



**ON-SIDE YOUTH ZONES:
PROJECT SERVICES**





WHO IS **ONSIDE**?

OnSide Youth Zones exist to provide all young people, and particularly those living in poverty, with an equal opportunity to build their confidence and develop their passions and interests, enabling them to positively transition to adulthood and live fulfilling lives. Our network of 21st century, sustainable youth centres, known as Youth Zones, provide young people with safe, affordable and inspiring places to spend their time away from home and school.

50,000 young members, from some of the country's most disadvantaged communities, make over 600,000 visits to OnSide's network of 13 Youth Zones every year. And, the impact of Youth Zones are well established, from reductions in anti-social behaviour of up to 77%, improved self confidence in 77% young people, 78% young people said staff/volunteers at Youth Zones help them prepare for the future and 91% of local businesses feeling a Youth Zone has improved the local environment.



WHAT IS A YOUTH ZONE?

All Youth Zones are independent, local charities, set up exclusively for the benefit of young people. They provide state-of-the-art facilities for those aged 8 – 19 (or up to 25 for those with additional needs), 7 days a week, throughout the year, for 50p entry and £5 annual membership.

Each Youth Zone has thousands of members, with 100-250 attending every night. Located in prominent, accessible and neutral locations, each Youth Zone is easily reached from some of the country's most disadvantaged communities.

Youth Zones include social, sporting and artistic spaces, including a 3G all weather pitch, large sports hall, climbing wall, dance studio, music and multimedia suites, employability and enterprise rooms and a large recreation area and café. Young people can access these amazing facilities plus the support of trusted and caring staff and volunteers over 40 hours a week.



WHAT'S DIFFERENT ABOUT ONSIDE'S APPROACH?

OnSide's approach is unique in the youth sector:

- A design blueprint that sets the bar in terms of state of the art facilities and high quality equipment
- Strong multi-sector boards made up of influential and committed trustees from the community, local government and private sectors
- Partnerships with local community stakeholders
- A sustainable, mixed-income funding model that enables this level of youth provision
- Solid experience of delivering high quality, universal access youth work, with activities and support available over 40 hours a week to thousands of young people

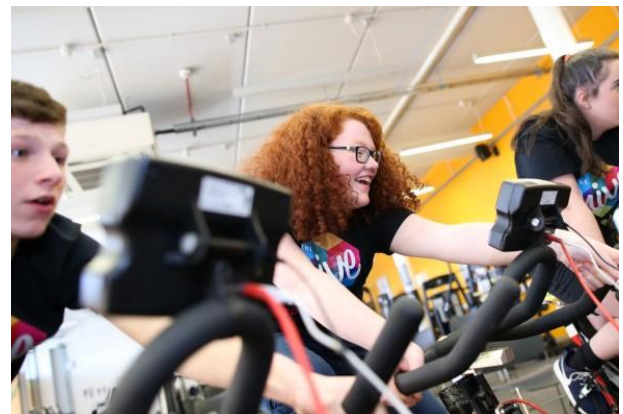
“The thing that makes Mahdlo (Oldham’s Youth Zone) stand out for me isn’t actually that it’s a youth centre, rather it’s a centre for young people. It covers their emotional wellbeing, their social wellbeing; it gives them confidence, it raises their ambition, it gives them support and it brings together the wider community.”

Jim McMahon MP,
former Leader of Oldham Borough Council.

ONSIDE'S PROJECT SERVICES

The total capital cost of establishing a new Youth Zone is £8.4m, including £900k for the services delivered by OnSide over the 3 year period before the Youth Zone formally opens. This amount is less than OnSide's total cost of delivering each project as OnSide's national supporters subsidise a significant element. The remaining £7.5m covers the costs of design, architecture, planning, construction and equipment fit-out.

This document summarises the services delivered by OnSide during the development phases that every Youth Zone project needs to go through before it opens its doors to young people.



PHASE ONE: ESTABLISHING THE PARTNERSHIP

During this phase, OnSide’s team works closely in partnership with local authorities, from the initial meeting through to finalising the legal agreements, to inform the Council’s own formal approval for a new Youth Zone project.



<p>Activity includes:</p> <ul style="list-style-type: none"> ● Engagement with key officers and Members including site visits and meetings ● Identifying a suitable Youth Zone site ● Input into Council-led due diligence ● Conduct own due diligence into local philanthropic capacity ● Developing all legal partnership agreements ● Initial Board development, appointment of a Chair and commencing work to appoint further suitable Trustees 	<p>OnSide team essential to this phase:</p> <ul style="list-style-type: none"> ● Deputy CEO ● Director of Finance ● Director of Operations ● Project Director ● Director of Fundraising ● Relationship Development Manager
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PHASE TWO: SETTING UP THE NEW YOUTH ZONE CHARITY

OnSide’s Director of Operations leads a team consisting of capital and revenue fundraisers, youth and community specialists, and marketing/communications experts, for around 15 months, alongside the design work on the new Youth Zone, to ensure all is in place for construction to begin.

<p>Activity includes:</p> <ul style="list-style-type: none"> ● Incorporation of the company and registration as a charity ● Banking arrangements and financial policies put in place ● Designing the new Youth Zone ● Gaining planning permission for the new Youth Zone ● Tendering to find a suitable contractor ● Engagement with young people and the wider community ● Building relationships with VCS organisations and other local stakeholders ● Capital fundraising, ensuring all funds are in place prior to construction commencing ● Finalising the Youth Zone’s pre-opening and 1st year’s operating budget ● Revenue fundraising, commencing the revenue campaign ● Media campaign and wider stakeholder communications with social media accounts set-up and website created ● Continued Board development 	<p>OnSide team essential to this phase:</p> <ul style="list-style-type: none"> ● Head of Property and Construction ● Building Surveyor/Project Manager ● Director of Operations ● Community Engagement coordinator ● Relationship Development Manager ● Fundraising Director ● Head of Private Sector Fundraising ● Deputy CEO ● Director of Finance ● Management Accountant ● Head of Marketing and Communications ● Communications Manager
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PHASE THREE: BUILDING THE YOUTH ZONE

Sustainability is crucial to the strategy and design of all Youth Zones to enable long term success. Once planning has been secured, a local building contractor is appointed to oversee the build that takes around 13 months to complete, as all the funding, staff and systems/processes are also put in place.

Activity includes:

- Construction of Youth Zone to our detailed and rigorous specification
- Revenue fundraising, securing the first 3 years
- Engagement with young people: design /brand, staff recruitment and becoming ambassadors
- Appointment / induction of a Chief Executive who spends 6 months on secondment in an open Youth Zone and is put through OnSide's central training Talent Academy
- Recruitment of senior leadership team. Induction and training, including secondments and close support from a dedicated Openings Manager
- Developing youth work programme of activities and staffing plans
- Development of business plans and policies e.g. HR, health & safety, safeguarding, etc
- Awareness raising with local young people and community marketing
- Development of delivery partnerships with VCS organisations and other local stakeholders
- Provision of key financial metrics to inform the Board
- Continued Board development to fill any remaining skills gap

OnSide team essential to this phase:

- Head of Property and Construction
- Building Surveyor/Project Manager
- Property & Construction team
- Director of Operations
- Community Engagement Co-ordinator
- Relationship Development Manager
- Openings Manager
- Fundraising Director
- Head of Private Sector Fundraising
- Deputy CEO
- Director of Finance
- Management Accountant
- Head of Marketing and Communications
- Communications Manager
- HR Director and Manager
- Safeguarding Manager



“Getting into trouble stopped when I came to [the Youth Zone] as I wasn't bored anymore. I've learnt communication and relationship skills.”

Youth Zone member

PHASE FOUR: OPENING THE YOUTH ZONE

Once practical completion of the new Youth Zone building has been achieved, there is a three month period of preparing the building and 'soft openings', involving ever greater numbers of young people prior to the official opening to the public.

Activity includes:

- Full recruitment drive, ensuring appointment and training of approx. 70 staff and 50 volunteers
- Training and inductions of all new staff and volunteers
- Co-ordinated engagement with local schools for partnership and membership opportunities, with the Young People's Development Group leading the way as ambassadors
- Big marketing push, encouraging over 1,000 young people to sign-up as members pre-opening
- Cementing solid local partnerships and developing agreements with local VCS and other organisations
- The new Youth Zone team can access our Talent Academy, offering training and development tailored to the different roles
- All fixtures, fittings and equipment brought into the Youth Zone
- Revenue fundraising continues to secure the first three years' revenue
- Implementing key membership, timecard, and financial systems
- Provision of key financial metrics to inform the board, and financial statements
- Board development including bespoke training

OnSide team essential to this phase:

- Network Facilities Manager
- Assistant Surveyor
- Director of Operations
- Openings Manager
- Relationship Development Manager
- Fundraising Director
- Deputy CEO
- Director of Finance
- Management accountant
- Head of Marketing and Communications
- Communications Manager
- HR Director and Manager
- Safeguarding Manager
- Network Systems Manager
- Systems Implementation Manager



“If it wasn't for [the Youth Zone], I'd be on the street messing around. This place brings lots of cultures [together] and keeps us safe as well.”

Youth Zone member





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