

Our impact

Impact Report 2018/19




UKSA
Sea. Change.

A note from UKSA's Chief Executive

I'm delighted to share news of UKSA's growing impact on the lives of young people. In 2018/19 we trained 8,374 individuals and laid the foundations for new initiatives that will transform the lives of young people from all backgrounds.

First, I am happy to see that we have expanded our provision of assisted funding for young people learning life and leadership skills as well as those embarking on a new career pathway in the maritime industry.

Second, our training courses continue to be renowned in the industry. Whether you come to UKSA as a paying student or with the support of one of our donors or partners, the feedback we receive from students, employers and industry regulators has been phenomenal.

Third, we are making big improvements to our academy as part of our capital investment programme "Building Better Futures". We invested in a new fleet of training yachts and began work to provide new training resources, including classrooms and sports facilities, for use by our students and the local community. We also dramatically reduced single-use plastics on site and in the River Medina: as a team we love our oceans and have a duty to take care of the environment that inspires us daily.

All of this has been made possible by a growing community of UKSA supporters, from Yachts & Yachting to our friends organising the first UKSA Secret Art Show. This new generation of friends is just what we need to support the next generation of young people to access our life-changing training courses.

I look forward to working with you in 2019. If you'd like to learn more about partnering with our charity to improve the lives of young people, please do get in touch.

B. Willows

Ben Willows, CEO, UKSA



“ I work throughout the whole diversity of our sport from superyachts to sailing schools all over the world, and I see the effect of UKSA. Everywhere I go there are young people who started here. And the catalyst for a career, for a passion, came from UKSA. To me that's absolutely invaluable. ”

Shirley Robertson OBE, Olympic Gold Medallist and UKSA Ambassador



Making an impact

UKSA is a youth education and maritime training charity based in Cowes on the Isle of Wight. The charity was founded in 1987 by Noel and Sylvia Lister who wanted to educate and enrich the lives of young people. Over thirty years on, this remarkable ethos remains at the heart of UKSA. We continue to widen access to maritime training, enhancing life skills and employment within the sector.

As a charity UKSA is committed to accurately reporting the impact we have on those

who take part in one of our courses or programmes. Whether this be the pass rates on our professional training courses or the changes to a young person's Soft Skills following a residential activity programme, we aim to be transparent. To help us achieve this we have set two clear rules:

- We will never over claim what we do
- All percentages will be supported by actual numbers to avoid being misleading.

Creating Sea Change

UKSA may have been founded thirty years ago, but the relevance of our training programmes to the challenges faced by this generation of young people is staggering.



“ Since I have been here at UKSA, I feel that my attitude has changed and I am feeling energised and positive about my future and am planning a career ”

Dominic Bozianu, Further Education student

‘Leave no child behind’

Disadvantaged school children have fallen behind their classmates. Research published in 2018 ¹ found that young people eligible for Pupil Premium in England are, on average, 18.4 months behind their classmates by the time they take their GCSE's. On the Isle of Wight this ‘attainment gap’ is over two years; the worst in England.

At the same time, it was highlighted that participation in out-of-classroom adventure learning experiences, similar to that offered by UKSA, positively impact academic attainment ² by helping students to develop life skills such as self-esteem and resilience.

This research shows these activities are more likely to be taken up by children from more affluent families due to the costs involved, meaning disadvantaged pupils do not have the same opportunities. This is compounded during this period of austerity.

With the help of our donors and partners, we are embarking on a campaign that ‘Leaves no child behind’.

Young people are anxious about their future prospects

Research ³ has highlighted that young people, aged 16-24 are increasingly worried about their future employment prospects:

- ▶ Nearly three in four young people (73%) said their generation is less certain about future employment than their parents;
- ▶ 61% say the current and upcoming political events have made them feel anxious about their future;
- ▶ Half of young people report being more anxious than they were a year ago.

At UKSA, we have a strategy to help combat this; we offer clear pathways into employment in a growing industry, at a time when young people need it most.

References:

1. The Education Policy Institute (EPI)
2. Education Endowment Foundation
3. The Prince's Trust Ebay Youth Index, January 2019.

How can you help?

We're looking to raise **£50,000** so that no disadvantaged child is left behind when their classmates visit UKSA.

A donation of **£210** would fund a child for a three-day residential programme.

A legacy of adventure

A growing number of families and organisations share our commitment to young people and our belief that on-the-water programmes can turn their lives around.

We are particularly humbled when a family wishes to remember a loved one by setting up a bursary in their name.

Thanks to the funds set up by the families of Noel Lister, Stephen Thomas, Milo Hanlon, Polly Birch and Will Black, 72 young people embarked on one of UKSA's programmes in 2018/19. We are delighted to celebrate the legacy of these individuals who shared a passion for adventure.

“ Respect the world and look after the bees. Appreciate the people around you, adventure with them, buy less stuff and go out to experience the world. Laugh, dance and have fun. ”

Polly Birch



Case Study Polly's Challenge

Polly's Challenge was set up in the summer of 2018, offering a special opportunity to 36 Isle of Wight children to take part in a five-day sailing or watersports course during their summer holidays, enabling them to have fun, be adventurous and learn new skills through participation in outdoor activities.

It is thanks to the friends and family of Polly Birch that UKSA was in a position to do this. Polly was a much loved vet, sailor, mum, wife, sister, daughter and friend. Above all Polly loved adventure and wanted to encourage other people to go out and experience the world. This fund has been set up in her memory.

Thanks to the continued fundraising of Polly's friends and family, we will offer this programme again in 2019. You can support this programme at [justgiving.com/uksa](https://www.justgiving.com/uksa) or by enjoying a meal at The Hut in Colwell Bay on the Isle of Wight, who, throughout 2019, are adding a small discretionary donation to every bill.

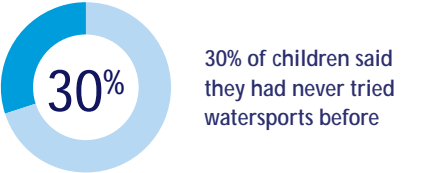
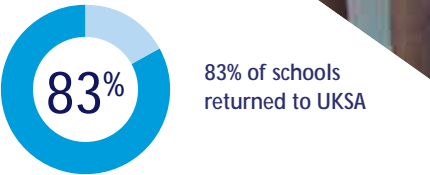
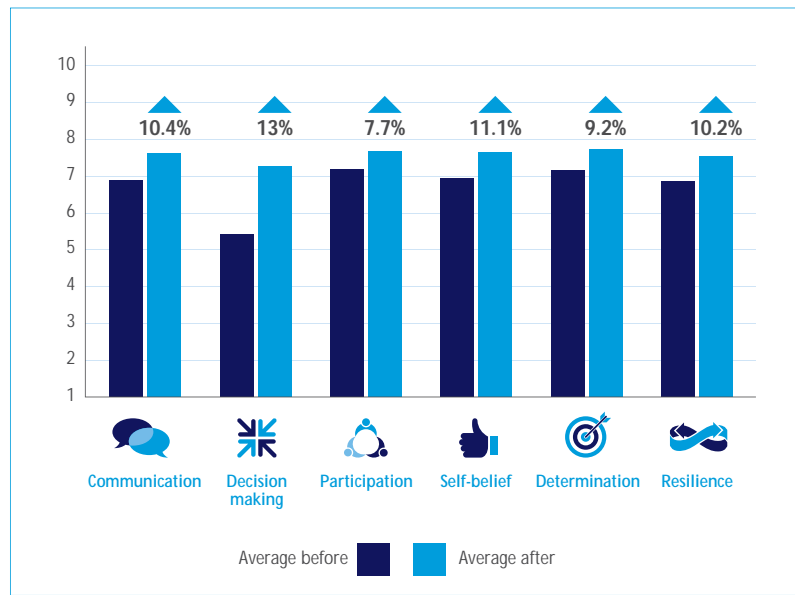
Developing Skills for Life

In 2018 we welcomed 5,964 young people and their leaders from 132 schools and groups from across the UK.

Our visiting students take part in water-based programmes designed to increase their leadership and life skills. What's more, for many of the young people, this is the first chance they have to go on the water and the first time they have been away from home.

We offer day and fully-inclusive, residential courses to schools and youth groups. All of our activities are mapped to our Skills for Life framework and the outcomes and insights are shared with the schools and group leaders to measure the impact of the experience on their personal development. In turn, we also hear feedback from schools once the children are back in the classroom, and have been delighted to hear about improvement in behaviour and attainment.

1,923 young people completed the Skills for Life questionnaires before and after their UKSA programmes, showing improvement across the board.



“ It suits us to have a residential visit at the beginning of the academic year because teachers can get to know children as individuals, out of school. Soft skills developed on the visit are then taken back to the classroom, so the school benefits from the whole class working as a team throughout the academic year. ”

Teacher, St Augustine's Primary School

#SummerGive

A summer to remember

This was the first year that UKSA took part in the Summer Give, an initiative led by The Childhood Trust to match-fund donations toward summer programmes for disadvantaged children from London.

With support from The Childhood Trust, our trustees and Yachts & Yachting, we launched our first ever online fundraising campaign and surpassed our fundraising target of £12,000. This money allowed us to bring 25 young people from George Green's School in Tower Hamlets and Southside Young Leaders Academy in Camberwell to participate in a residential activity week at UKSA, supporting them to build confidence and life skills, and to have a summer to remember!

The students had an amazing time and, for many, this was the first time they had participated in these sorts of activities. The children and young people also reported a significant improvement in various soft skills following the programme, particularly self-belief and resilience, which improved by 14% and 24% respectively according to their Skills for Life responses.

We're so grateful to everyone who supported this campaign. It made an enormous difference to the children who took part. We'd particularly like to thank the hosts and guests of the Queen's Jubilee Gala fundraising event, the donations from which went partly towards this campaign and partly towards offering free visits to UKSA for Isle of Wight school children.



“ I learnt that I can always try again. Now I would work better with everyone else and always try my best! ”

Pupil, St James the Great



“ Within an hour of arrival even the non-swimmers were hurling themselves into the water; Phil had persuaded them that if they ran fast enough down the slipway they could walk on water (with life jackets of course!)... On the journey out they had been a school group, on the way home they were the George Green School Team; their parting shot “when can we go again Sir? ”

Stephen Moss, Enrichment Officer, George Green's School

Development programmes

Making a difference in our community

Thanks to donors, partners and supporters on the Isle of Wight, we have been able to broaden the opportunities available to young Islanders.

In 2018, **964** children aged between 10-11 came to UKSA for a free sailing session as part of our Test the Water programme. This popular scheme has now been running for 5 years. Over **80%** of the children in secondary school on the Isle of Wight have now tried sailing with UKSA for free. We're grateful to the local businesses, families and foundations who make this possible every year, including Esplanade, Wightfibre and The Daisie Rich Trust.

Polly's Challenge offers a follow-on to Test the Water for Island children who have the interest, but perhaps not the means, to continue with sailing and watersports.

This year we were able to provide five-day activity programmes for 33 children thanks to Polly's friends and family. Each child was asked to raise £20 towards the cost to demonstrate their interest in taking part.

Following the launch of the 1851 Trust Go Sail project in 2016, we went on to deliver 106 taster sessions to Isle of Wight youth in 2018. Nine went on to do a RYA Sailing Level 1 & 2 qualification.

For the fourth year, in partnership with The English Football League Trust, we ran the National Citizen Service (NCS) programme with 131 Islanders aged 15-17 completing the initiative.

Our Further Education Programmes, run in partnership with the Isle of Wight College, offer young people excellent opportunities to begin a career in sailing and watersports. Of the 47 who graduated in 2018, 31 were from the Isle of Wight and **98%** went on to further education, employment or training.



Funded development programmes are a key feature of the work we do.

Our programmes include the National Citizenship Service and bespoke programmes developed in partnership with the Prince's Trust and Youth Offending Teams.

These programmes develop life and leadership skills for young people aged 16-25 who are at a point of transition in their lives and may not be in education, employment or training.

“It was great to see them increase their communication and social skills through a range of water-based activities, and through spending a week together.”

Group Leader, The Prince's Trust

How can you help?

We work with partners in youth offending teams, children's services and other charities to ensure our programmes reach the most vulnerable young people. A donation of **£1,000** would provide an intensive youth development programme at UKSA for one young person not in education, employment or training.



#SeaChangeStories Josh Hill

Professional Yachtmaster Offshore

Members of the Royal Yacht Squadron (RYS) are offering community funding for young Islanders seeking maritime careers. Their Isle of Wight Foundation bursary enables these young people to participate in further education or acquire the vocational skills needed at sea. Joshua Hill from St Helens applied to the RYS to fund a Professional Yachtmaster Offshore course.

“I was lucky enough to grow up sailing on the Solent and I knew it was something I wanted to make a career of. After receiving 50% of my course fee from the RYS, I booked a place at UKSA and haven't looked back. After my Professional Yachtmaster Offshore course I did a summer season with Med Sailors in Croatia as a flotilla skipper, and then joined the crew

of a 90-metre superyacht. I decided the following season, that I wanted to go back to yacht sailing and joined an Oyster 885. I have recently moved onto a British-built Classic-Spirit 100.

In the future I want to work my way up and gain enough experience to become captain on a sailing yacht, and I'm planning to return to UKSA to sit my Officer of the Watch modules. I've also got my eye on the Oyster World Rally – it would be a fantastic opportunity to do a world itinerary. I lead a really exciting life and have had some incredible experiences - without UKSA's amazing support and the RYS's Isle of Wight Foundation bursary none of this would have been possible.”

Professional Training

Launching careers

Over the last year nearly 1,300 individuals received training at UKSA for a career in the yachting and watersports industries, 84% of whom were aged 25 or under. Over a quarter of those starting training receiving funding thanks to the support of our partners and donors.

In the face of growing demand for alternatives to university we remain committed to expanding the opportunities to begin and develop a career in the industry for young people from all backgrounds.

We pride ourselves on offering more than just training. Students receive mentoring, industry guidance and industry knowledge sessions, as well as access to UKSA's recruitment database.

We improved the percentage of careers students gaining first time employment after leaving UKSA from 61% to 63%. Overall in 2018/19, 70% of our careers students entered employment, education or training. It is

our global relationships with captains, crew agents and leading employers in yachting and watersports that makes our Industry Guidance programme so successful. Our graduates have access to this support throughout their careers and this offering is unique to UKSA.

Developing programmes for young people to enter employment is at the heart of what we do. In 2018 UKSA worked alongside Neilson, a leading specialist in active holidays, in delivering a bespoke part-funded Watersports Instructor Training course for 38 people. We also launched our own Watersports Academy aimed at young adults to give them the opportunity on graduation of a job with UKSA.

“I am passionate about transforming individual lives through sport and delighted as an ambassador to support the work of UKSA in sailing and watersports. Sailing has been a major part of my life, UKSA has developed an international reputation as one of the largest providers of RYA and MCA professional training in the world. I am committed to the ongoing vision the charity has in engaging with disadvantaged young people over the next few years.”

Sir Keith Mills GBE DL – UKSA Ambassador

How can you help?

We're aiming to offer repayable funding to half of our career students, allowing us to reach promising young people with the potential but not the means to access a maritime career. You could join other companies, families or charitable organisations like Seafarers UK and Trinity House by making donations from **£50 to £50,000**.



879 completed MCA courses

409 Started one of our career training courses



114 students received funding or support worth over £300,000



34% of graduates went into the superyacht industry



25% of students went into the watersports industry



#SeaChangeStories

Melissa Ramm

Phase 1 Superyacht Cadet



Melissa had always wanted to work at sea but had never settled on one career path, so when she read about UKSA's Superyacht Cadetship she jumped at the chance to study with us, thanks to funding from Seafarers UK and the Noel Lister Memorial Fund.

"I am a hard-working and driven person with a deep passion for the sea, and I thought that UKSA's Cadetship would open the door into an incredible future in which I could follow my

dreams. Before coming to UKSA I had been sailing yachts and dinghies for five years – I had my Day Skipper and RYA Dinghy 1-4.

Since being here I have had some amazing experiences, including doing a 60-mile passage as skipper for my Yachtmaster and helming across the English Channel at 4am, on a clear night with a new moon.

If I was to advise anybody considering taking the Cadetship, I would say that if you're unsure, just come and visit UKSA as there's a real community vibe here. The Cadetship will give you more opportunities and open more doors than you could ever imagine."



Turn the Tide
on Plastic

Ocean Stewardship

Reducing single-use plastics at our Academy

Like many people, we were inspired to action by the campaigns highlighting the devastating effect of plastics on our oceans and wider environment.

One campaign that mattered a great deal to us was that of our former student and UKSA Ambassador, Dee Caffari MBE. Dee took a young team, many UKSA-trained, through the rigorous Volvo Ocean Race in 2018 to spread the world globally around the need to Turn the Tide on Plastic. Our staff, students and supporters asked UKSA to follow suit.

This took some planning, mainly from Mark Randerson our Head of Catering, who amongst many other things, is responsible for organising up to 250 packed lunches every day. With his help, from the 4th June 2018 we stopped using 90% of single-use plastics on site. We replaced plastic cups with re-usable water bottles and drinks cups. All our sandwich containers, napkins and disposables are now fully-biodegradable and compostable.



Dee Caffari MBE,
Record Breaking Yachtswoman
and UKSA Ambassador

“Through Turn the Tide on Plastic I have taken the message of ocean health around the world, with a young team at the helm, several of whom trained at UKSA. I was delighted that UKSA was the first organisation to get behind the campaign, making big changes to how they operate day to day and influencing the next generation of sailors to be our ocean stewards.”

How can you help?

UKSA want to deliver a half-day programme to children across primary schools on the Island to educate them on ocean stewardship and the environment, costing £500 per school.

This year, we eliminated
the need for:

48,000

sandwich containers



210,000

disposable plastic cups

43,000

single use sauce sachets



2,000

sets of disposable cutlery

220,000

single use napkins



#SeaChangeStories

Reducing plastics in the River Medina

For their community project, our National Citizenship Service (NCS) students chose to raise awareness of The Seabin Project.

A Seabin is a device that captures floating debris and represents a revolution in ocean cleaning technology, helping to create cleaner oceans with healthier marine life. The device has a submersible water pump and moves up and down with the range of tide collecting all floating rubbish such as debris, plastics and even some oils and

pollutants. The 2018 NCS team, all of whom were from the Isle of Wight, focussed on raising enough money to purchase the first Seabin for the Isle of Wight and, thanks to a lot of work, awareness raising and the support of a generous donor, raised the funds they needed.

The Seabin was installed in the River Medina on a floating dock in the UKSA Marina in December 2018 and is monitored daily by UKSA. This positioning enables the wind and the currents to push the debris directly to the Seabin.

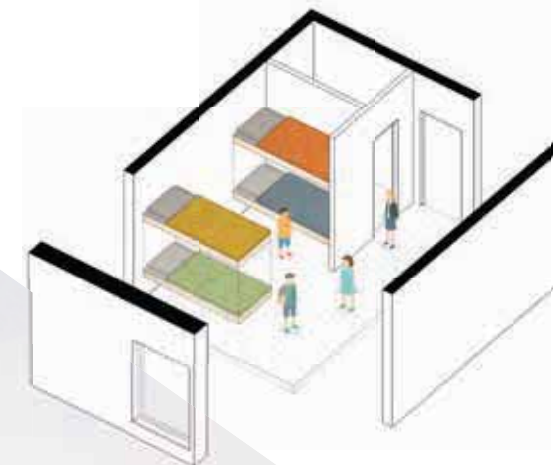
Building better futures

UKSA has embarked on an exciting development programme and the largest ever investment in its facilities in its 30-year history.

This has been driven firstly by the growing numbers of people wanting to use the centre, from schoolchildren through to young people wanting to train for a career in the maritime industry and secondly by the limitations of our existing site. Our existing accommodation is tired, worn out and only 55% full due to strict safeguarding policies that prevent us accommodating more than one group at time in each block. This poor accommodation is now directly impacting on our ability to deliver a great service and we risk losing the opportunity to enhance children's lives.

Through a programme of building and refurbishment, we will develop modern, flexible facilities that match the excellent instruction and support that UKSA provides. This change will allow us to increase the number of students who benefit from our programmes by up to 30%. It will also generate income that alongside funds from donors can support education and training programmes for the most disadvantaged young people.

A major appeal was launched in 2017 by UKSA's Patron, Her Royal Highness The Princess Royal, and £1 million has been successfully raised to date. This has enabled us to start this development, replacing shower and changing facilities and bringing online a new yacht fleet.



So far we have ...

- ▶ Agreed designs and secured planning permission for a brand new modern, modular, flexible accommodation centre which:
 - Increases available beds from 66 to 112 all with en-suite facilities including two wheelchair accessible bedrooms;
 - Provides new study areas, meeting rooms and a reception located at the main entrance, offering a welcoming and secure environment while improving overall safeguarding for students.
- ▶ Agreed a 50 year lease on the Cowes Youth Centre to provide new training and recreational facilities including:
 - Four new training class rooms, including a brand new navigation training simulator;
 - A "Superyacht" training galley for the Hospitality training course;
 - A new sports hall and gym for use by students and the local community, adding to the swimming pool which is currently used by over 350 people from the community each week.
- ▶ A new shower unit with 25 showers including separate wheelchair accessible facilities.



How can you help?

To achieve our goal of raising **£3 million** for the new accommodation centre by **September 2021** we are looking for advice and support from people who share and understand our vision of work with young people. To find out more about how you might be able to help please visit uksa.org.

“ I am encouraged that UKSA continues to provide young people with these opportunities no matter what their circumstances or background. That is why this year we are embarking on a new, ambitious programme to upgrade our accommodation and facilities. ”

Looking back



March 2018

Graduation event for our 23 phase one Superyacht Cadets **100%** of whom went on to employment within three months.



April

We celebrated reaching **4,880** Island children given a free sailing session through our Test the Water programme.



June

Our first ever UKSA Secret Art Show raised over **£30,000**.



July

UKSA welcomed the first of **131** NCS students.



August

58 children benefited from Polly's Challenge and the "Summer Give" programme.



September

UKSA purchased four Jeanneau 449s by trading in part of the charity's existing fleet and thanks to the support of the Neighbourly Charitable Trust.



November

The Isle of Wight's first Seabin arrives to be installed in the River Medina.



December

Work began to provide a new training centre and sports facilities in the former Cowes Youth Centre, thanks to support from the Peter Harrison Foundation.



January 2019

Renovation of shower and changing facilities.

Moving forwards

New programmes

► No child left behind

In 2019, we're building on the success of impactful programmes like the #summergive and Polly's Challenge to ensure that disadvantaged schoolchildren will be able to learn valuable leadership and life skills at UKSA. We're delighted that BBC Children in Need has agreed to extend Polly's Challenge in 2019, enabling 90 more children from the Isle of Wight to come to UKSA for free. Thanks to support from the Beaulieu Beaufort Foundation, we are also establishing the Ted Fort Leadership Bursary, extending this opportunity to schoolchildren across the UK.

► Employment opportunity

There is a huge shortage of qualified watersports instructors to meet the demands of the popular and growing activity holiday industry. Launched in 2018, the UKSA Watersports Academy delivers the highest quality training and prepares students to work anywhere in the world. Importantly, UKSA offers suitable graduates two summer seasons of paid employment at UKSA. In 2019, we will increase the number of places available to 12.

► Weekly OnBoard Club

The RYA OnBoard programme offers young people the opportunity to pursue an interest in sailing and windsurfing. We will offer a year-round weekly programme to children and young people who would like to further their interest. As well as being a brilliant opportunity to get out on the water, the OnBoard programme compliments school curriculum's, aids sporting and personal development and teaches invaluable life skills.

► New & developing partnerships

Next year we are beginning and growing partnerships that will mean we can reach more young people, using the power of the sea to change lives. For example, we're delighted that, after a successful pilot, the E-ACT academies will offer a trip to UKSA to every year 5 pupil in 2019, at no cost to their families. And with Final Straw Solent we are piloting education in ocean stewardship as part of selected schools programmes.

► Maritime Foundation Programme

September 2019 will see the first intake of students on our Maritime Foundation Programme. This two year programme, designed by UKSA, is a fully funded pathway for 16-18 year olds into the maritime industry and as preparation for UKSA's Superyacht Cadetship.

Thanks to our supporters

We have an active network of supporters and volunteers, whose work makes all the difference to the achievement of our charitable goals. We salute all of those friends who raised funds to support bursaries or made personal donations to make sure that young people can come to UKSA.

We're particularly grateful to those supporters who organised and supported fundraising events for us during the year. These included the Queen's Jubilee Gala in Yarmouth, Polly's Sports Day, our first UKSA Secret Art Show hosted by the Royal Yacht Squadron and a number of private dinners in London linked to our Capital Fundraising Campaign.

Last year grants were secured from Trinity House, Seafarers UK, The Lister Charitable Trust, The Whirlwind Charitable Trust, The Gosling Foundation, The Golden Bottle Trust, The Daisie Rich Trust, The Childhood Trust, The Minton Trust, Association of Marine Electronic and Radio Colleges, Yarmouth One Design Class, The Worshipful Company of Shipwrights, The Joan Braithwaite Sailing Trust, The Angus Allnatt Charitable Foundation, The Royal London Yacht Club, ASTO and British Marine Trades Association.

Throughout the year we received a great deal of in-kind support from Red Funnel, Wightfibre, Spinlock, RS Sailing and the Neighbourly Charitable Trust. We are also

grateful for our continued and growing partnerships with the 1851 Trust, the EFL Trust, Isle of Wight College and Falmouth Marine School.

We are deeply grateful for the kindness of a family who wishes to remember a loved one by making donations in their memory. These gifts provide invaluable assistance to deserving children and young people who cannot afford to experience watersports or the training necessary to enter a career working at sea. Our current legacy funding includes those set up in memory of Milo Hanlon, William Black, Stephen Thomas and Polly Birch. Many thanks to those families.

All of our supporters have been instrumental in enabling us to achieve our charitable goals and begin the critical work to improve the facilities and accommodation at the Academy.

Work with us

This impact report highlights the significant work that UKSA continues to carry out for and with young people.

To discuss making a donation or partnering with UKSA, please call **01983 294941**. We look forward to working with you to support young people realise their potential.



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