

Football Journeys Trustees Report 2016-17

The trustees who are also directors of the charity for the purposes of the Companies Act 2006, present their report with the financial statements of the charity for the period 1st April 2016 – 31st March 2017. The trustees have adopted the provisions of the Statement of Recommended Practice (SORP) 'Accounting and Reporting by Charities' issued in March 2005.

Incorporation

The charitable company was incorporated on 8 March 2013 and commenced trading on 16 October 2013.

Reference and administrative details

Registered Company number

08436638 (England and Wales)

Registered Charity number

1152450

Registered office

24 Stanmore Road
London
N15 3PS

Board of Trustees	
T S Hopwood	- appointed 8.3.13
D J Macdonald (Chair)	- appointed 8.3.13
A Barbor	- appointed 8.3.13
G Stylski	- appointed 4.7.14
J A Park	- appointed 11.11.14
K Taylor	- appointed 9.06.15

Objectives

Football Journeys (FJ) brings together young people from deprived areas and diverse backgrounds to build relationships, understanding and communication through the common language of football and the medium of filmmaking. FJ is committed to enable young people to realise their potential and find their voice in a society that is increasingly noisy with misinformation, fear and urban stereotyping. We work proactively with community groups and schools to connect and develop young people in a way that is meaningful to them.

FJ is breaking ground, changing behaviour and building impactful relationships between youth organisations. Using the language of football to attract and engage them, our young people develop skills, positive relationships and learn to appreciate one another and the places where they live.

We provide an innovative approach to building community cohesion and empowering young people. It aims to:

- Support young people to become positive community leaders
- Encourage understanding and communication between young people from different areas and communities in London

- Build a network of 'young pioneers' from different London communities
- Build practical life skills and self-development opportunities for young people in disadvantaged communities
- Create a positive image and understanding of young people in London

Activities

Because we have been operating almost exclusively in London, we have been trading as London Football Journeys (LFJ).

Between 1st April 2016 and 31st March 2017, 166 young people, aged 11 to 17, took part in the following LFJ activities:

- 8 introduction workshops
- 14 participatory video workshops
- 8 video feedback workshops
- 12 video sign off workshops
- 11 video screenings
- 11 inter-community football journeys
- 22 planning and reflection workshops
- 6 youth led school assembly presentations
- 6 Ambassador Meetings
- 1 youth led annual celebration event at Wembley Stadium

Partner youth centres:

- Caius House, London Borough of Wandsworth
- West Hendon Youth Centre, London Borough of Barnet
- Ansar Youth Project, London Borough of Brent
- Harrow Club, London Borough of Kensington & Chelsea
- Pembury Youth Centre, London Borough of Hackney
- Streatham Youth & Community Trust, London Borough of Lambeth

Partner Schools:

- Ark Academy in the London Borough of Brent
- Hatch End High School in the London Borough of Harrow
- Deptford Green School in the London Borough of Lewisham
- Highbury Grove School in the London Borough of Islington
- Oaklands School in the London Borough of Tower Hamlets
- Kensington Aldridge Academy, London Borough of Kensington & Chelsea

Achievements and Performance

LFJ has developed into a proven model for building connections between diverse communities. Between 1st April 2016 and 31st March 2017 we collected baseline data and feedback from 137 young people, youth workers and teachers who had finished the LFJ programme. We recorded the following results:

- **71%** (of participants who had finished LFJ activities at 31st March 2017) demonstrated improved resilience to negative peer pressure and gang culture

- **72%** demonstrated improved ability to travel to other areas, meet and positively interact with peers from other communities
- **85%** demonstrated improved confidence in themselves
- **91%** demonstrated improved teamwork & communication skills
- **76** participants achieved Level 1 National Open College Network qualifications in Community Development & Leadership

Our activities have been improved to further develop participants' skills in leadership, communication, team work and confidence at every stage of the programme. Our video-making workshops involve participants communicating more with local people (often of a different age), exploring their own identity and developing aptitudes in presenting, camera-work, interviewing, storyboarding and directing.

Through the development of inter-community video and football exchanges, beneficiaries have acquired increased confidence to travel across London and gain transferable skills in communication and networking with new people.

More participants have volunteered to become FJ Ambassadors after activities to support facilitation of the next round of video and football programmes, introduce FJ to new youth groups, and input on organisational programmes and strategy.

Acting as Ambassadors for LFJ, these young people now pass on their skills to new participants, access further leadership opportunities, and promote integration between communities. This is a big step up and more advanced skills are acquired in the process in leadership, administration, team-work and planning, along with a greater awareness of societal and community issues.

What young people and teachers said about LFJ :

- *"(It's) very diverse in London. (There are) different places and you make new friends from different countries. You see how they live, and how they live their life and how they play football. You can even learn and teach new things to other people."*
- *"LFJ was one of the best experiences I've ever had. LFJ taught me how to speak more freely and express what I want to say. I learnt how to interact and socialise with people I've never met before."*
- *"We learnt how to communicate, make films and it boosted our confidence. We enjoyed meeting new people from different communities and exploring a new part of London."*
- *"Through LFJ we improved our ability to co-operate and communicate with our peers."*
- *"It was a great opportunity for the children to see other parts of London and expel any stereotypes they have. One of our young people excelled and we saw a different side of her. By the end she was able to develop her communication skills."*

Football Journeys' Board of Trustees

Football Journeys' Board of Trustees encompasses a diverse range of skill sets covering youth work, youth policy, participatory video and evaluation approaches, governance and finance, social enterprise, communications, marketing and project development.

The Trustees manage the business of the Charity and may exercise all the powers of the Charity unless they are subject to any restrictions imposed by the Act or the Articles.

Football Journeys' budget is managed by the Director, Chair of Trustees and Treasurer to ensure it is monitored regularly and runs according to projections, [with regular reports to the Board](#) and it identifies any risks that maybe involved in the budget and running of activities. The Board will also be involved on the recruitment of a new staff member at FJ

Football Journeys' objectives are as follows:

- The promotion of equality and diversity for the public benefit by: promoting activities to foster understanding between people from diverse backgrounds; and cultivating a sentiment in favour of equality and diversity through using sport activities and participatory media.
- To help young people from all backgrounds advance in life, particularly those who are at risk of being involved in gang culture, anti-social behaviour and drug abuse and have little opportunity for positive social engagement through: (a) the provision of recreational and leisure time activities provided in the interest of social welfare, designed to improve their conditions of life; (b) providing support and activities which develop their skills, capacities and capabilities to enable them to participate in society as mature and responsible individuals.

Programme Plans in 2017 - 2018

FJ is now taking the next critical step in the development of the organisation, to truly embed our approach and our work for the benefit of a lot more young people.

Our model of youth engagement really works and we now want to find the right networks, partners and funding to take it to the next level of development and significantly expand the organisation's work across multiple regions.

In terms of current and upcoming activities:

- We are continuing to strengthen our group of young Ambassadors, working with them on further leadership qualifications, formalising a Youth Council for LFJ, designing new curriculum and planning how they will be involved in delivering the next round of workshops and exchanges.
- We are working with three schools (Kensington Aldridge Academy, William Perkin CofE High School and Oaklands School) from September 2017 to deliver a new year-long leadership and integration programme.
- We are delivering a two-year youth leadership and integration programme in partnership with Laces Community Club (a women and girls football organisation) through funding from Comic Relief. Groups are based in Hackney, Tower Hamlets and Lambeth and activities will start in September 2017.
- We are currently undertaking training through Project Oracle to create a robust monitoring and evaluation framework and theory of change.
- The FJ Founder has been selected to take part in the School for Social Entrepreneurs Trade Up programme, which will help us to diversify our earned income streams.

FJ's strategic goals over the next three years are to:

- Improve our recruitment of young people through partnering with more youth service providers, schools and youth groups.
- Share our approach with the wider youth and community sector.
- Access longer-term funding, diversify our business model, create partnerships in the non-profit and private sector; resulting in the organisation becoming more financially robust and sustainable.

- Build on and develop our methods of collecting data, impact reporting and evaluation techniques to feedback into the programme resulting in improved youth services.
- Embed the Ambassadors Programme in the communities we work in and provide further leadership opportunities and National Open College Network qualifications.
- Find a network of people, from the non-profit and private sectors, who understand what FJ does and how they can help support it grow.