



JOHN LYON'S
CHARITY

2021-2024

Young Ealing Foundation Strategy



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Welcome



I'm delighted to be writing this on the third anniversary of my joining the Young Ealing Foundation. In those three years, we have developed, and delivered our first three-year strategy. I've built a knowledgeable, local and passionate staff team and Trustee Board, and we've got to know Ealing and especially its voluntary sector groups incredibly well, and have become very proud to be able to say we support some amazing organisations and individuals who are committed to improving the lives and opportunities of children and young people.

The last year has been a massive challenge for us and our members, both personally and professionally. We've had a crash course in digital delivery, home schooled our children and still continued to deliver high quality services to the most vulnerable people in the borough. Many of our colleagues in the sector have lost staff, family members and loved ones to Covid-19, and we as a society have also been forced to confront ugly and uncomfortable truths about racism in the wake of the murder of George Floyd in America.

We have developed this strategy in the wake of this, and over the next three years we are committed to working collaboratively with the sector to rebuild organisations and support them to become sustainable in the wake of the pandemic. We are also committed to anti-racism, and tackling the systemic inequalities which are at the root cause of poverty and disenfranchisement.

We move into our next phase of work, alongside our partners, bloody but unbowed, determined to move towards a future where children and young people in Ealing have the opportunity to live their best lives.

Elly Heaton-Virgo, CEO

About Young Ealing Foundation

The Young Ealing Foundation (YEF) is an independent registered charity established in 2017. We are part of the Young People's Foundation network created by John Lyon's Charity. They developed the network in response to the ongoing challenges faced by the children and young people's sector.

Young People's Foundations bring together the public, private and voluntary sectors to effect positive change for young people. Young People's Foundations are currently operating in Barnet, Brent, Harrow, Camden, Ealing, Hammersmith & Fulham, Westminster, Kensington & Chelsea and Manchester.

Ealing is the third largest London borough in terms of population and research suggests it will be one of the boroughs least likely to recover from the impact of the COVID-19 crisis. There had been over £1 million in cuts prior to the pandemic and further to be expected in the near future. Ealing has a large and very active voluntary and community sector working to address the key issues impacting children and young people. The Young Ealing Foundation exists as a membership organisation to support these vital delivery groups and provide them with the skills to not just survive recent crises, but to become sustainable in this difficult climate.

Since we opened our doors three years ago, we have acquired 71 members, and are working with lots more voluntary sector groups to provide a range of support. We also work across the public and private sector with a range of key local stakeholders to ensure we align our priorities with the local vision for Ealing.

About the Young Ealing Foundation

Staff Team:

Elly Heaton Virgo

CEO

Tanya Taylor

Marketing and Communications Manager

Rachel Phelan

Fundraising Development Manager

Hana Ali

Membership and Events Administrator

Obinna 'Ben' Nwokocha

Special Projects & Volunteer Manager

Yevgeni Zajecs

Research Intern (UWL)

Kelly Oyebola – Trustee

Dan Bentham – Trustee

Ashwin Desai – Trustee

Dr Aysha Raza – Trustee

Jeanette Grose – Trustee

Ian Jenkins – Advisor

Through our expert staff team, we have increased funding in the sector, supported groups to register as charities and provided training and one-to-one support identified by local groups as priorities.

Trustees and Advisors:

Paul Bradford – Trustee (Chair)

Simon Edrich – Trustee (Treasurer)

In summer 2020, we commissioned a large-scale piece of research about how the Young Ealing Foundation and our partners can 'Build Back Better' in the wake of the pandemic.

How the strategy was developed

This strategy has been developed during the Covid-19 Pandemic and builds on the extensive experience of staff in designing and delivering reactive services, and participating in and leading forums, research and discussion groups during this period.

Since its inception, YEF has been clear in its desire not to duplicate, compete or replace any effective services that already exist in the area. Instead, we recognise the importance of working with existing organisations in the borough to identify the needs, seek out the gaps in service provision and find out where we can make the most difference.

The strategy combines our experience and learning from a number of avenues:

- The [‘Build Back Better’ research](#) commissioned by Young Ealing Foundation and Ealing Community Network, which explored organisational experience during Covid-19 and how we can use this learning to improve practice going forward.

This study engaged over 80 voluntary sector organisations

- YEF-led forums in the borough which allow us to listen to our members and understand their needs and priorities, including:
 - Children’s & Young People’s Providers Forum
 - Tackling Youth Violence Network
 - Out-of-schools-settings Network
 - Inclusive Sport & Physical Activity Network
 - Arts & Health Alliance
- Other forums in the borough:
 - Ealing Community Network Executive Committee
 - Mental Health Forum
 - Local Children’s Safeguarding Board
 - Safer Neighbourhoods Panel
- Our staff and trustees have reviewed the above information, undertaken detailed analysis of both internal and external factors and added their own valuable local knowledge and experience

Vision:

To ensure all young people in Ealing can access the opportunities and support they need to grow up and lead happy and safe lives, fulfil their potential and become a valued and listened to part of the local community.



Mission:

To work with and in the community to empower small, local charities to thrive and flourish in order to enable sustainable, high quality service provision for children and young people and promote great youth work in all its forms.

Values:

Our values inform all of the work we do, and guide our staff in our approach to supporting organisations.

Objective

We are independent and impartial of any local or national priorities and are led purely by the needs of our members

Brave

We are thought-leaders in the sector, and are not afraid to lead from the front and respond quickly and decisively in times of crisis

Trusted

Our staff are experienced, approachable and focused, and can provide the expertise and support most needed by our members

Collaborative

We model and promote genuine partnership working, and contribute to a strong, non-competitive and cohesive sector

The change we'd like to see:

The challenges facing the sector at both a national and local level are significant, and we recognise that no one organisation can tackle them alone. The strength and the value of the Young Ealing Foundation is our ability to support others to work together, to find sustainable solutions and to face the future as a community that believes in our young people and what they can achieve.

We want to see a borough that is home to a stronger, more sustainable children and young people's sector, where young people are listened to, where organisations have the resources and expertise to provide services that are of a high quality and accessible to all and where we all (whether voluntary, private or statutory) work together to help maintain and develop those services and opportunities.

Our objectives:

- Promote, lead and model effective collaboration and partnership work
- Champion the voice of children and young people in our own and members' services and throughout the borough
- Provide high-quality, impactful support to build our members' capacity to deliver excellent service
- Improve sustainability and resilience in the sector through improved access to funding
- Work with our members to reduce child poverty in key areas identified in our Build Back Better research



How we'll achieve our objectives

Promote, lead and model effective collaboration and partnership work

- Arrange varied and regular opportunities to share best practice in order to increase and improve partnership work within the voluntary sector
- Act as a voice for our members to improve dialogue between the voluntary sector and the public sector
- Become a culturally competent organisation, ensuring we are designing our services to be inclusive of the community we serve

Champion the voice of children and young people in our own and members' services and throughout the borough

- Run a Youth Voice programme, ensuring Young People have the opportunity to feed into YEF and member planning
- Advocating for increased investment into services for Children and Young People
- Providing opportunities for the positive profiling of Children and Young People
- Supporting organisations to ensure they are promoting their services in a way that's accessible to young people

Provide high-quality, impactful support to build our members' capacity to deliver excellent services

- Work with building providers to open up workspaces and community centres for safe delivery of activities
- Provide one-to-one needs assessment and high-quality advice and expertise to members
- Ensure supported is targeted at members who support the most vulnerable groups, and smaller members who are less likely to get support elsewhere
- Run a comprehensive training programme based on member needs

Improve sustainability and resilience in the sector through improved access to funding

- Apply for large scale partnership grants to increase investment in the CYP sector in the borough
- Provide one-to-one fundraising and sustainability support

Work with our members to reduce child poverty in key areas identified in our Build Back Better research

- Run forums to plan how to improve the outlook for children and young people living in poverty around key issues highlighted in our Build Back Better research:
 - Digital Exclusion
 - Attainment gap
 - Youth Crime & Safety
 - Employability
 - Mental Health
 - Domestic abuse & hate crime
- Develop long term strategies to tackle these issues
- Fundraise for small grants and large partnership grants to fund long-term interventions to reduce child poverty

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