



ENABLING YOUNG PEOPLE TO LEAD *their best lives*

YOUNG PEOPLE FRONT AND CENTRE
Our Strategic Vision | 2025 - 2030





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Last year The Boathouse Youth celebrated 15 years of enabling young people to lead their best lives. What a pleasure it is to say I have been with the organisation for 11 of those 15 and my family have been involved since the beginning.

I have grown, I have learnt, and I have most definitely experienced. I've come to know so much about community, friendship and how to create a good life for myself.

I started as a 5-year-old sat on the hall floor whilst my youth leaders read The Gruffalo to me and now I'm the one reading the stories. I've gone full circle.

What The BHY does is care by placing trusted adults into the spaces where young people want to be. That's how I've been enabled to lead my best life and I'd recommend any young person to come and get involved.

This new strategy outlining the next stage of the charity's development makes me feel so excited about the future.

Madison Marsden

BHY Youth CEO, Aged 15

”



MADISON MARSDEN, BHY YOUTH CEO



MADDIE, A BHY MEMBER FOR ALMOST A DECADE, SPEAKS AT THE ROYAL LYTHAM CHARITY EVENING IN NOVEMBER 2022

“

The Boathouse Youth was founded by young people in 2009 and youth participation has been in our heart since day one.

We are an aspiring **learning organisation** whose evolution is only possible when our vision for youth participation is manifested through the **progression of young people into key stakeholders.**

Our commitment to relational longevity means that our partnership with young people (which exists throughout their whole childhood) creates a space in their lives where views can be expressed freely and received by audiences who not just have a responsibility to listen but are actively interested in doing so as a result of their own lived experiences.

The resultant effect of this model is that The BHY has become adept to enabling those whose voices are unheard to speak truth to power and bring about social change.

The storms and stresses of adolescence are a burden we've all had to bear at some point, but children and young people **living in poverty** suffer the effects of this so much more acutely.

Social issues, sexual development, academic pressures and technological advances are all tricky enough to navigate on their own, so when combined with a lack of food in the fridge, no help with homework or living in home barely fit for habitation they can easily become unbearable.

This strategy sets out how we intend to support young people to **tackle the challenges they are experiencing.**

Beyond the obvious tangible barriers such as price, transport and equipment – all of which are eradicated within our offer – we find that the biggest barrier to participation is that **young people have become accustomed to not having their views heard.**

Young people's perceived lack of value in their own opinions, combined with a lack of experience in expression, means that they don't feel comfortable in a participatory arena.

We challenge this by initially demonstrating to young people **the value in their opinions** on the small topics, which then develops a level of trust and confidence for them to proactively stand on the metaphorical stage and voice their opinion on more significant matters.

Through the strategic implementation of a successive series of relatively 'small wins' young people soon develop into **confident leaders** and become **key players** in the spaces where significant decisions are made within our organisation and society so that they become enabled to **lead their best lives.**

”

Laurance Hancock
Chief Executive Officer



We are

The Boathouse Youth

**Blackpool and the Fylde Coast's Leading
Young Person's Charity**

The Boathouse Youth is a Registered UK Charity (1149320) working with children and young people aged 5 to 25 from socio-economically deprived communities across Blackpool and the Fylde Coast to help tackle the challenges they're experiencing.

Our programme areas each facilitating a variety of personal, social, physical and political activities including centre-based youth work, offsite visits and residential experiences. We also have a specialist programme for children and young people with additional needs and learning disabilities.

Our entire offer is fully funded and free at the point of access.

OUR MILESTONES



2009

A Youth Club opened at St. Peter's Church in the Bloomfield ward of Blackpool South. This ran three evenings per week and was run almost entirely by volunteers and young people.



2011

We achieved medium-term sustainability with a £500,000 grant from The National Lottery over a five year period.



2013

Thanks to our first major donor, we became resident in our own premises. The former South Shore Library on Lytham Road became our 'Bloomfield Youth Centre'.



2015

We purchased our first two vehicles. A 17-seater minibus and a minivan to support the delivery of our Detached Youth Work programme.



2017

We launched a satellite youth centre at Boundary Primary School on the Grange Park Council Estate, which immediately attracted around 250 children and young people.



2019

We signed a long-term lease on the former Horsebridge Community Centre which became our 'Grange Park Youth Centre' which remains open seven days per week.



2021

We generated an income in excess of £1,000,000 for the first time and achieved 27,000 engagements.

Our team of highly trained professionals interact with young people on a daily basis to deliver co-produced and relevant programmes in an engaging way.

We aim to facilitate a safe space to improve mental well-being, promote positive behaviours, support educational growth and encourage a healthy lifestyle.

This helps young people become the best version of themselves through increasing their personal capabilities, aspirations and relationships with others. Our ultimate aim is to break the cycle of deprivation and **enable young people to lead their best lives.**¹



**2022 -
2024**



Bispham

We won a competitive tender process with Blackpool Council for a 25-year lease the abandoned Whiteholme Youth Centre in Bispham.



Grange

We secured £500,000 of funding secured from the Youth Investment Fund to expand our Grange Park Youth Centre.



Fleetwood

We secured a capital gift of £1.2m and construction was started on our state-of-the-art Fleetwood Youth Centre.



Bloomfield

We purchased our Bloomfield Centre and completed renovations on the 130 year old building.



Training

Our first cohort of 22 young people (Age 14-16) completed their Level 2 Award in Youth Work Principles.



Awards

We were crowned WINNERS in the 'Community Business' category of the BIBA Awards 2023 **and** the Red Rose Awards 'Not-for-Profit' category.

¹ This was formulated at our Staff Residential 2023 facilitated by Kaz Stuart

The change we'd like to see

**Our vision is that
Blackpool and the Fylde Coast
is a place where
young people are
leading their best lives.**



This means that **young people** can develop the **knowledge, skills** and **behaviours** to become **key players** in the places where **significant decisions** are made in our **organisation**, across society and in **their own lives**.





How we are making that happen

**Our mission is to create a
world-class youth work
infrastructure across
Blackpool and the Fylde Coast.**



This means we will create the conditions where effective **youth work programmes** can be delivered by experienced **youth work professionals** in **spaces where young people can thrive** funded by **sustainable income**.





YOUNG PEOPLE FRONT AND CENTRE.

£2.2m

invested in
spaces for
young people

Putting
young people
front and centre of
a world-class
youth work
infrastructure



➔ LOVE

We encourage an holistic approach to youth work, where the focus addresses the immediate needs of young people and their overall emotional and social development.

We support the formation of positive and healthy relationships between youth workers and young people where connection and belonging are key.

It's about emphasising that, for our team, the work being done is more than just a job.

➔ AGENCY

We seek to empower young people to make their own decisions, take control of their own lives and develop the skills and confidence to make informed choices.

By valuing agency we commit to involving young people in the decision making processes of the organisation, the programme design and leadership roles.

This participatory approach ensures that our work remains relevant to the youth of the day.

A young man with short brown hair, wearing a dark blue polo shirt, is standing at a podium and speaking. The podium has a purple and blue design. In the background, a screen displays some text and graphics.

→ RESPECT

Respect is a cornerstone of healthy and positive relationships. We seek to promote an inclusive atmosphere where the beauty of diversity is recognised and everyone feels welcome and safe.

We promote the development of self-respect to ensure that each person understands their own intrinsic value so that they can develop a healthy set of boundaries to protect their own well-being.

→ RESPONSIBILITY

Responsibility is a key component of empowering young people to take ownership of their actions and decisions. Through fostering leadership and building trust young people are encouraged to take responsibility for significant decisions across the organisation.

Being able to accept responsibility, particularly through the storms and stresses of adolescence, enables young people to learn from their mistakes and grow from their own experiences.



BHY
Centre
No. 1

BLOOMFIELD

Youth Centre

Covering Blackpool's south-central locality

The Boathouse Youth has been providing youth services with the Bloomfield community since May 2009.

The BHY
opened in this
community in
2009

300
young people
attend
annually

Open
5
days a week
minimum

63%
of children live
in poverty



BHY
Centre
No. 2

GRANGE PARK

Youth Centre

Covering the town's largest housing estate

The Boathouse Youth has been providing services with the Grange Park community since 2017.

The BHY
opened in this
community in
2017

300
young people
attend
annually

Open
6
days a week
minimum

46%
of children live
in poverty



BHY
Centre
No. 3

BISPHAM

Youth Centre

Covering Blackpool's north locality

The Boathouse Youth will be providing youth services for this community, including the KinCraig Estate from 2025.

Opening
2025

300
young people
expected to
attend
annually

Open
5
days a
week

25%
rented
accommodation
in this area



BHY
Centre
No. 4

FLEETWOOD

Youth Centre

The BHY's Newest Youth Centre

The Boathouse Youth will be providing town-wide services from its brand-new bespoke Fleetwood Youth Centre from Spring 2025.

Opening
2025

350
young people
expected to
attend
annually

Open
6
days a
week

3/4
wards are
"most
deprived" in
the UK



Young people front and centre

Our 'Young People Front and Centre' strategy sets out how we intend to ensure that thousands of young people across Blackpool and the Fylde Coast can participate in effective youth provision, delivered by experienced youth work professionals, in an accessible space close to their homes at no cost.

The strategy seeks to achieve this by creating conditions where:

- ✓ **The voice of young people** is at the forefront of significant decision making.
- ✓ **Our work maintains its relevance** to the youth of the day.
- ✓ **Young people's talent** is recognised and utilised within communities.
- ✓ More young people are **prepared for successful careers**.
- ✓ Our volunteers, employees and stakeholders **feel fully valued and supported**.
- ✓ **We increase our engagement** across more communities.
- ✓ **We remain an attractive social investment** for philanthropists, commissioners and funders.



We will achieve this by focusing on **four key areas**:

Our Programme

YOUTH SERVICES

We will **co-produce** and **deliver** an **effective, relevant** and **participative** programme with **young people in the lead**.

Our Places

YOUTH SPACES

We will operate **accessible** spaces and **place-based opportunities** where **young people can thrive**.



Our People

WORKFORCE DEVELOPMENT

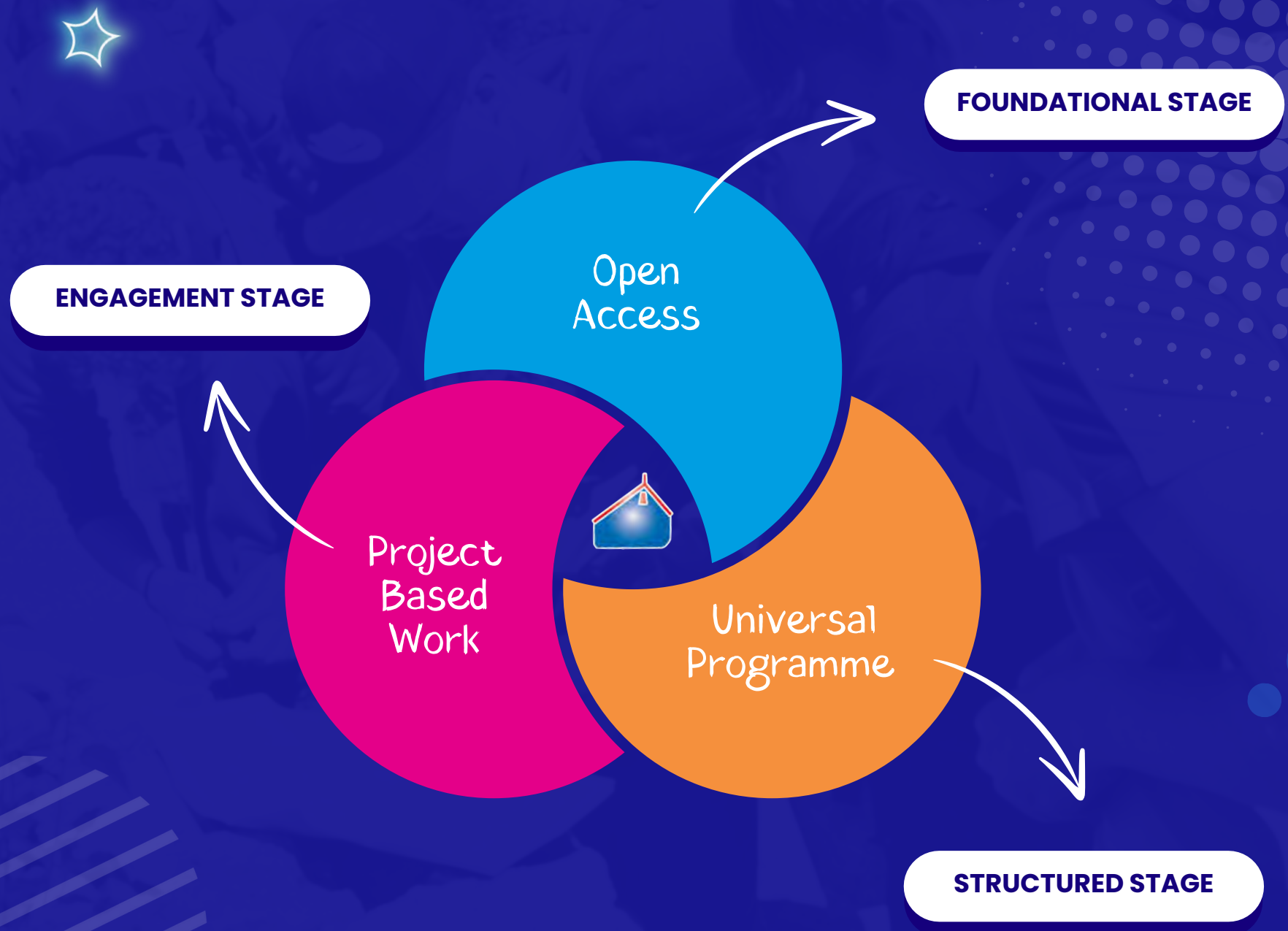
We will **recruit, develop** and **retain** a workforce of **experienced Youth Work professionals** at all levels and an **effective support team**.

Our Promise

INCOME GENERATION

We will **attract** and **retain** recurrent financial support via multiple sources. Sustainability is the promise we make to our young people.

OUR DELIVERY MODEL



OPEN ACCESS

This foundational stage fosters an inclusive, welcoming space where young people engage through fun, accessible activities.

Games such as pool, table tennis, and dodgeball.

Social opportunities like games nights and group activities involving consoles or creative crafts.

The goal is to create a safe, welcoming space where young people feel valued, building trust and guiding deeper engagement through informal conversations.

UNIVERSAL PROGRAMME

This program shifts from informal Open Access to a structured approach, grounded in the National Youth Agency's Youth Work Curriculum, focusing on young people's personal, social, and political development.

Co-production: The programme is developed collaboratively with young people and youth workers to ensure it is relevant and meaningful. Many themes and topics are informed by insights gained during Open Access sessions.

Curriculum Content: Sessions may focus on topics such as health and wellbeing, identity and belonging, global citizenship and healthy relationships.

This stage empowers young people to explore their interests further while fostering a sense of agency, responsibility and respect.

PROJECT BASED WORK

This stage offers intensive engagement for young people pursuing specific interests or greater challenges.

Social Action Projects: Opportunities for young people to make a tangible impact in their community, fostering leadership, teamwork, and social responsibility.

Development Programmes: Signature programmes like the Duke of Edinburgh's Award and Young Leaders' Programme offer pathways for skill-building, growth and achievement.

Collaborative Delivery: Projects are delivered centrally, uniting multiple youth centres, or locally, tailored to each centre's needs.

This stage fosters growth, building skills, confidence, and experiences for future success.

How the model works together

Continuous Flow:

Young people can **move fluidly between the stages**. For instance, a casual conversation during Open Access may lead to participation in a Universal Programme, which might then **inspire involvement in a Project-Based Work initiative**.

Feedback Loop:

Insights from each stage **inform the others**. For example, the outcomes of a social action project **may inspire themes** in the Universal Programme **or influence activities** in Open Access sessions.



This cyclical model ensures a seamless and dynamic pathway for young people to grow, learn, and contribute meaningfully to their communities.

Youth Services

Through voluntary participation of young people, our youth work programmes aim to offer young people a relevant and consistent experience that responds to their views and helps them to develop the knowledge, skills and behaviours required to respond to the challenges they are experiencing.

We align our delivery with the National Youth Agency's youth work curriculum, enabling professionals to tailor their interventions and activities holistically to support the personal, social, physical and political development of young people.

Each of these development types is essential for preparing young people to navigate childhood and adulthood successfully and to become well-rounded, contributing members of society.





PERSONAL DEVELOPMENT

We aim to enable growth in terms of self-awareness, self-esteem, confidence, emotional intelligence and resilience.

Key Aspects:

- ✓ **Self-awareness:** Understanding one's own emotions, strengths, weaknesses, values, and beliefs.
- ✓ **Emotional regulation:** Learning to manage and express emotions in a healthy way.
- ✓ **Goal setting:** Developing the ability to set and achieve personal goals.
- ✓ **Independence:** Building self-reliance and the ability to make decisions autonomously.

SOCIAL DEVELOPMENT

We aim to improve young people's interpersonal skills and the ability to form and maintain healthy relationships.

Key Aspects:

- ✓ **Communication skills:** Effective verbal and non-verbal communication.
- ✓ **Teamwork:** Learning to work collaboratively with others.
- ✓ **Empathy:** Understanding and sharing the feelings of others.
- ✓ **Conflict resolution:** Developing strategies to manage and resolve conflicts amicably.
- ✓ **Community involvement:** Participating in and contributing to the community.

PHYSICAL DEVELOPMENT

We aim to promote physical health and well-being through active lifestyles and healthy choices.

Key Aspects:

- ✓ **Fitness:** Encouraging regular physical activity and exercise.
- ✓ **Nutrition:** Understanding and practicing healthy eating habits.
- ✓ **Health education:** Learning about physical health, including topics like substance abuse prevention, sexual health, and general wellness.
- ✓ **Coordination and motor skills:** Developing fine and gross motor skills through sports and other physical activities.

POLITICAL DEVELOPMENT

We aim to foster an understanding of civic responsibilities, rights and the political systems within which young people live.

Key Aspects:

- ✓ **Civic engagement:** Encouraging participation in community service and civic activities.
- ✓ **Political literacy:** Educating about political systems, structures, and processes.
- ✓ **Advocacy:** Empowering young people to advocate for their rights and the rights of others.
- ✓ **Critical thinking:** Developing the ability to critically analyse political information and issues.
- ✓ **Leadership:** Building skills to lead and influence others in political or social contexts.

Youth Spaces

Our goal is to create environments where young people and youth workers can develop positive relationships whilst engaging in a variety of enriching activities.

We seek to provide well-equipped, inclusive and welcoming spaces that caters for the needs of young people and are accessible within 15 minutes' walk of their homes or schools.





LOCATION AND ACCESSIBILITY

- ✓ Easily accessible for young people within their communities.
- ✓ Inclusive and accessible to all, including those with disabilities.
- ✓ Safety and security.



DESIGN AND LAYOUT

- ✓ Flexible spaces.
- ✓ Youth-Influenced design
- ✓ Storage solutions
- ✓ Staff welfare



SUSTAINABILITY AND MAINTENANCE

- ✓ Sustainable practices which are environmentally friendly.
- ✓ Regular maintenance to ensure compliance with health and safety standards.



RESOURCES

- ✓ High quality equipment
- ✓ Technology / multi-media



Workforce Development

Developing a workforce of culturally recognisable professionals who actively seek to understand the needs of young people is crucial to our development as an organisation.

We strive to create a workplace that is inclusive, supportive and dynamic - **fostering a culture of continuous growth and learning**. Through the creation of an environment where people feel valued, we aim to develop and retain top talent within our local communities and also enhance the quality of our services so that the impact we have on young people is greater than ever before.





Scan the QR code
to view our
Staff Residential video!



Aspiring to be a Learning Organisation

As an aspiring learning organisation we are committed to developing a workforce that not only serves young people but is also a reflection of the communities we engage with. Our approach goes beyond traditional training; we strive to cultivate a culture of continuous learning, reflection and professional growth.

We work closely with our strategic partners to offer robust training pathways, practical experience and mentorship ensuring that our apprentices develop both the practical and theoretical expertise needed to excel.

We plan to:

- ✓ **Further expand our apprenticeship pathways** so that more young people have the opportunity to join our workforce.
- ✓ **Build partnerships with higher education institutions** to offer tailored courses and qualifications that align with our vision.
- ✓ **Foster a culture of reflective practice** through regular supervision, peer learning groups and research opportunities.
- ✓ **Create a talent pipeline** so that apprentices can see a clear pathway into leadership roles ensuring that we retain talent and provide continuous opportunities for advancement.



APPRENTICESHIPS OPEN EVENING



STAFF RESIDENTIAL 'SELF-MASTERY'

Harnessing young talent

Developing young professionals who thrive



It's the combination of 'lived experience' and professional qualifications that create the magic.

Starting the learning journey early is a critical part of fostering long-term personal and professional development. Our Young Leaders' Programme, beginning at Age 14, provides an opportunity for young people to attain their Level 1 and 2 Award in Youth Work whilst volunteering within younger age groups.

Upon leaving school, at Age 16, this seamlessly transitions into our Young Professionals Programme, where participants begin complete their Level 3 Youth Work Apprenticeship Programme over an 18 month period and explore how their knowledge, skills and behaviours can bring about long-term change to young people through youth work.



Income Generation

Sustainability is the promise we make to every young person that we'll be there throughout their entire childhood. Therefore, the development and delivery of an effective income generation strategy, combined with sensible and regulated spending, is essential.

Through a clear focus on these key areas, together with a willing agility to test new ideas, we are confident that our financial strategy will be sufficiently robust enough to support organisational growth and enhance our ability to enable young people to lead their best lives.

Powered by
philanthropy
and local
business.





DIVERSIFIED FUNDING STREAMS

- ✓ **Major Donors:** Cultivate a pool of major donors through networking opportunities, campaigns and appeals.
- ✓ **Grants and Trusts:** Apply for grants from government bodies, private foundations and charitable trusts that support youth work initiatives.
- ✓ **Events and Campaigns:** Organise fundraising and networking events to generate income, raise awareness and ensure our story is widely recognised.



FINANCIAL MANAGEMENT AND TRANSPARENCY

- ✓ **Budgeting:** Develop detailed budgets to manage and allocate resources effectively.
- ✓ **Reporting:** Maintain transparency through regular financial reporting to audits and build trust with donors and stakeholders.
- ✓ **Impact Measurement:** Demonstrate the impact of the charity's work through clear, measurable outcomes and regular updates to funders.



DONOR ENGAGEMENT AND RETENTION

- ✓ **Relationship Building:** Build strong and meaningful relationships with donors who values align with our own through storytelling and profiling of the charity's great work.
- ✓ **Digital Presence:** Enhance our brand awareness through the use of digital to ensure our profile is maximised amongst potential supporters.
- ✓ **Brand Awareness & Storytelling:** Ensuring that young people's truth is being heard by those with the power to enable change.



STRATEGIC PARTNERSHIPS

- ✓ **Government Contracts:** Secure contractors and service agreements with local, regional or national governments to deliver youth services.
- ✓ **Collaborations:** Partner with other non-profits, community organisations, thinktanks and educational establishments to share resources.
- ✓ **Corporate Social Responsibility:** Continue to forge partnerships with businesses who align with our vision and mission and are willing to invest in our work.



By **2030**, we make promises in **four key areas**:

Our Programme

YOUTH SERVICES

There will be **5,000 young people** participating in a co-produced and relevant Youth Work programme.

Our programmes will be aligned with the National Youth Agency's youth work curriculum, enabling professionals to tailor their interventions and activities holistically to support the personal, social, physical and political development of young people.



Our People

WORKFORCE DEVELOPMENT

The organisation will be employing **20 qualified youth work professionals** and an effective support team.

Our team will work within an environment which is supportive of continuous learning and reflective practice and actively seek to understand the needs of young people.



Our Places

YOUTH SPACES

We will operate **5 Youth Centres** across Blackpool and the Fylde Coast and additional 'place based' experiences.

Our spaces will be accessible and provide opportunities for young people to be themselves and learn in a fun and supportive environment.



Our Promise

INCOME GENERATION

We will be sustainably attracting **£2.5m funding** on a recurring annual basis through diverse methods.

Our income generation methods will be underpinned by the organisation's commitment to making a positive impact in the lives of young people.





For more detailed information on anything in this document please visit our website, or contact us using the details below:



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