

The  
**FOYER**

Federation



**IMPACTS**

**2011 – 2012**

# CEO'S STATEMENT



Last year, we launched our Open Talent strategy. Open Talent is about seeing young people as assets, enabling them to recognise their talents and to raise their aspirations. It is about creating a new language based on 'advantaged thinking' that focuses on the possibilities that exist for young people to move from dependency to thriving adult independence. In our strategy we said we would measure our success:

- by identifying how we are helping services change;
- by knowing where and how our work brings about positive change;
- by identifying how our language and approach is shifting policy and practice;
- by demonstrating that we can attract the right investments and partnerships;
- by developing products and services that people want to use and
- by developing the skills of the Foyer workforce.

This impact report provides a snapshot of one year's activities and charts the progress we are making. We are working to make Foyers places that truly inspire young people. We are building staff skills by, for example, embedding a coaching approach developed through our Big Lottery health and wellbeing programme. We are creating opportunities for young people to build and showcase their talents through the ongoing development of our Working Assets employability model. We are revitalising the 'something for something' Foyer deal so it reflects our Open Talent approach. We are reaching across and beyond our network, with a campaign that challenges the deficit-based approaches that underpin too many services working with young people.

As this report shows, the Foyer Federation continues to make a significant impact on the lives of young people. But our work isn't done, and that's where you can make a difference by helping us to:-

Shape new experiences for young people that provide them with opportunities to develop skills, particularly those that are relevant to the changing world of work.

Helping us to create new partnerships, attract investment and unlock funding by connecting us with businesses and individuals who think like us and share our passion.

Helping us to spread the word! Our impact, influence and understanding of the issues facing young people today expand as we reach more organisations and individuals who want to transform young people's lives.

Every friend and partner included here began their journey with us by having just one conversation.

We'd love to talk with you about how you can become involved too.

Thank you,

**Jane Slowey,**  
**CEO of The Foyer Federation**

# PLACES

- The number of Investor organisations grew to 11 housing associations
- Over 100 staff and young people were provided with MyNav licences and trained as users of the online learning platform
- 18 Foyers gained accreditation and achieved the Foyer Status Mark
- Over 2011 and into 2012 we developed partnerships with organisations outside the Foyer network to bring Open Talent and find more Advantaged Thinkers to work with young people developing assets and finding talents

**“Being an Investor partner provides a space for our Senior Management Team to reflect with support from the Federation about our practice, and shaping innovations to keep our services current, visionary and relevant for our young people. The investor group meetings are a place to put advantaged thinking approaches to challenges faced by the movement, and consider our approach with support from forward thinking colleagues.”**

Pete Watts, Head of Housing Services (South),  
Salvation Army Housing Association

The Foyer Federation leads by example. We set the direction for more than 140 Foyer locations across the UK. Each one provides housing and direct services for young people, and each is an integral piece of the Foyer Network. Their participation allows us to share ideas and develop best practice.

# PEOPLE



Working with young people as well as staff members across the Foyer network, we increase our understanding of the barriers they face. And we expand our ability to develop new approaches to overcome those hurdles.

Every year, more than 10,000 young people become involved with a local Foyer. Across the Foyer network, there are more than 2,000 staff members, bolstered by hundreds of volunteers.

The Foyer Federation supports them all.

- 147 staff from across the UK and Ireland network discovered how to become Advantaged Thinkers at Inspire Days
- Youth at Risk trained 221 staff in the North East, North West, Cornwall & Devon and London
- 115 staff from across the UK and Ireland network attended the 2011 Practice Event in Birmingham
- 50 staff from across the UK attended the 2011 Policy Event
- We held 28 Regional Network Meetings bringing Foyer staff together from across the UK and Ireland to develop new skills, support each other through budget cuts and share best practice

**“Staff need to be able to take a step back, to enable and coach, rather than advise or do.”**

Dave Pendle, Senior Development and Delivery Officer



# OPPORTUNITIES

- 124 young people joined a Working Assets team and changed the way staff and the community develop their futures
- 178 young people engaged in the Connect Yourself programme including young people outside the Foyer network receiving Youth at Risk Transformation Coaching, 20 Working Assets projects and 3 Changemakers leadership development programmes
- 37 young people took part in the Open Talent Pilot receiving individual investments to help us cultivate Talent Bonds. These Foyers shaped experiences into solutions that brought around positive change as a service and as individuals
- We invested £414,744 into Foyer projects sourced from traditional funders and by developing partnerships with companies who want to develop young people's assets differently

By enabling young people to select their own projects to deliver, we enhance their turn-out and 'buy-in'.

We retain the capacity to be creative and provide bespoke opportunities.

We work with businesses, charities, social enterprises, funders, and (of course) young people themselves.

Through these partnerships, we develop meaningful activity which fits into the lives and interests of young people, leading to clearer career direction and higher rates of employment.

Mark (20 year old): "My goal is to use what I'm good at to run gym sessions for other people who've been bullied so they can get their confidence back. I think the project is all about us taking more control and being positive, so I am."

# THE DEAL



At the heart of the Foyer approach is 'The Deal', the contract between the young person and the service where the young person 'exchanges' developments in their personal and social capital, resilience and employability for a tailor-made, personalised package of services and support. The Foyer approach introduces an asset-based, progressive element to this contract in order to develop the capability of services, and the capability of young people, to open up employment opportunities.

Young people have assets; their communities have assets. The Foyer Federation shapes the terms of an individual 'deal' that strengthens the connection between housing and employment, together with education, personal development and individual and community well-being.

- 14 Foyers took part in Working Assets in England and Wales and transformed their relationships with the local community
- 4 housing organisations took part in the Open Talent Pilot and changed the way they deliver services and work with young people
- Since taking part in Open Talent two young people from offending backgrounds have both completed their rehabilitation periods, come off tag, and have taken up positive education options. Another young person is now in employment. They developed confidence, team work, organisation, marketing, communication and event production skills

Foyer staff quote: **“The female participants get a real sense of empowerment and inclusion by being able to take part in football which is still predominantly seen as a male dominated sport.”**

Foyer staff quote: **“The impact on the relationship between the Foyer and the local community has been great, shown by the amount of enquiries we receive about what facilities we have and whether they are available for other community groups.”**

# CHAIR'S STATEMENT



The Foyer Federation has been making its impact for twenty years.

When we began, the country was deep in recession and unemployment among young people was high, but we knew back then that we needed to do things differently. We set big goals for ourselves: we challenged our government, our funders, our young people and ourselves to scrap conventional thinking. In place of outmoded ideas, we wanted to work together to develop a radical new way to work with young people which would pull together education, training, employment and, of course, housing. And we wanted to be certain that providing this wrap-around support wasn't a one-sided proposition—every young person coming into a Foyer would be asked to make a formal commitment not only to us, but to themselves.

That “something-for-something” deal is at the heart of what we now call the Foyer approach, and it infuses everything we do. It is there in every impact we make.

And with our network of 140 locally-based, accredited Foyers, we are having an enormous impact. More than 10,000 young people every year benefit from Foyer services. Staff members, across the network, are able to share best practice and try out new ideas in a collaborative way. And we can sense the shift in thinking, as the old negative and disadvantaged thinking is left behind in favour of positive, solution-based thought which focuses on young people's assets rather than on their needs or deficits.

When it comes to our impact on young people, however, these past twenty years are just the beginning. My fellow Trustees and I support (and challenge) the Foyer Federation's creative and innovative staff team, and our financial position remains strong.

But there is more impact to make.

There are more young people we can support as they progress to independent adulthood. There are new partnerships we can form: locally, nationally, and internationally. There are people, companies, and governments who have been locked into disadvantaged thinking.

Working alone, we would have had no impact at all; that's why we need you to join us. Think about what you have to offer—what your assets are—and together let's increase our impact on the lives of young people as they change their lives.

**James Kelly,  
Chair of Trustees,  
The Foyer Federation**

# FINANCIAL REPORT 2011-12

<b>Financial Summary for the year ended 31st March 2012</b>	<b>2011/2012 (£)</b>
<b>Incoming resources</b>	
Voluntary income	64,443
Activities for generating funds	70,657
Incoming resources from charitable activities	1,285,712
<b>Total</b>	<b>1,420,812</b>
<b>Resources used</b>	
Direct costs of generating funds	66,872
Charitable activities	1,355,048
Governance costs	49,919
<b>Total</b>	<b>1,471,839</b>
Net movement in funds	-51,027
Funds brought forward 2010/11	620,661
<b>Total</b>	<b>569,634</b>
<b>Accumulated funds</b>	
Restricted funds	318,809
Unrestricted funds	250,825
<b>Total</b>	<b>569,634</b>

In a year which brought significant confusion and economic uncertainty, I am pleased to report that we have maintained a strong financial balance sheet and consequently been in a position to take steps to further strengthen our finances for the future. We have focused on keeping our fixed cost base low and in increasing our fundraising. This has resulted in gaining increased project funding for activities which best match our strategic vision and can have a positive impact upon our network.

I would like to express our gratitude and thanks to all donors and grant makers who support the work of the Foyer Federation and the Foyer network. The national economic picture heightens the need for financial vigilance and I would like to express my gratitude to the current and former members of the Finance Committee for their continued support and diligence.

**Paul Tumim,  
Treasurer**



# CAMPAIGN

- Worked with over 70 young people to inform sector consultation responses and as members of specialist roundtables
- Responded to and influenced MPs, Ministers and Policy makers to raise issues on housing and apprenticeships
- Taken the message of Open Talent to Housing Association staff in Australia by speaking at conferences and running workshops
- Worked alongside youth housing organisations in Spain, France, Netherlands and Germany via collaborative bids, exchange visits and speaking at conferences

**“It is particularly important we invest in young people and their talents now because high youth unemployment and wider economic challenges mean that we cannot afford to maintain the status quo. Our approach has to change from the ‘disadvantaged thinking’ of the past to adopt the ‘advantaged thinking’ that enables other sectors and individuals to thrive.”** Colin Falconer, Director of Innovation

## SUMMARY

The well-documented problems experienced by large numbers of young people in the UK in making the transition to adulthood reflects an inability in our society to harness talent. As such, the transition to adulthood has become something of an ‘elite sport’, more dependent upon someone’s social asset base than their individual potential. Evidence from the UK and beyond has made a compelling case for the development of new forms of positive intervention, to equip more young people with the capabilities required for them to both contribute to and benefit from society. Our Open Talent campaign challenges providers, commissioners, and young people themselves to make this positive investment.

Over its twenty years, The Foyer Federation has built an impeccable reputation. We realise that our success increases when we talk about our work and our approach, whether it’s through a Facebook post, a tweet, or a face-to-face meeting with a cabinet minister, new funding partner, or young person.

We engage people at every level; people at every level are instrumental to our success in the UK, and beyond.





## The Foyer Federation

The Foyer Federation develops and encourages new approaches to support young people as they make their transition to adulthood.

Established in 1992, at a time of recession and high youth unemployment, our task was to develop and promote a new way of working with young people who were both unemployed and in housing need.

At that time, the Foyer approach was both radical and controversial. Not only did it challenge mainstream service provision by attempting to integrate housing with education, training, employment support and other services, it also challenged young people themselves to enter into a relationship with the Foyer, to become more than passive recipients of these services by inviting them to make a formal commitment through the 'something for something' deal that is at the heart of the Foyer approach.

The Foyer Federation would like to thank all its funders, investors and partners for their support over the year.

