



IMPACT REPORT

2023-2024



Supporting

Enabling

Caring

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WHO WE ARE!

Our charitable aims and objectives are to work with children of all ages, to improve their lives, enable them to develop and positively contribute to their community. This is all via our inclusive youth groups and purpose-built Youth and Community Centre at *King George's way, Pershore WR10 1QU*. Right in the middle of the local community!

From learning soft skills in youth clubs such as cooking, to our 'Young Volunteer' scheme, young people are at the heart of designing our provision. Youth workers are on hand to consult, plan and support the delivery of excellent quality youth work.

The key purpose of good quality Youth Work focuses on the personal, social and educational development of young people. Our key values include equality & diversity, ensuring that there are equal opportunities for all young people within our community and recognising areas to build on young people's development in society.

Our five key open access groups throughout the year include:

- **Monday Club** – ages 7 to 13's
- **Tuesday and Wednesday - "Youthy" Youth Club** – ages 13+
- **Saturday Club – SEND** (special educational needs and disabilities) ages 14 to 18
- **Sunday Club – SEND** (special educational needs and disabilities) ages 7 - 16



RIVERSIDE YOUTH CLUBS

2023 – 2024

Monday Club:

The perfect introduction for juniors to youth clubs – Youth work nationally is attracting a younger cohort post-covid restrictions (According to the NYA Census) Monday Club continues to provide a vibrant, exciting youth club bursting with fun games and activities every Monday evening.

This year Monday club introduced a new Lead Youth Worker, Tara! Tara is extremely proactive in building in educational opportunities to support young people’s development. Tara is also a former young person and young volunteer at PRC, making her the perfect role model for youth work!

She has built a strong working relationship with the local policing team who have hosted a number of Clubs to build engagement between local policing and young people. Including allowing the space for young people to share concerns, ask any questions they may have, and even frequent tours of Police vehicles (this includes turning the sirens on!).

You can view more about what young people have been up to in Monday Club in the ‘Special projects’ section of this report.

1,623 attended Monday Club in 2023 & 2024

(Number of attendees x number of sessions) *



104 sessions and **208** hours of clubs hosted

728 Meals for young people per year



47 new young people registered to Monday Club

A MESSAGE FROM OUR MONDAY CLUB LEAD YOUTH WORKER



“

Monday Club has had a productive and engaging year, highlighted by several successful art projects and community engagements. One of the key partnerships has been with Meadow Arts, where young people have taken part in several art projects and the young people's artwork has been showcased at Croome Court. This collaboration not only provided a platform for artistic expression but also fostered a sense of pride and achievement among young people. We celebrated the festive season with a successful Christmas party, where young people came along in their favourite Christmas jumpers, creating a joyful atmosphere. Additionally, our Halloween party featured a costume contest that encouraged creativity and fun among the young people. These events have provided enjoyable experiences for the young people involved. In our commitment to safety and well-being, we had two visits from local police officers who spoke about important topics such as road safety and online safety. To further promote a positive environment, I introduced a "no phone zone" during sessions to tackle cyberbullying effectively during youth sessions. We also established group rules, allowing the young people to contribute to and agree upon the guidelines, fostering a sense of ownership and responsibility. Furthermore, we successfully transitioned some of the older young people up to the teenage club. Overall, the year has been marked by creativity, community engagement, and a focus on safety, setting a solid foundation for future activities.

”



Tara – Lead Youth Worker



Teenage youth clubs "Youthy":

Youthy is an open access youth club for teenagers, with the majority of the centre facilities on offer each week.

In 2022, post covid closures it was almost like a 'project restart!' for Youthy, as our previous young members had all grown up and moved on to new ventures in their lives. So, a vast majority of 2023 was spent promoting our youth clubs for the next generation to move in!

We were pleasantly surprised that within a few months, numbers grew to an average of 25 young people per session, matching the average before Covid restrictions. Along with high-numbers, also comes with an increase in youth related issues and Youth workers are often extremely busy supporting individuals, or even groups of young people on relevant topics or issues in their lives. Which include social media usage, exam stress, bullying, drugs & alcohol education, smoking/vaping, social-isolation and many more topics young people experience in their lives.

Fortunately, our youth work team are trained and on hand to respond instantly each session with games, workshops, 'pop-ups' and captivating ways to engage with ALL young people.

..... oh, and the usual Pool, football, iPad's, Xbox, crafts, cooking, water sports and usual youth work activities have been on offer too as usual!

Regular projects have been on offer in youth club's too over this period, as a response to issues in the community identified by the youth work team, you can view more about these in the 'special projects' section!



2,764 attended
Youthy in 2023 &
2024



201
sessions and
253 hours
of clubs
hosted



65 new young
people
registered to
Youthy

Saturday SEND club:

Founded in 2022 – Saturday Club provides a unique youth club for teenage young people ages 14 to 18 with special educational needs and disabilities. We recognised the challenges SEN teenagers and families face in later adolescence, from higher education access to social inclusion; Saturday Club provides the scope to work with these teenagers. One of the main aims is to provide a tailored, safe space they can go to socialise, access support, make friends and engage with youth workers. We are also always looking to identify higher education or volunteer opportunities for their development.

In early 2023 the SEND Café was developed by our SEND leader, Terri. Young people in Saturday Club had a keen passion for cooking, therefore decided to set up their own café within the Riverside Centre and they often operate at events such as the River Festival, Midsummer Brass, Duck race and many other opportunities throughout the year. Funding raised is recycled to their own youth club.

Regular sessions include Gaming, arts & crafts, cooking, sports activities, trips and much more. Our youth work team often consult with young people what they would like to do whilst they are here and ensure young people have their voices heard!

In early 2024, an online portal has been introduced so families and young people can book in to club – which has proved to increase numbers of young people at Saturday Club across Worcestershire.



554 attended Saturday Club in 2023 & 2024



86 SEN

sessions and **258**

hours of clubs
hosted


28 young volunteers for our SEND
Café

Sunday SEND club:

Now reaching 13 years old – Sunday Club continues to provide vital youth clubs for young people ages 9 – 16 with special educational needs and disabilities.

Terri and her team each week are continuing to provide tons of captivating activities for the wide age range the youth club is accessible too.

Sunday Club is funded by short breaks – aiming to provide a break not just for young people to have lots of fun, but also a vital respite for parents and carers on a Sunday for 3 hours. Early in 2024 an online booking system was introduced for easier access for parents, carers and even some young people to book swiftly. This has also proved to raise awareness for essential youth services for SEN young people on a weekend, with new attendees joining regularly from not just Pershore but all over Worcestershire.



I have been SEND lead now for just over 5 years. It can be very challenging and also very rewarding. I have a small but experienced team with me who are great at what they do. They thrive on continual training and one staff member is now doing a Special educational needs degree. For the coming year we plan on continuing our cricket sessions, craft activities and much more!

I run this club because after working for 15 years in a middle school in Pershore in their Base unit, I realised how important it is to the community to have this provision. The parents and carers get their well needed respite, knowing that their young person is in a safe environment, having fun, forming new relationships and enjoying all we have to offer.



Terri – Special Educational Needs Lead

1,156 attended Sunday Club in 2023 & 2024



84 SEN sessions and **144** hours of clubs hosted

ADDITIONAL SERVICES ON OFFER

Counselling

13 years later we still have the wonderful Martha, our professional youth counsellor supporting young people via a weekly appointment basis. Sessions are held in our quiet back meeting room, and sessions are arranged in advance so that young people feel comfortable and ready to attend.

Common themes for Youth Counselling include Bullying, Exam stress, Bereavements/grief, social anxiety, drugs and alcohol misuse/addiction, family dynamics... anything really! We firmly believe sometimes everybody may need somebody to talk to externally. That is why this service continues to thrive and be so valuable to so many local young people.

Below is a testimony received from a Parent, please note names have been changed for anonymity

I just wanted to put in writing how much I appreciate the support Jack has had from Martha over the last few weeks and also the difference the sessions have had on Jack's emotional health and well-being.

Literally after just one session with Martha it was like a cloud was lifted off his shoulders. He actually said, 'it was good to get all that off my chest' Since seeing Martha, Jack is back to his smiling happy self, he is eating better, looking after himself, going out with friends and is actually talking to us about things that worry him. With Martha helping Jack we now have a child who can talk about how he feels, something lots of adults struggle to do. I really think he will access counselling again in the future if he needs to, once his sessions with Martha come to an end, because his first experience of counselling was so positive. It was also at the right time. A few years later and I think it would have been much harder to encourage him to attend and we might have lost him even more.

I will be forever grateful that this service was available to him when he needed it, at such a great venue and that the school have supported his attendance (coming out of school to attend sessions was a big selling factor for him).

"We believe young people deserve the right to access vital support as and when needed. This service has no waiting list or criteria eligibility. Young people should not be scared to access support" Brad, Youth Manager.

The King's Trust Achieve programme

Our Youth manager is trained to deliver the King's Trust Achieve programme (formally known as the Prince's Trust!). With support from other youth workers within the team, we run the programme yearly with an average of 8-11 year 9 students at Pershore High School.

The Achieve programme focusses on a range of modules for young people to complete and include areas such as interpersonal skills, teamwork skills, healthy lifestyles and preparation for work modules. The main outcomes included young people getting hands on over 13 weeks and completing three portfolios to achieve the qualification.



The King's trust can be a huge achievement for young people on their CV's, at such an early age too!

Qualification celebrations for young people are planned to be at Pershore High School in early 2025 to celebrate the last two cohorts' achievements and receive their certificates!

Youth workers at lunch times "out & about" sessions

Starting in October 2024, both Pershore Riverside and Pershore High School have been able to fund youth workers visiting lunch times at school. To offer special interaction with young people via games, workshops, 1-2-1 support and promote their youth groups that run weekly.

Funded activities and places



Pershore Riverside Centre as a youth organisation are completely understanding that some young people and families cannot afford some opportunities for their young people to attend clubs, sports clubs or trips for example.

That is why the charity since 2021 has funded over 1,204 to date. For holiday clubs, youth clubs, trips and residential. This includes funded grant schemes such as HAF, sports England and our own independent projects.

It is also important the charity recognises to make this service as simple and discrete for families as we possibly can. Our new processes include an online subscription service or alternative booking forms to capture data needed to qualify for a funded place. We recognise how important it is for our youth work team to communicate with parents, carers and families to highlight these valuable schemes that may benefit so many.



C-card scheme & training



Working with local NHS sexual health service, youth workers are continuously being trained to work alongside young people regarding all things

sexual health. Youth workers can offer captivating, appropriate sexual health workshops and information for young people of various ages when appropriate.

Celebrating youth work, diversity and inclusion together!

Throughout the year we continue to base our provision around inclusion and celebrating diversity ensuring all young people are offered equal opportunities within the society they live in.

The centre annually ensures to celebrate such days as:

- **Random acts of kindness day** – young people from Monday Club chose to donate £250 to Dog's Trust, who had delivered free educational and interactive sessions at their youth club earlier in the year.
- **International Women's Day** – workshops celebrating young females who attend youth clubs, as well as our amazing female youth workers on our team! Our Prince's trust cohort also ran a workshop looking at significant female celebrity role models who have contributed to charity work.
- **World mental health day** – A3 mind maps and quotes were scattered around the centre, offering words of encouragement from our young people that may be of comfort to somebody else.
- **National Youth Work week** – A chance to highlight the incredible work youth workers do. Riverside Youth workers visit Schools, Wychavon District Council and celebrate within youth clubs to raise awareness with activities.
- **Ukrainian Independence Day** – in 2024 the centre were delighted to host the local Independence Day for Ukrainian residents for the first time.
- **Local Democracy Day** – Based at Wychavon District Council – youth workers engage with young people through captivating activities and consultation. Young people from schools in Wychavon have the chance to chat to counsellors and present their voice on local issues.

SPECIAL PROJECTS

Mixed Martial Arts

In early 2024 we piloted an MMA project for young people who were accessing the centre throughout the day. Thanks to the help of Kieran our commissioned MMA instructor from Soteria self-defence, who helped deliver four months of valuable sessions which also built on respect, stress release and safely 'letting off steam!'.

Mid 2024 we focussed another funding application and successful project for a specific young females' group. Not only to learn self-defence, but members also practiced female empowerment, access to fitness and the different forms to looking after yourself, as well as healthy eating on a low budget.



Cricket

In partnership with Worcestershire Cricket Foundation – in early 2024 we hosted monthly Cricket sessions for young people with Special Educational needs. Alongside our youth workers, WCF provide captivating instructors and sessions designed for young people of all abilities to get involved.

Fast forward to January 2025 and we are pleased to announce a further partnership with WCF – young people can choose to stay at Sunday Club for an hour longer at 1:30pm and participate in a weekly Cricket session for an extra hour.



SEND Café

Some amazing young people from our Saturday and Sunday Club have been not only participating in regular cooking activities but also have set up their own Café at events and special days hosted by the Riverside Centre.

With the support of our highly trained and experienced youth workers – some young people have gained their food hygiene certificates and gained tons of experience serving many customers at events such as the annual Duck Race, River Festival and Mid-Summer Brass events!

Have you been served by these talented and confident young people?



Pershore Bronze's project

In 2023 young people across our Monday club and SEND groups took part in a project based at Avon Meadows focussing on the landscape and biodiversity commissioned by Meadow Arts.

Over a series of weeks young people visited Avon Meadows taking photographs and sketches of wildlife alongside the amazing Juneau Projects artists. Then with their sketches young people made these designs come to life through clay and wax models. **The final stages included over 40 models cast into bronze** to go on display along the pathways around the Meadows for all to see!



**Bronze Sculptures
on display at The
Hive, Worcester
throughout 2024**



DID YOU KNOW?

Our young people's artworks
have been viewed by over
30,000 people at The Hive &
Croome court?



NEW STAFFING ROLES

CENTRE CO-ORDINATOR

Mid-2024 the charity focussed on recruiting for an additional key staff member in charge of managing the day-to-day facilities, hirers, social media and general running of the building. Our hirers are key to running our facility, which helps to fund good quality youth work!

“ Hi, my name is Olena, and I have been the Coordinator at Pershore Riverside Centre since September 2024. From the moment I started, I could see what a fantastic space this is, full of potential for our community. PRC is more than just a building—it’s a place where people can come together, enjoy themselves, and have fun. Whether it is young people making the most of our youth sessions or local groups using the space for activities and events, the Centre brings so much value to Pershore.

To keep this incredible space running and continue supporting our high-quality youth work, we hire out rooms for community use. This helps us maintain the Centre and ensure it remains a welcoming place for everyone who needs it.

I’m always open to conversations, ideas, and new partnerships. If you’d like to find out more about what we do or are looking for a space to use,

feel free to get in touch!”



CONTACT OLENA:

Monday to Thursday's 9am – 2pm

lettings@pershoreriversidecentre.org.uk

01386 554 713

COMMUNITY BUILDER

Following available government funding in late 2023 we were approached by Wychavon District Council to receive adequate funding to host a Community Builder role at Pershore Riverside Centre.

Over a significant two-year period, Riverside has hosted the role to enhance a wide variety of areas within our provision to extend, research and discover new initiatives to benefit members of the public in Pershore and its surrounding villages.

- **Supporting user groups** – The community builder will work with local community groups, many who are charities or small businesses/organisations to stay sustainable, extend their audiences and promote Riverside as an affordable hire venue.
- **New community initiatives** – hosted by Pershore Riverside/the charity, after consultations with current users from hirers, user groups and members of the wider community.
Including: An inclusive baby group & Special educational needs parent/carer forum – both with access to impartial services and information locally.
- **Funding Initiatives** – Discovering and applying for new funding initiatives that will benefit the centre/clients/young people/the community.
- **Young people** – Setting up a new initiative for mentoring young people, with emphasis on discovering external support networks and initiatives for young people to integrate in their local community. For example, our team have managed to fund 20 gym passes for young members throughout 2023-2024 period. Supporting young people who cannot afford a regular gym membership limiting their access to wellbeing and active services/clubs.
- **Events** – hosting new events to raise awareness of the charity's clubs, groups and hire facilities.
- **Parent/carer liaison** – dedicating time to communicating with parents and carers to support them into Riverside Clubs and activities. This also includes raising awareness to families of wider clubs and services which may benefit them.
- **Holiday Clubs** – Supporting us to provide a wider offer for children and young people throughout the holiday periods.

CONTACT TARA:

Mondays, Tuesday's & Thursdays

Tara@pershoreriversidecentre.org.uk

01386 554 713



TEAM DEVELOPMENT

Each year our team of dedicated youth workers participate in mandatory and voluntary training opportunities as we strive to have as much knowledge as possible to be able to contribute to young people's development. This can be either in-house or externally, we usually identify training needs through our youth club debriefing after every single youth session.

Training from 2023-2024 has included:

- First Aid (mandatory)
- Safeguarding (local & national policies) (Mandatory)
- Traffic light tool for young people *by Brook*
- Mental health first aid
- Managing challenging behaviour
- Drugs & alcohol awareness
- Food hygiene
- Health and safety
- Exploitation awareness
- Designated safeguarding officer training
- Mentoring
- Attachment theory training
- + much more.



Would you like to train as a Youth Worker?

Our Youth Manager, Bradley is qualified to be able to deliver and train the National Youth work studies course – enabling staff members and volunteers to be able to train to qualify as a Level 2/3 Youth worker.

Would you like to Sponsor training?

Ongoing continual professional development training can be expensive, and we are always seeking sponsors who may be able to fund a course, a youth worker's qualification, or even if you are able to deliver a beneficial course...

Please email admin@pershoreriversidecentre.org.uk to enquire!

CENTRE DEVELOPMENT

Hall refurbishment Project!

Before:



After:



Over a 2-month period of time, young people across all youth groups took part in a consultation to choose colours, style of paint and artworks for the main mural.

Throughout the 2023 Summer Programme, with over 65 young volunteers and the wonderful artist Kate from Klik-Klik collective – We were finished!



CENTRE DEVELOPMENT

The development of the 'Community room'

During Covid, Riverside were host to a number of businesses, young people e-learning and hosted a range of training programmes. And we thought wouldn't it be great to have a dedicated facility room for this?! Rather than the hall, or more formal meeting room.

The community room is a new initiative designed for multiple uses. Riverside wanted to develop a space that could be used for young people and members of the community, benefitting as many people as possible.

The community room provides a space for training use, meetings, classroom style set-up – with modern equipment such as an Interactive whiteboard, desk space, iPads and hexagonal style tables which can be prepared in multiple different styles to suit the purpose.



The community room supported over 45 young people e-learning during the Covid-19 restrictions to schools.



Our youth council chose the blue gradient mural, to represent the 'river' in Riverside!

The Community room was funded and developed by the support of Pershore Rotary Club. With an extended thank you to Graham Avison for his continued consultation and support in achieving this development project.



WHAT'S NEXT?

Youth work

The charity maintains its focus to design modern provision which appeals to young people who attend. Young people continue to be at the heart of our provision with consultation in every youth club, service and extra provision we provide.

In some circumstances, youth workers will identify social, harmful and sometimes exploiting impacts on young people within the community and will design provisions in clubs (in which they are present) to educate young people. For example, most recently: Vaping, recreational drug use, harmful online behaviours and loan sharking between peers.

It is important the Riverside Youth Work team maintain regular training to keep up-to-speed with issues that may affect young people day-to-day. One of our main reference points for guidance is the National Youth Agency. And... of course.... plenty more fun trips to be planned!



The building

Our office-based team and trustees have been working hard behind the scenes to maintain the old building. We are excited to share plans for 1) A new boiler 2) new LED lighting throughout the building 3) new carpets 4) new windows. Altogether worth around £200,000 in grant funding from multiple sources.

This is in a bid to make the building more efficient within the long run. As well as more appealing to our youth clubs and hirers.

We will share more about these works in the coming months as we progress.



Strategic planning

For 2026 the Charity is revisiting its overall strategic plan – A lot has changed in the past 5 years, and we are aiming to create clear goals to set out what we plan to achieve in the next 5 years. The consultation will include everybody from young people, staff, volunteers and trustees.



THANK YOU TO OUR SUPPORTERS

The charity is supported not only by contracts and grant funding, but there is also an exceptional number of local funders we are extremely grateful for. With some funders supporting us multiple times. Through gifting their time, funding and also activities.

We would like to recognise and extend our gratitude to the following supporters:

The River Festival committee · Friends of Pershore Hospital · Pershore rotary club · Pershore round table - Wychavon Kayak & canoe club · Wychavon District Council · The police crime commissioner grants · Pershore Plum Plodders · Young Solutions · Pershore church's association · Pershore 41 Club · Cllrs Dan Boatright-Greene & Linda Robinson · Pershore Carnival · The River festival committee · Pershore Tennis Club · Rivers Leisure Centre, Pershore · Pershore Times · Hughes Printing · Spirit Ventures · The Pershore Foodbank · The community Cupboard · ASDA Foundation · The Pershore U3A · Voice's Unlimited · SEND Lead Terri (fundraising events) · Pershore Town Council · Margeret Westwood foundation · Sandfield Farms · Worcestershire Cricket Foundation · Wick care farm · Evesham Adventure playground · Vic Haines transport · Pershore WI · The Deli, Pershore · Waitrose · Rob Adams Lorry · Sing for Health · Meadow Arts · Croome Court · GetSafe · Virtual Decisions · KHFC Foundation · Severn Arts · Pershore Motor Group · Paula Evans & the feel good chorus · Nick @ Brook Charity · YFWM (Youth Forum West Midlands) · Pershore SNT · Pershore Flower club · Waitrose · HAF Worcestershire · Virtual Decisions · ALTO drones · Kate (Artistic Lead) Klik-Klik Collective · Pershore Tennis Club · Bonkers Activities ·



Special recognitions!

We would also like to take this opportunity to wish **Liz Tucker**, our chair of trustees for the previous 20 years a very Happy Retirement. Liz has committed a tremendous amount to the Riverside Centre and is a huge part of the reason the charity still stands today. We are grateful to Liz who is still on board as a trustee of the charity.

We also bid a sad farewell to our **Centre Manager, Abi Keehan**, who departed in late 2024 for a career in teaching, more locally to her home. Abi managed Riverside for 8 years and created a significant impact on the busy centre Riverside is today. We wish Abi all the best for the future!



FINANCES

It is no secret that in the previous few years core costs have risen, youth funding cuts have been made, and multiple youth clubs have been closed down nationally. It is with thanks to everybody associated with Pershore Riverside Centre that we are still alive today and maintain a steady income to survive the climate. As mentioned within the 'Thank you to our supporters' section of the Report, Riverside maintains outstanding support locally, which helps to keep the services running year-to-year.

Here's to the next 10 years!

Details regarding our finances can be viewed online.