

The **IMPACT REPORT**

CENTRAL YMCA 2021-22

YMCA

A NOTE FROM OUR CHAIR

Andrew Beal

In 2022 we celebrated our 178th birthday which was a wonderful opportunity to reflect on our work over the years. For generations we have acted as a mirror to our communities; creating innovative programmes to tackle the needs of society at the time.

Our communities have been heavily impacted by the COVID-19 pandemic. The unprecedented challenges of the global pandemic and subsequent cost of living crisis have particularly impacted the young and those already facing adversity. Equally, health inequalities have been exacerbated by the pandemic, disproportionately affecting those with long-term health conditions.

We continue to adapt and evolve our services to meet the additional needs of our communities; providing additional mental health support to our learners and a pathway into further education or employment, developing bespoke health and wellbeing programmes to support specific at-risk groups, helping employers

across the country to address their skills gaps, and transforming the way we design and deliver our qualifications. This work not only impacts the individuals on our programmes but has a knock-on positive impact on local communities and wider society.

I am immensely proud and thankful to our staff and volunteers who have worked tirelessly to continue our work in the most challenging of circumstances, for the commitment of our learners who continue to inspire me with their achievements, and for everyone who has supported the Charity, whether it be through direct donations, their time or through partnering with us.

I am optimistic for the future but know we cannot succeed alone. Our operating environment is increasingly challenging and the needs of our communities ever more complex. Collaboration and partnership with government, funders and organisations across all sectors will be essential to achieve real and lasting social impact. We invite you to join us on this journey to develop creative solutions for some of society's biggest challenges.





CAITLIN

"I've always had a bad experience with education and never really enjoyed learning. Whether that was because of my anxiety or simply not getting along with the teacher. Joining YMCA has changed that, I love my tutor and I look forward to every session with her. While applying, I had a lot of support and reassurance throughout."

Caitlin 17-year-old Health and Social Care learner Scunthorpe

"Words can't explain how much you have helped my daughter to progress in her future. Without you showing commitment towards her, I dread to think where she would be today. Thanks to you all she has gained confidence in her own ability and can see what she's capable of achieving. YMCA is a crucial lifeline for people like Caitlin who have struggled to gain the qualifications to get a career. It felt like all the doors were closed and we were in a dark place and you came along and opened a door to let the light back in and show the opportunities. I can't thank you enough for giving my daughter her smile back."

Elaina Caitlin's Mum

TRANSFORMING LIVES

Living Our Purpose, Our Mission, Our Vision

With an ever-shifting social and economic landscape, our services and provisions are more essential and relevant than ever, both for our learners and members.

our PURPOSE

*advancing
education, health
and wellbeing of
our communities'*



our MISSION

*providing real
opportunities*



our VISION

*helping all
achieve their
full potential*



our VALUES

*underpinning
everything
we do*



OUR VALUES



We are driven by **equity** and believe everyone can thrive.



We **nurture** people to succeed.



We are **brave**, always striving to do the right thing.



We are **creative**, adapting and evolving to tackle today's challenges.

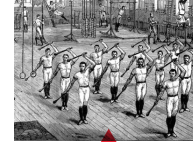
YMCA is a global movement and it all started in 1844 with us - Central YMCA.

Since our creation, we have served our community with bespoke programmes and services, in response to their needs. It's why we're well placed to tackle the social challenges our communities face, now and in the future.



1844 - Central YMCA

Founded: George Williams, a young Somerset apprentice, and a group of fellow drapers create what has now become the global YMCA movement.



1881 - First YMCA

gym: We opened our first gym, and physical as well as mental fitness became central to our mission.



1849 - Non-Christians welcomed: Not long after we were founded we opened our doors to non-Christians - a pioneering move at the time. We are proud to uphold this legacy with policy of inclusivity across all areas of society.

1997 - Positive Health:

The Positive Health programme was set up as part of Central YMCA's ongoing response to the HIV crisis of the 80s and 90s, growing to become the leading exercise referral programme for those living with HIV.

1984 - YMCAfit: We created YMCAfit to deliver the first Exercise to Music course. Since then, we have trained over 120,000 instructors, and almost every gym in the country has YMCA trained and qualified staff.



1998 - YMCA Awards: Launch of YMCA Awards, our awarding organisation which designs health, fitness and wellbeing qualifications and resources. These are seen as the gold standard across the globe, helping people to fulfil their ambitions and progress in their careers.

2010 - InstructAbility:

Central YMCA and Aspire launch InstructAbility, providing free fitness industry training and support for disabled people.



1914 - World War I : YMCA went to war with the soldiers in WW1, providing food, supplies and even paper for over 20 million letters home. The graves of the 40,000 YMCA volunteers who died during WW1 were granted recognition by the Commonwealth War Graves Commission, and many received military and civilian honours. After the war, YMCA helped to find jobs for 38,000 ex-servicemen.



1911 - First Multi-purpose home:

We opened our first purpose-built home on Great Russell Street. It included halls for meetings, restaurants, a gym, swimming baths, social rooms, a boys department and 240 bedrooms.

1939 - World War II: YMCA followed armies during WW2, with mobile huts providing mugs of tea, cigarettes, chocolate, cake, hair cream, toothpaste and stationery to the troops. They cared for the wounded, supported servicemen at home and abroad, and trained prisoners of war and refugees. During the retreat at Dunkirk, YMCA auxiliaries remained on the beaches until ordered to withdraw.



1977 - YMCA Training: As a response to the recession of the 1970s, YMCA Training was born. As young people faced mass unemployment, our new non-profit program helped disadvantaged young people find new opportunities for work through training and apprenticeships.

2013 - Merged with YMCA Training: YMCA Training and Central YMCA officially merge, creating an education-focused national charity that can reach more than 60,000 people across the UK every year.

2015 - YMCA KX: We opened YMCA KX, a yoga and pilates studio near Kings Cross.



2018 - Fitness Training Academy: We launched the Fitness Training Academy, a free 2 year Personal Training programme aimed at making the fitness industry more accessible to young people.

**FITNESS
TRAINING
ACADEMY**

WHAT WE DO TODAY

We are transforming lives through a unique blend of Education, Training, Health and Wellbeing - with a vision to enable everyone to achieve their potential, irrespective of their background.



We help people get active, exercise and stay well.

Central YMCA Club is still the most inclusive and friendliest gym in Central London, with a unique sense of community and something for everyone. We run programmes for people living with HIV, bespoke classes for older adults, and playgroups for children.



We provide opportunities for young people to discover and fulfill their potential.

We deliver training courses and apprenticeships in local communities across the UK, supporting people from all backgrounds to gain the confidence, skills and qualifications they need to build a lasting career.

This is why we do what we do - supporting people with their ambitions and wellbeing to help them lead a fulfilled life. Taking the holistic view is what sets us apart.



We train outstanding fitness instructors who inspire their communities.

We deliver high-quality training with unparalleled support to train instructors who go the extra mile and inspire everyone to improve their health and fitness.



We design high-quality qualifications to help develop the fitness industry.

YMCA Awards designs health, fitness and wellbeing qualifications and resources which are seen as the gold standard across the globe and are delivered by more than 400 education providers.



EDUCATION AND TRAINING

**CREATING
IMPACT FOR
LEARNERS AND
BUSINESSES
IN LINE WITH
OUR VISION**

EDUCATION AND TRAINING

Education & Training At A Glance

1,481

Total learners
across the Charity

1,180

Total funded learners

8,827

Qualifications awarded
through YMCA Awards

931

Qualifications awarded
through the Central YMCA

New Partnerships for 2022-23:

We are delighted to be expanding our offer in partnership with Premiership Rugby's Hitz Programme, as their official education and training partner.

LEARNERS SAY

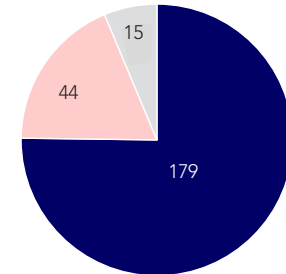
"All staff were amazing, and I couldn't thank them enough for getting me where I am today, I couldn't have done any of it without them."

With a focus on equity and progression, our education pathways provide a variety of ways to shape the next generation, from Study Programmes to Traineeships.

As an alternative to traditional routes, such as college or A-Levels, Central YMCA educational provision is often the first choice for learners—supporting pre-16 and 16-19-year-olds to develop skills and gain the necessary qualifications to secure a lasting career.

In 2021/22, 15 learners applied to higher education and all learners received a conditional/unconditional offer. From 15 offers, 14 of those were accepted. This number exceeds previous figures and has helped to show future learners that going to university is a possibility.

Progression Pathways



- Education / Further
- Education Employment
- Higher Education

509 Study Programme learners

29 Traineeship learners

13 Pre-16 Programme learners

73% Achievement Rate

93% Achievement Rate

92% Achievement Rate

EDUCATION AND TRAINING

Making an impact across our communities and the country

Almost 60% of Central YMCA learners live in the top five most deprived areas of England with two thirds of these learners living in the top two most deprived areas. One third of learners achieving their qualification are located within the two most deprived areas of England.

70% of learners aged 16-19 recruited onto Study Programmes in 2021/22 identify as not in education, employment, or training (NEET). In 2021/22, 71% of NEET learners achieved their main qualification.

2021/22 - Education Delivery Locations



As one of England's largest charitable training providers, our Skills team has over 40 years' of experience delivering high-quality apprenticeships with a wrap around approach for our learners. With each learner at the heart of our delivery, we remain steadfast in our commitment to support their journey and instil a level of confidence and sense of pride in all their achievements, no matter how big or small.

SECTORS OF DELIVERY

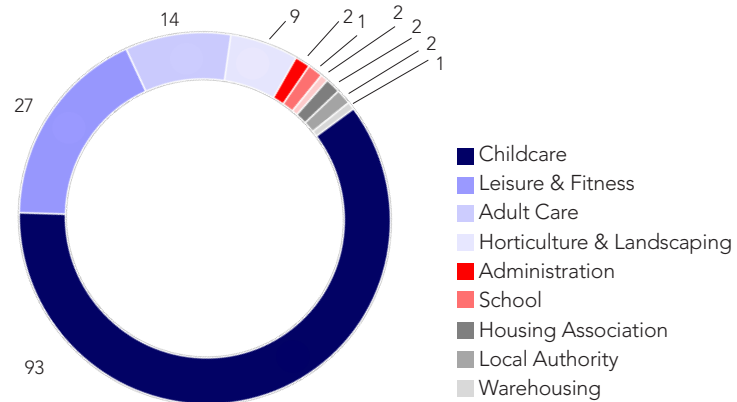
- Business Administration
- Customer Service
- Early Years and Childcare
- Health and Social Care
- Fitness and Leisure
- Warehousing and Storage
- Horticulture
- Employability

431 Learners

61% Achievement Rate

152 Employer Partners

Employer partners



300 Apprentices remained in employment

EDUCATION AND TRAINING

WHY WORK WITH US?

Employers say

"We have managed to forge a strong relationship and bond with the staff at Central YMCA for over 15 years and we have the utmost respect for their ability and attitudes in terms of assisting the learners and apprentices."

"Having had to use a different provider last year, we couldn't wait to get back to using the Central YMCA - communication and quality is always so much better!"

96%

of employers say staff are professional

95%

agree or strongly agree that they are satisfied with the quality of training and assessment delivered to their Apprentices.

100%

agree that Central YMCA has supported their organisation in the understanding and delivery of the 'off the job' training.

The Learner Experience

Developing Skills, Knowledge and Behaviours

Apprentices take pride in their work, and are keen to demonstrate their skills and knowledge. This is reflected in the 99% pass rate for our apprentices that complete their apprenticeship.

94%

of learners say that they are now using the skills and knowledge that they developed whilst on programme with Central YMCA.

83%

of learners agree that as a result of completing their qualification, they feel they are making a positive contribution to the community they work and live in.

Enrichment

Alongside a learners' vocational qualification, we embed a diverse enrichment programme, highlighting and providing opportunities where learners can give back to their community.

With confidence in their ability to engage with their community, our learners are involved with food banks and food delivery to those who are in need, volunteer with local libraries and community groups, and help vulnerable neighbours.

Learners also undertake a work placement via our established links with employers. Providing meaningful work experience gives learners insight into the working world, a deeper understanding of future career options, and an understanding of how they can play an active part in their local communities

LEARNERS SAY

"I am now doing a level 3 apprenticeship in early years, without the motivation and support from the YMCA staff I would have never been able to achieve this."



AWARDS

PAVING THE PATHWAYS TO EMPLOYMENT

CREATING CAREER FOCUSED COURSES

YMCA Awards is our awarding and end-point assessment organisation and continues to be a leading, go-to partner in the fitness and education sector. With 24 years experience developing UK-regulated and globally recognised qualifications, we have awarded over half a million qualifications and 300,000 people have advanced their careers with YMCA Awards.

8,827

Learners
gained achievements

229

Approved training
providers across the UK
and internationally
including Ireland, Malta, Spain
and United Arab Emirates

14,094

Registered learners
+20% year on year



YMCAFIT

“ The best thing about the course had to be our instructor, it’s an intensive course but they make you want to continue with their aura and motivation. ”

Arif
PT Graduate

**These awards are used by YMCAfit;
our fitness training provider.**

Our provision sets tomorrow's trainers up for success today. YMCAfit continues to uphold their longstanding reputation for delivering industry-leading training in fitness, health and wellbeing, whether it's supporting those aspiring to train elite athletes or those looking to improve the quality of life for others in need.

Like our learners in our Education and Training provision, YMCAfit learners not only benefit from the latest research, techniques and methods but also receive a similar wraparound approach from expert tutors, ensuring they have both the technical and soft skills to succeed.



598 Learners

79% Achievement Rate

12 Locations nationwide

HEALTH & WELLBEING

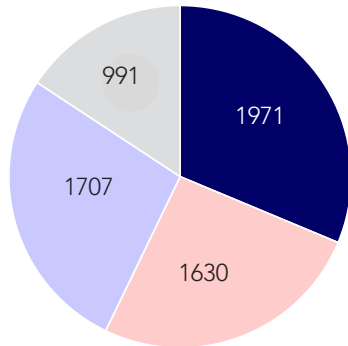
PUTTING HEALTH & WELLBEING AT THE HEART OF IT ALL



HEALTH & WELLBEING

Health & Wellbeing At A Glance

Membership Types



■ Community ■ Student ■ Individual ■ Corporate

More than

180

Young People
engaging in our
School Programming

175

Members of our
Positive Health
Programme

6,199

Total members engaged
across our two Health
& Wellbeing sites

HEALTH & WELLBEING

We're passionate about fostering an ethos of inclusivity and creating a welcoming space for our members across our two central London venues, YMCA Club and YMCA KX.

Our 96,876 square foot Club in the heart of Camden is an iconic anchor of the community. With a fitness and wellbeing community like no other, we have programmes for all people, all bodies, all ages and all levels. We believe in physical health for mental wellbeing, supporting those from 4 years old to 90 years old.

At our heart is our commitment to diversity; creating a safe space for people from all backgrounds and walks of life to thrive. This is reflected in our diverse membership and community programmes. We are something for everyone and will always be a safe space for those who need it.



We are so much more than 'just a gym'. We are a community.

HEALTH & WELLBEING

Older Adults

Our Club is the home to over 1,000 older adults who come here to improve and maintain good health through fitness and friendship. By offering functional movement classes alongside a range of social events, we are reducing loneliness in the capital by creating opportunities for retired Londoners to meet. We have members who have been with us for 40+ years – we are more than just a gym, we are a community.



Children and Young people

Alongside this, it is where eight schools get their physical activity requirements through our curricular PE programme as well as extracurricular swimming and first aid, alongside action-packed Holiday Playschemes and After School Sports. Our vibrant and inclusive programme develops children's physical, emotional and creative skills in a nurturing environment.

Positive Health

Our Club is also a sanctuary for those living with HIV. Our Positive Health programme, devoted to encouraging HIV+ individuals to exercise in a nonclinical setting, is the only exercise referral programme that deals exclusively with people patients who are HIV+ and so is a unique project which we are extremely proud of. This year we helped 178 people, 113 of whom were referred to us this year and an additional 62 who were referred in previous years and have taken out memberships and still regularly attend.

Alongside our passionate staff, 15 volunteers dedicate their time and expertise. These include; qualified fitness instructors, class instructors, qualified therapists, workshop facilitators and a swim coach.

Some of our volunteers have come through the programme themselves, with one offering Peer Mentoring Service. This includes one-to-one support for any issues living with HIV, alongside monthly 'Positive Talking' drop-in sessions.



"At the YMCA Club I never felt stigmatised, and I'm open with my condition. The Positive Health programme is pioneer and helps people living with HIV to overcome the fear of the stigma. The programme has helped me to revert some of the changes to my body-shape caused by the medication and meeting people from different backgrounds and histories enriches our lives. YMCA has also helped me to recover from breast cancer. I was very weak physically after all the treatment and I joined the older adults programme even though I was in my 40's and I managed to recover all my strength through tailored exercises."

Virginia is a long-term HIV survivor, having been diagnosed 24 years ago, and has been a member of Central YMCA Club for over 17 years.



CELEBRATING OUR TALENT, DELIVERY AND SERVICES

**Central YMCA is proud to have been
recognised for several prestigious
awards.**

UK Social Enterprise Awards Finalist

Education, Training & Jobs Social Enterprise of the Year

National Fitness Awards Finalist

Community Involvement (Runner Up)
Group Exercise Gym

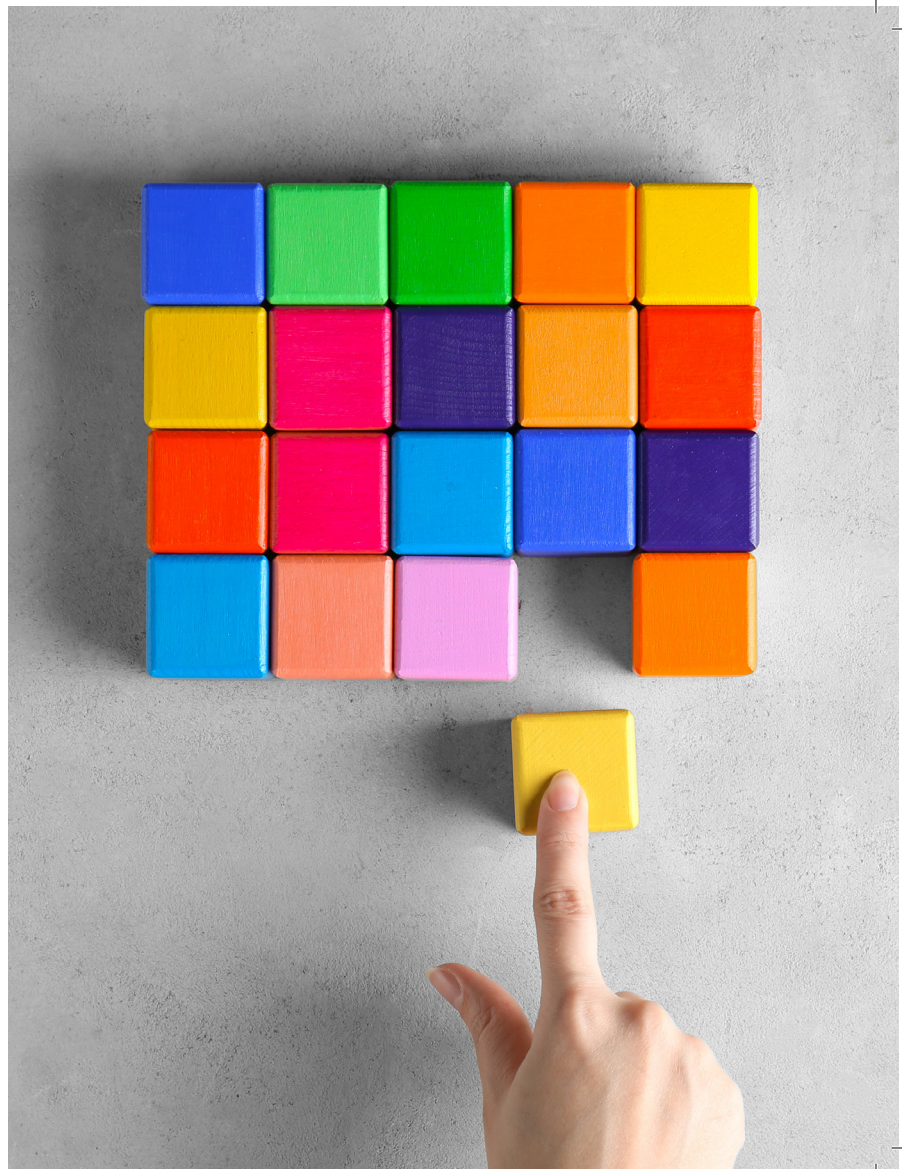
UK Active Awards Finalist

Education Provider of the Year - Fitness Training Academy
Physical Activity Hero - Declan Duncan,
Community Programmes & Volunteer Manager





***Help us create even
greater impact by
sharing this report
with your friends and
colleagues***





Central Young Men's Christian Association

Company Number: 00119249

Registered Charity Number: 213121