

# IMPACT REPORT

## 2022-23

Reflecting on 2022 and looking on to 2023





This report is intended to reflect on the achievements of our social enterprise in 2022.

It will also provide the opportunity to get to know our team, flagship programmes and the ambitions we have for You Press in 2023.

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# MEET THE TEAM



*Farah*

Hi, I'm Farah! I founded You Press in 2011, the company first began as a social action campaign combating negative media about youth and communities. Years later, You Press has flourished to become a well-established social enterprise that empowers young people and community voices to be heard through our creative projects, programmes and services. As a social entrepreneur, helping others is the core of all I do and I love what I do. Aside from directing You Press, my other passions include training & development and poetry!



*Hal*

Hi, I'm Hal! I handle all things funding and finance at You Press, including writing grant applications, exploring other income streams, and overseeing our management accounts. In addition, I generate systems and strategies to ensure that we are well placed to achieve our short and long-term goals.

# Raggo & Marianna

Hi, we are Raggo and Marianna! The programme managers of 'You Press' flagship Music programme 'The Collective'! Using our expertise as music artists we have curated the activities of the programme to best suit the needs of the young artists, allowing them to grow, develop and excel during their time with us and beyond.

To find out more about The Collective programme please see page 14.



## Tyarna

Hi I'm Tyarna! The face behind all things marketing and PR at You Press! In my role, I use creative and innovative ideas to promote You Press' activities, projects and community work. Additionally, I facilitate collaborative campaigns between You Press and other charities and social enterprises.

## Aliya

Hi I'm Aliya! The Programme manager for Functional Learning, which aids families of children with disabilities. With over 10 years of experience working with children with disabilities, I have designed this programme to prioritise the need for independence and functionality among children with disabilities.

To find out more about Functional Learning programme please see page 17.







## Emmanuel

Hi, I'm Emmanuel! I generate new client partnerships for You Press' agency, as well as maintain relations with previous and existing clients. My role involves a lot of networking and good conversation!

## Maxime

Hi, I'm Maxime! I conduct daily clerical tasks and projects around the office to ensure that You Press is functioning well and efficiently. This includes managing schedules, compiling reports and sending lots of emails!



## Ridwan

Hi, I'm Ridwan! I take the lead on the major operations of You Press! I manage the efficiency of our team, HR and overseeing the creative output and marketing. I also contribute ideas and strategy to further our brand and the community work that we do.



## Kai

Hi, I'm Kai! I direct, record and edit various forms of video content for You Press. This involves but is not limited to videos for, events, interviews and project reviews. I also handle videos for clients who commission You Press through our creative agency.





# Theory of Change

At You Press, we care about our impact. We believe in the power of words and stories to change lives for the better and our mission is to use creative arts and writing to empower people to find their voice and be heard.

To better understand and highlight our impact, we worked in partnership with Renaisi, a social enterprise specialising in monitoring, evaluation, and learning to create our first theory of change. Thank you to Renaisi and the Paul Hamlyn Foundation for supporting us through this exercise, the results of which you can see on the following page.

# Theory for change

## ACTIVITIES

Creative agency  
Employability support  
Partnerships & collaborations  
Creative arts training  
With employers  
Content production  
Social action campaigning  
Events  
Mentoring & soft skills development

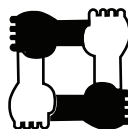
## MECHANISMS OF CHANGE

Making diversity visible  
Organisational strengths  
Bold & positive  
Inclusive & caring team  
Believing in young people  
Participation  
Long-term support & opportunities  
Safe space and Social hub

## OUTCOMES



Young people from underrepresented communities realise their potential



The wider community is more diverse & inclusive




New opportunities are created through improved connections


## AIM

Young people and people from underrepresented communities find their voice and are heard





# THEN VS NOW



**DID WE MEET OUR 2022  
OBJECTIVES?**



# 2022 REVIEWING

At the end of 2021 we set ourselves six key objectives for 2022.  
Take a look below to see how we got on!

## OBJECTIVE 1: Achieve financial sustainability

- Secure an office space for 2022 & 2023
- Core costs covered for 2022
- Build healthy reserves



Secured an office for 2022



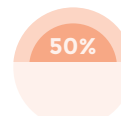
Secured an office for 2023



Core costs covered for 2022



Build healthy reserves



Core costs covered for 2023

## OBJECTIVE 2: Grow our creative agency



Identify our most attractive and most profitable services and streamline our agency administration processes



Fundraise for a role within the team to support the Director with administration



Refine our pool of freelancers



Align new projects to our creative agency



Fundraise for a role within the team focused on increasing sales through the agency (Client & Services officer)



Become an accredited training provider

### OBJECTIVE 3: Be an impact focused organisation



Put processes in place to measure and evaluate impact across all areas of our work



Produce a community impact report



Utilise our CRM system

### OBJECTIVE 4: Improve our brand awareness in Newham among key stakeholders (young people, school, funders policy makers etc.)



Develop a shared understanding of who our key stakeholders are



Have our work featured online by other local organisations and influencers



Deliver more events in the community



Receive/be nominated for awards



Increase our following on social media

### OBJECTIVE 5: Returning Scribershive to full functionality

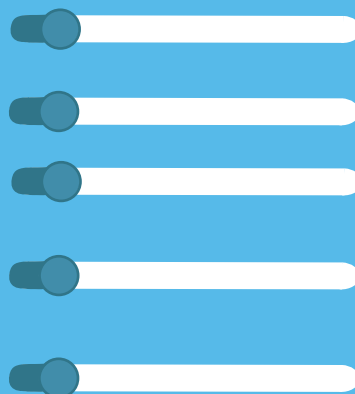
Consistent group of writers

Securing guest writers frequently

Build a new SH website with updated branding

Having and following clear branding and messaging guidelines

Consistent social media engagement



IN PROGRESS



We will be revisiting this objective in 2023

### OBJECTIVE 6: Have in place formalised ways of working

A shared understanding of how we work, from carrying out the agency work to delivering our projects

Consistent and effective 'ways of working' while retaining flexibility to deliver new work and adapt existing work



Shared understanding of our key processes and projects



The team adopting effective ways of working while retaining a flexible/agile approach to work





# OBJECTIVES SUMMARY

Looking at these objectives, you might be thinking that the focus is mostly internal. We were very clear as a team that we wanted to be ambitious. But we also agreed that we needed to ensure You Press was stable and operating effectively in order to be more ambitious in 2023 and beyond. Having had a successful year with many highlights, we have now set more ambitious targets for 2023 - 2026 as part of our next strategic plan.

We know that we won't always get everything right. We didn't achieve everything we set out to in 2022. The goals we didn't accomplish won't be forgotten. We'll reassess and, where possible, integrate these goals into our future plans.

Thank you to every person who has been a part of our success in 2022.





# **Our 2022** *Projects and programmes*



# PROJECTS & PROGRAMMES

## ScribersHive: Royal Docks

ScribersHive: Royal Docks was a programme created for young people in Newham to learn and develop multimedia skills. The main activities of the programme included workshops that focused on storytelling, creative writing, poetry, drawing and fine art illustration, filmmaking, photography and graphic design. Additionally, participants of the programme took part in a "culture evening" event, which was a social gathering of people from diverse ethnic backgrounds. Attendees engaged in insightful discussions around culture and heritage, they also shared related creative pieces, in the form of pictures, poetry and music.

An inspiring story from the ScribersHive: Royal Docks programme comes from Kaan, a young man living in Newham, who started the programme with an interest in storytelling. Kaan expressed that the programme was incredibly beneficial in helping him to learn new artistic skills and explore areas in Newham that he had never visited. Kaan highlighted that he valued having the opportunity to interact with young people from different backgrounds.



Kaan described the programme as *"welcoming and inclusive"*

Reached 50 young people ✓

Reached 12 partners ✓



## ScribersHive: Europe

ScribersHive: Europe delivered in partnership with Momentum World, the purpose of Scriber's Hive is to help young people to learn and develop multimedia skills. In contrast to ScribersHive: Royal Docks, ScribersHive: Europe is a global programme that uses multimedia skills to address social issues. On our 2022 programme, we had participants join us from the UK, Greece, Ukraine, Romania, Armenia and Jordan and we addressed various issues including war, mental health issues, global warming and immigration.

The programme exists in three parts, the training phase, creating phase and exhibiting phase. The training phase took place in Greece in May 2022, where participants were taught multimedia skills and 'The ScribersHive process'.

The ScribersHive process firstly requires participants to be split into groups occurring to country of residence, groups then identify a social issue and create a writing piece around that issue. That writing piece is then traded among other groups to be converted into an art piece. After this, the groups then trade their art pieces and convert the artwork that they receive into short films or podcasts. Following the trip to Greece, the second phase began 'the creating phase'; participants were tasked to use 'the scribers Hive process' to create writing pieces, artwork, videos and podcasts that had been subject to different cultural interpretations and influences. In December 2022, our participants will enter the final phase, where they gather in London to exhibit all the multimedia content that has been created.



Participants have described the programme as

*"unique, momentous and culturally enriching,"*



#### Feedback from 2022 cohort:

- ✓ 100% of attendees rate The Collective as 8/10 or higher
- ✓ 100% of attendees would recommend The Collective to a friend or family member
- ✓ 100% of attendees said their views, values and interests were respected during the programme

## The Collective

The Collective is a unique artist development programme designed to support, coach, and train young aspiring musicians. We nurture their talent and help them acquire knowledge of the industry whilst learning the basics of songwriting, music production, and all the aspects to do with performance in and outside the recording studio.

The program lasts 20 weeks and at the end of this, the young artists get to perform live pieces they'd created throughout the program which also get released on all digital platforms.

We offer them the opportunity to be a part of the You Press agency afterward through which they can be booked for paid performances and shows.

It is focused on young people who face barriers in accessing diverse music-making opportunities to where they live around the country.

**Special thanks to Youth Music for making The Collective possible**

## Speak Up!

Speak Up was our pilot public speaking training project for young people living, working or studying in West London. This free training course was designed to give young people a safe space in which to learn about public speaking and practice speaking publicly in a non-pressurised environment.

Sadly, too many young people miss out on opportunities at work, in their personal and professional development and in life simply because they are afraid of public speaking (a universal fear). We wanted to change this. Over 12 weeks we worked closely with a small group of young people, supporting them to hone their skills and watching them grow in confidence. Topics on the project included: understanding different types of speeches and when to use them, preparing an effective speech, adapting to different audiences, and reflection/responding to feedback.

Here are two of the key outcomes of the project:

- ◆ 100% of the participants fed back that they would recommend this training to other young people
- ◆ Before taking part in the project, less than 20% of the participants rated their confidence higher than 6/10. After taking part, 100% of the participants rated their overall confidence as 8/10 or higher



**Thank you to our funder, Near Neighbours, for making this project possible.**

*"My experience was great and I highly recommend young people taking part in Speak Up. I've learnt so much about myself and uncovered a new skill which I will use for years to come,"*  
- Muna Ali

# Truth On The Roof

Truth on the Roof is our conscious music and writing training programme that gives young singers, rappers, poets and spoken word artists the chance to express themselves and discuss various social issues through the artistic form. You Press were funded by and collaborated with Paddington Central / British Land to deliver the second season of Truth on the Roof, focused on hope for a better future as we slowly recovered from the pandemic in 2021-22.

We successfully promoted social inclusion, community cohesion and artistic expression by training young artists (from BAME backgrounds) to develop their employability skills. With the last two years being challenging for many young people and communities due to COVID-19, we wanted this programme to specifically focus on human stories and hope for the future.

We filmed, edited and published a collection of original spoken word, poetry and music created by young artists. This was achieved by training our young artists to carry out research and reflect creatively on the pandemic. The original artistic pieces were filmed on the rooftop of one of Paddington Central's buildings and published onto our YouTube channel, social media accounts and website, where the first season is available to stream right now.

The Young poets, musicians and storytellers from Westminster (who live, work, study or volunteer in the borough) were given the chance to showcase and promote their talents, enabling them to build confidence. In addition, we will provide transferable skills that will help the young people to build their portfolio for future employment. The learning and training from the programme will further build confidence, promote sociability and improve decision-making and communication skills.

*"Just wanted to say that I've really been enjoying the workshop sessions these past 2 weeks especially. Amina and Miss Jacqui left me feeling so inspired (and so did Marianna a couple of weeks back). thanks so much for inviting them on and for facilitating!!"*

*- Sagal Farah*



**Thank you to Paddington Central / British Land for making this project possible**

## Reaching Youth Programme

From 2019 to 2022, You Press took part in an international knowledge sharing programme funded by Erasmus +, titled 'Reaching Youth'. Accompanying You Press on this programme were two other NGOs / charities, 'Podane Ruce' (based in the Czech Republic) and 'Human Lex Instytut' (based in Poland).

The Reaching Youth programme intended to gather three experienced organisations active in the field of youth work to share their methods, approaches, and techniques, in hopes of learning and creating improved ways of approaching youth work, among all three organisations.

This programme included three international visits to the UK, Czech Republic and Poland; where visiting partners were able to observe and immerse themselves in the workings of the host partners organisation.

During the You Press team's visit to Podane Ruce in Czech Republic and Human Lex Instytut in Poland, we were able to learn invaluable information about how to approach our youth work more efficiently. Similarly, when our partners from Podane Ruce and Human Lex Instytut visited the UK, our team was able to share vital information about how we work impactfully at You Press and how we use creativity to change young people's lives for the better.

The Reaching Youth programme has been an unforgettable experience for The You Press team and we are incredibly grateful for all that we gained and was able to share.







# ASPIRE



The Aspire programme was launched back in 2020, and was a big hit, even during the pandemic, with over 50 young people signing up for the programme.

This year, 2023, the programme is returning, and we are expecting it to be just as popular. The 12 week programme focuses on developing skills such as social mobility, personal and professional development, time management and organisational skills, confidence and decision-making, emotional intelligence, body language and public speaking, preparation for work life and culture, understanding how to deal with difficult clients, networking, leadership, and life skills. After taking part in the programme, participants are eligible to secure paid freelance work through our creative agency.

**You can find out more about ASPIRE 2023 and register your interest to take part by visiting our website -**

**[YouPress.org.uk/ASPIRE](https://YouPress.org.uk/ASPIRE)**

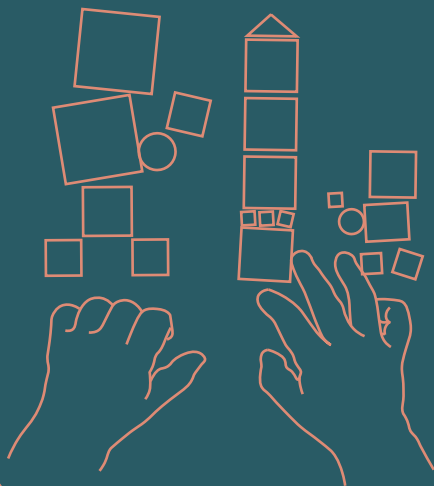




# Functional Learning

The programme, Functional Learning is a series of workshops intended to support parents of children with disabilities, to learn how to support their child's needs for independence and functionality

Functional Learning uses appropriate environments, activities and practices that encourage children to expand their physical, functional, and emotional abilities. It is a method used to support developmentally delayed children and their families, based on research by Dr. Geoffrey Waldon and Jane Blatt's updated book entitled "Every Child Can Learn".



*"I learnt how I can best support my child  
and how functional learning can help in her day to day life,"*

- Parent who attended Functional Learning

*'Engaging, Informative info and very insightful workshop,'*

- Parent who attended Functional Learning



We have helped

**105+**

families of children  
with disabilities in London





# Key Events Of 2022



# KEY EVENTS OF 2022

## Dadkeena



Dadkeena, translating as 'our people' in Somali, was a two day personal development event intended to support young Somalis. This virtual event was hosted by all Somali coaches and mentors, who joined us from various corners of the world. The workshop covered topics such as goal setting, personal branding, confidence and productivity.

## Creative Connect



Creative Connect was a collection of networking events hosted by You Press and Hartshorn Hook that provides an opportunity for creatives to network, engage in panel discussions and watch creative performances.

## Community Dinner / Iftar



After a three year pause due to the COVID-19 pandemic, in April 2022 we had the pleasure of reintroducing our annual You Press community dinner. We welcomed community members and homeless residents at Queen Victoria Seamen's Rest (QVSR) to enjoy an evening of food and light entertainment.

Furthermore, in the month of Ramadan, we hosted two iftar dinners which allowed for visitors to feast, network and enjoy some performances.

## 10 year anniversary celebration



There was laughter, smiles and tears at our 10 year anniversary celebration event, as we reflected on 10 years of You Press.

The event began with an introductory video that highlighted the stories of those positively impacted by You Press over the past 10 years. The evening then transitioned into a segment of amazing performances from our talented past project participants and You Press affiliates. The event ended with a range of meaningful speeches and cake! Of course, there was also lots of discussion, networking and fun in-between.







# INTERNSHIPS

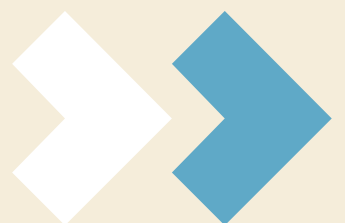
You Press provides around 7-10 student internships annually. Over a 6 or 12 week term, students that join us receive valuable insight into working life at a creative social enterprise.

In 2022, we welcomed 8 interns who completed various tasks from content creation, to journalism, to event and project organisation.

You Press have had the pleasure of working with multiple organisations such as FIE, CEA CAPA Education Abroad, The Intern Group and Career Ready to facilitate our internships.

We are elated to announce that we will be welcoming more interns in 2023. Furthermore, You Press will be working with Career Ready, an organisation that provides internships to young people (16+), who may face barriers in education and employment and whose talents often go undiscovered. We believe that access to career knowledge and experience through internships greatly helps a young person's life opportunities and direction.





The previous year has been extremely successful in terms of fundraising and trading, with the team raising more than £400,000 for our projects and programmes.

We want to say a special thank you to the following organisations for their kind support in 2021/22:



The Paul Hamlyn Foundation

**YOUTH MUSIC**

Youth Music



Islamic Relief



Peabody Community Foundation



The Good Hotel



Hartshorn-Hook Productions



Expressway



Power To Change



Royal Docks



Near Neighbours



The Clothworkers Foundation

JPMORGAN CHASE & CO.

London Community Foundation & J.P. Morgan



Sir Robert McAlpine



Social Enterprise Support Fund

Thank you also to our amazing clients who, through using our services, provide so many paid work opportunities for creative young people at the early stages of their freelance careers. A special thanks to:

Paddington Central, Broadgate (British Land)

Anti-Tribalism Movement

Women Inclusive Team

Let Me Know

Fight for Peace

Cystal Debrah

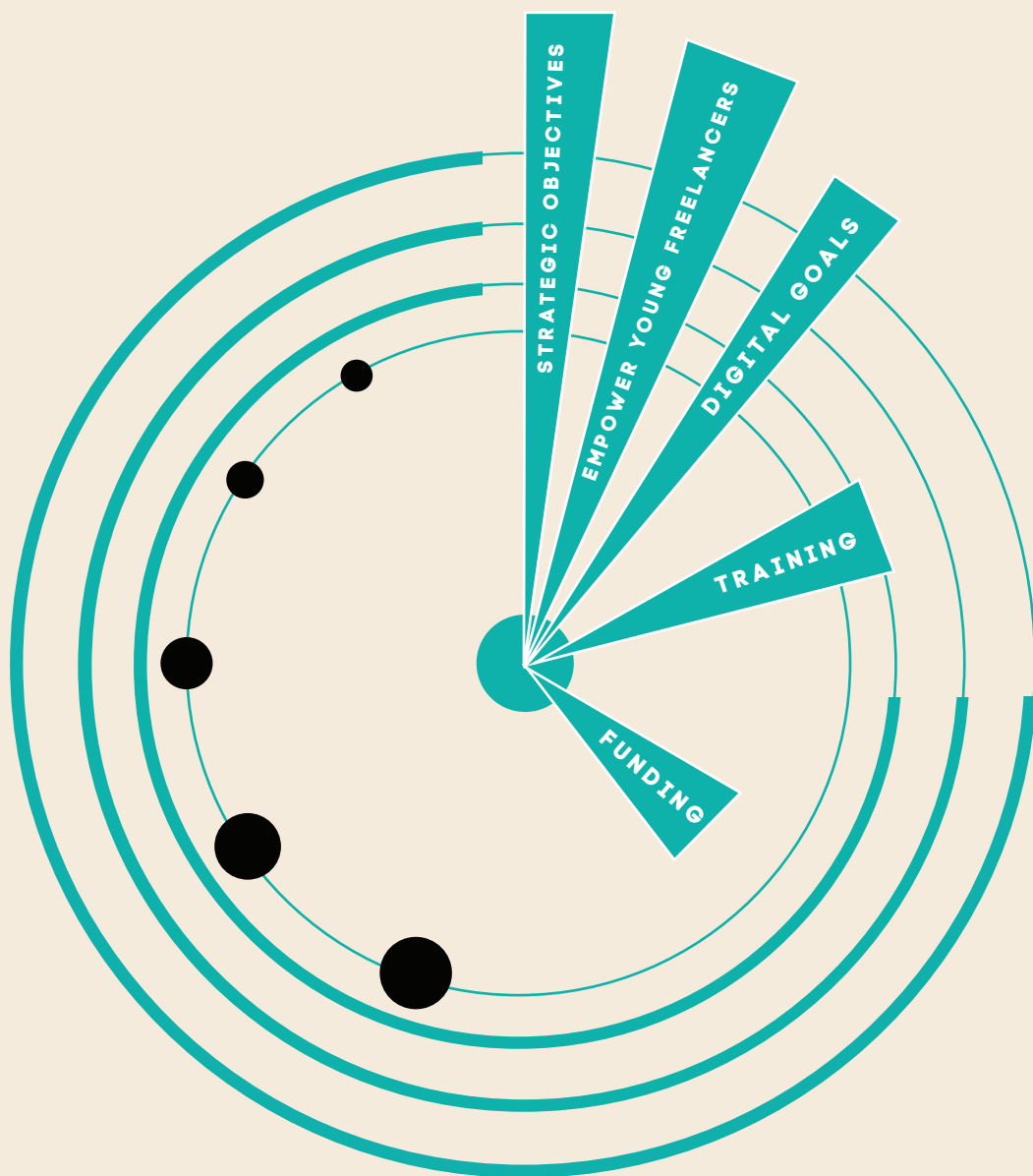
New Direction

Peabody

FoodFest

and everyone who supported us in 2022





# FUTURE AMBITIONS

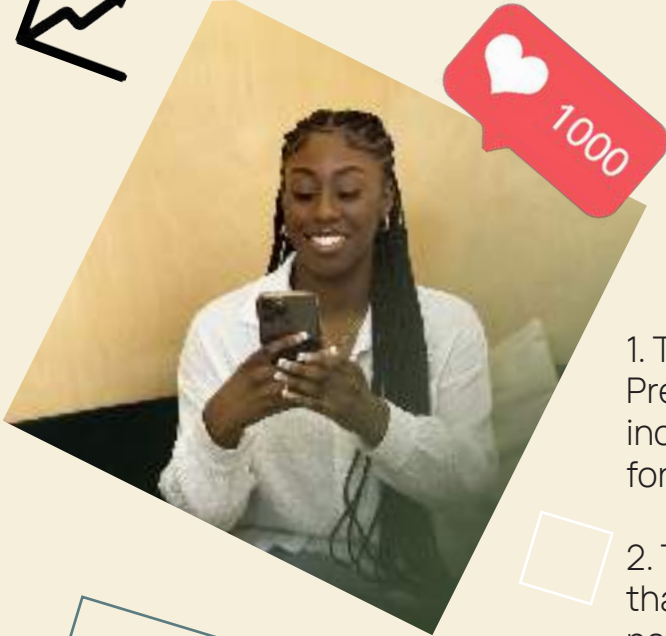


# STRATEGIC OBJECTIVES

1. To continue to use creative arts and writing to empower people to find their voice.
2. To celebrate and showcase diverse excellence within the creative industry through our events, programmes and workshops, elevating role models from underrepresented groups in the industry.
3. To produce and deliver an impactful You Press-funded community project in consultation with Newham's young people.
4. To train, support, and empower 10+ young freelancers (aged 16-30) to join our creative agency in 2023.
5. To increase You Press' brand awareness in Newham as a youth creative training provider and high-quality creative services agency, subsequently creating more paid work opportunities for young freelancers from underrepresented groups.
6. To secure 3-5-year core funding for the existing core team and grow our capacity by recruiting staff in new key roles, helping us to reach more young people in East London and continue improving our offer.



# DIGITAL GOALS



1. To increase the digital awareness of You Press, which can be measured by a significant increase of followers on all social media platforms.

2. To create exciting and engaging content that keeps our supporters, project participants and funders well informed about You Press' daily activities, programmes and events.

3. To share more stories and testimonies of our project participants and partners in creative ways.

4. To increase the engagement of our followers on all of our social media platforms, which would be reflected in a greater number of likes, shares and comments.

Help us to reach our goals by following and interacting with us: **@You\_Press** on all platforms



# 2023

2022 was an incredibly fruitful year for You Press; we secured a permanent office space, welcomed new members to our team and most importantly, we delivered high quality projects and programmes for the betterment of young people and community groups.

Thank you to everyone who supported us in 2022. We hope to have your continued support in 2023 as we approach the year with great ambitions and goals.

We believe in the Power of the Words and Stories...



To change lives for the better

We are **SCRIBERS**

We are **KICKSTARTERS**

We are **INTERNS**

We are **FREELANCERS**

We are **VOLUNTEERS**

We are **STORYTELLERS**

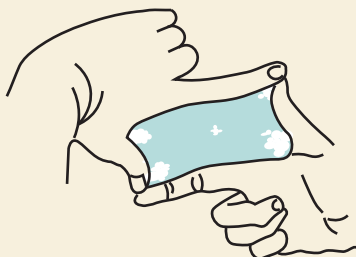
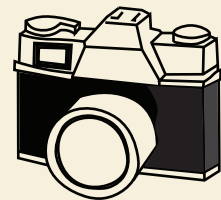
We are **DREAMERS**

You will see...

We are one

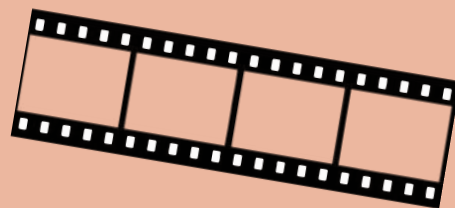
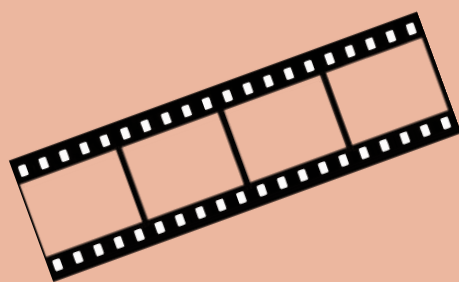
We are **YOU**

We are **YOU PRESS!**



# HOW YOU CAN SUPPORT US

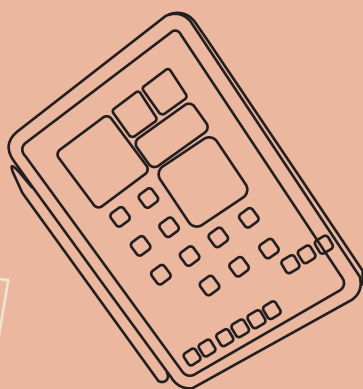
- Ask your friends & family to follow us on social media (@You\_Press on all platforms).
- Volunteer your time in our office or on one of our projects.
- Set up a small monthly donation to You Press.
- Make a one off monetary donation to be used for core funding, projects, management and leadership training.
- Nominate us for an award.
- Commission and book us for creative services through our creative agency (read more on the next page)
- Tell a friend, family member or colleague about our work.
- Attend our events or workshops.



## Our Creative agency

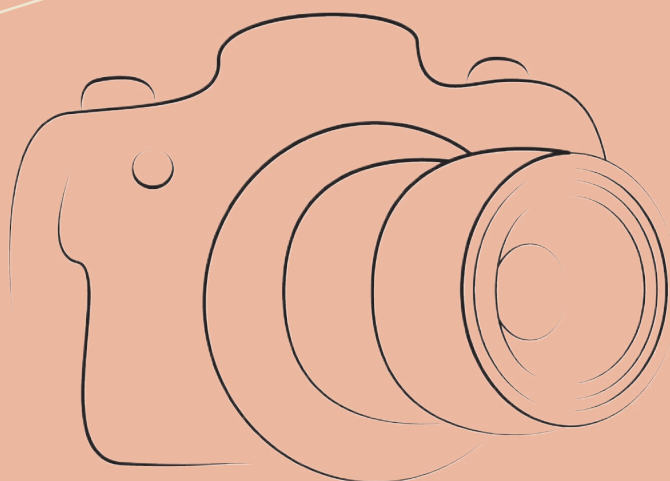


Our creative agency was inspired by talented local artists and young people's needs to access employment opportunities (especially with the impact of COVID-19). Through our agency we connect talented young creatives with organisations seeking creative services such as graphic design, photography, and filmmaking. We work with a range of clients from charities like Let Me Know to larger corporations like British Land.



In 2023 we are pleased to be expanding our pool of freelancers through ASPIRE, our creative freelancer training programme for young people aged 16-30 who are unemployed or in unstable work.

You can find out more about our creative agency by visiting [www.youpress.org.uk](http://www.youpress.org.uk)

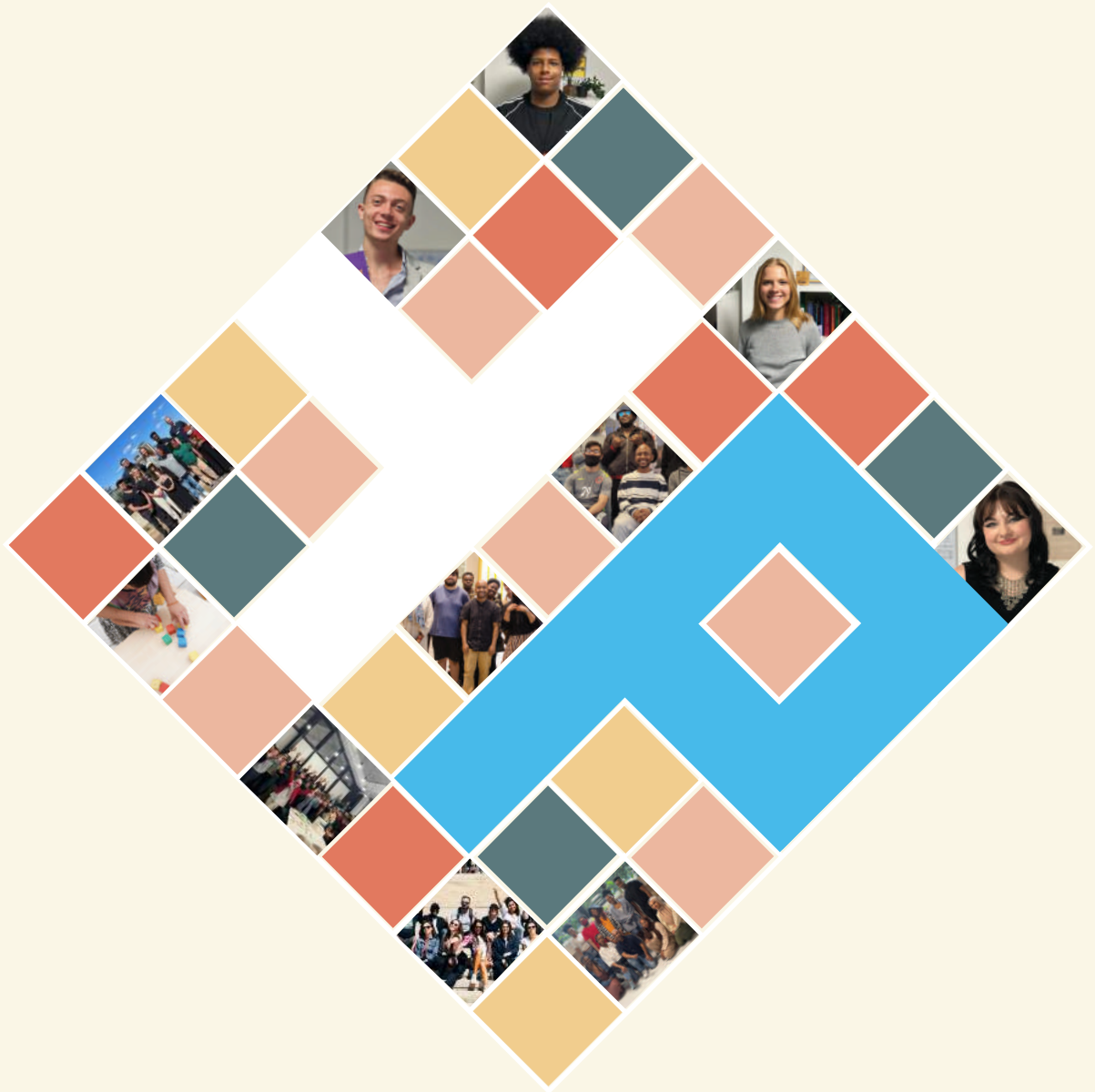




*Thank you for having our back  
for the past 10 plus years!*







2022-2023



@You\_Press on all platforms