



# Impact Report 2015/16



## The Heart & Soul of UKSA

UKSA (UK Sailing Academy) is a youth education and maritime training charity based in Cowes, Isle of Wight. The charity was formed in 1987 by Noel and Sylvia Lister who wanted to educate and enrich the lives of young people, using their experience of the sea, including the infinite challenges and gifts it offers, and the power it holds to make change.

Nearly thirty years on, this remarkable ethos remains at the heart of UKSA, which offers transformational opportunities for young people in three areas of operation: Youth Development, Schools and Groups, and Professional Training.

## A Note from UKSA's Chief Executive

This has been a year of change, development and success for UKSA.

In 2015/16 we worked with 10,115 individuals 76% of these were under 25 – an increase on previous years and we remain the biggest provider of our type in the world. Each of the individuals we work with gets a unique, special and often life changing experience with UKSA.

Last year saw us improve and further stabilise our financial position. The charity's financial sustainability is the trustees and executive's number one priority for 2016/17.

Our achievements in 2015/16 included our second year as the official charity for Cowes Week, which significantly benefited our profile as a charity and enabled us to deliver life changing youth engagement programmes to 34 young people. The beneficiaries came from London, Southampton, Norwich and Birmingham which displays UKSA's reach and desire to deliver these ground-breaking programmes in areas where our methods will have a positive impact.

In addition, UKSA has continued to deliver fantastic outcomes across our three key areas of work:

- Schools and Groups
- Youth Development
- Careers

This report evidences the progress we are making against our organisational objectives and highlights some of our key outcomes and successes throughout the year. We continue to be extremely proud of the difference we are making to young people across the UK and you will read just a few of the many life changing stories in the following pages.

UKSA is a charity that believes in the power of the sea to change young people's lives, and our continued growth and commitment will deliver even more transformational opportunities to those young people who need it most.



A handwritten signature in white ink that reads "B. Willows". The signature is fluid and cursive, written over a dark background.

**Ben Willows**  
Chief Executive at UKSA

# 2015/16 Objectives and Outcomes

## Youth Development

UKSA's funded Youth Development programmes aim to develop both life and work skills for 16-24 year olds whilst supporting them to access opportunities into employment or further training. Through collaborations with partners in the youth and training sectors, UKSA reaches out to young people who are often at risk of long-term unemployment or criminal behaviour, and who are in need of support, guidance and professional direction. Our Skills for Life programme is designed to develop and monitor soft skills. Participants complete a form before their programme to evaluate six soft skills: communication, decision making, participation, self-belief, determination and coping. The same form is completed at the end of their stay. The comparisons show the progress made by each participant which can be taken and developed back in the work environment.

Our engagement with young people has grown through our provision of activities through the National Citizenship Service, which we began running in partnership with the Football League Trust. UKSA is the only provider of NCS on the Isle of Wight and during 2015/16 over 90 16-17 year olds came to UKSA to take part, with the aim of preparing them for the transition from school into work or further education.

In a tough financial climate with public sector funding becoming scarcer we have developed relationships with St Giles Trust, Street League, Southampton Football Foundation and The Society of St James. This partnership approach, which is favoured by funders, allows young people from these charities to come to UKSA for intensive programmes. The aim is to help them to break free from crime and prepare them for work or other training.

“I wouldn't hesitate to recommend UKSA because the teaching style is laid back but very interactive and inspirational.”

Aaron Ramsay,  
Change Direction programme participant

### Success Rates

 242

total number of youth development beneficiaries who completed courses in the financial year.

25 

young people benefitted from Employment, Education or Training programmes - of these, 48% went on to secure employment.

 174

young people benefitted from one of our ground-breaking Engagement programmes.

43 

young people completed a further education course and 96% of these went in to education or employment.

## Case Study

# Katie O'Connor

Age: 18

## Course: Unlocking Potential, Watersports Instructor Traineeship

Katie, from Southampton was homeless when she was referred to UKSA's four-week residential programme. Funded by a partnership between The Saints Foundation, The Society of St James and Hampshire Police, Katie was one of four young people to join the ground-breaking programme designed to help young people overcome life's barriers and prevent re-offending through on-the-water activities, work experience and community projects.

The course had such an impact on Katie that she did not want to leave and watersports had definitely made an unforgettable impact on her life.

“I have really enjoyed my time at UKSA. It felt really good to help the instructors and the children in their day-to-day activities I hope to come back in the future and do an instructor course.”

With an ambition and something to work towards Katie secured work experience at UKSA and an activity centre in Southampton to really get a feel for the industry. In November Katie was successfully selected to join the Watersports Instructor Traineeship – a programme developed by UKSA in partnership with HTP Training to enable those with a passion to overcome the financial and educational barriers to training for a career in the watersports industry. Upon completion of her 18-week course Katie will spend the summer teaching at UKSA.

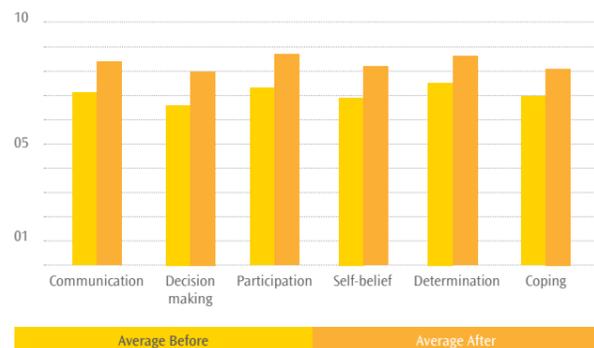
## Schools & Groups

“Throughout the 17 years we've been visiting UKSA, we've achieved 15,000 student days on the water, which is a testament to the UKSA learning environment – as is the fact that people want to come back. It's a place where dreams can be fulfilled.”

Jeremy Graham,  
Dr Challoners School

UKSA offers inclusive courses to schools and groups, using alternative learning methods that allow participants to achieve their personal best. Our instructors also support students with a 'Skills for Life' mentoring programme.

All experiences are measured across six key Soft Areas; communication, decision making, participation, self-belief, determination and coping. As you can see from the results table below, students improve right across the board as a result of taking in part in on-the-water activities at UKSA.



The following extracts are taken from student's feedback on the changes they've experienced within the measured areas:

- "I feel more confident"
- "I believe in myself more"
- "I can make better decisions in challenging situations"
- "I will take back my improved soft skills to better myself"

## Success Rates



(67) of all schools and groups were funded.



(55) of all schools and groups were from a "deprived" background (statistically speaking this means they are from one of the 40% most deprived areas in the country).

According to 2015 government data.



(32) of schools had a greater proportion of SEN students compared to the national average (7.7%).

This is according to 2014/15 Department for Education data.



(21) of schools had a greater proportion of students on FSM compared to the national average (26.6%).

This is according to 2014/15 Department for Education data.

## Professional Training

“We have a much valued relationship with UKSA, which is built on mutual trust and a like-minded, strong work ethic. The charity is underpinned by some very dedicated and personable industry professionals who provide a great service to individuals, clients and the superyacht industry.”

Terry Wilson,  
of Wilsonhalligan

UKSA has seen steady growth in this sector, training 1,131 students throughout the year for careers in the yachting (deck and hospitality) and watersports industries. UKSA prides itself on offering more than qualifications alone. All of our professional training students receive mentoring, industry guidance and industry knowledge sessions, and access to our recruitment database provides students with a career destination and support for life. In 2015 we advertised 510 roles within the yachting and watersports industry to our graduates – this is a 35% increase on the previous year. It is our global relationships with captains, crew agents, yachting and watersports companies that makes our industry guidance offering so successful. UKSA graduates have access to this support throughout their careers and this offering is unique to UKSA.

“Over the years we have been able to rely on the quality of instructors produced from the UKSA”

Pip Tyler,  
Managing Director of Neilson

## Success Rates



number of people to start one of our professional training courses in the year.



professional training students received funding support with a value of £330,000.



of graduates have gone in to the superyacht industry.



of graduates have gone in to the watersports industry.



graduates have gone in to their first professional career.

# Key Activities and Achievements During the Year

## £64,577

In the second year as 'Charity of the Year' to Aberdeen Asset Management Cowes Week, UKSA set an ambitious fundraising goal to help put as many young people as possible through one of our ground breaking Youth Development programmes. The £64,577 raised during the week is already making a big difference to the lives of young people.

“As part of its sponsorship of Cowes Week, Aberdeen was delighted to be associated with the Week's official charity, UKSA. Their work to help young people transform their lives for the better through the power of the sea is inspiring. Additionally, UKSA's fundraising efforts during the week for their 'Unlocking Potential' programme were fantastic as well as being great fun.”

**Lynda Affleck,**  
Head of Charitable Giving,  
'Aberdeen Asset Management'

UKSA was selected as Red Funnel's Charity of the Year and raised £35,470.25. Kevin George Chief Executive of Red Funnel said, "Red Funnel supported the Year 6 programme with the aim to get every Year 6 student on the Island out on the water, there are so many young people who, despite the fact we are surrounded by water, never get the opportunity to experience the life changing benefits of the yachting and watersports activities of the Isle of Wight. This felt like something we could do to make a difference to the island we serve."

## Newly Appointed Ambassador

World-renowned (and UKSA trained!) sailor, Dee Caffari MBE was announced as an ambassador. Dee became the first woman to sail solo around the world the wrong way, non-stop in 2006.

### Dee Caffari

"It is a real pleasure to have been appointed an ambassador for UKSA. I am excited about sharing my values with the charity and helping them on their Sea Change journey. UKSA use sailing and watersports as the catalyst to help young people develop themselves and this is something I strongly believe in. I am very happy to be lending my support to such a fantastic charity who helped start my journey all those years ago!"

**Ben Willows, UKSA CEO said:**  
"We are thrilled to have Dee on board supporting UKSA. Her wealth of knowledge and experience in the industry will harness her character as the perfect role model to inspire all of our students."



Youth Development programmes ran in 2015/16 with 242 beneficiaries



Removing barriers

Training for employment in the watersports industry. In conjunction with both the Isle of Wight College and HTP Training, UKSA developed a Watersports Instructor Training Diploma and Traineeship. Funded training with a positive outcome for 17 young people.



November

UKSA was named as the local charity to benefit from Fat Face's 'Thanks for Giving', a twist on Black Friday. Rather than discounting merchandise the company donated to charities around the UK. Over £900 was raised.



December

Natwest generously provided support, which enabled 12 young people from the Year 6 programme to come back to UKSA and achieve RYA entry-level qualifications, further building on their strength and confidence achieved.



February

UKSA's Professional Yacht Cadetship Bursary was launched at Trinity House in London.



July

91 Isle of Wight 15-17 year olds took part in the NCS (National Citizen Service). As a delivery partner of the Football League Trust UKSA embarked on year one of a three-year contract.



December

The Force Awakens; broadband supplier Wightfibre hosted an exclusive charity premiere of the new Star Wars movie in aid of UKSA, raising over £3,000.



January

UKSA scooped 'Best Activity Provider' for the third year at the My Isle of Wight Awards.

# Future Direction

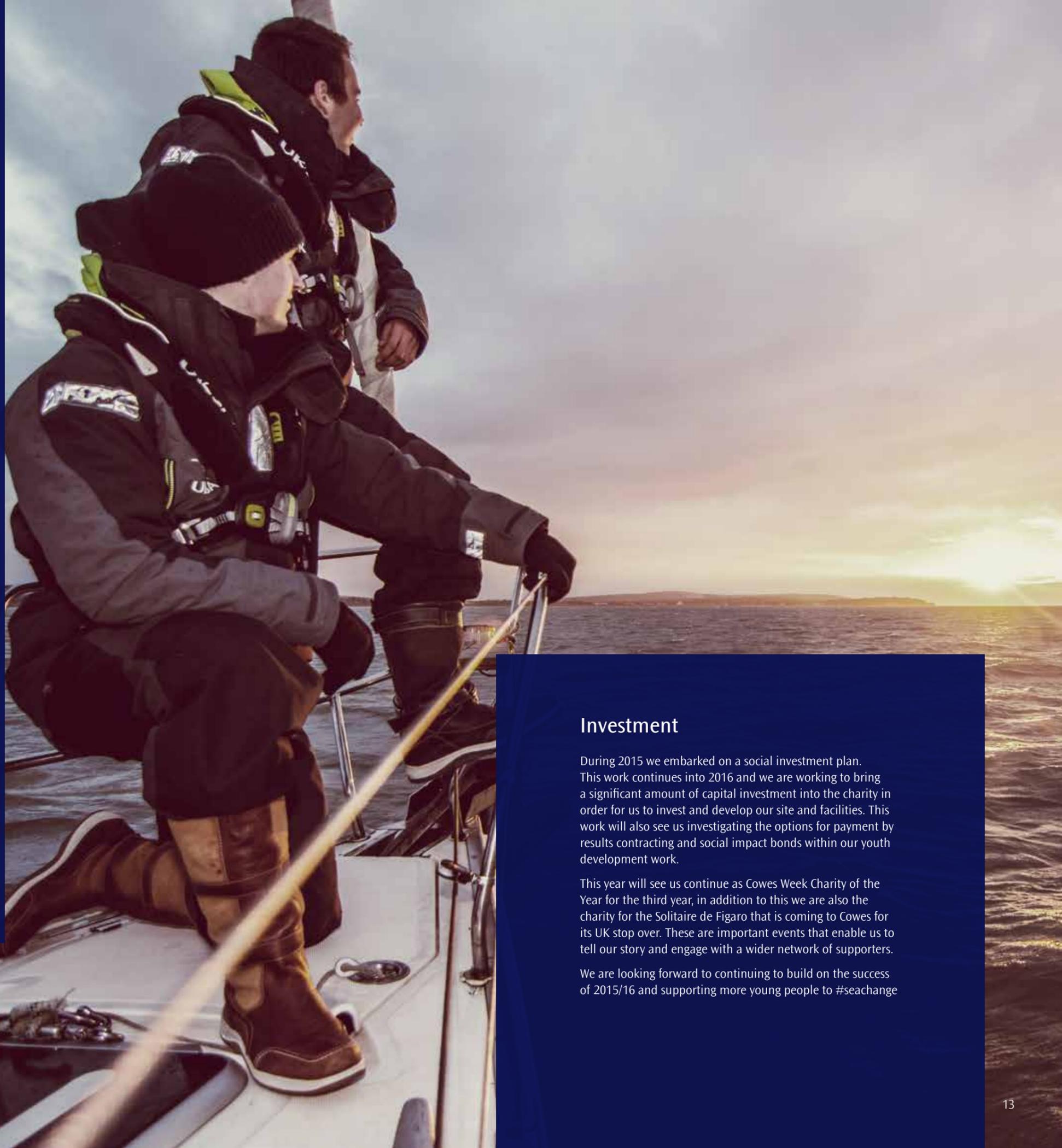
2016/17 will see us focusing on ensuring our training revenues drive sufficient surplus into the charity to underpin our future sustainability and invest in our transformational #seachange activities. With the pressure on local government and the public sector as a whole to reduce their expenditure and make budget cuts, it is essential now more than ever that UKSA has a self-sustaining model on which to grow and be able to invest in the charity and achieve our strategy and vision.

## Partnerships

This period also brings significant opportunities for UKSA in the Solent area with a maritime focused Local Enterprise Partnership with Ben Ainsley Racing and the 1851 Trust, and a new Navy-led University Technical College in Portsmouth. It's vital that UKSA plays an intrinsic role in this local marine-based development whilst continuing its developments in the Isle of Wight.

## Fundraising

In the early part of 2016 we will launch our new fundraising and #seachange strategies that will be critical to set the direction and resources in both these crucial areas, in order for us to successfully achieve our vision and strategy. We continue to create a culture of fundraising at UKSA that sees all employees, trustees and supporters engaging with UKSA in our fundraising activities, to help support our #seachange activities and capital developments for the site and fleet.



## Investment

During 2015 we embarked on a social investment plan. This work continues into 2016 and we are working to bring a significant amount of capital investment into the charity in order for us to invest and develop our site and facilities. This work will also see us investigating the options for payment by results contracting and social impact bonds within our youth development work.

This year will see us continue as Cowes Week Charity of the Year for the third year, in addition to this we are also the charity for the Solitaire de Figaro that is coming to Cowes for its UK stop over. These are important events that enable us to tell our story and engage with a wider network of supporters.

We are looking forward to continuing to build on the success of 2015/16 and supporting more young people to #seachange



## Saying Goodbye to Noel Lister, Founder of UKSA

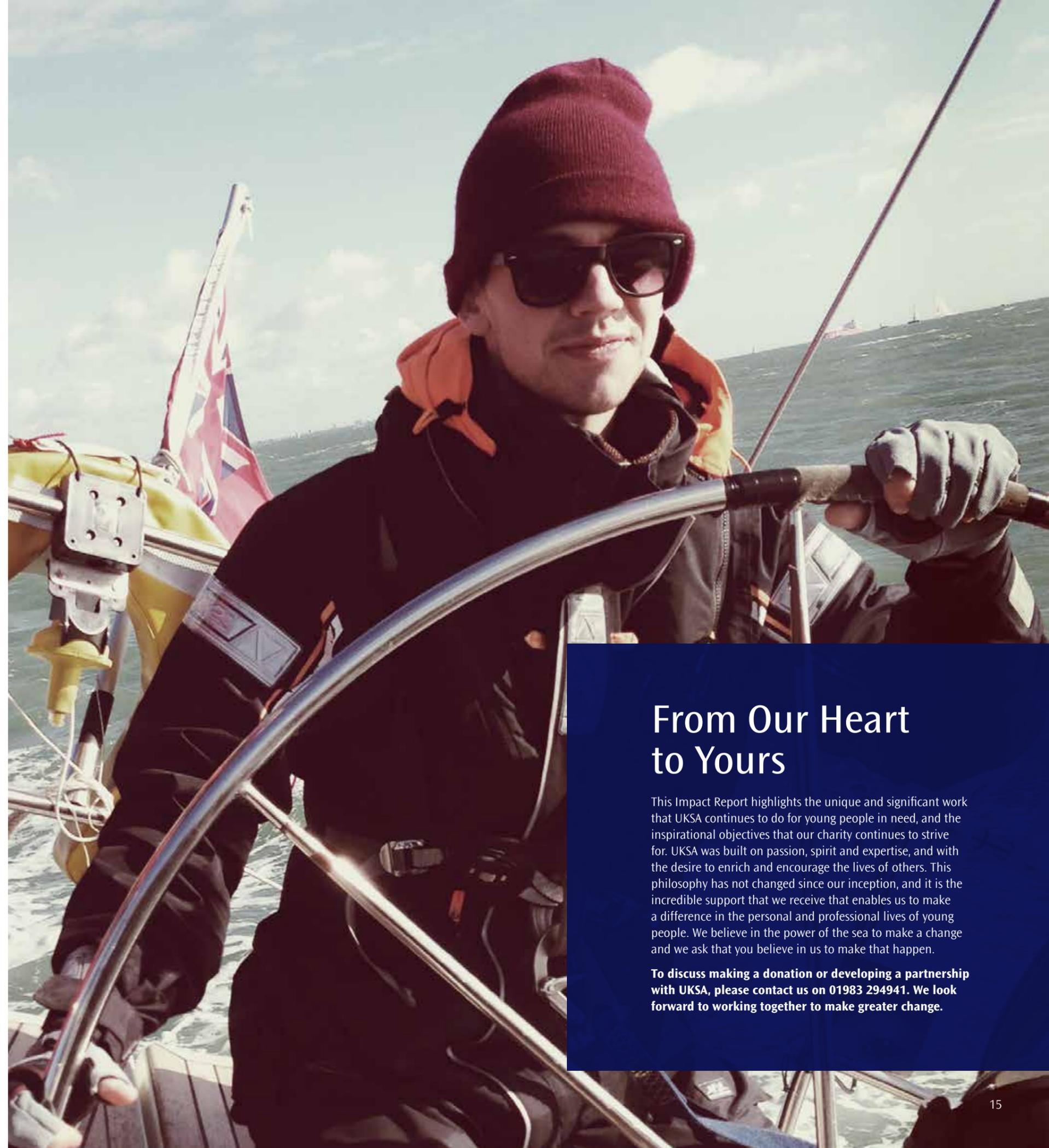
Sadly, in January 2015 Noel Lister passed away. He is survived by his loving wife, Sylvia, and his two children Penny and Paul.

Noel is described as an entrepreneur, an adventurer, a philanthropist and a committed family man. Throughout his successful career in furniture retailing, Noel was also a keen sailor, becoming well known within the yachting world for his succession of Whirlwind yachts, which cruised extensively and competed at the highest levels. After the sale of his furniture group, MFI, in 1995, Noel and Sylvia explored the world in their 105ft custom sloop Whirlwind XII.

Noel always had the desire to give something back to society, and he did this by committing £4million to the establishment of UKSA in Cowes in 1987. The aim was, and remains today, to introduce as many young people as possible to the inspiration and challenge of sailing. Since its inception, Noel and his family have remained very involved with UKSA, helping to ensure the charity stays true to its original ethos. In 1992, UKSA proudly received the royal seal of approval when HRH The Princess Royal became patron. Noel was awarded the Lifetime Achievement Award at the World Superyacht Awards in 2010.

Noel's legend lives on in the inspirational work that UKSA continues to do for young people, looking to improve and enrich their lives.

The Whirlwind Charitable Trust, Lister Charitable Trust and UKSA have formed a £100,000 bursary scheme in memory of their inspirational founder Noel Lister. The bursary scheme aims to support young people who have little financial support, but dream to train and gain employment in the marine industry. There will then be an agreed and achievable time frame in which the young people pay back into the bursary so that the scheme is self-sustaining in the long term and that more and more young people can benefit from this opportunity in years to come.



## From Our Heart to Yours

This Impact Report highlights the unique and significant work that UKSA continues to do for young people in need, and the inspirational objectives that our charity continues to strive for. UKSA was built on passion, spirit and expertise, and with the desire to enrich and encourage the lives of others. This philosophy has not changed since our inception, and it is the incredible support that we receive that enables us to make a difference in the personal and professional lives of young people. We believe in the power of the sea to make a change and we ask that you believe in us to make that happen.

**To discuss making a donation or developing a partnership with UKSA, please contact us on 01983 294941. We look forward to working together to make greater change.**



Sea. Change.

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