

North Staffordshire



**24/25
IMPACT
REPORT**



WHO WE ARE

At YMCA North Staffordshire, we are blessed to be home to one of the country's leading youth campuses. Over the years, our work has been recognised with national awards, including the Youth Matters Award for YMCA of the Year (twice), Housing Project of the Year 2023, and the Queen's Award for Enterprise: Promoting Opportunity 2021 for our Creative Youth Minds programme. But our greatest achievement is the difference we see in the lives of the young people and families we serve each day.

Each month, more than 2,000 people of all ages and backgrounds come through our doors. They come not just for services, but for a community where they are welcomed, encouraged, and given the chance to grow. Here, young people and families can access safe housing, training and education support, health and wellbeing programmes, mentoring, youth and children's work, sports, arts, volunteering, and community activities. Everything we do is about walking alongside people, helping them to grow in confidence, resilience, and faith in themselves and their future. Our campus is a place of safety and hope.

Guided by our values **Protect | Hope | Persevere | Trust** we offer practical support with compassion, dignity, and faith in individual potential, across the following work areas:

► Housing

► Family & Youth Work

► Health & Wellbeing

► Support & Advice

► Training & Education

Our vision is to be a responsive movement, working with communities to transform them, so that all young people truly **belong, contribute, and thrive.**



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Daniel Flynn | CEO

WELCOME

Firstly, I'd like to thank all of the staff and volunteers that collectively deliver the amazing impact YMCA North Staffordshire has in our beloved city and beyond. This report showcases our work, and the hundreds and thousands acts of human kindness that is the tangible action in our activities described in this report.

We would extend our heartfelt thanks and appreciation to all of our partners and community members, visitors and friends, as

we build this community together - unlocking the gifts, talents, and passion that we know creates the life chances, the opportunities, the support that are all required to help young people belong, contribute and thrive.

181 years ago our founder, the incredible **George Williams**, said this -

“You are not alone and you can be more”.

He understood the power of human collective action.

And today I offer this report as that living legacy, as we build community action and welcome all into our fellowship.

Lucy's Journey

I first moved into Edinburgh House at YMCANS in October 2018. Back then, home life was **difficult**. My relationship with my mum was damaging to my **wellbeing**, and my dad had moved out with his partner. Family changes and **frictions** left me needing a safe place to start again. My journey here has been a rollercoaster. At times I felt like I was moving forward, like when I moved into a YMCA flat and began to feel more **independent**. Other times, things felt overwhelming and I slipped into crisis, like in 2022 when I tried living in a community house. I remember feeling like I was on the edge of a **breakdown**, but the YMCA staff stood by me and helped me **weather that storm**. Moving back into the flats regained my **stability**, my own space, with **support** when I needed it most. With their **encouragement**, I started looking at what I **really wanted** from life. I was tired of hospitality jobs that left me **drained**, so I began exploring other paths with the help of Sonia, our jobs coach. Not having the right qualifications was **frustrating**, but instead of giving up I **pushed forward** and started looking at my options in **higher education**.

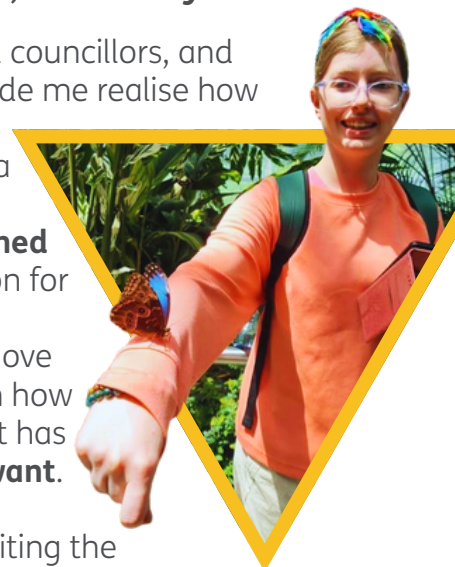
Along the way, I found my passion for change and advocacy. At YMCA, I found my voice.

I chaired the **Youth Forum**, represented residents at hustings with MPs and councillors, and organised a “get young people to vote” campaign. These opportunities made me realise how much I **care** about standing up for others and fighting for positive change.

I also got the chance to grow in **unexpected ways**, like travelling to Canada in 2024 to volunteer at a herbal farm. There I learned about sustainable agriculture, herbal medicine, and even tried a vegetarian lifestyle that **aligned with my values** around the environment. That experience made my passion for protecting the planet **come alive**.

Now, I am about to start a law degree at University of Staffordshire, and move into **student accommodation** soon. This next chapter makes me reflect on how far I have come. The YMCA has given me **more** than a roof over my head. It has given me **confidence**, self-worth, and the belief that I can build the **life I want**. I leave feeling grateful, hopeful, and **excited**.

Thank you, YMCA, for giving me the space and support to **grow**, and for igniting the **spark** that pushes me to fight for change, and for the **future I believe in**.



DATA DASHBOARD

In April 2024 we launched a new reporting mechanism for department heads to accurately and consistently capture data against our organisational indicators.

EVENTS

Workshops, youth clubs, activities, community events, etc.

8,580

▲ 10% from last year

PARTNERS

Organisations we are actively working with to support young people

182

▲ 61% from last year

UNIQUE INDIVIDUALS

The total number of unique individuals who have accessed our services

5,394

▲ 90% from last year

FOOTFALL

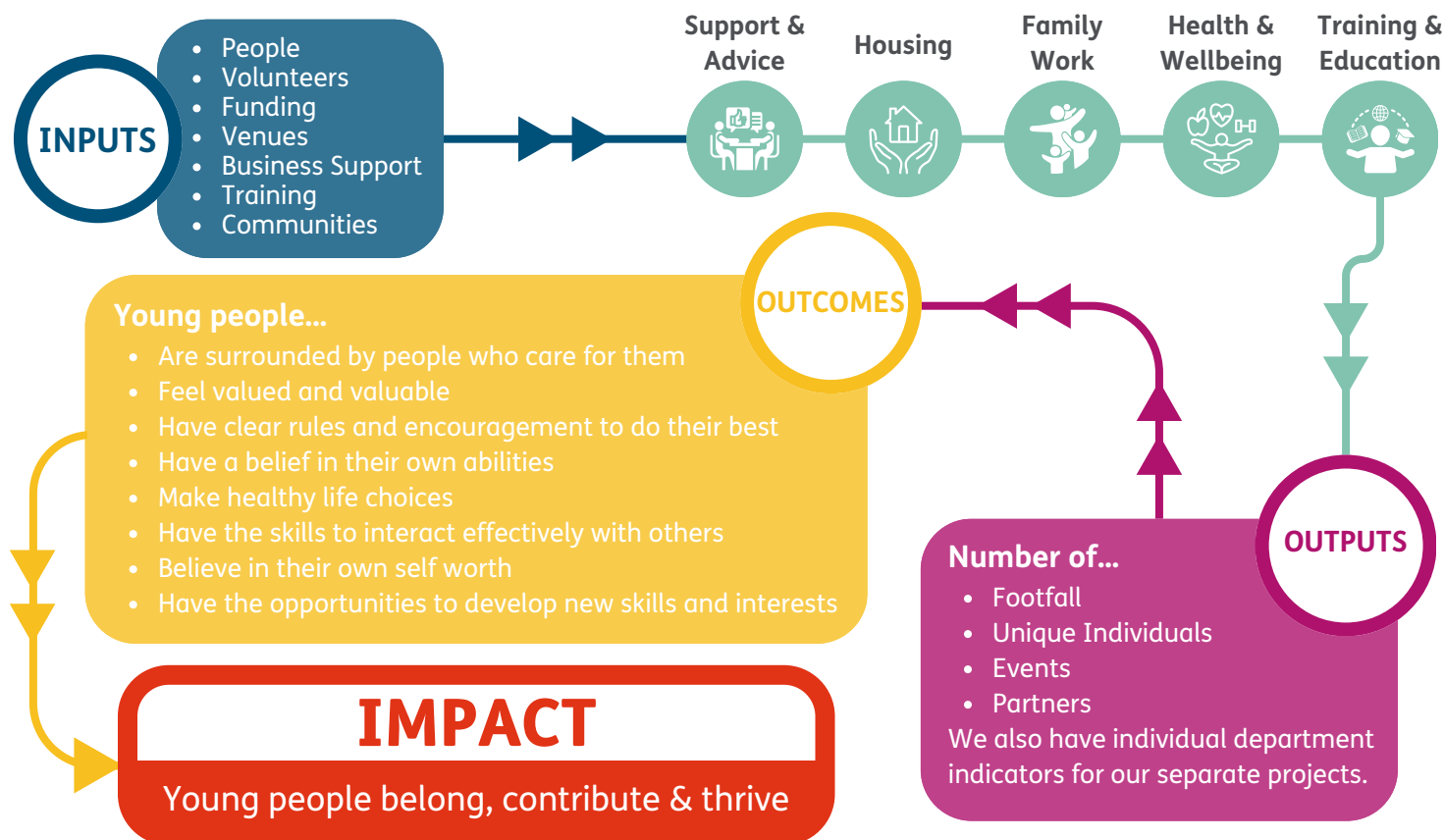
The total number of times our services were accessed

115,847

▲ 10% from last year

Our Theory of Change is used to help us to map out how we achieve our ultimate impact and guides us through the stages needed to do so.

THEORY OF CHANGE



ACHIEVEMENTS

Provided accommodation to **260** young people



Supported **370** economically inactive young people aged 16-24 through the **YES** partnership, with **66** gaining employment, **95** engaging in education, and **89** gaining new skills.



Delivered **600** hampers to families in need as part of our **Christmas Hamper Campaign**.



Launched the **Creative Carousel** project, providing high-quality art and creative sessions for children and young people

Stoke North Big Local opened the **skate park** at Monks Neil Park, Chell Heath



Provided **481** people with volunteering and social action opportunities

Delivered a city-wide youth consultation to almost **3,000** young people



Young people participated in **international** trips including Canada, Romania and Bosnia.

Secured funding to continue the delivery of **YMCA GO**, our city-wide youth work programme



Supported the development of the **City-wide Food Partnership**

Meet Charlie...

Charlie moved into the **YMCA** after relocating to the area and finding himself homeless due to a family breakdown. He was provided with accommodation, and the offer of support from the **YES Programme** to find work, so that he could grow his skills and independence, not letting his hardship define the rest of his life. Charlie worked really closely with a YMCA employment coach to create his CV, take on opportunities which would make him stand out, and was then given one-to-one support to apply for jobs, while attending the **YES YMCA Job Club** regularly for additional support. All of this positive engagement and encouragement gave Charlie a goal to work towards, feeding his drive.

Both his talent and hard work were rewarded when he got the opportunity to work on the construction of a new local restaurant, which turned into a catering role upon completion. The **YES Programme** covered the costs of the uniform required for his new role, as well as transport during the first few months to ensure that he was able to sustain his employment.

Charlie has now been in the job for over a year and has progressed incredibly well. Due to his success and ongoing commitment, he was also offered one of our **YMCA flats**, which allows him to continue to access support, but also encourages him to live independently. From a reserved character to someone whose presence fills the room, Charlie feels fulfilled and happy with his journey and how far he's come.



“ I am so proud and inspired by the impact of YMCANS as I read and reflect on another incredible year. The footfall accessing our services is now over 115,000. Then I look at those 5,394 individuals who received a direct service, or the 8580 events that took place. The numbers speak for themselves and the facts are validated. We are growing our impact - that was our intention as described in the business plan. Most importantly what underpins this amazing and exciting work is our values.

- **Protect** reflects love's instinct to safeguard and shield.
- **Hope** reflects love's faith in a better future.
- **Persevere** reflects love's long-suffering commitment.
- **Trust** reflects love's honesty and integrity.

Taken together, these values form an *ethic of love in action* — one that is urgently needed in our community and among the young people we serve. It moves us beyond compliance to compassion, beyond policy to presence, and beyond performance to purpose.

So exciting to see that this report is that love in action. ”

Danny Flynn | CEO



Reflecting on our ambitions that we set out for 2024 / 2025, we have delivered on key areas including:

- ▶ On target to open **Hope Court** and the Brand New **Youth Hub** in **Summer 2025**, providing more accommodation and high quality youth spaces to children and young people.
- ▶ We have provided **563 training opportunities** to **122 staff members** and volunteers.
- ▶ **114 young people** have participated in education and skills development programmes.
- ▶ Application submitted to be an **Alternative Education provider**. All policies and procedures and governance structures are now in place.
- ▶ The Food Partnership is now well established with a formal governance structure, theory of change and over **40 organisations actively engaged**.
- ▶ Delivery of our **Family Offer**, supporting infrastructure across the central region and directly working with families to prevent crisis.
- ▶ Completed the first stage of the **Charity Standards** process, as advised by YMCA England & Wales, passing the initial self-assessment.
- ▶ Delivered a citywide **youth consultation** engaging with almost **3000 children and young people**.

We know that this impact is not possible without the partners we work with, the young people who make so much of this happen and our staff and volunteer team who consistently go above and beyond to ensure that the children and young people of our city receive the best care, support and services.



FUTURE FOCUS (25–26)



As we enter the final year of our three-year business plan, we continue to keep young people and communities at the heart of all that we do. YMCA North Staffordshire will continue to strive to achieve our objectives and impacts as set out here:

1 Business Development and Income Generation

Objective	Impact	Evidence
Ensuring our core business is strong and financially stable	YMCANS is in a strong financial position to deliver to children, young people and families across the city	The Business Development Team responds to the financial forecasting of the organisation The Youth Hub and Hope Court are financially viable

2 Unlocking diverse gifts, talents and abilities and to be seen as an asset, so that all young people, staff and volunteers can belong contribute and thrive

Objective	Impact	Evidence
Delivering the 10 recommendations from the city-wide Youth Consultation	Stakeholder feedback will drive up the quality & delivery of all our services	Young people can see that their recommendations are being delivered

3 Learning Organisation - Growing Capacity, Education, Skills

Objective	Impact	Evidence
Individuals are able to undertake a program of learning and development	YMCA North Staffordshire has grown its capacity to deliver its vision mission & values.	Delivering a pilot NEET programme with SOT College. Delivering an Alternative Education offer

4 Environmental Sustainability

Objective	Impact	Evidence
We have a clear communications plan promoting sustainable practices across our work force and customer base	YMCANS contributes to a net-zero and bio diverse Stoke-on-Trent & North Staffordshire with social justice at it's heart.	People have an improved understanding around contributions they can make to deliver the UN Development Goals

5 Welfare and Community Partnerships (linking with partners for the common good)

Objective	Impact	Evidence
Develop partnerships with others who share our values	We have strong working partnerships to deliver our organisational impact	We have developed new partnerships We have feedback from partners to better understand the value of the relationship

CO-DESIGN

At YMCA North Staffordshire, co-design is at the heart of everything we do.

We believe that services designed with young people, not just for them, are far more impactful, relevant, and reflective of the real needs and experiences of our communities. Co-design empowers young people to take ownership of the services they use, shaping their own futures and strengthening our collective impact.

One of the key ways we enable co-design is through our weekly **Youth Forum**. This is a dedicated space where young people who live with us can share openly about what's working well and what needs to improve. A member of our **Senior Management Team** (SMT) attends each session, ensuring that ideas and concerns are heard at the highest level. The SMT representative works

closely with young people and the wider staff team to explore what can be actioned, and where compromises might need to be made. It's a process grounded in respect, transparency, and shared decision-making.

Across all of our services, we embed **regular feedback opportunities** - not just through surveys, but also through creative sessions and open group discussions. These methods help us reach young people **where they are**, in ways that suit their communication styles. Most importantly, we always close the loop by responding to feedback and updating young people on the actions taken, reinforcing that their voices matter.



Our **Youth Governance** programme is another powerful example of co-design and youth leadership in action. This initiative brings together staff and young people **under the age of 30** to explore how we can further support youth development and amplify young voices within the YMCA community. From producing **podcasts** and social action **campaigns**, to meeting with **key leaders**, Youth Gov members play an active role in representing their peers and **driving change**.

We also offer opportunities for young people to shadow our **Board of Trustees**, contributing to high-level conversations and sharing feedback on our strategic direction. In addition, we support young people to join the **YMCA England & Wales Youth Ambassador Network**, building leadership skills and connecting with national and international platforms.

Co-design is a **fundamental** part of our approach. By placing young people at the centre of our work, we ensure our services are not only **youth-led** but also truly reflective of the **diverse** voices across North Staffordshire.



Scan the QR code to listen to our “**Young Leaders**” podcast!



CONSULTATION

We are committed to listening to young people and ensuring they are involved in every aspect of our work, from design and delivery through to evaluation.

In June 2024, YMCA North Staffordshire partnered with **University of Staffordshire** and **Keele University** (Keele Institute for Social Inclusion) to explore young people's lived experiences, aspirations, and concerns regarding their future and the city they call home. The project aimed to centre young voices in conversations about policy, planning, and community development, providing a platform for young people to express what matters to them. In collaboration with 50 young people, the project designed **a questionnaire and a creative activity** to make the project youth-friendly, inclusive and accessible.

2838 children and young people, aged between 10 - 24 participated.



Key Aims

- ▶ To understand what young people like and dislike about living in Stoke-on-Trent.
- ▶ To explore their hopes and worries for the future.
- ▶ To identify barriers and enablers in areas such as safety, opportunities, transport, community life, and well-being.
- ▶ To inform youth-centred policy and practice in Stoke-on-Trent.

We are now working with partners and young people to begin to deliver on the 10 recommendations, and this will form a key part of our work over the next year and in future business planning:

Recommendations:

1. Develop safe, clean, and inclusive public and green spaces
2. Embed life skills and vocational pathways into mainstream education
3. Improve youth mental health services
4. Re-imagine cultural and heritage sites through youth-led and inclusive programming
5. Create more youth-specific, safe, and accessible digital spaces
6. Foster shared cultural understanding across communities
7. Address environmental and structural neglect in neighbourhoods
8. Shift societal attitudes to see young people as assets, not problems
9. Expand access to opportunities for skill-building, hobbies, and volunteering
10. Establish ongoing youth participation and feedback mechanisms

The full **Youth Consultation Report** can be found here:





We provided shelter and support to **260** young people this year, with a huge **62,301** nights of accommodation

Providing young people with a safe, secure and supportive home to begin their journey to independence remains a cornerstone of our offer.

The need for this support continues to rise as Stoke-on-Trent council reported a **27%** increase those requesting homelessness support during the year. Internally YMCANS continued to accommodate a large amount of young people from the refugee and asylum seeker community. As well as an increase in young adults with **complex support needs**. The housing team have continued to respond to the needs of young people through their fantastic work and build on and utilise the support of partners to provide greater support to young people. These have included work with the NHS, DWP, local police, CDAS and Social Care, enabling us to meet younger people's wider support needs.

This work provides young people with a platform to **find their place** in their community and to **achieve** their ambitions.

We delivered **5,200** support sessions to our residents



Campus Activities

Our Activities team continued to provide a brilliant variety of activities for our residents on campus. Many young people arrive at the YMCA at a point of crisis, and the activities programme provides a fun and engaging way for them to try new things, discover their passions, and develop healthy routines.

Highlights from the year include the completion of our **Creative Carousel** programme, where young people worked with a variety of artists to create their own pieces, culminating in an exhibition in the Potteries shopping centre. **The Babylon Project** also launched their programme of creative workshops, bringing residents together to work with local refugees and asylum seekers, enhancing community cohesion. Our Christmas programme is always a highlight for young people, and this year was no different as it included exciting trips to the **Biddulph Grange Light Trail**, to Tamworth for **Ice Skating** and to Manchester for **Gandey's Circus**.

We also continued our partnership with **FEASTED**, a local restaurant who have provided many young people with the chance to develop their culinary skills.

This programme of activities supports young people in becoming members of the YMCA community, while developing their confidence and skills, and providing them with new experiences they may not get to have otherwise.



This year we delivered **552** activity sessions, that's **91** more than the year before



Edinburgh House
High-Level Support
81 Rooms



Grace Crescent
Mid-Level Support
36 Flats



Supported Lodgings
High-Level Support
Up to 6 Beds



Community Housing
Low-Level Support
43 Shared Houses

Supported Lodgings

We continue to offer our Supported Lodgings service, where young people who need that bit of **extra support** are able to live with host families, learning **vital life skills** to enable them to live independently. It was brilliant news for Tyler and Mehret as they both successfully moved into their **own accommodation** - Tyler after 3 years with his Supported Lodgings host, and Mehret after only 18 months. Huge well done to both!

86% of young people moved on to independent living - that's **16%** more than the previous year



Meg's Journey

When Megan first came to the YMCA, her **mental health** was very low. After a challenging second year at university, she dropped out, and with her relationship with her mum already **strained**, she was told she couldn't return home. Suddenly, she was **homeless**. Megan said she had always carried a heavy feeling that something was **wrong** inside her and that she wouldn't live very long. She could never **picture her future** or believe there even was one.

In October 2023, that feeling made sense when doctors discovered a 4cm **brain tumour**. Everything moved fast... tests, trips to Manchester, and eventually **surgery**. Through it all, YMCA was by her side. Her coach, Deepa, supported her through hospital visits, offering **encouragement and comfort** during car rides where Megan could talk openly about her fears. For the first time, she didn't feel she was going through it **alone**.

Before surgery, YMCA helped Megan move into a private flat so she could **recover safely**. For six weeks she was essentially **bed-bound**, but staff worked tirelessly; bringing her meals, helping with housework, and checking in daily. They even supported her partner to **relocate** from Milton Keynes so she wouldn't face recovery alone.

As Megan healed, YMCA helped her take **another step forward**, moving into a community house where she found **stability**, companionship, and even welcomed her emotional support bunny, Arlo, who she says, "**saved her life**."

Now, Megan lives with her partner in her own home, focusing on physical therapy and planning future surgery to repair the paralysis left after tumour removal. She says that for the first time, **she can truly imagine her future**. Where once she saw nothing ahead, she now sees marriage, a family, and even growing old.

Megan believes YMCA didn't just give her shelter; they gave her **hope** and a reason to believe that there are people who are willing to **help**.



Activity Centre

It was a challenging year for our Activity Centre, as it was heavily impacted by building works on site and a main road closure, affecting access to the campus. However, the team continued to provide a brilliant service to the community with their physical activity provision.

Our work included supporting **Thrive at Five**, helping them to support families who have never left the area by providing trips, including a fantastic visit to **Chester Zoo** and supporting their **Family Hub events** in Bentilee.

We also developed a new partnership with **Deaflinks**, working with people who suffer from hearing impairments, offering activities like climbing, archery and roller skating.

Meanwhile, we continued to deliver our **After School Club** to children ages 5-12, helping them to consistently engage in fun physical activities.

All of these activities and partnerships enable our dedicated team to work with a variety of groups across the community to get physically active, meet new people and develop their sporting skills.



1059

SEN and SEND
school sessions
delivered

138

average monthly
gym members

Activity Centre Feedback

“Playing on the 3G pitch has been an absolute joy”

“The badminton sessions have been fantastic and a great way to stay active.”

“The supportive environment and structured timing helps to make a highlight of my children’s week. Can’t wait for more thrilling climbs!”



Ryan's Story

Ryan began his journey with the YMCA in **2023**, at a time when home life had broken down and he wasn't sure what direction to take after leaving school. At first, he was quiet and kept to himself, but with encouragement from his personal development coach, he began by joining the on-site gym, where he could combine his interest in fitness with meeting others. From there, he moved into boxing sessions, where staff quickly noticed both his **talent** and his **growing confidence**.

Step by step, Ryan pushed himself further. He joined enrichment trips, made new friends, and eventually took the leap into an external **martial arts club**. His dedication paid off when he competed in and won his first white-collar MMA tournament - watched proudly by the YMCA staff who had trained with him from the beginning.

Now, Ryan lives independently in a **YMCA flat**, has become a dad, and, alongside his partner, continues to work with YMCA coaches to plan a **brighter future**.

He is exploring qualifications in sports coaching, determined to build stability for his family. Reflecting on his journey, he admits he's surprised by how much has changed, grateful for the support that helped him turn isolation into confidence, and uncertainty into purpose.



Health Zone

Before the establishment of the Health Zone, residents would often contact emergency services for any health concerns. Through a partnership with the **NHS**, we have been able to establish a place where our residents can come and chat with staff about **any concerns** they may have around their health and wellbeing. There were **382** visits to the **Health Zone** this year, where residents were **signposted** to the most appropriate care provider.

This service has provided residents with practical advice around a variety of health needs and consistently contributes to a reduction of emergency callouts.

HEALTH & WELLBEING

“ I would just like to say this year's HAF programme has been totally amazing. I have 2 boys who have attended every session - not only was the timing ideal, but my children looked forward to it each and every day.

Parent of HAF Participant ”

HAF & SPACE

The 2024 summer holidays saw our team deliver another **fantastic** summer of provision, providing a **host of activities** for young people to enjoy. We were proud to once again deliver the **Holiday Activity Fund (HAF)** programme, providing **sporting activities** and **hundreds of meals** to young people.

We also helped our community to enjoy their **local green spaces**, partnering with the **SPACE** programme and National Literacy Trust to deliver **7 park events**.

This summer provision enables us to keep young people **engaged** in positive activities while out of school, in a safe and supportive environment, and is a lifeline to many local families during school holidays.



514 meals provided through HAF



Community Meals

At a time when division and social isolation continue to rise, we are delighted to still invite the **community** to our Campus on the **first Friday of every month** to share a delicious **free meal**.

We would like to thank all of our partners who have hosted over the past 12 months, including; Keele University Events and Conferencing, Stoke-on-Trent College, YMCA Go!, Port Vale, Honey Box, Cottage Delight, YMCA Directors Team, Staffordshire Fire Service, Unison Retired Members, Thrive at 5 and Hanley Economic Building Society.

Through their support, Community Meals offer a priceless time for people to **come together** and focus on what **unites** us, rather than what keeps us apart.



“ I hadn't been before but went with a friend who goes regularly. I'll definitely be back. It was a lovely atmosphere and the food was great. Well done everyone involved!

Community Meal Attendee ”



International Opportunities

Many of the young people we support have not been in a position where they can travel abroad and experience all the benefits of this.

During 2024/25 we were fortunate to secure funding from **The Turing Scheme**, enabling us to deliver **three international residentials**, where young people broadened their horizons and experienced brand new cultures.

First came a trip to Canada and rural Ontario, where young people engaged with a completely different way of life and learnt more about **sustainability**, while also experiencing **once-in-a-lifetime** trips to Niagara Falls and Toronto.

Next, young people took on the challenge of **volunteering** in Romania. Here they provided invaluable support to those living in Roma camps, helping to build **new facilities** and delivering **fun sessions** to the children.

Finally, there was an opportunity to visit Sarajevo in Bosnia. Young people were guided on an **educational trip** to learn more the Srebrenica genocide. This was an **emotional and transformative** encounter with history, human suffering, resilience, and the enduring power of **hope**.



These three trips did not just provide **memories** that will last a life time, they gave young people rich, cultural experiences and helped to **raise their aspirations**.

Scan the QR code to hear what some of the young people had to say about Canada!

21

young people
attended international
residentials



YMCA Go!
activities were
attended **3000**
times, by over
700 unique
young people

YMCA Go!

It was another fantastic year for our YMCA Go! youth provision, working with 10-16 year olds to provide positive activities and develop their skills.

We were excited to launch **Detached Youth Work** in a variety of areas including; Joiner's Square, Sneyd Green, Blurton, Burslem, Longton and Hanley. This programme reaches out to young people who would not regularly engage in youth provision by bringing the youth provision to them! Our youth workers will bring along a variety of resources for young people to engage with, to build relationships with them and to support them to engage in the wider youth work offer. Through these sessions we worked with **86 different young people**.

Our regular youth clubs did have some changes as we slightly altered our provision, focusing on delivering weekly activities in Hanley, Northwood and Blurton. Young people continued to enjoy these activities as they also got engage in the Creative Carousel Project, where they could work with a variety of artists to improve their

creative and design skills. The project culminated with young people being able to exhibit their work in an empty unit within the **Potteries Centre**.

Young people were also given many opportunities to take part in exciting trips and activities out of school time. All trips are **co-designed** with young people, and from this they were given the opportunity to go Ice Skating, the Circus, Manchester Snow Storm, and a Halloween Trail.

All these opportunities enable young people to develop their **confidence**, learn new skills and experience new activities that they would not normally be able to get involved in.



Family Co-ordinator Service (FCS)

In early 2024 the number of children in care in the city reached a record high of **1,156**. In response to this the **Family Co-ordinator Service** was established, supporting children, young people, and families across Stoke-on-Trent. YMCA North Staffordshire provides this support in the Central area of the city.

Family Co-ordinators work directly with families, offering a **personalised approach**, creating a tailored plan to help **build confidence**, improve skills, and **strengthen relationships**.

Our co-ordinators have in-depth knowledge of local resources and will connect families with the right support, while also working to identify and fill any gaps in local services.

As part of this service we hosted a Christmas Party for **over 100** local children and their families to spread Christmas cheer and give families a safe, supportive space to spend time together and make new friends.

The service aims to **empower** families to make positive changes and has helped those numbers of looked-after children begin to decrease.



So far, **247** families have been supported through the Family Co-ordinator Service



PTFC

Our **Planning Together for Children** programme is a court-referred service that supports separating parents. A mix of digital learning and online group work **develops skills** and provides valuable **support networks**. These aim to create a better and more **stable** future for families and their children.

ICFA

The **Improving Children and Family Arrangements** service supports court referred families to create a **stable and positive** environment for their children, by supporting them with their family's **unique needs**.

Each family will work through their own **tailored** parenting plan to provide professional guidance and resolve conflict.

PTFC & ICFA supported a combined **430** unique individuals

There are currently **100** partners in the LTO network

Family Support LTO

These Locally Trusted Organisations (LTOs) were established as another **response** to help reduce the number of looked-after children in the city. As one of the four LTOs for the **Family Matters** partnership, our primary role is to coordinate support for families in our **local area**. We map all available services in our community and build strong professional networks to ensure every family receives **seamless and effective care**.

Bringing together professionals from **diverse sectors** including Education, Youth Work, Charity & Voluntary, Finance, and Faith, these meetings have fostered a **shared commitment** to providing unparalleled support for families in the Central area.



FAMILY & YOUTH WORK

Social Action and Volunteering KYN

We know that young people want to give back and contribute to their communities, so we believe in the importance of giving them the opportunity to do so.

Residents have been given a platform to **give back** and volunteer their time, they share with us about the causes they care about and we work with them to find ways that they can support them. These included their desire to work with **animals** and a passion for **mental health support**. To support these we partnered with a local horse farm, where young people gained hands on experience of providing animal care. We also partnered with **WalkTalkAction** to help them to bring people together to support them through challenges they may be facing.



Young people on **YMCA Go!** also had the chance to support their local community. These opportunities included volunteering at **LUOSKO German Shepherd Dog Rescue** and creating their own social action projects, such as raising funds for the **children's hospital** to buy toys and working in local care homes to create scrapbooks for residents.

By giving young people a platform to fulfill their desire to do good we are able to help them feel the rich rewards of helping others, while developing their own life skills and gaining valuable experience.



This year, **YES** has supported...

66 young people into employment

95 young people into education

89 young people to gain new qualifications / licenses / skills

YES

The first year of the YES programme relaunch was a **huge success!** We worked in partnership with Landau, Stoke City Football Club, the Youth Offending Team, National Literacy Trust and The Inspirational Learning Group to **support** young people into education, employment or training.

All partners work together to treat every young person as an **individual** and offer **tailored support**.

Young people are helped to learn new skills, develop confidence and gain qualifications. These include First Aid, CSCS training, food hygiene and paediatric first aid.

We also offer **specialist support** with a Digital Skills programme that provides workshops around games design, animation and broader digital skills.

We also partnered with **Caudwell Children** around a volunteering programme where young people could gain **valuable experience** and training.

All of these elements combine to help young people find the **right pathway** and to ultimately support them into employment.



Scan the QR code to find out more!



TRAINING & EDUCATION



NCS

The year also saw the close of two NCS programmes; Open-to-All and Targeted. Through these opportunities we **supported** 15-17 year olds to develop their **life skills**, work readiness and to deliver their own **social action** projects.

A particular highlight was working with our friends at **Amity Hub** with young refugees to provide a language exchange project, helping to **share cultures** and bring people together.

A Fond Farewell

We didn't just say **goodbye** to two NCS programmes, but **NCS as a whole**. It is with a heavy heart that we say goodbye to the programme that we have delivered for **15 years**, working with young people from Staffordshire, Cheshire and Derbyshire, seeing them **grow**, develop and meet new people.

Young people would go on residentials, a chance to experience **independence** away from home. Here they would take part in **exciting activities** like raft building, high ropes, Bake Off challenges, Bush Tucker Trials, public speaking, variety shows, colour runs and festival nights.

Following this young people had the chance to create and deliver their own **social action projects**. We were always **truly inspired** to see the many ways and variety of causes young people would choose to **give back** to their community. From renovating **community spaces**, raising awareness around **mental health**, bridging the gap between generations to fundraising to purchase **donations to foodbanks** and many other good causes.

NCS allowed young people to take on challenges, **face fears**, throw themselves into once-in-a-lifetime opportunities, making **friends for life** and a **lasting difference** to their communities.



Scan the QR code to see what our NCS staff had to say about their time, in **Shaping Futures - The NCS Story**

YMCA & NCS over the past 15 years...

- Over **4800** young people taking part
- Over **320** social action projects
- Young people have volunteered over **100,000** hours of their time

Virtual Schools

We were proud to once again deliver the summer Virtual Schools programme, supporting **young people in care** to engage in a variety of activities to support their development. The programme involved **public speaking** workshops, support in **career mapping** and applications, digital skills, **mock interviews** and ended with celebration trips to the beach and **Alton Towers**.

Young people participating all gained valuable insights and **support** in helping to plan the next steps of their journey. Staff would then go on to **continue mentoring** those young people who are struggling or **at risk** of leaving education, and providing them with the additional **support** they need.



A huge **100%** of the young people who attended **Virtual Schools** felt more **confident** in the next steps of their learning journey

PSHE

This year we worked with **five different schools**, delivering a variety of exciting sessions such as **budgeting** masterclasses, interview workshops, **British Sign Language** classes, and even Bushtucker Trials and **Colour Runs!**

SUPPORT & ADVICE

Stoke North Big Local

The Stoke North Big Local partnership, based in Great Chell, Fegg Hayes and Chell Heath is heading into its final year of an amazing **10 year community development project**.

Local residents have been supported to come together to empower their community and address its needs.

Within the last year we were finally able to see the completion of a new **skateboard facility** in Chell Heath, with a huge turn out to enjoy the launch event. Young people will be able to enjoy the park and all its benefits for years to come.

Throughout the year, local residents who are **socially isolated** and rarely have the opportunity to leave the area were provided a variety of **community day trips** to places like Llandudno, Southend and Blackpool.

Young people were also supported to take part in **weekly youth clubs**, where they could make new friends and even enjoy some delicious food.

As we look back, what shines through is the **strength, kindness and resilience** of local people. None of this would have been possible without their ideas, energy and commitment. Stoke North Big Local has left a **lasting legacy**, but the true achievement lies in what we have **built together**.



SNBL had a total footfall of over **7300** this year

60 people supported through Sanctus

Sanctus

We continued our partnership with Sanctus, providing **support** for refugees and asylum seekers through a weekly drop-in session. Here people can access support around **documentation** and the asylum process, **food donations**, English language classes and donations of **nappies** to those with young children.

Sanctus offers the chance to **meet new people**, regular social opportunities to help **reduce isolation**, and practical experience to improve English language skills in a safe and supportive environment.



Christian Spiritual Development

A key part of the support we offer is our Christian Spiritual Development programme. This is led by our on-site Chaplain, and provides young people with the opportunity to engage in a variety of **faith-based** activities and opportunities, helping them to **explore** their own faith, or learn more about how the YMCA's mission and support is developed around Christian values. Young people **do not** have to be Christian to engage, and **everyone is welcome**.

As part of this year's programme, we participated in the **Alpha Course**, to learn about the faith of **George Williams**, the founder of the YMCA movement. He supported people to nurture their body, mind, and spirit **holistically**. The YMCA today still believes that we can **all be more**. We also had an incredible time taking young people to engage with **YMCA Unify**, both at home and abroad. We joined other England & Wales based YMCAs in Malvern, and YMCAs from around the world in **Slovakia**! These conferences allow young people, staff, trustees, and volunteers to come together to rest, recharge, and **reflect**; they share stories, inspire each other, and **worship**.

All of these activities help young people to feel **connected** to each other, to consider their own **development** and to help them to support not just their own needs, but **one another's**.

30

residentials and trips delivered

Your Local Pantry

As the **cost-of-living crisis** continued, with ever increasing prices for food and energy we were proud to offer continued support through Your Local Pantry. This is an initiative where people can access a weekly offer of a variety of **essentials**, mainly food and toiletries, for a very small **membership** fee. This is designed to offer a **dignified**, sustainable solution to **food poverty**.



Regular donations from supermarkets and the local community help to keep the Pantry stocked with **supplies**, and this year we developed our relationship with **Period Power** to help ensure we have essential toiletry items, not just in the Pantry, but in our Health Zone and for Sanctus support.

If you would like to donate to support the essential work of the Pantry, please use the QR code here - this could be a one-off or a more regular donation, any and all support is greatly appreciated.



100 Pantry drop-ins held - members picked up a bag of shopping **worth at least £20**, for a membership fee of just **£4.50** per week

Hamper Campaign

During the festive period it was time for our annual Hamper Campaign! This year we wanted to support even more families in need, and chose to up our goal to deliver **600 hampers**. While increasing our target by 100 hampers was daunting, thanks to the incredible support from the local community and our partners, **we were able to deliver**.

To ensure Hampers go to the families who need them most, we work with local partners with **expert knowledge** of their local area to distribute them.



601

Hampers delivered to struggling families



We love hearing from those who get to enjoy the Hampers and the impact they have, here are some of those stories...

"Local families have told us that the food treats and chocolate are the only 'extras' they have in their house this year, which makes a huge impact on the household"

- Middleport Matters

"This has made such a difference to us...I know for some families, a tub of chocolates isn't a massive deal...but it is to us."

- Single mum of 3 children

"We love opening the YMCA Hampers and the extra bits you give us...the whole family gets involved with taking something out. Thank you."

- Dad, family of 6

YMCA Go! – Your Feedback

“My young person only came into my care last Friday and I plan activities for her to do each evening. She went to the Sports Youth Club on Tuesday evening and came back afterwards raving about how much she loved it and how she felt accepted by all the staff and young people as well. I'm very thankful for Grace letting me know the other things that she can do on YMCA Go! and I'll let her know all about them when she gets back home. She was still talking about the Sports Youth Club at school on Wednesday so much that the school phoned me to let me know that she enjoyed it and hadn't stopped talking about it since. I'm going to try her at the youth club on Wednesday at Northwood as well.”

– YMCA Go! Parent/Guardian



“Absolutely nothing but positive feedback as always, my daughter loved the trips! I fully trust all of the staff, we take the children and know that the staff take good care of them. My daughter always comes back happy with a massive smile on her face, telling us all the things she's done. I can't thank you enough also the pick-ups and drop-offs, they help massively!”

– Christmas Trip Feedback from parent/guardian



The Rashid Family

Shafaq and Rashid live locally with their **six children**, including two-year-old twins with complex medical needs, and access our family support offer. Rashid works flexible hours to support the family, while Shafaq provides full-time care. Life has been **overwhelming**, with **hospital visits**, medical equipment taking over their living room, and little space for the children to play. When I first met them, I helped create some breathing room: funding for safe storage, bunk beds to **free up space**, and later, a bursary for a double buggy. That buggy changed everything! Shafaq can finally take the twins out, and the whole family enjoys day trips together.

Step by step, the family is discovering what's possible.

Rashid told me, “**We didn't know what was out there. Now we feel supported, listened to, and more confident with professionals. The children are happier, and so are we.**”

“**We feel confident now that we can approach professionals in the future because of the positive experience we have had with the YMCA**”

This family shows just how much can change when people are given the **right tools** and guidance. Their determination and love for their children shine through everything they do.



PARTNERSHIPS

At YMCA North Staffordshire, we live out the city's motto: "United strength is stronger." We know that by working together, we can provide more responsive, impactful support to young people. Our partnerships are built on trust, shared values, and a commitment to meeting the evolving needs of our community.

Every partnership we hold is designed to respond directly to the needs of young people. For example, our work with **NHS Combined Trust** has enabled their **Transitions to Adult Team** to deliver weekly mental health drop-ins on-site.

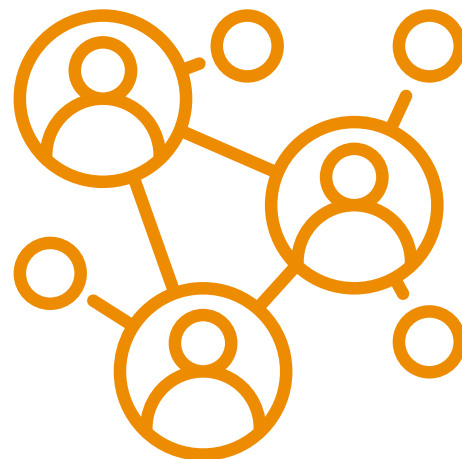
This ensures young people have easy, regular access to professional support as they navigate life's challenges - removing barriers to help and promoting early intervention.



Our partnerships with **ASHA**, **TWOCCO** and the **Babylon Project** help us support young people from refugee and asylum-seeking backgrounds with culturally informed, trauma-sensitive care. These collaborations ensure our services remain inclusive, welcoming, and safe for all.

Practical needs are met through generous partners like **Cottage Delight**, who provide work experience opportunities, as well as food for our Pantry and Christmas Hampers. **Hanley Economic Building Society** bring joy to our young people through support for the annual prom and Christmas gifts, helping create memories that matter. Our collaboration with **Made in Stoke** strengthens our reach, using philanthropy to bring new investment into the city.

These partnerships are not just symbolic - they are strategic and impactful. Together, we create a stronger safety net, build brighter futures, and ensure that young people across North Staffordshire are seen, heard, and supported every step of the way.



Interested in partnering with us? Get in touch with our
Director of Communities & Partnerships:
nicky.twemlow@ymcans.org.uk or 01782 222376

A YEAR IN THE ORGANISATION

None of the services we offer would be possible without our fantastic backroom teams. They provide invaluable support to our delivery staff to make sure that everything runs smoothly. From Finance to Housekeeping, from the Canteen to IT, from Maintenance to Health & Safety, from Business Development to Safeguarding, from Marketing & Comms to HR - these teams are the unsung heroes that ensure that we are able to go out and support our community.

Through their and the wider organisation's work we are dedicated to delivering the highest quality products and services to the community. To ensure this quality is maintained we are committed to achieving quality standards such as:



Volunteering

It's not just our backroom teams that help ensure that the YMCA can deliver all of our services, volunteers are also crucial to everything that we do.

This year we were able to host our first ever **Volunteer Awards**, where we were able to recognise their incredible contributions and commitment to supporting their community. Volunteers are **valued members** of our communities, supporting across a range of services including food collection for our Pantry, mentoring young people, supporting reception and offering classes to young people.

Their help and generosity is something to be celebrated, and here is one of their stories...

From Afghanistan to Stoke-on-Trent...

A journalist was in great danger in Afghanistan and came to Stoke to seek asylum. Volunteering for Sanctus, he makes an incredible contribution to YMCANS - he has taken on many roles to ensure the smooth running of Sanctus. As well as assisting fellow asylum seekers, he and other volunteers provide support in manning our Helpdesk. People from all over the world who are seeking refuge can ask our Sanctus team for help with paperwork, housing and paying bills. We are very fortunate to have him at YMCANS.



Youth Matters

Our amazing Housing Support Team were nominated for **Support & Advice Project of the Year** at the 2024 Youth Matters Awards.

Unfortunately we didn't bring home the trophy, just missing out to our friends over at **YMCA Milton Keynes** for their Mental Wealth project.





Marketing and Comms

This fantastic team continued to work hard to keep everyone **up to date** with all things YMCA.

From sharing photos and videos of our activities, to creating a special music video to go with our very own **Christmas Song**, they were always on hand to share YMCA's stories.

In fact, last year our **most popular** post was sharing the story of a resident who had passed his driving test. Our work is all about the **young people** we serve, so it couldn't be more fitting that our most popular post was of one their milestone achievements!



1,095,384

total social media impressions across all platforms

22,253

total likes across all social media platforms



Christian Spiritual Development

At YMCA North Staffordshire, our **Christian values** shape our mission, ambition and **impact**. While we welcome people of **all faiths** and none, our work is grounded in Christian values - trust, hope, perseverance and protection. Our on-site chaplain is key to helping us **explore faith**, meaning, and **wellbeing**. While they primarily support the young people we work with we are also proud to **extend** this offer to staff.

This work is expressed through a **wide range** of activities: regular prayer gatherings, chaplaincy support across the city, and **reflective retreat days** at Monos. We also facilitate visits to **Lindisfarne**, a place of deep spiritual heritage, offering space for rest, reflection, and **spiritual growth**. Staff and young people regularly attend Unify & Youth Unify, national **YMCA** events focused on faith, leadership, and **community**.



Human Resources

YMCA North Staffordshire is committed to being an equitable employer and a learning organisation. Our dedicated HR team has continued to work to ensure that this is the case and we continued to make great progress in the last year.



- Closing the **Gender Pay Gap** - the mean gender pay gap has **reduced to 0.86%**, representing a substantial and creditable progression in achieving equal pay for women, to the point where the gap has very nearly been eradicated.
- The **2024 Staff Wellbeing Survey** identified employees' desire for more team-building activities and wellbeing initiatives - as a result of this, a **programme of activity days** is currently in development.
- Staff completed **563 training courses** during the year, showing our commitment to developing our staffs abilities and skills.
- Maintaining our status as a Living Wage Organisation

HOW WE GIVE BACK

YMCA North Staffordshire is a strong believer in **Ubuntu**, the principle that “it takes a village to raise a child”. We know that we cannot fully cater and support young people’s every need on our own, so we are committed to working with partners to support our own products and services. We also believe in utilising our organisation’s **skills and resources** to support other local community groups, faith groups, charities and good causes. We know we are **very fortunate** to be an established charity that has been running for many years, and we must use this position to support the work of other groups doing fantastic work in the city.



We do this in a variety of ways, including:

- Donating our venues and delivery spaces to local charities and good causes - last year we donated our rooms on **88 separate occasions**.
- Supporting access to activities by allowing different community groups to **use our minibuses** to transport their beneficiaries.
- Providing staff, resources and activities to events delivered by partners to benefit the community, for example supporting the **National Literacy Trust** with **Tales in The Park** and **Thrive at Five**.
- Our Senior Leadership Team are members of a whole host of different boards for schools, charities and community groups, providing their **expertise and years of experience**, to support smaller groups than ourselves in their good work.

Local Church Engagement

We are delighted to host a variety of local and diaspora group church plants and congregations on our premises. Our YMCA community has shared mutual blessings with the ministry of Gracefields Church, Living Word Christian Church, Presence Church, and other diverse church communities. We have seen these fellowships flourish, grow, and expand into the city.

Our chaplain, Nnaeto, has had the privilege of welcoming the **International Ecumenical Fellowship**, taken some of our young people and staff to the **Passion Play** in Dudley, and the **Holy Island** in Northumberland - a remarkable place of pilgrimage. He has had the honour of accepting **speaking engagements** at Hope Community Church - Hanley, St Andrew’s - Sneyd Green and St. Mary’s and All Saints’ Church - Checkley for **Harvest Sunday**. He has also **preached** at St. Lawrence Biddulph, the Fijian Methodist fellowship at Blurton Community Centre, and the United Reformed Church in Longton.

Our **Christian mission** is about helping our neighbours, by offering a cup of water to children, the elderly, the refugee, the ill, the lonely and the downtrodden. We seek to remain a place of **sanctuary** for everyone in the community.



Jack's Story



I was born in Stoke-on-Trent and lived with my mum, dad, and siblings until I was 10. In Year 5, I moved schools, my parents separated, and my mum soon had a new partner, so I quickly gained a stepdad.

School was **always tricky** for me. All my life, I felt like I could walk into a room, instantly understand what was going on, but not know what to say. Later, I found out this was because I have a **developmental language disorder**.

But back then, it just felt like my thoughts and my voice were separated by a wall I couldn't climb.

During high school, my **anxiety** was through the roof. I would often wander the corridors, getting into trouble because I didn't like **big crowds** or being asked questions (my worst enemy). I could manage minimal small talk, but when someone asked me something directly, I would start to **stutter**, and the words just wouldn't come out. I got sent to isolation quite a lot.

One day, instead of isolation, my form tutor invited me into her **food technology** class, which really **sparked** my first love for hospitality. I realised then that I learn best through **hands-on** experiences, so watching eggs, flour, and milk transform into a cake almost like art was **world-changing** to me.

At 16, I couldn't cope at home anymore. My mum was **absent**, and after living alone for a while I moved in with my sister. I spent most of my time looking after my niece and keeping the house tidy, but I **never had any time for myself**. Due to growing tensions, my social worker referred me to the YMCA for supported accommodation because my home environment drained me. And that's where things began to **change**.

At first, I was super **shy and isolated**, but my personal development coach encouraged me to join in with the activities programme at the YMCA. Although apprehensive and really scared at first, I completed a 10-week cooking course with **Feasted**, then a one-week work placement. I also took a 7-week wellbeing course that taught me how to **manage my emotions** before they became overwhelming. These experiences built my skills, confidence, and resilience. It stopped the bottle inside me from fizzing up and exploding like it usually did when things got too much.

Since then, I have said yes to every opportunity - from volunteering to going on trips, and I have even catered for the **Lord Mayor of Glastonbury**.

Soon, I will be returning to **college** to study catering and hospitality in a small, hands-on learning environment I call "show and tell". This is finally something that sounds **right for me**, a setting where I don't have to constantly feel dread and anxiety over the big crowds and new people.

Now, people tell me I make them **smile and laugh**, something I never thought I could do because I could barely say a sentence before.

The YMCA has helped me step out of my **comfort zone**, build connections, and find my **voice**.

BUSINESS PLAN

2023 - 2026

At YMCA North Staffordshire, we are committed to delivering against our business objectives to achieve our organisational impact goals. Measuring impact is vital to our continued growth, so we have applied indicators to each of our objectives to create a framework of evaluation.



This helps us to:

- Review activities against our mission and goals
- Improve and implement changes depending on the results of the report
- Build trust with funders, supporters, and beneficiaries
- Cultivate a culture of learning among similar organisations
- Celebrate the achievements of staff, young people and volunteers

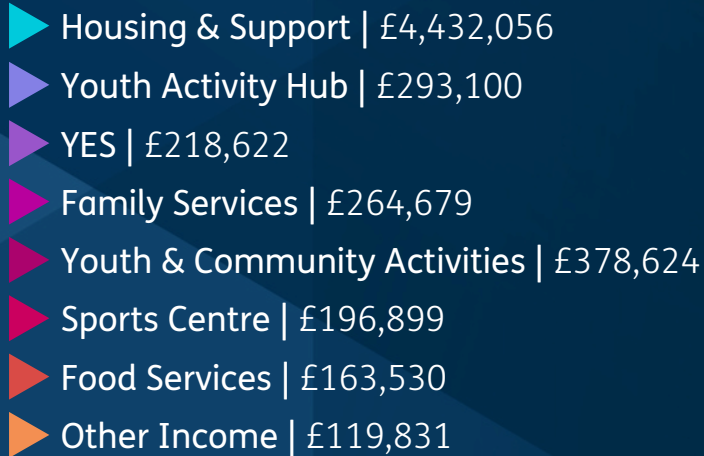
AIM	INDICATOR
1 Business Development & Income Generation	Increased income from public, private and earned income, wider partnership base, deeper skill set and bidding capacity within the association.
2 Unlocking the diverse gifts, talents, and abilities of the YMCA community, and be seen as an asset so that all young people, staff and volunteers can belong, contribute, and thrive	Young people and partners contribute to organisational cultural, business, products and services development.
3 Learning Organisation, Growing Education, Capacity & Skills	YMCA North Staffordshire has grown its capacity to deliver its vision mission Values products & services as our community has embraced learning and development opportunities.
4 Environmental Sustainability	We contribute to a net-zero and bio-diverse Stoke-on-Trent & North Staffordshire with social justice at our heart.
5 Welfare & Community Partnerships	We will work alongside partners developing a collective impact approach. We will help to raise voices of lived experience to help to campaign to influence and impact social policy and further political decision.

We are currently in consultation with young people, staff, stakeholders and partners as we prepare our business plan for 2026-2029.

FINANCIAL SUMMARY

APRIL 24 - MARCH 25

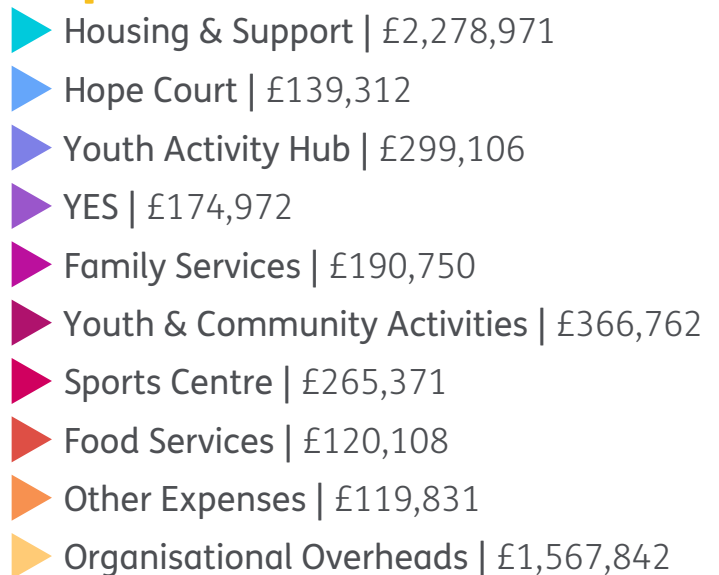
Income



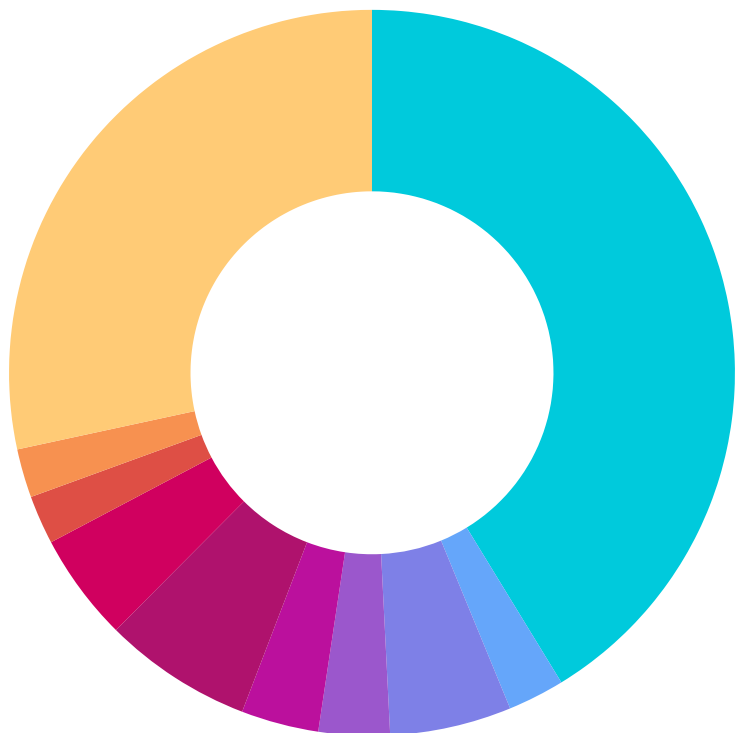
Total Income | £6,067,341



Expenses



Total Expenditure | £5,523,025



For more detailed information around our finances, including our full audited accounts, please visit the **Charity Commission for England and Wales**:
<https://register-of-charities.charitycommission.gov.uk/en/charity-search/-/charity-details/4002500/charity-overview>



66

YP gained
employment
through
YES

514

meals provided
through
HAF

7300

footfall for
SNBL

552

Campus
activity
sessions

21

YP attended
international
trips

100,000

hours of volunteering
completed by young
people over 15
years of NCS

1059

SEN & SEND
school sports
sessions

247

families
supported
by FCS

62,301

nights of
accommodation
provided

700

attended
YMCA Go!
activities

151

Pantry & Sanctus
drop-ins
held

601

Christmas Hampers
delivered to
struggling
families

100

partners
in LTO
Network

86%

of young people
moved on to
independent
living



**Want to
get involved?**

Would you like to help provide young people
with opportunities that could change their lives?
Hire our spaces? Or just want to know more?
Then please get in touch:

YMCA

 www.ymcans.org.uk
 hello@ymcans.org.uk
 01782 222376

Follow our
social media

