

EMPOWER

ANNUAL REPORT 24/25

EMPOWER
MANCHESTER • SALFORD
THE HOME OF:

HIDE
OUT
An OnSide Youth Zone



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ANNUAL REPORT 24/25

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WELCOME FROM CEO

Over the past year, our young people have continued to demonstrate resilience, determination and ambition, despite another unpredictable year where they have continued to face so many unforeseen challenges. Their achievements highlight not only their strength, but the critical need for youth services like ours.

At EMPOWER, we believe in the power of collaboration. By bringing together businesses, public sector services, art, culture, sports and education, we ensure that children and young people receive the opportunities they need, wherever they are, whenever they need them. This is how we create equal opportunities and pathways to success. It's also how we secure the future economy and sustainability of our great cities so that in Manchester and Salford we can truly accredit ourselves as Child Friendly Cities.

We remain committed to championing the voices and the strengths of young people,

highlighting their talents, their passion and their potential. We strive to provide them with the foundation to build their futures with confidence and ambition.

This year marks an exciting new chapter for EMPOWER. With our expansion into Salford, we will double our impact, reaching even more young people across Greater Manchester and develop more opportunities for businesses, public services, communities and young people to come together.

Our growth and impact realised so far is far beyond what we had anticipated when we opened HideOut only 4 years ago. We can only do what we have done to date because of all the incredible support and commitment you have given and continue to give us.

Thank you for being part of this journey. Together, we are shaping a future where every young person has the opportunity to thrive.

Adam Farricker
CEO of EMPOWER



OUR YEAR IN NUMBERS



86%

of our members live
in the top 20% most
deprived areas of
the UK.

65%

of our members
identify as black,
Asian or from another
minority ethnic group.

ETHNICITY - TOP 6



39%

of our members
are female



46%

of our members
are male

Other: 15%



21%

of our active members have a
disability or additional needs.

Our award-winning program
provides dedicated support for
young people with disabilities or
additional needs.

2,512

Holiday Club
attendances.

SOMEWHERE SAFE TO GO



SOMETHING POSITIVE TO DO



SOMEONE TRUSTED TO TALK TO

OUR PURPOSE

VISION

Children and Young People in Manchester and Salford are inspired to lead healthy, happy, safe and successful lives.

MISSION

EMPOWER provides children and young people with...

SOMEWHERE SAFE TO GO

SOMETHING POSITIVE TO DO

SOMEONE TRUSTED TO TALK TO



OUR VALUES



YOUNG PEOPLE FIRST

Young people are at the heart of everything we do; inspiring and challenging us to deliver services that exceed their needs and challenge them to be the best they can be.



EXCELLENCE

We encourage ourselves and each other to be the best we can be through continuous learning and improvement, with a focus on finding solutions.



RESPECT

We act with honesty and integrity, celebrating diversity across the whole organisation and caring about each other, our young people and the Youth Zone environment.



AMBITIOUS

We are passionate and driven in taking on new challenges, embracing new ideas, and exceeding our ambitions for young people, the Youth Zones and our local communities.



COLLABORATIVE

We will create and nurture strong, creative partnerships, working together to achieve better results and outcomes for young people.





YOUNG PEOPLE





**8 WEEKS
OF HOLIDAY CLUB**



**256 HOURS
OF HAF**



2,500+ VISITS



**2,429 FREE MEALS
PROVIDED**

HOLIDAY CLUB TACKLING HOLIDAY HUNGER

HideOut Youth Zone's Holiday Club provides a safe, warm and affordable space for young people during half-term, offering a diverse range of activities. In addition to our paid spaces, we receive essential funding from Holiday Activity Funding via Manchester City Council, enabling us to offer free spaces to those eligible for Free School Meals. This initiative is designed to help tackle 'Holiday Hunger' and ensure all young people have access to enriching opportunities during the school holidays.

During the holiday periods, many families in Manchester struggle to provide their children with healthy, nutritious meals that they would normally receive at no cost during the school term.

2024 STATS

36% of parents are concerned their child could experience an "unhealthy holiday" in terms of nutrition and physical health due to a lack of money.

*Action for Children

32% of parents are concerned about providing three meals a day for their children over the summer break.

*Action for Children

26% worry they will need to use a foodbank to feed their children while they're off school.

*Action for Children

1 in 3 parents (33%) have cut back on energy bills (e.g. gas, water and electric) to save money.

*Barnardos

Our Holiday Club ensures that young people receive a well-balanced diet by providing breakfast, a nutritious hot lunch, and an afternoon snack, each day.

FEEDBACK

"Every time my daughter has been she's more than enjoyed herself. She's made new friends and has new experiences."

"My daughter has been waiting to attend HideOut from when it was built. She was just over 6 years old at the time. My daughter doesn't always have enough time there and always wants to make the most of it every time she goes."

"Think every town needs a hide out. The way they treat the children is fantastic. My daughter absolutely loves going and I love her being there she feels very safe too"

"She always comes home telling me everything she's done and that says a lot because she can never tell me how her school day has been."

"Full of culture and very inclusive, makes her feel welcome and loved, recently moved to the area and joined so my daughter could make friends in the area and they provided so much more than that."

"My daughter talks positively about her time there. She came home with her coaster which she made and has been using it everyday. I can't thank you enough for that you do, not just my daughter and the entire community."



YOUNG PEOPLE ACHIEVEMENTS

12

young people completed their Youth Leadership Programme.

15

active young leaders who volunteer on our Junior sessions.

121

young people achieved at least one AQA accreditation.

383

AQA accreditations achieved overall.

15

opportunities for Salford's Young People Development Group to speak in front of an audience.

7

young people received an ASDAN Award through Snow Camp.

3

young people received their Level 2 Sports Leader and First Aid.

15

AQA projects including sports, creative and health & wellbeing.

SOMEWHERE SAFE TO GO

| SOMETHING POSITIVE TO DO

| SOMEONE TRUSTED TO TALK TO

★ PARTNERS AND COLLABORATIONS ★



SCIENCE AND INDUSTRY MUSEUM INJECTING HOPE: THE RACE FOR A COVID-19 VACCINE

in July 2024, we partnered with Science and Industry Museum to create a video, showcasing young people's reflections on the pandemic and future.

Eight of our incredible members led on this project, and the video was shown in the Injecting Hope Exhibition.



MANCHESTER CAMERATA FESTIVE HAPPENING CONCERT

In December 2024, thanks to our partnership with Manchester Camerata and AMC Gospel Choir, HideOut Youth Zone's incredible Choir performed to 1,000 people at Albert Hall for their Festive Happening Concert.

"We've got a massive opportunity just to come here. That's like a huge opportunity, we wouldn't have got that nowhere else.

"It's going to be good for in the future, if I'm going to be performing in the future. It's going to build up my confidence, and for the rest of the group."

HIDEOUT CHOIR MEMBER

EVENTS

COMMUNITY DAY

To mark our 4th birthday, we hosted our biggest and best Community Day yet!

With nearly 900 people walking through our doors, we spent the day celebrating alongside our incredible community.

We had lots of activities on to showcase what's on offer at HideOut.

BLACK HISTORY MONTH

In October 2024, we proudly celebrated Black History Month, honouring Black heritage and identity.

Members participated in a range of cultural activities, including dance and Djembe drumming workshops, Caribbean cooking classes, hair braiding sessions, and live performances.

It was inspiring to see so many young people engage in this vibrant celebration of culture, community, and history.



SYZ FIRST LOOK

In November 2024, we hosted our First Look Event to share an exciting glimpse into the progress of Salford Youth Zone, set to open in summer 2025.

Hear more from attendees of our First Look event as they share how this transformative project will make a lasting impact on our city.



PRIDEOUT

In June 2024, we hosted our PrideOut event, celebrating and honouring the LGBTQ+ community with a vibrant and inclusive day of activities.

Members participated in a variety of themed experiences, including fashion crafts, a roller disco, mocktail making, and face painting.

The event also featured live performances from our talented members, expressing themselves through music, dancing and spoken word.



IFTAR

In March 2024, we hosted our annual Community Iftar, bringing together members, their families, and the wider community to break fast and share in the spirit of togetherness.

This event provided a meaningful opportunity for cultural and interfaith exchange, fostering understanding and unity as participants came together to celebrate and reflect during Ramadan.





**OVER 20
PERFORMANCE
OPPORTUNITIES**



**PERFORMANCES
INCLUDE:
SINGING
DANCING
DRAMA
SPOKEN WORD
SPORT SKILLS**

PERFORMANCES

Over the past year, young people have had over twenty performance opportunities, taking every opportunity to showcase their talent, passion and creativity.

Our Creative Arts offer provides young people with the platform to fully express themselves through the mediums of music, dance and performing arts. Have a watch of some of our young people's performances over the year.



MANCHESTER BALL



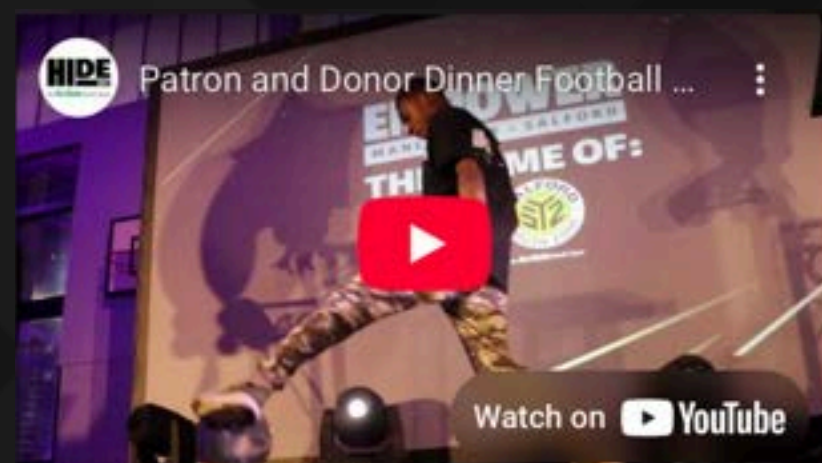
BLACK HISTORY MONTH



PRIDEOUT



PATRON AND DONOR DINNER



PATRON AND DONOR DINNER



INTERNATIONAL WOMEN'S DAY

CASE STUDY

"Max has been an integral part of HideOut Youth Zone since he walked through our doors two years ago. He had a mission from the moment he stepped into music. He knew he had a special talent and was seeking help in understanding where that could take him and how he could find his identity.

He is always the first person to sign up to music projects, not just for his own development, but for others too. He is a mentor, guiding force and an exceptional role model, encouraging his peers to believe in their own potential. Through his musical journey, Max has embraced every opportunity for growth. We've signposted him to different pathways of his artistry, including hosting our events as a presenter and participating in music development programmes. These experiences have led to some incredible opportunities for him, including opening doors at NQ Future, a development course with Manchester's biggest music label.

Driven by the desire to give back, Max has set up his own projects here at HideOut. He created the 16-Bar Out Challenge, a monthly challenge for aspiring rappers, providing them with the platform to showcase their talent, and also created a project for 11-14 year olds, teaching them songwriting and rapping skills.

Whilst we're proud to support Max, it's his own initiative and ambition that has fuelled his success. We're so grateful to have been part of his journey, and we're looking forward to seeing the remarkable heights that he will continue to reach.

HIDEOUT SENIOR MEMBER





MTV EMA AWARDS

Thanks to MTV and Co-op Live, HideOut members were given the ultimate VIP experience with an exclusive invite to the MTV EMAs 2024.

The evening started on the red carpet where members met and chatted to some of their favourite celebrities. They then enjoyed the EMAs in a VIP box.

It was an incredible evening that they will never forget.

TALKSPORT

After completing the Raheem Sterling Foundation's Broadcast Academy Course with Talk Sport, Senior members experienced an exclusive tour of talkSPORT's HQ.

Senior members met individuals from the sports media world and two of our members secured paid gigs, reporting live from football matches.

All young people experienced a celebratory meal and everyone was awarded with certificates.



TRIPS

Over the last year, we have created over 40 trips for our young people, providing them with opportunities and experiences that they might not have had otherwise.

SNOW CAMP

We took a trip to Snow Camp where members from HideOut and SYZ's Young People Development Group qualified for First Tracks with Snow Camp Charity.

Young people learnt how to ski/snowboard, giving young people their first experience of snowsports, thanks to funding from the Department for Culture, Media and Sport and The National Lottery Community Fund.



JD UP EVENT

We had an amazing time at the JD UP careers event in Manchester.

The interactive event space gave our young people the chance to explore various career paths at JD, get hands-on with activities from different departments, and engage with industry leaders, gaining valuable insights for their futures.

An incredible event, inspiring young people to fulfil their potential.

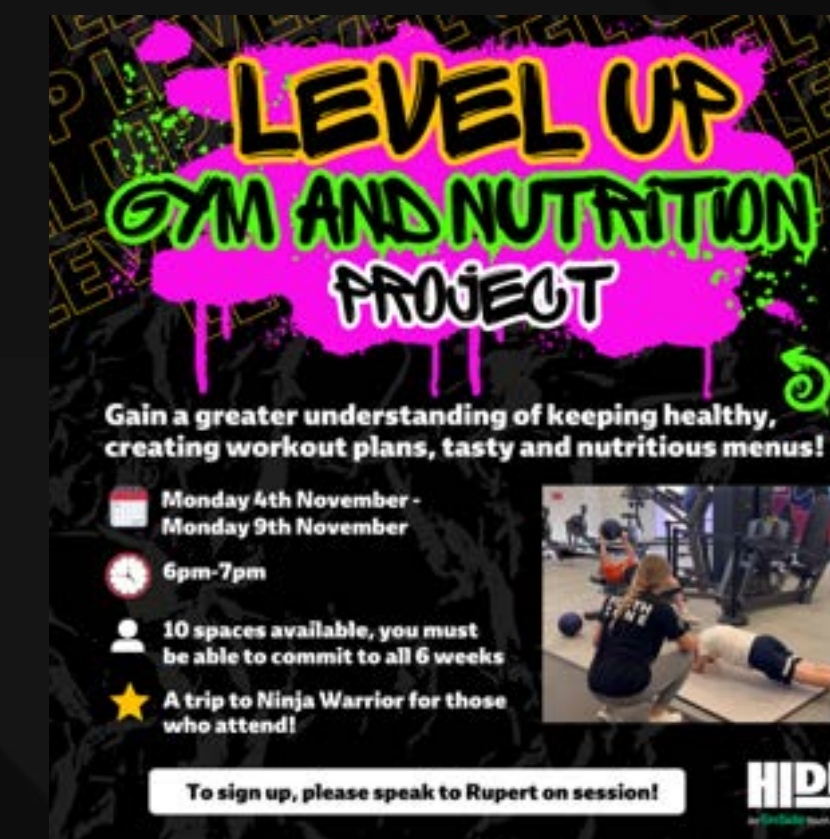


NINJA WARRIOR

To celebrate Level Up members finishing their 6-week Gym & Nutrition Project, we took them on a trip to Ninja Warrior.

Members had the best time, thanks to funding from the Department for Culture, Media and Sport and The National Lottery Community Fund.

Watch the highlights video from the trip [here](#).



RESIDENTIALS

During 2024, we successfully ran three residential programs, Juniors, Seniors, and Inclusion, each designed to provide young people with experiences, personal growth, and lasting friendships.

Over the course of three action-packed days, young people had the opportunity to engage in a variety of outdoor activities, including obstacle courses and water-based activities.

For many of these young people, it gave them a chance to step outside their comfort zone and embrace new challenges. Whether it was conquering a fear of heights, braving the cold water, or connecting with other young people, every young person showed incredible courage. Young people had a fantastic time and left the trip with a newfound confidence and a sense of achievement.

ONSIDE'S GENERATION ISOLATION REPORT

76% of young people spend most of their free time on screens.

18% of young people spend most of their free time alone.

51% of young people reported high or very high feelings of anxiety.

35% of young people do not have opportunities to meet new people and make friends.

Our residentials are designed for young people to disconnect from their phones, build lasting friendships, and push themselves beyond their comfort zones.

By encouraging them to get involved in activities in a supportive setting, we help reduce feelings of anxiety and self-doubt, replacing them with confidence and a sense of belonging.

CASE STUDY

"When the residential started, all my initial fears began to melt away. The activities were incredible, and I found myself enjoying every moment. Ghyll scrambling was exhilarating, pushing me out of my comfort zone and into the cold waters, which was both thrilling and a bit scary. We also had evening games that brought everyone together - those were some of my favourite moments because it felt like we were really bonding as a group. The zipline was another highlight; it was such an adrenaline rush, and conquering it made me feel proud and brave.

At night, we gathered around the campfire, sharing stories and laughter, which made me feel connected to everyone there. One of the most impactful parts of the residential was how much my confidence and social skills improved. I started off not knowing anyone, but by the end, I felt more at ease and had made new friends. I was also challenged in ways I didn't expect, like confronting my assumptions about people.

There was one person on the trip - a big, straight, masculine guy - and I initially assumed he would judge me for being gay. I was worried he might be hostile or unkind, but he proved me completely wrong. He was actually super nice and funny, and it was a real lesson for me not to judge people based on appearances. Overall, the Ghyll Head residential was an unforgettable experience that helped me grow in so many ways. I faced my fears, tried new things, and learned valuable lessons about trust, friendship, and stepping outside my comfort zone. I'm so glad I went, and I'm grateful for the chance to have had this incredible journey."

HIDEOUT SENIOR MEMBER



4 RESIDENTIALS



**OVER 30
YOUNG PEOPLE**



YOUTH VOICE

Empower Youth Zones is designed by young people, for young people, ensuring their voices shape every aspect of our spaces and programming.

Over the past year, HideOut Youth Zone members have played a key role in leading events and influencing the activities on offer. Meanwhile, at Salford Youth Zone, the Young People's Development Group (YPDG) have continued to develop the entire brand identity for SYZ.

Young people remain at the heart of Empower, driving meaningful change and shaping environments that truly reflect their needs and aspirations.

SHAPING SALFORD YOUTH ZONE SALFORD'S YOUNG PEOPLE'S DEVELOPMENT GROUP

Over the past year, the Young People's Development Group (YPDG) have played an active role in raising awareness of SYZ and advocating for the importance of youth support.

Their efforts included speaking at Salford Community Stadium ahead of a Salford Red Devils game, both on and off the pitch, to generate awareness and vital funding for the city's newest Youth Zone. They collaborated with Other Studio to shape the internal vinyl designs that will bring the space to life, and visited the Wright Landscapes Plant Nursery to explore the greenery that will transform SYZ.

Additionally, YPDG members spoke on BBC North West about the importance of having a dedicated Youth Zone. They also recently shared their perspectives with the National Youth Agency (NYA) on how youth work has supported them, created opportunities, and empowered them to make a positive impact in their wider community.

SALFORD RED DEVILS TAKEOVER DAY



YOUNG PERSON LED EVENTS BURBERRY PROJECT AND SENIOR MOTIVES

With funding from Burberry, we ran a 10-week AQA-accredited project, empowering young women through leadership and creativity.

Fifteen members developed skills in event planning, budgeting, and organisation to create a meaningful International Women's Day celebration.

Additionally, we hosted a Senior Motive event each quarter which is planned by a group of Senior members, creating their perfect celebration.

A true testament to youth-led programming, it was designed, planned, and delivered by young people, for young people.



SHARE YOUR VIEWS



HIDE
OUT
An OnSide Youth Zone

YOU ASKED, WE DID CAMPAIGN

As part of our 'You Asked, We Did' campaign, each quarter, we gain feedback from our members on what they want to see offered at the Youth Zone. This can include, activities, trips, events, food and more.

This initiative ensures that young people have a direct voice in shaping the services and opportunities we offer at the Youth Zone.



**1,443 NUMBER
OF MEMBERS
AGED 11-14**



**3,662 NUMBER
OF LEVEL UP
VISITS**



**5 LEVEL UP
PROJECTS**

LEVEL UP

In 2024/25, we have continued to witness the incredible impact Level Up has on our members.

This session was created to support young people during a pivotal stage in their development, equipping them with the skills, confidence and resilience needed to navigate new challenges.

Level Up is specifically designed for members aged 11-14, providing them with an environment where they can develop key life skills, form lasting friendships, and prepare for the transition from Junior Club to Senior Club.

LEVEL UP MOTIVE

EMPOWERING YOUNG PEOPLE THROUGH LEADERSHIP

At Level Up, we are committed to fostering skill development and leadership amongst our members. In May 2024, we handed the planning and execution of an event over to our Level Up Group. They created the Level Up Motive, a summer kick-off celebration.

The event was packed with summer activities, inflatables, food, and exclusive DJ performances, all organised by our talented young members. Their dedication and leadership resulted in an amazing turnout, with 340 attendees participating in a celebration created by young people, for young people. Watch the highlights video [here](#).



CASE STUDIES

"I met Finlay (Youth Worker) during Level Up's Summer Holiday Club, where he introduced me to rugby. I found rugby enjoyable and loved it. This encouraged me to think and try different sports."

However, with rugby, it helped build my body image and show me that you don't need to be skinny to play sports, as well as build my confidence in different areas including going into the gym. I look forward to Level Up rugby sessions as these help me to control my anger and help relieve my stress."

LEVEL UP MEMBER

"HideOut's Level Up has allowed me to go in the gym, play football, basketball, and dodgeball with other staff members. HideOut has enabled me to improve my skills in various sporting activities and has helped me to massively improve and build on my confidence."

HideOut has also helped me in improving my social and interpersonal skills through sessions and challenges during activities with my peers. HideOut has helped me with my confidence and critical thinking skills as they always encourage me with thinking outside the box."

LEVEL UP MEMBER



IMPACT STORIES

XAIO

Xaio's story with HideOut Youth Zone began in 2021, when he first walked through our doors as a Senior Club member. It was here where he developed his love for cooking.

From volunteering at major events like our Patrons Dinner, where he plated and prepared amazing dishes, to supporting on Junior cooking projects, Xaio has always been a true credit to HideOut.

Fast forward to now and he's come full circle, joining the HideOut team as one of our amazing Youth Workers! Every Thursday, he shares his love for cooking with our Junior members, mentoring, guiding and empowering them, just as he was once.

"I got into Youth Work because I was a member of HideOut Youth Zone, so I know first-hand how impactful these centres can be on young people."

Xaio's journey is a shining example of how youth work changes lives. We couldn't be prouder to have him as part of the team

Read more about Xaio's experience of Youth Work [here](#).

ERIN

In October 2022, Erin began her skiing adventure with Snow Camp Charity, a UK Snow Sports Youth Charity. She progressed through three courses: First Tracks, the Graduate Course, and the Excel Course, ending with a residential to Andorra, where she experienced skiing in the real mountains.

Inspired by the support she received, Erin began volunteering at Snow Camp every weekend, giving back to the programme that transformed her own path. Her dedication and passion led to an amazing opportunity - an apprenticeship with Snow Camp. Now, she is working towards her Level 2 Community Activator Coach Qualification, paving the way for a future in coaching and youth development.

In February 2025, as part of National Apprenticeship Week, we caught up with Erin to hear about her apprenticeship journey so far and her aspirations for the future.

"As an apprentice, I work with young people who live in deprived areas so that they can experience what it feels like to be part of the ski industry, as they will never get to do it without us because it's a very expensive sport to be involved in."

Watch the full video [here](#).

SOMEWHERE SAFE TO GO | SOMETHING POSITIVE TO DO | SOMEONE TRUSTED TO TALK TO

IMPACT STORIES

SIONAH

Sinoah is an extraordinary young individual and a dedicated Young Leader at HideOut Youth Zone. Sinoah volunteers her time to support young people, helping them to build meaningful relationships, grow in confidence, and unlock their full potential.

Sinoah plays a key role in all our Junior Club (ages 8-12) sport projects, guiding and inspiring young members to embrace new challenges and believe that anything is possible. Sinoah has led on our netball project, where she encouraged young girls to get involved, feel comfortable and develop a love for the sport. Through her support and leadership, she has created an inclusive environment where everyone feels valued.

Sionah's impact extends into other areas of the Youth Zone. She has demonstrated her leadership in the kitchen, giving young people the confidence to experiment with new recipes and develop essential life skills, and helps in dance, choreographing performances, designing costumes and supporting her fellow members.

Her efforts continue to have a lasting impact on the lives of the young people she supports, inspiring them to embrace their strengths, reach for their dreams and to believe in themselves.

ALFIE

Since joining HideOut in 2020, Alfie has been more than just a member, he has been the heart and soul of the Youth Zone.

His positivity, his unwavering support for his fellow members, and his ability to bring a smile to everyone's faces, have left a lasting mark on HideOut.

In March 2025, Alfie transitioned out of membership as he turned 25. A passionate performer, Alfie thrived on stage at HideOut Youth Zone and every single young person always got involved, singing with him and cheering him on. Watch one of Alfie's performances [here](#).

We are thrilled to share that Alfie's story with HideOut is far from over. While he may not be a member anymore, his journey with us is just beginning as a Youth Worker, dedicating 10 hours per week to supporting and inspiring the next generation.

"To those of you who know Alfred, he calls this (HideOut) his second home. That boy that was rejected so much is actually today, just loved and accepted."

ALFIE'S PARENT

SOMEWHERE SAFE TO GO | SOMETHING POSITIVE TO DO | SOMEONE TRUSTED TO TALK TO





OUR PEOPLE

STAFF

Empower aims to be an employer of choice for both existing and potential new employees. Empower values diversity and is committed to building an inclusive workplace where employees from all backgrounds can thrive and contribute to our mission.



TRAINING DELIVERED

First Aid Training

Safeguarding and Boundaries

Level 2 Gym Instructor

Health and Safety Training

Fire Marshall Training

Extinguisher Training

Management Training

Sexual Harassment Training

Level 2 Hygiene

Level 3 Content Creator Apprenticeship

Equality, Diversity & Inclusion

76

employees

5

new roles

NEW ROLES CREATED:

- Business & People Manager
- Comms & Marketing Executive
- 2x Communication and Marketing Assistants
- Data Impact Manager

Jasper and Cerys completed their **Level 3 Content Creator Apprenticeships** at the beginning of 2025. Their hard work and commitment have been recognised with full-time employment offers.



VOLUNTEERS

Our volunteers are the heart of Empower, playing a vital role in shaping the experiences and opportunities available to young people.

We are committed to ensuring that every volunteer feels valued, supported, and aware of the real change they are helping to create. Their involvement strengthens our Youth Zones, enhances the quality of our programmes, and reinforces our mission to empower young people.

Volunteers are integral to our success. We couldn't do it without them, and we wouldn't want to either.



35 volunteers engaged with us throughout the year

6 out of 22 volunteers are in further education and 14 are in full-time / part-time employment

1 volunteer became a member of staff

1918 hours and 13 minutes have been donated by our volunteers



Pete has been a dedicated volunteer with us since 2020. Learn more about his experience and impact within our Youth Zones here.

VOLUNTEER SPOTLIGHT



SUSTAINABILITY

FUNDRAISING

£1,305,092
raised

29
patrons

13
new patrons

27
corporate donors

972

**Corporate Volunteering
hours across events and
Holiday Club.**

£54,255.31

**raised through events, including Manchester
Ball, Prestfield Wealth Golf Day, AJ Bell Run
and Houlihan Lokey Darts.**

“
Having proudly supported Empower since 2019, I have seen first-hand the positive impact HideOut has had on the young people of Manchester. I am delighted to be involved with Empower and consider it an honour to contribute to the next generation.
”

STEVE MALONE

“
As a Patron Founder and long-time sponsor of the HideOut Youth Zone, my commitment stems from a genuine belief in the power of investing in our youth. Witnessing the positive impact of our partnership firsthand reaffirms my pledge to support an initiative that empowers and uplifts the next generation.
”

PAUL SHANNON

5

**patron takeover days,
including Hobbycraft's big
annual takeover day.**

3

**fundraising campaigns to
generate vital funds and
donations to support the
young people we serve.**

SOMEWHERE SAFE TO GO

| SOMETHING POSITIVE TO DO

| SOMEONE TRUSTED TO TALK TO



CHRISTMAS CAMPAIGN

Thanks to the generosity of our dedicated patrons and supporters, we received over 350 Christmas gifts, making the festive season special for the young people we serve.

We hosted our annual Christmas meals, and because of the support we received, this ensured that every young person not only enjoyed a warm celebration, but also experienced the joy of unwrapping a gift, creating lasting memories during the holiday season.



CAMPAIGNS

Throughout the year, we launched multiple campaigns. The unwavering commitment and kindness of our patrons and supporters allowed us to provide essential support, meaningful experiences, and moments of joy to the young people who need it most.

EASTER CAMPAIGN

For many children, Easter can be just another reminder of what they go without.

However, our patrons and supporters came together to donate hundreds of Easter Eggs to HideOut, ensuring all young people experience the joy of Easter.



FUTURE READY CAMPAIGN

Supporting our communities with back-to-school essentials, such as uniforms and stationery, is crucial for helping young people succeed.

This year, we listened to our members' input to understand their specific needs. Their feedback enabled us to provide the exact items required, from stationery packs to school uniforms, ensuring they started the new school year with confidence and pride.

We had over 700 pieces of uniform donated by our patrons and supporters, along with stationery, water bottles and backpacks.



THE STRAIN ON FAMILIES THIS CHRISTMAS 2024*

Nearly half (48%) of parents or carers surveyed feel they have failed their children because they cannot afford the gifts their children are hoping for this Christmas.

*Family Action Research

1 in 6 parents or carers surveyed (16%) are unable to afford Christmas presents for their children due to financial constraints, an increase from 1 in 7 (14%) last year.

*Family Action Research

Almost half (46%) of parents/carers surveyed will go without things in the run up to Christmas to enable them to afford to buy presents this year.

*Family Action Research



PARENTS WORRIED ABOUT AFFORDING BACK TO SCHOOL SUPPLIES

28% of parents say they are finding it difficult to afford their school uniforms and other back to school supplies.*

*YouGov

48% of parents cut back on other essentials before the start of the new school year to afford school supplies.

*Money Wellness

40% of parents feel back to school costs are unaffordable.

*Money Wellness

EVENTS

PATRON AND DONOR DINNER

In November, we held our annual Patrons and Donor Dinner, and this special event served as a heartfelt thank you to our patrons and donors, whose generosity and commitment make our work possible. We celebrated through inspiring stories, reflections on our progress and a shared vision for the future, highlighting the difference their support has made in transforming the lives of young people.

Throughout the evening, our young people took centre stage with their performances, ranging from football tricks to singing and dancing. This showcase highlighted the incredible potential young people have and provided them with the opportunity to shine.

We also had a special speech from CEO of Empower Youth Zones, Adam Farricker, to honour the memory of Kate Vokes, an extraordinary individual whose passion for amplifying young people's voices has left a lasting impact on our organisation. This night was dedicated to celebrating Kate's remarkable contributions and the vital work she championed. We reflected on her legacy, which continues to inspire our mission, and paid tribute to the profound difference she made in the lives of countless young people, which will forever be part of the work we do.

Watch The Power of Youth Voice video [here](#).

Watch The Power of Youth Work video [here](#).



WORK EXPERIENCE

On 29th January, we held our work experience event, giving Year 10 members the opportunity to connect with employers and make work experience plans. We had an incredible 200+ young people through the doors, which included 52 new members who registered because of the event. We saw several existing members reengage with us.

14 employers were involved in several different careers, including interior design, mental health support, digital advertising, construction, horticulture, corporate finance, hospitality/travel and property/retail.

14 EMPLOYERS:



"Thank you for organising such an event. It was a privilege for us to attend it and we felt humbled by the number of young people who showed interest in doing their placement with us.

SALFORD COMMUNITY UPSKILLING DIRECTOR



REPUTATION





BBC

May 2024: CEO Adam Farricker discussed the impact of Empower on BBC Radio Manchester.

June 2024: We collaborated with North West Tonight to amplify young members' voices ahead of the general election.

October 2024: Adam Farricker appeared on BBC Radio Manchester, highlighting the importance of Youth Zones and the development of SYZ.

February 2025: YPDG featured on BBC Radio Manchester and North West Tonight, sharing their highlights and the impact of SYZ on the city.

March 2025: Salford Youth Zone featured on The Joe McGrath Breakfast Show on BBC Radio Manchester at our Membership Launch Event, taking the time to speak with the amazing young people who attended.

TheBusinessDesk

November 2024: SYZ received confirmation of its first Cornerstone Patrons, the Preston Family.

February 2025: Announcement of Manchester Building Society as latest patron donor.



MEDIA ENGAGEMENT

Over 100 media mentions.

70 NEW JOBS IN SALFORD

Empower is on track to become the largest employer of youth workers in Greater Manchester's charity sector.

Across our two sites, we will employ 140 staff members and engage over 100 volunteers. The majority of full-time roles have now been filled, and in March, we hosted a sessional recruitment weekend. Read more [here](#).



MURAL

A new mural display inspired by the local area was unveiled to the community at its site on HideOut Youth Zone.

HideOut members were able to collaborate with artist Richard Preston to help shape the design and bring the final work to life.

The artwork reflects the rich history of Belle Vue and Gorton as well as the local environment and wildlife of the surrounding Gorton Park. Read more [here](#).



CHILDREN & YOUNG PEOPLE NOW

In an inspiring conversation with Children & Young People Now, Adam Farricker reflects on the transformative power of Youth Work. From receiving support as a young person to becoming a Youth Worker himself, and now leading two Youth Zones in Greater Manchester; HideOut Youth Zone and SYZ Salford Youth Zone.

Adam's journey is a testament to the life-changing impact of investing in young people. Read more [here](#).



SALFORD UPDATE

PRACTICAL COMPLETION

We are absolutely delighted to announce the practical completion of Salford Youth Zone, marking a significant milestone in our ongoing commitment to supporting and empowering young people within the community, as we prepare to open our doors and welcome the next generation of young people into this vibrant and inclusive space.

In March, we launched a large-scale recruitment campaign to build a passionate and dynamic team of Sessional Youth Workers and we had a fantastic outcome of amazing individuals, eager to make a difference in young people's lives. Our team continues to grow and we have now filled the majority of full-time positions.

We extend a heartfelt thank you to our capital funders, The DOME Family, Salford City Council, and the Department for Digital, Culture, Media and Sport, whose support has been instrumental in bringing this project to life.



DRONE FOOTAGE - MARCH 2025

GRAND OPENING DAY

As we move toward the official launch of Salford Youth Zone, we are excited to be hosting two key events to celebrate this milestone.

On Sunday 4th May, we will welcome our patrons and supporters to a Family Fun Day, an opportunity to explore the newly completed facilities and share this achievement with family and friends.

The official Grand Opening of Salford Youth Zone will take place on Saturday 5th July, bringing together members, community stakeholders, patrons, and donors to mark the beginning of this transformative journey for young people in Salford.

For more information on these events, please email: fundraising@empoweryouthzones.org



EMPOWER

EMPOWER is an award-winning youth work charity that was established in 2018 as part of the national Onside Network of Youth Zones. Since September 2020, it has operated the inspirational HideOut Youth Zone, based in East Manchester, and we are excited to be developing our second Youth Zone set to open in the heart of Salford from summer 2025.

To date, EMPOWER has supported over 9000 children and young people aged 8-19 and up to 25 for those with additional needs. We navigated the opening of HideOut Youth Zone in an unprecedented period of challenge, in the peak of the Covid-19 Pandemic. Since this time, we have continued to grow our reach, impact and outcomes for young people by providing them with somewhere safe to go, something positive to do and someone trusted to talk to, 7 days a week, all year round.

Our Youth Zones are based in the top 10 % most deprived neighbourhoods in the UK (as

per IMD) with both Manchester and Salford facing significantly disproportionate levels of child poverty (Manchester - 47% & Salford 43%) when compared to the national average (29%). In some of the areas surrounding our Youth Zones, it's as high as 70%, putting our members at a significant disadvantage when it comes to their future aspirations and equal opportunities.

The global economic crisis and relying heavily on private and public sector donations puts charities at an ever-increasing risk. However, Empower has strong foundations from which we can build on, both in terms of delivery but also due to the funding secured for the next 3 years, which will allow us to be ambitious both as a provider of services for children and young people, but also as an employer.

As a charity that supports young people from disadvantaged backgrounds in two of the most deprived communities in the UK, we also want to make sure we are looking after our staff and volunteers and develop the talent we already have.



LOOKING FORWARD

We continue to be committed to celebrate the success and impact of the amazing work we deliver to ensure all stakeholders know the importance of the services we provide. Most importantly, we want to create the opportunity for young people themselves to celebrate and promote their achievements, talents and aspirations and have the opportunity to influence decisions that affect them and their peers within the Youth Zones and across our communities.

Our charity is improving and changing the lives of thousands of families across Manchester, and I have no doubt we will do exactly the same in Salford from summer 2025. We will double our impact, reach more young people across Greater Manchester and develop more opportunities for business, public services, communities and young people themselves to come together

By the end of 2025/26, we will have a workforce of over 140 employees and over

50 regular active volunteers. We will be one of, if not the biggest, employer of Youth Workers in Greater Manchester and we have big ambitions to use that standing as leverage to influence further education intuitions across Manchester and Salford to bring back the professional development pathways for youth work training locally. We are committed to ensuring there is a long term sustainable pathway for youth work underpinned by professional ethics and values and delivered by qualified and experienced staff and volunteers

Our growth and impact realised so far is far beyond what we had anticipated when we opened HideOut only 4 years ago. We have only been able to achieve what we have to date, and our future ambitions confidently, because of all the incredible support and commitment our donors, supporters, staff, volunteers and partners have provided and continue to provide.

**Adam Farricker
CEO of EMPOWER**

EMPOWER

MANCHESTER • SALFORD

THE HOME OF:

HIDE
OUT

An **OnSide** Youth Zone



An **OnSide** Youth Zone