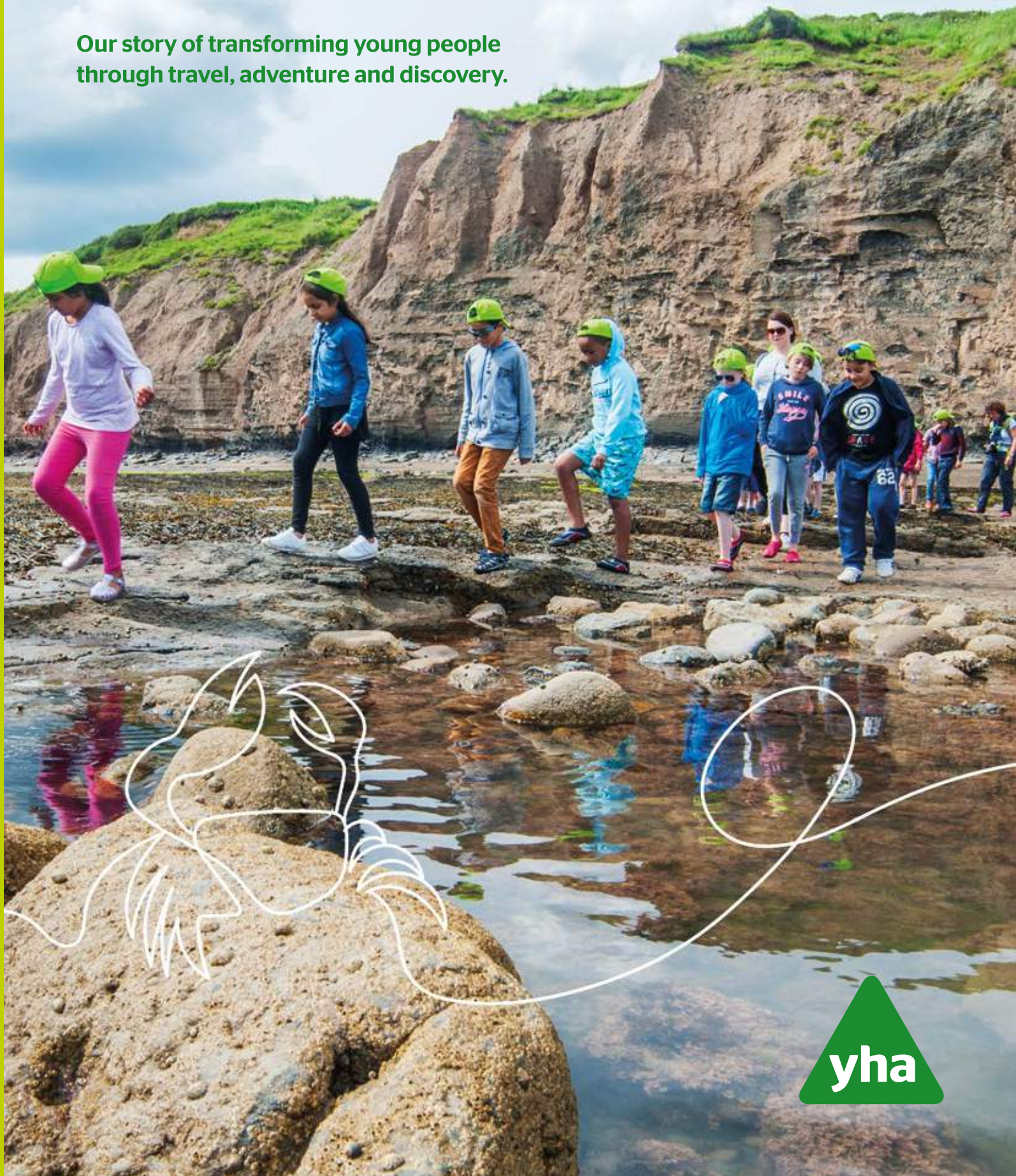


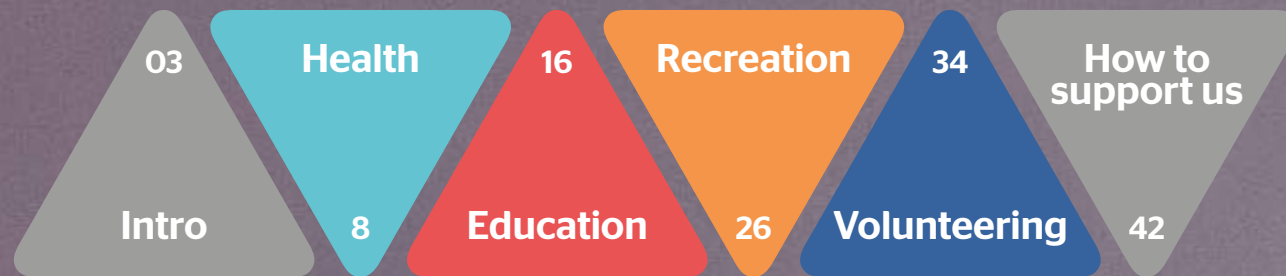
# Transforming lives

Our story of transforming young people through travel, adventure and discovery.





# It all starts here



## An incredible year of progress

Welcome to our Impact Report. Thanks to the dedication and support of our guests, members, donors, volunteers, partners and staff we can report another fantastic year of progress in 2016/17. For the third successive year we have achieved a record performance that's helped us reach hundreds of thousands of young people.

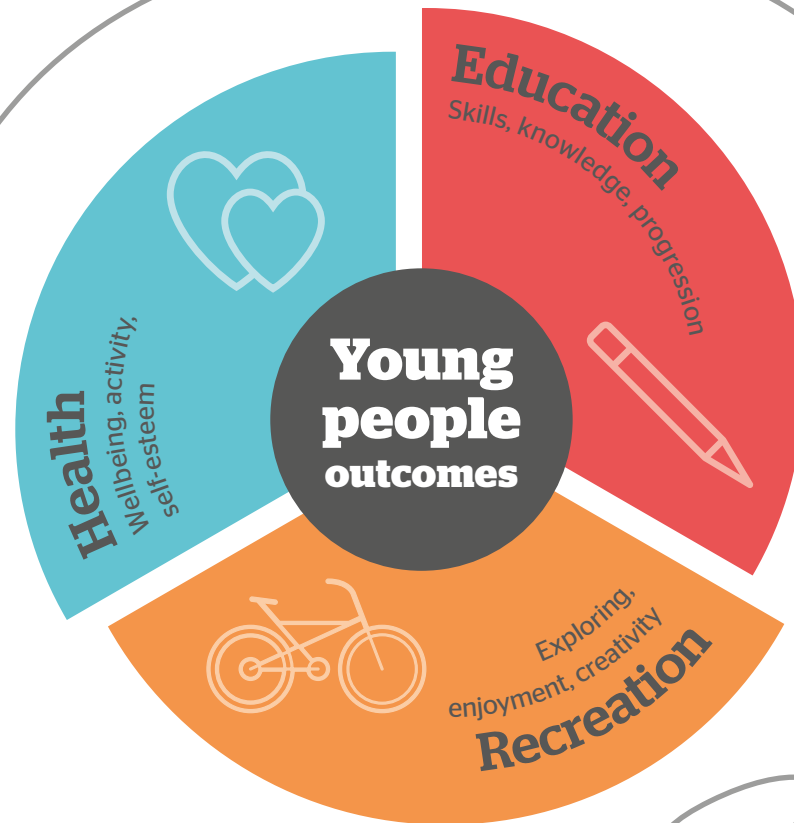
We care deeply about our work and impact; we have an organisation-wide commitment to our purpose and a strategic focus on creating transformational experiences for young people with challenging lives - be that because of financial disadvantage, disability, bereavement, homelessness, being a young carer or any difficulty that limits opportunity.

Inside these pages we'll outline the varied and complex challenges that young people face. We'll describe and evaluate the unique opportunities we provide to support and nurture young people to broaden their horizons, enabling them to engage more and, crucially, attain more. You'll read inspiring accounts from the people we've supported and discover the ways that you can actively promote better health, education and recreation for all young people so that no child is left behind or resigned to their circumstances.

**This document will explain the great impact YHA makes to young people's lives and how you can help us achieve even more.**







## This is who we are

We believe travel, adventure and discovery transforms young lives.

To achieve this, we create opportunities to explore, learn, share and grow in inspirational places.

Affordable and accessible. We offer a unique range of accommodation and activities in rural, coastal and city locations.

Everything we do is in the spirit and service of our Charitable Object:

To help all, especially young people of limited means, to a greater knowledge, love and care of the countryside, and appreciation of the cultural values of towns and cities, particularly by providing Youth Hostels or other accommodation for them in their travels, and thus to promote their health, recreation and education.

We often meet young people who have never explored beyond their own community. Some have never visited the coast and seen the sea. Others are shocked to see animals in fields. For some, it is not the norm to have a bed to sleep in at night and three nutritious meals a day.

Through new experiences at our Youth Hostels, young people learn about themselves, each other and the world around them. As a result, they grow into happier, healthier and more successful adults.

## Challenges that young people face today

**1 in 4**  
children in England  
live in poverty



**1 in 5**  
children are obese when  
they leave primary school



**69,540**  
children live in care,  
**62%** are there because of  
abuse and neglect



**178,000**  
children have caring  
responsibilities at home  
limiting their  
time to play  
and explore



**86%**  
of families with  
a disabled child go  
without any activities



**800,000**  
children are living with a  
disability or fighting a life  
threatening illness

**865,000**  
young people aged  
16-24 are not in  
employment,  
education  
or training



**1 in 5**  
children struggle to learn  
to read, in part because  
their parents have  
literacy issues

**1.46 million**  
families struggle to fund  
a day out together



**2.17 million**

children miss out on a break from their difficult lives - many more miss out because the challenges of daily life are too great

**50%**  
of lifetime mental illness  
(except dementia) arises by  
age 14 and 40% of young  
people experience at least one  
mental disorder by age 16

**45%**  
of looked after children aged  
5-15 were assessed as having  
a mental health disorder.  
This figures rose to 72% for  
those in residential care

**Our focus is on  
improving young  
people's health,  
education and  
recreation in the  
short and long term**

## Our reach

**YHA is 87 years old this year. This year alone we reached a record 1,176,297 young people. In that time, over 57 million people have stayed with us.**

Our vision for the next three years is to continue to reach out and enhance the lives of all young people, with the goal of reaching more than one million young people every year by 2020.

This year alone, 256,637 young people stayed with us of which 141,520 were on school and youth group trips and 7,200 were on National Citizen Service residential courses.

We also welcomed 735 young volunteers and 509 young employees (under the age of 26). As important contributors to our purpose, these young people have made their mark across a variety of programmes and services.

We know that families on lower incomes and those living in poverty struggle to afford travel experiences and educational residentials for their children. Since it was set up in the 1980s, our bursary scheme, Breaks for Kids, has provided financial support to over 90,000 disadvantaged young people to ensure that no child is left behind.



## A view from our ambassador

### Alex Staniforth, YHA Ambassador

Alex is a 22 year old adventurer, motivational speaker and author from Cheshire. In 2014 he made his first Everest attempt and this summer Alex's "Climb The UK" challenge takes him to the highest point in every county.

Overcoming a series of setbacks and obstacles including childhood epilepsy, Alex is determined to succeed. He inspires and encourages others to conquer their own 'Everest in life'. Alex has been a YHA Ambassador since 2015.

"Every young person should have the opportunity to get outside, whether that's in the mountains or even in their local park. Travelling somewhere new can be challenging but I believe these experiences make young people more resilient to everyday challenges back in the classroom or life in general. YHA offers this opportunity to thousands of young people every year and I'm very proud to be their ambassador as it gives me the chance to promote these opportunities to young people directly."

For me, travel in the outdoors first inspired me to aim high - the highest mountain in the world in fact - and one simple moment became life-changing. Looking around at the Lake District mountains was not only exhilarating but gave me a confidence and self-esteem I'd never really felt in the barriers of a classroom."

**£40 can help a child achieve many things for the first time; imagine if one of those things is sleeping in a bed.**

Visit [www.yha.org.uk/donate](http://www.yha.org.uk/donate) or call **0800 0191700** to donate and make a real difference

I think every young person has their own Everest to discover and YHA can help them on this journey by giving them the chance to see themselves in a different way.





# Health





# The health benefits of staying with us

A recent YHA survey showed that 67% of all guests feel that their wellbeing and enjoyment improved during their stay. This figure is even higher for guests staying in our countryside hostels: 85% of guests hostelling in the Lake District National Park stated an increase in wellbeing and enjoyment.

## Time out de-stresses

“Monthly walking weekends are my reset button – they’re fantastic for my mental health.”

Guest at YHA Windermere, Dec 2016

## Sharing strengthens relationships

“I saw family, it improved my sense of ‘lovedness’ (sic) and wellbeing.”

Guest at YHA York, Dec 2016

## Keeping active and fit

“Here I can enjoy mountain climbing as a hobby which has the added benefit of combating stress and also keeping fit and healthy.”

Guest at YHA Keswick, Dec 2016

At YHA we are passionate about physical health and mental wellbeing for all our guests. We want everyone, regardless of age, to learn, share and grow with new skills, improve their self-esteem and have a more active and healthier lifestyle. However, we understand that childhood is a crucial time for laying the foundations for health and wellbeing in adulthood, so programmes for young people and families are a priority.



# Young people’s healthy outcomes

Our range of active residentials introduce participants to new sports, activities and outdoor pursuits. These are proven to improve fitness and self-esteem, and help establish healthy lifestyles for the future. We believe young people’s health matters. Too many children are growing up with health issues that will negatively impact their futures. We are committed to doing what we can to overcome health-related challenges and barriers to participation.

## The scale of the problem

There are 3.9 million children and 2.1 million young adults (16-24 years) living in low income households. Evidence shows that these young people have poorer physical and mental health, compared to those from average and high income families.

Participation in sport for children in low income families is more difficult because their parents are more likely to suffer from ill health. In addition, there tend to be fewer extra-curricular activities offered at school and children lack access to sports facilities and safe places to play.

All young people should have the opportunity to be active in a safe environment. Our residentials offer a wide range of quality, outdoor activities such as climbing, orienteering, bushcraft, weaselling, high ropes, abseiling and gorge scrambling.

On a YHA residential, all young people, regardless of means, have the opportunity to try out new activities and enjoy active participation with their peers. This leads to the formation of stronger relationship bonds within groups, develops social skills in each individual and strengthens attributes such as resilience, motivation and greater self-esteem.

1 in 5

children are obese when they leave primary school

330k

disabled children have never accessed activities outside of their home

178k

children have caring responsibilities at home limiting their time to play and explore

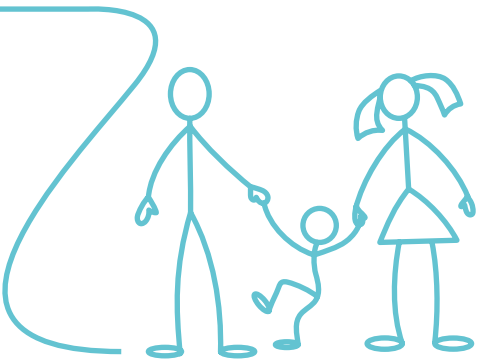
50%

of lifetime mental illness (except dementia) arises by age 14 and 40% of young people experience at least one mental disorder by age 16

45%

of looked after children aged 5-15 were assessed as having a mental health disorder. This figure rose to 72% for those in residential care

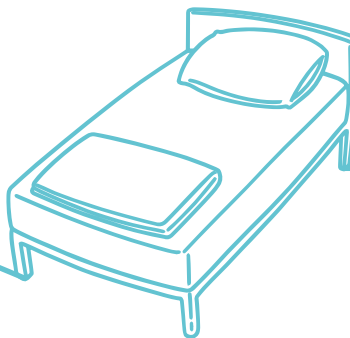
## This year...



95,446 families



433,284 individuals



1,190,335 overnights

## Did you know?

Every day, **800,000** children are living with a disability. **50,000** are fighting a life shortening illness.

A regular gift of £10 a month could help a child diagnosed with cancer paddle in the sea for the first time.

To make your regular gift visit [www.yha.org.uk/donate](http://www.yha.org.uk/donate) or email [supportercare@yha.org.uk](mailto:supportercare@yha.org.uk)



# Adventure holidays that broaden horizons

Every summer our flagship activity hostels host YHA Summer Camps. Catering for 8-19 year olds, these camps are specifically designed to deliver meaningful outcomes.

YHA Summer Camps provide young people with the opportunity to grow in confidence by trying new activities in a new setting and in the company of new people. Camps encourage youngsters to be as active as possible – both during their stay and upon their return home.

Over 800 young people took part in 2016.

## Key outcomes

YHA Summer Camps give young people a space to test and learn about themselves.

We asked last year's participants to rate their camp experiences – indicating which activities and outcomes were most significant to them. The majority said they really enjoyed the opportunity to try new activities and most said making new friends was one of the most enjoyable aspects.

**"I wouldn't have done the abseiling if the volunteer hadn't done it... I only did it because someone I trusted did it."**

YHA Summer Camp participant

**"He went on his own and his confidence increased with new challenges."**

Parent of YHA Summer Camp participant

**"Zoe is a looked after child with complex emotional and behavioural difficulties and opportunities to spend time with peers away from home improves her independence and sense of self."**

Social worker – name changed for anonymity

**76%**

had a great time

**78%**

met lots of new people and made new friends

**54%**

made friends with people from different backgrounds

**46%**

exercised more than they would have at home

**34%**

got better at organising themselves for the day ahead

**60%**

felt they understood strengths and weaknesses better



"Camp made me more independent. I made decisions about what to wear and how much to eat. I also tried new activities and, like a giraffe, I stretched my neck!

There was no WiFi at camp which made my friends and me talk more. This helped me to know them better, their likes and dislikes. I will definitely be coming back next year."



## Jamal, aged 10

Jamal attended a YHA Summer Camp in 2016. He felt that his experiences at camp were "super fun" and he enjoyed everything about it.

The novelty of clay pigeon shooting added extra excitement. Jamal revelled in his competency at shooting, saying "my accuracy, my aiming were pretty good."

Jamal stretched himself to achieve things he never knew he would.



## Could you help?

Summer Camps depend on passionate volunteers to provide pastoral support and run camps smoothly. You could share your experience and give young people a summer to remember for a lifetime.

Please volunteer by visiting [volunteer.yha.org.uk](http://volunteer.yha.org.uk) or email [volunteers@yha.org.uk](mailto:volunteers@yha.org.uk)



# Making camps available to all young people

87% of parents told us that they felt camps were good value for money.

Over a third of parents opted to take advantage of our payment by instalment scheme; without this option, they would not have been able to send their child to camp.

Our Breaks for Kids funding contributes up to three quarters of the cost of camp food and accommodation for children from low income families.

In 2016, over a third of participants were eligible for financial support. All funds allocated from the bursary scheme were raised entirely through charitable donations or contributed by YHA.

"Coming away on Summer Camp gave me space to play, socialise with others, enjoy various activities and challenges. I am looking forward to coming next year and would like camp to be twice as long. So I can have more fun time!"

## Lily, aged 11

At just 11 years of age, Lily is a young carer for her mum who struggles with ill health. A chance to be away from home, without any onerous responsibilities is important to her. The chance to have her 'me time' was the absolute highlight of the camp for Lily.

80% of young carers say they miss out on opportunities to do what other children are doing because of their caring responsibilities. There are 178,000 known young carers living in the UK today.

## Can you give a carer like Lily some respite?

We provide hundreds of young people with challenging lives the opportunity to have an experience that will shape their futures and create unforgettable memories.

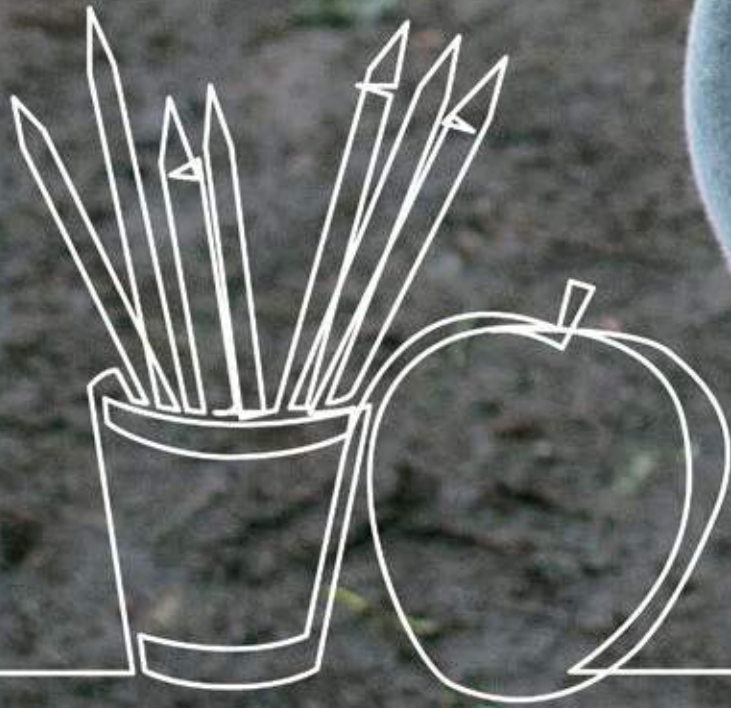


£375 could provide a young carer like Lily or a child like Jamal with the adventure of a lifetime.

Your company can make it happen. There are so many ways that you can help raise funds from payroll giving to trying a new sport. Our friendly staff team will be with you every step of the way.

To sponsor a child like Lily visit [yha.org.uk/partners](https://yha.org.uk/partners) or email [partnerships@yha.org.uk](mailto:partnerships@yha.org.uk)





 **Education**





# YHA's impact on young people's learning and development

There is growing recognition of the unique value of residential school trips. Teachers agree that learning outside the classroom makes lessons more memorable, improves students' motivation to learn and improves engagement with the subject matter.

YHA has more than 70 Learning Outside the Classroom accredited sites, the most of any residential provider in the UK. We offer a diverse range of educational residentials: Our Action Adventure and subject-specific packages are National Curriculum-linked and can be tailored to meet the

specific requirements of a group. We also offer teacher-led residentials, giving classes the chance to study their subject in inspiring surroundings with the option to bolt-on activities. Our approach delivers bespoke educational residentials that ultimately improve attainment.

Many children are experiencing challenging circumstances that impact negatively on their ability to learn and achieve in education.

- ▲ 1 in 5 children struggle to learn to read, in part because their parents have literacy issues
- ▲ Children from disadvantaged backgrounds are less likely to gain good GCSE results
- ▲ Keeping young people in education for longer reduces crime rates by similar levels

We are determined to create opportunities for all young people to engage with their education and reach their potential.



## Residential Outcomes

### YHA trips create

Time away from home in unique places in the countryside, coast and cities

A wide range of quality YHA or self-led activities

Unstructured time for friendship-forming

Opportunities to overcome fears, stretch yourself and achieve

A level playing field to work together

### Immediate gain

Space to play and learn gaining fresh perspectives away from normal routines and people

New skills and activities tried to inspire future choice

Deeper relationships with group and leader

Raising of aspirations and expectations

Better understanding of people around them, difference and diversity

### Enduring benefit

Experiences to inspire future decisions, give greater confidence to stretch and develop

Positive engagement and development of new learning behaviours

Positive relationships that will help young people through transitions

Young people recognise their potential and are motivated to achieve

All young people aspire to succeed

## Help us do more

Give young people the opportunity to broaden their horizons, explore their talents and choices in life, by being able to access education and learning outside of the classroom.

Commission us to deliver educational programmes that build resilience, unlock potential and achieve educational outcomes.

Visit [yha.org.uk/partners](https://yha.org.uk/partners) or email [partnerships@yha.org.uk](mailto:partnerships@yha.org.uk)



# Residentials change lives

We welcomed 4,158 schools and youth groups to one of our life-changing residentials this year. More than 140,000 young people stayed with us as part of these groups.

A recent YHA-commissioned survey of 81 schools benefiting from YHA funding explored how much young people gain from their school trip away from home. Teachers reported that:

- ▲ All of the groups tried activities new to the young people
- ▲ 80% of young people did more exercise than normal
- ▲ 87% of groups included young people on their first trip to either a city or the countryside
- ▲ 95% of groups included young people on their first trip away from home

Our network of hostels spans the length and breadth of England and Wales’ most inspiring landscapes. Youth and school groups are welcome at all of our sites, meaning they can choose to explore the culture of capital cities, historic towns and settlements, tourist hotspots, dramatic coastlines or rolling countryside. The extent of our network and the standard of our facilities mean teachers can return to a regular haunt or try something entirely new each year.



# Young people’s attainment

Ofsted recognises that when planned and implemented well, learning outside the classroom experiences significantly contribute to raising standards and improving young people’s personal, social and emotional development.

One school, Parkinson Lane Primary School in Halifax, rated Outstanding by Ofsted, has brought groups of young people to YHA for many years. The head teacher is confident of the contribution a residential school trip makes on young people’s attainment. Measuring progress in the ‘sub-level’ improvements as part of the National Curriculum, the school has noticed that students who attend a YHA residential and take part in extra curricula activities make more sub-level improvements compared to those who do not.

“YHA has really made a difference to our educational achievements as a school.”  
Gugsy Ahmed, Head Teacher, Parkinson Lane Primary School, Halifax

Research supports this experience; pupils who had participated in ‘adventure learning’ appeared to make approximately three additional months’ progress.



# Bonus Pastor Catholic College, Lewisham

“I recently returned from a trip with 22 free school meals pupils to YHA Borrowdale. It was only possible with the YHA Breaks for Kids funding.

Some highlights included getting all of them up to 800m, where they spent 20 minutes just awed at the view... and for many seeing their first cow as they then descended the mountain (not many of those in Lewisham!)

Nick Lawrence, Head of Geography

I’ve had several thankful messages from parents:

“He hasn’t stopped talking about it and can’t wait to go again. I only wish that we could afford to take him in the summer...”

“He felt so proud reaching the top of the mountain... thank you for giving him the opportunity.”

It was a magical trip and they absolutely loved it. For many it will have been a once-in-a-lifetime experience.”

# Alverthorpe St Pauls School, Wakefield

This Church of England Primary School has 282 pupils, aged between 3 and 11 years. In March this year, a group from the school spent 3 nights at YHA Boggle Hole, North Yorkshire.

I really liked the activities especially the pirate party that was so good. I also loved it when we went fossil hunting and found all of the great fossils but the best was rock pooling. I found lots of different sea creatures like starfish, sea urchin and jelly blobs.  
Georgia





# Young people’s confidence

98% of teachers said their pupils are more confident communicators as a result of their YHA trip. Teachers also report improvements in young people’s engagement with learning during our residentials.

A growth in confidence has powerful long-term benefits that help prepare young people for later life. Confident individuals more readily recognise their own potential, are prepared to take managed risks to progress, adopt positive attitudes to learning, and build stronger relationships with others.

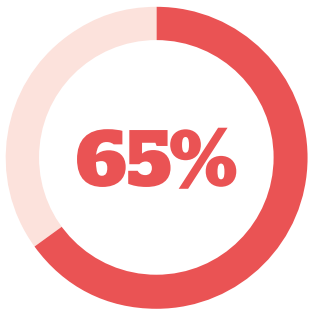
“Children grow in confidence and move out of their comfort zones, try out new experiences, become fascinated with history, develop new skills - from archery to bread-baking - and strengthen relationships with their peers and adults on the trip.

Children, who are often passive or even disengaged at school, undergo a transformation in front of your eyes, as they become actively engaged in activities away from the school environment.”

Teacher, Milton School, South Yorkshire



of teachers felt young people were more confident in their own abilities



said every single pupil in the class went home more confident



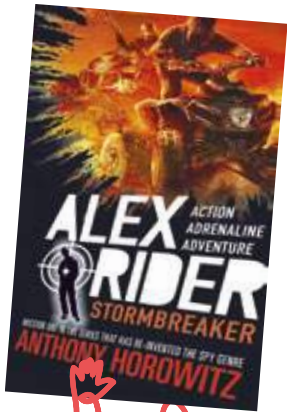
of pupils came home more likely to try new things

# Young people’s literacy

The causal link between poverty and poor literacy is well documented. Evidence shows that children as young as three from lower income families have a third of the vocabulary of children in higher income families.

Teaming up with Walker Books and Anthony Horowitz, YHA has devised a residential that tackles literacy in a novel way. The Alex Rider Classified Mission turns students into ‘super agents’ and encourages them to climb, jump and leap into new challenges. They gain new skills, build confidence and reap the rewards of teamwork as they progress through this all-encompassing learning experience.

Activities include abseiling or climbing on ‘real’ rock, learning essential field craft skills, canoeing or rafting across lakes, designing new spy gadgets, cracking the codes and hunting down the double agents. All students leave with a free copy of ‘Stormbreaker’, courtesy of Walker Books. With imaginations ignited and a book of their own to read, students leave motivated to continue their Alex Rider adventure back in the classroom.



Andrea Fisher, teacher at Stonelow Primary School, took her Year 5 class to the Alex Rider Classified Mission at YHA Ravenstor, Derbyshire.

“From the moment we arrived, the ‘special agent’ mission got the group instantly hooked. All the activities were linked to the spy theme and gave the trip a new element.

The activity to discover the Alex Rider books hidden in a room was brilliant! We had 30 copies of the book (a rare thing) and we started reading as a class as soon as we got back.

We have done lots of literacy work: comparing the book to the film; persuasive writing and vocabulary based on Horowitz’s rich language. Our science has come from creating spy gadgets which covers a lot of areas of science in the new curriculum.

I would recommend this residential to any Y5 or Y6 teacher.”



**£5,000**

could ignite a passion for reading for 40 young people through our Alex Rider Classified Mission.

To sponsor or fund one of our programmes visit [yha.org.uk/partners](http://yha.org.uk/partners) or email [partnerships@yha.org.uk](mailto:partnerships@yha.org.uk)



# Special educational needs

A residential trip away from home can be particularly powerful for young people with special educational needs. YHA works with schools catering for pupils with severe and complex learning difficulties to deliver residentials that improve students’ sense of wellbeing and independence through exploration and fun educational experiences.

## Lydgate School, Holmfirth

A group recently visited YHA Alnwick in Northumberland. Despite the anxiety that comes with being in new places, the students quickly felt at home.

“I felt safe and shared a room with my friends, getting around the hostel was dead easy. I enjoyed the opportunity to try controlling dummy planes at RAF Boulmer. It was like being in a spy movie.”

Adam, Year 10 Student

“I felt inspired to write about castles and people walking past them.”

Faith, Student

“Without YHA (the students) wouldn’t have gone anywhere else nor experienced a different environment.”

Judy Rowland, Teacher

Being away from home and doing things for themselves such as taking a shower, choosing what to wear and keeping their room keys, gave the students an increased sense of independence and achievement. The trip also helped them be more active than normal, walking, exploring the space around the hostel and improved their sense of wellbeing. They explored new places like the RAF base and the coast and also learnt about the natural history of the area providing rich material for later learning back in the classroom.

## Woodfields School, Sheringham, Norfolk

We have welcomed Woodfields pupils to YHA Sheringham to complete their work experience with us. To help them achieve the same amount of time on work experience as mainstream pupils, but in a more manageable way, YHA offers them shorter two hour sessions at the hostel rather than full days. Two recent pupils on work experience, William and Zak, have been helping with cleaning and making beds. They have been more active than usual and their teachers have reported step changes in self-confidence as well as achievement in other areas of learning.



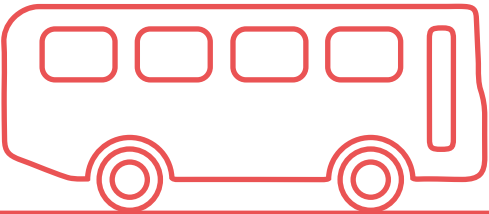
# Residential trips for all

YHA believes that all children should be able to take part in their school or youth group’s residential trip, regardless of their means or circumstances.

Breaks for Kids supports trips for children from low income households. This year, generous members, donors and charitable trusts have given **£135,713** to support young people and YHA has been able through its trading activities to match these donations so that more young people can benefit.

**8,952 young people were supported this year from 712 different schools and youth groups.**

Since the Breaks for Kids programme began in the 1980s we have supported **90,000** disadvantaged young people on YHA school trips and group residentials.



**£40. That’s it.**

The difference between going on a life-changing school trip and being left behind.

Give the gift of education and support a child with a challenging life, give them the chance to realise their potential.

To make your gift visit **yha.org.uk/partners** or call **0800 0191 700** to donate



# Recreation





# Travel and adventure shapes young lives

Opportunities for young people to travel, explore and discover the world around them are essential. These life experiences are significant contributors to young people’s growth and development.

As you will have read from these pages, YHA is much more than an accommodation provider. It is an ethos. And access to recreation has been a pillar of our purpose since our inception.

YHA is a child of the Great Depression. Established on a shoestring by a band of passionate pioneers in the 1930s, YHA was born of a desire to enable ordinary young people to escape to the countryside to enjoy leisure pursuits on a scale only previously possible for the wealthy. Times may have changed but our mission remains the same because the challenges young people face today are as widespread and potent as they ever were:

- ▲ 65% of parents say they play only occasionally with their children
- ▲ 2.17 million families in the UK are unable to afford a one week break at any time of year
- ▲ 1.46 million families struggle to fund just one day out together
- ▲ Children in the poorest families on average travel 40% less distance than those in the wealthiest families
- ▲ Low income families make three times as many trips by public transport a year as those in wealthiest families and are limited by service availability

## Did you know?

Half of seven year olds do not get at least an hour of physical activity daily and based on current trends, half of all children will be obese or overweight by 2020.

With the support of grants from trusts and foundations we can deliver more powerful health and education outcomes.

To find out more about supporting our programmes visit [getinvolved.yha.org.uk](https://getinvolved.yha.org.uk) or email [partnerships@yha.org.uk](mailto:partnerships@yha.org.uk)

We understand the real benefits of recreation and we are committed to accessibility, affordability and inclusivity. We recognise the special qualities of our cities, coastal areas and countryside and do all we can to inspire our guests to pursue new discoveries in these areas.

We encourage young people from urban backgrounds to experience life on the coast and in the countryside. And we realise the importance of introducing the rich diversity and culture of cities to children from rural areas.

Many of our Youth Hostels can be accessed easily by public transport and we encourage our guests to make environmentally-friendly decisions about their travel.

## Open to all

We believe in accessible tourism. Our mantra ‘we are open to all’ underlines our commitment to making travel opportunities available for everyone, irrespective of physical or mental challenges.

We’re working hard to enable people with access requirements – including mobility, vision, hearing and cognitive challenges – to explore, experience and enjoy travel and recreation in and around our hostel network.

Our accommodation is available in a range of flexible options to meet everyone’s needs and budget:

- ▲ Dormitory beds in same gender rooms
- ▲ Double rooms
- ▲ Family rooms
- ▲ En-suite rooms
- ▲ Accessible rooms and facilities
- ▲ Self-catering kitchens

52 Youth Hostels have made adaptations for disabled guests with a combined total of 89 accessible bedrooms. We will continue in our efforts to improve this number.

95% of our staff have undertaken online inclusivity training.

Our social spaces set us apart and create an opportunity for everyone to mix, share stories and make friends. This is one way that YHA contributes towards community cohesion, tolerance and understanding.

Keeping our prices affordable is important to us too. This year our guests scored our value for money at 93%. Independent market research backs up this result with 73% of those surveyed agreeing that YHA offers good value accommodation.



## Recreation strengthens relationships

Recreation breaks down unfamiliarity, fear and isolation – factors associated with racism – and promotes positive contact between different ethnic groups and the wider community. Family time is the cornerstone of children’s happiness and wellbeing. The sharing of leisure time and activities improves family bonds.

Between December 2016 and April 2017 6,800 families and individuals who stayed with us told us their enjoyment and wellbeing had improved during their stay with YHA. They consistently highlight that their trip away with YHA has inspired them, enabled them to escape from normal life and given them the opportunity to enjoy each other’s company.

“Relaxing family time by the river watching water vole and dipper. Sharing enjoyment of nature with kids.”

Guest at YHA Ravenstor

“I enjoy the social aspects of meeting other people at the YHA.”

Guest at YHA Llanddeusant

“We enjoyed a seven-and-a-half-mile walk on the Long Mynd, we did a 10-mile walk on the Saturday and a five-mile walk on the Sunday. It was energising to be out in the countryside, enjoying the views, breathing the fresh air etc.”

Guest at YHA Ironbridge Coalport

“Away with my family, walking, eating, playing, relaxing, being in nature, star gazing... what’s not to love! Don’t we all have a deep evolutionary craving for these things and feel good when we have them?”

Guest at YHA Hartington Hall



# The YHA Network

Currently we have 160 Youth Hostels offering accommodation for families, solo travellers, clubs, societies, schools and youth groups.

- ▲ Our smallest hostel has just 16 beds at YHA Black Sail in the Lake District and our largest with 320 beds is YHA London Thameside in Rotherhithe
- ▲ In 2017 we will open a brand new hostel in Northumberland National Park, YHA The Sill at Hadrian's Wall. Accommodating 80 guests, the hostel is attached to the country's first Landscape Discovery Centre and has state-of-the-art facilities
- ▲ In 2019 our network will expand considerably with the opening of YHA London Stratford, a purpose-built 800-bed hostel providing a fantastic gateway to the capital as well as the sporting facilities at the Olympic park for UK and overseas guests alike

## London Stratford

Together we can build a lasting legacy, an iconic destination full of adventure and discovery. The hostel will be an inspirational place that will deliver opportunities for generations of children and young people.

We need partners to give their time, knowledge, energy and resources. To find out more about how you can help email [partnerships@yha.org.uk](mailto:partnerships@yha.org.uk)

## Sarah Outen, YHA Ambassador

Sarah Outen is an around-the-world adventurer who has spent the past few years rowing, cycling and kayaking her way across the Northern Hemisphere in an endurance challenge called 'London2London: via the world.'

"It's great to use Youth Hostels as a base to get adventurous as there are loads of opportunities available through YHA, such as school residentials and Summer Camps.

I am really proud to be a YHA Ambassador. It's a really important organisation doing great things, encouraging people to get out and explore. I especially admire and support the work YHA does with young people."

My aim as a YHA Ambassador is to encourage people to get outside and spend time away from screens. I want people to go and explore and do it at a level that feels comfortable to them.

Map Key: ▲ YHA Youth Hostel | ■ National Parks | ● YHA Affiliate. Whilst YHA does not own or operate this facility, we are proud to be affiliated with it, endorsing the service standards and quality. YHA Affiliates do vary in the facilities they offer, please check [yha.org.uk](http://yha.org.uk) for further details.





# Membership that means something

Members join us for a variety of reasons, from sharing our commitment, to helping young people, to being avid guests who explore our Youth Hostels regularly. Membership means something; people support what we set out to achieve and want to be part of it too.

Bucking the trends this year the number of YHA members has increased by 1.4% to 169,608.

The 2017 Brand Tracker survey showed that members are positive about their connection to YHA.

- ▲ 75% agree YHA is a brand I TRUST
- ▲ 75% agree PROUD to be a YHA member
- ▲ 66% agree YHA is a brand I am PROUD to stay with
- ▲ 58% agree YHA is a brand I would choose above others

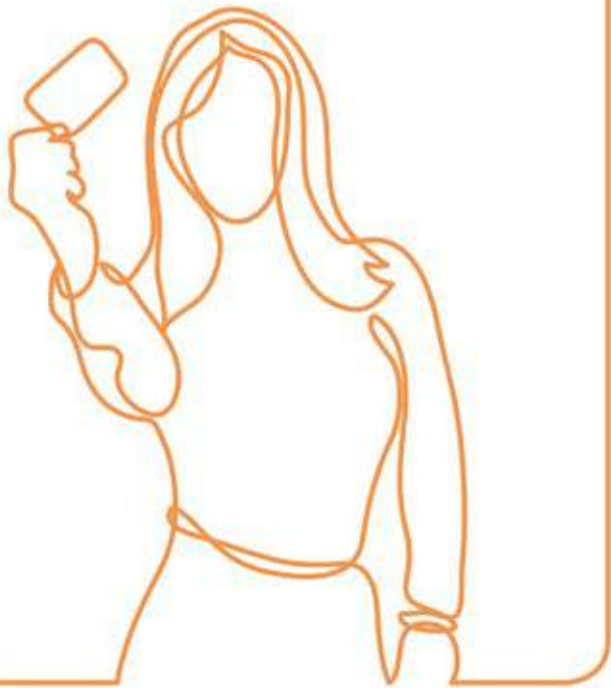
Our members tell us that it makes them feel good to support YHA's mission to benefit young people.

“I continue my membership in order to put some money into an organisation from which I derived very great benefit as a much younger person, and to which I introduced my children who went on to develop a great love of the British countryside.”

“Helping to keep something going that still retains its ethos of communal life while on holiday. It isn't like anything else - you talk to people in the kitchen and in the evening in the recreation rooms.”

“Knowing that staying in beautiful locations is good for us but at the same time is helping others, and young people especially, to have opportunities and experiences they would not otherwise have without charities such as YHA.”

Member survey respondent, May 2017



14,248

young members  
(individuals and groups)

155,320

members aged 26+

## Did you know?

3.9 million children are living in poverty in the UK. 69,540 children are in care - 62% are there because of abuse and neglect.

Imagine helping a child see the stars for the first time when all they've seen is abuse or neglect. Your support can help children with challenging lives experience many things for the first time, including a safe environment to have fun.

Become a YHA Member and help us change young lives forever. Visit [www.yha.org.uk/donate](http://www.yha.org.uk/donate)

# Hostelling International



We're members of a global community. YHA (England and Wales) is a member of Hostelling International, an umbrella not-for-profit organisation that unites the world's Youth Hostels Associations and their 3.7 million members. As a result, our members have access to more than 4,000 hostels worldwide, and our staff and volunteers get opportunities to travel globally too.

78% of young volunteers said they chose to volunteer with YHA because it gave them the opportunity to travel.

We actively encourage our staff and volunteers to travel and work in other countries through our membership of Hostelling International. In partnership with our HI colleagues around Europe, we offer an exchange programme to staff and volunteers.

In 2016, YHA supported 22 staff and volunteers to complete work placements in Spain, Norway and Germany. In return, YHA received 30 exchange staff from our European counterparts.

The scheme is entirely funded by the Youth Hostels Associations and has a number of benefits. Participants appreciate the chance to work in another country, broaden their cultural understanding and develop new friendships. The Exchange Programme is a valuable example of the power of travel in providing opportunities to learn, share and grow.

Being able to share the knowledge that I have built up over the past two years working for YHA felt great, as did taking on the suggestions they had to offer. This exchange programme has been an extremely valuable experience and I would recommend it to anyone.

Looking back on my time in Norway I feel lucky to have explored as much as I did and feel privileged to have worked alongside so many inspirational people.

Chelsey Robinson







# Volunteering



# How volunteering develops young people

If you’ve ever volunteered, you’ll know how valuable a contribution it makes to your confidence, skill set and employability. Throughout the 87 years of our existence, volunteering has been at the very core of our organisation. Indeed, we are built on the millions of hours generously given by volunteers.

Today, we provide myriad opportunities for young people to develop themselves and their chances of future economic independence through volunteering in our programmes and services.

The transition from education into employment is fraught with challenges and many young people find it difficult to gain that first job:

- ▲ 850,000 young people aged 16-24 are not in employment, education or training (NEET)
- ▲ Over 83,000 young people are classed as homeless by local authorities, 17% of whom have slept rough
- ▲ Young people from lower income families are less likely to volunteer
- ▲ Participation in youth development schemes is lower amongst young people from disadvantaged backgrounds

YHA makes a tangible difference to young people’s chances by offering practical work experience that boosts CVs, increases confidence and develops improved communication skills.

Our young volunteer numbers have grown from fewer than 20 ten years ago to 740 this year alone. Under 26s now make up 24% of all active volunteers.

This year we recorded 61,270 hours of volunteering from young people (that’s 30% of all volunteering in YHA) across a huge range of roles.



# Sinead Murray: From participant to volunteer

“I can’t imagine summer holidays without YHA Summer Camps. I remember begging my mum to get me booked on and then counting the days until it was time to go. I remember the feeling of excitement when I arrived at camp. Would I like my roommates? Would I get to try lots of things? Would I fit in? The answer to all of those questions was a huge YES.

Camp every year exceeded expectations, from meeting culturally diverse young people, pushing myself out of my comfort zone, singing in front of a crowd or abseiling

off a cliff. Every summer I was surprised by how camp seemed to top the year before.

I always wanted to volunteer, the main reason being, that I understand the positive impact that camps had on my life. They changed my independence and helped me grow in confidence. I know what a huge part of the experience the volunteers were for me and if I could give that joy to someone else, it would be an amazing full circle moment. Volunteers really are the heart and soul of camp and they turn a great week into an unforgettable week.”



I hope in 7 years' time, an ex-camper is writing something like this about their summer camp experience that I was able to shape and be a part of and that this knock on effect of joy, happiness and fond memories continues.





# Recruiting new volunteers

This year, **70% of our young volunteers were new to volunteering with YHA**. The rest had returned from previous years. We have found that taster sessions are an effective means for volunteer recruitment; a one day placement increases likelihood to volunteer again.

A group of Amey apprentices joined us for a day of practical tasks including hostel improvement and grounds work. After their session, **70% were positive about volunteering again in the future**.

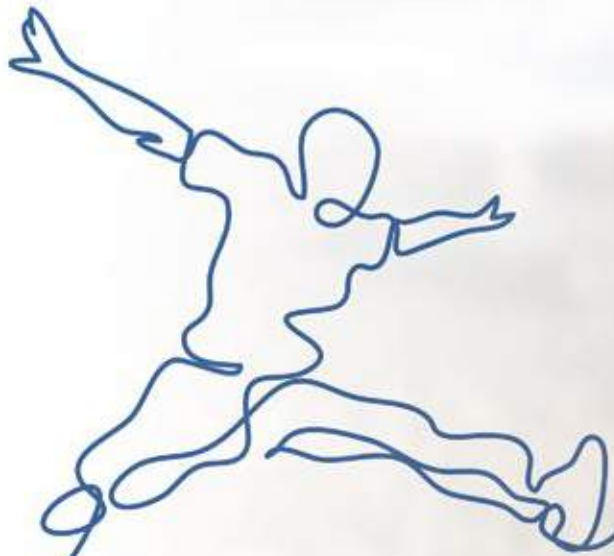
100 first year students from Leeds Beckett University spent a week at three hostels in the Lake District. During their stay, they took part in a one day volunteering taster session. Their feedback was overwhelmingly positive. **86%** felt that donating their time as volunteers was important. Almost two-thirds felt their YHA experience had increased their chances of being employed, with **59%** reporting an increase in skills like supervision, leading people and communication.

# The impact of volunteering on employability

Getting a job without experience is extremely difficult. Volunteering with YHA gives young people valuable experience of the workplace, a chance to trial career options, the opportunity to acquire vocational and life skills, rich content for their CV and a reference. In addition, as research demonstrates, volunteering boosts happiness and wellbeing.

Employability is a primary motivation for our young volunteers. **83% of those that completed our February 2017 survey said that they wanted to gain experience and skills for their CV**.

Our young volunteers also tell us they have benefited in a wide range of ways.



# Laurence Perks, Summer Camp volunteer

“When I first applied to volunteer with YHA, I wasn’t sure what I would be able to do. I spoke with the Hostel Manager and together we made a plan about how I could volunteer on Summer Camps. I have loved my camp experience. It is fantastic to be able to encourage young people to break through their boundaries, expand their comfort zones and learn practical life skills outside of a classroom.

Volunteering has helped my personal and professional growth and friendships I have

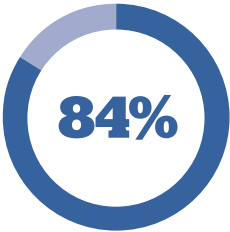
made along the way have remained strong, lasting long after the placement ended. I have developed my social skills through volunteering and travelled and explored much more with YHA. I really feel that my self-confidence, leadership skills and ability to manage challenging behaviour have improved.

Now, thanks to my volunteering, I find myself in the great outdoors a lot more often, in the fresh air.”

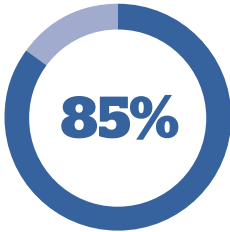


I am travelling a lot more and am more independent in my travel. It all comes from the confidence gained through my initial Summer Camp experiences in 2015. I owe YHA quite a lot.

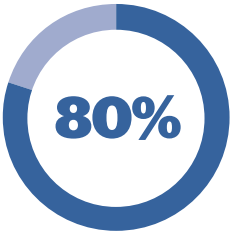




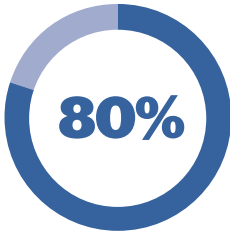
grew in confidence in approaching new people or situations



developed new practical skills



improved how they worked with others



improved their ability to get along with people from different backgrounds

# The Duke of Edinburgh's Award

The Duke of Edinburgh's Award (DofE) is the world's leading youth achievement award, giving millions of 14-24 year olds the opportunity to be the very best they can be.

Since we gained our Approved Activity Provider (AAP) licence five years ago, we have proudly helped countless participants from all backgrounds to undertake and achieve the Residential and Volunteering sections of their DofE.

28 Duke of Edinburgh's Award Gold Residentials have taken place at 16 different Youth Hostels this year and 288 young people took part.

We are one of the largest providers of residential volunteering opportunities for young people and DofE is one of the most popular youth volunteering schemes in YHA.

From painting parties to landscaping projects, Gold Residential volunteers spend five days and four nights participating in a shared, worthwhile activity with a group of people they have never met before. The purpose is to boost participants' independence and confidence as they leave a positive footprint on the lives of others.

We provide free accommodation for the duration and help with travel expenses. In this way, we can offer an inclusive programme that is open to everyone, regardless of their means.

"I had a brilliant time and it was an experience I'll never forget. The staff and young people I met were really fun, encouraging and great to speak to."

DofE Gold Residential volunteer

A recent survey of our DofE Gold Residential volunteers shows that they took away more than just a completed award log book.



# Involving homeless young people

Young people who have never volunteered before have the most to gain from volunteering. Taking that first step into volunteering can be a huge feat and we work hard to help overcome barriers so that new volunteers feel welcomed, supported and enabled.

For some people, there are extraordinary barriers to participation. YHA works in partnership with organisations like Chance for Change to reach the hardest to reach.

Chance for Change's Rites of Passage programme specifically targets young people with challenging lives, for example, those receiving support from housing providers like Centrepoin. YHA provides travel and volunteering opportunities for young people on the scheme who are ready to make the transition to independent living. We give participants discounted rates on their YHA stays, tailored volunteering opportunities on their planned journeys through the Lake District, and reward participants who complete the programme with free YHA Membership.

80% of recent graduates of the programme reported increases in:

- ▲ Personal effectiveness in working with others, planning and problem-solving
- ▲ Perceived employability
- ▲ Confidence, aspiration and resilience

During evaluation sessions, participants frequently identified positive changes to their health and wellbeing.

"I feel healthier, mentally and physically... My mind now has more on what I want to do in life and feel that I can achieve so much more after this journey."

Other key outcomes related to aspiration and achievement as mentioned by another participant:

"Everything has changed, I've become more confident in everything I do; ... I would say my biggest achievement was truly figuring out who I am, what I am capable of and planning my future. Because of Chance for Change I know whatever I do, the life skills and lessons I have learnt will help me wherever I go."



Could you help us recruit more young volunteers?

Perhaps you work with young people who would benefit from a volunteering experience with YHA or you can help us reach new audiences.

Discover a wide range of volunteering opportunities at [volunteer.yha.org.uk](https://volunteer.yha.org.uk) or email [volunteers@yha.org.uk](mailto:volunteers@yha.org.uk)





**How to  
support us**







With your help  
we can do so  
much more

Join us on our mission to reach  
more than one million young  
people every year.

Together we can transform  
young lives through travel,  
adventure and discovery by  
creating opportunities to  
explore, learn, share and grow.



There are many ways you can help

**Stay** at one of our unique and characterful Youth Hostels, discover our YHA Camping and Cabins sites or take the place for yourself on YHA Exclusive Hire.

**Join** or gift membership and enjoy a range of benefits whilst benefiting the lives of young people.

**Recommend** us to a friend. The more people that know about us and all we offer, the greater our reach and the more we can do to help.

**Give** a regular gift, sign up for a sponsored event or hold a fundraiser. Donations big and small make a difference.

**Volunteer** to give something back and help others get the most from YHA, there are hundreds of options available across our hostels for individuals and groups.

**Partner** with us. Whether as a corporate partner able to help us broaden our supporter base, a sporting body bringing expertise or an organisation with shared aims and compatible goals, we welcome all opportunities to collaborate towards creating deeper and broader impact.

**Challenge** yourself with friends or colleagues to run, trek, cycle or swim for YHA at our inspiring destinations or by visiting some of the world’s most iconic places.

**Hire** our meeting rooms or even a whole hostel for a conference, team away day, celebration or wedding.

**Commission** us to deliver residential or day services to young people at our inspirational locations.

**Supply** us. We believe in building partnerships with suppliers that can add value, extend our reach and have greater impact.

**Sponsor** the renovation of one of our historically significant and fascinating properties for future generations and leave a lasting legacy.

**Promote** us through a mutually beneficial brand partnership to help us both extend our reach and deliver your community goals.

**Share** professional services, goods or advice on a pro-bono basis to add huge value to our services and experiences.

**Remember** us in your will and continue to change young people’s lives for many years to come.





Valued supporters and partners

We couldn't deliver powerful outcomes for young people in our inspirational destinations without your support.

We are grateful to the following corporate supporters:

Amey	Go Outdoors	Network Rail
Cotswold Outdoors	In the Works PR	The Hub
Halifax	Mace Foundation	Vohkus

This year we have increased the number of young people we reach, but we need more support to help us reach every young person who needs our help.

We are delighted to be providing services with:

Addaction	Family Holiday Association	Royal Air Force
British Triathlon	John Muir Award	YMCA Derby
Centrepont	National Citizen Service	English Football League Trust
Chance for Change	National Deaf Children's Society	Rathbone
The Duke of Edinburgh's Award		

It's been a wonderful story so far and we couldn't have done it without you. You have made a difference to young lives.

Thank you to our grant trust and foundation funders:

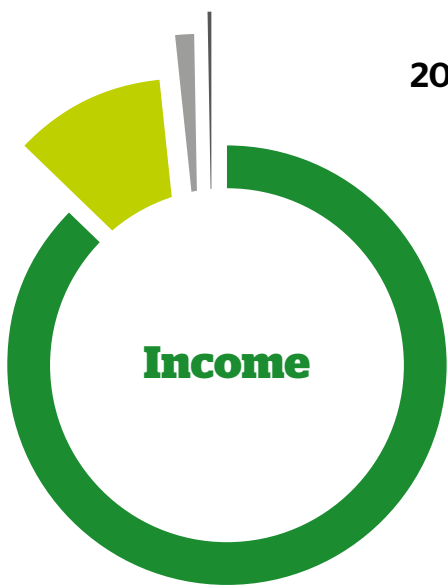
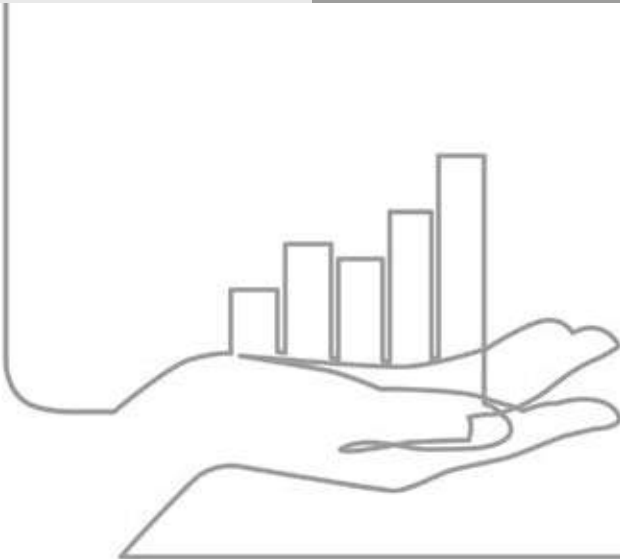
CB and HH Taylor 1984 Charitable Trust	Lynn Foundation	Sir James Knott Charitable Trust
Coastal Communities Fund	Open Gate	Sir John Eastwood Charitable Trust
Fisherbeck Trust	Pom Charitable Trust	Thomas Farr Charity
Heritage Lottery Fund	Ramblers Holidays Charitable Trust	
Joseph Strong Frazer Trust	Roger and Sarah Bancroft Charitable Trust	

Every pound achieves something amazing. Regular gifts from people like you enable us to continue investing in people, places and delivering adventures. So thank you to all of the many generous individual donors who have given their support.

Investing in our future

As we're a charity, the income we generate is reinvested back into our network and programmes so that we can achieve greater reach and impact on young people with challenging lives.

Our financial sustainability is, of course, crucial to our continued success. We are pleased to report that income grew by 0.7% in 2016/17. And with your help, we will continue to transform the lives of present and future generations.



Charitable activities income	43,849
Trading income	5,583
Voluntary income	655
Other income	81
<b>Total income</b>	<b>50,168</b>



Charitable activities costs	45,554
Trading costs	4,246
Fundraising costs	144
Governance costs	168
<b>Total expenditure</b>	<b>50,112</b>

We don't receive any government funding. We are 100% reliant on the support of people like you to deliver our powerful outcomes. You help us achieve this every time you stay, donate, raise funds or take part in an event.

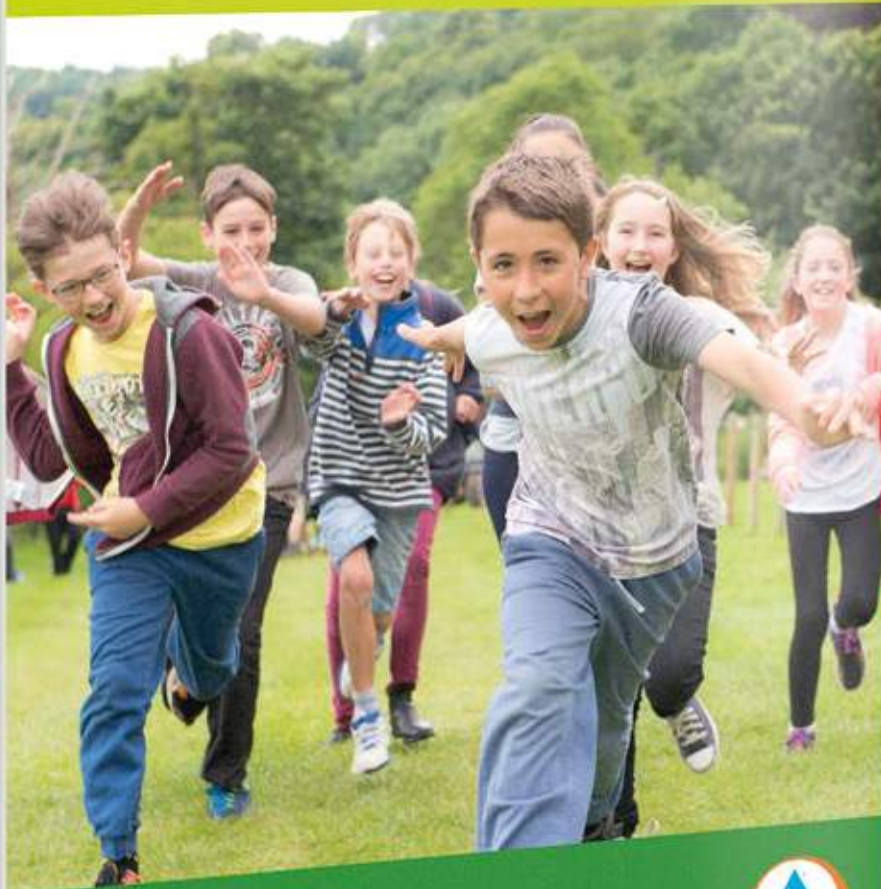


We transform lives  
forever through travel  
and real adventure.



Because where you go  
changes who you become.

stay | join | give | volunteer



@WeAreYHA



@YHAOfficial

YHA (England & Wales), Trevelyan House, Dimple Road, Matlock, Derbyshire DE4 3YH  
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[yha.org.uk](http://yha.org.uk)