

A NEW MANIFESTO FOR THE YOUNG PEOPLE OF GREAT BRITAIN

THE ONSIDE WAY



THANK YOU TO OUR PATRONS, SPONSORS AND SUPPORTERS



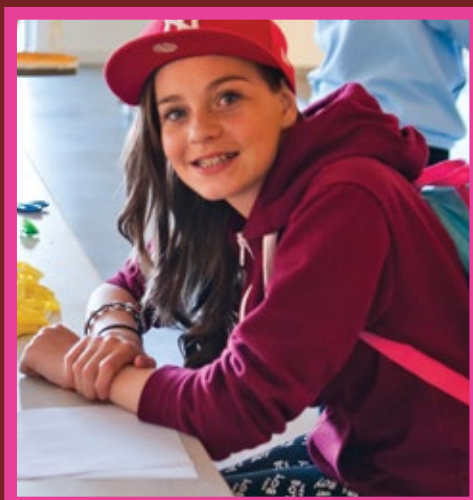
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FROM THE CHAIRMAN

OnSide now provides safe and inspiring places for over 15,000 young people to go to in the north west.

Our six current Youth Zones are already transforming their communities.

The dynamic four-way partnerships between the public, private and voluntary sectors plus, of course, the young people themselves, are ensuring the success of each Youth Zone and I'm confident these will go on to deliver for the young people for many years to come.

We have now proven beyond doubt that our model is successful, sustainable and relevant. In addition we are now able to demonstrate a significant social impact in our communities. Most importantly, the young people love the facilities and vote with their feet in droves, with over 350,000 visits to our Youth Zones per year.

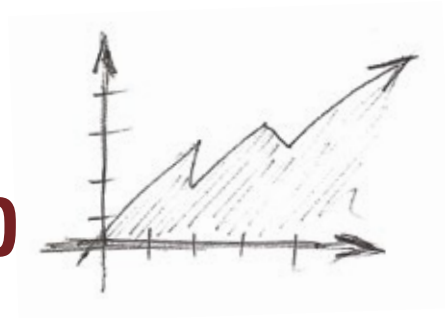
We are now faced with the opportunity (and challenge) of making OnSide a national charity, with the aim of creating Youth Zones in every town and city in the UK. In doing so we will have built a world-class platform to ensure that our young people have the best possible start in life. Just imagine.

As ever, I would like to underline my sincere thanks to our Patrons and wider support community. Without you, none of this would have happened. I also want to register my thanks and admiration to the hugely over-worked OnSide team, led by Kathryn Morley.

Finally, Jerry Glover retired as Chief Executive of OnSide in April, taking up a part-time consultancy role with us. Jerry is the inspiration for the Youth Zone movement and we all owe him a massive debt of gratitude.

Onwards and upwards!
Bill Holroyd CBE DL - Chairman

THE START OF SOMETHING GOOD



As Chief Executive of OnSide Youth Zones, it gives me great pleasure to introduce the new manifesto, a declaration to extend our network across the UK in order to reach more young people.

I'm fortunate to lead a dedicated and highly experienced team, able to work alongside existing Youth Zones and various stakeholders wishing to build one in their location. Highlights of a very successful 2013 include:

- Wigan Youth Zone opened in June with over 7,000 young members in the first four months
- Firm commitments for new Youth Zones in Preston, Wolverhampton and Wirral, which once open will make a total of nine OnSide Youth Zones
- The Queen's Trust, St. James's Place Foundation and Garfield Weston made significant contributions to the OnSide Foundation for the development of Preston, Wolverhampton and Wirral Youth Zones
- The Big Lottery made an award for our three-year initiative in partnership with Seashell Trust to further support young disabled people and their families across the OnSide Youth Zone network

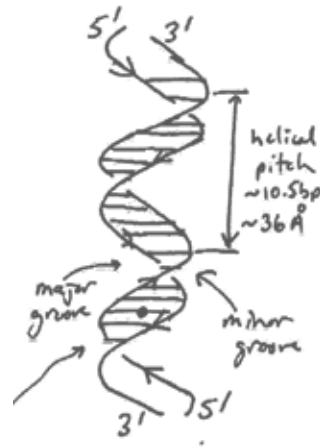
We have received support from Impetus-PEF, who use a venture philanthropy model to select charities with significant growth potential. Their support is helping to accelerate our work to achieve our vision of 20 fully-operational Youth Zones by 2020.

None of this would have been possible without the OnSide Board, Patrons, supporters, volunteers and champions, or the dedication of the OnSide team.

Thank you for your support
Kathryn Morley – Chief Executive



THE ONSIDE WAY



Young people need our help now more than ever before.

Whether it's a lack of ambition or qualifications, or negative behaviour and attitudes, the current childhood crisis is real and well documented. OnSide Youth Zones are designed to give young people aged 8–19 years old (25 for those with a disability) somewhere to go, something to do and someone to talk to in their leisure time; occupying their bodies and minds with fun activities, learning new skills and socialising in a safe, positive way. Youth Zones are there for young people in deprived areas, where the alternative for many is spending their evenings on the streets or isolated in their bedrooms, surfing the internet.

What makes an OnSide Youth Zone?

- An inspiring, safe and affordable place for young people to go
- A private sector-led Board, heading up an independent local charity
- A sustainable funding model
- A four-way partnership between the private sector, the local authority, young people and the community
- The right city centre location, in 'neutral' territory that all young people from the community can share
- A functional, inspirational building design based on how young people engage, socialise and participate

DESIGN

AFFORDABLE

Status **STAFF**

VISION & PURPOSE

Monitoring & evaluating

IN PARTNERSHIP

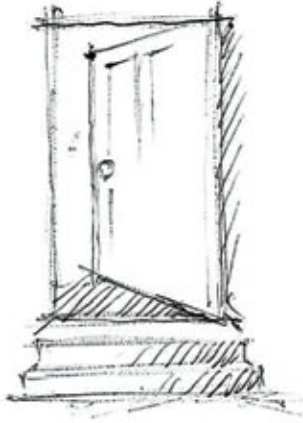
Open & accessible





Somewhere to go

- Up to 250 young people attend each Youth Zone every evening
- Safe places for young people to socialise with peers and adult role models
- Neutral spaces, away from gang pressures or postcode wars
- Buildings and activities open to all young people – it's their place
- Iconic, inspiring buildings show the community the value of young people
- Just 50p per visit, £1 for a nutritious hot meal, £5 annual membership



OUR PROMISE

Our promise to Britain's young people is simple. If they live within the local area of a Youth Zone, they will have:

Something to do

- 20 inspiring activities each session, including sports, arts and personal development
- Buildings that create interest and make it easy to get involved in activities
 - Youth Zones can host almost any activity young people want
- Paid workers are experts in their field, supported by an army of volunteers
 - 'Try, train, team' approach to sports and arts
- Regular inter-Youth Zone events where young people meet and compete
- Residentials and other trips to boost confidence and broaden horizons

Someone to talk to

- Youth workers engage with young people on their terms
- Casual one-to-one work is a key part of youth workers' roles
- Young people are helped to develop their communication skills
 - Targeted programmes for employability, mentoring, inclusion, sexual health and more
- Philosophy of personal responsibility – 'get active, get creative, get outdoors, get sorted, get ahead and get connected'
 - Youth Zones can be a second home, away from family and school pressures

We provide inspiration and raise aspirations, pointing the most troubled young people in the right direction.





A FOUR-WAY PARTNERSHIP

The whole community comes together to take pride in and ownership of the Youth Zone, to ultimately ensure its success.

A unique partnership of the private sector, local authority, young people and the community form a dynamic four-way, inter-connecting relationship, which drives the success of an OnSide Youth Zone. The Youth Zone becomes a valuable community asset and each group plays its own vital role, breathing real life into their Youth Zone.

From conception to completion; the inaugural opening of the doors for business and the ongoing day-to-day functioning of the Youth Zone. From our champions, investors and fundraisers who bring in the money, to the committed team of paid workers and volunteers who deliver an inspiring range of activities and targeted services.

However the partnership wouldn't be complete without the support of local communities and young people's groups working together to deliver more services to more young people. And most importantly, the young people themselves – their need drives our whole reason for being.

WORLD-CLASS BUILDINGS



Visible from miles around, these are iconic buildings we are proud of.

We believe our buildings convey a clear message to young people: “You deserve the best.” Our iconic buildings make a statement about the value each town or city places on its young people. Visible from miles around and packed with exciting, interesting and educational things to do, our Youth Zone buildings are places we can all be proud of.

Each Youth Zone is designed to become a landmark feature of a town or city, with its own entirely unique, eye-catching architecture and state-of-the-art facilities full of highly trained, experienced teams.

With fitness suites to rival the best private gyms, chill out areas on a par with many of the bars and cafés around and media and music suites that would make creative agencies jealous, our Youth Zones offer the ‘wow’ factor, sending out a clear message that young people matter.



Sports hall

Jam-packed with high intensity activities like wall climbing, dodgeball, basketball and many more. They're challenging, exhilarating and motivating places to be.



Skate park

From half-pipes to ramps and rails, the skate park at Wigan Youth Zone is designed by and for skaters. Somewhere to hang out, learn new tricks, share their passion, make new friends and gain confidence.



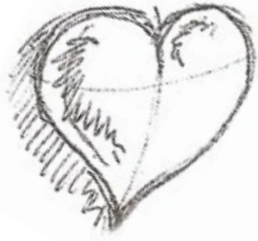
Dance studio

Specialist dance studios offer young people plenty of room to express themselves through a variety of different dance styles, helping them get active and learn new skills.



Fitness centre

Teaching young people how to lead a healthy, active lifestyle. From nutrition advice to fitness training, there's something for all ages and abilities.



We don't just encourage young people to lead healthier and more active lives, we ensure they're well-equipped to enjoy all kinds of sports and physical pursuits.

BEST-IN-CLASS FACILITIES

17



Boxing & martial arts

Not just a great way to keep fit, boxing and martial arts are all about control, persistence and poise. We're talking punch bags, training equipment, a boxing ring and challenging activities like wrestling.



Outside

A chance to explore the outdoors, trek through the wide-open, kayak and climb, sleep by a fire, team-build and learn the art of survival. Or simply get a game of football on our all-weather pitches.

Inspiring young minds to open up, be creative and feel at ease, our state-of-the-art surroundings bring everyone together in a fun and inclusive environment.



BEST-IN-CLASS FACILITIES

Arts, crafts & fashion

A chance to make a statement and leave a mark on their own Youth Zone. Making murals, learning sewing skills and exploring fashion trends. All the tools, space and inspiration are here.



Restaurant & kitchen

Nutrition plays a huge part in the development of young people. Our restaurant and kitchen serve up subsidised meals and give young people a chance to learn how to cook their own food.





Enterprise

Giving young people the skills they need to get a job. CV writing, interview tips and teamwork skills. Young Leaders courses build character and confidence, taking charge of live projects.



Media studio

Young people can express themselves and get inspired in our cutting-edge media studio. A film suite, a radio studio and media centre. Open to all.



Music room

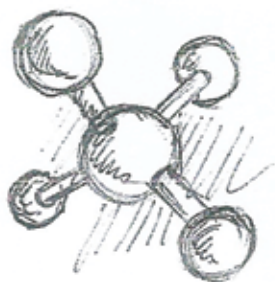
Kitted out with instruments and equipment, members are free to make some noise and follow their dream. Writing, rapping, mixing, playing, jamming, singing and recording.

Recreational area

Sometimes young people just need space. Somewhere to chill out, meet mates and chat. Play pool, have fun and be themselves. Somewhere like our recreational area.



MAKING IT HAPPEN



Our role is to support existing Youth Zones in operating effectively, as well as introducing new Youth Zones to towns and cities across the country.

In developing new Youth Zones, OnSide adopts a total management approach, from supporting local stakeholders, identifying the need in each area for a Youth Zone, through to the completed building and its opening. This includes the initial building design using experience gained from the six Youth Zones now operating, as well as the construction and internal specifications, ensuring it's all delivered on time and on budget.

Alongside the physical building we work with the local Board, offering advice and support to raise the first three years' revenue ahead of opening, while initiating the recruitment of the team, both staff and volunteers, who will go on to run the Youth Zone.

Equally important is establishing a cohesive marketing strategy, from overall branding and internal/external communications to supporting fundraising activities and helping the local community understand how they can make the most of the soon-to-be Youth Zone. And as every business requires sound financial management, we have approved systems to manage capital, revenue, membership and attendance.

Throughout all of this we involve young people as much as possible; it's their Youth Zone. Young people's active participation and influence in areas of brand identity, transportation, fundraising and the interior design of the Youth Zone are fundamental to our approach.

FUNDING A YOUTH ZONE



Each and every Youth Zone presents its own set of unique and intricate funding challenges.

A model of local ownership is a key success factor in ensuring financial sustainability of each Youth Zone into the future. This all-important funding approach is split into two distinct areas of Capital and Revenue:

Capital: The cost of building and fitting out a Youth Zone is in the order of £6million; £3m, with the site provided by the local authority and the remainder made up of grants, trusts funding and local philanthropic giving. The OnSide Foundation invests in the new Youth Zones by flowing capital grants raised by OnSide to each project.

Revenue: The cross-sector funding model is unique and sustainable. The annual running costs for a start-up Youth Zone are £1million; 40% met by local authority support, 50% by the local private sector and 10% through membership and entry fees from young people. OnSide works with the local team to raise the first three years of private sector funding ahead of opening.



THE TIMELINE FOR AN ON-SIDE YOUTH ZONE



DESIGN

- Building designed
- Planning application submitted
- Young people create the Youth Zone name and brand identity



DEVELOPMENT

- Building contract tendered
- Legals agreed
- Full capital secured



Day one

Target duration

FOUNDATIONS

- Building project underway
- Young people design interior
- Revenue campaign
- First employee recruited

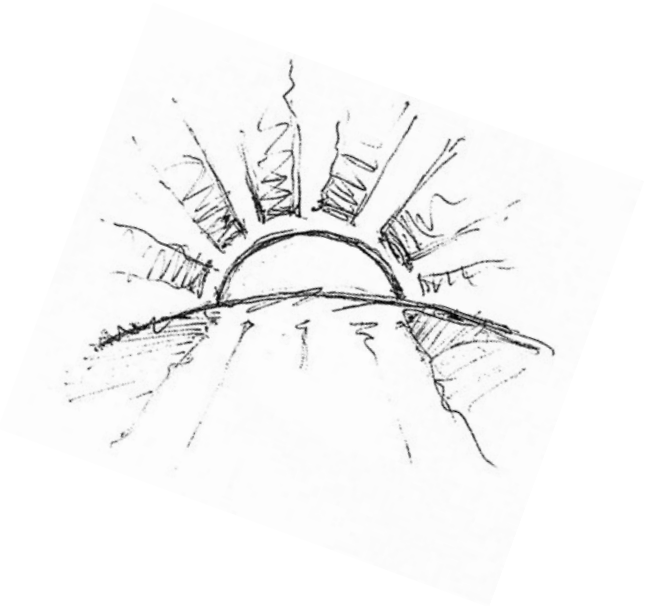
YEAR ZERO

- Website and other comms go live, media countdown to opening
- Recruitment and training of staff and volunteers
- Financial and membership systems established
- Activity Plan for Youth Zone created
- Opening day event planned and delivered



Opening
2½ years

OUR VISION



20 Youth Zones by 2020

Established by Bill Holroyd and his founding team of Board Directors in 2006, the OnSide Youth Zones charity has made hugely significant progress.

To date five new Youth Zones have been built based on the original Bolton Lads and Girls Club model, which is part the OnSide network.

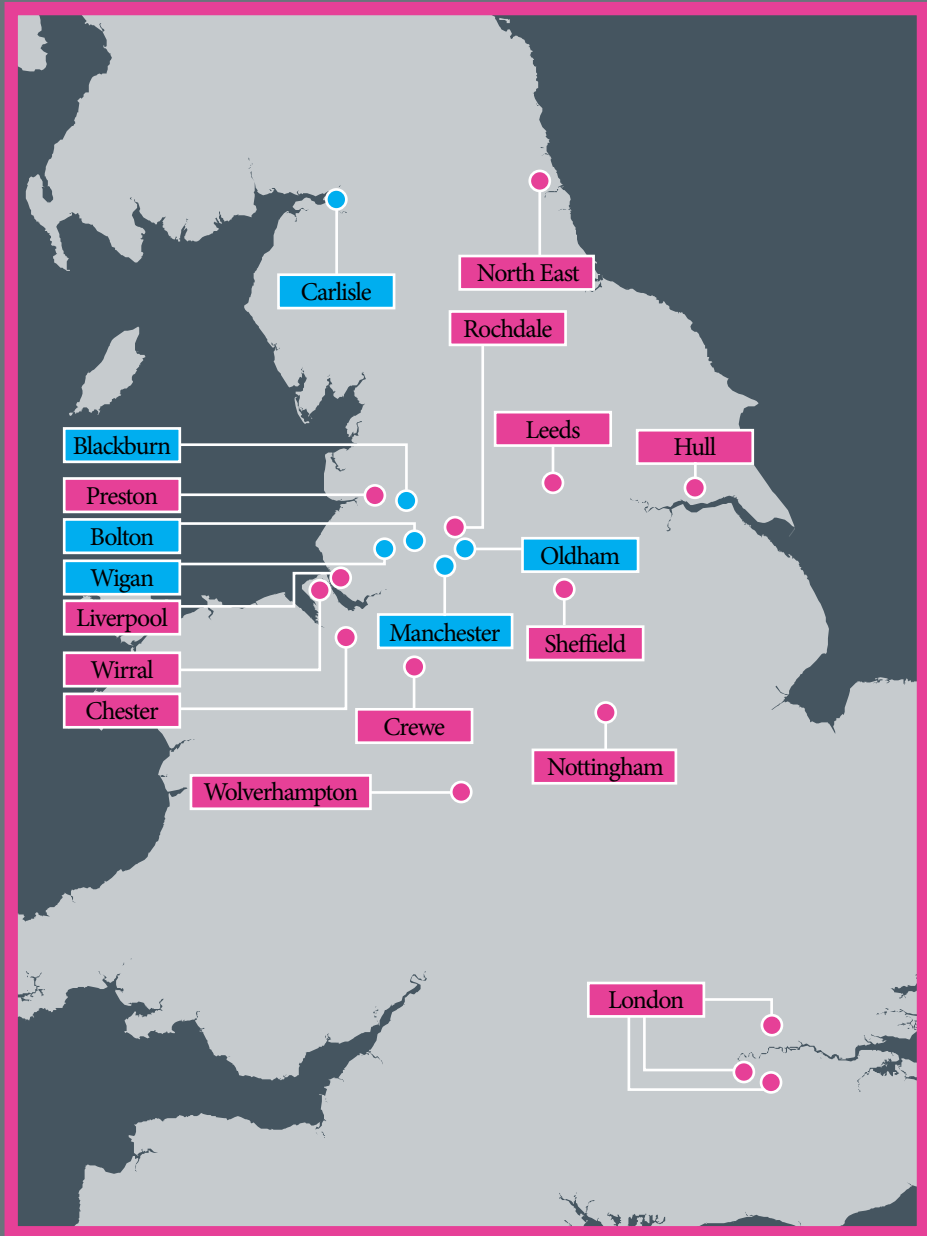
We currently have:

- Approaching 7,000 visits per week, 350,000 per year across all Youth Zones
- Created over 200 jobs within the five new Youth Zones
- Recruited over 700 volunteers
- Raised over £50 million of funds for the benefit of young people
- Leading-edge activities for young disabled people to enjoy with their able-bodied peers

Our vision is that one day every town and city throughout the UK will have its own Youth Zone. With a proven model, experience of implementation and first-hand understanding of the positive impact for young people, our aim is to replicate the model and grow our network to 20 Youth Zones by 2020. In doing so we will:

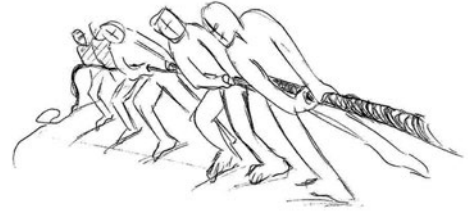
- Engage with over 50,000 disadvantaged young people nationwide
- Create more than 600 jobs
- Involve more than 3,000 volunteers

This is only the beginning. With a further three Youth Zones in the pipeline at the time of going to print, the positive impact on Britain's young people and the return on social investment for stakeholders will be unparalleled.



- EXISTING YOUTH ZONES
- NEW POTENTIAL PROJECTS

THE ONSIDE TEAM



**Dynamic, dedicated and
highly experienced.**

Chiara Mallia	Administration Manager
Claire Greenwood	Grants and Trusts Manager
David Barton	Young People's Participation Manager
Fiona Norcross	Head of Finance and Systems
Jerry Glover MBE	Senior Advisor
Jo Barber	Events and Donor Development Manager
Kathryn Morley	Chief Executive
Nick Cooper	Local Engagement Manager
Rachel McCrystal	Private Sector Development and Funding Manager
Rebecca Baron	Communications Manager
Rob Carter	Facilities Development and Deputy Chief Executive

THE ONSIDE BOARD

	
Chris Oglesby	Jim Smith
	
Margaret Preston	Karen Griffiths
	
Ross Warburton MBE	John Marsh
	
William Lees-Jones	Bill Holroyd CBE
	
Daniel Hall	Nigel Richens

HOW YOU CAN HELP



Help the young people in your town or city.

Step forward and become part of a team that creates a Youth Zone.
 Help OnSide by donating financial support to help fund our work.
 Volunteer at your local Youth Zone, from being a Board member
 through to helping deliver activities during evenings and weekends.

DONATE Mentor
STEP FORWARD
CHAMPION
 Patron
INSPIRE & LEAD
 Capital input
CONTACT US
 Chairman email
VOLUNTEER **GIVE**



“It gives me an opportunity to try new things and meet new people. It also gives me, and other young people like me, the chance to change the perceptions that others have of young people today.”

Lucy, aged 16, from Pemberton



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