

The Orchard





A place of change

The Orchard will be a place of change for residents, families and young people who pass through its doors to access a new, diverse and innovative range of services targeted and designed to meet pressing needs within our community.

A landmark facility with 83 units of supported accommodation and a state of the art youth and community centre, it will be a place where positive change in lives and circumstances happens.

The youth and community centre will be a new hub for the YMCA's existing work with disadvantaged people, especially the young, and will also provide high quality facilities for the whole community.

For those who would otherwise be homeless it will provide a stable and safe environment and in return we will encourage them to give something back to the community through voluntary activity and social enterprise.

Through its innovative approach the Orchard will promote a sense of community, integration and cohesion and will ensure young people, their needs and aspirations, remain at the heart of the YMCA's work.

The Orchard will be a landmark facility

where positive change in lives and circumstances happens and where the concepts of supported accommodation and youth services reach new meaning.

The Orchard will be a gateway for people to seek support at the earliest point of crisis and will provide:

- Modern self-contained accommodation and holistic support to overcome barriers to independence and sustainable employment
- Opportunities for training, social enterprise and volunteering
- A market place to access information and guidance

- A health and fitness suite
- Community and youth facilities shaped by children and young people and delivering dynamic youth work and affordable childcare

Accommodation at the orchard will be 'environmentally friendly'. It will be the first supported housing scheme in the region to meet level 4 of the Code For Sustainable Homes. The youth community centre will also be one of the first in the country to meet BREEAM Very Good Standard - ensuring sustainability into the future.

Why?

Birmingham is the youngest city in western Europe - 44% of its residents are under 30 years old. The majority of new arrivals sleeping rough on the city's streets are under 25.

36% of children in Erdington live in or on the brink of poverty.* Stockland Green Ward (in which The Orchard will be located) has been identified in Birmingham City Council's community strategy as an area lacking facilities for young people. It is an Urban Priority Area demonstrating many of the key indicators of deprivation including, inevitably, high levels of complaints about anti-social behaviour by young people.

*End child poverty campaign report published September 2008



Birmingham YMCA

has provided low cost, quality youth and community services in Birmingham since 1849 and has occupied the current site in Erdington since the 1930s.

Our focus is primarily on vulnerable young people who for many reasons struggle to make the transition to adulthood. We offer practical support and advice to those who are homeless, workless, disaffected and excluded to encourage and enable them to rediscover their drive and potential to secure a positive future.

We also offer services normally out of reach to those on low incomes, such as childcare, leisure and fitness activities. The outcome of this is to raise individual aspirations and encourage active citizenship and greater involvement with the wider community.

As a Christian charity we extend our services to everyone and across Birmingham we provide:

- Over 150 units of supported accommodation
- Contact with schools, raising awareness of the issues around youth homelessness
- Affordable childcare from five nurseries across the city, out-of-school clubs and holiday play-schemes – allowing parents to access employment or training
- Youth clubs for older children
- A low-cost membership health and fitness studio
- Community facilities for hire

Why we need to change

Our hostel at Erdington provides accommodation for up to 47 people who have reached a point of crisis in their lives and require support to move towards independent living.

Built in 1958, it no longer meets today's needs. Its institutional feel is typified by long corridors with little or no natural light and its communal environment with shared bathrooms and kitchens prevents people learning the skills they need to live confidently on their own.

Our youth clubs are popular venues for teenagers, who have a strong voice in shaping their programmes and activities. Those voices tell us that we only scratch the surface of what is needed and how much more we should be doing for young people.

Our existing building is old, and ill-designed for the type of services young people aspire to, need or deserve if they are to contribute and thrive in today's environment.

Following consultation with key stakeholders including residents, and young people, the Board of Trustees has made a strategic decision to redevelop the site on Reservoir Road. The Orchard will replace the existing supported housing and youth and community venue with new attractive, needs-driven and eco-friendly facilities that will benefit the whole community for many years to come.

How much money needs to be raised?

We are delighted that a combination of grants and private finance mean that the majority of the £13.6m funds required for this redevelopment are in place in respect of the supported housing elements. There remains a further £1.5m to be raised to allow our full plans to be realized with the building of the Youth & Community Hub.



Introducing the Orchard

Designed with the input and involvement of local young people the Orchard will propel our children's and youth facilities into the 21st century with challenging new activities and targeted services, including:

- A single court, multi-use sports hall equipped for a wide range of team sports and activities
- A soft-play area linked to a community café
- A 'chill-out' room for young people
- A social enterprise zone to support people trying to find work or start their own business
- A low cost nursery
- A multi-use sports hall with changing facilities
- A community prayer room
- A marketplace where young people can get information on issues concerning them
- Meeting and training rooms for use by the YMCA and local community groups

The Orchard will include a dedicated youth space, creating a hub of accessible, high-quality activities within a safe, comfortable venue with a range of services on hand providing information and specialist advice and guidance.

Our priority will be to work with disadvantaged young people including those who are homeless, in the criminal justice system, at risk of exclusion from education, those with special needs, and others who are not in education, employment or training. Though children and young people will be its primary users, the Orchard's community facilities will also be available for use by the wider public.

Open for 12 to 14 hours per day, six days a week, between 200 and 300 young people will access its services each week.





What will make the Orchard stand out?

The focus at the Orchard will be on encouraging community engagement and in creating an ethos of work rather than inactivity.

As a condition of their tenancy residents in the supported accommodation will be expected to engage in some form of community involvement; helping maintain the allotments and orange grove, working with our repairs team, or volunteering within the youth and community centre. Working alongside our partners at the social enterprise company The Jericho Foundation, we will help to find those who volunteer with us education and employment opportunities.

For young people with special needs or at risk of social exclusion we will offer a range of stimulating activities. Our sports hall and health & fitness studio will encourage healthy activity to help combat increasingly sedentary lifestyles amongst the young.

Young people will also have easy access to information and guidance on topics such as healthy living, safe sex, alcohol and drug abuse, in a relaxed and informal setting conceived by them.

Working with Birmingham City Council's Youth Services, the centre will be a base for outreach work amongst young people at risk of engaging in anti-social behaviour. The existing partnership with the Council's Behaviour Support Service and local schools will be extended to provide programmes and activities for young people with special needs and those excluded from school.

As part of our ongoing development we will empower young people to take a continuing active role in the management and delivery of activities and services offered at the Orchard. We will seek their regular feedback and monitor outcomes to ensure everything we offer remains fresh and relevant.

Providing new, exciting and challenging opportunities for young people often results in them adopting a more confident outlook, and having a place to go where they feel accepted and 'at home' leads to many positive outcomes and changes in behaviour.

Our Sustainability Plan

We see it as essential to maintain diverse funding streams to ensure the Orchard's financial sustainability.

We will raise annual revenue through a mixture of donations, grants, contracts and paid for services by:

- Renting out space to partner organisations providing services to Young People
- Contract delivery and social enterprise
- Fundraising from voluntary sources
- Maintaining and extending our existing programme of grants from voluntary and statutory bodies



How you can help

Seeking the support of Charitable Trusts

The development of The Orchard is underpinned by strong partnerships with Mercian Housing Association and Zenith Development Partnership.

We have been able to progress our plans with confidence having secured a total of £7m funding from the Housing Corporation and the Dept for Communities and Local Government through their Places of Change programme. We have raised a further £4m of private funding and £1m of our own resources.

This means that we now only need to raise the remaining £1.5m from voluntary donations to fulfil our commitment to the young people we work with and are seeking the support of a number of charitable trusts able to make a significant contribution to this appeal.

Visits to view our site and to gain experience of our work first hand can be arranged and we would welcome the opportunity to discuss our plans further and answer any questions from prospective donors.

Appealing to the business community

We are seeking financial support through creative partnerships with the business community of Birmingham who, as part of their Corporate Social Responsibility Policy, would like to demonstrate a commitment to young people in their community who face disadvantage.

This may be through a corporate financial donation, via your charity committee or through a range of employee fundraising activities. The benefits to your business can include positive media coverage through public recognition of your support, increased staff morale and motivation and, if sought, volunteering opportunities.

Individual gifts

Single gifts or planned giving over a period of time are among the many ways to offer support for our appeal. For those who pay UK tax the Gift Aid scheme enables us to increase the value of their donation by almost a third.

A legacy or in memoriam gift to Birmingham YMCA could be the foundation of something wonderful, enabling us to plan confidently for the future and ensuring we can continue to be there for young people for generations to come.



Contact

To arrange a visit to learn more about this iconic new development or explore how you could be part of our appeal, please contact the appeal manager Richard Brookes on **0121 478 4234** or telephone **0121 478 4230**.

For more information about us go to www.birminghamymca.co.uk

By joining us in this appeal you can have a major impact in transforming young lives and building a stronger community.

Thank you for your interest in the Orchard, we hope to hear from you soon

Archbishop of York

“Young people in lots of parts of the country are in an almost impossible position.

The only activities available locally cost money and there isn't anywhere where they can 'hang out' and have the opportunity to do something interesting and fulfilling with their spare time without incurring a financial cost. So they congregate on street corners and the result is that adults describe their behaviour as 'anti-social', which can ultimately lead to ASBO's and involvement with the criminal justice system. I think this a real pity and the answer is the provision of more youth clubs, sports facilities and activities specifically for young people – just like the YMCA provides around the country.”

Dr. John Sentamu, Archbishop of York on his appointment as President of the National Council of YMCAs



How you'll help

John's Story

“I had a lot of issues from my past that were buried deep down inside – they consumed me most days; my self-esteem was non-existent.

I can't say enough about how amazing the staff at the youth club are and how much I appreciate their support. They believed in me when I sometimes didn't. I now enjoy participating in the events at the club

and also helping out. I couldn't have done this without the help, support, belief and friendship of everyone connected with the youth club.”

The Places of Change Programme is an £80million initiative aimed at improving the services available to rough sleepers so that they can make the transition from the street to a settled home.

Places of Change are centres of engagement and empowerment with a focus on activity, employment, education and training. Places that support people to make positive changes in their lives and move on to independent or more appropriate supported accommodation. They operate from welcoming

buildings with motivated staff and service users engage with the local community.

Birmingham City Council has been awarded £1.5million from the Places of Change Programme towards the development of YMCA Birmingham to help create such a centre.



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The YMCA's vision is of an inclusive Christian movement, transforming communities so that all young people truly belong, contribute and thrive.

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