

**YOUNG  
CAMDEN  
FOUNDATION**



YOUNG CAMDEN FOUNDATION

# STRATEGY

2022/2025

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# WELCOME FROM THE CEO

**Welcome to YCF's vision for 2022 to 2025.**

**I have the privilege of being CEO of the Young Camden Foundation, a role I am proud to hold as I know first-hand the opportunities and challenges that come with growing up here.**



As a child, I was raised by a single parent and grew up in social housing. I was one of many children in Camden who received free school meals and ended up being in the first generation in my family to go to university. It was Camden's educational opportunities and investment in young people, from the arts provision that gave me confidence to the work experience placements that helped me write my first CV, that afforded me opportunities to thrive in so many ways. These have all contributed to where I am today.

Today, the outlook for the sector and for children and young people looks very different, making our work more important than ever. Children and young people have been worst impacted economically, psychologically and educationally by the pandemic, and it is our responsibility to address those many needs, which YCF's members do in a sector that has seen its own funding reduced drastically.

From cultural associations to mental health provision and play, Camden still has some of the best youth provision in London and is a borough of incredible professional and social opportunity, led by a local authority that is committed to its community. As a proud membership organisation, we see the powerful, life-changing work our members do every day. At the same time, Camden continues to face its own problems of inequality of opportunity in a community where 37% of children grow up and live in relative poverty.

We look to 2025 with the confidence that we are meeting a need that is greater than ever, both for our members and for children and young people themselves.

# WELCOME FROM THE CEO

Our vision to 2025 focuses on our commitment to the following groups:

- Our Camden based members, who look to us to represent them, support them, champion their services and help source funding and partnership opportunities with them
- Our Camden based businesses and partners, who look to us to offer a one-stop-shop for investment in Camden's children and youth sector space but are not sure where to start
- Our key stakeholders, including Camden Council and the wider Camden voluntary sector, to ensure we are offering distinct and unique opportunities for our members
- Camden's children and young people, whose voices we need to guide our work
- The national network of Young People's Foundations, of which we are a member, which works towards achieving common goals for children and young people across the country in partnership with the public, private and voluntary sectors

We offer our sincere thanks to all those who have supported the Young Camden Foundation to date. We look forward to working with all those who share our vision of a sector that is supported and as well-funded as possible and a borough where every child and young person can enjoy their childhood to the full and make the most of our community's wonderful possibilities.

We hope you will join us on this journey – and we look forward to working with you.

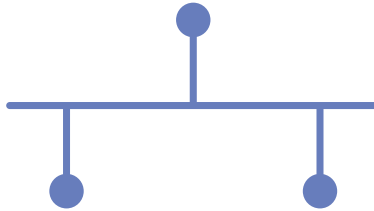
**Daisy Srblin**  
**CEO, Young Camden Foundation**  
**July 2022**



# OUR STORY

## A MEMBERSHIP ORGANISATION ROOTED IN CAMDEN

Established in 2017, Young Camden Foundation is a registered charity set up to address the growing uncertainty of long-term investment in the children and young people sector in Camden and the need to build more cross-sector partnerships and to safeguard high-quality play and youth provision



Since 2017, YCF has grown in size and in impact and has awarded nearly **£1.4 million** to local Camden-based organisations via **202 projects**, benefitting over **10,000 children and young people** in the borough

We are now comprised of over **130 full, affiliate and strategic members**, including **86 Camden-based members** and have established long-running grants programmes addressing local needs

# OUR STORY

## A MEMBERSHIP ORGANISATION ROOTED IN CAMDEN

**Our vision** is for more powerful and ambitious partnerships between members and across Camden's public, private and voluntary sector to be built and nurtured, to ensure all children and young people have equal access to the incredible opportunities Camden has, so that they are safe, empowered to participate in decisions that affect them, and supported to achieve their full potential.

These partnerships across Camden-based members, corporate partners and supporters form innovative and sustainable opportunities for the benefit of young people, brokering more investment and building more capacity in the sector. We are motivated by our common values of collaboration, equality, community and sustainability in all that we do.



*Summer HAF programme in 2021 at Fairfield PACE, a YCF member organisation*

Young Camden Foundation aims to provide a new model of local support for its members, which includes building capacity and better equipping the community with resources and funding, connecting and working with organisations to develop new and entrepreneurial approaches to supporting young people and championing critical issues facing the local community.

# OUR STORY

## A MEMBERSHIP ORGANISATION ROOTED IN CAMDEN

Our members range from community centres and associations to arts organisations, sports clubs, supplementary education organisations, outdoor activity and learning clubs, and theatres. Each member is registered in the London Borough of Camden and is focusing on or working substantially with children and young people in the area. All our members engage in life-changing work for children and young people.

Our full members are based in Camden, a complex place, with a rich history and a distinct, vibrant culture. According to 2020 estimates, Camden is home to over 90,000 young people (aged 25 and under) making up 33% of the borough's population. Camden is an incredible place to grow up with some of the best children and youth sector provision in the capital and some incredible educational opportunities.

Camden is proudly one of the most diverse and culturally rich communities in the country. Our borough is also one of the fastest growing commercial areas in the UK, home to the third highest number of businesses in the country, after Westminster and Birmingham, and home to the second highest number of business start-ups in London.

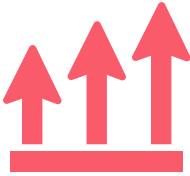
At the same time, like much of London, Camden has significant wealth and relative poverty, often existing side by side, in a community where 37% of children and young people live in relative poverty, and 19% of Camden households have an annual median income of less than £20,000.

Our community is complex, with strengths and challenges, and YCF's incredible members serve Camden's children, young people and families throughout, including during the pandemic, where our community faced many hardships.

# THE NEXT THREE YEARS

The impact of the pandemic has shown that children and young people, and therefore the sector, are in need of greater support than ever. At the same time, YCF's history shows us that a place-based organisation that understands its community and its members is an essential means of strengthening both the sector and the outlook for Camden's children and young people.

**Our strategy to 2025** will work in service of our key stakeholders, all of whom are integral to the success of our work, around the following strategic objectives:



## INCREASE

long-term investment in the Children and Young People sector in Camden



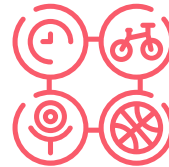
## CONNECT

members, partners and supporters in new cross-sector collaboration and partnerships



## LISTEN

to young people and ensure they are safe, thriving and achieving their full potential



## BUILD

members' capacity to deliver high-quality and sustainable youth provision

# THE NEXT THREE YEARS

## SERVING OUR MEMBERS

We are proud that **89% of our members** believe that the Young Camden Foundation supports partnerships across the CYP sector in Camden, with **77% of members** reporting that they partnered with other charities to deliver youth services in the 12 months before the data was collected. **93%** rated their overall satisfaction with YCF as either four or five stars, with satisfaction increasing by 25% over the last two years.

Our members will remain the heart of Young Camden Foundation's work to 2025, and we are here for them, whatever they need.

### Between 2022 and 2025, we are committed to the following:

- **Supporting our members in the ways they need:** whether it is supporting funding applications, building consortia to help organisations access bigger pools of funding, facilitating and providing grants, or creating unique partnerships where ideas and skills can be shared.

Access to sustainable funding opportunities is frequently the barrier faced by our members seeking to deliver meaningful opportunities for young people, and we are here to ensure we do all we can to allow our members to access the funding that makes their high-quality play and youth services possible.

- **Connecting members with corporate partners:** where both can work towards common goals.
- **Strengthening our relationships with members:** after two years of uncertainty, YCF will return to in-person, face-to-face member engagement, including regular member events and in-person training and support opportunities. We will commit to visiting at least one member each week.

# THE NEXT THREE YEARS

## SERVING OUR MEMBERS

- **Helping smaller members access opportunities:** Camden has so many incredible members, including some larger organisations. We are keen to ensure all, but particularly smaller organisations, can access networks and partnerships that will support their work.
- **Promoting the incredible work of our members:** YCF's members work with young people day-in, day-out, transforming lives, supporting access to opportunities and more. We will continue to promote and showcase the work of our members, through a stronger public narrative.
- **Playing our part in the community:** We will continue to work collaboratively with Camden's wide-ranging and well-established voluntary sector partners, playing our role as specialists in the children and youth sector space.



*Young people at HvH Arts, a YCF member, participating in the 2021 HAF programme*

# THE NEXT THREE YEARS

## MAKING IT EASIER FOR BUSINESSES TO INVEST IN CAMDEN'S CHILDREN AND YOUNG PEOPLE

We know that Camden has businesses that want to invest in young people because of their desire to be positive corporate citizens and actively engaged in youth futures in Camden. What is good for the future of Camden is good for Camden's businesses.

We want YCF to become a one-stop-shop for business partners who want to invest but do not know where to start. Our corporate partners have been some of our biggest champions over the past five years, and we seek to strengthen and grow those relationships.

### Over the next three years, we will:

- **Better understand Camden's business community:** YCF will work to better understand the nature and spread of businesses in Camden, from multi-nationals and small to medium sized businesses with headquarters in our community, so we can better serve as a one-stop-shop for all those seeking to invest in our children and young people.

We will work with our existing corporate partners to ensure that our partnerships are as strong as they can be, whether businesses want to offer financial support via our grants or support in-kind, such as through work experience placements.

- **Make the case for investing in Camden's children and young people sector:** YCF will develop strengthened means of communicating the benefits of investing in Camden's children and young people sector. Such local investment allows businesses to have a real and direct impact on the lives of young people on their 'doorstep' and in a way they can closely connect with.



# THE NEXT THREE YEARS

## MAKING IT EASIER FOR BUSINESSES TO INVEST IN CAMDEN'S CHILDREN AND YOUNG PEOPLE

- **Provide a range of offers for corporate partners, from grants funding to in-kind support:** Whatever Camden's businesses want to offer the sector, Young Camden Foundation will be here to facilitate relationships. As the 'go to' organisation in Camden for corporate partners seeking to positively impact youth futures and invest in the youth voluntary sector in Camden, YCF will offer simple ways in which businesses can contribute space, time or money. We will create a model that matches partners with members, creating meaningful collaboration and opportunities for both.



© 7dialslondon via Instagram

*Shaftesbury PLC, which includes Camden's Seven Dials Market (pictured) in its portfolio, has donated over £130,000 to YCF's grants provision and work since 2019*



# THE NEXT THREE YEARS

## CONNECTING ACROSS THE BOROUGH OF CAMDEN

YCF is rooted in our Camden community, and we want to continue to create and nurture connections between those who share our vision for children and young people. The London Borough of Camden has its own thriving voluntary sector and a Local Authority that understands the value of our work, which we benefit from enormously.

### Over the next few years, we will:

- **Add value to Camden's voluntary sector:** YCF will continue to build strong relationships with sector partners, while proudly advocating for investment in the children and young people sector.
- **Work towards securing training for our membership base:** YCF will continue to be responsive to and in tune with sector needs, championing youth work at every opportunity. We will work with our sector friends to understand where our members in the Camden voluntary sector have need and will work to ensure those needs are met, so our members are well-equipped to meet the often complex needs Camden's young people face.
- **Support the principles of good youth work:** We will conduct a comprehensive youth work skills and experience audit of our members to understand where the needs are for training and development, so the principles of good youth work are shared across our members in Camden.
- **Strengthen our impact stories:** YCF will continue to strengthen our communication and data collection processes to ensure we are capturing detailed information and communicating effectively, to facilitate better story-telling processes.

# THE NEXT THREE YEARS

## CONNECTING ACROSS THE BOROUGH OF CAMDEN

- **Grow our strong partnership with Camden Council:** We will continue to develop our strong relationship with Camden Council, whether through the provision of standalone grants programmes, close work with the Integrated Youth Team or the delivery of the large-scale Holiday Activities and Food Fund. We will maintain and grow our close partnership with Camden's Integrated Youth Services team to ensure as much expertise is shared between Camden's in-house services and our members as possible.



*Children participating in the Summer HAF programme in 2021 at Kentish Town City Farm, a YCF member organisation. YCF is entrusted by Camden Council to deliver HAF, which has to date reached over 5,300 children and young people across the borough and provided over 38,000 nutritional meals*

# THE NEXT THREE YEARS

## PUTTING CAMDEN'S CHILDREN AND YOUNG PEOPLE'S VOICES AT THE HEART OF OUR WORK

The pandemic has been particularly tough on young people, and we know that while Camden's children and young people are well supported through our incredible members, YCF can and must continue to advocate for them. YCF's value of equality means we are committed to supporting those who may otherwise be left behind with the opportunity to influence decision-making, and often this means young people themselves.

YCF is extremely proud of the work that we have done to date to involve young people in the work that we do and to actively listen to their views and experiences, using these to inform our programmes.

### Over the next three years we will advance these aims by:

- **Improving our offer to young people:** We will relaunch the Young Ambassadors programme and work to strengthen youth participation in public decision-making. YCF will seek to embed a renewed Young Ambassadors programme throughout our work and continue to facilitate youth engagement in our grants decision-making panels. We will also improve the young person journey on our website and social media channels to ensure that young people encountering YCF are directed towards services and opportunities that are relevant for them.
- **Better engagement with schools:** We will establish improved ways to engage with Camden's infant, primary and secondary schools, so parents and young people are informed of opportunities available to them.
- **Strengthening our impact case studies:** YCF will collate case studies of children, families and young people benefitting from member services to better tell the story of the difference the sector makes to Camden's community.

# THE NEXT THREE YEARS

## PUTTING CAMDEN'S CHILDREN AND YOUNG PEOPLE'S VOICES AT THE HEART OF OUR WORK

- **Publishing research about growing up in Camden:** Over the next twelve months, we will conduct a needs analysis and produce an external-facing publication exploring the situation young people in Camden face, drawing on expertise from our members, from schools and from young people themselves. This will draw on existing literature in Camden, including the borough's own poverty analysis review, youth review and education review, as well as external sources.
- **Campaigning with and for Camden's young people:** Our longer-term ambition is that we will be equipped to undertake relevant research, campaigning and advocacy for the benefit of Camden's members and the wider youth work sector.



*Summer HAF programme in 2021 at the British Library*

# OUR MEMBERS

THANK YOU TO OUR MEMBERS WHO SERVE CAMDEN'S CHILDREN AND YOUNG PEOPLE SO WELL

Akademi South Asian Dance UK  
Art against Knives  
Bengali Education Centre  
Bloomsbury Football Academy  
Brandon Centre  
British Somali Community Centre  
C4WS Homeless Project  
Calthorpe Community Garden  
Camden Arabic Association  
Camden Community Centres'  
Consortium (C4)  
Camden Spear Trust  
Camden United FC  
Castlehaven Community Association  
Catch 22 / The Hive  
Community Association for West  
Hampstead (CAWH)  
Coram's Fields  
CSKX Studios  
Dragon Hall  
Eat Club  
Elfrida Rathbone Camden  
Fitzrovia Youth in Action  
Girlguiding St Pancras  
Gospel Oak Action Link  
Growing Hope  
Hampstead Community Centre  
Hawley Amateur Boxing Club  
Healthwatch Camden  
Heath Hands  
Highgate Harriers  
Highgate Newtown Community  
Centre  
Holborn Community Association  
HvH Arts  
I am Irish

icandance  
Impact Dance  
Kentish Town City Farm  
Kentish Town Community Centre  
Khulisa  
King's Cross - Brunswick  
Neighbourhood Association  
Lauderdale House  
Learning & Development Centre  
LMK Let Me Know  
Maiden Lane Community Centre &  
Camden Square Play Space  
Metro Box London  
New Diorama Theatre  
New Horizon Youth Centre  
North London Cares  
NW5 Community Play Project  
October Gallery  
Old Diorama  
Pan Intercultural Arts  
Play, Adventure, Community,  
Enrichment (PACE)  
Pro Touch SA  
Queen's Crescent Community  
Association (QCCA)  
Regent's Park Time Bank  
Reverse The Trend  
Roundhouse  
Samuel Lithgow Youth Centre  
Scene & Heard  
Sidings Community Centre  
Skills Exchange Project  
Small Green Shoots  
Sobriety Films UK  
Somali Community Development  
Trust

Somali Youth Development  
Resource Centre  
Somers Town Community  
Association  
South Hampstead & Kilburn  
Community Partnership  
(SHAK)  
St Mary's Community Centre  
Trust  
Surma Centre/Bengali  
Workers' Association  
The Faith & Belief Forum  
The Futsal Stars Foundation  
The Lighthouse  
The Living Centre  
The Pirate Castle  
The Postal Museum  
The RAP Foundation  
The Store projects  
The Thanet Youth &  
Community Centre  
The Winchester Project  
UNLOC  
Urban Outdoors London  
Voice Collective  
Wac Arts  
Women@thewell  
YES Outdoors

# OUR AFFILIATE MEMBERS

THANK YOU TO OUR MEMBERS WHO SERVE CAMDEN'S CHILDREN AND YOUNG PEOPLE SO WELL

2-3 Degrees  
Action for Children  
App Workshops  
BeLifted  
Bookmark  
British Museum  
Camden Clean Air Initiative  
Camden Highline  
Centre 404  
Code Ninjas  
Come Out Of Hiding (COOH)  
Creative Media Network  
Deedbees  
Doorstep Library  
Educate and Celebrate  
Gendered Intelligence  
Global Generation  
h Foundation  
Head Held High  
Home-Start Camden  
Kooth Company  
London Wildlife Trust  
MAC-UK  
Maths on toast  
Maze Academy  
Mouse Trap  
Moving Waves  
Papatango Theatre Company Ltd  
Platform Cricket  
RAaW Foundation  
Scarabeus Aerial Theatre  
Sports City London  
Street Doctors  
Strength and Learning Through Horses  
Survivors Can Shine  
The Children's Literacy Charity  
The Content Creatives Academy  
The Flying Seagull Project  
The Kids Network  
The MAMA Youth Project  
The Place  
The Zen Project  
Unlocking Potential  
upReach  
Urban Partners  
Wipers Youth

# OUR SUPPORTERS

THANK YOU TO OUR FUNDERS AND SUPPORTERS FOR MAKING OUR WORK POSSIBLE



JOHN LYON'S CHARITY



Shaftesbury



DERWENT  
LONDON



## Our Supporters

BBC Children in Need

British Library

Business in the Community

Camden and Islington Public Health

Camden Giving

Capital Arches Group

Greater London Authority

Hampstead Wells and

Camden Trust

Healthwatch Camden

Hollick Family Foundation

Knowledge Quarter

LABS

Lendlease

London Youth

Mayor's Fund for London

National Lottery Community Fund

National Youth Agency

NCVO

NRCSE

Papier

Regent's Place

RockCorps

Seven Dials

Tides Foundation (Google)

Urban Partners for King's Cross,

Euston and St Pancras

Voluntary Action Camden

Young People's Foundation Trust

If you would like to work with us, either as a corporate partner, a supporter, a community member, a young person or a volunteer, please get in touch with us via email: [info@youngcamdenfoundation.org.uk](mailto:info@youngcamdenfoundation.org.uk)

[youngcamdenfoundation.org.uk](http://youngcamdenfoundation.org.uk)



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