

EMPOWER

MANCHESTER • SALFORD

6 MONTH IMPACT REPORT



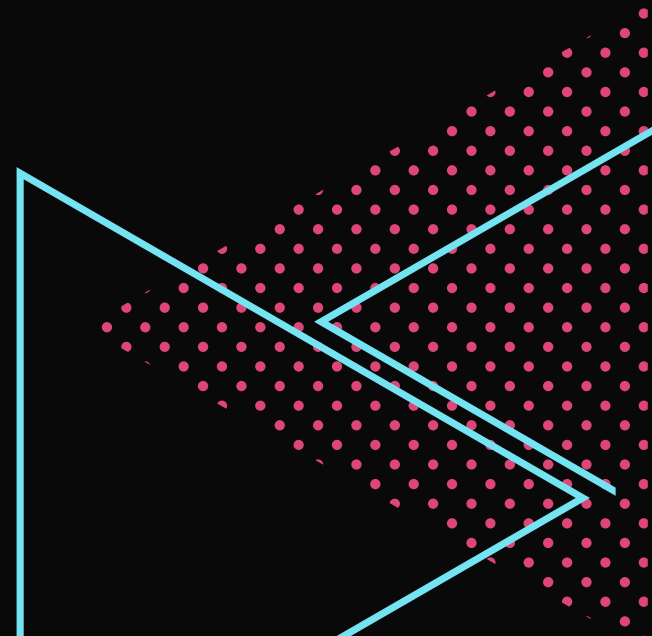
HIDE
OUT

An **OnSide** Youth Zone



OUR STORY SO FAR...

1st April 2024 to 30th September 2024



OUR YEAR SO FAR IN NUMBERS

1st April 2024 to 30th September 2024

We are pleased to report on the positive impact we have had on the lives of 2,100+ young people who have accessed our essential services over 20,000 times so far this financial year, along with some key updates about the work of Empower across Manchester and Salford.

None of these outcomes would have been possible without our supporters. Thank you for your generous and significant support – together, we have changed the lives of thousands of young people for the better. We could not have done it without you.

OVER 20,000 VISITS TO 227 SESSIONS BY 2,100+ MEMBERS

At Empower, we celebrate diversity. Our members come from a wide range of backgrounds with a variety of needs. The below provides a snapshot of our active members:

47% 
of our active members identify as a girl or woman.

We run a variety of targeted activities to help keep our female members engaged.

62% 
of our active members identify as Black, Asian or Mixed Race.

This figure stands at 23.6% for Greater Manchester, and 19% for England as a whole.

21% 
of our active members have a disability or additional needs

This figure stands at 18.3% for Greater Manchester, and 17% for England as a whole.

89% 
of our active members live in the top 20% most deprived neighbourhoods in England.

Manchester is the fifth most deprived local authority in England.

55% 
of our active members are eligible for free school meals.

In January 2024, 24.6% of state funded pupils in England were eligible for free school meals.

14,000+
free meals served to our young people on session.

Free meals have been a core part of our offer to young people since November 2022.



COST OF LIVING

The rising cost of living affects us all. More often than not, it is children and young people who will feel the biggest impact of this.

In the Gorton & Denton constituency, 43.1% of children aged 0-15 live in relative poverty. This is as high as 74.2% in some areas. This is significantly higher than the UK average of 20.1%. Statistics for Salford are similarly above the UK average, with 32% (as high as 59.6% in some areas) of children aged 0-15 living in relative poverty.

Relative poverty is defined as the percentage of children aged 0-15 living in households with income less than 60% of the median income. Income is measured before housing costs are taken into account.

In time for the new term starting in September, we provided our members with the essential items needed for school through our Future Ready campaign. This included over 700 pieces of school uniform, 300 back to school packs including water bottles, pads, and stationary. Plus 20 knitted hats, 20 pairs of gloves 10 school coats and 8 new pairs of school shoes. We would like to thank everybody who donated items for this campaign, as well as those who volunteered their time to help organise and package up the back to school packs.

OnSide, who support a network of Youth Zones around the country including Empower, published their 2023 Generation Isolation report based on responses from over 5,000 young people in England. Some key findings include:

69% of young people are concerned about the cost of living

74% of young people's cost of living concerns are related to worries about their families

26% of young people have had to stop out of school activities because of the cost of living



FREE MEALS & HOLIDAY CLUB

In January 2024, there were around 2.1 million pupils known to be eligible for FSM, representing 24.6% of state funded pupils in England. At HideOut, this figure is significantly higher with over 55% of our active members being eligible for free school meals.

There are wider implications from this, as a correlation can be seen between a child's eligibility for FSM and their educational attainment. On average, pupils eligible for FSM achieve lower GCSE attainment than other pupils. Government statistics from 2023 show that 43% of pupils eligible for FSM achieve a standard pass in English and Maths GCSE, compared to 72% of pupils not eligible.

This highlights just one of the additional challenges that the majority of our membership is faced with. At HideOut, we have been serving free meals on session to all members regardless of FSM eligibility since November 2022.

Free meals are also a core part of our Holiday Club offer. Across this year's junior summer holiday club, we had a total of 871 visits by 184 members (60+ more than the previous holiday club). For our senior holiday club, we had a total of 140 visits by 77 members.



Our holiday clubs provide a safe space for young people to spend time during the school holidays. We offer a variety of activities for our young members including sports, cooking, performing arts, music, climbing and health & wellbeing activities.

The holiday clubs are a nurturing environment for young people and many have the confidence to try new activities that they may not tried before.

COMMUNITY VOLUNTEERS

Our amazing community volunteers have donated a generous 800+ hours of their time so far this financial year to support our members.

We currently have 20 active volunteers who regularly attend HideOut and assist with the running of the youth zone. Our volunteers take on a number of roles in different areas including Youth Work, Sports, Arts, Performing Arts, Catering and Administration.

Like our members, our volunteers come from a variety of backgrounds and each bring something different to our members. Our volunteers largely come from the surrounding area which reflects the home geography of our members. We have volunteers from Gorton & Abbey Hey, Longsight, Ancoats & Beswick, Reddish North and Burnage.

Our volunteers provide regular feedback on all things HideOut via our Volunteer Coordinator and we are pleased to say that 100% of our volunteers would recommend volunteering at HideOut to others.

800+

Our community volunteers have donated a total of 800+ hours so far this financial year

650+

Our corporate volunteers have donated a total of 650+ hours so far this financial year



1,450+

Our community and corporate volunteers have donated a total of 1,450+ hours so far this financial year

£24,500+

The total amount social value generated by our community and corporate volunteers is £24,548.50 (National TOMS NT17)

CORPORATE VOLUNTEERS

We'd like to thank each of the 100+ individuals from 14 organisations who have generously donated a total of over 650 hours of their time to volunteer at HideOut so far this financial year.

We had invaluable help from our corporate volunteers during our Easter, May and Summer holiday clubs with over 600 hours donated to help provide engaging sessions with our young members. We would like to give a special shoutout to our patrons Hobbycraft, Godel and Bruntwood who each hosted a takeover day at Hideout.

We also had volunteers kindly give up their time to help with the upkeep of our facilities at HideOut, with 18 hours volunteered by 3 individuals.

Finally, 6 volunteers from ADT and Ryman provided 36 hours of their time to assist with our Future Ready campaign in helping itemise and put together our back to school packs for young people returning to school after the summer holidays.

WHAT WE'VE BEEN UP TO

INCLUSION RESIDENTIAL

10 of our Senior inclusion members aged 13-19 were selected to participate in a transformative residential experience at Ghyll Head outdoor education and activity centre from the 16th to the 18th of August. The group comprised 5 girls, 4 boys, and 1 non-binary individual, each chosen as a reward for their notable achievements. These accomplishments included demonstrating positive behavioural changes, contributing to youth voice planning and projects, and exhibiting resilience in overcoming personal challenges. This experience served as a recognition of their hard work and commitment to personal growth and community involvement.

LAKESIDE RESIDENTIAL

12 of our junior members age 8 - 12 had the opportunity to attend a transformative residential experience at Lakeside 20th to 24th August. The group included participants who have limited opportunities to travel outside the city, with many experiencing their first extended break away from home. Over the course of the four-day program, the young people engaged in various activities that fostered personal growth, social skill development, and a deeper connection to nature, all of which positively impacted their mental wellbeing.

COME DINE WITH ME

In partnership with Cadent, we have been running our Come Dine With Me project which is a monthly competition where our members will plan and shop for a meal and then cook for supporters and patrons of Empower. The whole event is filmed, scored and shared across social media platforms – all with important cost of living and energy saving advice for our young members. Previous episodes of our Come Dine With Me project can be viewed on our YouTube channel: www.youtube.com/@HideOutYouthZone



IMPACT STORY

GHYLL HEAD RESIDENTIAL OUTCOME

“ When the residential started, all my initial fears began to melt away. The activities were incredible, and I found myself enjoying every moment. Ghyll scrambling was exhilarating, pushing me out of my comfort zone and into the cold waters, which was both thrilling and a bit scary. We also had evening games that brought everyone together - those were some of my favourite moments because it felt like we were really bonding as a group. The zipline was another highlight; it was such an adrenaline rush, and conquering it made me feel proud and brave. At night, we gathered around the campfire, sharing stories and laughter, which made me feel connected to everyone there.

One of the most impactful parts of the residential was how much my confidence and social skills improved. I started off not knowing anyone, but by the end, I felt more at ease and had made new friends. I was also challenged in ways I didn't expect, like confronting my assumptions about people. There was one person on the trip - a big, straight, masculine guy - and I initially assumed he would judge me for being gay. I was worried he might be hostile or unkind, but he proved me completely wrong. He was actually super nice and funny, and it was a real lesson for me not to judge people based on appearances.

Overall, the Ghyll Head residential was an unforgettable experience that helped me grow in so many ways. I faced my fears, tried new things, and learned valuable lessons about trust, friendship, and stepping outside my comfort zone. I'm so glad I went, and I'm grateful for the chance to have had this incredible journey.

Kameron Collins, HideOut Member



YOUNG PEOPLES VOICE

Young people are at the heart of everything we do at Empower; this is one of our core values. We actively pursue meaningful opportunities for young people to have their voices heard. So far this year, our young members have taken part in some incredible projects including:

YVETTE COOPER VISIT

In August, HideOut welcomed home secretary Yvette Cooper on her first ministerial visit. During her visit, the home secretary was given a tour of the youth zone and held an interview with The Guardian speaking about topics such as knife crime and the governments vision for young people. After her interview with The Guardian, some of our members were given the opportunity to sit down with the home secretary and ask her a series of questions. Our members were also able to raise their concerns with current issues in society including crime, policing and politics. This unique chance to have an open discussion with a member of the cabinet is just one of many examples of the opportunities available to our members at Empower.

SIM X HIDEOUT FILM

As part of the Science and Industry Museum's Injecting Hope exhibition, HideOut was commissioned to create a video which showcases the reflections of young people about the pandemic and looking into what the future now holds. The film, titled **Bittersweet: the year the world stood still** shows our young people discussing the difficulties they faced, but also the new ways of connecting and supporting each other. The film also features a poem written by Reece William in collaboration with our young people. The Injecting Hope exhibition is free to enter and is running until 17 November 2024.

YOUNG PEOPLE ARE AT THE HEART OF EVERYTHING WE DO, INSPIRING AND CHALLENGING US TO DELIVER SERVICES THAT EXCEED THEIR NEEDS AND CHALLENGE THEM TO BE THE BEST THEY CAN BE.



EMPOWER UPDATES

COMMUNITY FEEDBACK

In September we celebrated HideOut's 4th birthday with our annual Community Day. The day was full of fun games, interactive activities and wonderful performances by our young people. We welcomed just short of 900 people through our doors, with around one third being existing members and the rest being parents, guardians, siblings or members of the wider community.

Throughout the day we captured feedback from the community on their sentiment for HideOut and it's impact on young people and in the community. We surveyed 39 respondents, many parents or guardians of current members. The feedback was overwhelmingly positive, with 100% of respondents saying that HideOut has a positive impact in the community (79% very positive). Of those respondents who know a current or past member, 97% said that HideOut has had a positive impact on that young persons life. The key themes captured through the positive responses were around building confidence, strengthening community links and giving young people somewhere safe to go outside of school.

SALFORD YOUTH ZONE

In May we marked a momentous occasion as we welcomed guests, supporters and local leaders to celebrate the groundbreaking ceremony, marking the commencement of the all-new Salford Youth Zone. Set to open its doors in summer 2025, this state-of-the-art facility will usher in a new era for the youth of the city as well as enhancing the broader community through mentoring schemes, job creation, and volunteering opportunities.

The event was attended by representatives from the Department for Culture, Media and Sport, Councillor Teresa Pepper, Deputy Lord Lieutenant Mrs. Susan Lomas OBE DL, and City Mayor Paul Dennett, who delivered an inspiring address about the project's potential to shape the future of Salford's youth. Members of our Young People Development Group (YPDG) a group already instrumental in pivotal decisions surrounding the identity of the SYZ, also spoke, offering their insight and updating guests on their contributions.

Situated on Belvedere Road, the Salford Youth Zone will feature cutting-edge amenities. With over 20 activities available per session, 7 days a week, 52 weeks a year, this facility is designed to meet the diverse needs and interests of our young people.



WHY DO YOU THINK HIDEOUT HAS A POSITIVE IMPACT IN THE COMMUNITY?

"THE WHOLE VIBE. THE KIDS HAVE SOMEWHERE SAFE TO GO AND KEEPS THEM OFF THE STREETS. IT'S SO ACCESSIBLE AND CHEAP AND THEY GET TO DO DIFFERENT ACTIVITIES THAT THEY WOULDN'T GET TO DO NORMALLY."

PARENT/GUARDIAN FEEDBACK, COMMUNITY DAY 2024