

IMPACT REPORT

24-25

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Welcome!

In 2024-25 more than 2,000 young people took part in Positive Youth Foundation's programmes.

We offer a very wide range of activities, from open access youth clubs to targeted support for young people facing significant challenges in their lives. 173 young people were referred to us from a range of statutory bodies, including children's services, family hubs, mental health services, the police and schools.

We also ran a range of exciting regional programmes in partnership with the West Midlands Combined Authority and the West Midlands Police and Crime Commissioner supporting young people's participation in decision-making, which have been an important development within the sector's response to ensuring young people's voices have been meaningfully listened to.

Above all, we offer young people a safe place to go outside school and home where they can meet friends and benefit from the guidance and support of trained youth workers. For some, the relationship they build with youth workers can be the only trusted adult relationship they have.

We can't do all this without the support of trustees, staff, volunteers, funders, local partners and supporters.

We are hugely grateful for their time and investment in our work.



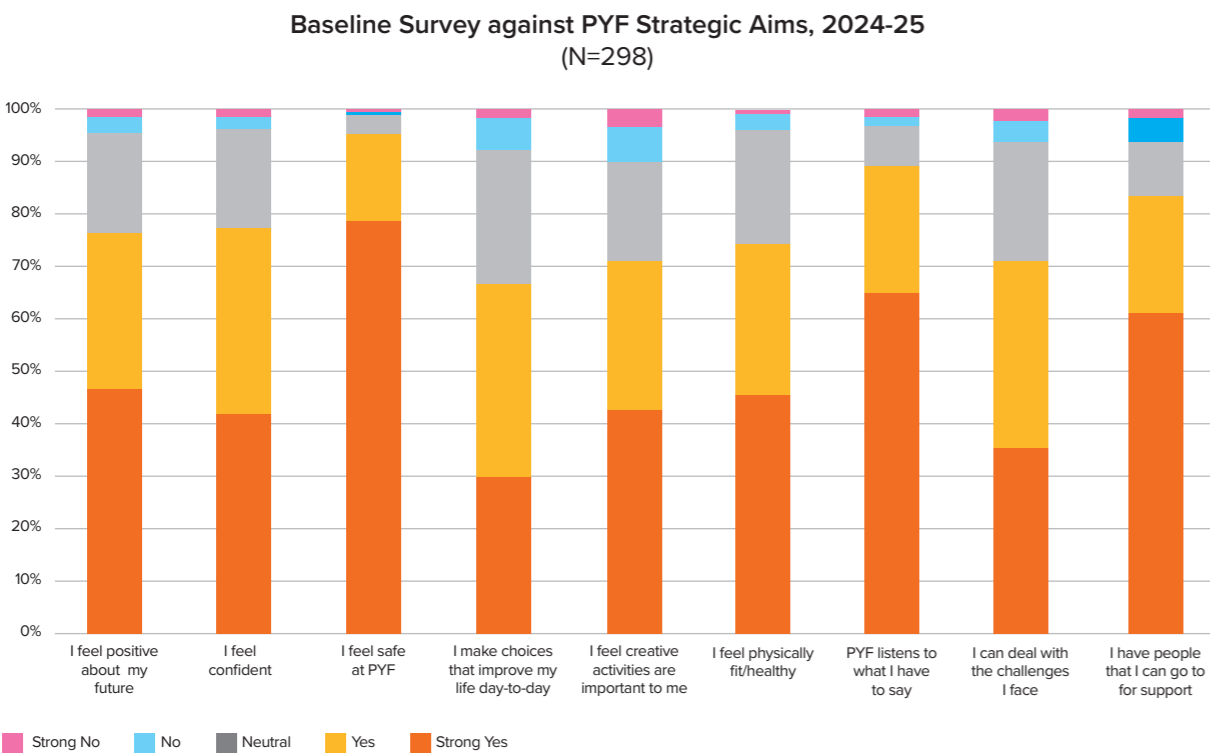
Rashid Bhayat, MBE, Doc Litt
Chief Executive,
Positive Youth Foundation



Our aims

Our strategic aims provide a structure for our work and help us understand the overall impact of what we do.

We ask a sample of young people a range of questions (we call it our Baseline Survey) that reflect these aims. They respond on a simple 1-5 scale, where 5 equals a strong 'yes' and 1 is a strong 'no'. This year 298 young people took part, and the results are shown in the graph below. If young people's responses are cause for concern (for example about feeling safe at PYF) we follow up.



Young people and PYF staff arrive at the campsite as part of the Duke of Edinburgh Awards programme, 2024

Highlights



We secured employment, training and work experience opportunities for

25 young people

including placements with McDonald's, Linklaters, and Tesco, helping them take steps toward independence and future careers.



We supported **122 young people** referred to us through schools, children's services and other bodies, as well those at risk of involvement in crime.

95 took part in a programme funded by the Charles Hayward Foundation to reduce their risk of offending.

23 took part in our functional skills or personal development programme.

Referrals from schools and Early Help increased, enabling us to support young people back into education—boosting attendance and their chances of gaining qualifications.



Work began planning the refurbishment of Hillfields Young People's Centre and the Multi-Use Games Area.

Work began on new toilets, the gym and we received a generous donation of furniture from Cambridge University Press & Assessment.





Through funding from the National Citizens Service, PYF delivered

252 unique experiences for 219 young people

These opportunities supported personal growth and peer connections across a diverse range of activities.



In November, we hosted our second national conference, Youth Work: What Next?

More than 100 participants took part in discussions that helped shape our vision for youth engagement. The event also launched collaborative research on youth work outcomes with Coventry University's Centre for Global Learning.

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We celebrated youth perspectives with a photography exhibition hosted at Coventry's Belgrade Theatre.

The exhibition showcased how young photographers view and interpret cultural identity across communities.



With support from Coventry Building Society,

over 100 young people

attended our Christmas Grotto to select gifts for someone special.

The same funding also helped us celebrate cultural events including Chinese New Year and Eid, creating inclusive moments for young people and their families.



Through our Youth Music-funded Changing Trax programme, over **50 emerging music artists performed at Coventry's Godiva Festival.**

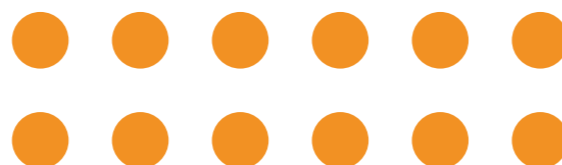
The project fostered creativity, confidence, and real-world experience for those building careers in the music industry.



A highlight of our creative work this year was My Tomorrow—a youth-led film, produced and directed by young people.

It was launched with support from the West Midlands Police and Crime Commissioner, who publicly reinforced the region's commitment to supporting young people. Following the event, PYF helped initiate Changemakers, a new body designed to amplify young people's voices in local governance.

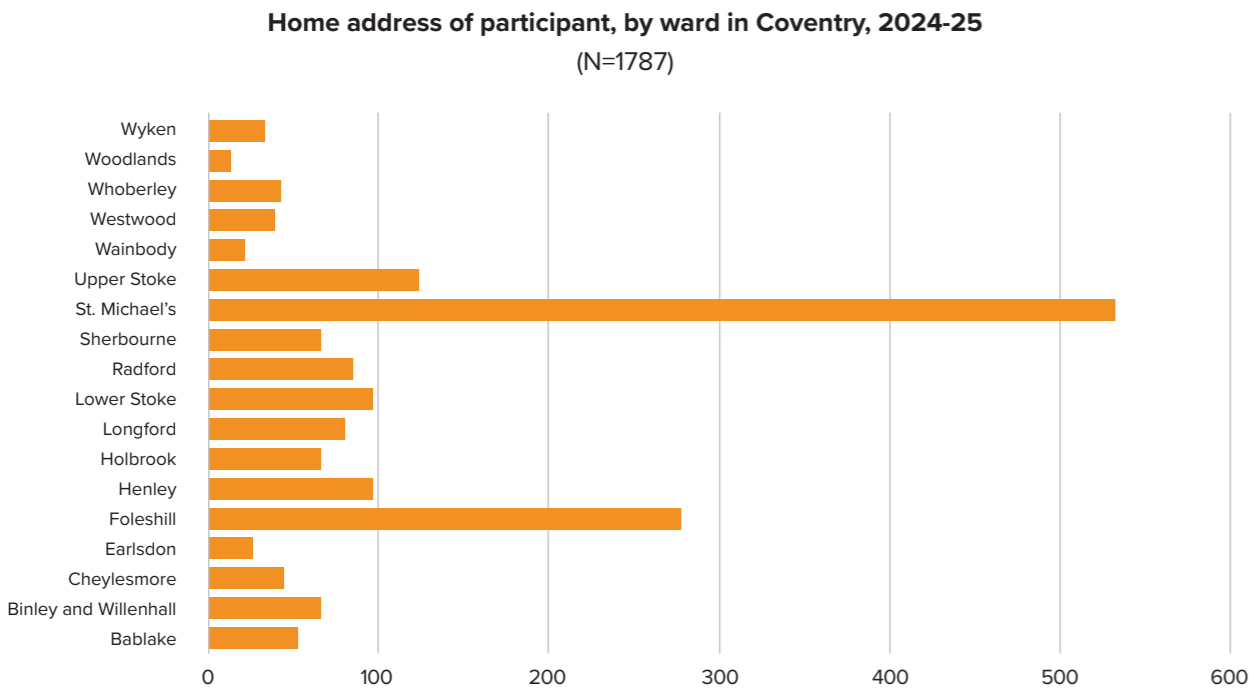
The film was launched at Millennium Point in Birmingham, reaffirming its regional impact and inspiring wider support for youth-led initiatives.



Our stats

Over 65% of the young people we support live in the 30% most deprived neighbourhoods in England, and our focus is to provide the highest quality services for them.

Graph 1

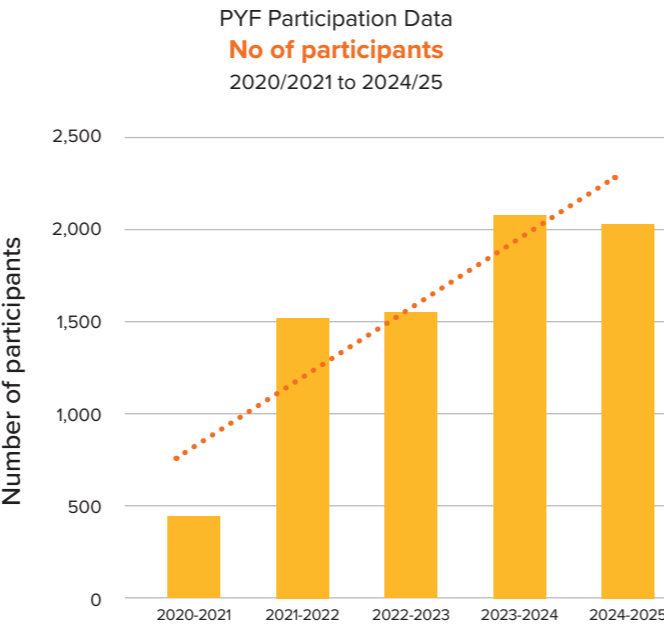


Notes

88% of our participants live in Coventry, and **Graph 1** shows the wards where they live. 40% come from St Michael's and Foleshill but we support young people from right across the city. 12% come from outside Coventry, including Warwickshire and the wider West Midlands.

Graph 2 shows participant numbers for the last 5 years with totals remaining steady for the last 2 years, reflecting our emphasis on targeted support rather than large-scale events. The 2020/21 figure was the Covid year, hence the much lower number of participants.

Graph 2



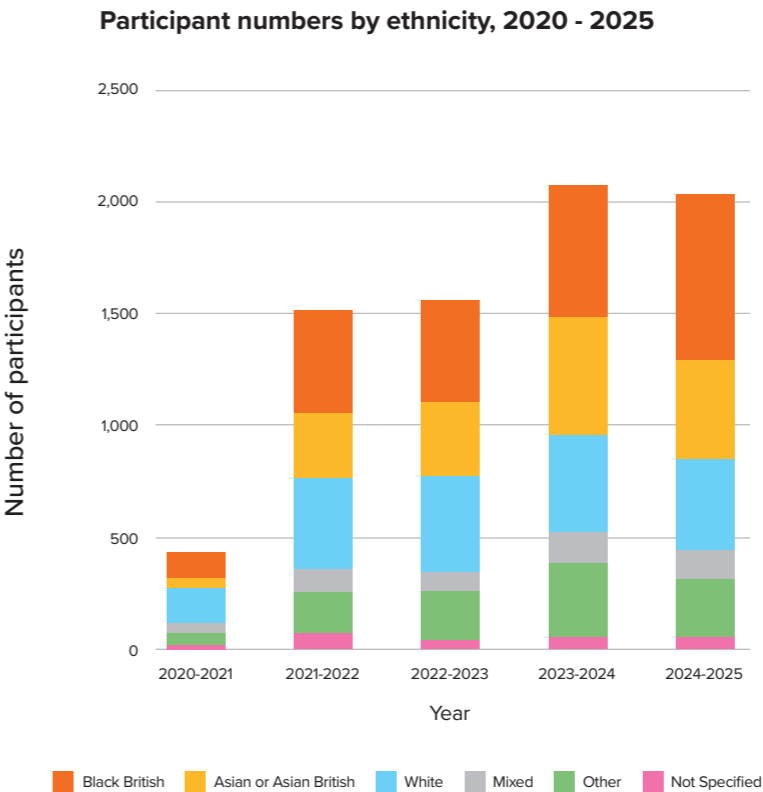
PYF's Go Parks initiative, funded by the Heart of England Foundation, reached over

2,500 young people

over nine months of free sport and physical activity across 10 parks in Coventry. It was delivered in collaboration with 15 community-based organisations and social enterprises through the Coventry Youth Partnership which we support to increase the reach of youth work across the city.



Graph 3



Notes

In **Graph 3**, ethnicity representation shows several changes over the last 5 years.

The growth in overall numbers is mainly because of an increase in the number of Black/Black British (10%) and Asian/Asian British (11%) participants, many newly arrived. White and Mixed ethnicity have remained at a similar level across the five years.

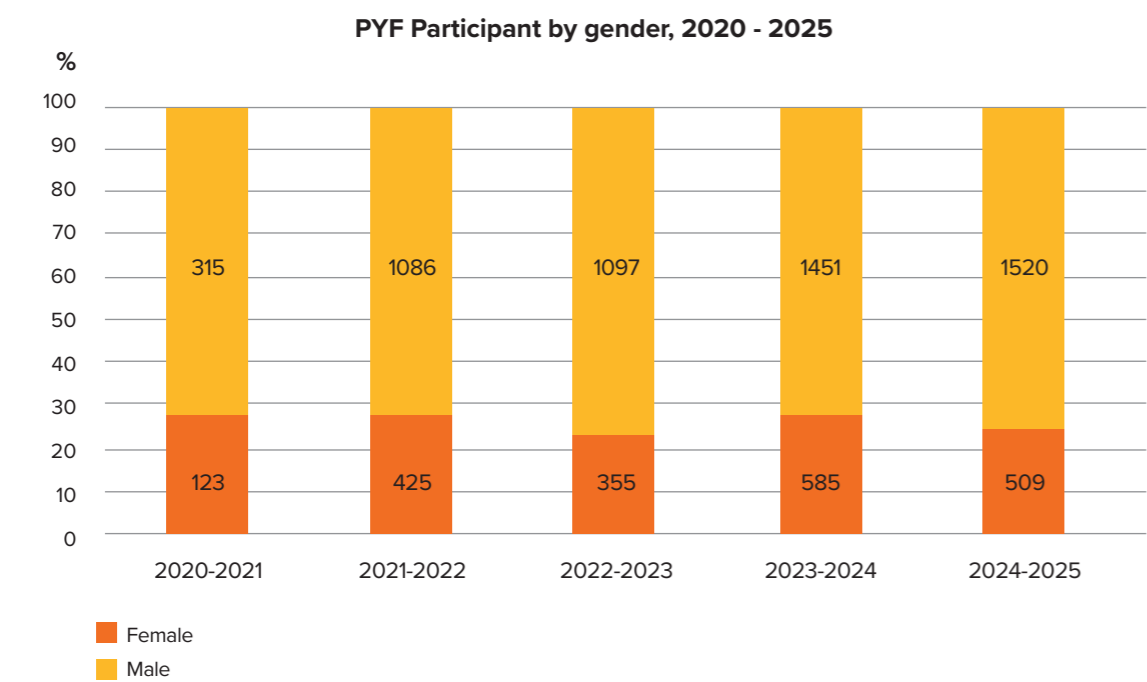


347 young people

aged 8–25 took part in ESOL support and 44 were involved in the Duke of Edinburgh Award, now offering both Bronze and Silver levels. Expeditions included camping and hiking in Derbyshire, encouraging teamwork, resilience, and a love for the outdoors.

Our stats

Graph 4



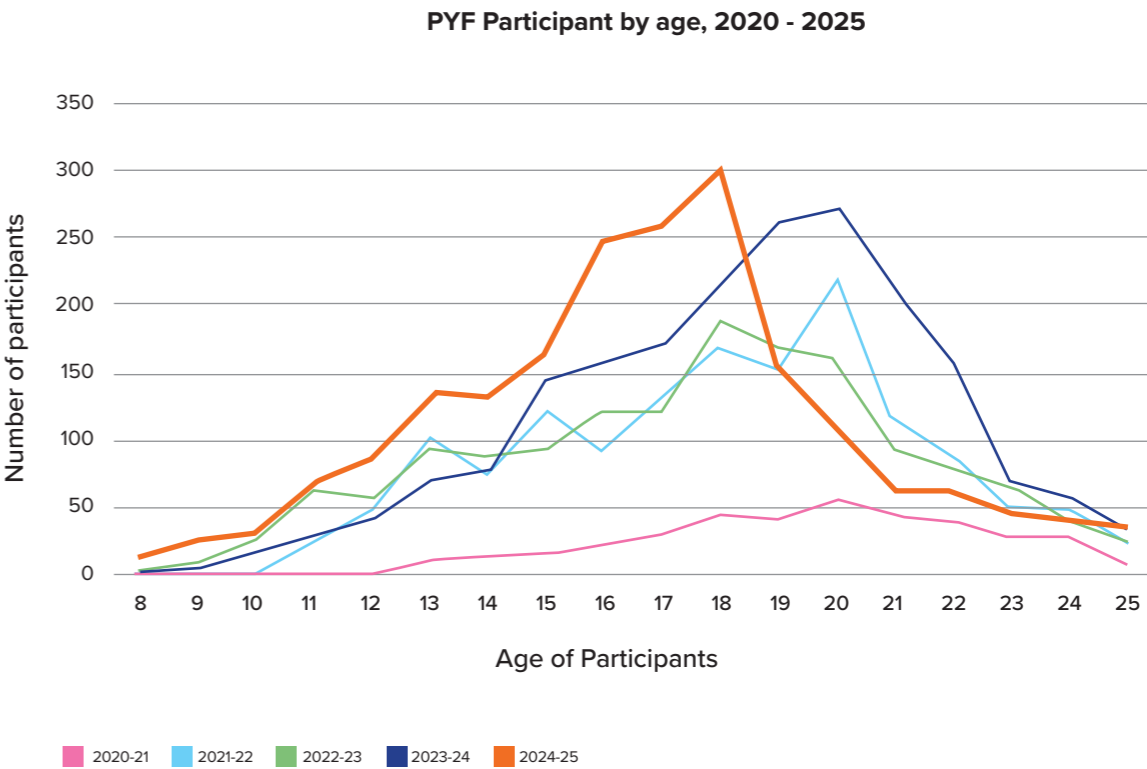
Notes

Graph 4 shows the gender ratios at PYF which have remained at approximately 1:3 females to males. There are several reasons for this, for example the high attendance of males in football and basketball sessions. The split across small group work and volunteering is more balanced and some of these sessions have more females. In 2025 we began our Year of the Girl campaign, and we expect to see a change in overall participation levels in 2025-26.

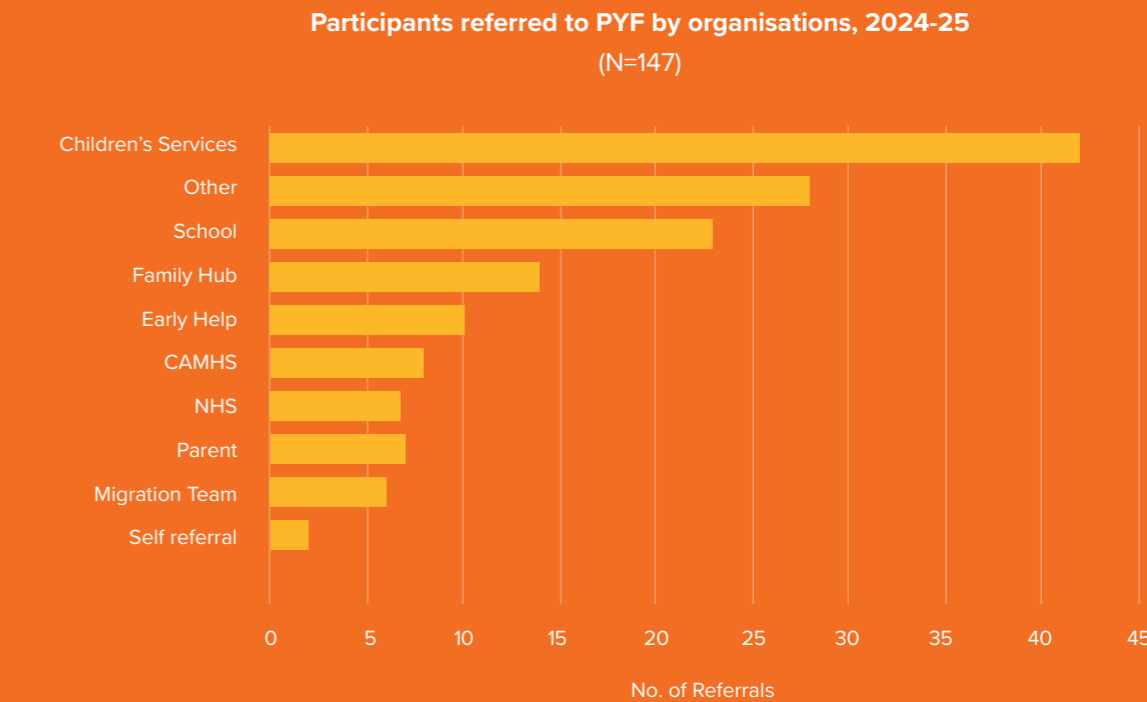
Graph 5 shows participation by age over the last 5 years at PYF. Most participants are in their mid-late teens, though the highest number of participants by age has increased from 18 to 20. This reflects the age profile of new arrivals we are now supporting.



Graph 5



Graph 6



Leah's story

Leah*, 13, was referred to the Positive Youth Foundation's Chances mentoring programme by the City Council's Early Help team.

Though registered at a specialist school, she was unable to attend due to severe separation anxiety from her mum. Despite various efforts by the school, she remained at home, raising concerns about the long-term effects on her education and social development. The situation also impacted her family—both parents were struggling with their mental health, and Leah was taking medication for anxiety.

In April 2023, Mel*, a PYF youth worker and mentoring specialist, began supporting Leah with short, gentle home visits. Through these, Mel built trust and discovered Leah's interests in cooking and arts and crafts. Early interactions included walking the dog and baking, with Mum always present. Mel adopted a relaxed, patient approach, allowing Leah to engage at her own pace.

After a few weeks, Mel invited Leah to the youth centre during quiet times. She initially attended with her mum, participating in baking and diamond art. Gradually, Mum waited outside in the car, and Leah grew

more confident and sociable. A turning point came when Mum left Leah alone briefly to repair her phone—Leah managed well and continued visiting the centre without her.

By February 2024, after 10 months of weekly mentoring, Leah began attending school for one lesson a week, with plans to increase this gradually. She speaks about three friends at school and has started joining small group activities at the youth centre. PYF aims to support her in building friendships there too.

Over the year, Leah completed 295 hours across 189 sessions with Mel and other staff, resulting in a marked improvement in her anxiety, self-confidence, and social skills. Her growing independence benefits not only Leah but also her family, easing pressure on her parents and reducing their reliance on mental health services. The school and Early Help team now view her attendance less critically, and demand on the GP has lessened.

* Names have been changed

LEAH COMPLETED
**295 HOURS ACROSS
189 SESSIONS** WITH
MEL AND OTHER
STAFF.



Over 120
young people

and their families living around our
youth centre in Hillfields joined the
first ever PYF Fest in August 2024.

The event was planned and organised in large part by young people from our Positive Young Thinkers programme. They contributed a huge amount of time and energy to the event which featured bouncy castles, sports activities and food.

Go Foleshill, funded by Sport England, partnered with

**30 local
organisations**

to encourage active lifestyles within the Foleshill neighbourhood, strengthening community ties through accessible movement-based programmes.



Our Summer Boost
programme

**supported 42
newly arrived
young people**

from countries including Hong Kong, Ukraine, Afghanistan, Syria, Iraq, Iran, Brazil, Jamaica, Trinidad, and Vietnam. The programme helped ease their transition into education and life in the UK.

Our funders and supporters

PYF wouldn't exist without the generous support of our trustees, volunteers, donors and organisations that funded us between April 2024 and March 2025.

You can find our full audited financial statement for the year on the Charity Commission website.

We would like to thank the following:

Trustees

Andrew Jack (Chair)
Amy Foster (to April 2025)
John Kiely MBE
Carl Binns
Vincent Mayne
Cory Barrett

Patron

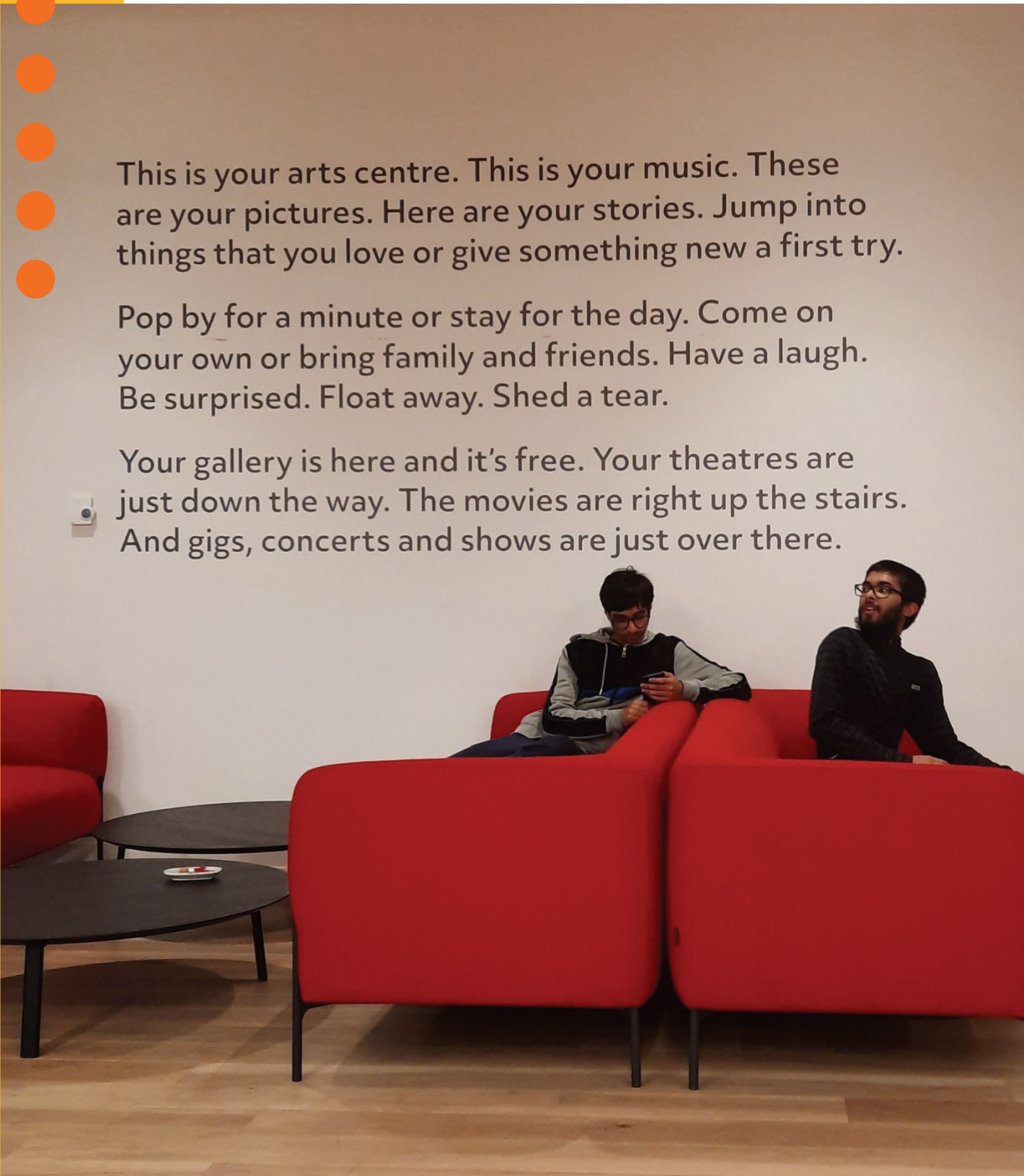
Sir John Egan, DL

Chief Executive

Rashid Bhayat (MBE, Doc. Litt)

Funders and donors

- | | |
|---|---|
| + Arts Council | + National Citizens Service |
| + Aubrey Allen | + National Express Foundation |
| + Badminton England | + National Foundation for Youth Music |
| + BBC Children In Need | + National Lottery Community Fund |
| + Business in the Community | + Network for Social Change |
| + Cambridge University Press & Assessment | + Paul Hamlyn Foundation |
| + Charles Hayward Foundation | + The 29th May 1961 Charitable Trust |
| + Cheshire Community Foundation | + The Duke of Edinburgh's Award |
| + City & Guilds Foundation | + The Swire Charitable Trust |
| + Coventry Building Society | + Think Active |
| + Coventry City Council | + Thinking Place |
| + Eveson Trust | + TK Maxx & Homesense Foundation |
| + Garfield Weston Foundation | + West Midlands Combined Authority |
| + Halcrow Foundation | + West Midlands Police & Crime Commissioner |
| + Heart of England Community Foundation | + Youth Investment Fund |
| + Impetus | |
| + John & Julia Egan Charitable Trust | |



The Positive Youth Foundation is an award-winning Coventry-based charity that aims to raise the aspirations and life chances of young people between the ages of 8 and 25, particularly those who are facing challenging circumstances.

In 2024/25 we worked with over 2,000 young people.

The charity is run by a team of over 40 staff, trustees and volunteers and relies on grants, donations and securing contracts in order to fund its work.



To find out more about our work visit our website, our social media or give us a ring.



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