

Nottinghamshire YMCA
Annual Report
2019-20



YMCA

 nottsymca.com

Welcome

Nottinghamshire YMCA supports **healthy living, youth development** and social responsibility by delivering varied frontline services across the region to build stronger communities through promoting mind, body and spirit.

We are delighted to share our Annual Report and the impacts we have made to communities across Nottinghamshire and beyond.

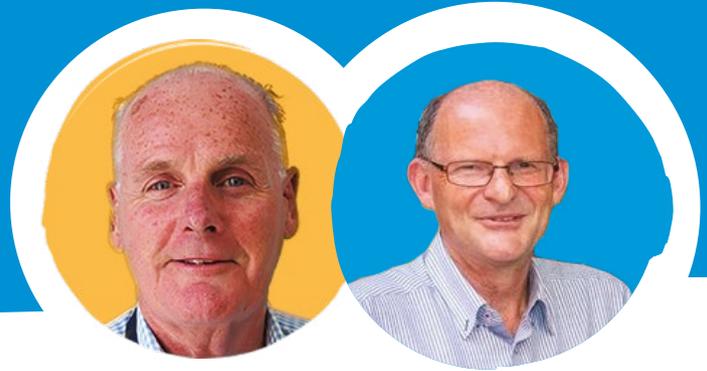
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Message from our Chair & CEO



Dearest friends and supporters,

It is my pleasure to introduce this 2019-20 annual report as our charity enters one of its most exciting and innovative chapters to date.

In addition to health and fitness, youth development remains a core strategic priority, with almost 3,000 bookings onto our YMCA Day Camps and almost 5,000 hours of before and after school childcare delivered this year.

Continued investment in supported housing has also empowered us to launch new Multiple Complex Needs services in partnership with local councils, plus a Trauma Informed Counsellor to support residents' mental health needs and tackle the root causes of youth homelessness.

The development of the YMCA Newark and Sherwood Community and Activity Village continues to progress as community relationships grow ever stronger with local businesses, council members and academic institutions such as Newark College.

One of our most exciting projects took the form of a partnership with the Tall Ships Trust, which empowered 80 young people and volunteers from Newark and Sherwood to storm the seas as crew members in an adventure of a lifetime around the British coastline.

Supported by Newark and Sherwood District Council and the BNA, this expedition raised a phenomenal £30,000 towards the Community and Activity Village.

As a 'Mindful Employer', we now have almost 30 trained mental health champions within our workforce, plus an increasing number of training opportunities available which support the mental health and wellbeing of staff members. With the COVID-19 pandemic taking hold towards the end of this financial year, we are reminded more acutely than ever before how lucky we are to be surrounded by such a fantastic staff team and community supporters.

For this and many other reasons, I cannot express my thanks deeply enough for the outstanding hard work of our exceptional team of staff, volunteers, my fellow Board members and our Executive Management Team for helping to put vulnerable adults and young people at the forefront of our transformational projects across Nottinghamshire.

Mike McKeever,
Chair of the Board of Trustees

Will Wakefield,
Joint CEO

Our year in numbers (2019-20)



27

Trained mental health champions
within our workforce



1k-1,5k

Streamed per month on YMCA's Digital
radio station



68 4,622

Volunteers Volunteering hours



30

young people supported by Children's
Residential Care



1,086

Core gym members



4,870

hours of childcare delivered

92

CrossFit 1871 gym members



72

Day Camp scholarships



3,883

Newark Village facility bookings



2,945

Day camps bookings



Healthy Living **YMCA Gym**



2,213
classes conducted
in core gym



1,420
classes delivered
in CrossFit box

This year has seen significant changes in the operational foundation of the gym. Digital technology has been utilised to increase adaptability and accessibility for both clients and staff which has enabled the gym to evolve in innovative ways to combat increased local competition from national brands.

Working with MINDBODY, a cloud-based wellness industry software, we developed a bespoke YMCA Gym app enabling members to book classes and new members to join in a few simple steps. This change brought vast improvements in member communications introducing push notifications to mobile devices and an upgrade to a more efficient



and customisable payment system using MINDBODY software. It also grants the team the ability to manage schedules, clients and bookings in real-time from any device. A phased rollout to members concluded with a considerable improvement in member management and recruitment. Consequently, total members in March reached an all-time high.

The redesigned CRM adds a new KPI through a Net Promoter Score feature. This insightful and valuable tool allows us to receive instant feedback following sessions. As a result, staff are able to make quick alterations to programming and monitor the consistency of delivery to ensure customer satisfaction. The operating efficiencies provided by the CRM has enabled the gym

to undergo a staff restructure resulting in substantial savings whilst improving the member experience, total members and total income.

Our social media communities continue to grow at a healthy rate and we saw a record number of participants engaged with our Running Club's 'Light Night'. The 'Get Fit, Change Lives' campaign continues to celebrate our key message that, by joining the gym community, you are helping YMCA's other services which support homeless individuals and young people across the region.

Youth Development

Youth Services

Number of participants
on funded projects:



74

Children in Need
Notts YMCA



81

Zone Children In Need



89

Youth Music
Nottingham



51

Youth Music
Newark



8

**Heritage Lottery
Community Fund NGY**



12

We are the Change

Our Youth Services continue to provide invaluable opportunities to young people in Nottinghamshire by offering digital media and music programmes. This includes our core projects such as weekly instrumental sessions and the Beatnotts programme funded by Children in Need.

YMCA Digital's 'School of Peculiar Music' project saw local students from Newark Academy step into the spotlight at the town's biggest annual event. Our participants performed on Newark Festival's main stage with a mixture of original songs and covers with solo, group and dance performances.

This year we supported the pilot for the 'We Are the Change' programme working with Green Scene, a local non-for-profit, and students from Newark Academy. The seven week trial aimed to raise awareness of environmental issues and to develop digital skills.



Students were taught the basics behind blogging and creating video content as well as learning about gardening and healthy eating.

Funding was secured from the Heritage Lottery Community Fund to commence a digital history project with local youth community hub NGY MyPlace. A 'Young Digital Historian Group' has been formed of 18-25 year olds from across the county and will see them gain hands-on skills from design training with local culture magazine Leftlion to journalism training from Radio Trent. The project aims to create a printed brochure, an aural history archive and a video documentary exploring the history of the youth centre.

Adventure Guides

Our unique family programme continues to grow in popularity across Nottinghamshire. We welcomed 524 unique participants (including 137 families and 119 dads) and all our Adventure Guides trips were fully booked. Family camping weekends saw participants visit The National Sea Life Centre, Nottingham's City of Caves and The Wave in Coventry. In March 2020, a membership programme was launched granting access to monthly expeditions such as visits to theme parks as well as access to a trio of summer camping trips.

There are currently established circles funded by the National Lottery Community Fund in Arnold, Aspley, Chetwynd Barracks/Chilwell, Clifton, Hucknall, Killisick Estate, Mansfield, Sutton-In-Ashfield and The Meadows. Additionally, there are two self-funded circles operating in Newark and West Bridgford.



**524 unique
participants for
Adventure Guides**

Outdoor and Adventure

Our educational outdoor activity programme has continued to be a key feature at YMCA holiday camps and large events across the county. Our programmes provide physical activities, personal development opportunities and team-building tasks tailored for youth with disabilities and those at risk of becoming NEET (not in education or employment).

Funding from Sport England has enabled the 'Get Out Get Active' twelve week programme to run fun and inclusive activities at the Youth and Community Centre in Melbourne Park including 'Couch to 5k' sessions for beginners and experienced runners.

Childcare

We continue to provide quality Ofsted registered childcare at our breakfast and after school clubs around the city and county. Our newest location recently opened at the Djangoly Sherwood Academy in central Nottingham. Across our eight sites we delivered an impressive 4,780 hours of before and after school childcare and an additional 570 hours of holiday club care



4,780

hours of before and
after school childcare



570

hours of holiday
club care



Day Camps

Our flagship Camp Williams based at the Nottingham Emmanuel School had an excellent year achieving 1,684 bookings. The programme offered a whole range of amazing activities such as skateboarding, kayaking and cookery classes. Alongside paying guests 72 scholarships were awarded continuing to make the camp as accessible to as many families as possible.

Camp Newark ran for its second year continuing to raise its profile in the local area and welcomed 86 day bookings. Camp Wollaton based at Middleton Primary School saw a record-breaking year for attendance with 1,175 day bookings.



2,945

Day camps bookings



Social Responsibility

Supported Housing

This year, we provided 1,073 homeless individuals with a safe place to call home alongside bespoke key-worker support to help them work towards regaining their independence. We have increased our provision to meet the growing need and worked collaboratively with multiple local authorities to deliver desperately needed services to the most vulnerable in our society.

Continued expansion of our provisions in Nottingham, Mansfield, Worksop and Goole has been an extremely positive step towards reducing homelessness across these regions. Launched in March 2020 in partnership with local councils, the development of Multiple Complex Needs services across Nottingham, Mansfield and Ashfield has increased our capacity to house residents with higher support needs.

In September 2019, residents from across all our locations, including five residents from YMCA in Goole, joined a crew in sailing around the coast of Britain as part of our charity's annual Tall Ships youth adventure programme. It was inspiring to see residents and staff working alongside other services to build teamwork and survival skills that will equip them with confidence to take on new life challenges in future. This project worked well alongside our successful Sport England funding, which has enabled Mansfield residents to embark upon activities such as Weaselling in Derbyshire to acquire core socialising and life skills in the great outdoors.

Visit our website to read resident case studies.

**YMCA helped
1,073 residents
find shelter and
support**





Children's Residential Care

Our charity's Ofsted registered provision creates safe, family-unit style care homes in the community for at-risk children and young people (aged 8-17) across Nottinghamshire and Yorkshire. As an ethical, values-centric provider, we work to equip our young residents with the tools needed to make good life decisions as they enter adulthood and grow into the best versions of themselves they can be.

With the service continuing to develop rapidly this year, a total of eight properties were acquired during April 2019-20, two of which are located in Yorkshire, as the charity expands its reach to support even more young people across the UK.

The majority of our placements are long-term and stable enabling young people to engage positively in

education and life-shaping activities such as our YMCA Day Camps. Occupancy levels have been notably above 80% over the year, even when facing the challenges posed by COVID-19. We have opened a new four-bed service in Nottingham and two of our properties continue to sport 'Good' Ofsted ratings in all areas.

We are particularly pleased to report that two of our young people who have been with us for over two years have successfully moved into supported accommodation services. The introduction of a new operational structure has created additional Team Leaders and a new Referrals Coordinator role to nurture the expanding infrastructure. This will empower us to accommodate more children and develop an even more comprehensive support service.



YMCA Newark and Sherwood Community and Activity Village

The Community and Activity Village is now a key local venue for groups, organisations and individuals. Last year we delivered over 10,000 hours of bookings for 3,883 clients achieving £97,912 in income. This year saw the site launch a range of schemes using the new facilities. The accessible activity programme was designed with an average £1 entry and saw 200 individuals take part.

Our programme kicked off a number of football clubs aimed to appeal to the whole community. Walking football sessions offered an accessible alternative for older players wanting to continue participating in the sport. Youth football sessions scheduled for Friday evenings and school holidays provided a safe and engaging space for young people to socialise together.



For those looking to pick up their pace our 'Couch to 5k' and Early Morning Run Clubs encouraged beginners and experienced runners to build their confidence. There were also plenty of family-friendly options including 'Pushy Parents Couch to 5k' where participants brought toddlers and pushchairs to the track. YMCA's Bootcamp series also allowed parents to bring their under 5s along whilst they exercised.

A highlight of the year has been our partnership with the Tall Ships Trust that saw us take 80 volunteers and young people from Newark and Sherwood on a relay-style sailing adventure. Participants were split into 8

teams and each sailed for a week of the tour. Our sailors were drawn from across the community including hostel residents, students from Newark College and Magnus Church of England Academy, local businesses, local council members and community volunteers.

The journey raised an incredible £30,000 towards the Community and Activity Village and built key skills such as resilience and teamwork. This partnership was made possible by sponsorship from Newark and Sherwood District Council and the BNA.

Collaborative Projects:

Nottingham Street Pastors and BoxSmart

Nottingham Street Pastors

Nottingham Street Pastors is an award-winning volunteer-led project that sees over 60 fully-trained individuals on shift from 10pm-3am on Friday and Saturday nights in Nottingham city centre. They support vulnerable people and relieve pressure on emergency services during this peak in demand.

In 2019, volunteers provided practical, non-judgemental help to night-time economy users including participating in over 1,400 conversations, handling over 110 referrals from local businesses and emergency services, assisting with over 270 incidents of intoxication, engaging with over 460 service users experiencing homelessness, de-escalating over 20 violent incidents, providing first aid on over 35 occasions and signposting over 150 individuals to local support services for advice.



BoxSmart: I am Wonder Woman Project

Last year Nottinghamshire YMCA and the Malt Cross Trust partnered with BoxSmart, a local community organisation that works with women from the BAMER community, to deliver a programme of activities designed to support vulnerable women. Funding was granted to deliver the project from the National Lottery Community Fund's 'Awards for All' scheme. The 12 participants were selected from individuals experiencing a wide range of issues such as long-term unemployment, mental health challenges or those who had experienced domestic violence.

The programme taught participants digital and wellness skills such as training the group to deliver digital media programmes on Notts YMCA Digital's radio station based at NGY MyPlace. Alongside this participants were also taught about healthy living skills, exercise and stress management.

Venues

Malt Cross Bar & Kitchen

The Malt Cross Bar & Kitchen continues to promote responsible drinking and to offer an alternative way to experience the night-time economy through its programme of music, arts and heritage events designed to celebrate the venue's history as a Victorian music hall. It also aims to encourage visitors to explore their creativity through cultural events and community participation. All profits from the Bar and Kitchen are reinvested back into the Nottinghamshire YMCA family group. The venue acts as a base for Nottingham Street Pastors and their Safe Space hub.



International Community Centre

The ICC is a non-profit establishment boasting a range of recreational programmes and facilities to provide community-focused services for local people of all ages in central Nottingham. Over the past year the centre has welcomed 105 different groups to the site offering activities such as tai chi, employment skills training and language classes. On average the ICC hosts eight bookings a day.



Youth and Community Centre at Melbourne Park

Our youth and family orientated centre in Aspley, Nottingham, delivers a varied offering of services from venue hire to wrap-around childcare for schools and community sporting activities for adults. YMCA Onside, the centre's programme for young people with disabilities, also continues to grow from strength to strength.



Accounts

The below chart shows comprehensive income for 2019-20 alongside 2018-19 for comparison.

	2019/2020			2018 /2019
	Unrestricted (£000s)	Restricted (£000s)	Total (£000s)	Total (£000s)
Income	9,769,783	524,463	10,294,246	8,260,508
Expenditure	9,867,987	428,930	10,296,917	8,223,631
Net Operating income	(98,204)	95,533	(2,671)	36,877
Gain on consolidation	0	0	0	1,230,572
Net income (expenditure)	(98,204)	95,533	(2,671)	1,267,449
Total funds brought forward (restated)	4,318,048	151,611	4,469,659	3,202,210
Total funds carried forward	4,219,844	247,144	4,466,988	4,469,659

Strategic Priorities

With **mind, body and spirit** at the heart of all our programmes, our movement works to empower individuals, families and communities to become the best versions of themselves they can possibly be by supporting:



Youth Development

Our family and community programmes provide support and nourishment to help young people make the best life decisions and become meaningful contributors in their communities.



Healthy Living

Placing **mind, body and spirit** at the heart of all our programmes, our movement works to empower individuals, families and communities to become the best versions of themselves they can possibly be.



Social Responsibility

In addition to delivering supported housing for homeless local people.



Thank you

Our mission, based on Christian values, is to develop the mind, body and spirit of individuals, families and communities, and improve health and wellbeing for all.

Nottinghamshire YMCA can only deliver our vital frontline services to vulnerable adults and young people across the region with the invaluable input and belief of our incredible supporters.

Whether you are a staff member, volunteer, service user or fundraiser – we would like to thank every person who has made this year such a fantastic success.

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Thank you to our Workplace Chaplain Jo Tatum and Gym Pastors who offer support and spiritual guidance to staff, and can be contacted via our HR team at hr@nottsymca.org