



ANNUAL REPORT 2012/13

To connect and inspire people to strengthen their communities



ABOUT

The Challenge is the UK's leading charity for building a more integrated society. We work on a local level to connect people together across all ages and walks of life. We achieve this by running youth and community programmes that have the central aim of mixing diverse groups of people with each other.

The UK is becoming much more diverse by ethnicity, income and age. Within 40 years, the country is projected to become one of the most ethnically diverse western nations and an ageing population is increasing the average distance in age between citizens.

As we become more diverse, we believe it is even more important that we create spaces that bring people who are different together as too many people live lives where they feel disconnected from each other.

It doesn't need to be this way.

We believe in communities where people feel at home with each other, no matter their ethnicity, age or income.

We believe in building trust between all groups of people in society.

We believe our differences don't need to divide us.

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WELCOME

2013 has been a remarkable year for the charity. With over 14,500 young people completing National Citizen Service with The Challenge, we have enabled thousands of young people across the UK to build friendships with people from different backgrounds, engage in positive local action and develop crucial skills for life and future employment.

However, we are under no illusion more still needs to be done to build connections between people of all ethnic, income and age groups. This is why in March 2014, The Challenge will launch the UK's first ever Social Integration Commission, making recommendations on how to improve levels of social cohesion in our increasingly diverse country.

We also recognise that hundreds of thousands of young people are struggling to develop the necessary skills to succeed in a fiercely competitive job market. That is why next September we will launch our new Step Forward training programme; a year-long programme for motivated school leavers from diverse social and academic backgrounds. Step Forward will play a crucial role in bridging the skills gap between school and employment and provide a platform for young people to fulfil their career ambitions.

We are proud of our achievements this year and we look forward to delivering National Citizen Service to even more young people in 2014, increasing the number of young people serving their local community and mixing with people who are different to them.

Thank you to all of our partners, sponsors and staff who helped to make 2013 such a successful year. Together, we will continue to build a more cohesive society where people of all ages, ethnicities, and income groups feel at home with one another and where differences do not divide us.



Craig Morley,
Chief Executive



Colin Smith,
Chairman

OUR WORK

WE BUILD STRONGER COMMUNITIES THROUGH OUR **THREE** PROGRAMMES.

NATIONAL CITIZEN SERVICE WITH THE CHALLENGE

National Citizen Service is a government scheme which brings together groups of 60 young people from very different backgrounds. Groups are split into small teams of 12 and complete a four part programme over three weeks and four weekends.



PERSONAL CHALLENGE

Teams overcome fears, create friendships and build confidence through intense outdoor activities. They develop skills such as teamwork, leadership and communication and characteristics such as trust, responsibility, understanding and empathy.



TEAM CHALLENGE

Teams return to the community to learn a new skill (drama, enterprise, media, photography, music or sport) and use it as a way to build relationships with local community partners, such as care homes, children's centres and homeless shelters.



REAL CHALLENGE DESIGN

Teams carry out a sponsored activity to raise funds for a local charity and design a community campaign on a local issue they care about. They also work with a charity partner, visit a professional workplace, and pitch to a panel of 'Dragons' for project funding.



REAL CHALLENGE ACTION

Teams reunite for four weekends. They carry out their sponsorship and campaign projects, take part in a practical project alongside their charity partner and join a large scale social action day.



GRADUATION

Teams from all areas come back together to celebrate their achievements and graduate from National Citizen Service. They then continue to have an impact on their community through The Challenge Society.

THE CHALLENGE SOCIETY

The Challenge Society exists to ensure an on-going and long-lasting impact on communities in the UK. Working with our network of partners, The Challenge Society offers opportunities and support for Graduates of our National Citizen Service programme to stay involved in their communities and develop as individuals.



INDIVIDUAL CHALLENGES

Graduates are connected to a range of internal and external opportunities where they can continue to develop their skills and add to their National Citizen Service experience. Graduates can become National Ambassadors and can return to volunteer as Associate Mentors on National Citizen Service. All of these opportunities, together with external volunteering, contribute to gaining the prestigious Challenge with Distinction award.



TEAM CHALLENGES

Graduates continue to make their mark in their local area. Peer-elected Youth Boards meet regularly to learn new skills, organise large scale community projects for their peers and provide a youth voice in a range of local and national decisions made by The Challenge Society team.



HEADSTART

Head Start is an exciting new project which enables young people aged 17-18 to build their employability skills by making a difference in their local community. Launched in July 2013, young people on the programme are provided with opportunities to serve their community. In return, they gain a guaranteed job interview for part-time or seasonal employment once they have completed a set number of volunteering hours.



A STORY OF GROWTH

Number of young people who have completed National Citizen Service with The Challenge and new youth and community programmes that have been launched by The Challenge over the last five years.



160 young people complete The Challenge in the London boroughs of Southwark and Hammersmith and Fulham.

The Challenge expands to south west Birmingham. Over 500 young people complete the programme in London and Birmingham.

The Challenge is offered as part of National Citizen Service (NCS) across Greater London, the West Midlands and north west England. The programme is delivered to over 3,000 young people. Our year-round alumni programme, The challenge Society, is launched.

National Citizen Service with The Challenge expands to all London boroughs, Surrey and Greater Manchester. Over 9,000 young people complete the programme. The Challenge launch their first ever NCS autumn pilot.

14,500 young people take part in National Citizen Service with The Challenge across Greater London, Hampshire and Surrey, Birmingham and the West Midlands, Greater Manchester and Lancashire. Head Start, a new programme for 17 year olds, is launched.

Over 18,000 young people will take part in National Citizen Service with The Challenge across our current regions.

WHERE WE OPERATE

- London 1
- Surrey 2
- Hampshire 3
- Dudley 4
- Sandwell 5
- Walsall 6
- Wolverhampton 7
- Coventry 8
- Warwickshire 9

- Burnley 10
- Preston 11
- West Lancashire 12
- Birmingham 13
- Bury 14
- Manchester 15
- Solihull 16
- Blackburn 17
- Darwen 18



All of our programmes are fully inclusive and we attract people from all backgrounds and walks of life. Of the 14,500 young people that took part in National Citizen Service with The Challenge this year:

“When I first started the programme, I felt a little awkward around my team members as they asked me a lot of questions about my hijab and about my religion, Islam. By the end of the programme, my team had become really close. Some of my team did not have a Muslim female friend until they had met me and I’m glad that they discovered that I was a normal girl, just like them.”

*Huda Lohiya, Young person,
Surrey*

41% were White, 59% were from Black and Minority Ethnic (BME) groups

20% received Free School Meals (population average 16%)

7% were from Independent schools (population average 7%)

3% were Autistic and 1% had restricted physical mobility

1% were from Special Educational Needs schools or Pupil Referral Units

2% were looked after or in care

51% had never been involved in volunteering





IMPACT ON YOUNG PEOPLE

INCREASED TRUST LEVELS

Young people who take part in National Citizen Service feel that they are more able to trust others.

By the end of the programme, **69%** of young people agreed with the statement “I am more able to trust people”.

SKILLED FUTURE WORKFORCE

A recent report highlighted that the skills employers feel are most lacking in newcomers are **interpersonal skills and basic skills** such as **communication, presentation and team work**. After completing National Citizen Service, young people agree:

“I am better at working in a team” - **88%**

“I am better at leading people” - **69%**

“I am more confident” - **87%**

“The passion, the energy, the drive and the vision the young people showed was amazing. Putting that together collectively is truly an unstoppable force for good.”

Mahdi Shariff, Corporate Finance Analyst, Ernst & Young

“National Citizen Service has opened up so many opportunities for me, from career workshops with Goldman Sachs, to CV checks by Ernst & Young and the Internship programme at Barclays Bank. I've learnt that if you put the work in, anything is possible.”

Chijoke Anosike, Young person



SUSTAINED LOCAL ACTION

Through The Challenge Society:

Over **3,000** volunteering opportunities have been created for graduates of National Citizen Service, enabling them to stay involved in community based social action.

Graduates have also set up new Community Action Teams to tackle issues of concern within their local area and over **570** returned to National Citizen Service to volunteer as Associate Mentors.



“Returning to the programme one year on as a voluntary peer mentor was an invaluable experience. I gained first-hand experience in project management and improved my communication skills, both of which are relevant to my future career. I can’t wait to return to the programme again as a paid member of staff”

Louisa Fox, National Citizen Service graduate, Surrey

IMPACT ON WIDER NETWORK



IMPACT ON PROGRAMME LEADERS AND MENTORS

Nearly **2,000** temporary staff were employed to deliver National Citizen Service.

96% said they would like to work with The Challenge again.

95% said they would promote the role to a friend.

“Working on National Citizen Service opened me up to a whole new sector of employment. It also showed me how the charitable and third sector works and made me consider entering this field in the future.”

*Jack Slater-Chandler,
Senior Mentor, Birmingham*

IMPACT ON BUSINESS PARTNERS

84% of business partners stated that programmes like National Citizen Service help to strengthen the local community and **96%** believe programmes like National Citizen Service help young people to develop skills relevant to the workplace, such as communication, presentation and team work.

“It was great to meet the young people and hear their personal stories. Heathrow Communities Trust is pleased to support a programme that is impacting so many young people in a significant way”.

*Alan Coates, Trustee for
Heathrow Communities Trust*



WHAT SCHOOLS AND PARENTS SAY

Parents cited **increased confidence, character building and a chance to work with people they wouldn't normally mix with** as the top benefits of their child taking part in National Citizen Service.

When asked what impact National Citizen Service had on year 11 returning pupils, schools cited:

“A chance to develop skills that would be useful in the future”

“Increased community engagement”

“Feeling more positive about getting a job in the future”

“National Citizen Service is crucial in enabling thousands of children from very different backgrounds to mix and learn together in a positive and constructive setting. The boys at City of London School are enthusiastic supporters of the scheme and I count it as our most valuable project”

*David Levin, Headmaster,
City of London School*

“Before doing National Citizen Service, my daughter was quite shy and had a fear of public speaking. When I went to the showcase I was amazed to see her on stage speaking confidently in front of more than 60 people! The public speaking workshop she did on the programme really helped her address her fears.”

Pauline O'Malley, Parent, Lancashire

IMPACT ON COMMUNITY PARTNERS



Young people designed and delivered over **2,900** social action projects, in partnership with over **1,500** community organisations, raising over **£110,000** for local charities and community organisations.

94% of Community Partners believe programmes like National Citizen Service help young people to understand people who are different to them and **92%** believe that programmes like this help to strengthen the local community.

“Partnering with The Challenge helped to challenge stereotypes old and young people had of each other, build trust between the two groups and break down many perceived barriers between people of different cultures, ages and backgrounds.”

*Adele Hall, Operations Manager,
Independent Living Services*





“I hugely enjoyed meeting this inspiring group of young people who had clearly gained a great deal from their experiences on National Citizen Service. National Citizen Service gives young people the opportunity to mix with people from all backgrounds and get more involved in their local communities. Civic engagement is so important to building a stronger society and I am passionate about improving the opportunities available to enjoy this invaluable life experience.” **Baroness Royall, Shadow Leader of the House of Lords**

“It was an unbelievable, amazing effort from so many young people. It would have taken us 2 weeks to achieve what these hard working young people managed to get through in just 2 days. I’m not sure what we would have done without all the young people from National Citizen Service who worked so hard to build our centre throughout September”.

*Evelyn Findlater, CEO,
Good Food Matters Community Food Learning Centre*



BEYOND 2013

In 2014, more than **18,000** young people will complete National Citizen Service with The Challenge and have the chance to access opportunities offered through The Challenge Society. As the UK's leading social integration charity, our focus over the next few years will be to build a more integrated society by expanding our National Citizen Service programme and launching new initiatives that integrate people across all ethnicities, ages and income groups.

STEPFORWARD

September 2014 sees the launch of Step Forward, a one year programme for motivated school-leavers aged 18. The programme provides young people with quality work training and a nationally recognised qualification to develop their professional skills and help launch their careers. By accessing apprenticeship funding, Step Forward can cover all recruitment costs and provide twelve months of free training for all new recruits.

If you are an employer looking for new enthusiastic recruits, contact us directly on stepforward@the-challenge.org.



Social Integration commission

The Challenge will launch The Social Integration Commission, a 12 month national inquiry which will conduct a thorough investigation into the future of social integration within the UK. It will bring together leading figures from business, politics, academia and civil society and is being supported by our partner, British Gas.

The Commission will explore and measure the extent of social segregation in the UK and make recommendations on building a more socially cohesive society.

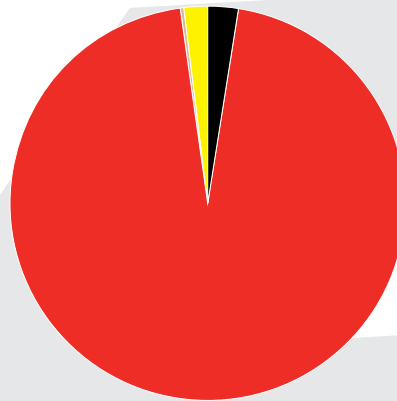
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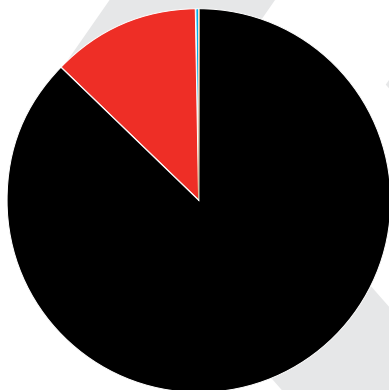
FINANCIAL SUMMARY

INCOME 2011/12*

	£000
Contract for services	15,665
Donations	417
Income from participants	303
Other	48
Total	£16,433,000



* 2012/13 figures will be available from April 2014



EXPENDITURE 2011/12

	£000
Programme and charitable activities	14,097
Overheads	2,013
Governance	16
Other	11
Total	£16,137,000

OUR FUNDERS





GET IN TOUCH

To keep up to date with the latest news from The Challenge, sign up to our newsletter at www.the-challenge.org or follow us on Twitter.

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