

# YMCA CREWE

## Impact Report 2021-2022



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# Introduction

Following a difficult year in 2020-2021, in which many of our services had to close, YMCA Crewe were excited to see a return to more normal operations. We were able to restart face-to-face group sessions through our GLO Academy. Our Communities Department began to deliver much-needed services to children and families again. Our Fundraising and Communications Team were able to run community fundraising events in-person. We were able to offer placements and experience to people from outside our building and welcome the community back into our community spaces once again.

It wasn't just a return of our normal operations, though. In May 2021, we reopened our GLO Café but this time as a business that is open to the public six days per week. This enabled us to offer more placements to a wider variety of people. We also started to deliver Mental Health First Aid for people in the community that needed somewhere to go to talk.

In this report, we've highlighted some of the key achievements from the last year to show the impact and quality of the work we delivered throughout 2021-2022. We would like to thank all of our supporters for making this work possible.



# Housing and Support

It was another positive year for our housing and support services! Throughout the year, 106 people moved on from our service, with 95% doing so in a positive way.

Following a year without our GLO Academy engagement sessions, we were finally able to run activities again. This included football, walks, gym sessions, mental health work, a music scheme, and lots of activities around history. Two young people in our service also took part in the Cheshire Youth Commission. We celebrated Christmas, Easter, Ramadan, and Eid, with residents taking a key role in planning the activities.

We hosted five placements for Social Work and Psychology students, providing valuable learning opportunities.

106  
Moved On

5  
Placements

2  
Awards



We were nominated for five awards in 2021 and won two of them. The awards from the Room For Young People conference, run by the Foyer Federation, were for our GLO Café and Starting Point social group. Young people and staff attended the conference to accept the awards in November 2021.



Thanks to the Youth Matters Awards nomination we received, one of our residents was able to travel to London and received recognition for her hard work as a young volunteer.

In 2021, we redeveloped the first floor at the front of our Gresty Road building to create five new apartments for young people on our Young People's Service (HRS 16+, commissioned by Cheshire East Council). We worked with young people to design and furnish the new apartments to ensure they are places young people are proud to live.



# Communities

In 2021-2022, we supported 45 families through our Communities service. We were able to begin delivering our popular After School Clubs, Youth Group, Holiday Villages, and Family Drop-In sessions again.

In response to the pandemic, we started a new telephone befriending service, that came to an end in early 2022. The service provided over-the-phone support to socially isolated elderly people and was a positive part of the week for the volunteers on the service.

We ran a Halloween Party, Christmas Party, Bingo Nights, and a Slow Cooker Project. Additionally, we delivered toys and supplies at Christmas, and essential supplies and Easter eggs to 18 families. We took on seven new volunteers.

We ran four Holiday Villages in August, which were attended by over 600 people throughout the month. We worked with 59 children at our After School Clubs, 44 parents and toddlers at our Family Drop-Ins, and 39 young people through our Youth Clubs.



**600**  
**attended**  
**Holiday Villages**

**59**  
**Children at**  
**After School**  
**Clubs**

**44**  
**Parents and**  
**Toddlers at**  
**Family Drop-Ins**

Some of the high impact outcomes we saw through our Communities services are:

A mum of six now aspires to train as a midwife. Her competence has always been apparent but not her confidence. Having attended out Family Drop-In, this has changed and she is exploring applying to Cheshire College South and West.

One of the teenagers from a Youth Group gained employment at Crewe Market Hall. She is proud of her job and enjoys serving the customers. When she first joined the club, she barely spoke for 18 months and her family were worried about her. However, this changed as her confidence grew from attending the group.



# Case Study

In the summer of 2021, YMCA Crewe's Communications team supported Nigerian student Abasiama Asuquo to develop her skills as a documentary filmmaker.

An international student from Nigeria studying at Keele University, 23-year-old Abasiama was living in Huddersfield while she studied remotely due to Covid-19 restrictions.



In the summer of 2021, YMCA Crewe's Communications team supported Nigerian student Abasiama Asuquo to develop her skills as a documentary filmmaker.

A passionate amateur film-maker, when we first met Abasiama she showed us a documentary she had made about the impact of the pandemic on rural communities in Nigeria, and we asked her if she would direct and produce a documentary about the impact of Covid-19 on the staff and residents of YMCA Crewe.

Abasiama meticulously planned her placement. She arranged Zoom meetings with staff at all levels at YMCA Crewe, from housing coaches to the Chief Executive Officer, and began compiling a storyboard and interview questions for filming. She drew up a kit list, and a running schedule for filming.

Abasiama pulled together a team of student assistants for filming. She had never visited us in person, and we were astounded by her professionalism. She made staff and residents feel comfortable opening up about the effect Covid-19 had had on them both personally and professionally.

Following filming, we hosted a virtual premiere for the documentary, enabling Abasiama to invite her family in Nigeria to join us.

Abasiama was a finalist in the 'Best Intern' category at the National Undergraduate Employability Awards, and in Keele University's 'Student of the Year' awards. She won the Rachel Green Prize for Creative Presentation at the Keele Undergraduate's Conference, and her work will be used to help make the case for providing funding for under-represented students to complete internships, improving accessibility to careers in the creative industries.

We are so proud of the role we have played in helping Abasiama progress towards her goal of becoming a documentary filmmaker, and we cannot wait to see what her future holds.

You can view Abasiama's short documentary 'The Impact' by visiting

<https://www.youtube.com/watch?v=qLC3zOG0tdk>



# Social Enterprise

On 4th May 2021, the GLO Café opened to the public. Throughout the year, we developed an attractive menu, drew in customers from the community and local businesses, and offered placements to YMCA Crewe residents and young people in the community.



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In 2021, we provided seven placements for young people on the UK Government's Kickstart Scheme.

In addition to our GLO Café opening, we were able to welcome people back into our building through Room Hire. We changed our hiring system, moving to an online request form, and began offering more availability in the evening.

There are now three groups using our Training and Conference rooms weekly in the evening. We have also become the place of preference from some local businesses when they are booking space for their staff training.

Thanks to the refurbished GLO Café, we are now able to offer high quality food and drink as part of these bookings.





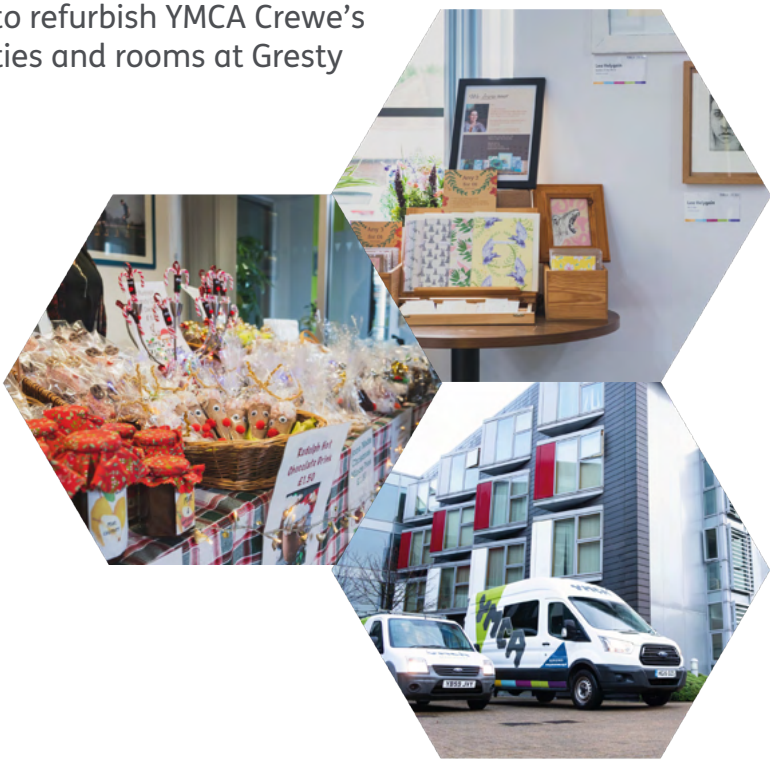
Throughout August 2021, we held our first Art Exhibition. This involved five local artists, who helped to plan and co-ordinate the exhibition. This was an excellent improvement to our community engagement and something that we continued with after the end of the event.

Thanks to the success of the Art Exhibition, we decided to run a Christmas Craft Market, at which eight local artists sold handmade Christmas gifts.

Our Property Maintenance Team continued their work with local letting agents and landlords, ensuring properties in the area are a high quality for new tenant.

Alongside their work in the community, the Team began to refurbish YMCA Crewe's dispersed properties and rooms at Gresty Road.

One of their first projects was to refurbish Kitchen A, one of our shared kitchen facilities. They introduced a communal area to the space, making it feel modern and welcoming.



# Fundraising/ Corporate Support

In 2021, YMCA Crewe were accredited as a Living Wage Employer and continued to pay the Real Living Wage. Our Investors in People accreditation was renewed and we saw high levels of staff satisfaction. We ran two more internships with Keele University and had one placement through the Kickstart Scheme in our Communications Department.

YMCA Crewe couldn't make such a positive impact to our service users and community without the generous support of the businesses, schools, community groups, grant providers and individuals that support us each year. Whether you attended an event, bought a raffle ticket, made an online donation, took part in a sponsored challenge, volunteered your time, or donated gifts or treats, we want to say thank you.



...approach in our staff and volunteers  
The Christian basis of our organisation

**YMCA**

April  
2021

Easter Egg  
donations

Staff  
volunteers  
from Lila  
Connect

Sponsored  
Sleep Out  
at Crewe  
Market  
Hall

Cheshire  
Cat Sportive  
Sponsored  
Bike Ride

Coop  
local causes  
support for  
Allotment  
Group

Aaron  
Bishop  
climbed  
Snowdon

Cheshire for  
Good  
donation for  
Arts Supplies

Crewe and  
Nantwich  
Rotary  
Community  
Raffle

YMCA Crewe  
Welcome Pack  
Christmas  
Appeal

Bathgate  
group donation  
for Resident  
Engagement

50 welcome  
packs from  
Beechwood  
Primary  
School

Christmas  
presents,  
selection  
boxes and  
hamper  
donations

Enterprise  
Charity of the  
Year  
Support

Tesco  
Community  
Grants  
'Blue token'  
scheme

Anwyl Homes  
donation for  
Arts supplies

Donations  
towards  
YMCA Crewe  
residents'  
'Ukraine  
Appeal'

YMCA Crewe's  
first  
FitFest  
Fundraiser

St Thomas More  
High School's  
Sponsored  
Sleep Out

March  
2022

We would like to once again thank all of our supporters, staff, and volunteers for being with us throughout the achievements highlighted in this report. We look forward to our next year together and the joys that will bring!

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**GLO Café**  
YMCA

Open Monday - Friday  
10 am - 3 pm

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**ymca**

ACCOMMODATION

FAMILY GROUPS

TRAINING

YMCA CREW

COMING SOON

RECEPTION



# YMCA CREWE

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To find out more, or get involved, visit

**[www.ymcacrewe.org.uk](http://www.ymcacrewe.org.uk)**

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