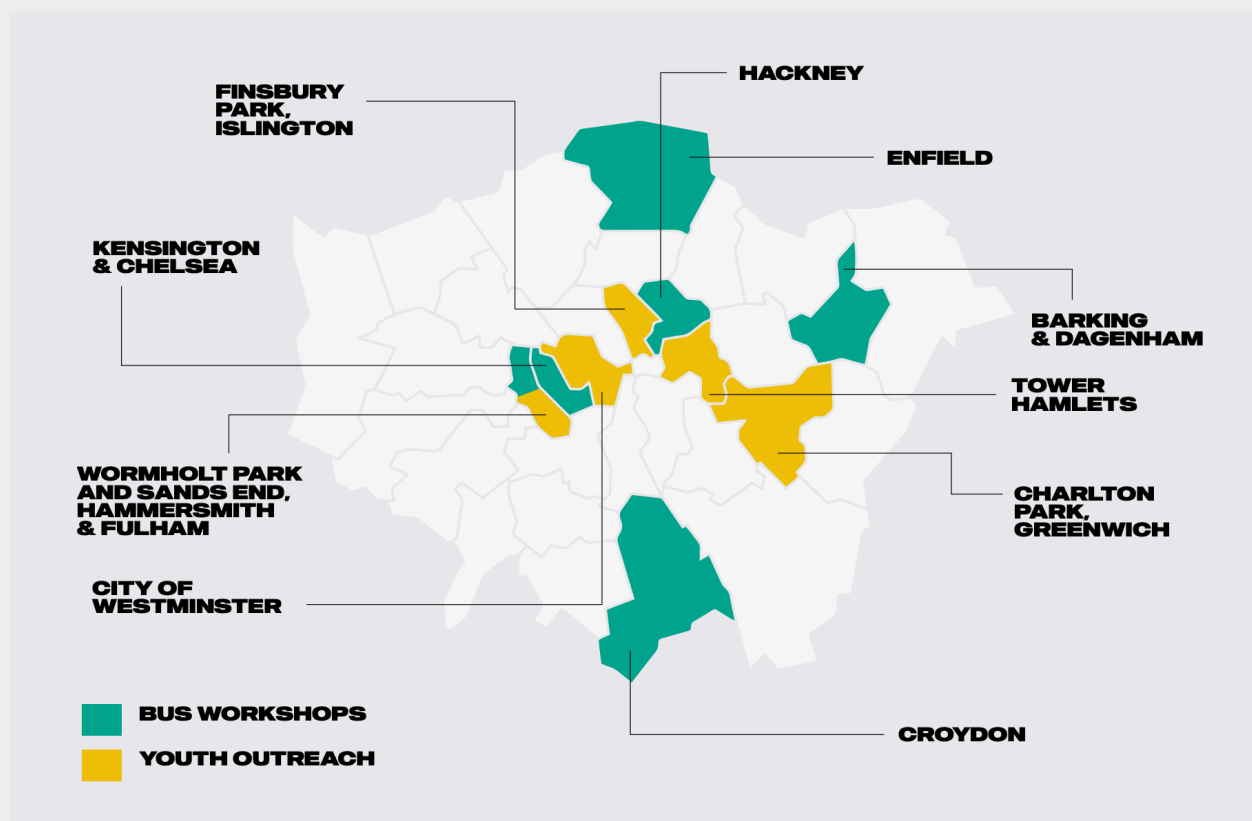
**said they learned  
something useful  
about the industry**

**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*



## 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 objectives 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 people (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, Charlton Triangle**



## 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**



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.'*

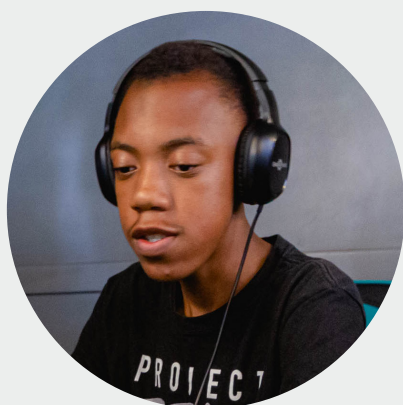
- (Rap participant, March 2021)

*'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)

## 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.



## 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





**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.

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).



*"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 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 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**

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**



# 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.



## 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.

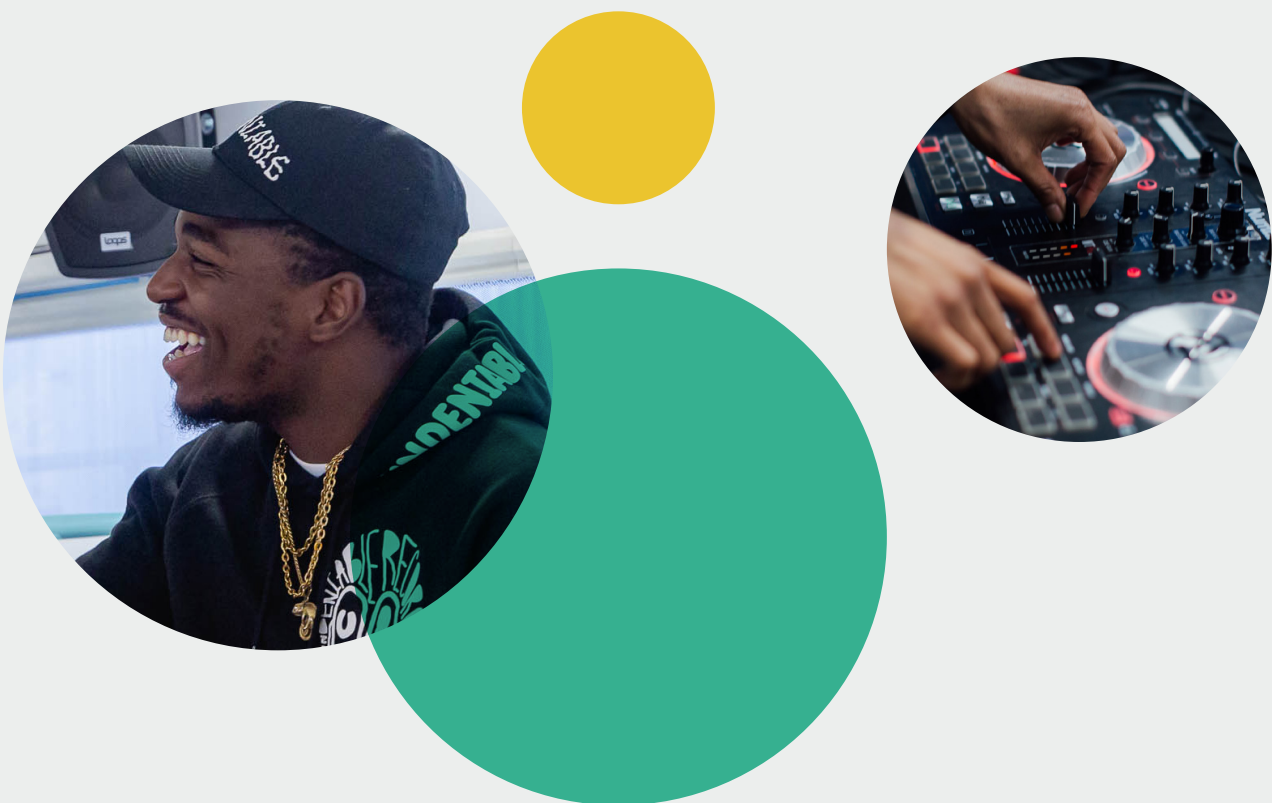


His Pathways Coordinator suggested applying for YUAF Futures (YUAF's work experience program aimed at YP from socially discriminated backgrounds), supporting him during the application process. In Futures, he received music production lessons and gained free studio access. As a result, he was able to 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 Hackney, 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.



## 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\*\*](#)



## STRATEGY 2022

Following a challenging two-year period through the pandemic having adapted by introducing new programs and employing new staff, a year of re-view, 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.

# 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

## 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

		Unrestricted funds 2021 £	Restricted funds 2021 £	Total funds 2021 £	Total funds 2020 £
	Notes				
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
		<hr/>	<hr/>	<hr/>	<hr/>
		74,408	351,702	426,110	429,943
Total					
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
		<hr/>	<hr/>	<hr/>	<hr/>
		89,376	275,072	364,448	359,298
Total					
Net gains on investments					
Net income	11	(14,968)	76,630	61,662	70,645
Transfers between funds					
Net income before other gains/(losses)		<hr/> (14,968)	<hr/> 76,630	<hr/> 61,662	<hr/> 70,645
Other gains and losses					
Net movement in funds		<hr/> (14,968)	<hr/> 76,630	<hr/> 61,662	<hr/> 70,645
Reconciliation of funds:					
Total funds brought forward		<hr/> 141,402	<hr/> 33,859	<hr/> 175,261	<hr/> 104,616
Total funds carried forward		<hr/> 126,434	<hr/> 110,489	<hr/> 236,923	<hr/> 175,261



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

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

## Balanced Sheet for the year ended 31 December 2021

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

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

## 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 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 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 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 value at 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:

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 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 2020 £	Restricted funds 2020 £	Total funds 2020 £
Income and endowments from:			
Donations and legacies			
Charitable activities	133,052	241,132	374,184
Investments	35,160	-	35,160
Other	8	-	8
	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
	<u>18,715</u>	<u>30,000</u>	<u>48,715</u>	<u>35,160</u>

### 6 Income from investments

	Unrestricted	Total 2021	Total 2020
	£	£	£
Interest income	306	306	8
	<u>306</u>	<u>306</u>	<u>8</u>

### 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	<u>10,321</u>	<u>10,321</u>	<u>20,591</u>

### 8 Expenditure on raising funds

	Unrestricted	Total 2021	Total 2020
	£	£	£
<i>Fundraising trading costs</i>	15,168	15,168	10,317
	<u>15,168</u>	<u>15,168</u>	<u>10,317</u>

### 8 Expenditure on raising funds

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

## 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 interest 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
	<u>18,995</u>	<u>56,088</u>	<u>75,083</u>	<u>52,253</u>

### 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
	<u>9,669</u>	<u>11,476</u>

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	<u>6,873</u>	<u>10,000</u>	<u>16,873</u>
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	<u>3,900</u>	<u>10,000</u>	<u>13,900</u>
Net book values			
At 31 December 2021	<u>2,973</u>	<u>-</u>	<u>2,973</u>
At 31 December 2020	<u>3,589</u>	<u>583</u>	<u>4,172</u>



## Notes to the Accounts

### 14. Debtors

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

### 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
	<u>10,182</u>	<u>15,027</u>

### 16. Creditors:

amounts falling due after more than one year

	2021	2020
	£	£
Bank loans and overdrafts	42,865	42,901
	<u>42,865</u>	<u>42,901</u>

### 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	<u>33,859</u>	<u>351,702</u>	<u>(275,072)</u>	<u>110,489</u>
Unrestricted funds:				
General funds	141,402	74,408	(89,376)	126,434
Total funds	<u>175,261</u>	<u>426,110</u>	<u>(364,448)</u>	<u>236,923</u>

## 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)
	<u>18,995</u>	<u>56,088</u>	<u>236,923</u>

### 19. Reconciliation of net debt

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

### 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 £
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Operating leases with expiry date:

#### *Pension commitments*

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

## 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.

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

	Unrestricted funds 2021 £	Restricted funds 2021 £	Total funds 2021 £	Total funds 2020 £
Notes				
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
	<u>45,066</u>	<u>321,702</u>	<u>366,768</u>	<u>374,184</u>
Charitable activities				
Charitable activities carried out	18,715	30,000	48,715	35,160
	<u>18,715</u>	<u>30,000</u>	<u>48,715</u>	<u>35,160</u>
Investments				
Interest income	18,715	30,000	48,715	35,160
	<u>18,715</u>	<u>30,000</u>	<u>48,715</u>	<u>35,160</u>
Other				
Rental Income	-	-	-	1,862
Coronavirus Job Retention Grant	521	-	521	729
	<u>9,800</u>	<u>-</u>	<u>9,800</u>	<u>18,000</u>
	<u>10,321</u>	<u>-</u>	<u>10,321</u>	<u>20,591</u>
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
	<u>15,168</u>	<u>-</u>	<u>15,168</u>	<u>10,317</u>
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
	<u>48,299</u>	<u>216,032</u>	<u>264,331</u>	<u>279,863</u>
Governance costs	6,915	2,951	9,866	16,865
	<u>6,915</u>	<u>2,951</u>	<u>9,866</u>	<u>16,865</u>
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
	<u>16,073</u>	<u>46,824</u>	<u>62,897</u>	<u>37,925</u>
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
	<u>404</u>	<u>9,265</u>	<u>9,669</u>	<u>11,476</u>
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
	<u>2,517</u>	<u>-</u>	<u>2,517</u>	<u>2,852</u>
Total of expenditure of other costs	<u>18,995</u>	<u>56,088</u>	<u>75,083</u>	<u>52,253</u>
Total expenditure	89,376	275,072	364,448	359,298
Net gains on investments	-	-	-	-
Net Income	<u>(14,968)</u>	<u>76,630</u>	<u>61,662</u>	<u>70,645</u>
Net income before other gains/(losses)	<u>(14,968)</u>	<u>76,630</u>	<u>61,662</u>	<u>70,645</u>
Other Gains	-	-	-	-
Net movement in funds	<u>(14,968)</u>	<u>76,630</u>	<u>61,662</u>	<u>70,645</u>
Reconciliation of funds:	141,402	33,859	175,261	104,616
Total funds carried forward	<u>(14,968)</u>	<u>76,630</u>	<u>61,662</u>	<u>70,645</u>