



# Measuring Our Impact

Across All Our Services

March 1<sup>st</sup> 2024 to March 1<sup>st</sup> 2025

Youth Unity CIC  
A Not for Profit Organisation

PREVENT | PREPARE | PROTECT





# CONTENTS

*“Supporting vulnerable young people isn't just a duty, it's a profound investment in the promise of tomorrow, ensuring that every child has the opportunity to blossom despite the odds stacked against them”*

**Quote: Julian Philips**  
*Youth Unity Mentor*

- Section 1.** About Us
- Section 2.** Our Impact
- Section 3.** Our Mentoring Program
- Section 4.** Youth Intervention Programs
- Section 5.** Programs & Support
- Section 6.** Projects & Achievements
- Section 7.** Long Term



# SECTION 1

## About Us

"It's not about being the best. It's about being better than you were yesterday"



# About Us

Youth Unity CIC is dedicated to supporting vulnerable young people and adults affected by issues such as group violence, drug abuse, and exploitation, including human trafficking, child sexual exploitation (CSE), and extremism.

We collaborate closely with statutory organisations, commissioned services charities to deliver comprehensive and effective solutions.

Our mission focuses on improving opportunities for disadvantaged youth, believing that enhancing their overall health and well-being empowers them to make better-informed decisions.

We offer mentoring, workshops & training for young people, professionals, parents, and carers, all designed to foster resilience and informed choices.

At Youth Unity, we are committed to the principles of fairness and individuality, ensuring that every young person is treated with respect, regardless of age, gender, race, religion, ability, or background. Our core belief is that by recognising and nurturing everyone's unique potential, we can better prepare them for the challenges and opportunities of adulthood.

# Strategic Approach

P R E V E N T | P R E P A R E | P R O T E C T

## Prevent

To prevent young people from engaging in violence and associated vulnerabilities, Our strategy focuses on education, positive activities, outreach, and media engagement. We implement educational programs in schools and community that highlight the risks of gang involvement, empowering youth to make informed choices. Alongside this, we provide constructive activities such as sports and arts to foster a sense of belonging and purpose.

## Prepare

Our strategy to prepare organisations and communities for preventing vulnerabilities among young people focusing on comprehensive education and training, along with safeguarding consultancy services.

We deliver targeted training programs for educators, community leaders, and youth workers, equipping them with the skills to identify early signs of vulnerability gang involvement and engage effectively with at-risk youth. Additionally, our safeguarding consultancy will help organisations develop robust policies that prioritise the safety and well-being of young people, ensuring they have access to necessary support services.

## Protect

To strengthen adults and young people by building their emotional and cognitive (thinking) resilience, better enabling them to 'say no' to violence, drugs, crime and other forms of vulnerability. We work with statutory services, education, police, social care, local safeguarding boards, charities, local authorities, to deliver productions, workshops and training for young people and adults across the UK.



# Reflection 2024

---

As we mark our sixth year, Youth Unity takes a moment to reflect on the incredible growth and impact we've achieved together. Our reputation continues to strengthen, allowing us to reach and support even more young people. This year, we've expanded our team, increasing our capacity and expertise to make an even greater difference.

Our commitment remains focused on early engagement, recognising how powerful it is to reach individuals sooner, opening doors to more opportunities and faster support. Building on the success of our transition-focused programs, we are excited to expand "Unlocking Potential" into new areas of early intervention, helping to create brighter futures for those we serve.

As we step into our next year, our focus is on reaching even more young people, ensuring our programs are more inclusive, particularly for girls and those with Special Educational Needs and Disabilities (SEND). By adapting and expanding our services, we aim to create safe, accessible, and empowering opportunities for all.

Looking ahead, we remain dedicated to innovation, quality, and sustainable growth. We deeply value the trust of our partners and are committed to delivering meaningful, lasting change.

*Together, we are making a real and lasting difference in our communities.*

*James Hensman*  
Chief Executive Officer

**James Hensman**, Youth Unity's **Chief Executive Officer**, boasts 20+ years' experience driving strategic planning and operations, pivotal to the organisation's growth. He ensures a community-wide focus on delivering better outcomes for young people, overseeing a diverse portfolio of early intervention and social care services.

With a keen eye on partnership work and system change, James confronts challenges like criminal exploitation and county lines. His passion lies in improving the lives of vulnerable cohorts, evident in his collaborative approach across diverse communities.

Formerly with County Police Forces and Safeguarding Consultancy, James brings expertise in frontline training, intervention services, and strategic planning, benefiting Youth Unity CIC's mission.



Since 2019, Youth Unity has grown year after year, not just in securing funding, but in building a passionate, dedicated team. A key milestone is our strong staff retention, with team members staying for over two years, reflecting the positive culture we've created

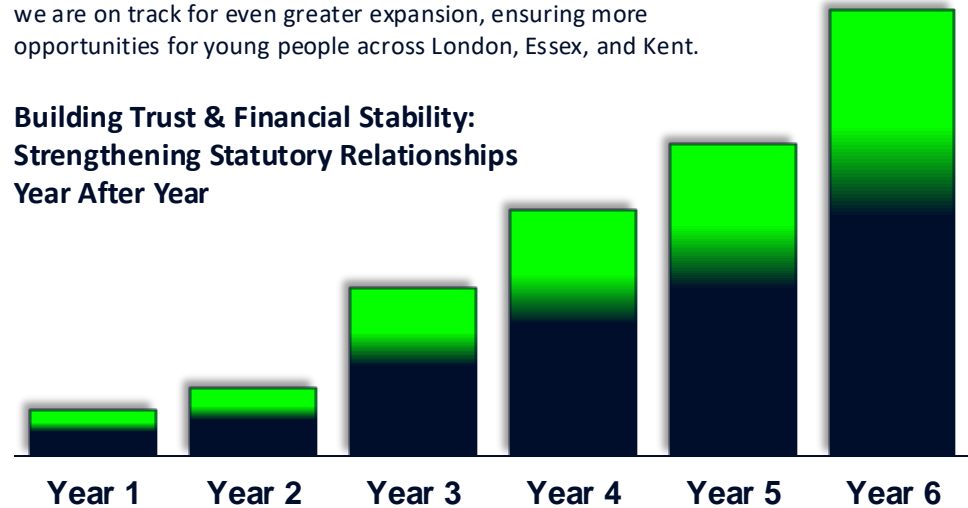
We're now delivering high-quality services across multiple London boroughs, Essex, and Kent, reaching more young people than ever before.

At the heart of our work is a commitment to valuing our team, offering competitive pay, continuous training, and a strong support network. By investing in our people, we ensure that young people receive the best possible guidance and opportunities to thrive.

# Our Financial Growth & Business Development

With continuous investment in our people and financial strategy, we are on track for even greater expansion, ensuring more opportunities for young people across London, Essex, and Kent.

## Building Trust & Financial Stability: Strengthening Statutory Relationships Year After Year



*Our financial year is Feb to Feb*

*This sustained growth allows us to invest in stronger partnerships and community impact*



### **Brian Lewis (ACMA, MBA) our Chief Financial Officer**

Brian ensures meticulous oversight of our budgets, fostering financial sustainability and aligning with our organisational goals. His unwavering commitment to excellence and fervent dedication to our mission propel us forward, empowering us to optimise resources and realise our vision.

Brian's leadership fortifies our foundation, ensuring we navigate financial landscapes with precision and purpose as we continue to make meaningful impact in our community.



# SECTION 2

## Our IMPACT

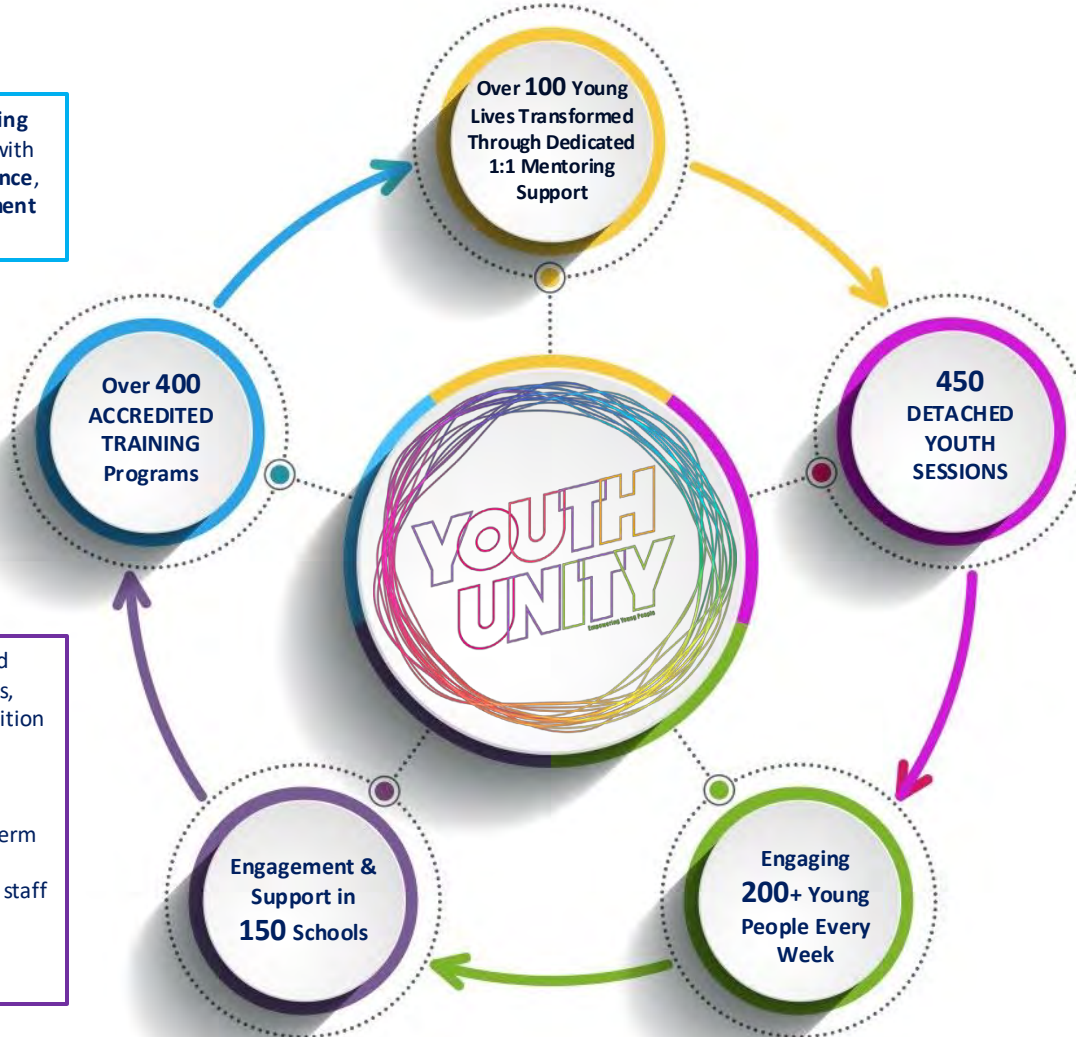
*"Dreams are the fuel that powers the journey of youth"*



# OUR IMPACT IN 2024

In areas across Essex, Kent and London  
Working with both statutory and non statutory partners

In the past year, our **accredited training modules** have equipped individuals with **key skills, certifications, and confidence**, enhancing their **education, employment prospects, and personal growth**.



Over the last year we have provided 1:1 mentoring and in-school support to young people aged 11 to 30, helping them navigate challenges and reach their full potential. With over 900 interventions.

Each session, we have engaged with up to 60 young people during the critical 'lost hours' of 3pm to 6pm, providing immediate support and a rapid response to those most vulnerable Young People.

Our school programs provide targeted training on grooming, gang awareness, social media safety, VAWG, and transition support, alongside resilience and wellbeing workshops.

We offer in-house mentors for long-term guidance, early intervention, and risk awareness. Schools also benefit from staff training and employability support, ensuring students are empowered to thrive.

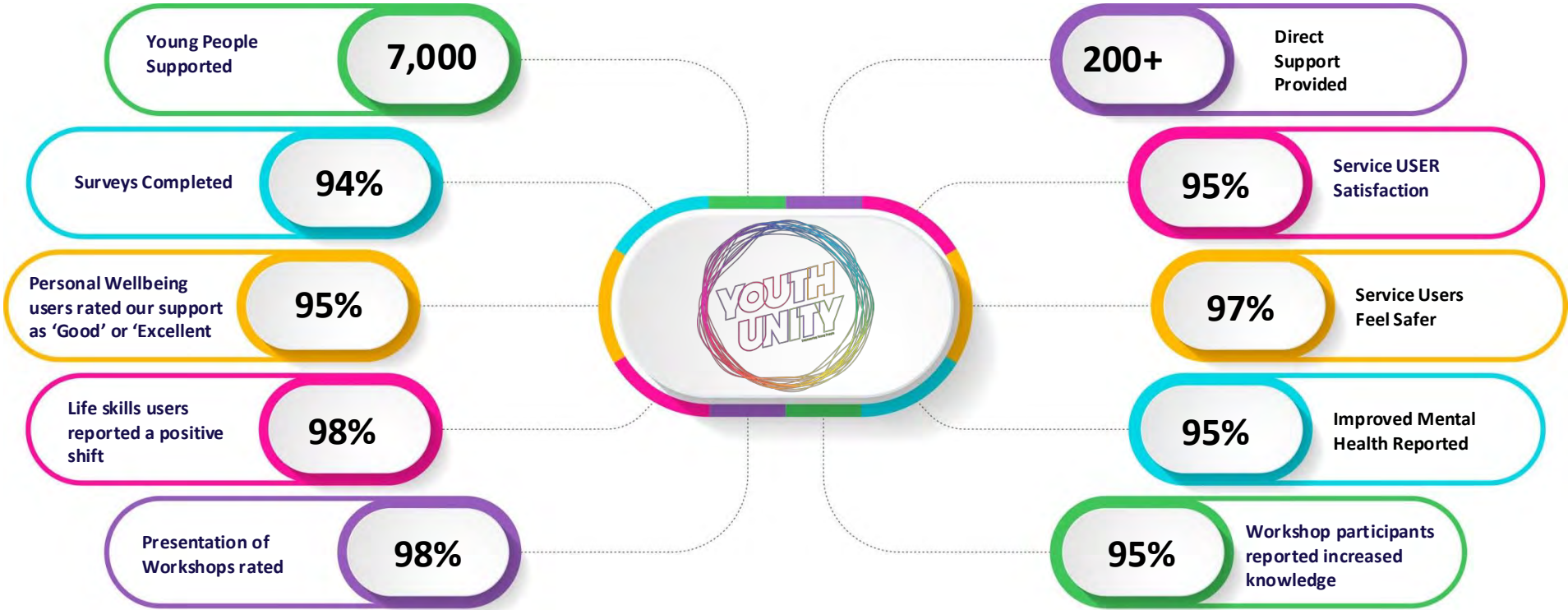
Our programs integrate contextual safeguarding and intelligence-led youth work, engaging young people through gaming, sports, and chess to build trust, resilience, and positive life skills.

Empowering More Young Lives, Expanding Our Reach – A Year of Impact, Growth, and Lasting Change

# Over the past 12 months, we have made a meaningful impact on young people, families, and communities

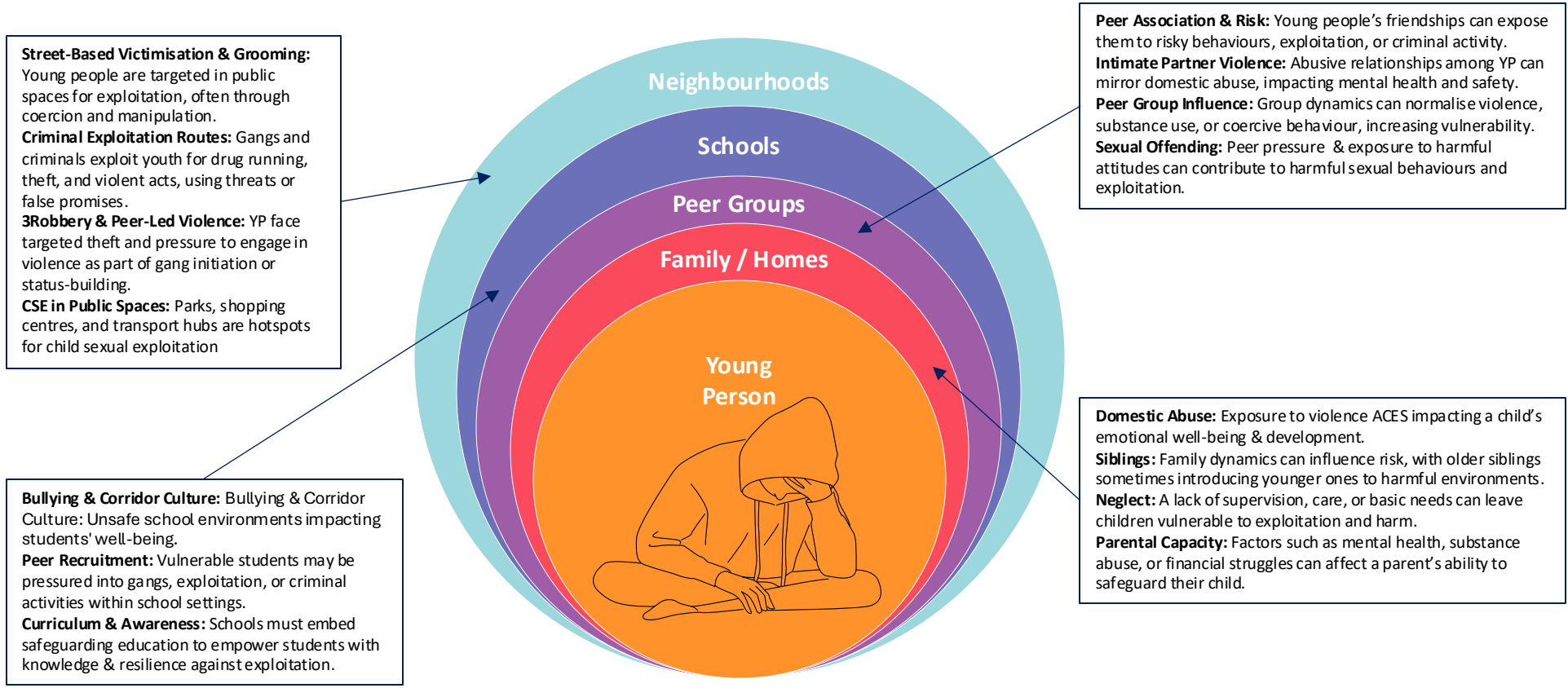


Through our support and services, we've helped create positive change, foster resilience, and improve overall well-being



# Contextual Safeguarding Integrated Across All Programs

Contextual safeguarding is at the heart of everything we do, ensuring young people are supported in the spaces where risks exist. Integrated across all our programs, it allows us to **identify vulnerabilities, provide early intervention, and create safer environments.**

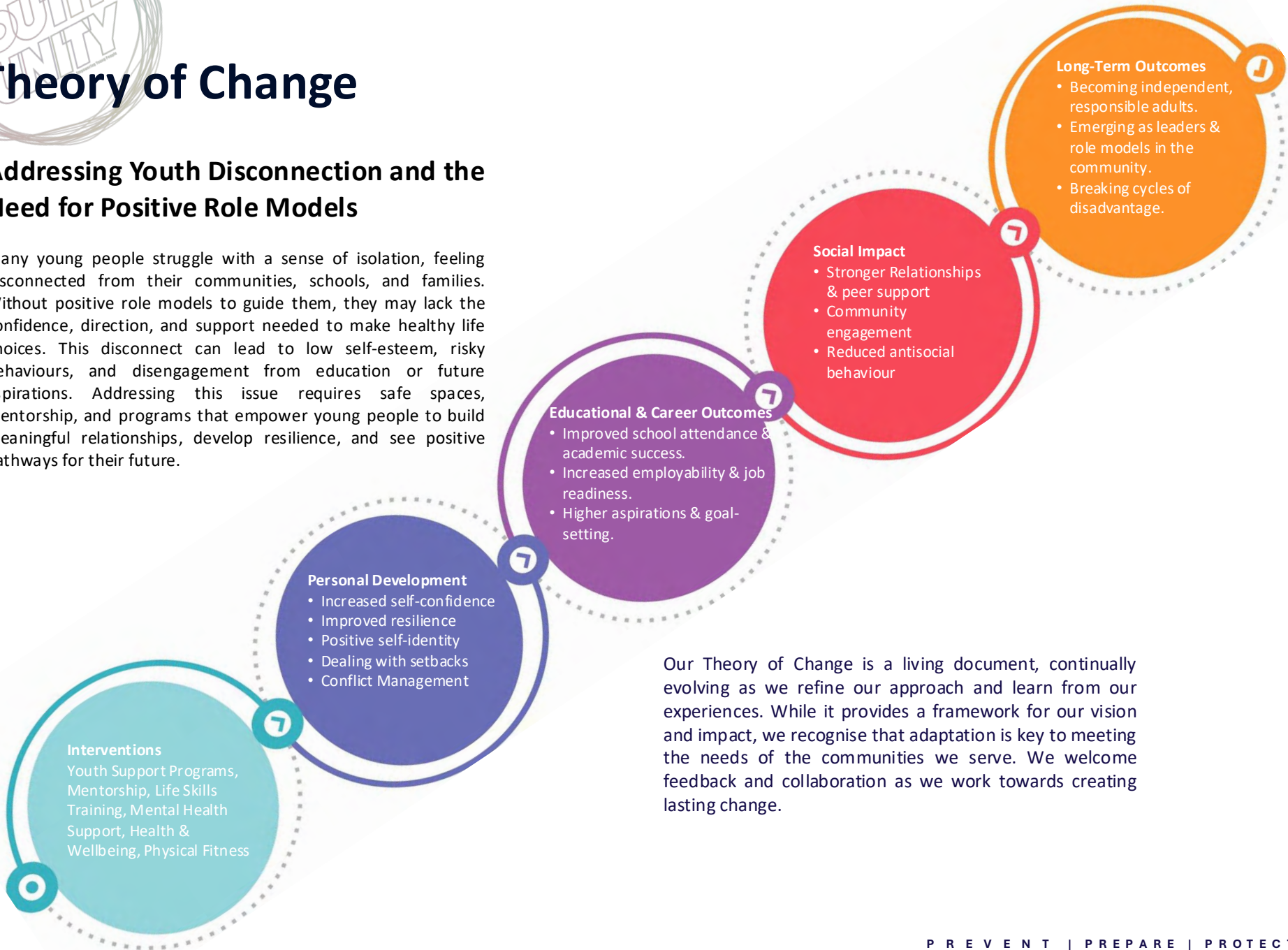




# Theory of Change

## Addressing Youth Disconnection and the Need for Positive Role Models

Many young people struggle with a sense of isolation, feeling disconnected from their communities, schools, and families. Without positive role models to guide them, they may lack the confidence, direction, and support needed to make healthy life choices. This disconnect can lead to low self-esteem, risky behaviours, and disengagement from education or future aspirations. Addressing this issue requires safe spaces, mentorship, and programs that empower young people to build meaningful relationships, develop resilience, and see positive pathways for their future.



Our Theory of Change is a living document, continually evolving as we refine our approach and learn from our experiences. While it provides a framework for our vision and impact, we recognise that adaptation is key to meeting the needs of the communities we serve. We welcome feedback and collaboration as we work towards creating lasting change.



# SECTION 3

## Our Mentoring Programs

*"A little guidance, a little encouragement, and a little opportunity, that's all it takes to change a young person's life"*

**Quote: Wayne Hill**  
Youth Unity Mentor



# Youth Unity Mentors Offer A Wealth Of Experience And A Child-centred Approach

At Youth Unity, our mentors are the backbone of our work, bringing together a collective wealth of over 100 years of experience in youth support, education, social care, and community engagement. Each mentor comes from a diverse professional background, including teaching, law enforcement, youth work, and mental health support, allowing us to offer a holistic and well-rounded approach to helping young people navigate life's challenges.

What unites our team is a shared passion and commitment to putting the child at the centre of everything we do. Our mentors understand that every young person is unique, with their own set of experiences, challenges, and aspirations. By building trust, providing guidance, and offering meaningful opportunities, they help young people develop resilience, confidence, and the skills they need to make informed life choices.

Through one-to-one mentoring, group workshops, and community engagement, our mentors provide unwavering support to ensure that no child is left behind. Their extensive knowledge and hands-on experience enable them to adapt their approach to meet each young person's specific needs, creating a safe space for growth and development.

With a combined dedication that spans decades, Youth Unity mentors are more than just professionals—they are role models, advocates, and trusted allies who truly believe in the potential of every young person they support.

Surround yourself with people who believe in your dreams, encourage your ideas, support your ambitions, and bring out the best in you

Please click to read just some of the testimonials and case studies

[CLICK HERE](#)

# Gang Exit Mentor

**Wayne** has been an integral part of Youth Unity for the past four years, serving as our longest-standing team member. As a dedicated serious youth violence and gang exit mentor, he has worked tirelessly with young people entrenched in gang activity, guiding them towards safer and more positive life choices.

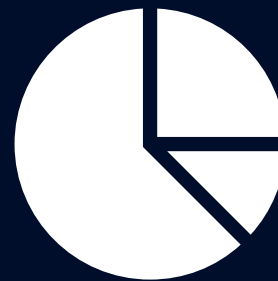
His ability to build trust, offer non-judgmental support, and provide real opportunities for change has made a lasting impact on countless young lives. Wayne's passion and commitment to this work have not only transformed individuals but have also strengthened our mission to break cycles of violence and exploitation.

Recognising the program success, the service has been recommissioned for a further four years until 2029. This investment is a testament to the effectiveness of his approach and the real difference he is making in the community.

Just one of the many testimonials from the young people Wayne supports

[CLICK HERE](#)

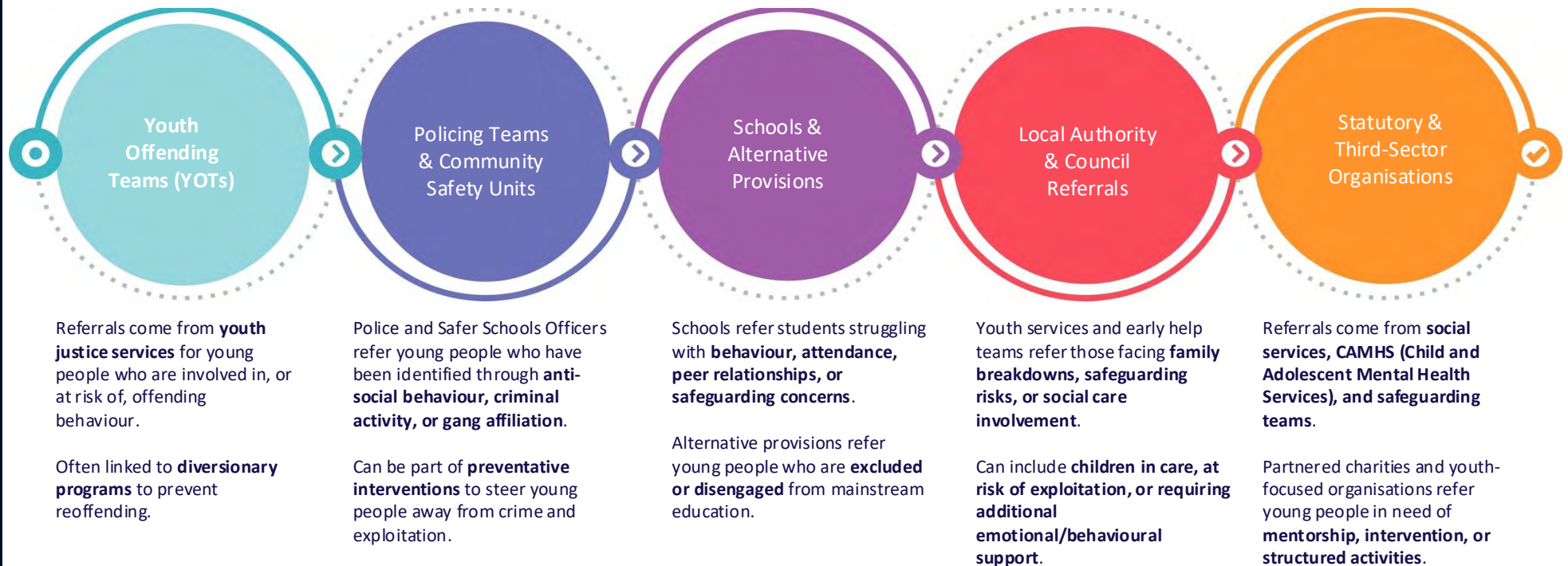
## Transforming Lives Through 1:1 Mentoring



Over 4 years 85% of cohort back into education and or employment.

# Referral Pathways for Youth Unity Mentoring

Youth Unity receives referrals from a range of **statutory and community-based organisations** that identify young people in need of support. These referral pathways ensure that those at risk or facing challenges receive tailored mentoring and intervention at the right time.



While most referrals come from professional agencies, **we understand that parents are often the first to recognise when their child needs support**. In certain cases, we work directly with families to offer guidance, mentorship, and early intervention, on a careful case by case assessment.



# SECTION 4

## Youth Intervention Programs

*"No dream is too big when young people have the right support. Let's help them break barriers, challenge limits, and achieve more than they ever imagined"*

**Quote: Fran Nicalau,  
Youth Unity Mentor**



## Mobile Intervention, A Hub for Community Engagement and Inclusion

Our mobile intervention unit is a flexible, accessible, and intelligence-led space, providing targeted support and engagement for young people. It serves as a hub for intervention, empowerment, and community connection.

Equipped with gaming stations, sports, and activities like chess, the unit builds trust, teamwork, and communication, while also breaking down barriers and bridging generational gaps.

### Intelligence-Led Youth Work in Action

Using real-time data and risk assessments, we deploy the unit where and when it's needed most. This ensures early intervention, direct engagement, and rapid response to emerging risks.

### Impact & Measurable Change

Our data-driven approach tailors workshops, mentoring, and crisis support to each community's needs. Continuous evaluation ensures we reduce risks, strengthen communities, and create positive outcomes for young people.



We actively support the Metropolitan Police with critical incident projects by using our intelligence-led youth work to gather and share young people's thoughts, concerns, and fears. Our role extends beyond feedback—we also provide reassurance and help young people feel safer following incidents such as knife crime. Over the past year, we have contributed to numerous projects across different areas, gaining valuable insight into the complex needs of young people in these situations. Our work ensures that their voices are heard and that support is tailored to their experiences.





# Mobile Intervention Van



# Valuing Our Team

At Youth Unity, we are committed to supporting and training our staff, equipping them with the skills needed to become professionals in the youth sector. We believe in investing in our team, ensuring they receive the training, guidance, and advice necessary to grow and thrive in their roles.

By fostering a supportive environment, we build a stronger, more confident, and motivated team dedicated to making a difference in young people's lives.



Simeon & Fran

**Simeon** has been a vital part of Youth Unity for over two years, demonstrating natural talent, dedication, and a deep understanding of young people. Starting as a sessional worker at our Limes Farm youth club, he quickly built strong connections, particularly with those facing challenges, thanks to his calm and approachable nature.

With guidance from experienced team members, Simeon developed into a highly skilled mentor, now embedded in a school where his impact has been transformative. The school values him so highly that they want him there every day due to the difference he makes in students' lives.

Beyond mentoring, Simeon is also a professional boxer, using his passion for the sport to inspire and instil discipline in both boys and girls.

**Fran** who is 26 years joined Youth Unity 18 months ago as an inexperienced youth worker, initially helping at a youth club. Her kind and approachable nature quickly made her a trusted figure, especially among young girls who feel comfortable confiding in her.

Since joining, Fran has grown in confidence, developing her skills through training and experience. She is now a key member of our team, often leading detached youth work sessions across various communities.

Along the way, she has discovered new talents, becoming a skilled chess and table tennis player, activities she now uses to engage young people. Fran's journey highlights how the right support and opportunities can help individuals grow and thrive in youth work.

*Recently, we conducted an in-house survey to gather feedback from our team, and here are some of their comments:*

"Blessed to have a good working relationship with my colleagues and the people that organised the company"

"Youth Unity, provides a very inclusive platform to grow & develop"

"It's been the best decision of my working life coming to youth unity"



# SECTION 5

## What We Offer: Programs & Support

*"Investing in young people isn't just about their future, it's about all of our futures."*

*When they rise, we all rise"*

**Quote: Nick Darvill  
Youth Unity Mentor**



# Our Services

## Empowering Young People Through Holistic Support

At **Youth Unity**, we are committed to creating **positive opportunities** for young people by providing **tailored support, guidance, and engaging programs**. Over the past year, we have strengthened our **dedicated team**, expanding our reach to deliver impactful services, including:

**Detached Youth Work & Youth Clubs** – Our **detached youth workers** connect with young people in their communities, offering **guidance and support in safe, non-judgmental spaces**, while our **youth clubs** provide a welcoming environment for social interaction and personal development.

**Employability Programs** – We help young people build **workplace skills, confidence, and career readiness**, equipping them with the tools needed to secure meaningful employment.

**In-School Mentoring & Workshops** – Our **mentors work one-on-one with students**, providing **guidance, resilience-building, and early intervention**. Workshops cover crucial topics such as **mental health, youth violence, and life skills**.

**Sports & Wellbeing** – Delivered by trained professionals, our **sports programs** promote **physical and mental well-being**, encouraging teamwork and positive lifestyles.

**Creative Media (Film, Podcasting, Music & Arts)** – We offer **creative outlets** where young people can **express themselves, develop technical skills, and share their stories through media, music, and art**.



*Our holistic approach ensures every young person has the **support, opportunities, and safe spaces** they need to **thrive and succeed**.*

# Prevention and Youth Intervention Workshops

Over the past year, **Youth Unity** has delivered transformative **youth intervention workshops** to schools across **London, Essex, and Kent**, reaching thousands of young people and equipping them with the tools they need to make positive life choices.

With the rising concerns in vulnerabilities in **young people** early intervention has never been more critical. Our workshops focus on **preventative education**, helping young people understand and navigate risks before they escalate. We cover essential topics, including **grooming awareness, the transition into secondary school, criminal exploitation, gang involvement, and Violence Against Women and Girls (VAWG)**.

These sessions address the real challenges in young people face, particularly those at risk of exploitation or negative influences. By building **resilience, informed decision-making, and healthy coping mechanisms**, we empower students to protect themselves and build brighter futures.

Our workshops are **evidence-based**, with every session **monitored, evaluated, and tailored** to meet the unique needs of each school. Delivered by **experienced and trained professionals**, our programs are designed to create **lasting, measurable impact**.



More information on the range of workshops we offer can be found on <https://youthunity.org/workshops-training/>



# SECTION 6

## Our 2024 Impact Projects & Achievements

*"Helping one person might not change the whole world, but it could change the world for that one person"*



# A New Chapter for the Romford Unity Hub

The **Romford Unity Hub**, located right next to the station, is set to become a vital centre for young people—a place where they can not only have fun but also seek guidance and support from trusted professionals.

This initiative has been made possible through our partnership with **Havering Council's Community Safety Partnership** and with the support of **Transport for London (TfL)**, who have provided us with this incredible space. Our vision is to create a welcoming and safe environment where young people feel valued, supported, and empowered to make positive choices.

This hub represents more than just a location, it's a commitment to providing opportunities, fostering creativity, and offering meaningful mentorship. We invite the community to engage, explore, and help shape this space into a beacon of support for young people in Romford and beyond.

The stunning mural, both inside and outside, is painted by the talented **Cize\_One**, embodies unity and community, has given the space a sense of growth with the vibrant colours.



**Havering**  
LONDON BOROUGH

We were commissioned to create an art mural at **Padnall Hall**, engaging young people in the Marks Gate area of Barking & Dagenham. Through street interviews, filmed discussions, and online surveys, we gathered their ideas and input to ensure the mural reflects their voices and community vision.

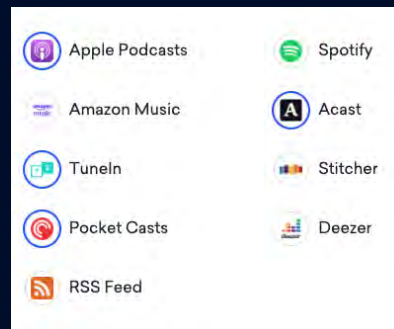
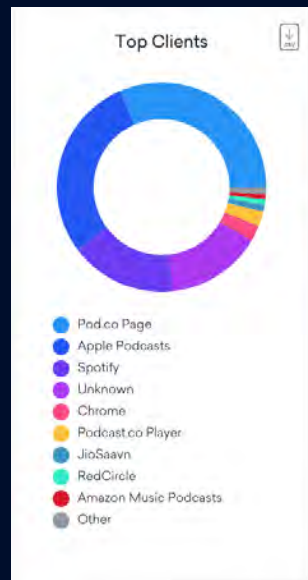
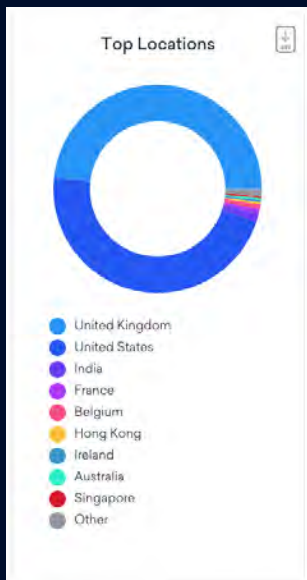


**Creating Change, Inspiring Futures, Leaving a Lasting Legacy**

# Youth Unity Podcasting

Over the past year, we have run a series of podcast workshops designed to give young people a voice while also providing a platform to engage with key community members. Through these sessions, we've empowered them to share their stories, ask important questions, and spark meaningful conversations.

As we move into 2025, we are committed to expanding and strengthening our podcast platform. Our goal is to fill it with powerful, youth-driven stories that reflect the experiences, challenges, and triumphs of the communities we work with. This will be a space where young voices are heard, ideas are shared, and real change is inspired.



Over the past year, we have provided **over 25 young people** with opportunities to gain experience in the **horse racing industry**, helping to **make the sport more diverse and accessible**.

This program is designed to **break barriers** and open doors for young people who may have never considered a career in racing.

In **2025**, we are set to take a further **18 young people** over three separate weeks, offering **hands-on experience and industry insight**.

Our intake is open to all, with no prior experience in horse racing required, ensuring that young people from all backgrounds have the chance to explore new opportunities and be part of a more inclusive future in racing.

# Opening Doors to a Diverse Future in Horse Racing

[More information can be found on this link](#)

We have **introduced opportunities** for **NEET young people and looked-after children**, including those with **high levels of ADHD**, to explore careers in the **horse racing industry**.

The **calming and structured environment** has had an incredible impact, helping to **build focus, confidence, and resilience**. By making the industry **more accessible**, we are opening doors for young people who may have never considered this path, ensuring a **more diverse and inclusive future in racing**.



*The Gerald Leigh Charitable Trust*



# Growing Our Digital Impact

## Website Engagement Update

Youth Unity's website has experienced a strong engagement over the past year, with a total of **10,782 sessions**, reflecting a **31.44% increase** compared to the previous period. Organic search remains the leading traffic source, contributing **5,051 sessions** (a **23.47% increase**). Social media and direct visits also played a vital role in driving engagement. While the average engagement time per session has decreased, our platform continues to attract a growing audience, reinforcing the impact of our outreach and digital presence.

Our social media presence continues to grow, reaching more communities. Over the past year, we've seen increased interactions, shares, and engagement with our content. Our focus on youth-driven stories and community updates has strengthened our online impact, helping us connect with and inspire more individuals.

Facebook Page: 28,000

Instagram: 1,800

Linkedin: 1,200

TikTok: 1,600



# Accredited Training

We are committed to providing high-quality, accredited in-house training across a range of subjects, not only for the people we support but also to upskill our dedicated team. Our training programs are designed to enhance professional development, ensuring that our staff remain knowledgeable, competent, and confident in their roles.

We also offer accredited training programs for the young people we support, which they can complete online, providing them with valuable skills and training. These programs help build their confidence, making them better prepared for work placements and future employment opportunities. By equipping them with practical knowledge and certifications, we empower them to take their next steps with confidence.

As proud members of London Youth UK, we also have access to additional training opportunities, reinforcing our commitment to continuous learning. Staying up to date with the evolving landscape ensures our staff and young people receive the best possible support for their development.

In the least year ...



**390 course taken**



**Over 20 modules**



**600 Certificates**

# Real Stories, Real Impact: Documentary & Street Interviews

At Youth Unity, we are committed to amplifying the voices of both young people and the wider community. We work closely with filmmaker **Paul McKenzie**, who we commissioned to produce **street-style interviews** and **high-quality short documentaries** that capture real stories and lived experiences.

Many of these films can be found on our website.

Over the years, Paul has created **incredible, thought-provoking content**, and we are proud to have him as part of our team, bringing powerful narratives to life through film.

Through the street interviews and film making we have engaged with over 2000 members of the public, to create film and media content





# SECTION 7

## Long Term

*"One conversation, one kind word, one mentor can change a young person's life"*



# At Youth Unity, we believe that building strong relationships is essential to delivering exceptional service and upholding our reputation.

We believe that strong relationships are built on collaboration, open communication, and shared goals. By staying adaptable and continuously improving, we ensure the highest standards in everything we do. Trust and transparency are at the heart of our work, helping us deliver quality service, exceed expectations, and foster innovation. Our dedication to excellence and the people we serve strengthens our reputation, making us a reliable and valued presence in our field.





## Vision for 2025

---

Over the past few years, Youth Unity has grown stronger, laying the foundation for an even bigger impact. With a passionate team and incredible support from statutory services and policing teams, we remain dedicated to empowering young people and creating safer communities where they can truly thrive.

### A Major Milestone: New Hubs in Essex & Kent

One of our biggest achievements this year has been securing new premises in Essex and Kent, providing safe, welcoming spaces where young people can access support, opportunities, and guidance. These hubs will help us reach more young people, offer targeted interventions, and make a real, lasting impact in local communities.

### Focusing on Young Girls

As we continue to grow, we're prioritising more programmes tailored for young girls, a group often overlooked in youth services. By listening to their needs and providing the right support, we aim to close this gap and encourage greater engagement.

### Looking Ahead

With our new hubs, expanded programmes, and a strong focus on trauma-informed support and safeguarding, we're excited for the future.

Our mission is simple: to create safe, inclusive spaces where young people feel heard, supported, and empowered to build brighter futures.

*Shirley Jackson*

Managing Director, & Founder

**Shirley Jackson**, our Founder and Managing Director, is deeply passionate about supporting young people and leads Youth Unity with unwavering dedication. She plays a hands-on role in shaping the organisation, ensuring it continues to grow and make a real, lasting impact in the community.

With over 25 years of experience in project management, marketing, and branding, Shirley has a natural talent for bringing meaningful initiatives to life. She is the driving force behind projects that empower young people, helping them build brighter futures and make positive life choices.

Her keen eye for detail keeps Youth Unity's branding strong and impactful, drawing from her extensive background in corporate finance and marketing. But beyond strategy and operations, what truly defines Shirley's work is her commitment to **uplifting and inspiring young individuals**. She believes in equipping them with the knowledge, skills, and confidence they need to navigate life's challenges and succeed on their own terms.

Shirley's passion and dedication foster real change, creating not just opportunities, but a sense of belonging, hope, and empowerment for the next generation. **She is the heart of Youth Unity's mission, continually pushing boundaries to ensure young people have the support they deserve.**

Offices based in:  
London  
Kent  
Essex

[admin@youthunity.org](mailto:admin@youthunity.org)



020 305 1525

[www.youthunity.org](http://www.youthunity.org)



**Disclaimer & Copyright Notice**

The content and data within this document are the exclusive property of **Youth Unity CIC** and are intended solely for informational purposes related to our services. All information provided is based on our programs, initiatives, and service offerings and should not be used or interpreted outside of this context.

Unauthorised copying, distribution, or reproduction of any part of this document, in any form, is strictly prohibited without prior written consent from **Youth Unity CIC**. Any misuse, alteration, or misrepresentation of the information contained herein is not permitted and may be subject to legal action.

**Youth Unity CIC is a "not for profit" organisation.**

