"Hounslow is very committed to its partnership working with HAY and this has been another successful year. Without HAY's support and commitment children, young people and families within the west area of the borough would not have access to the quality provision and support which allows them to develop and improve their life chance.

As always, it has been a pleasure and Hounslow looks forward to working with HAY in the coming year."

Michael Marks, Assistant Director of Education & Early Intervention, London Borough of Hounslow

HOUNSLOW ACTION FOR YOUTH

ANNUAL REPORT

YEAR ENDED 31/03/2014

OPENING DOORS TO NEW POSSIBILITIES

A few words from the Chairman

For more than a decade, HAY has provided support from pre-school to young adulthood and beyond, with an emphasis on prevention through early intervention.

In 2013/14 we introduced new programmes focusing on troubled families, parenting and weekend activities. This fulfilled our long-term aim to be open (apart from Bank Holidays) six days a week, 51 weeks a year.

We would like to acknowledge the support of the local authority in making these new programmes possible.

Anti-social behaviour, crime, truancy, poor educational attainment, unemployment, gang culture, reliance on benefits, drug and alcohol abuse, family breakdown, teenage pregnancy; these are just some of the very long list of issues that commonly face children, young people and families on the estates around the Hanworth Centre, where HAY's projects are based.

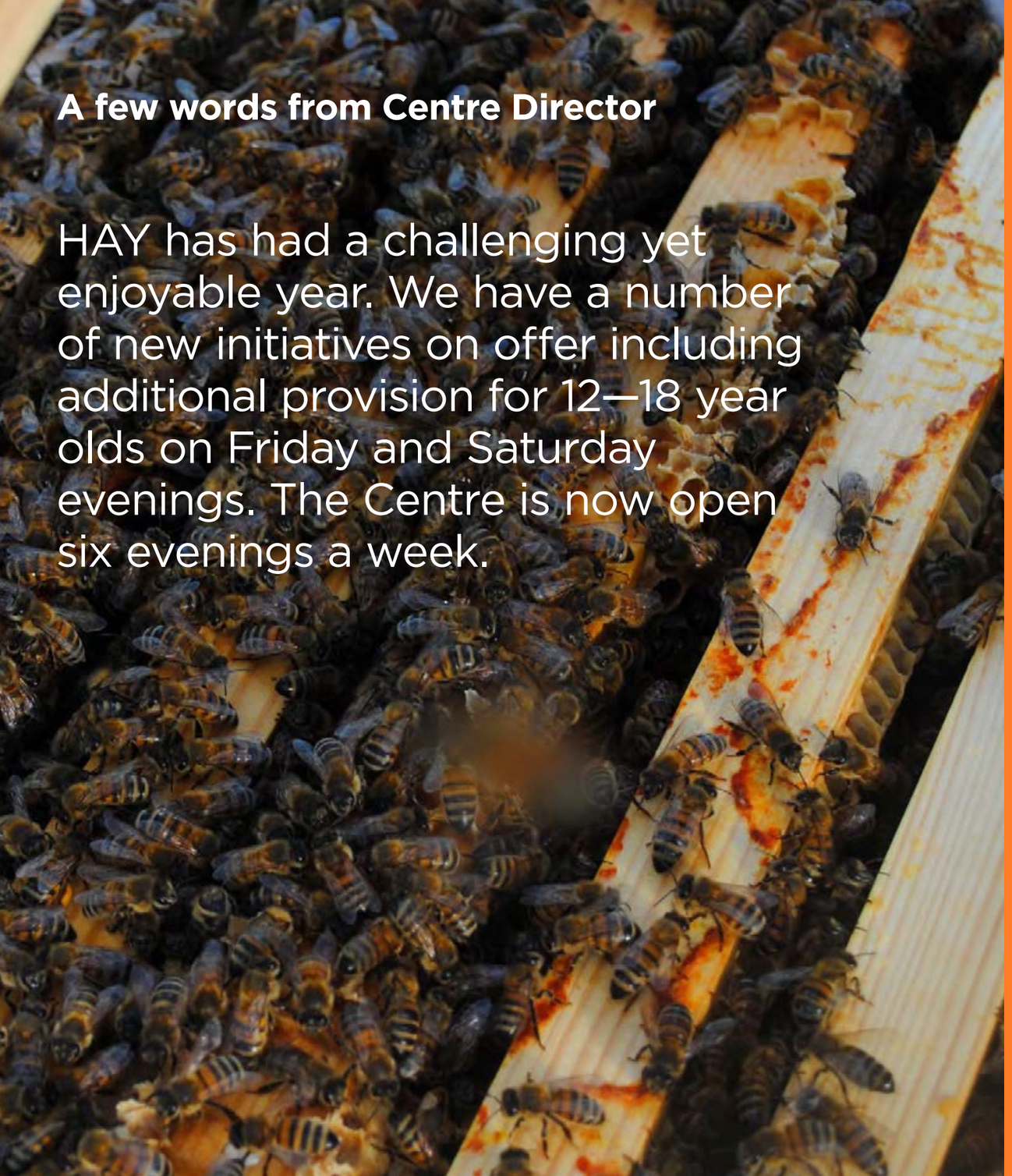
The latest Income Deprivation Affecting Children Index (IDACI) published in 2010 shows that the ward in which the Hanworth Centre is situated is ranked in the lowest 7% in the country.

The Centre continues to thrive as a hub for the community – a safe and inviting space for all generations. Measured by footfall, use of the Centre for HAY's activities increased by 4.2% in 2013/14.

Last year we used 19% of our reserves to run some of the activities, and have a commitment by the board to ensure all our programmes continue to be delivered and expanded in 2014/15 to meet the growing need. We will continue to invest our reserves working towards maintaining six months operational reserves in the future.

As ever, on behalf of the Committee I would like to thank Debbie Hughes, our Centre Director, and her team for their dedication and upholding of the HAY ethic.

David Kaye



A few words from Centre Director

HAY has had a challenging yet enjoyable year. We have a number of new initiatives on offer including additional provision for 12—18 year olds on Friday and Saturday evenings. The Centre is now open six evenings a week.

Key Achievements and Successes

HAY has **38 staff**, of which 6 are full-time, 2 part-time and 30 are sessional youth workers. This year we said goodbye to Glen Thomas, the Bedfont and Feltham Junior Youth Inclusion Project (JYIP) Manager and we welcomed Bhavini Kotecha who replaced Glen in February. She has spent her time building relationships with families and professionals as well as taking the project to new heights. New sessional workers on the various youth programmes have brought skills that have allowed the young people to take part in a number of different activities including music production, playing instruments and beekeeping. Siobhan Donoghue has re-joined the team as a consultant to work on a variety of projects, which focus on health and well-being.

Due to the demand for activities over the weekend, **'The Weekender'** was launched in December 2013. John Hepple is the new manager for this club. John and his team have developed a programme of activities that complement both The JAM (formerly Senior Youth Club) and the Young Women's Group at the Centre.

The Beekeeping Project is an exciting new venture for HAY and the Hanworth Centre, also managed by John Hepple who has already been successful in raising funds to help towards making it sustainable. The hives, suits and other start-up equipment were purchased from funds raised by the Roehampton Golf Club – Ladies Section, £2,850 which we were most grateful to receive. The hives were placed on our allotment and young people have been trained to look after them. The Queen Bee arrived mid-April and we all look forward to the harvesting and sampling of the first batch of HAY's Honey later in the year.

We have **expanded our partnerships** with the NSPCC and additional schools wishing to refer young people to HAY's Junior Youth Inclusion Project. This year also saw the development and introduction of Early Help Hounslow (EHH) within the Early Intervention Service. It is a new service with the focus being on supporting the family rather than individuals.

You will read about further developments with the various Clubs and Projects as you go through this year's Annual Report, which again would not be possible without such a passionate and dedicated staff team.

BREAKFAST CLUB

The Breakfast Club helps to address children's social or behavioural difficulties and, in some cases, ensures school attendance from those who would otherwise be truanting, with or without their parents' knowledge.

We offer quality care and support by providing a nutritious breakfast to children from Oriel Academy West London. We ensure that they learn about healthy eating and the important role it plays in aiding concentration at school.

We run workshops on personal hygiene, road safety and other topics which promote health and well-being. After breakfast they participate in sports, creative activities and cooking. Our staff can assist with homework if required.

A unique feature of our Breakfast Club is that we can also pick children up from home and take them to school after the Breakfast Club session, assisting parents to get to work or training on time. This year 12 children took advantage of this offer.

In 2013/14

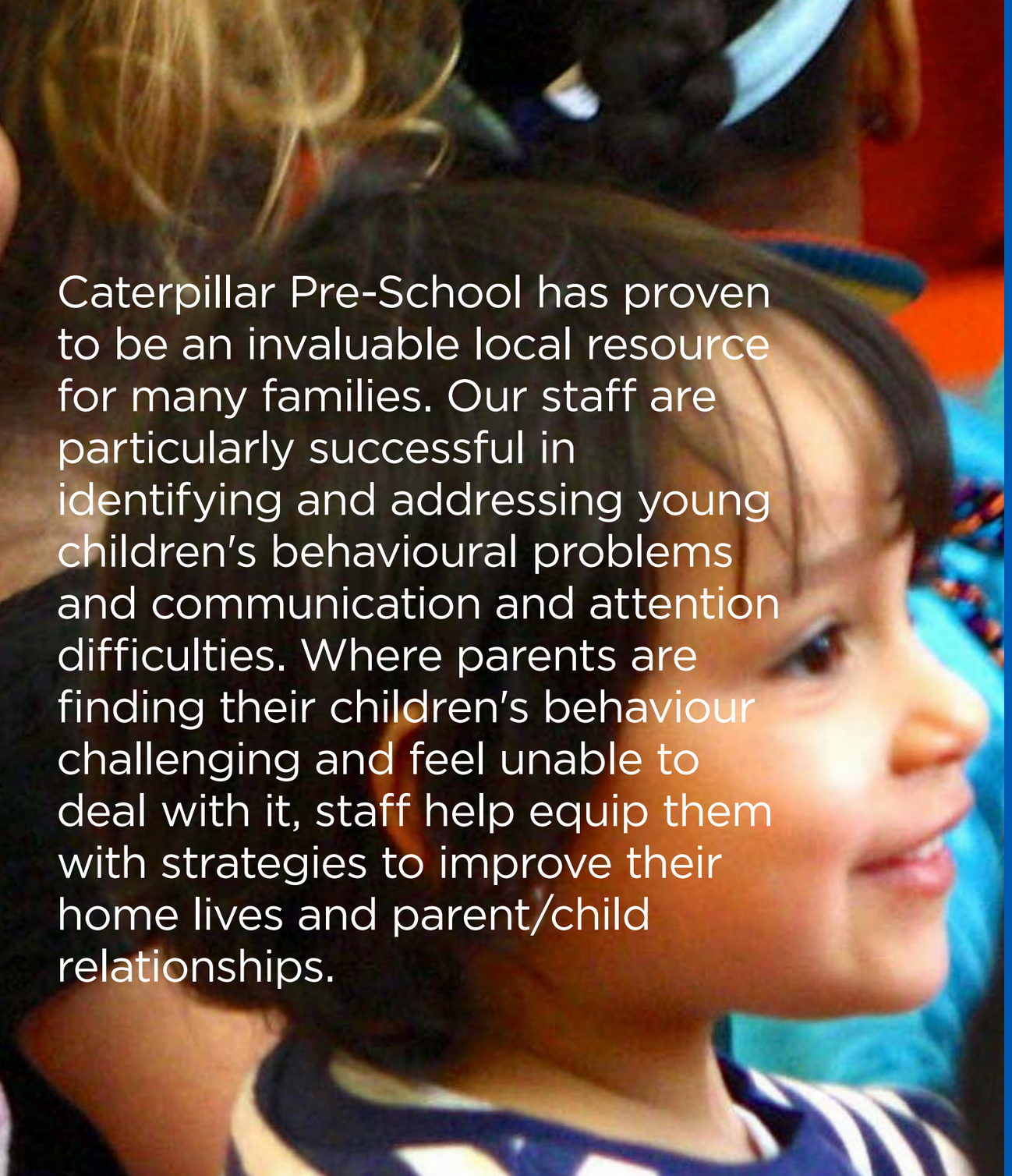
30 children were on the register

15—18 children attended each day

75% had mothers who were working or gaining necessary education to return to work

60% of children were referred by the borough's Early Intervention Team

CATERPILLAR PRE-SCHOOL



Caterpillar Pre-School has proven to be an invaluable local resource for many families. Our staff are particularly successful in identifying and addressing young children's behavioural problems and communication and attention difficulties. Where parents are finding their children's behaviour challenging and feel unable to deal with it, staff help equip them with strategies to improve their home lives and parent/child relationships.

Early intervention is vital to ensure children are given a solid foundation on which to build their future learning and life skills. Almost half our children have English as a second language, some having no English at all when they first attend. We continue to work closely with Hounslow's Early Years and Childcare Team. This ensures that children who need it receive one-to-one support at the Centre, and/or referrals for Speech/Language Therapy and diagnosis of specific learning difficulties. To address the range of needs, we work with children in small groups to develop social skills, behaviour management strategies and to overcome language and communication difficulties.

Last year, we were awarded a grant of £5,000 from the London Borough of Hounslow Early Years and Childcare Team, in recognition of our commitment to early intervention work.

Part of this was used to create a "Quiet/ Sensory Room" to enhance the environment for one-to-one support activities within the pre-school. This is now an integral part of our provision.

We have introduced a system whereby parents can make an appointment with their child's keyworker to discuss their progress or any concerns related to parenting. This allows us to offer targeted advice and support. Fact-sheets on childcare are always available and we encourage parents to come and share their experiences at the Centre's weekly Parenting Group, where they can also engage with other parents.

In 2013/14

31 children attended the Caterpillar pre-school

46% had English as their 2nd language

10% received one-to-one support for specific needs

50% received 2-Year Old Funding until they were old enough to receive EEE Funding

65% received Early Education Entitlement Funding

2% required HAY Bursary Funding

JUNIOR YOUTH INCLUSION PROJECT

The Junior Youth Inclusion Project (JYIP) supports children and families who have been referred to HAY by other agencies. In many cases, the children are at risk and come from families that are considered 'hard to reach'. These children and families have multiple problems including parents or siblings in prison, drug or alcohol abuse within the family, lack of positive parenting, inability to control anger and emotions, bullying or being bullied, displaying anti-social behaviour and an inability to communicate with adults. We engage young people from Hanworth, Bedfont and Feltham.

Hanworth JYIP now works in partnership with The Study Zone to offer a free Homework Club. It started in September and has been very beneficial, especially to those who those who had never completed homework before. Parents and teachers have also commented on how those who no longer struggle to do it have gained a sense of achievement.

This year the JYIPs implemented two new measuring outcomes; a target sheet, which is an adapted version of the report card, and a book called "About Me". Each young person receives one and it is used to capture their journey through the JYIP, as well as any other achievements and memories they want to record. These new initiatives are helping to raise the young people's sense of self-worth.

The Youth Forum has continued to grow with new members being nominated. Consulting young people helps us adapt the programmes on offer, making them specific to their needs. Both JYIPs run workshops on subjects such as personal hygiene, respect, cultural awareness, bullying, anger management, managing emotions and internet safety.

The Family Support Project has continued to be a success this year. Working with parents has had a positive impact on the whole family. We had a day-trip to Northolt Hills, which proved to be the best outing of the year. Young people and parents really bonded outside their usual environment. We had a picnic, played group sports and spent lots of time with the families; feedback was positive all round.

The London Borough of Hounslow Innovation Fund has awarded HAY £6,500 to develop more structured work with families and to take them on a residential programme. This work began in February and the residential will take place in July 2014.

In 2013/2014

90 children participated in the JYIP. None of them was on the Feltham Anti-Social Behaviour Action Group (FASBAG).

In Hanworth, schools and parents reported that the children are much more positive and confident about school since getting support from the Homework Club.

In Bedfont and Feltham, 37 parents engaged with family support and and both they, and their children, reported that they have seen a huge improvement in their family life.

Schools reported an improvement in attendance from children on the JYIP.

FUNZONE

FunZone provides a diverse range of activities for local children aged 7-11, both in term time and during the school holidays. The children have a range of issues, including special needs such as autismv, ADHD and non-specific learning difficulties. Several are in the care system. The club has recently developed a programme of home visits which has helped children and their families to trust the FunZone staff, which in turn helps to make our work more effective.

This has been an exciting year as the children were offered the opportunity to learn how to play musical instruments. They loved learning to play the drum kit as well as the recorder. One child was nominated for, and won, an award at the Youth Achievement Awards for their commitment and achievement in learning the drums.

Off-site trips included attending two concerts in London organised by London Music Masters. These were greatly enjoyed; watching children of their age perform in an orchestra and as solo artists helped them to see what they could achieve. They also attended a kid's comedy show, went on the London Duck Tour and went to the Tower of London. The children loved the trips, which also helped them understand how to travel safely in and around London.

In addition, the weekly coffee mornings continued for parents, enabling us to deliver parenting skills advice in a non-threatening way. These sessions help us to build bridges with families and have a positive outcome for the children.

All these activities have enabled FunZone staff to help children with their social interaction, behaviour patterns and self-awareness. The children feel able to talk to staff who in turn support and encourage them with problem solving.

In 2013/2014

116 young people were registered as members of the FunZone

79 boys 37 girls

The diversity was 31% BME

FREEDOM CLUB

The Freedom Club supports young people aged 11 to 13 at a particularly vulnerable and challenging time in their lives, including their transition from primary school to secondary school. This is a time when they are especially susceptible to being drawn into truancy, bullying, anti-social behaviour, drug and alcohol abuse and gang involvement.

This year Freedom Club members had the opportunity of working with City Year on the Young Heroes Programme and with the Dog's Trust, who delivered a session about abandoned dogs. Both programmes helped young people to broaden their outlook on aspects of life they had not previously considered.

They also participated in workshops on cooking from scratch, health and safety and food hygiene, learning to play drums and keyboard. They did indoor and outdoor sports and played card games with staff. The latter definitely helped to build a rapport with the young people and taught them how to lose gracefully and how cheating is not fair play

Some members of the Freedom Club showed an interest in becoming youth workers and have started working towards an AQA qualification in Youth Leadership. They now attend the FunZone sessions as leaders under the supervision of a nominated staff member, and plan and action sessions with the FunZone children. We have seen an increased level of confidence, leadership and organisational skills from these young people, one of whom won an award at the Youth Achievement Awards.

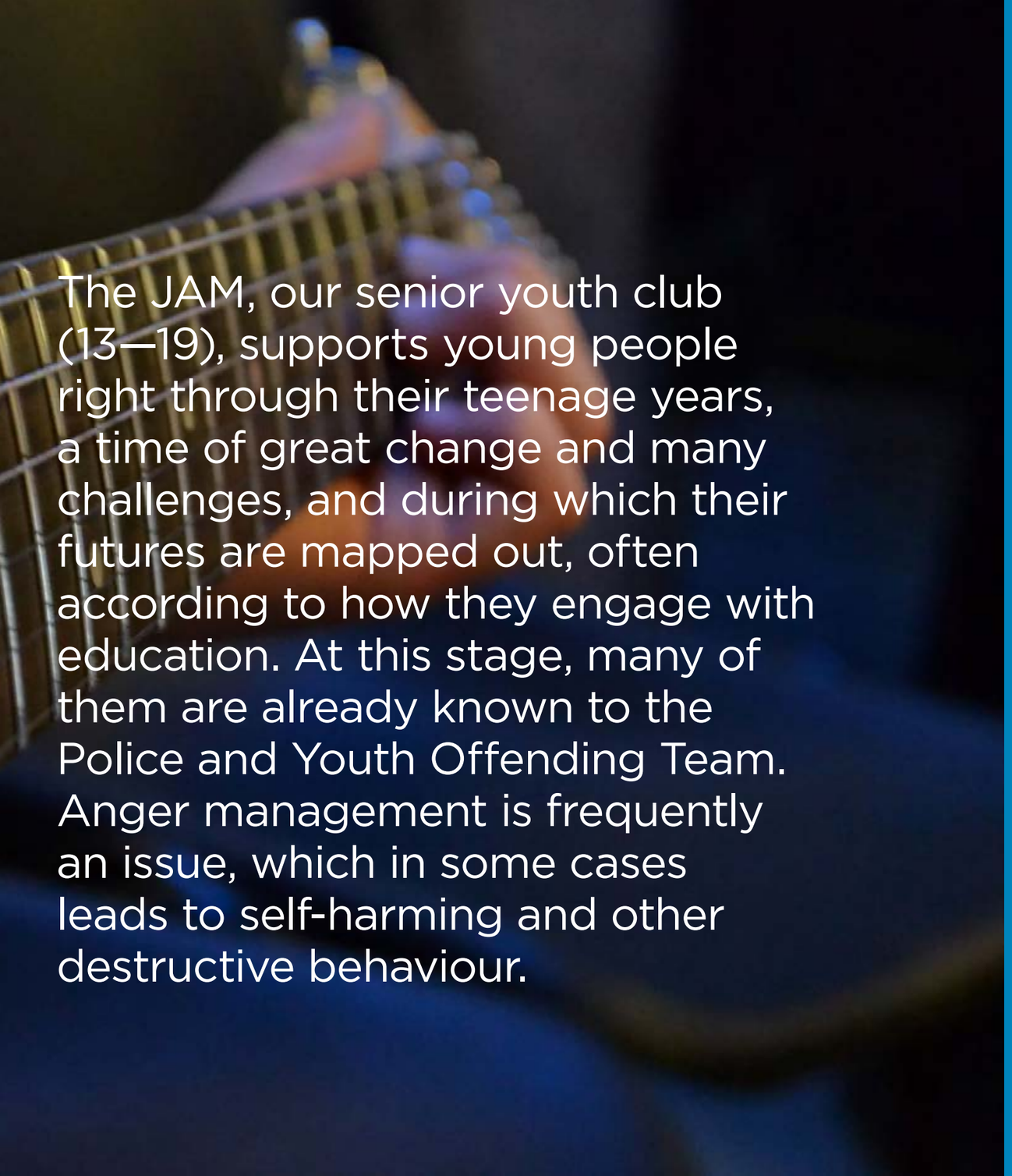
In 2013/2014

20 young people were registered as members of the Freedom Club

60% male 40% female

The ethnicity of the group was 100% White British

THE JAM



The JAM, our senior youth club (13—19), supports young people right through their teenage years, a time of great change and many challenges, and during which their futures are mapped out, often according to how they engage with education. At this stage, many of them are already known to the Police and Youth Offending Team. Anger management is frequently an issue, which in some cases leads to self-harming and other destructive behaviour.

We have continued to provide a range of social, educational and recreational opportunities throughout the year which enabled our members to learn, make positive changes to their lives, achieve their potential as individuals and make a positive contribution to their community.

They have had access to the Duke of Edinburgh's Award, Open College Network Awards, and issue-based workshops on a wide range of subjects. We also offered one-to-one support relating to housing, advocacy, community safety and school exclusions.

Over the year the JAM was able to sustain and grow the Duke of Edinburgh's Award from last year's initial project. Ten young people completed the full Bronze Award and, for the first time, three completed the full Silver Award.

The JAM secured £3,300 National Heritage Lottery funding for the 'Our Voices' Heritage Project. This can be seen on display at the Centre and represents intergenerational work across the user groups from JYIP through to the Over 50's Club.

The Young Women's Project was piloted thanks to £5,000 funding from 'Inspire Hounslow', a local charity, and has been a great success. The project responded to the particular needs of these "at risk" young women and raised their self-esteem and self-awareness, giving them strategies to deal with and address the issues of sexual violence within the community.

Since the Weekender started this year there has been over a 100% increase in youth provision for young people aged 13-19.
The Hanworth Centre now hosts the West Area Anti-Social Behaviour Action Group. This group is the key driver in identifying Anti-Social Behaviour (ASB) within the local community and working in partnership with us, and others, to implement strategies to reduce ASB in the west area of Hounslow.

In 2013/2014

The JAM staff worked with 349 individuals

68% male 32% female

The diversity of the group was 53% BME

25 young people had learning difficulties/special needs

THE WEEKENDER

The Weekender complements The JAM weekday youth provision and concentrates on leisure and recreational activities for local young people aged 13 to 19.

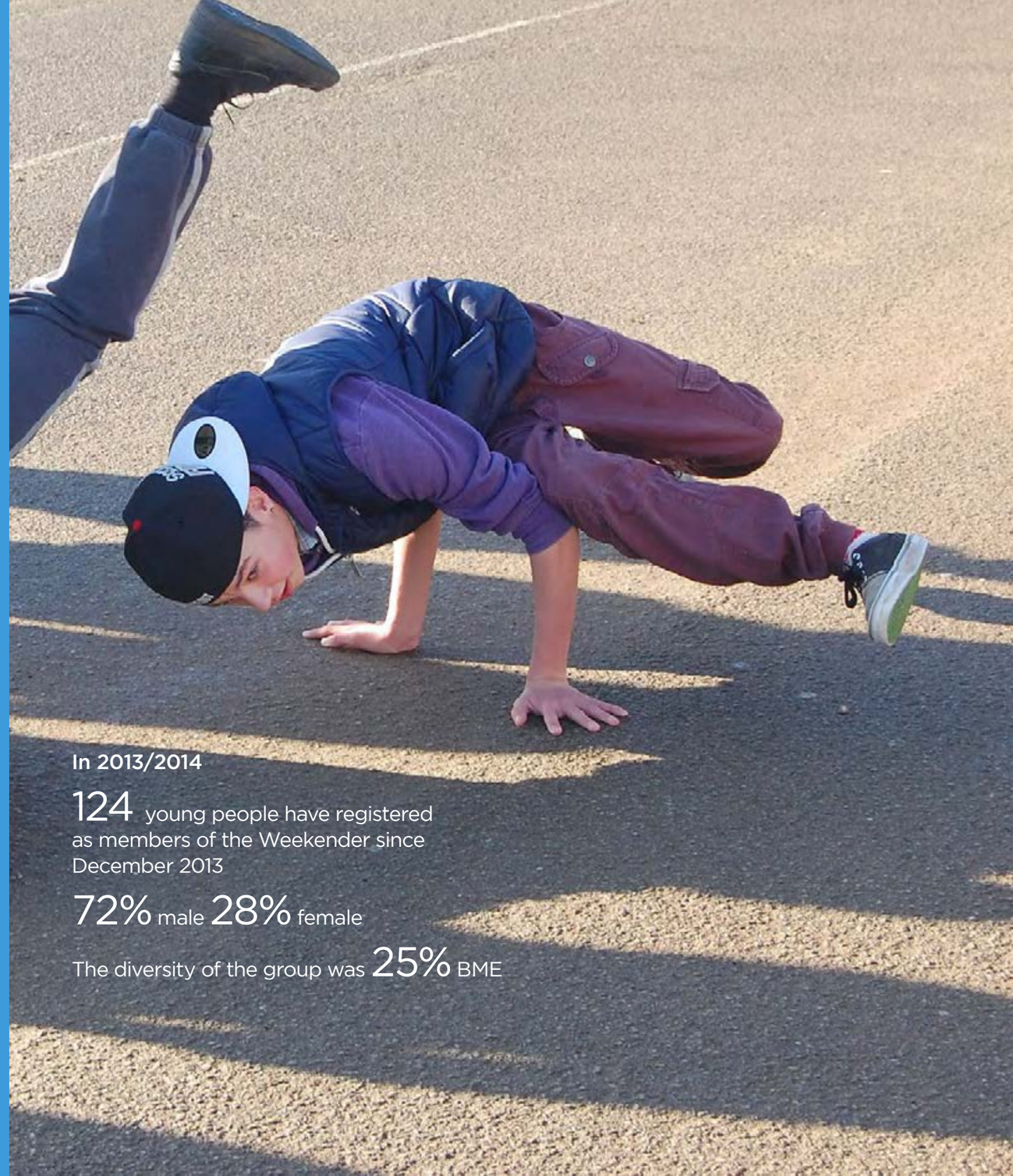
The Weekender started in December 2013 and since then we have delivered two major pieces of youth and community work; a weekend residential for 12 young people in Kent, and involvement in the planning and delivery of HAY's Community Fun Day.

They have access to the Duke of Edinburgh's Award, with considerable success. (See The JAM section for more detail). We also focus on developing issue-based work such as life skills and positive choices.

The Weekender is the point of contact for all groups to access the Beekeeping and Allotment projects. We plan to develop Eco projects and recycling at the Hanworth Centre, extending the allotment and beekeeping provision into 2015 and beyond.

Plans for 2014/15 are to develop science clubs, hobby electronics support and practical DIY skills for young people and we will be seeking support from funders to ensure these activities become available.

The West Area Anti-Social Behaviour Action Group are concentrating on leisure activities as a way of introducing young people to educational and hobby opportunities, from May 2014, The Weekender is offering free football coaching on Friday evenings that can lead to an F.A. coaching badge.



In 2013/2014

124 young people have registered as members of the Weekender since December 2013

72% male 28% female

The diversity of the group was 25% BME

At Connexions we focus on offering training and qualifications that help young people find employment.

Through partnership work with Fusion Leisure, seven young people successfully qualified as Pool Lifeguards. HAY also secured twenty places for forklift training. So far, nine young people have their Reach and Counterbalance Forklift Licences. Six of the successful candidates have progressed onto work in the warehouse and distribution sector.

We ran a summer programme that supported 41 young people in achieving accreditations; courses included Getting into Childcare, Manual Handling, Food Hygiene, Health and Safety and First Aid.

Workw!se continued as part of the commissioned service to encourage 16-19 year olds who have left school with no qualifications into education, training or employment. We help them to tackle a wide range of issues including poor family relationships, teenage pregnancy and dealing with the care, benefits and judicial systems. Programmes were delivered which use Neuro Linguistic Programming (NLP) to change young people's mind-set and teach them techniques which to raise selfesteem, aspirations and improve their health and wellbeing. This service has also been extended to offer one-to-one sessions for those who require additional support.

Life Choices was facilitated for the seventh consecutive year. The programme is designed to inform young women about the realities of having a baby and the impact it would have on their lives. As part of the programme this year we focused on healthy relationships as part of the 'A Call to End Violence against Women and Girls' agenda.

In 2013/2014

149 young people received careers information, advice, support and guidance

21 moved into employment or apprenticeships

21 completed the Life Choice Programme

50 engaged in WorkW!se programmes and services

Treasurer's report

A challenging year financially, yet all activities were maintained and new programmes were started.

Anticipating a 15-20% reduction in our income, we committed reserves to meet hat shortfall. This enabled us to continue to expand our activities, even though income was lower, and expenses (excluding amortisation) 20% higher, than in 2012/13.

Net operating income fell from £29,000 in 2012/13 to a shortfall of £154,000 in 2013/14. Revenue reserves fell by 19%.

The fall in income of £80,000 can be fully explained by the one-off London Borough of Hounslow grants in 2012/13.

The increase in our expenses, of £102,000 is spread fairly evenly across a range of existing activities, plus the introduction of the Weekender and the need to increase the administrative and technical support at the Centre.

The "Footfall" (number of discrete visits, e.g. 1 person visiting 20 times during the year is a footfall of 20, not 1) for HAY managed programmes increased by 7.2% to 20,200 in the year.

In aggregate, revenue reserves at 31 March 2014 plus forecast income in 2014/15 covers 15 month's forecast total expenditure. However, removing London Borough of Hounslow funded programmes, HAY's ability to finance its own programmes falls to 6 months. This is because, although some programmes are fully-funded, others are not and are supported from our unrestricted reserves.

Starting in the 3rd quarter, we plan to invest unrestricted reserves to appoint a full time fundraiser and strategically develop additional income streams to sustain the charity and support the programmes in the future. In addition, we are committed to allocating reserves to fund any shortfalls of our current programmes for the year ahead.

Summary Results for the year ended 31 March 2014:

Revenue £460,241
LBH
Grant-giving Foundations
Hanworth Centre
Individuals & subscriptions
Investment Income

Operating Costs £614,236
Staff and Projects
Activities
Premises
Support and Administration

Revenue Reserves £664,845
Restricted
Designated
Unrestricted

A Big Thank You

Many organisations and individuals make our work possible. We send an enormous thank you to them all for their donations & support in 2013/14:

Help a Capital Child
Goldsmiths' Company Charity
J Paul Getty Jnr Charitable Trust
Heritage Lottery Fund
Roehampton Golf Club (Ladies Section)
Anonymous Trusts

Bedford Park Neighbourhood Watch
Connexions
Crane Park Children's Centre
HCN Hounslow
Early Years Development and Childcare Partnership
Extended Services Co-ordinator
Feltham Arts Association
Feltham Community College
Fusion Leisure
Hounslow Adult & Community Education
Hounslow Children's & Adult's Services
Hounslow Early Intervention Service
Hounslow Homes
Hounslow Police
Inspire Hounslow
London Borough of Hounslow
Oriel Academy West London

Hanworth Centre
64 Hounslow Road
Hanworth
TW13 6QQ

020 8898 0892
info@hanworthcentre.org

www.hanworthcentre.org

Registered Charity No.
296372

Company Ltd by Guarantee No.
2081759

Auditors
Counsells

Committee Members

Chairman and Treasurer
David Kaye

Deputy Chairman
Arthur Moore

Secretary
Carol Moore

Susan Bindman
Richard Carr
Margaret Hopper
Louise Kaye
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HAY Hounslow Action for Youth

London Borough of Hounslow