GYA Business Plan

2021 – 2023

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GYA Business Plan 2021 – 2023

1.Executive Summary

Goole Youth Action's Business Plan sets out our aims and ambitions for the year 2021-2023.

GYA aims to better meet the needs of the young people of Goole by providing them with more opportunities and diversionary positive activities to discourage them from engaging in high risk and anti social activities that leads to a rise in youth related ASB.

The work of GYA is only made possible by the strong partnership of partners from across the Goole and Old Goole Voluntary youth sector organisations. The partnership working of GYA enables us strategically plan and deliver activities and interventions that are based on the needs of young people and strengths of the organisations within GYA.

In the period 2021-22 we aim to build on the strengths of the partnership, ensure that we deliver projects on time and within budget, give more opportunities for young people to shape the work of GYA and start to build a consensus around the strategic direction of GYA. The coming year will be a period of consolidation and recovery from the Covid Pandemic, a lengthy period of time which saw much of the traditional open access youth clubs closed across Goole & Old Goole. Coming out of the lockdown stages we hope that the pathway to recovery will see all youth provision open again enabling us to re-build our relationships with young people and introduce young people to youth provision for the first time, be it youth clubs, our detached project or as referral onto our Negative 2 Positive Outcomes (N2PO) project for targeted and vulnerable young people needing one to one support.

GYA is currently in a reasonably strong financial position, however if the partnership is to grow and reach its full potential then a significant longer term (3-5 years) funder(s) providing large funds are required to provide stability and sustainability to GYA.

2. Introduction

Goole Youth Coalition was formed in November 2014. The Coalition is a unique partnership of organisations from both the Public and Voluntary sectors working together for the good of young people in the Goole area, current partners include: Castaway Music Theatre, New Life Support (Revive Church), Moorlands Community Charity, Trinity Youth Project, ERYC's Youth & Family Support (YFS) Service, Humberside Police, ERYC's Health & Wellbeing service, Goole Town Council, Goole Leisure Centre, Heath Trainers, ERYC's Regeneration Dept, Office of Police Crime Commissionaire, ERYC' Safer Communities, Goole Academy & Together for Goole.

In January 2018 the Coalition changed its name to **Goole Youth Action** (GYA) to recognise that the partnership was more about delivering action and solutions on the ground. In November 2019 we became a Chartered Incorporated Organisation (CIO) and became a registered charity with the Charities Commission. At this time GYA adopted the Coalition aims in full:

- 'To enable more positive activity provision to be offered to the young people of Goole'
- 'To provide a platform for youth related organisations to share information and develop new opportunities.'
- 'Enable young people to have their say, when, where, and what kind of activities, they would like to experience in the Goole area'

Goole Youth Action has achieved some notable successes including:

- Coordination of an annual summer programme (now in its seventh year) for young people aged 5 -24 years, impressively GYA partners have delivered over the three summer programmes (2015-2017) over **1,030 hours of positive diversionary activity** delivered to **8,261 young people** at **516 sessions**.

- Greater partnership working between voluntary sector groups including **sharing of resources and intelligence** that shaped the delivery of services and intensive work with young people.

- **Established a Virtual Goole Youth Forum** for young people to express their views and shape the work of the partnership.

- Partnership, East Riding of Yorkshire Council's Positive Activities Grant, Hey SMILE Foundations Stronger Together Fund. Tribune Trust.

- **Secured over £230 k of funding** from a variety of sources to deliver our work: Humber Police Crime Commissioner's Crime Reduction Fund/ East Riding Community Safety Partnership , Goole Fields Wind Farm 1 & 2 Fund, Department of Communities & Local Government, Big Lottery – Awards for All, Humberside Police's Benevolent Fund and East Riding's Community Safety.

- **Provided intensive one to one support to six young people over the last 16 months** as part of the DCLG funded **Goole Targeted Youth Project.**

- Introduced a local **Quality Mark** to help raise youth work standards across the voluntary youth sector in Goole area.

- Held several **Yr 7 Fresher's Fairs at Goole Academy** enabling students to see what voluntary youth sector provision is available.

- Given the low number of youth work training course across the sector following a funding award from the HEY Smile Foundation, we coordinated a county wide basic six week **Intro to Youth Work course** for those wishing to get into youth work or for those wanting to re-fresh there youth work skills. Later in September 2021 we will be running a Level 2 Intro to Youth Work certificate course not only to Goole residents but across the East Riding.
- GYA became a **Community Anchor for the Active Towns Initiative** which will provide £17.5k of funding to the voluntary sector as they make plans to come out of covid restrictions.

- Following on from the success of the GTYP we have received three year funding from Humberside Police Crime Commissioner and East Riding of Yorkshire councils to introduce the **Negative 2 Positive Outcomes** (N2PO), The project works with a small number of referrals of vulnerable and challenging young people from agencies in Goole with the aim to reduce their risk taking and anti social behaviour. The project ends September 2021 when we will undertake an in depth evaluation of the project.

- **New Detached Project** – developed in conjunction with the Moorlands Charity. This activity is deemed to be an essential and core service of GYA especially as during the Covid Pandemic youth provision across Goole has been closed.

- **Digital Project** – launching a new web site for GYA developed entirely by young people and supported by GYA's Development Coordinator.

- **Staffing** -In April 2021 we appointed our first member of staff. Phil Jackson was appointed to the post of GYA Development Coordinator and will oversee all aspects of GYA reporting directly to the board of Trustees and Partners.

3. Our Market

Goole Youth Action has a straight forward aim: 'To enable more positive activity provision to be offered to the young people aged 9-19 years of Goole'. Accordingly we serve the young people of both Goole & Old Goole or otherwise known as Goole North & Goole South wards. We aim to provide diversionary positive activity and projects that appeal to all young people aged 9-19 years but especially to those either on the cusp of committing youth related ASB or those already within the youth justice system.

Since its inception we have been guided and shaped by the views and wishes of the young people of Goole. We have undertaken many surveys, consultation and evaluation events that ask young people about what they want GYA to deliver. One of the most popular events was the Film Night consultation event held at Junction in which we asked young people about the recent summer programme and youth festivals we had delivered during the summer holidays. We provided snacks and a film which was well received. Results of the consultations have not only enabled young people to shape our future activities and projects but have also provided good evidence of young people's need and therefore strengthened our various funding applications.

Prior to the Covid Pandemic we formed a Youth Forum as a more structured approach to our youth participation work but due to the Covid restrictions this has been difficult to maintain. In the near future as we hopefully come out of lockdown, we will reform the youth forum as it is a key to shaping the future direction of GYA

In Nov 2019 we created a Marketing Plan to help improve awareness of GYA amongst young people, parents and professionals. At the cornerstone of the Plan is the development of a dedicated GYA web site and App that can provide young people with up to date information, advice and guidance on a wide range of youth topics. The development of the web site and App will be driven by a young people's steering group who will oversee the development of the digital project. We are currently awaiting news of a funding bid to the National Lotteries Awards For All fund to help complete the funding to get the project underway.

4. Operational Plan

Priority	Project	Lead	Timescales
	Summer Activities for Young People – liaise with Partners to plan a coordinated programme of smaller "Covid safe" festivals /events/ activities for young people.	**PJ, DL, SG, JC, LT, LG. ND, NB, MN**	**By mid July 2021**
	Summer Activities for Young People – Deliver programme of activities	**Partners**	**End of July to early Sept 2021**
	Digital Project (new GYA Web Site) - establish a young people's steering group to plan, consult and deliver the new web site, supported by GYA's Development Coordinator. Recruit a web content assistant to ensure content is regularly updated.	**PJ & Young People**	**Between June to 30 Sept 2021**
	Youth Forum/ Youth Voice – following on from web site steering group ask young people how they want to steer and shape GYA's future. Potential for a series of consultation events including: film night/surveys/on line poll.	**PJ & Young People**	**From Mid July 2021**
	Year 7 Fresher's Fair – establish if there is the need and demand for another Fresher's Fair for new Year 7's at Goole Academy. Coordinate an event to showcase GYA and its Partners work **if there is the need and demand.**	**GYA Partners**	**By end of September 2021**
	N2PO - complete project & evaluation report. Seek funding opportunities to continue project.	**PJ & KA**	**30 Sept 2021**

Priority	Project	Lead	Timescales
	Youth Endowment Funding – make an application from the YEF to enable a new targeted project to commence from November 2021	**PJ**	**Application by 21 May.**
	Active Towns – assist in promotion of scheme to ALL voluntary sector organisations and attendance at panel meetings.	**PJ**	**Ongoing until 23 Dec 2021**
	GYA Affiliation scheme – as part of Active Towns initiative encourage youth groups to join with GYA to promote activities to young people , attend youth festivals and other GYA events e.g. Fresher's Fair	**PJ & Trustees**	**By March 2022**
	Detached Project – ongoing delivery with the Moorland's Community Charity	**JC & PJ**	**Until 31 March 2023**
	Intro to Youth Work Course – oversee completion of course and "celebration" event (subject to Covid regulations)	**PJ**	**Early June 2021**
	Following evaluation of the courses GYA to consider organising more course in the future and seek funding as appropriate	**PJ**	**Jan 2022**
	Kickstart – Apply for a 6 month p/t GYA Youth Assistant to work across GYA Partners & Projects	**PJ**	**Apply June 2021**
	Funding for Detached project year 2 –source £10k for project "shortfall"	**PJ**	**By 31 March 2022**
	Recruit Additional Trustees – following skills audit recruit at least two additional trustees to GYA	**PJ**	**By end of Sept 2021**

Priority	Project	Lead	Timescales
	Goole Boxing Club – support the development of the provision and ensuring a "youth" input	**PJ**	**Ongoing**
	GYA Office / Drop In – source an affordable location for GYA Dev Coordinator to have base in Goole and location for partners	**PJ**	**By October 2021**
	Finance – ensure that budgets are monitored and annual accounts produced to meet Charity Commission guidelines	**PJ & JC**	**Ongoing**
	Infrastructure/ Partnership Funding – seek funding to enable GYA to continue beyond 2023	**P J & Trustees**	**By March 2023**
	Project Monitoring – Ensure all monitoring reports are completed to all funders	**PJ & Trustees**	**Ongoing**
	Expansion of GYA – To consider expanding the geographical reach of GYA	**PJ, Trustees & Partners**	**By Sept 2021**

Key

	High priority
	Medium priority
	Lower Priority

5. People

Goole Youth Action is incredibly well supported by a small band of committed trustees and partners from across the Goole area.

GYA Board of Trustees are as follows:

Linda Thorton – Chair of Trustee has worked in the voluntary sector in Goole for many years having managed the Courtyard on Boothfery Road, Waterways Museum & Sobriety project plus is a lead member of Goole in Bloom group.

Steve Green – Deputy Chair – is a qualified youth worker having worked in the youth sector in Hull, Driffield and Goole. Steve manages the Revive Church including all its youth provision,

Jacky Crawford – CEO of the Moorlands Charity in Old Goole oversees the management of the centre and all its youth provision Jacky is also the Treasurer for GYA .

Liz Green – represents the Canal & River Trust and all things water sports related from paddle boarding, canoeing to kayaking.

Darron Lawer – Secretary for GYA as well as supporting GYA Darron supports voluntary sector youth organisations across the East Riding. Darron is trained youth worker with many years experience in the sector, he has two specialisms Detached youth work and Youth Participation.

Trustee Recruitment - Following a recent skills audit of Trustees we identified three areas in which we require additional trustees to be recruited these include: Social Media/Marketing, Legal Advisor & Business Development /sponsorship. We will commence the recruitment for these positions shortly.

In February 2021 following a recruitment process **Phil Jackson** was appointed GYA's Development Coordinator who took up his post on 1 April 2021. Phil was previously employed by GYA as its self employed Coordinator. Phil has over 25 years experience working with Young People and in a variety of Local Authority positions including: Sports & Community Development, Leisure Services & Youth Services. More recently Phil was the Strategic Partnerships Manager with the Youth & Family Support Service with East Riding of Yorkshire Council, he left the Council in July 2020.

6.Impact

GYA has consistently used a variety of measurements to show the impact of its work including: Teen Stars, Case Study's, Cost Benefit Analyse (CBA) and "hard" data such as reductions in Youth related Anti Social Behaviour this is perhaps best demonstrated in GYA's Evaluation Report of the DCMS funded "Goole Targeted Youth Project".

Fundamental to GYA's approach is establishing the needs of the young people aged 9-19 years olds living in Goole to shape the work of the partnerships by the use of surveys, polls and focus groups of young people so that we are confident that we are having a positive impact on the lives of young people in Goole & Old Goole..

7.Finances

GYA's last published accounts were on July 2020 and showed that GYA was in a healthy financial position with a £26,094 balance at the end of March 2020. GYA's most significant expenditure were relating to staffing the projects it operates including : the N2PO project, outreach provision, summer programmes and coordination of other projects including the staging the Intro to Youth Work Course and being the community anchor for the Goole Active Towns Community Grants.

GYA's Main sources funding have been:

- Goole Community Wind Farm Fund 1 & 2
- East Riding of Yorkshire Council's Positive Activities Grant (PAG) & Active Towns Fund
- East Riding Community Safety Partnership /Humberside Police Crime Commissioner
- National Lottery's' Awards For All
- Hey SMILE Foundation's Stronger Together Fund
- Tribune Trust

For GYA to expand its work additional funding will be required this will depend on the needs of young people, the ambition of the partnership and the availability of suitable funding.

In the last six months we have received the following funding:

New Detached Project - £33k from Goole Wind Farm Fund, £10k from Police Crime Commissioner & East Riding Community Safety Partnership and £1.5k from the Hey SMILE Foundation's Stronger Together Fund.

Digital Project - (new Website & App)East Riding of Yorkshire Council Positive Activities Grant £3k, National Lottery's Awards For All £8.8k and £1.5k from Hey SMILE Foundation's Stronger Together Fund

Active Towns - Awarded £2.5k to become the Community Anchor organisation to oversee the distribution of £17.5k of Community Grants to groups across the Goole area.

Youth Work Training – Awarded £8.6k to organise a Basic Intro to Youth Work & a Level 2 Certificate Youth Work Practice course for persons interested in developing their youth work skills.

8.Risk

Without exception the Covid Pandemic has and will continue to be, for the foreseeable future the biggest risk to the successful implement of GYA Operational plan (see pages 5-7). However there are other risks that need to mentioned including; lack of future funding opportunities that fit with GYA's operational plan, changes in Government policy and staffing changes including recruitment and retention issues which potentially can have a significant impact on the success of any project.