Hounslow Action For Youth

INTERIM IMPACT REPORT 2023-2025

Introduction

Hounslow Action for Youth (HAY) is pleased to present this Interim Impact Report covering the period 2023–2025. A full impact report will be published in Summer 2025, once all programme data is fully coded, analysed, and assessed.

This report provides an overview of how we've responded to the evolving needs of children and young people in Hounslow, particularly those affected by poverty, trauma, special educational needs, and complex family circumstances. We deliver free, high-quality, trauma-informed youth work both in-person and online, rooted in the communities we serve.

Who We Are

HAY is an award-winning youth charity delivering intensive support to disadvantaged young people aged 7–25 across Hounslow. Our approach combines one-to-one support, group work, and family engagement, grounded in evidence-based practice and partnership working.

Where We Work

We operate across Feltham, Bedfont, and Hanworth—areas ranked in the 20% most deprived neighbourhoods in England (IMD 2019). These areas are defined by fragmented urban development, major transport infrastructure, and a lack of accessible youth services (Hounslow Council West of Borough Local Plan Review 2021). Our services provide a vital lifeline for children, young people, and their families navigating these challenges.

How We Work

- Trauma-informed, whole-family approach
- Delivered in community spaces, schools, and online
- Accessible through minibus transport for young people with disabilities or complex needs
- 6-day service delivery, including evenings and weekends

Our Journey

HAY was founded in 2000 when a coalition of families, staff, and volunteers transformed a disused council building into a thriving community youth centre. This centre now includes:

- Dance, music, and art studios
- IT learning suite
- Outdoor multi-use games area and allotment
- Pre-school space, breakfast club kitchen, and sensory garden

Over the past five years, we have:

- Relocated to three strategic hubs in Hanworth, Feltham, and central Hounslow, creating a robust triangle of access
- Adapted to community needs through telephone support, home visits, and digital services
- Scaled partnerships, leveraging £212,305 in in-kind support, enabling wider reach and higher impact

Partners we have worked with in the reporting period

Statutory Partners

- Lampton School
- Chiswick School
- Heston Community School
- Reach Academy
- Hounslow Council
- Hounslow Social Care
- Hounslow Leaving Care Team
- The Bridge Primary Centre

Corporate Partners

- Apple
- Chiswick Business Park
- Hounslow Treaty Shopping Centre

Community Groups

- Centre for Human Development
- Afghan and Central Asian Association

Literacy, Arts and Cultural Organisations

- Women's Prize for Fiction
- BBC Short Story Prize
- Faber Academy
- Vanguard Editions
- Calverts
- Chiswick House & Gardens
- Kew Gardens
- Hogarth House
- Feltham Arts
- Chelsea Physic Gardens

In-Kind Value

The in-kind value levered from these partnerships has been calculated at £212,305.

Social Return on Investment

Based on our 2023–2025 interim data, we had an estimated Social Return on Investment (SROI) of approximately £7.28.This means that for every £1 spent, the organisation generates around £7.28 in social value—through outcomes like improved mental health, increased social connection, educational engagement, in-kind support, and volunteer contributions.

Our Reach and Services

- 770 young people supported annually
- Services delivered from 8 strategically placed centres across Hounslow
- Minibus transport ensures access for young people with complex needs and disabilities
- 6-day service delivery: after school on weekdays and Saturdays

Key Projects and Programmes

1 Youth Bonds Project

A high-intensity referral programme for 100 young people aged 7–12 with learning, behavioural, and emotional challenges.

Support includes:

- 1:1 key worker sessions
- Group workshops on gangs, online safety, emotional regulation
- Eco-therapy and forest school sessions
- Home-school liaison
- Parental support and training
- Speech and language development

Speech and Language Support Extension
Due to increasing demand, the Youth Bonds project expanded to serve children aged 7–8 experiencing:

- Regression in language and social development post-pandemic
- Selective mutism
- Separation anxiety

We deliver:

- SLT-led parent groups
- Home-based keyworker sessions
- Transition support for children moving between educational settings
- Advocacy for parents communicating with schools

Youth Bonds Case Study

Alissa lives with her stepmother and father. She has experienced significant childhood trauma, having been removed from her mother's care—alongside her sister—and placed with her father. Alissa struggles to manage her emotions, carrying many unanswered questions about her early life.

She became a school refuser and, for 18 months, was without an appropriate educational placement. During this time, Youth Bonds was the only setting where she could engage socially with peers. Through our support, Alissa began to rebuild her confidence and develop the emotional regulation skills needed for reintegration into education.

We worked closely with her to support school readiness, while providing a safe and consistent environment where she could begin to form secure attachments. Alissa is now thriving in a school that understands and meets her needs. She has developed strong, trusting relationships and is doing well.

2 Agents for Change: Young Women's Writing Project

- 160 young women engaged annually.
- 75% with complex emotional needs, 10% care leavers, 80% BAME through 223 group writing workshops and 226 one-to-one mentoring sessions. 64 participants published their work. The young women created two anthologies and read their poems in 46 performance sessions across London. Overall, the project reached an audience of over 5,000 people through online and offline performance sessions.
- Delivered in partnership with award-winning authors

'Writing really helps me to understand myself and my situation. You know, when people say all the answers or whatever. Sometimes you don't know what you know. And then when you have it like written down, and you realise like, oh, actually, this is what I think.'

Poppy *(pseudonym) said the project helped her to 'let out intense emotions and understand herself better.'*

Isabella *(pseudonym) found that writing at YWW helped her to address her anxieties. A space to 'pause, think and reflect calm down.'*

'Starting to write helped me find the endurance for me to release or let out what has been kept in myself. It is a new step to understand myself.'

'It was a way for me to improve my anxiety. And it helped me express myself. … for like, if you are able to look at the world from a different lens, then you can see then that's a way of like improvement, and you're able to think differently about stuff. And that's a good way of looking at life, I think.'

Writing Workshops and mentorship

Group Workshop
One facilitator, 2-10 young women

Inspiration
- Work on one topic each session (e.g.. gender womanhood, power, self-care)
- Write in a group
- Teach writing techniques and styles

Celebration
- Share their work
- Exchange feedback
- Express feelings
- Build Connections

IF NEEDED

One-to-one Mentoring Sessions (121 Sessions)
One mentor and one mentee

Specific writing needs
- Teach writing techniques and styles
- Prepare for writing competitions, publications and performance

Specific emotional needs
Role models and emotional bonds

Editing and Improving

Professional Editors and Writers
- Feedback from facilitators and mentors
- Feedback from peers
- Feedback from editors

Editing team (Young Women) Funded by Apple
- Shadowing professional editing team
- Anthologies (submission reviews, cover designs, etc.)

Performing

Perform in group workshops

Performance of poems across London

Performance of poems at Apple Store

Publications
- Anthologies
- Literacy Magazines
- Online
- Writing Competitions

A self-completion questionnaire was administered to young women to gather their feedback on each writing session, especially their feelings and self-evaluations (responses: 147). Writing facilitators and mentors were invited to fill out a self-completion questionnaire and monitor the young women's writing progress (responses: 224). Matilda Carnegie, a social researcher at HAY, completed a Literacy Development Report and analysed the writing of 44 participants. We developed a set of writing evaluation scales for this project.

Using a mixed-methods approach, the evaluation aims to produce an evidence-based narrative to help test this project model and explain how and why changes occurred. We used content and discourse analysis to study the interview and focus group data, and descriptive and multivariate statistical analysis to study the survey data. Overall, data were analysed through an iterative process and triangulated across sources and methods.

- 95% of the participants felt better about themselves. From the perspective of the group facilitators, most of them confirmed that participants were **comfortable** and at ease during the group sessions.
- 85% found that the writing sessions were **helpful** in terms of reflecting on and expressing their emotions
- 70% of participants felt **more confident** about their writing and core skills

"Comfortable"

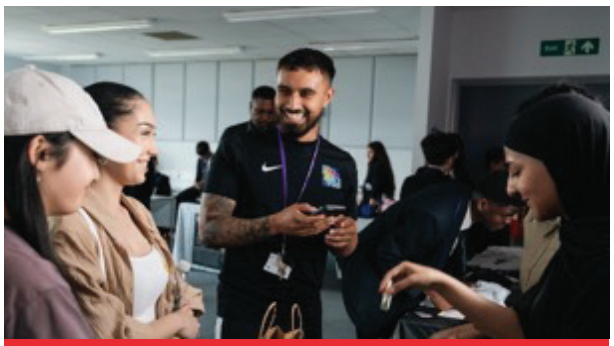
"Helpful"

"Confident"

3 Youth Enterprise Project

Accredited enterprise programme for young people with SEN and mental health needs.

- Delivered with Ultra Education and supported by Apple's Made in Ldn team
- Accredited by ASDAN
- 80% of participants launched a business idea during our event at the Treaty Centre



Case Studies

- *LA, a refugee with PTSD, developed a digital journal business inspired by her therapeutic use of writing.*
- *A, had been out of education since the age of 14, to enroll in a foundation course at college. This year, she successfully completed her first year. We also helped her parent secure an autism assessment, ensuring A receives the support she needs to continue engaging in her education*

4 Healthy Families Allotment

A therapeutic environment for families to engage in horticulture, growing vegetables, eggs, and honey. Data on this project will be provided in autumn 2025.

5 Volunteer Recruitment & Support

- 200 volunteers annually
- Supported by Volunteer Coordinator and consultant-led training
- Volunteer roles across youth work, research, marketing, and operations

Thriving Minds Wellbeing Programme

Funded by the UK Youth Fund, our Thriving Minds project has enabled us to provide a programme of wellbeing support for our youth workers as well as specialist training and coaching. Many of our cases are complex and involve young people with high level needs such as Tier 3 mental health difficulties, children in need, etc.

Impact: 92% of youth workers reported increased knowledge and improved mental health, enabling them to better support the complex needs of young people.

Monitoring and Evaluation

We use the Short Warwick Edinburgh Mental Wellbeing Scale (SWEMWBS) and the Brief Resilience Scale (BRS) to evaluate impact.

Outcomes Summary (2023–2025)

Overall across all our projects, the outcomes are:

Young People

- 90% improved emotional wellbeing
- 85% reduced loneliness and isolation
- 74% increased self-esteem
- 88% improved behaviour at home, school, and in community
- 76% increased positive peer and family relationships
- 85% increased social networks
- 80% reported increased motivation
- 82% reported increased career aspirations

Mental Health & Wellbeing Outcomes (SWEMWBS):

- 35% increase in optimism about the future
- 75% reported feeling more relaxed
- 100% reduction in reported social disconnection

Resilience Outcomes (BRS):

- 50% improvement in stress management skills
- 80% gained confidence in handling challenges

Parents

- 92% improved parental skills
- 79% improved family relationships
- 99% increased confidence in supporting children awaiting statutory support

Youth Ambassadors

Six Youth Ambassadors who are beneficiaries act as a youth advisory group and steering group for projects. They co-develop our monitoring and evaluation methodologies to ensure they are youth-focused. They also consult with young people and feed back to the management team and trustees.
They have lived experience of disability, unaccompanied minor/refugee, neurodivergent, LGBTQ+, Black/minoritized.

Impact: 87% of Youth Ambassadors enhanced their confidence, problem-solving, and leadership skills, actively contributing to project planning and peer advocacy.

Organisational Strengths

- Trauma-informed and mental health first aid trained staff
- Equity-led team, representative of local communities
- High-specification partner venues including Chiswick House & Gardens, Bridge School (forest school & sensory rooms), Apple, and Treaty Centre
- Bronze Level London Youth Quality Mark
- Project Oracle Standard 1

Strategic Approach

We use proven youth development models:

- Trauma-Informed Practice
- Transformative Relationships
- Developmental Approach
- Focused Deterrence

Green Spaces

Funded by the UK Youth Fund, our Thriving Minds project has enabled us to provide a programme of wellbeing support for our youth workers as well as specialist training and coaching. Many of our cases are complex and involve young people with high level needs such as Tier 3 mental health difficulties, children in need, etc.

Impact: 88% of service users reported improved emotional wellbeing and creatively inspired after engaging in activities in green spaces.

Family Support and Accessibility

We provide parenting support to families within their homes. This ensures that even the most vulnerable young people can attend our services as we provide support with transportation, meals, and learning aids, ensuring that our programmes are accessible to all.

Our Capabilities

- Strategically placed operating sites across Feltham, Bedfont, Hanworth, all in West Hounslow.
- Staffed minibus services that is used to transport vulnerable young people across the borough to our various services. This is used for young people with disabilities and complex needs.
- Allotment
- Telephone Support Line
- High Specification Digital Platforms using Zoom Education

Conclusion

Thanks to our partnerships, funding support, and passionate team of staff and volunteers, HAY continues to transform the lives of children, young people, and families. We remain committed to building brighter, more inclusive futures.

Contact: For further updates on our impact please contact our CEO, Debbie Hughes, on Debbie.hughes@hayonline.org

HAY

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Charity Number: 296372 | Company Number: 2081759