

THE FEATHERS ASSOCIATION
Annual Review 2018-19

LONDON'S YOUNG PEOPLE CAN COUNT ON US



“WE SEE YOUNG PEOPLE’S FUTURES
AS THE MOST IMPORTANT ISSUE
OF OUR TIME.”

SANDRA WAGG DL
TRUSTEE AND CHAIRMAN OF THE FEATHERS ASSOCIATION





THE FEATHERS ASSOCIATION

LETTER FROM THE CHAIRMAN

My family has been involved in forming clubs and societies for young people for well over a century. Many of us today share concerns on how young people can navigate the fast-changing world with its many distractions. Young people from all backgrounds can get caught up in the wrong crowd and fall prey to issues such as drug abuse and bullying.

Despite this, there are, in fact, enormous opportunities for young people to benefit from societal changes, if given the chance. By providing safe physical spaces, nurturing talent and raising horizons, The Feathers Association has ambitious plans to ensure we do more for young people and enable them to create a positive pathway into adulthood.

Our dedicated youth workers reach young people at a key point in their development and actively support them to grasp the wealth of potential available to them on their own doorstep.

With continued support and focus, we are confident we can go on making a tremendous difference for generations to come.

Sandra Wagg DL
Chairman
The Feathers Association

History of The Feathers Association

The Feathers Clubs were originally founded in the 1930s by Mrs Freda Dudley Ward in response to the concern expressed by the then Prince of Wales at the lack of facilities for the unemployed.

As requirements changed the clubs were adapted to cater for young people and the local community generally.

There is now one remaining youth centre – the Fourth Feathers Youth & Community Centre – operating under the aegis of The Feathers Association, which is a company limited by guarantee and a registered charity. The Association has also become a grant-giving body and supports other youth and community groups within London.

The Feathers Association is an organisation which helps young people aged between the ages of eight and twenty-five years. The aim of the Association is to enable young people to cope more effectively with the transition from adolescence to adulthood and to enable young people to understand and act on personal and social issues which affect their lives, the lives of others and the communities of which they form a part.

The Association believes that it is important to increase the ability of young people to identify, advocate and pursue their rights and responsibilities as individual citizens and group members and to assist young people to develop their capacities – physical, intellectual, moral, social and emotional.

The funds support programmes designed to offer the maximum benefit to everyone – focused on healthy lifestyles, support for education, work opportunities and organised leisure and creative activities.



Duke of Edinburgh, Betty Muspratt, former Youth Club Leader, and Andrew Mederick, current Head of Youth Services.

The Prince of Wales gave permission for his feathers to be used as the official emblem for The Feathers Association. The royal family has a long tradition of working with the disadvantaged to help them achieve better opportunities and quality of life. Mrs Dudley Ward, a longterm friend and companion of the former Prince of Wales ran the Association until well into the 1980s and was committed to making a difference to the lives of many young families.

Governance



SANDRA WAGG DL
Chair of Trustees for
The Feathers Association

Sandra joined the Trustees in 2008 as Hon Treasurer and has focused on the renewal and transition to a modern, proactive charity for young people in London.



THE LADY ARBUTHNOT
Chair of Management Committee
for The Fourth Feathers
Youth & Community Centre

Emma has been a Trustee since 2000 and is also on the board of Earl's Court Youth Club. She fervently believes in the importance of youth programmes in young people's lives.



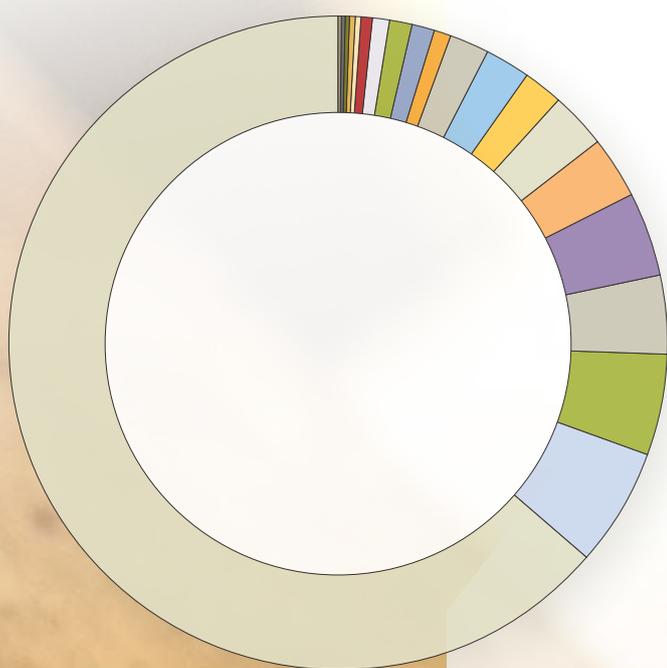
CAROLINE PITMAN
Chair of The Feathers
Charity Ball Committee

The Feathers Ball dates back to the 1950s and is the largest and most high-profile ball of its type in London. The funds raised so far for youth projects are in excess of £3.5m.

“ Young people have not changed so much over the past fifty years, but the world they grow up into has transformed beyond recognition. Our work is essential to help them navigate a safe, fulfilling pathway through these complex and confusing times.”

Our Vision "LONDON, A CITY WHERE ALL CHILDREN AND TEENAGERS CAN ACHIEVE THEIR POTENTIAL"

Grants 2006 to 2019



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|--------------------------------|------------------------------|
| RLSB | Katharine Low Settlement |
| North Paddington Youth Club | St Paul's Church Centre |
| Copenhagen Youth Project | Holland Park School Trust |
| Downside Fisher Youth Club | Response Homework Club |
| Young Urban Arts Foundation | Rugby Portobello |
| Chelsea Estates Youth Project | Sulgrave Club |
| Westminster Somali Association | Westside School |
| St John's Youth Centre | Earls Court Youth Club |
| St John's Wood Adventure Hub | Dalgarno Neighbourhood Trust |
| St Michael's Centre | Fourth Feathers* |

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We work closely with London Youth and focus on the fundamental issues it has identified for creating a fairer society for young Londoners.

- 1 Young Londoners are losing the activities and safe, open-access spaces vital for their well-being and personal development.
- 2 Youth clubs and organisations who support young people with these challenges continue to face further threats to their future.
- 3 As services decline, the population of young people in London is dramatically increasing. Young people under the age of 25 now account for one third of London's population.
- 4 Young Londoners face complex challenges more pronounced than anywhere else in the country. London is the most unequal place to live in the UK, impacting heavily on the life choices and opportunities of young Londoners under the age of 18.
- 5 All these factors are taking their toll on young people's resilience and well-being. Record levels of young people are struggling with mental ill health.



What we do

THE FEATHERS ASSOCIATION HAS THREE CORE ACTIVITIES:

Firstly, the Association oversees the running of The Fourth Feathers Youth & Community Centre in Marylebone which serves the Church Street and Bryanston & Dorset Square Wards of Westminster.

The centre provides a safe space, classes, informal learning and socialising opportunities for young people in the area. With an all-weather football pitch, archery, dance classes, art activities, a rooftop garden, summer programmes, theatre trips, a homework club and countryside breaks, the centre provides an essential service to the local community. Over recent years, where government resources have diminished, the Association has taken over more core costs to ensure continued provision of services. An improved approach to fundraising has meant the club has been able to provide a wide range of services to young people each year. However, there is always more to be done and the team is continually reviewing partnerships and funding programmes.

Secondly, the Association has held a very successful, high profile Charity Ball for young people since the 1950s which has raised over £3.5m for London youth projects.

Over 1,300 young people attend a black tie ball each Christmas. This has been a rite of passage for nearly 70 years. There is also an Easter Ball for younger children. In addition this community generates donations and opportunities for young people. The Association continues to communicate its message to this important group to ensure we maximise the potential.

Finally, the Association has given more than £1.5m in grants to London's youth clubs and projects over the past 13 years. Each year a number of charities and projects receive funding from the Association.

These range from core funding for youth clubs to funds for specific projects such as a Christmas holiday programme and a disability inclusion programme. We continue to improve our search for innovative and valuable projects and initiatives to support. We recognise that applying for grants is time consuming and distracts from the core activities of the projects so we aim to make this process as easy and quick as possible. The Trustees meet four times a year to review the applications and the Administrator visits the projects over the course of a year to understand their progress. We receive information and updates from the grantees on a regular basis.





Chairman's Report

Despite the challenges associated with the cuts to funding by Westminster City Council, a determined youth club management committee and team supported by The Feathers Association Trustees have ensured that The Fourth Feathers Youth & Community Centre has kept its doors open providing much needed opportunities to young people in London.

It is more important than ever to provide support to young people in our ever-changing city. In a report produced by London Youth, which is echoed by our own direct experience, young Londoners are losing the activities and safe spaces which are essential for their well-being and development. Organisations in this sector continue to decline despite the population of young people in London rising dramatically. The challenge for society is not to cut back but rather recognise the needs of the young people, the issues surrounding them and their untapped potential and provide the necessary resources to assist them through these uncertain times.

The Feathers Association continues to provide core funding and administration support to the Fourth Feathers to enable it to have impact in the local area. We have also resumed grant giving to other charities with similar objectives. The management team at the youth club have been working tirelessly to secure funding for specific projects at the club. A special thanks goes to BNP Paribas for its support and generous funding of the IT Suite.



AFTER SCHOOL



SPORTS



IN-HOUSE AND OFFSITE ACTIVITIES

PADDINGTON FARM



Strategic aims and objectives

The strategic objectives are as follows:

- 1 Inspire young people to reach their full potential by delivering excellent youthwork through funding projects both at the Fourth Feathers Youth and Community Centre and other groups in London.
- 2 Improve our profile and credibility in the youth sector.
- 3 Contribute to the enrichment of society on a local scale.
- 4 Manage resources to deliver strategic objectives.
- 5 Grow additional sources of income to invest in our future.

" ... DELIVERING
EXCELLENT AND
INSPIRATIONAL
YOUTHWORK."





Spotlight on rooftop garden at th Fourth Feathers

A fundamental part of the youth club's work is to foster a sense of stability and security in the lives of the members. The club provides opportunities for young people to experience the satisfaction of developing skills, both technical and social. They are also able to learn how to co-ordinate and co-operate in a team on projects where there is a clear beginning, a middle and an end in a safe environment. The additional benefit of this particular project has been to reclaim an inspiring rooftop space with great views across London and where outdoor activities can now take place.

In September 2018, through community networking, we partnered up with Residential Management Group (RMG) - Housing Option Service who support local groups around improving their local environment. We shared our vision with RMG's Project Manager, Georgina Bowker Heighes, for transforming the roof garden which had slowly gone into decline.

Facilitated by the Head of Youth Services, focus groups of young people from the club discussed and consulted peers as to what they thought they would like in their garden.

BNP Paribas encourages its staff to volunteer one day a year to help a local community project as part of their Corporate Social Responsibility programme. Sustainability Managers Tara Foy and James Kearns organised the volunteers to help with the roof garden project.

Following consultation, we began by clearing the site of dead, dying or weed foliage, soil and broken equipment, and then swept and washed down the area. Then we organised the restoration work.

Georgina encouraged us to be as resourceful as possible using spare, recycled wood when possible.

The final phase focused on encouraging club members, staff and BNP Paribas volunteers who were interested in the arts to help with the Mural Project which is a display about climate change.

We discussed the long-term impact and benefit to health and wellbeing that growing and cultivating flowers and vegetables provides. We also created additional habitat for wildlife, reinforcing our relationship and responsibilities for nature.

The rooftop garden also offers space for the local Abingdon House School to resume participation in gardening and gives its children and young people positive outdoor activities to interact with nature in the middle of a urban environment.

The phases of the project have given the young people a template for how to break down a complex task into manageable parts and to see each phase through, and then to enjoy the final phase where everything comes together. A great deal of life skills can be modelled in this type of project.

Others involved in the project were Councillor Barbara Arzymanow, Mark Gazeleh – a representative of Abingdon House School, Richard Hancock from Clifton Nurseries and Bronwynne Britt – Kate Gould Gardens. Julie Smith of Sustain offered practical advice in reference to members' plans along with Ken Ridley from the Management Committee.

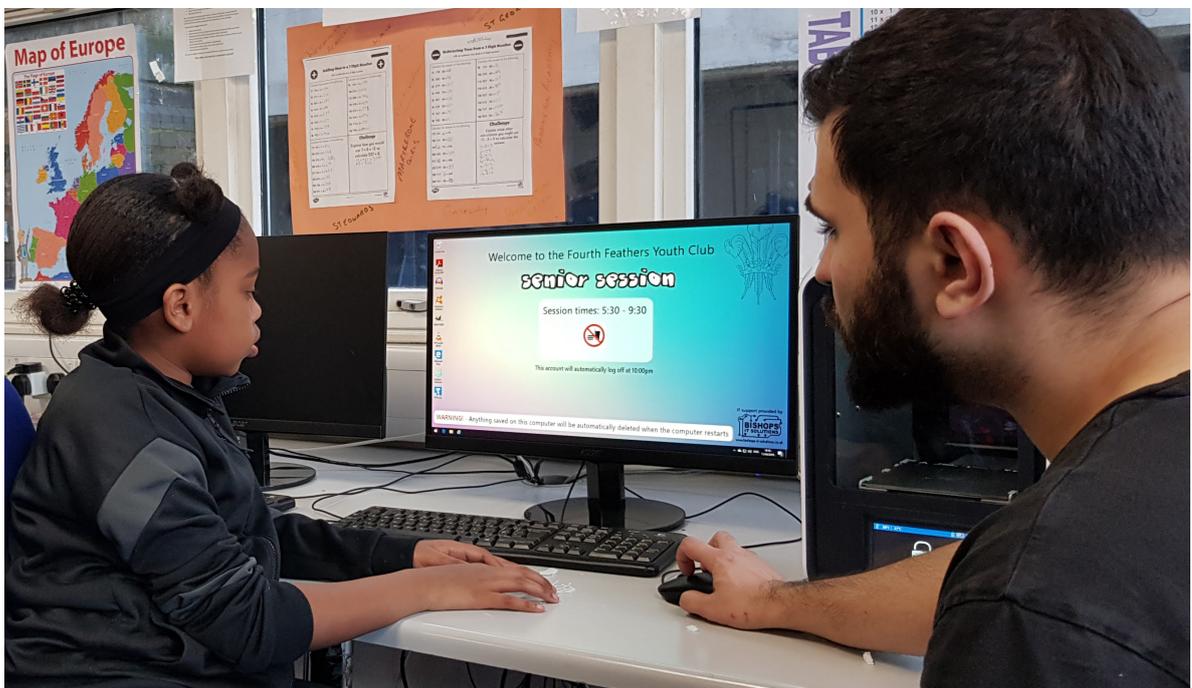
IT suite

Whilst we encourage young people to limit their exposure to screens and social media and to spend time with each other in natural environments and surroundings, we also fully recognise the importance of computer and digital skills and their value to education, informal learning and economic outcomes.

We have been very fortunate to receive support in many ways from BNP Paribas who donated eight new computers, IT equipment and expertise to upgrade the out of date system.

high-quality facilities that supports their homework, research and recreational interests. Six people have also been trained to use our new 3D printer giving them direct experience of innovative technologies and how these can be utilised.

Local children and young people now have access to



Dance Programme

The dance programme is part of our initiative to provide space for structured learning sessions. Dance has always played a pivotal role in the lives of the young participants. For many it builds confidence and self-esteem, provides physical exercise, builds friendships and inspires those taking part to take on new challenges such a learning new styles including ballet and jazz as well experiencing giving a performance.

There is a great deal of negative media about youth violence and dance plays an important role in the wider community to counter this by showing positive images of local children. The dance tutor, Alexandra, has taken the group to perform for small audiences at community events and most recently for hundreds of people at British Summer Time Festival in Hyde Park.

The Bernard Cayzer Trust has been particularly important in the development of our performing arts programme through its generous donation.



Funding London's youth projects

The Feathers Association has given grants and financial support totalling approximately £1.5m over the past 13 years. The funds cover a diverse range of projects and programmes for a core of 19 beneficiaries who have been able to count on us as a trusted source of funding. This allows them to develop a wide range of initiatives to support young people in London. These range from informal learning and skills development to holidays out of town to experience the countryside, often for the very first time. They include important programmes such as healthy eating and learning social skills as well as homework clubs and award ceremonies that shine a light on emerging talents.

These initiatives allow young people to experience success and peer support. Often the projects will simply provide a stable, safe environment which enables them to feel secure when they come from a chaotic personal life.

Over the years we have developed strong relationships with a number of key partners and businesses. These positive initiatives deliver a strong message to young Londoners that they are valued and recognised and that they can aspire to a good standard of living helping them to avoid and overcome the difficulties and temptations all too common in under-privileged environments.

PARTNERSHIPS

Future Men, formerly Working with Men – support around fatherhood, education, training and inclusion

BNP Paribas – support through volunteering and Corporate Social Responsibility activities – city-giving events

IT suite – upgrade through donation and skills from staff who volunteered their time. This helps further

Young Westminster Foundation – new organisation brokering funding and strategic support for our work

Westminster Business School – provided Facebook upgrade – working with graduates

John Lewis – working with new IT team who, as part of CSR programme, provided a new website

FUNDRAISING AND DONATIONS

Tesco Bags of Help – came first in scheme which funded holiday time activities

London Business School – organised a Christmas party for the Junior Club and has donated furniture

Portman Foundation – funding for early education support

Neighbourhood Keepers Programme – funding for inclusive targeted programme

Two new traversing walls – funded by London Marathon Charitable Trust offering more activities to children

PARTICIPATION

30 volunteers – various volunteering opportunities were offered through youth club and Corporate Social Responsibility initiatives

ACHIEVEMENTS

Dance troupe performances including a performance for the Deputy Mayor of London and ambassadors at the Colombian Embassy

Rooftop Garden – six-month project to regenerate space

Reunion – to celebrate the club's presence and work with many generations in this area – over 100 people attended

Presentation Day with 43 medals given, and 5 awards to members and volunteers

Raised over £50,000 for direct activities with the help from key supporters in supporting afterschool educational needs of children and students.

City & Guilds – Bronze quality mark with London Youth until 2020



GOING FORWARD

Our future focus will be on raising the profile of the work of the charity and youth club within the direct community we engage with as well as through partnerships such as London Youth.

We will also increase our search for new revenue streams and partnerships with organisations committed to both understanding and eradicating the incidence of disadvantage for young people in London.

We know we have achieved much in the last 85 years but we know the pace of change means we must be more efficient and more effective in the next decade to make any inroads into the downward spirals that young people can find themselves in.

The Portman Estate

TESCO Bags of Help



BNP Paribas



NK Fund

London
Business
School



BGS CHARITABLE TRUST

WORDS FROM OUR COMMUNITY

"In Hackney, East London, the Outreach Media Bus was funded to deliver workshops in music production and rap for six weeks. A lot of outreach work was undertaken to gain commitment from the participants. Young people gained in confidence during the sessions and this enabled them to record and perform their own songs in public."

"Based in Hammersmith, this club was given a grant to run Roller Skating and Taekwondo Clubs in 2018. The Roller Skating Club ran during the February Half Term and after-school during the Summer Term. The Taekwondo Club was an after-school club which lasted for 30 sessions during the year."

Children commented on the best thing about Roller Skating Club as follows:

- Learning new things and having fun.
- It was fun, and I liked the teachers.
- When you skate with people you don't know.

Children said that they enjoyed the Taekwondo classes because:

- It helps me stand up to bullies.
- It gives you a lot of confidence and makes you more obedient.
- It makes me feel more better when people are rude.
- It makes me feel good.

"Over the past eighteen months it has been a pleasure working with Andrew and Stephanie. In particular we have liaised over the garden and we achieved a stunning result. We are constantly keen to involve the community and look forward to Fourth Feathers hosting Safer Neighbourhoods. I am very proud that that Fourth Feathers has been selected to be one of the four hubs for Westminster City Council".

"I chose to do volunteering with the Fourth Feathers due to going there since very young, and I thought it was an amazing opportunity. I hope to be in again, in trips away, for example Paddington Farm. I also helped Junior Club with their homework, and so, so much more. In the future I plan to carry this on as it is such a rewarding experience to watch everyone that you know grow and develop and just to make a lot more new friends.

I think volunteering is so beneficial, not only because it benefits yourself, but some volunteers make such a big impact on some children and it's so good to see that they can help them in that way. Volunteering is also a time just to forget everything going on in your life but to focus on what's there and then, as it helps you to see that there's so many people you can help.

I also think especially for youth clubs it's important to have volunteers as a lot of clubs have been closing down, this is also a way to keep the kids of the street as well as helping them with homework, and other situations".

CASEY,
VOLUNTEER

"Fourth Feathers do invaluable work in our community – providing a safe, welcoming space for our local young people to learn, play, thrive and grow. BNP Paribas is proud to support such an amazing, neighbourhood initiative and the hard work and dedication put in by Lead Youth Worker, Andrew Mederick. Our staff love volunteering at the centre, whether that be with the children themselves, or helping in more practical ways. We look forwards to continuing to work together and growing our partnership, so we can carry on playing a small role in the incredible work that the centre is doing".

TARA FOY, CSR MANAGER,
BNP PARIBAS

The Youth Club



"The bicycle club gives young people a place to learn how to maintain their cycles as well as a safe social relaxed evening."

"Paddington Farm to experience living the relaxation of v



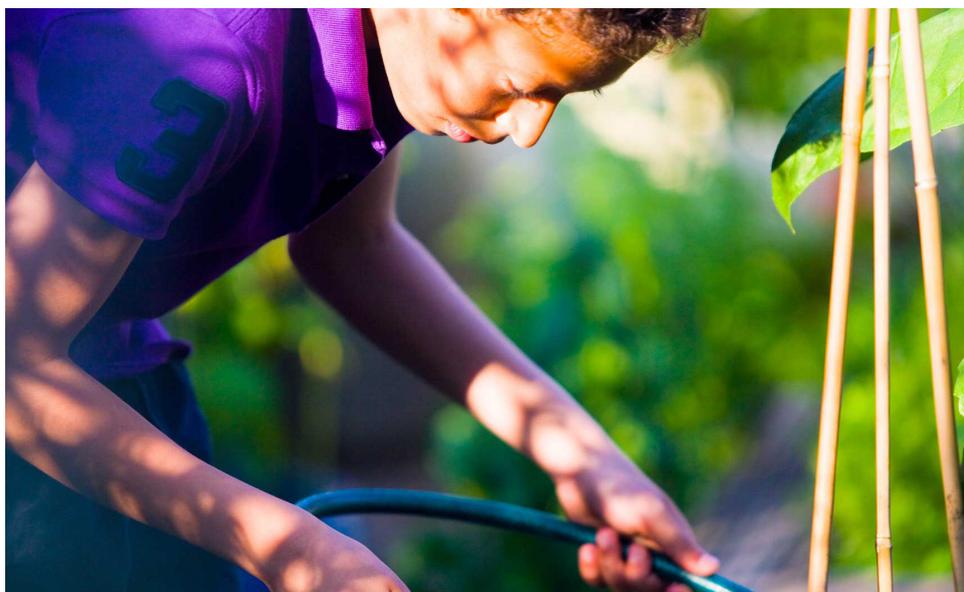
People who have been granted funds



"This youth club ran a Disability Inclusion Programme in 2018-19 with the money it received. Averaging 15 young people per session, and with a waiting list, the project enabled disabled young people to build new friendships and develop new skills under the supervision of specialist youth workers. It also gave parents a respite for one evening a week."

EARL'S COURT YOUTH CLUB

is an annual holiday
ing on a farm with
walking and fishing."



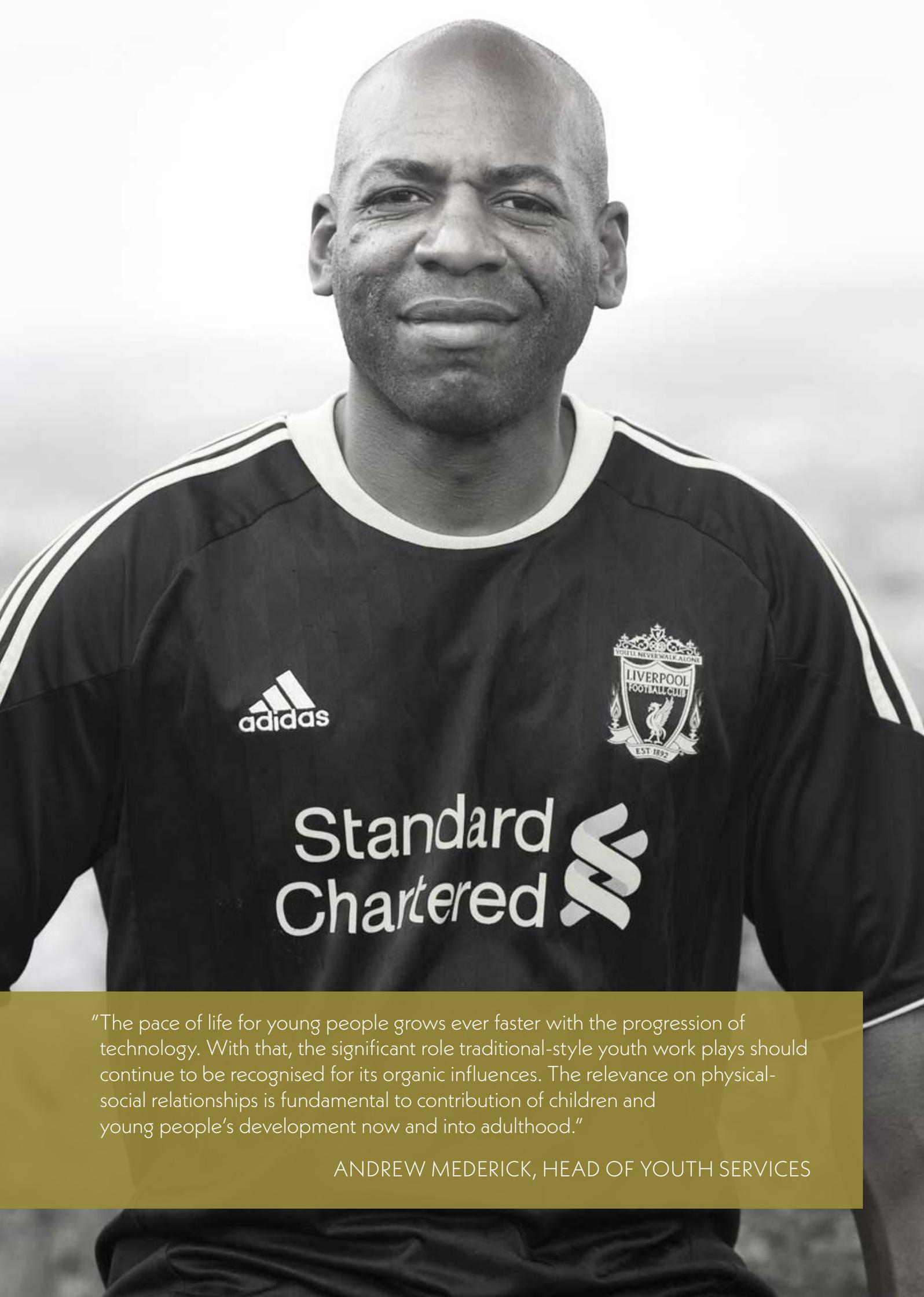
"The Rooftop Garden gives young people a chance to grow flowers and vegetables and to take pleasure in relaxing activities."

"Operating in North Kensington, the charity was funded for its Youth Project in 2015-16. With the funding from The Feathers Association, the Trust was able to undertake a wide variety of projects in the year which included World Cooking, Fitness Training, Sports activities, Guitar lessons, Healthy Nutrition, an Arts Project with a professional street artist, and Citizenship which incorporates volunteering, apprenticeship and work experience."

THE DALGARNO TRUST







"The pace of life for young people grows ever faster with the progression of technology. With that, the significant role traditional-style youth work plays should continue to be recognised for its organic influences. The relevance on physical-social relationships is fundamental to contribution of children and young people's development now and into adulthood."

ANDREW MEDERICK, HEAD OF YOUTH SERVICES



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