



**SEEDS4SUCCESS**

YOUNG PEOPLE EARNING THE CREDIT



## ANNUAL REPORT 2019 - 2020

**SEEDS4SUCCESS  
MERE YOUTH CENTRE  
THE RECREATION GROUND  
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REGISTERED CHARITY NO.1151541**

# FORWARD

As our reporting year ends and we enter a period of uncertainty and change, I am fortunate to be able to reflect on another positive year for Seeds4Success with some truly amazing young people accomplishing some exceptional things. Each young person has a different story and, the experiences they have, and the outcomes they achieve may vary, yet there are some common themes; they make happy memories and friendships, they learn and develop and they value their time here. The greater the level of engagement, the higher the investment in the charity and it is these individuals who most want to help ensure that Seeds4Success has a future for others to enjoy.

Young people continue to be the driving force behind the charity, integral to our growth and development and the very best advocates of our work. Some recently helped in the recruitment of our new mentoring and support manager, who will lead the development of a new mentoring programme, in memory of the late Jamie Mackaness, a keen local champion of our work. The commitment to secure this new initiative for young people as Jamie's legacy, demonstrates the community spirit in South West Wiltshire. It is an incredibly special place and I feel privileged to work here, where positive contributions made by young people are valued, where mutual respect is abundant, and skills and resources are shared. *Jaki Farrell, Charity Director*



“Seeds4Success has changed my life in more ways than it is possible to say. Seeds has given me a safe space to be myself and develop as a person. They have allowed me to connect with so many people of whom I'd never have thought I'd be able to. They have taught me how to work as part of a team with the juniors and as I proceeded on to Friday night, I was scared but they helped me to be able to enjoy change. The next stage was leisure credits which taught me that hard work pays off and gave me opportunities that I would otherwise never be able to experience they also allowed me to do healthy living of which made me physically healthy as well as emotionally happier. The next stage is young leading which is currently helping me gain self-confidence and self-worth while it's also helping me develop skills to be leader.”

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# INTRODUCTION

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Seeds4Success (S4S) is a youth work charity based in Mere, which provides co-ordinated developmental youth work opportunities and targeted 1:1 support to young people across South West Wiltshire. Having grown and developed significantly in recent years, in response to the changing needs of local young people, S4S is the main provider of positive activities for young people in this area. Embedded within the community, young people, families and local residents have a good understanding of our work, know how and where to reach us, enabling our experienced team to provide wholistic support to young people.

Using 3 key methods of delivery; Open Access Youth Work, Targeted Support and Social Action, we offer a range of opportunities for young people throughout the week, including regular weekly sessions as well as defined projects targeting specific groups or individuals. We provide transport to all our sessions, enabling access for young people facing rural isolation.

95% of the young people we engage with are from low socio-economic backgrounds, have additional needs, are not in education, employment or training (NEET), are participating in anti-social/risky behaviours or are rurally or socially isolated. With a history of providing support to some of the most vulnerable and disadvantaged young people in our community, we liaise closely with local partners to identify those who would benefit from our services and make personal approaches offering support where necessary. Often those identified face challenges and are not accessing any other services or organised activities. We explore ways to enable participation so they can develop skills and resilience, engage positively in structured activities, increase their confidence and self-worth, reducing the risk of them disengaging or conflicting with mainstream society.

Our work empowers young people to be active and responsible citizens, caring about themselves, others and their surroundings. Providing opportunities to meet peers, in a safe, accessible and welcoming environment, at S4S young people discuss issues affecting their lives, gain experiences and qualifications that support their personal and social development.

## Our Mission

“Through inclusive engagement of young people in social action and a range of positive activities, our aim is to develop confident, healthy, skilful, valued and empowered members of our local community, providing targeted support to those facing additional barriers”

## Our Charitable Aims and Objects:

To act as a resource for young people aged 5 to 25 years living in Wiltshire and the surrounding counties by providing advice and assistance and organising programmes of physical, educational and other activities by means of:

- a) advancing in life and helping young people by developing their skills, capacities and capabilities to enable them to participate in society as independent, mature and responsible individuals;
- b) advancing education;
- c) relieving unemployment;
- d) providing recreational and leisure time activity in the interests of social welfare for people living in the area of benefit who have need by reason of youth, age, infirmity or disability, poverty or social and economic circumstances with a view to improving the conditions of life of such persons;
- e) conserving and enhancing their natural environment.

# CHAIR'S REPORT

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As this year comes to an end, we see what is likely to be the start of some unprecedented and challenging times. The Covid 19 pandemic is starting to take hold in the UK and following government guidance we have moved into 'lockdown'. This has impacted the service we are able to offer, but we are determined to continue to help those most in need and to do so in a Covid safe way. The longer-term impact of the pandemic is unclear: the service we will be able to deliver, our service users, and our financial stability are all likely to be impacted. However, with the devotion, skills and knowledge of our staff I have full confidence that we will be able to develop and deliver a plan that will ensure the continued success of Seeds4Success.

While we anxiously look forwards, we must not forget our achievements over the past year, of which there have been many. S4S has grown from strength to strength, and we know from feedback that the young people we work with really value attending the various sessions we have been able to deliver – everything from fun and engaging open access youth work to learning new skills and developing personally.

In the near future we hope to be able to add to our provision and offer a mentoring service to young people. This work is being delivered in memory of the late Jamie Mackaness and has been made possible by some fantastic fundraising in his memory. We are extremely excited to be able to offer this new service and have recruited a second full time member of staff to deliver this and support Jaki.

We have started the process of turning S4S into a Charitable Incorporated Organisation (CIO). While this might sound unexciting it is a sign of how much we have grown over the last six years and the desire for updated governance and structures. We have also started discussions about redeveloping the Mere Youth Centre, which is the home of S4S and the base for much of the work we deliver. This new, bespoke and purpose-built building will be more environmentally friendly to run and be better adapted to our needs moving forwards. There is lots of work to do over the coming year to make sure that these two important pieces of work continue.

I want to take this opportunity to thank all our amazing staff for continuing to deliver for young people and the local community. To the dedicated volunteers who give their time and expertise freely; our supporters, advisors, donors, fundraisers and funders – thank you. We could not do any of our work without you – you are at the core of our work and allow us to invest in the young people we work with and local community for a brighter future.

At last year's AGM, John stepped down as Chair of Trustees. I am pleased to say John has remained a dedicated and active Trustee and would like to thank him for all his hard work in helping to establish and grow S4S to the success that it is.

*Ben Williams, Chair of Trustees*

# OUR ACTIVITIES & ACHIEVEMENTS

## Summary

This year has been positive with further steady and continued growth at Seeds4Success. We have engaged **253** children and young people in a range of **developmental youth work opportunities** and our dedicated team of staff and volunteers have delivered **398 sessions** of group **youth work activity** recording a total of **5155 attendances**.

We have responded to a local need to deliver with some **1:1 alternative education** support, providing **42 sessions** during the second half of the year. Our commitment to improve opportunities for some of the hardest to reach and most vulnerable young people in our community is significant with **142 hours** of **1:1 support** being provided to **25 individuals**, alongside **monthly group work** activity. Through this **targeted support**, **9 young people** have been enabled to move into **Education, Employment** or **Training**.

**23 young people** have taken on roles of **responsibility** within the charity as either **peer leaders** or **youth committee members** (sometimes both) support staff with the planning, delivery, funding and promotion of projects, with our **3 young trustees** engaging in these activities when possible, **1** of whom has successfully moved on to **University** to study **Sociology**. **28 young people** have achieved **awards** or **qualifications** through participation with S4S.

Fundraising within the local community with the backing of our **'Friends of Seeds4Success'** has **raised £5316.84** in **unrestricted income** with a further **£16,997.35** in **restricted donations**. The family and friends of our late friend and supporter Jamie Mackaness have taken part in some phenomenal fundraising activities in his memory, raising an epic **£38,987.24** this year for **'Jamie's Fund'** which will go towards our **new mentoring programme for young people** as his legacy. Young people, parents and carers and the local community tell us that they value the work we do and that we make a significant difference to the lives of local young people.

**"As a parent of a teenage girl with mental health issues this service is a life saver! This year has been especially tough and for us to have Seeds4Success has most definitely helped. My daughter was not attending school but with support was able to attend sessions with Seeds. The staff seem to be able to connect with the kids in ways that give them the confidence to get out and partake in activities. Attending these sessions has enabled my daughter to get back to school. She has had input from CAHMS and a family counsellor, but I can hand on heart say that without Seeds she would not be back in school. She is not 'better 100%' but with continued support from the whole Seeds family I know we have access to the best help and support."**

## Open Access Youth Work

Open access youth work is a vital part of our delivery and, these positive leisure time activities that are free to participants, are a tool for getting to know local young people, creating trusted relationships and enabling staff to learn about individual needs and the challenges they may be facing. Often the first point of contact for young people with Seeds4Success, these opportunities include a range of positive activities, where social and practical skills are developed, whilst enjoying time with their peers, making new friends, and experiencing new activities in a safe and welcoming environment.

Although these sessions are open to all young people, we know that 95% of those we engage with are from low socio-economic backgrounds, are rurally isolated, have additional needs, experience poor mental health or are participating in risk-taking or anti-social behaviours. We know that the higher the level of engagement in activities the greater the positive outcomes for young people so as relationships develop, staff encourage them to engage in the other opportunities available through Seeds4Success. We provide transport to young people living in households where no vehicle, family commitments and challenging logistics would prevent them from accessing opportunities, enabling those who are rurally and socially isolated to be included in all our projects.

- **142 individual young people recording 3135 attendances at 'open access' sessions.**
- **All young people report that they are satisfied with the provision and feel welcome, safe and respected by staff with everyone stating that they had made new friends through these opportunities.**
- **58% of young people attending open access sessions benefit from multiple projects and opportunities through S4S.**



## Health & Wellbeing Project

The weekly health and wellbeing session at the Nadder Centre in Tisbury have continued to prove popular. Working in partnership with Tisbury Parish Council's Youth Café we have enabled young people to participate in a range of physical activities and provided them with opportunity to take part in healthy cooking in a social setting. The monthly programme was based on the activities young people said they wanted to do and included team sports such as basketball, football, netball, cricket, hockey and dodgeball, racquet sports, roller-skating and jogging. There were also instructor led fitness classes on a monthly basis – mostly the very popular spinning, however, yoga was requested during exams season to support wellbeing. **21 young people took part in instructor led fitness classes this year.** During the summer months we offered swimming at the outdoor pool, encouraging a mix of exercise and fun and assisting those with less ability to improve their water confidence. The gym is available for use on a weekly basis and **19 young people have completed an induction to the fitness suite this year.** The sessions are open to all young people in school year 7 and above with the emphasis on taking part, being active and trying something new. Young people tell us that the sessions are really enjoyable and **75% of those involved say they have increased their physical activity levels and their self-esteem and confidence have improved.**



With an **average weekly attendance** of **26 young people**, **32 individuals** have **regularly engaged in organised physical activity** with S4S throughout the year.

**"It gives me a reason to do exercise. I don't enjoy PE at school and try to skip it as much as I can. Having the opportunity to use the gym and take part in classes like spinning with my friends has been great. If I didn't do this, I'd do very little exercise."**



## Wilton Junior Youth Club

Despite challenges with premises in Wilton, our weekly junior youth club for young people in school years 6,7,8 & 9, continues to grow. Alternating between Burcombe Village Hall and Wilton Baptist Church, we have been able to provide a varied programme of fun and developmental indoor and outdoor activities including arts & crafts, cooking, games, night walks, shelter building and fire lighting. There has been an artist led puppet making workshop and a talk from a Bat specialist. With young people from the Wilton community area going in many separate directions to attend secondary school, they tell us that these sessions enable them to stay connected with their friends from primary school as well as meeting new ones. Older young people have been encouraged to remain engaged, taking on additional responsibility and leadership roles with **31 young people** benefitting from these sessions during the past year.



**"I feel welcomed because staff greet us at the door, and we can say what activities we can't do"**



**100%** of young people engaged in Wilton Juniors told us they had **made new friends**, **92%** reported they had **tried a new activity** or **gained a new skill** and **83%** identified that their **self-esteem** or **confidence** had improved.

**"We do lots of fun and interesting stuff and everyone is very nice"**



## Project Night

Our 'Project Night' has relocated to Fovant Youth Club this year, ensuring this great local asset is being utilised and with a view to restarting a junior youth club from the premises. The group also carried out a project at Burcombe Village Hall, improving their outside space, mowing the grass and creating a new bench. Although initially designed as an open access project, this session has evolved into a more targeted piece of work, particularly attracting **older young people** with **additional needs**. Through a range of **practical activities** these young people have **developed** a range of **life skills** and **enhanced** their **independence**.



**15 young people** aged 15-25 **engaged** in project-based sessions this year developing their practical skills. **73%** of participants identified as having **additional needs**.

**“We get to learn lots of different life skills like sewing and how to wire a plug”**

## Mere Open Access Drop-In



Regular open access '**drop-in**' sessions have been delivered at Mere Youth Centre throughout the year. With split age group sessions (school years 7-9 and years 9+), young people are able to meet their **friends** in a **safe, welcoming** space. They can take part in **positive activities** including cooking, arts and crafts, sports and games, and form **positive trusting relationships** with youth workers. During the drier/lighter evenings, staff make use of the outdoor space of the recreation ground and Multi-Use Games Area (MUGA), enabling **contact** with young people **not engaged** in the session and talk to them about Seeds4Success and the opportunities it offers.

"Everyone is really nice, and I always feel welcome here"

"Other kids that go have given me so much support, its so nice to know that people actually care about me, that I belong to something"



111 different **young people** attended '**Drop-in**' sessions at Mere Youth Centre during the year with **63%** of participants **accessing further personal development opportunities** through Seeds4Success.

"Seeds4Success has been a place for me to get away from my brothers and hang out with my friends in a safe space. I have learnt a lot from being here like cooking, woodwork and other useful skills."

## Targeted Projects

Targeted Youth Work Projects are important in enabling Seeds4Success to provide the extra support that is required to reach, support and engage some young people. South West Wiltshire has limited services and facilities for young people, there are no schools or colleges and both part and full-time employment opportunities are extremely limited. Poor local transport links makes developing some of these vital independence skills difficult and for those young people who face additional barriers, this becomes a greater challenge. They find it hard to participate in leisure time activities, difficult to meet up with friends, struggle to access education, training or employment opportunities, and their ability to develop independence is restricted. This often leads to poor emotional well-being and low self-confidence. Through targeted programmes these young people can be identified and provided with additional support, preventing them from becoming further isolated or falling between the gaps in the limited support services available.

Through a combination of 1:1 interventions and specific group work sessions to address their needs, S4S equips these young people with the skills required to make a successful transition to adulthood. We work with key partners such as schools, colleges, social care and targeted youth support services to identify young people aged 11–19 (up to 25 if they have additional needs) who they feel would benefit from these projects or some direct support, receiving referrals for young people who they feel are 'socially isolated', 'at risk' of becoming 'Not in Education, Employment or Training' (NEET), young people with poor mental health and those involved in 'anti-social' or 'risk taking behaviour'.



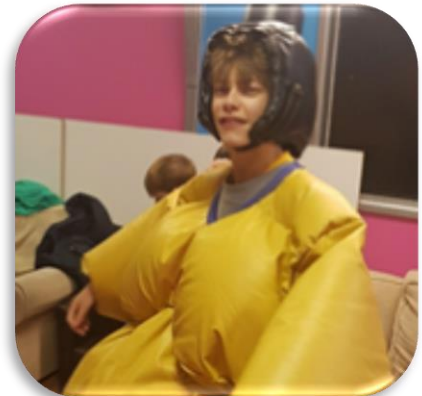
**53 different young people benefitted from support offered through targeted youth work programmes and 1-to-1 keyword**



**7 young leaders supported the delivery of youth work sessions to young people with additional needs**

## The Bridging Project

The bridging Project has continued to run from Mere Youth Centre on Tuesday evenings, designed to engage young people with Special Educational Needs & Disabilities or those who find socialising within their peer group challenging in developmental opportunities. These young people are also supported by peer leaders who attend the sessions building positive and trusting relationships with them. This aids their development and self-confidence, enabling many participants to access other opportunities offered by the charity. Each half term there is a planning session where staff, volunteers and young people discuss ideas for activities. Last year these included a range of arts, crafts, cooking, games, sports, night walks, sewing, woodwork, picnics and even some sumo wrestling! These activities helped to develop practical, social and independence skills.



**33 Young people** aged 11+ with **SEND** have **engaged** with **positive activities** through the **Bridging Project**. They have **developed** a range of **personal** and **practical skills** with the support of **7 different peer leaders** throughout the year. Having **gained confidence**, **79 %** of participants actively **engaged in other S4S developmental opportunities**.

Some young people require a little more support to access the Bridging Project or other clubs and facilities in the local community. We provide keywork support to these individuals, meeting them (and their parent/carer if appropriate), to identify specific barriers to participation, how these can be overcome, discuss needs and develop an action plan with some key goals and targets which will enable the young person to access opportunities in the future.

**"It's nice to be able to learn new skills. I learnt a lot, I learnt cooking, stuff to do with woodwork, I learnt a lot of different skills that I can do and carry on in life. It helped me to progress into college and all things that I want to do"**

## Building Bridges Programme

Building Bridges is a partnership of organisations, led by Community First, that has come together to deliver the Building Better Opportunities Programme across Swindon and Wiltshire. The project is jointly funded by the European Social Fund and The National Lottery Community Fund. The success of this project has led to an extension of the programme and funding for an additional 2 years, enabling Seeds4Success to continue to support those local young people aged 15-25 who need some extra support to access Education, Employment or Training. For more information about the programme locally visit <https://buildingbridgessw.org.uk/>



Our small team who work on the 'Building Bridges' programme have provided 1:1 support to individuals, developing **personalised action plans**, assisting with **CV writing & job search**, enabling **access to educational opportunities** and accompanying them on college visits as appropriate. We have set up **work experience opportunities** and run **regular volunteering days** and **training** as part of our monthly programme, developing their practical skills and enhancing their readiness for work. We have empowered young people to **address barriers to EET** through support with other areas of their lives such as access to **substance misuse workers**, help with **benefit and housing issues**, access to **mental health services** and support with **grant/bursary applications**.



**25 young people** who were '**at risk**' of becoming or who were already **NEET** have **engaged** with **keyworkers** during the past year. Of those leaving the programme this year, **82% gained jobs** and **27% have re-engaged in education**.

"They have helped me with getting qualifications, getting a job and giving me support when I really needed it."

## One-to-One Alternative Education Support

At the request of the Wiltshire Council 0-25 Team and some secondary schools, we have provided some individual support for young people of school age with additional learning needs who were either not in education or were struggling to remain in school. These sessions have involved practical opportunities for informal learning through arts and woodwork projects, outdoor maintenance tasks, cooking and physical activity.






During the year we have provided **42 sessions** of alternate education support to **3 different young people**. All participants have **re-engaged in formal education** with their current school or successfully transferred to a new setting.

## Social Action Programmes

Our Social Action Programmes underpin all our youth work delivery and developing responsible citizens and enabling community volunteering opportunities, is integral to the work of Seeds4Success. Through our Youth Committee and Young Leaders Programmes, young people are empowered to give their opinions about and take an active role in the development of the charity. The creation and delivery of the Local Youth Action Scheme (LYAS) this year, was a direct result of young people identifying what they valued about the National Citizen Service (NCS) programme previously and working with staff to come up with a local scheme which was flexible to meet the needs of young people and provide them with the similar experiences and the same positive outcomes without the rigid template of the national scheme.

Through engagement in Leisure Credits and LYAS, young people are empowered to take action within their local community, improving rights of way, providing support to other groups such as older and younger people, helping with community events and enhancing local facilities. Young People tell us these initiatives make a significant difference to their lives, developing teamworking, organisational, problem solving and leadership skills, enhancing their confidence to interact with a range of people, gaining practical skills and qualifications that enable them to progress into employment or further education. These projects are visible to the wider community, who tell us they make an impact, and the young people involved say they feel good about making a positive contribution to the community. It is this aspect of our work that empowers our future young trustees and inspires them to help ensure Seeds4Success and all its participants continues to thrive.

-  **67 young people taking part in social action projects during the year**
-  **4698 hours of voluntary work carried out by young people for the benefit of the wider community**
-  **21 young people gaining qualifications or awards through engagement in social action projects**

**“Seeds4Success is a brilliant example of a win-win system. Not only does it provide a great opportunity for young people to learn new skills and develop their character – it is also a valuable community asset in helping to keep our local environment in good shape.”** Local Parish Council

## Leisure Credits Scheme

'Leisure Credits' is the most well-known and recognised of Seeds4Success's projects, where young people are **enabled** to develop **positive attitudes to work** and gain a range of **practical** and **teamwork skills**. By **engaging** in group **volunteering** with their peers that improves local rights of way, enhances public spaces, conserves the natural environment and assists the local community with events and activities, young people can earn credits for their hard work.

This year we have cleared overgrown footpaths as well as repairing edges, stiles and steps as necessary. We have painting benches and play equipment, dug ditches to improve drainage as well as helping at a number of community events.

We work in partnership with different local groups and organisations, including Wiltshire Rights of Way, South West Wiltshire Ramblers, footpath groups, Cranborne Chase Area of Outstanding Natural Beauty, landowners and parish councils, to identify and often complete tasks. Sessions have run on alternate Saturdays as well as on Tuesday and Thursdays throughout the school holidays.



"The Chilmark Winterbourne project involved careful re-grading of the stream bed to improve flow as well as removal of overgrown bushes and trees which were causing restrictions to flow within roadside drainage ditches. A number of our residents spoke to the young people during the project and were very impressed with the cheerful and enthusiastic manner in which they undertook the hard work in getting the job done."

Local Parish Council

**12 different communities** in South West Wiltshire have **benefitted from work carried out by young people** engaged in 'leisure credits' this year.

The amount of '**credits**' a young person '**earns**' is decided through a group discussion with the team and based on how hard they work during a session and how they have supported others in the group. These can then be used on **developmental reward opportunities** which may be a **new experience** such as learning to snowboard or Go-karting, going to a theme park or taking part in an outdoor activity residential opportunity, all of which have been popular this year. We have also offered **social experiences** such as the cinema or going to a waterpark with friends. Young people may also choose to save their credits to **help with the cost of training**, such as **driving lessons** or a **CBT** (motorbike test). By enabling young people to access these opportunities through earning credits we are removing financial barriers to participation for those in low income households, whilst promoting a positive work ethic.



**"I know that my teen is kept out of trouble and making a contribution to the community we live in."** Parent



Young people engaged in Leisure Credits tell us that this project makes a **significant difference** to their lives. Giving them **practical skills** and **work experience** whilst growing their **team working** and **co-operation**. They also say that the **reward opportunities** they have, enabled them to **create great memories** with friends and provide **experiences** that they **would not** have been able to **access** without the project.



**"As part of leisure credits, I have had the ability to go and help the community and environment and get rewards for my work. Some of the rewards like surfing in Wales or going to Thorpe Park and Alton Towers I would never have been able to do."**

## This Is Your Land Project

'This is Your Land' project was a partnership project led by Magdalen Environmental Trust and funded by the Heritage Lottery Fund. The aim of the project was to give young people a chance to find out more about the land around them, get their hands dirty and enjoy the great outdoors. The project included an initial 2 night/3 day residential stay at Magdalen Farm followed by 4 day trips to different environmental sites; The Ancient Technology Centre; Carymoor Environmental Centre and Rodney Stoke Nature Reserve, followed by a final 2 night/3 day residential stay at Magdalen Farm.

As part of this project young people were able to learn about the environment through a range of practical and engaging activities including basic farming skills, nature conservation practices such as surveys of meadows and rivers, coppicing and hedgelaying as well as traditional crafts such as making charcoal and cob bricks, willow weaving, blacksmithing, wood turning and rope making.



**14 young people** aged 11-14 were **engaged** in a range of practical **learning experiences** through the 'This is your land' project with **2 peer leaders** supporting the group. The young people who participated in all elements of the project achieved an **accredited outcome** with **9** gaining **ASDAN Environmental Awards** and **11** gaining **John Muir Awards**.



"We learnt many skills alongside taking care of animals. We learnt conservation skills, coppicing, hedge laying and charcoal making; we even got to try our hand at metalworking in a forge. 'This is Your Land' was a great experience, allowing me to try skills I would not normally have access to, and gaining an ASDAN qualification"

## Local Youth Action Scheme

The **Local Youth Action Scheme** (LYAS) was a project **designed** and **developed** by some of the **young leaders** from Seeds4Success who had previous experience of the National Citizen Service (NCS) programme and who wanted to ensure there was a replacement programme offering similar **opportunities** and **outcomes** for their **peers**. They worked with the charity director to **create** the **programme**, **supported** with **fundraising**, **recruitment** of **participants** and **supported** with the **delivery** as **peer leaders**.

The LYAS programme engaged young people in a number of **team building** days alongside **training and development** days where they **gained** useful **skills and accreditation**. The team then **planned** and **delivered** a **social action project** before spending 5 days in Pembrokeshire on an **outdoor activity residential**.



“The fact that I had done LYAS and the qualifications I got helped me to get on to the college course I wanted when my results weren’t great”

10 young people completed **ASDAN Leadership Awards**. 11 achieved **Sports Leaders UK Go Lead Award**. 13 gained **HSE Emergency First Aid Qualifications**. 7 achieved a **level 2 award** in **Food Safety in Catering**.



“LYAS is a great way to meet and get to know new people and new friends. The project was very much team based which forced you to work in an effective way with people you may not usually work with willingly. You have to force yourself to trust others whilst being outside your comfort zone for example when we were rock climbing and abseiling. The trust either had to be placed in friends, equipment or instructors a mental challenge that proves challenging especially when tackling new heights which many have never done before. The qualifications gained on LYAS are life skills which are practically useful in real life.”

The LYAS team **embraced fundraising opportunities**, 'bag packing' at Morrisons and running stalls at the Mere School Summer Fete, putting their **newly acquired leadership skills** into practice. They then **embarked on** a much more ambitious **social action project** to support with the **development on a sensory garden** in Tisbury.



"I met with the youth group and put forward my vision and proposal for the garden. They embraced it with excitement and maturity beyond their years.

The project – construction of a hoggin pathway (no mean feat at the best of times) from start to finish in 10 days and in probably one of the hottest weeks of the year! An average of 12 teenagers arrived each morning and worked unstintingly. Measuring the layout, digging out the base, laying a material liner, edging with steel to retain the edges and then hauling over 32 tonnes of hardcore and hoggin 100 metres from the main road to the work site. They worked hard and with humour taking time to interact with the inquisitive passers-by and explain what they were doing. It was a pleasure to see how they organised themselves into their best fit skill sets and worked without complaint throughout. They have been an integral part of creating an asset in Tisbury and its enduring legacy

Their ownership of the finished pathway was evident as I witnessed members of the group showing friends and parents what they had achieved.

What did they learn?

An appreciation of landscaping. We were working on a neglected piece of land and turning it into a garden that could be easily accessed. They learnt about sustainability with the construction of the pathway. The importance of communicating by understanding the need of visitors to the site for social interaction and in this they were exemplary always being polite and spending time with them."

## Young Leaders Programme



“By coming to juniors, I got to meet other people from different schools and also get to know some of the older ones who were leading the session. It boosted my confidence to be able to move up to Friday nights when I was in year 7”

Peer leaders have met on a regular basis throughout the year to design and plan an appropriate and safe programme for the junior youth club sessions in Mere. Activities they have delivered have included, night walks, cooking pizza's and cakes, Christmas Arts & Crafts, Movie Night's, a range of indoor and outdoor games as well as a swimming session at Tisbury Outdoor Pool and a day trip to Moor Valley Country Park.



**Peer and Young Leaders** continue to make a **significant impact** on the **youth work programme** for Seeds4Success. Primarily **responsible** for the **planning** and **delivery** of the **monthly junior youth club** in Mere, they also **provide significant peer support** at a range of **other youth work sessions** including Health & Wellbeing, Wilton Juniors, the Bridging Project, The Friday Night 'Drop-In' for the younger age group, and Leisure Credits. By taking on **additional responsibilities, leading activities** for small groups of their peers or younger members of S4S, these individuals act as **positive role models**, and provide **support to staff, advancing trusting and respectful relationships** across **all areas of the charity**.

**16 trained peer leaders** supported youth work delivery. **7** gained **Level 2 Award in First Aid for Mental Health**. **9** completed **safeguarding training**



“I started helping as a young leader after doing NCS last summer and I have gained more confidence and skills in leading groups. I have helped run a range of sessions for juniors as well as taking on responsibility in certain sports on a Monday evening”

## Youth Committee

The Youth Committee have met regularly during the year, remaining engaged in discussions about the day to day running and future plans for the charity. Playing a key role in the development of the Theory of Change last year, they continue to use the knowledge and experience gained in updating the charity website, revising the participation survey and informing their ideas about supporting the charity. The group planned and organised two community events; A 'Volunteering Day' with Wilton Wildlife Group at Grovely Down, as well as Christmas Arts & Crafts sessions for Children based at Fovant Youth Club, with the idea that future activity days for juniors could support the re-establishment of a youth club for the village.



"The first joint workday was efficiently organised by the Youth Committee at Seeds4Success. This involved advertising the event prior to the day and welcoming participants with a health and safety tool talk on site. A wonderful lunch was prepared by the S4S youngsters for all the wet and windswept volunteers who had been busy with scrub clearance on the down. The camaraderie and positivity of the group was clear to see despite the inclement weather. The day included an educational talk to raise awareness about the issues of chalk downland management."

The Youth Committee have actively engaged in Local Youth Network meetings, led by Wiltshire Council's Community Engagement manager and attended by local councillors. They have discussed the merits of applications to the South West Wiltshire Area Board (SWWAB) Youth Fund as well as engaging in focus groups as part of the full Area Board meetings on subjects such as drugs and alcohol, and mental health, as well as liaising with local decision makers, through the Local Youth Network (LYN).



"Youth committee has helped me develop my skills as an individual and strengthen my ability to work effectively as a group. It has given me the chance to develop my skills in technologies and let me practice useful skills I can use throughout my life"

During the past year, **18** different **young people** from across South West Wiltshire have **engaged** with **youth committee** meetings, becoming **involved** in **discussions**, **expressing** their **opinions** and helping with the **planning** or **delivery** of **2 community events**. **11** young people have **participated** in Local **Youth Network (LYN)** meetings, **8** of whom were **empowered** to **attend SWWAB** meetings **engaging** in **focus group** sessions

## OUR PLANS FOR THE FUTURE

With the current Health Crisis facing the country, planning for the short and immediate term is more challenging than normal. We know we need to rapidly identify and trial new ways of working, utilising media and technology as face-to-face delivery is suspended. We will need to identify those young people for whom we know that a period of closure of our services will escalate some of the challenges they are facing, and ensure we reach out to them by whatever means possible to enable them to remain engaged with youth workers.

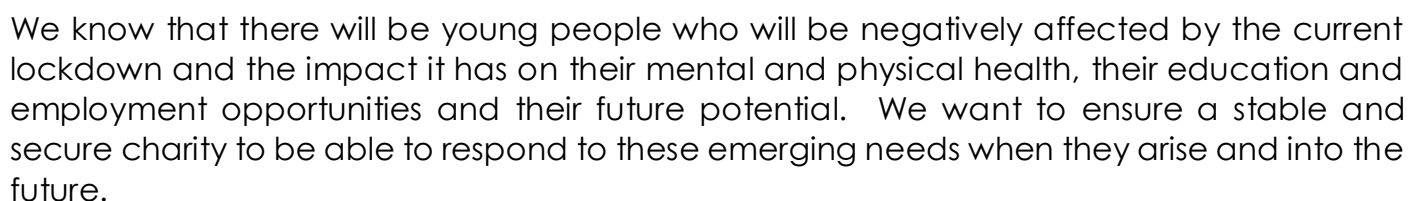
Our aim was to continue delivering a range of programmes using our three key methods of delivery: Open Access, Targeted Support and Social Action. Having reviewed the projects delivered over the past year, whilst things on the whole were running successfully and feedback from young people was positive, we had identified a few changes we wanted to make:

- Enhance our health and wellbeing session through offering a greater level of activity focused on mindfulness (secured funding through NLCF Awards for All grant). We now need to identify ways to keep as many of our previous participants engaged, whilst hoping we can still run the desired project in the future.
- Change our Thursday evening Project Night to a targeted session for young people 15-25 with additional needs. Older Bridging Project members had no dedicated appropriate session to move on to and these young people identified that their opportunities for meeting peers were extremely limited.
- Run a second year of our LYAS scheme, targeting school years 11 and 12.
- Explore the need for open access youth work provision for young people aged 13+ in Wilton - ideally linked to the WMSET building once refurbishment is complete

With a new full-time member of staff just in post before the start of lockdown this presents opportunities but also challenges for the development of the new mentoring programme. Research into examples of good practice will be online and recruitment of mentors or mentees will be delayed until we know when face-to-face work with young people will be permitted. There will be time to create resources for mentors, research and set up recording systems and all publicity material can be produced ready for when we are able to launch.

Lockdown has highlighted the challenges young people can face in accessing online resources for learning and other needs and having a quiet space for working. We would like to offer regular sessions at our Mere Youth Centre, where young people can have access to laptops and advice and guidance from staff.

The redevelopment of our base at Mere Youth Centre, to ultimately achieve a more accessible, energy efficient and welcoming space for local young people is ongoing. We continue to liaise with Mere Town Council (on behalf of Mere Peace Memorial Trust) to finalise ideas and plans and are looking to gain planning permission in the near future.



# FUNDING

2019/20 has been incredibly positive with regards to the Charity's finances and an exceptional year for income from fundraising. With a significant amount being raised in memory of Jamie Mackaness, through the support of his family and friends we have created 'Jamie's Fund' a legacy of restricted income, with a current balance of £43,606.34 which is for the set up and running of a mentoring programme for local young people.

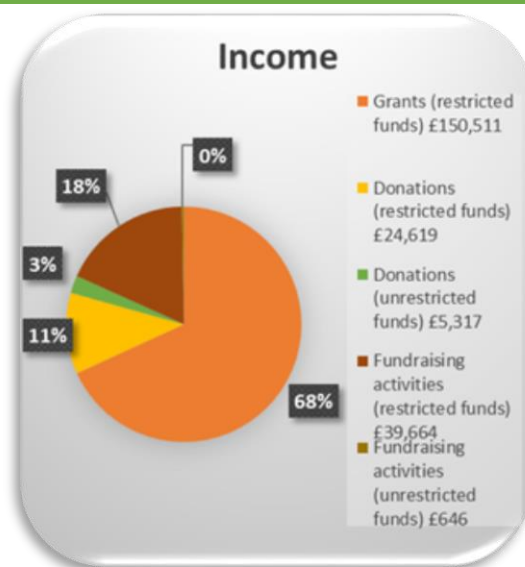
Another area of significant growth this year has been the donations made by local residents and charitable trusts towards aspects of our core costs and to enable the employment of a second full time member of staff to lead the development of the mentoring programme, whilst providing significant support to the charity director. This has enabled a small growth in our unrestricted reserves in line with our slightly increased expenditure.

We aspire to hold 4-6 months in unrestricted reserves in our accounts and at the end of the financial year we held £40,147. With a projected expenditure of £191,783, a significant increase from this year due to employing a second full time member of staff and the development of the new mentoring project, we are still below this target. As we enter a period of uncertainty about what delivery will be permitted and what income can still be generated, we will look to reduce costs where possible to ensure we are making most efficient use of the resources we have.

We received grant income from 12 different funders this year with amounts ranging from £500 to £30,000. We are incredibly fortunate to have received significant financial support from some local family Trusts, along with multi-year grants from some other key funders; Adrian Swire Charitable Trust, BBC Children in Need, Blagrove Trust and Wiltshire Community Foundation.

We have also received repeat grants from key funders including the Ernest and Marjorie Fudge Trust, National Lottery Community Fund, Wilton Middle School Education Trust (WMSET) and Wiltshire Council, through the South West Wiltshire Community Area Board and the commissioning team for our work with older young people with SEND. An ongoing partnership with Mere and District Link Scheme has enabled support with transport costs, and we have secured grants from some other new sources including a 'Magic Little Grant' and the Hedley Foundation.

Our partnership with the Building Bridges Programme and thus, the funding we receive from The European Social Fund and the Big Lottery Community Fund for this project, has entered its first extension year. Local Town and Parish Councils have continued to make financial contributions in support of our work, some specifically for work carried out locally by our Leisure Credits team, others to support our wider youth work. Magdalen Environmental Trust were the lead partner in the 'This is your land' project, which was funded by the Heritage Lottery Fund.



Young people continue to support with fundraising making a valuable contribution to the Charity's income. This year through 'bag packing' at Morrisons Supermarket in Warminster, selling wooden items they have made at local stalls and helping with local community events they have raised £1208. Much of the funding they raise goes towards the reward element of the Leisure Credits programme or helps fund the Social Action Element of LYAS.

The immediate funding for Seeds4Success for 2020-21 looks positive with over 70% of the years funding secured and further submitted funding applications awaiting a response, however, with some of our multi-year funding agreements entering their final year we need to apply for future grants as well as looking to new funders. The current uncertainty around the Covid-19 Pandemic, 'Lockdown' and the future impact this will have on the charitable sector is a worry as the economic downturn will reduce the amount of investment capital available within trusts and the opportunity for individual and community fundraising activity over the coming months will also reduce.

Looking ahead to 2021-2022 we need to build on the positive relationships we have with existing funders, continue to reach out into the local community for support, whilst also identifying and applying to some new grant making trusts whose priorities which fit our mission.

## GOVERNANCE

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Seeds4Success is a Charity, registered with the Charity Commission for England and Wales, registration number 1151541. The charity is governed by our constitution which was adopted in July 2012 and outlines the charities objects and the powers of the trustees. The Board of Trustees oversee the management of the charity and its assets, supported when required, by advisors from other local bodies. Advisors to the board of trustees during this time include Steve Crawley Head of Youth Action Wiltshire, Cllr Bridget Wayman from Wiltshire Council and young people from the Youth Committee.

Seeds4Success has utilised the services of specialists to support specific areas of development, for example MJC Safety Services provide professional advice and support on Health and Safety for the Charity.

### Trustees:

Andy Noble (Safeguarding and HR Lead)

Ben Williams (Chair)

Barbara Thomas (Treasurer)

David Corbin (from XXX)

Emily Kelly

Jon Rich (Lead for Volunteers)

Miranda Roberts (from XXX)

Ross Coad

Sarah Reed

The board of trustees have met quarterly throughout the year. The charity continues to welcome additional trustees or advisors who are able to bring key skills and take on identified roles. All Trustees complete safeguarding training and have current Disclosure and Barring Service (DBS) clearance.

## Staff Team:

The Seeds4Success staff team is led by full-time employee and Charity Director Jaki Farrell. Jaki is responsible for the day to day running of the charity, the recruitment, supervision and management of staff and volunteers, overseeing and managing the charities finances including fundraising and report writing, the development of policies and procedures, as well as leading on youth work delivery and 1:1 support to specific young people.

A second full-time member of staff, Lee Cherry joined the S4S team in March 2020, as mentoring and support manager. He is responsible for setting up the new mentoring programme and will train and manage the volunteer mentors as they join the project. He will also provide much needed support to the Charity Director with management and oversight of the website and support with other aspects of the Charity's delivery and development.

Seeds4Success has an experienced and committed part-time staff team who support the Charity's work. All staff are DBS cleared and are required to complete an induction including Safeguarding Training. Staff are supported to access other specific training opportunities to enhance their skills and improve the quality of our delivery.

The youth work staff team is made up of a mix of casual and part time contracted staff. A new casual member of staff joined the team in February bringing the youth work team total to 8 individuals: Gavin Sheen, Josh Howell, Karen Johnson, Maaïke Pope, Ollie Lister, Rob Haynes, Rose Salmi-Wright and Tony Nye. They carry out a range of roles including key work support to specific individuals and leading or assisting in the delivery of youth work sessions. Their hours equate to just over one and a half full-time workers.

The team all have substantial experience of working with young people in a range of settings, but also bringing their own skills in areas such as conservation, outdoor activities, woodwork, art, cooking, mechanics and sport. Five of the team have been consistent members of staff from the first year when the Charity began employing staff from October 2014. As well as directly delivering youth work sessions, some of the staff also support with transport to enable young people to access programmes when required.

The Charity employs a part time (8 hours a week) Finance and Administration Officer, Joanna Lowndes. Jo supports the Charity Director by overseeing financial matters, managing the payroll, preparing evidence for funding reports, recording financial transactions as well as other administrative roles such as data recording and office management.

## Volunteers:

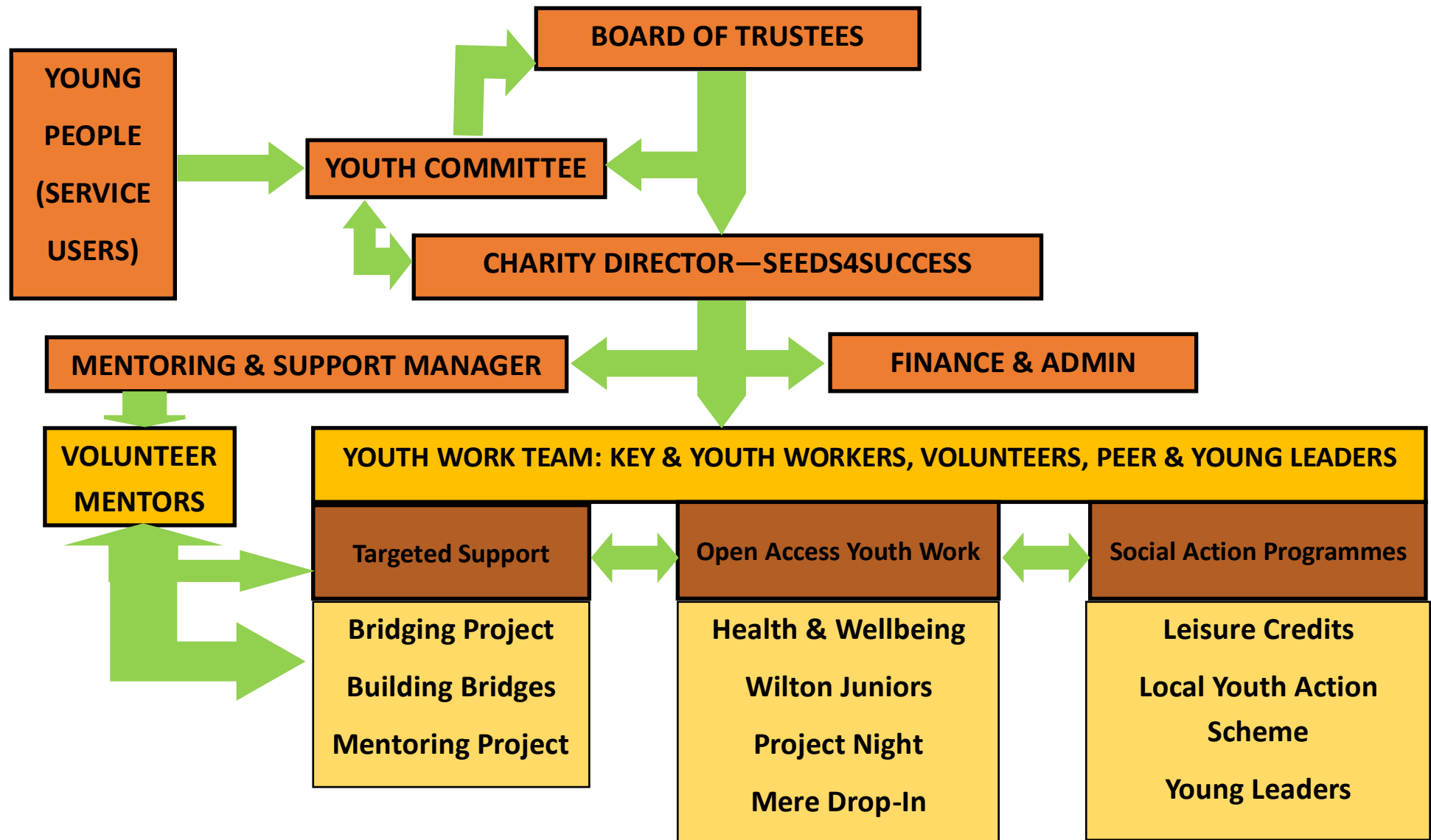
Volunteers make a significant difference to the work Seeds4Success and we are incredibly grateful and thankful for the time they contribute. We have been fortunate to have had regular support throughout the year from Chris Brantingham and Nigel Lloyd who have brought valuable skills and experience to our Bridging Project.

Claire Ridley continued to support a jogging group on a Monday evening during the spring and summer of 2019 until an injury prevented her continuing. James Pritchard provided some valuable support with Leisure Credits reward activities and open access sessions for a six-month period before he moved away from the area for work and Donna Denham has been regularly volunteering with the monthly junior sessions since October 2019.

With some of our older young leaders (also trustees) having moved on to University and full time employment outside of South West Wiltshire they have been less able to provide the regular support they once did, however, Emily Kelly, Georgia Allen and Sarah Reed, have all supported with youth work sessions during the year when they have been available.

Other members of the community have played significant roles in the support of the charity through promoting the charity and its work and encouraging financial support through our 'Friends of Seeds4Success'. We welcome all the support we can get and are incredibly grateful and appreciative of anything anyone does to help us. The contributions made by volunteers and supporters are valued and crucial to the Charity's future, enhancing the services we offer and the organisation as a whole.

# ORGANISATIONAL STRUCTURE



# ACCOUNTS

## Statement of Financial Activities for the year ended 31 March 2020

<b>Balance Brought Forward at 1/4/19</b>	<b>£ 90,659</b>		
<b>Restricted</b>	<b>£56,475</b>		
<b>Unrestricted</b>	<b>£34,184</b>		
<b>Income:</b>	<b>Unrestricted Funds</b>	<b>Restricted Funds</b>	<b>2019/20</b>
Grants		£150,511	£150,511
Donations	£5,317	£24,619	£29,936
Fundraising	£646	£39,664	£40,310
Asset Investment			
<b>Total Income</b>	<b>£5,963</b>	<b>£214,794</b>	<b>£220,757</b>
<b>Expenditure:</b>			<b>2019/20</b>
Salaries (Youth Work delivery)		£64,085	£64,085
Salaries (Management & Admin)		£12,996	£12,996
Programme		£22,404	£22,404
Transport		£10,514	£10,514
Building		£1,722	£1,722
Management, Admin & Running Costs		£6,064	£6,064
<b>Total Expenditure</b>		<b>£117,786</b>	<b>£117,786</b>
<b>Balance Carried Forward to 2020/21</b>	<b>£40,147</b>	<b>£153,483</b>	<b>£193,630</b>

This summary uses information taken from the Annual Accounts for Seeds4Success for the financial year ended 31 March 2020. This information may not contain sufficient detail to enable a full understanding of the financial affairs of Seeds4Success however a copy of the receipts and payments accounts for Seeds4Success for the financial year 1<sup>st</sup> April 2019.

# ACKNOWLEDGEMENTS

The achievements of Seeds4Success in the past year would not have been possible without the support of several local partners, funders and members of the local community.

Our thanks go to the following organisations and groups who have **funded** our **core costs** and our **youth work delivery**:

Adrian Swire Charitable Trust

Chilmark Parish Council

Fonthill Park Cricket Club

Hedley Foundation

Hindon Parish Council

Mackaness Family & Friends

Mere & District Link Scheme

Mere One World Fair

Morrisons Warminster customers

Sedgehill & Semley Parish Council

Teffont Trust

The Blagrove Trust

Tisbury Parish Council

Wilton Middle School Education Trust

Wiltshire Community Foundation

BBC Children in Need

Ernest and Marjorie Fudge Trust

Friends of Mere School

Hindon Flower Show

Hoare Family Trust

Magic Little Grants

Mere Carnival

Mere Town Council

Morant Charitable Trust

S4S summer LYAS team

The National Lottery Community Fund

The European Social Fund

Trustees of Lord Arundel of Wardour

Wilton Town Council

Wiltshire Council

A huge thank you must also go to the **numerous individuals** who have made **personal donations** through fundraising campaigns or community events – these contributions have been significant in enabling the charity to continue with its work.

There are some **key partners** in our work, who enable our delivery or provide in kind support to the charity and their contribution is greatly appreciated and valued:

Cranbourne Chase AONB

Magdalen Farm

Tisbury Motors

Wiltshire Outdoor Learning Team

Zeals Garage

Gillingham School

MJC Safety Services

Wiltshire Council Rights of Way Team

Youth Action Wiltshire

Zeals Youth Trust

The final thank you goes to our **amazing** team of **young leaders** and **youth committee** members who have assisted with the delivery of junior youth club sessions, been engaged in the updating of our website, organised community events and have supported fundraising activities on behalf of the charity:

Archie

Ben

Bernie

Cam

Dan

Duncan

Erin

Hanna

Hayley

Jack

JC

Josh

Kieran

Lauren

Leon

Libby

Lucy

Maizie

Ruby

Simone

Sophie

# APPENDICES

## Seeds4Success: Our Theory of Change

