



Young Urban  
Arts Foundation

# YOUNG URBAN ARTS FOUNDATION

## Trustee Annual Report 2020



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# 1. INTRODUCTION – CEO

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

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



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

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

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

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

Thank you,

**Kerry O'Brien, Founder & CEO**

## **2. TRUSTEE FOREWORD**

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

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

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

**Anna McLaren, Chair**

### **3. OUR MISSION & STRATEGIES**

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

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

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

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



# **4. FUNDERS & PARTNERS**

## **OUR FUNDERS**

HDH Wills	29th May 1961 Charitable Foundation	Peabody Community Fund
John Lyons Charity	ABRSM	Peabody Housing
JP Jacobs Charitable Trust	Arts Council England	Sherborne In The Community
L&Q Foundation	Ashley Family Foundation	Sir John Cass Foundation
Lennox Hannay	Big Lottery	Sony Music UK
Linder Myers	Burberry	Sumners Foundation
London School of English	Charlton Athletic Community Trust	The Backstage Trust
Marchus Trust	Chesterhill Charitable Trust	The Fore Trust
Margaret Guido Charitable Trust	Children In Need	The Sutton Place Foundation
Mercers Charity	D'Oyley Carte	The Tallow Chandlers Company
Mr Smith & Mrs Mount Trust	Emerton-Christie Foundation	Theo Papitus
Music Sales Charitable Trust	Feather Association	Unum
Ogilvie Charities	Garfield Weston	Worshipful Co of Wyre Drawers
Paul Hamlyn Foundation	Gowling WLG	Xerox

# **OUR PARTNERS**

Future Men	A2 Dominion	Queen Park Community
Gateway Housing	AIM	The Harrow Club W10
London & Quadrant Housing	Avenues Youth Club	The Pavilion
London Youth	By the Bridge Foster Carers	UK Youth
Peabody Housing	Catalyst Housing	Young Carers Lambeth
Phoenix Housing	Charlton Triangle Homes	Young Carers Merton
Plumstead Manor School	Colindale Community	Young Ealing
PRS for Music	Community at Tollers	Young Greenwich
Young Hammersmith & Fulham	Eltham Hill School	Young Hackney
	Fourth Feathers Youth Club	

## 5. BENEFICIARY OUTPUTS 2020

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

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

## **6. OUR ACTIVITIES**

### **OUTREACH MEDIA BUS**

#### **A. Creativity in Communities**

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

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

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

Participants from these workshops reported the following outcomes:

**65%**

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

**100%**

**said that they enjoyed the sessions**

**100%**

**said that the workshops made them feel good**

**95%**

**had learnt new skills**

**95%**

**made new friends and connections**

**95%**

**felt more able to cope with current challenges after taking part**

**95%**

**wanted to learn more with YUAF**

**90%**

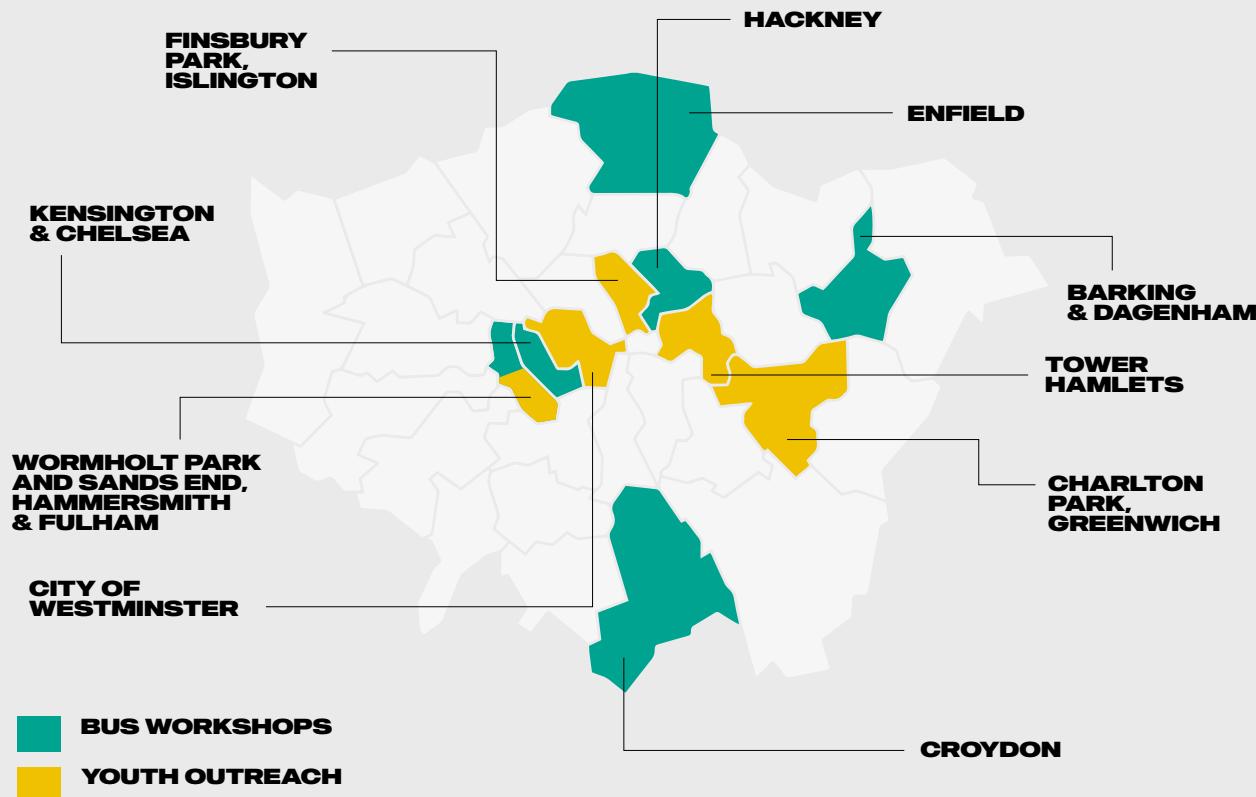
**felt more confident as a result of the workshop**

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

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

## B. Amplify Yourself

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



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

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

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

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

## C. Educate to Create

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

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

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

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

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



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

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



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

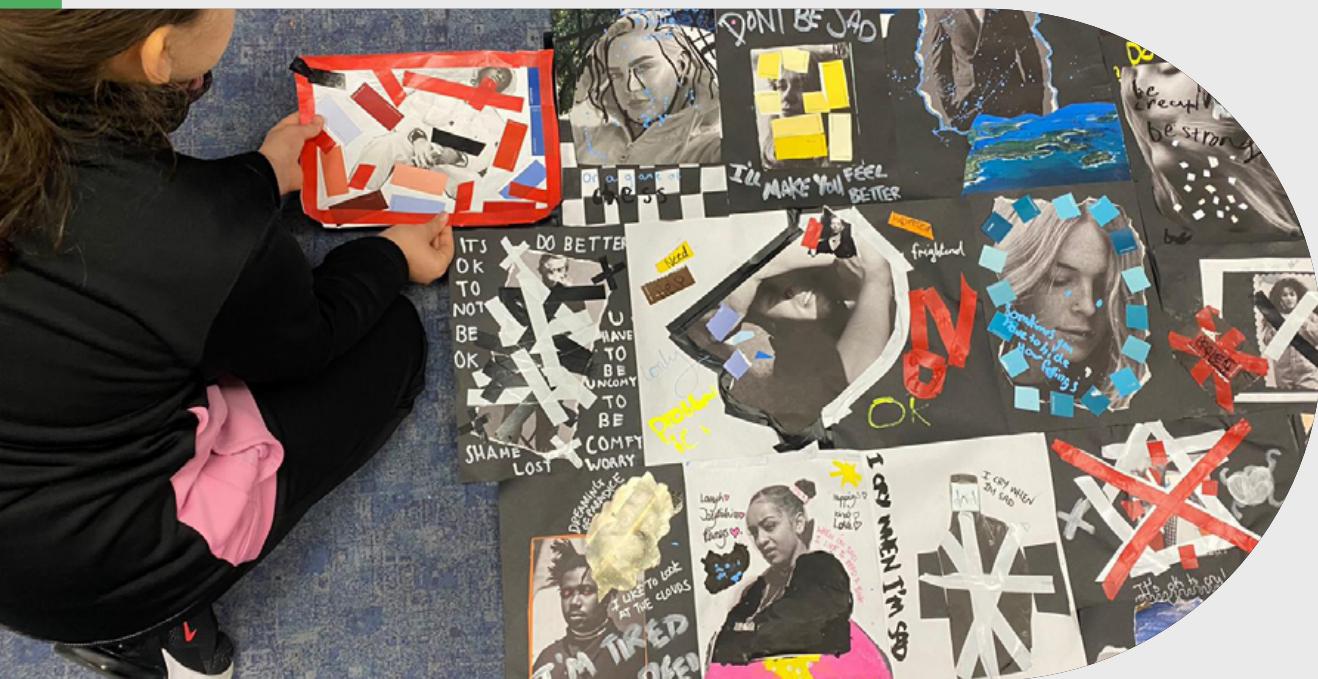
"I became confident, happy & positive in expressing my creativity on the bus workshop" - **Female, 19**

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

# CENTRE BASED PROGRAMMES

## A. Arts and Well-being

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



## B. Detached Youth Work

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

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

**100% 100% 100%**

**rated the workshops 'excellent'**

**said they enjoyed the sessions**

**said the workshops had 'definitely' made them feel good**



**100% 93%**

**wanted to learn more with YUAF**

**felt more confident as a result of the workshop**

**79%**

**felt more able to cope with current challenges after taking part**

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

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

## **AMPLIFIED**

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

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



## A. Thrive & Connect

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

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

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

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

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

**97%**

**of participants  
gained increased  
skills**

**93%**

**of participants  
had an overall  
positive  
experience**

**86%**

**of participants  
said they gained  
increased  
confidence**

**85%**

**of participants  
said they felt they  
could speak up  
and be heard**

**83%**

**of participants  
said they felt  
better about  
themselves**

**82%**

**of participants  
said they feel  
more connected  
to others**

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

- **May Participant**

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

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



## B. Online Masterclasses

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

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

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

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

## C. YUAF Performs

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

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



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

# **EMPOWERMENT**

## **A. YUAF Empowers**

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

## **B. Mind Over Matter**

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

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

**76%**

**of participants  
reported an  
improvement in  
mental health**

**86%**

**participants felt  
more confident  
as a result of the  
programme**

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

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

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

**Deborah Colombeau, Eltham Hill School Wellbeing and Safeguarding Lead**

## YRD PARTNERSHIP

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

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



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

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

## YRD

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

## 95%

**of participants took away at least one positive outcome.**

## MAJORITY

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

## 80%

**felt more optimistic about their lives having taken part.**

## 400

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

## 41

**young people took a Leadership course with RFF.**

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

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

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

# PATHWAYS

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

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

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

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

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

In 2020 we achieved the following:

**406**

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

**68**

**young people received one to one support**

**36**

**young people were referred to internal progression opportunities**

**6**

**young people were referred to external opportunities**

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

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

## **YOU ARE AWESOME (YAA) COACHING**

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

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

## **MEASURING IMPACT**

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

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

## **Key outcomes:**

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

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

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

## **7. YOUTH ADVISORY BOARD “YOUNG FUTURE CREATIVES”**

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

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

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

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

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

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

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

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

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

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

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

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

## **Broader Youth Voice in YUAF 2020**

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

- Pilot Groups
- Focused evaluation meetings
- Monthly team debriefs

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

- You Are Awesome Coaching
- Industry Masterclasses
- Drama Workshops

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

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

## YOUTH BOARD (YFC) HIGHLIGHTS

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

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



### TC's Journey with YUAF

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

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

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

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

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

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

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

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

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



### **Statement from TC:**

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

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

## **8. CAPACITY BUILDING AND ORGANISATION DEVELOPMENT**

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

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

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



### **Policies**

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

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

## **Staff Well-being**

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

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

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

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

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

## 9. SUPPORT AND RECOGNITION

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

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

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

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

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



# 10. PRESS AND MEDIA

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

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

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

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

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

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

Print & digital interviews with Kerry and one of our Young Advisory Board members, Atlanta, in [DJ Mag](#) & [Newsweek](#) respectively.

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

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

Big Zuu x YUAF - Great To Be remix on [Spotify](#)

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

# **11. STRATEGY 2021**

## **Beneficiary Engagement**

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

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

## **Pathways**

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

## **Addressing the gender imbalance of engagement**

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

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

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

## **Amplified**

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

# **RESPONDING TO THE NEED TO CHALLENGE INEQUALITY**

## **Diversity and Inclusion**

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

## **Educate to Create**

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

## **Cross-cultural learning**

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

## **Diversifying the board of trustees**

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

# **YOUTH VOICE**

We will focus on the following areas during 2021:

- Further support by Pathways Coordinators
- A better understanding of roles and responsibilities of the youth board
- More leadership training
- More opportunities to bring the youth board's voices to other platforms as representatives of YUAF
- More connection with beneficiaries to feedback and help us to shape projects, and evaluate new ideas
- Introducing sub-committees to address different areas of the charity to include: marketing, youth engagement, governance, project development

# **PARTNERSHIP & SPONSORSHIP DEVELOPMENT**

As part of our strategy to become less sustained by grants and donors, our goal in 2020 was to become more attractive to corporate brands and companies. Due to being more visible online and being one of the most active youth arts charities in London during the pandemic, we are now in a good position to continue working with the creative industry and media brands. Our objective is to continue to develop our relationships with existing partnerships to leverage funding and donations in addition to continue to prospect new partners. A new marketing campaign will be developed to attract more brands and to support the development of our partnerships and to diversify our income streams.

# **CORPORATE ENGAGEMENT**

Corporate partnerships are a key component to furthering financial sustainability. Our aim is to partner with companies who have a CSR focus on young people, music, the local community as well as those in underserved communities, as these issues align with YUAF's core values. While we have secured one-time donations, our long-term strategy is to form lasting partnerships. This will allow companies and their employees to become involved in YUAF activities as mentors and/or volunteers, as well as providing YUAF with financial support.

# **MARKETING & YOUTH OUTREACH**

We will focus on increasing our brand awareness to a 13 to 22 year old audience by running monthly paid marketing campaigns to encourage sign ups to online workshops, by creating an online community attending our live Open Mic Night on Instagram, by developing a series of masterclasses with music & film industry partners, by building an influencer campaign with YUAF Futures, and by creating a local outdoor guerrilla marketing campaign for our summer bus & youth outreach workshops.

# **OUTREACH MEDIA BUS REPLACEMENT**

The Outreach Media Bus is over 15 years old and with the new ultra low emission zone legislation, a replacement solution is crucial for the 2021-2025 business plan. We are therefore focused on generating funding and implementing a solution within this timeline. In 2020, the model of the vehicle and the fundraising strategy was created targeting various different forms of income including capital grants, brand and corporate sponsorships and a low-interest loan. Our objective is to raise £300,000 across two years with £150,000 to be secured in 2021.

# **ANNUAL FUNDRAISING TARGET**

In order to achieve our plan for 2021, we will require funding of:

**£551,667**

**Charitable activities**

**£150,000**

**Towards funding target for  
purchase of a new bus**

# **12. APPENDIX – FINANCIAL STATEMENTS 2020**

The Trustees, who are also directors of the charity for the purposes of the Companies Act 2006, present their report with the unaudited financial statements of the charity for the year ended 31 December 2020.

## **Reference and Administrative Details**

Company No. 06658860

Charity No. 1159604

Registered Office

Railway Arch 420

Burdett Road

London

E3 4AA

## **Directors and Trustees**

The Directors of the charitable company are its Trustees for the purposes of charity law. The following Directors and Trustees served during the year:

G. Boore

A.K. Gill

L. Howells

A.M. McLaren

S.P. Nankivell

R. Sharma

R. Sheppard

Appointed on 12 October 2020

## **Independent Examiner**

Back Office Support Solutions Ltd

Unit 111 Canalot Studios

222 Kensal Road

London

W10 5BN

## **Structure, governance and management**

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

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

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

## **Financial performance**

The Charity generated incoming resources for the year ending 31st December 2020 of £429,943 (2019: £281,050). This growth enabled the Charity to expand its team of support professionals and the services it provides, notably its Pathways Service. Income is derived from a mixture of sources including youth service contracts, grants, trusts and donations. Due to the uncertain economic environment, the Charity applied for a £50,000 bounce back loan during the year as a precautionary cash flow measure. £296,728 was spent on charitable activities during 2020, the majority of which went towards staff salaries, which enabled the Charity to continue delivering programs to some of the hardest to reach young people. The Charity had a surplus of £70,645 (2019: £47,379) during the year.

Overall the Charity closed the year with funds carried forward of £175,261 (2019: £104,617), of which £141,402 is unrestricted and the remaining £33,859 restricted. The Charity's underlying resilience, agility and ability to engage hard to reach beneficiaries during the COVID pandemic, has enabled it to maintain a robust funding position, expand the range of services it provides and continue to increase the impact it has on young people.

## **Reserves policy**

The Young Urban Arts Foundation Limited maintains an operating reserves policy that ensures the ongoing operation of the Charity throughout the seasonality cycle of its income generation, with January to March typically being the quietest months for funding.

The reserve policy requires that the Charity holds a minimum of six months of average core expenses in the reserve. These expenses include people costs, premises costs, and professional services. The average of core expenses is calculated annually at the

time the financial plan for each year is established and agreed by the Board. Access to the operating reserve follows the following process:

- 1.** The Chief Executive identifies the need to access the reserve in order to meet a seasonal shortfall in available funds to cover some or all of the core expenses in the short-term. The Chief Executive submits a written justification for access to the reserve to the trustees for consideration.
- 2.** The trustees review the request and authorise the chief executive to draw on the reserve according to the needs specified in the justification.
- 3.** It is the objective of both the trustees and the Chief Executive to replenish the reserve by the end of the financial year in which the draw on reserve was made. The regular and periodic accounts produced for the trustees show the progress being made on the replenishment of the reserve.

Aside from the operating reserve, no other reserves are deemed necessary by the trustees.

### **Funds held as custodian Trustee**

The Young Urban Arts Foundation Limited held no funds as a custodian trustee either at the end of the year or during it.

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

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

### **Trustees responsibility statement**

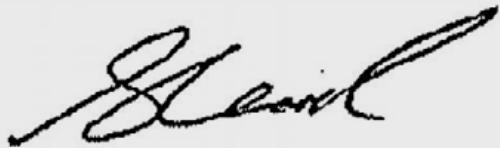
The Trustees are responsible for preparing the Trustees' annual report and the financial statements in accordance with applicable law and United Kingdom Generally Accepted Accounting Practice.

Company law requires the trustees to prepare financial statements for which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, for the charitable company for that period. In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent; state whether applicable UK accounting standards have been followed,
- subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business.

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

Signed on behalf of the board:

A handwritten signature in black ink, appearing to read "Sheppard".

**R. Sheppard** - Trustee

Date: 31/08/21

## **Independent Examiners Report**

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

I report to the charity trustees on my examination of the accounts of THE YOUNG URBAN ARTS FOUNDATION LIMITED for the year ended 31 December 2020 which comprise the Statement of Financial Activities, the Summary Income and Expenditure Account, the Balance Sheet and the related notes.

#### **Responsibilities and basis of report**

As the trustees of the charity (and also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act'). Having satisfied myself that the accounts of the charity are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's accounts as carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

#### **Independent examiner's statement**

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

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

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

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



**Leonora Crawley**

Association of Accounting Technicians  
Back Office Support Solutions Ltd  
Unit 210-11 Canalot Studios  
222 Kensal Road, London W10 5BN  
Date: 07/09/2021

**Statement of Financial Activities  
for the year ended 31 December 2020**

	Notes	Unrestricted Funds 2020	Restricted Funds 2020	Total Funds 2020	Total Funds 2019
Income & endowments from:					
Donations and legacies	5	133,052	241,132	374,184	227,879
Charitable activities	6	35,160	-	35,160	48,468
Investments	7	8	-	8	-
Other	8	20,591	-	20,591	4,704
<b>Total</b>		<b>188,811</b>	<b>241,132</b>	<b>429,943</b>	<b>281,051</b>
Expenditure on:					
Raising funds	9	10,317	-	10,317	14,532
Charitable activities	10	66,018	230,710	296,728	169,853
Other	11	14,277	37,976	52,253	50,205
<b>Total</b>		<b>90,612</b>	<b>268,686</b>	<b>359,298</b>	<b>234,590</b>
Net gains on investments		-	-	-	-
Net income	12	98,199	(27,554)	70,645	46,461
Transfers between funds		-	-	-	-
Net income before other gains/(losses)		98,199	(27,554)	70,645	46,461
Other gains and losses					
Net movement in funds		98,199	(27,554)	70,645	46,461
Reconciliation of funds:					
Total funds brought forward		43,203	61,413	104,616	58,156
Total funds carried forward		<b>141,402</b>	<b>33,859</b>	<b>175,261</b>	<b>104,617</b>

**Summary Income and Expenditure Account  
for the year ended 31 December 2020**

	2020 £	2019 £
Income	429,935	281,051
Interest and investment income	8	-
Gross income for the year	<hr/> 429,943	<hr/> 281,051
Expenditure	355,717	233,476
	729	-
Depreciation and charges for impairment of fixed assets	2,852	1,114
Total expenditure for the year	<hr/> 359,298	<hr/> 234,590
Net income before tax for the year	70,645	46,461
Net income for the year	<hr/> 70,645	<hr/> 46,461

**Balance Sheet  
at 31 December 2020**

	Notes	2020 £	2019 £
Company No. 06658860			
Fixed assets			
Tangible assets	14	4,172	1,811
		4,172	1,811
Currents assets			
Debtors	15	16,069	21,093
Cash at bank and in hand		212,948	96,719
		229,017	117,812
Creditors: Amount falling due within one year	16	(15,027)	(7,006)
Net current assets		213,990	110,806
Total assets less current liabilities		218,162	112,617
Creditors: Amounts falling due after more than one year	17	(42,901)	(8,000)
Net assets excluding pension asset or liability		175,261	104,617
Total net assets		175,261	104,617
The funds of the charity:			
Restricted funds	18	33,859	43,203
Restricted income funds		33,859	43,203
Unrestricted funds	18		
General funds		141,402	61,413
		141,402	61,413
Reserves	18		
Total funds		175,261	104,616

These accounts have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies. For the year ended 31 December 2020 the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies. The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.

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

Approved by the board and signed on its behalf by:

**R. Sheppard**  
Trustee

# **Notes to the Accounts for the year ended 31 December 2020**

## **1. Accounting policies**

### **Basis of preparation**

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

### **Change in basis of accounting or to previous accounts**

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

### **Fund accounting**

Unrestricted funds	These are available for use at the discretion of the trustees in furtherance of the general objects of the charity.
Restricted funds	These are available for use subject to restrictions imposed by the donor or through terms of an appeal.
Transfer between funds	These are made when expenditure on a fund has exceeded the income generated
Income Recognition of income	Income is included in the Statement of Financial Activities (SoFA) when the charity becomes entitled to, and virtually certain to receive, the income and the amount of the income can be measured with sufficient reliability
Income with related expenditure	Where income has related expenditure the income and related expenditure is reported gross in the SoFA
Donations and legacies	Voluntary income received by way of grants, donations and gifts is included in the SoFA when receivable and only when the Charity has unconditional entitlement to the income
Donated services and facilities	These are only included in income (with an equivalent amount in expenditure) where the benefit to the Charity is reasonably quantifiable, measurable and material.

## **Notes to the Accounts for the year ended 31 December 2019**

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

## **Taxation**

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

## **Tangible fixed assets and depreciation**

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

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

## **Government grant**

Government grants are recognised in the profit and loss account in an appropriate manner that matches them with the expenditure towards which they are intended to contribute. Grants for immediate financial support or to cover costs already incurred are recognised immediately in the profit and loss account. Grants towards general activities of the entity over a specific period are recognised in the profit and loss account over that period.

## **Notes to the Accounts for the year ended 31 December 2020**

Grants towards fixed assets are recognised over the expected useful lives of the related assets and are treated as deferred income and released to the profit and loss account over the useful life of the asset concerned. All grants in the profit and loss account are recognised when all conditions for receipt have been complied with.

### **Trade and other debtors**

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

### **Cash and cash equivalents**

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

### **Trade and other creditors**

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

### **Pension costs**

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

### **Receipt of donated goods, facilities and services**

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

## **2. Going Concern Disclosure**

The Covid-19 pandemic has created significant operational and financial pressures on the company. Having considered the contingency plans in place, the support to businesses announced by the UK Government and having reviewed updated cashflow forecasts, the trustees consider that the adoption of the going concern basis in preparing these financial statements is appropriate.

## Notes to the Accounts

### 3. Company status

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

### 4. Statement of Financial Activities: Prior year

	Unrestricted Funds 2019 £	Restricted Funds 2019 £	Total Funds 2019 £
Income & endowments from:			
Donations and legacies			
Charitable activities	112,786	115,093	227,879
Investments	48,468	-	48,468
Other	4,704	-	4,704
<hr/>	<hr/>	<hr/>	<hr/>
Total	165,958	115,093	281,051
Expenditure on:			
Raising funds	14,532	-	14,532
Charitable activities	90,305	79,548	169,853
Other	38,800	11,405	50,205
<hr/>	<hr/>	<hr/>	<hr/>
Total	143,637	90,953	234,590
Net income	<hr/>	<hr/>	<hr/>
	22,321	24,140	46,461
<hr/>	<hr/>	<hr/>	<hr/>
Net income before other gains/(losses)	22,321	24,140	46,461
Other gains and losses	<hr/>	<hr/>	<hr/>
Net movement in funds	22,321	24,140	46,461
<hr/>	<hr/>	<hr/>	<hr/>
Reconciliation of funds:			
Total funds brought forward	39,093	19,063	58,156
<hr/>	<hr/>	<hr/>	<hr/>
Total funds carried forward	61,414	43,203	104,617

### 5. Income from donations and legacies

	Unrestricted £	Restricted £	Total 2020 £	Total 2019 £
Gifts and donations	43,574	-	43,574	43,291
Grants	89,478	241,132	330,610	184,588
<hr/>	<hr/>	<hr/>	<hr/>	<hr/>
	133,052	241,132	374,184	227,879

## Notes to the Accounts

### 6. Income from charitable activities

	Unrestricted	Total 2020	Total 2019
	£	£	£
Charitable activities carried out	35,160	35,160	48,468
	<u>35,160</u>	<u>35,160</u>	<u>48,468</u>

### 7. Income from investments

	Unrestricted	Total 2020	Total 2019
	£	£	£
Interest income	8	8	-
	<u>8</u>	<u>8</u>	<u>-</u>

### 8. Other income

	Unrestricted	Total 2020	Total 2019
	£	£	£
Rental Income	1,682	1,862	4,704
Coronavirus Job Retention Grant	729	729	-
Corporate Partnerships Income	18,000	18,000	-
	<u>20,591</u>	<u>20,591</u>	<u>4,704</u>

### 9. Expenditure on raising funds

	Unrestricted	Total 2019	Total 2019
	£	£	£
Fundraising trading costs	10,317	10,317	14,532
Fundraising Costs	<u>10,317</u>	<u>10,317</u>	<u>14,532</u>

### 10. Expenditure on charitable activities

	Unrestricted	Restricted	Total 2020	Total 2019
	£	£	£	£
Expenditure on charitable activities	51,275	228,588	279,863	161,000
Charitable activities carried out	<u>14,743</u>	<u>2,122</u>	<u>16,865</u>	<u>8,433</u>
Governance costs	<u>66,018</u>	<u>230,710</u>	<u>296,728</u>	<u>129,185</u>

## Notes to the Accounts

### 11. Other expenditure

	Unrestricted £	Restricted £	Total 2020 £	Total 2019 £
Support Costs	9,411	27,785	37,196	49,091
Bank loan and overdraft interest payable	729	-	729	-
Employee costs	1,284	10,192	11,476	-
Amortisation, depreciation, impairment, profit/loss on disposal affixed assets	2,852	-	2,852	1,114
	<u>14,277</u>	<u>37,976</u>	<u>52,253</u>	<u>50,205</u>

### 12. Net income before transfers

	2020 £	2019 £
This is stated after charging: Depreciation of owned fixed assets	2,852	1,114

### 13. Staff costs

Social security costs	9,950	-	-
Pension costs	<u>1,526</u>	<u>-</u>	<u>-</u>
	<u>11,476</u>	<u>-</u>	<u>-</u>

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

### 14. Tangible fixed assets

#### Cost or revaluation

	Office Equipment £	Motor Vehicles £	Total £
At 1 January 2020	342	10,000	10,342
Additions	5,213	-	5,213
At 31 December 2020	<u>5,555</u>	<u>10,000</u>	<u>15,555</u>

#### Depreciation and impairment

	114	8,417	8,531
At 1 January 2020			
Depreciation charge for the year	1,852	1,000	2,852
At 31 December 2020	<u>1,966</u>	<u>9,417</u>	<u>11,383</u>

#### Net book values

At 31 December 2020	3,589	583	4,172
At 31 December 2019	<u>228</u>	<u>1,583</u>	<u>1,811</u>

## Notes to the Accounts

### 15. Debtors:

	2020 £	2019 £
Trade debtors	4,150	14,192
Other debtors	<u>11,919</u>	<u>6,901</u>
	<u>16,069</u>	<u>21,093</u>

### 16. Creditors

	2020 £	2019 £
Bank loans and overdrafts	7,099	-
Other loans	3,000	-
Trade creditors	3,116	5,569
Other taxes and social security	-	-
Other creditors	<u>389</u>	<u>921</u>
Accruals and deferred income	<u>15,027</u>	<u>7,006</u>

### 17. Creditors

	2020 £	2019 £
Bank loans and overdrafts	42,901	-
Other loans	<u>-</u>	<u>8,000</u>
	<u>42,901</u>	<u>8,000</u>

### 18. Movement in funds

	At 1 January 2020	Incoming resources (including other gains/losses)	Resources Expended	At 31 December 2020
<b>Restricted funds:</b>				
<b>Restricted income funds:</b>				
	61,413	241,132	(268,686)	33,859
<b>Total</b>	<u>61,413</u>	<u>241,132</u>	<u>(268,686)</u>	<u>33,859</u>
<b>Unrestricted funds:</b>				
<b>General funds</b>	43,203	188,811	(90,612)	141,402
<b>Revaluation Reserves:</b>				
<b>Total funds</b>	<u>104,616</u>	<u>429,943</u>	<u>(359,298)</u>	<u>175,261</u>

## Notes to the Accounts

### 19. Analysis of net assets between funds

	Unrestricted Funds £	Restricted Funds £	Total £
Fixed assets	4,172	-	4,172
Net current assets	221,478	(7,488)	213,990
Creditors due in more than one year and provisions	(42,901)	-	(42,901)
	<u>182,749</u>	<u>(7,488)</u>	<u>175,261</u>

### 20. Reconciliation of net debt

	At 1 January 2020 £	Cash flows £	At 31 December 2020 £
Cash and cash equivalents	96,719	116,229	212,948
	<u>96,716</u>	<u>116,229</u>	<u>212,948</u>
Borrowing	(8,000)	5,000	(3,000)
Bank loans	-	(50,000)	(50,000)
	<u>(8,000)</u>	<u>(45,000)</u>	<u>(53,000)</u>
Net debt	<u>88,719</u>	<u>71,229</u>	<u>159,948</u>

### 21. Commitments

Operating lease commitments

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

	2020 Land and buildings £	2020 Other £	2019 Land and buildings £	2019 Other £
Operating leases with expiry date:				
<b>Pension commitments</b>		2020 £		2019 £
The pension cost charge to the company amounted to:		<u>1,526</u>		<u>-</u>
Unpaid contributions due to the fund are included in other creditors and amounted to:		<u>389</u>		<u>-</u>

## **Notes to the Accounts**

### **22. Related party disclosures**

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

**Detailed Statement of Financial Activities  
for the year ended 31 December 2020**

	Unrestricted Funds 2020 £	Restricted Funds 2020 £	Total Funds 2020 £	Total Funds 2019 £
Income and endowments from:				
Donations and legacies				
Gifts and Donations	43,574	-	43,574	43,291
Grants	89,478	241,132	330,610	184,588
	133,052	241,132	374,184	227,879
Charitable activities				
Charitable activities carried out	35,160	-	35,160	48,468
	35,160	-	35,160	48,468
Investments				
Interest income	8	-	8	-
	8	-	8	-
Other				
Rental income	1,862	-	1,862	4,704
Coronavirus Job Retention Grant	729	-	729	-
Corporate Partnerships Income	18,000	-	18,000	-
	20,591	-	20,591	4,704
Total income and endowments	188,811	241,132	429,943	281,051
Expenditure on:				
Costs of other trading activities				
Fundraising Costs	10,317	-	10,317	14,532
	10,317	-	10,317	14,532
Total of expenditure on raising funds	10,317	-	10,317	14,532
Charitable activities				
Charitable activities carried out	51,275	228,588	279,862	161,000
	51,275	228,588	279,863	161,000
Governance costs				
	14,743	2,122	16,865	8,853
	14,743	2,122	16,865	8,853
Total of expenditure on charitable activities	66,018	230,710	296,728	169,853
Other expenditure				
Support costs	9,411	27,785	37,196	49,091
Bank loan and overdraft interest payable	729	-	729	-
	10,140	27,785	37,925	49,091
Employee costs				
Employer's NIC	1,284	8,666	9,950	-

**Detailed Statement of Financial Activities  
for the year ended 31 December 2020**

Pension costs	0	1,526	1,526	-
	<u>1,284</u>	<u>10,192</u>	<u>11,476</u>	<u>-</u>
General administrative costs, including depreciation and amortisation				
Depreciation of Office Equipment	1,000	-	1,000	1,000
Depreciation of Motor vehicles	-	-	-	-
Depreciation of	<u>1,852</u>	<u>-</u>	<u>1,852</u>	<u>114</u>
	<u>2,852</u>	<u>-</u>	<u>2,852</u>	<u>1,114</u>
Total of expenditure of other costs	<u>14,277</u>	<u>37,976</u>	<u>52,253</u>	<u>50,205</u>
Total expenditure	90,612	268,686	359,298	234,590
Net gains on investments	-	-	-	-
Net income	98,199	(27,554)	70,645	46,461
Net income before other gains/{losses})	<u>98,199</u>	<u>(27,554)</u>	<u>70,645</u>	<u>46,461</u>
Other gains	-	-	-	-
Net movement in funds	<u>98,199</u>	<u>(27,554)</u>	<u>70,645</u>	<u>46,461</u>
Reconciliation of funds:				
Total funds brought forward	43,203	61,413	104,616	58,156
Total funds carried forward	<u>141,402</u>	<u>33,859</u>	<u>175,261</u>	<u>104,617</u>



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Thank you for reading

