



UP FOR YORKSHIRE

Impact Report



Contact us

What are you ‘Up’ for? Get in touch! We’d love to hear from you.

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Selby District AVS is Up for Yorkshire!

Selby District AVS was established in 1976 and started out with an overarching aim – to enable the voluntary and community sector to grow and to flourish, whilst also supporting an inclusive community for everyone living and working in the Selby District.

Our remit has always been deliberately broad, reflecting the wide range of individuals, organisations, challenges and opportunities facing those people we were set up to support and enable.

We address the needs of the community, and fill gaps in service provision, by delivering a wealth of projects. We support new and established organisations, develop and seize opportunities to innovate and investigate, value lived experience and help to find a voice for those seldom heard.

Much has changed in the 40 plus years since we were set up, never more rapidly than in the years of the Covid-19 pandemic, when we became part of the Community Support Organisation network.

Our agility, flexibility and positivity enabled us to mobilise unprecedented community action, and our organisation was forever changed by the voluntary and community sector’s response to the pandemic.

The current cost-of-living crisis has compounded the impact on our communities. In 2022, we dealt with over 18,000 enquiries. We understand the pressure facing residents, organisations and volunteers – we don’t underestimate the long-term impact of financial insecurity, fuel and food poverty and the pressure on our health and education sectors.

Despite the challenges, the last few years have seen tremendous community resilience, and the emergence of new support networks and new working relationships give us positivity for the future. Infrastructure organisations have a vital role to play, and we’re proud to be part of such a dynamic sector that strives to meet and respond to community needs and priorities, finding new ways to collaborate and shape service provision.

Our goal is to build on existing strengths, bring people together and invest in relationships to support people to lead happy, healthy and connected lives. We want residents to always know we’re here for help and support, and that we’ll continue to work with communities and local organisations to respond to what people need.

We’re ready to embrace the next chapter of our organisation. We’re building upon our existing delivery – employability, health, wellbeing, financial and food insecurity, accessibility, equalities and inclusion are all central to our offer. The North Yorkshire local Government review created an ideal opportunity for us to revisit our name and geographical focus.

What’s more, our work is no longer limited to the Selby District - it reaches across Yorkshire in all directions. We wanted to reflect the variety of work we do, along with our values, ambition and personality. This rebrand is all about making ourselves as accessible as possible, to those people we exist to support, and to those who need us the most.

We look forward to continuing to work with our fantastic partners, networks and volunteers, and we’re excited about the new collaborations and opportunities to come. We believe in our community. We listen, we challenge, we collaborate, we support and we champion. We’re up for the challenges that lie ahead and hope you’ll work with us to meet them.

We are up for you. We are up for Yorkshire.

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**Up for
community
support,
advice
& guidance**

Up for community support, advice & guidance

Here to help people when they need us most

In late March of 2020, it became apparent that Covid-19 was going to have a devastating impact on our communities and life as we all knew it. We had to quickly make a decision about what our response to that would be, and there was no question – we needed to be an active part of the solution.

Selby District AVS became the local Community Support Organisation (CSO), through North Yorkshire County Council, and we have continued to support and coordinate community response and recovery in this way ever since. In the past few years we've grown into a one-stop-shop for advice and signposting to other vital services. We've also developed our own services to support digital inclusion.

We've helped people through our Community Fridge Project and the NYLAF Covid food voucher scheme, working in partnership with the Selby Food Bank as one of their registered agents. We've worked closely with Selby District Council and North Yorkshire County Council, helping local organisations secure funding and governance support.

We've provided emotional support for individuals struggling the most, combating issues around poverty, mental health, homelessness, bereavement, unemployment, benefits, access to services and health conditions. Our team and volunteers were also on hand across the district to provide practical assistance with shopping, food vouchers, prescriptions and medical appointments.

For those wanting to get involved and discover just how rewarding it can be, we've helped people find routes into volunteering. Last but not least, we've offered advice and guidance for service development, health and safety, policies and procedures, and problem solving – all especially relevant throughout the pandemic.

Thank you so much for all your help. I was completely stuck and unable to get even basic shopping. The services you offer, and the support that comes with them, are absolutely invaluable.

Selby resident



Since March 2020 we have dealt with over 42,000 enquiries

**Up for
partnership &
collaboration**

Up for partnership & collaboration

Working together makes us stronger

Partnership is at the heart of what we do. We love collaborating with others through our partnerships, research and development work, whilst also providing accessible and welcoming community spaces.

A recent example – the Community Fridge project – was established in partnership with Selby Big Local. It works directly to reduce food waste and empower our community. The Selby Community Fridge is a space where everyone can share surplus food, including donations from local food businesses, producers, households and gardens.

The Selby Community Fridge can be accessed by anyone and everyone who wants to share food, needs food, is keen to volunteer or just get involved with food, environment or related activities. We are part of a national Community Fridge network run by The Hubbub Foundation.



In 2022 we gave out a staggering **3,804** bags of food



We're carrying out **17** food collections every week



We've saved **22** tonnes of food from ending up as landfill

Before coming to the Community Fridge I was scared of being judged. But, the volunteers made me feel so welcome and comfortable to come back if I ever needed to.

Community Fridge visitor

Seeing all the hard work the volunteers do at the fridge inspired me to be more conscious of my personal food waste habits and how I can help others.

Community Fridge visitor



**In the past two years,
5,600 people visited
our Community Fridge**

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**Up for
equality,
diversity
& inclusion**

Celebrating the positive impact difference brings

A key aspect of our work is creating a community where everyone can shine, regardless of who they are. We're continuously striving to learn, develop and improve our own practices and service delivery, as well as supporting the wider community to do the same.

Equality and Advice Network

Working in collaboration with Citizen's Advice, we chair this invaluable partnership, bringing together statutory and VCSE organisations. Together we share information, insights and develop best practice across all issues surrounding equality, diversity, inclusion and access to services. We do this through knowledge sharing and training, community consultation, new service development and campaigning on emerging issues.

Anti-Poverty Partnership

We established the Anti-Poverty Partnership to bring together statutory and VCSE organisations from throughout the district and wider Yorkshire region, to respond to and challenge critical poverty issues facing our community. In particular, the impact of the pandemic, financial insecurity, food poverty and digital exclusion.

Other partnerships we chair:

Dementia Action Group, Sustainability Partnership, York and Selby District Police and Independent Advisory Group.

Partnerships we participate in, include:

Community Support Organisations Network, Selby Big Local, Selby District Mental Health Partnership, Selby Health Matters, Selby Local Delivery Team, North Yorkshire Voluntary Sector Leaders Group, High Street Action Zones Steering Group, Selby District Disability Forum, Monk Fryston and Hillam Sustainability Project, Hall for Hemingbrough Steering Group, Voluntary and Community Sector Emergencies Partnership, Community First Yorkshire Mentoring Network, Counter Terrorism Action Group, Safer Selby District Local Delivery Team, Selby Prevent Partnership, North Yorkshire and York Strategic IAG, The Humber and North Yorkshire Health and Care Partnership - VCSE Assembly.



Over 50 organisations regularly contribute to our dynamic equality & advice network

**Up for
volunteering
& reaching out**

Up for volunteering & reaching out

Volunteers are an essential part of the fabric of our society

Without the generosity, kindness, invaluable gift of time, and varied skill set of volunteers, so many community services would simply not exist. We offer support and advice to volunteers and the projects or organisations they support, advocating for them, and helping to match the offer with the need. One of our own invaluable volunteer-led services is Community Transport.

A key challenge across Yorkshire is limited access to public transport, particularly for those who are most vulnerable. Our established community transport scheme tackles this head-on and has become all the more invaluable over the last few years.

Volunteer car drivers use their own vehicles to provide an essential door-to-door service. Each journey also provides a wonderful opportunity for conversation and connection, and passengers feel safe and able to access appointments and places they need to be.

Our minibus offers community organisations an affordable and accessible transport solution. Volunteers enable this service to be available with the support of a driver.

Before I took on the role, I didn't realise what it entailed – but now I know that there are so many people who are so vulnerable and need the attention and care that we can provide them, particularly to help them get to hospital appointments. I really enjoy the role, helping people and making such a difference.

Paul, Volunteer Car Driver

Community Transport is essential to me and so many other people. Without it we would be unable to get out and about, access the community and attend much needed appointments. The drivers are lovely, really kind, chatty and just make me feel at ease.

Joanne, Community Transport Service User



In 2022, our volunteer drivers provided 3,147 car journeys for vulnerable residents



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**Up for
kindness &
authenticity**

Up for kindness & authenticity

Enabling people to achieve their aspirations

We do everything we can to help people on an individual basis. Even though we're perhaps best known for serving the community in partnership with other organisations, no project is too small and we value every person's story equally.

Jimmy was referred to us in December 2019 as he was struggling with managing his emotions, coming to terms with events from his childhood, combined with financial difficulties being out of work. We were able to give him a range of emotional and practical support, equipping him with skills, knowledge and actions to take his life forward in a positive way on all fronts.

Jimmy's ambition was to start up his own landscaping business. Over the last few years, Jimmy has taken part in several of our training and wellbeing programmes, accessed ongoing one-to-one support sessions, and utilised our team to work with him on all aspects of his business development. We assisted with general start up planning; finance, insurance, branding design, marketing, equipment, and staffing.

Flinton's Landscaping now employs up to 6 staff per week and has a range of short and long-term contracts. Jimmy's life has turned around, he now feels able to take control of his life, both personally and professionally. In addition, he continues to volunteer, assisting with a number of community gardening projects for free.

Jimmy also now acts as an ambassador for Up For Yorkshire, referring people into our services. He's even been featured in a film and newspaper articles, covering the positive impact our work has had on his life

Up For Yorkshire saved my life. They gave me hope to continue, and now I laugh – a lot.

Jimmy



Every 1 person's story matters

**Up for
learning,
development
& aspirations**

Life-long learning and reframing the world of work

We've seen firsthand that supporting people into employment, further training, education and volunteering creates a number of social and emotional benefits. When people are equipped to dream big and work towards a positive and sustainable future, they feel empowered to turn their lives around.

Action Towards Inclusion (ATI) is one of the most amazing projects we've been involved in. Not only has it made a genuine difference to people's lives, it's also given our team the freedom to be creative and provide an individualised approach, enabling participants to open up about their personal struggles, needs and aspirations.

We've seen people start out on the journey homeless, unemployed and struggling with their mental health. But thanks to consistent, personalised support they've gone on to build their confidence, develop a support network, learn new skills and address issues from their past.

Through Better Connect, we have been a Key Worker organisation for 4 years, offering an intensive and extensive range of support for people who are unemployed. Action Towards Inclusion is part of the National programme Building Better Opportunities

which is funded by the European Social Fund and National Lottery Community Fund.

Participants have received a wealth of support and opportunities, including one to one sessions, training, problem solving, wellbeing and counselling services, as well as both personal and skills development.



ATI helped **37** people get the training they needed and **38** people move into employment



ATI also inspired **15** people to take up volunteering

ATI was an inspiration when I was at my lowest. I had been made redundant due to Covid and had just had emergency surgery. Keyworkers motivated, supported, and guided me, showing me I did have strengths that would be useful in employment. Within weeks of job coaching, I was employed and enjoying work again. I cannot thank them enough.

Colin, ATI Participant



**In 2022 we provided
42 free training courses**

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Up for community spaces & collective responsibility

Up for community spaces & collective responsibility

Working together to create a vibrant, sustainable community

We believe in the importance of community spaces and the value they bring. When a building or a place, can be saved, improved, or brought back to life, so many other incredible opportunities can happen as a result. Brayton Community Centre is a fantastic example of how important it is to provide diverse, safe, and accessible community spaces.

In 2021 Brayton Community Centre was on the brink of closure. Working in partnership with Brayton Parish Council, Selby District AVS made the decision to take on the guardianship of this fantastic community asset, to ensure a sustainable future for the benefit of those it was intended for.

Since then we have invested our own charity funds, time and expertise, to turn the centre around.

We are now leading a community partnership for the long-term sustainability of a playground for the parish of Brayton. We have also worked hard to improve the relationship young people have with the community centre. Up to 20 local young people are now accessing a weekly youth offer, sharing issues, developing friendships and achieving aspirations.

At Brayton Community Centre we:



Have invested **£60,000** on vital repairs and improvements



Host more than **25** regular activities, from kickboxing to panto

I am hugely excited by all that you and your team, with the support of local residents and other stakeholders, have achieved in such a short space of time. I am excited by the decisive action you and they have taken, and by the level of commitment Selby District AVS and Brayton Parish Council have shown, and continue to show, to the future of this very significant local community asset.

Rev. Pete Watson, St Wilfred's Brayton Parish Church



Each week over 1,000 people enjoy the use of our community spaces

**Up for
questioning,
research
& shared
knowledge**

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Up for questioning, research & shared knowledge

Community research shapes our future

Community research is above all a collaborative process, one which can create strong, evidence-based learning to help move services forward and something we value and champion. In recent years we have carried out many community consultations, developed community questionnaires, written reports, and collaborated with other local and national organisations on a range of campaigns. A great example of this has been through the Our Zero Selby project.

We believe in a community-led approach to a zero-carbon economy. Our Zero Selby explores the opportunities for community action on climate change that delivers environmental, economic and social benefits.

We are in a climate crisis and there is commitment from North Yorkshire to be England's first carbon negative region. In 2021 we launched Our Zero Selby in partnership with the international sustainability NGO, Forum for the Future, and public participation charity, Involve.

Over six months of outreach and community conversation, we talked to people about five issues that matter to them – the buildings we use, the food we eat, how we travel, our open spaces and what we buy and waste. Residents then came together to prioritise 25 projects – some small-scale, others long-term investments – that together can help us realise the vision of a zero carbon Selby.



525 local residents shared their views and ideas through workshops and surveys



48 organisations engaged with the project, ranging from local businesses, council bodies, educational institutions, not for profit organisations, faith groups, and funders



40 residents participated in a 3-day decision-making event to prioritise future action



Residents worked together to generate 101 ideas to make their community sustainable

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**Up for
impact
& change**

Inspiring brilliant people to make a lasting difference

All of our work is a partnership, sometimes with multi-agencies, sometimes with one organisation, and often just with one person. Our aim is always to mentor, advise, encourage and seek opportunities that turn ambition and aspiration into reality.

People

When we first met Jade she was at a crossroads in her life, struggling with her mental health, traumatic events from her past and an inability to see a way forward and back into work. Through time spent in group sessions, wellbeing courses and volunteering opportunities, her confidence grew, friendships were formed, and clarity of her skills came to the fore. Determined, she set about establishing a role for herself within our organisation.

Following an extensive volunteering programme and offers of time, she has now secured paid work with us as a receptionist and coordinator of activities at Brayton Community Centre. Jade's enthusiasm for the organisation, and personal experience of the impact we can make, has ensured she is an amazing ambassador for our work and an invaluable member of our team.



The first time I walked into Selby Community House I knew it's where I wanted to work. Now I call it my second home. I was able to talk about my traumatic past and not be judged – they saw me for me, and helped me realise my potential.

Jade Huddlestone

Organisations

We first met Jackie in 2019, very distressed, having had life-changing surgery, and losing her home after the break-up of her marriage. With Jackie's determination, we worked together to rebuild her confidence, create a network of support, and encouraged her to dream big. In 2020 Jackie launched 'Second Chance Ostomy Yorkshire', providing support to people living with a ostomy.

I found Up For Yorkshire at my lowest, not knowing where my life was going. With the support and friendships I found, I'm in a much better place, and more confident than I have ever been.

Jackie Barnes

Throughout Covid she continued to support individuals online, building a strong reputation and enabling people to have a greater understanding regarding people living with an ostomy. In 2023, Jackie is developing an additional programme supporting women going through the menopause. From her initial consultations, it is clear there is a much-needed offer about to start, we look forward to seeing the impact that 'Hot Women' will bring.



Places

Recreation Road Allotments is an independent allotment and community gardening space, committed to serving the social, emotional and health needs of Selby and the wider community. Run by a local Community Interest Company, the allotments work to provide a connection to nature through growing food, learning about the environment and maintaining biodiversity.

We're creating a beautiful place where we can plant food and flowers, feed and watch birds and work, sit, chat and grow together in a relaxed and friendly way.

Lynn Harrison, Gardening Lead

We were keen to support this fantastic community project and are therefore leasing a large patch of allotments and using them to deliver invaluable educational and wellbeing opportunities. We often find that transforming physical places has a phenomenal impact in supporting the transformation of individuals involved.



Up for you. Up for Yorkshire.

My first connection with Selby District AVS was as a very eager and naive 22-year-old Sexual Health Outreach Worker! I found support, ideas, and office space through the kindness of the organisation.

In 2009 I was lucky enough to be offered six days consultancy work for Selby District AVS. Those six days have turned into many years, each one becoming more exciting, creative, and impactful.

A constant throughout this has been the enthusiastic and unfailing support from Kay Goodwin, who as Chair, has joined me on this journey, thank you. With a new and accessible name and brand, that truly captures who we are, alongside our fantastic team of staff, volunteers, and trustees, we are in a strong position, to support so many more individuals and organisations.

As we move forward, I am always eager to explore new ideas, opportunities and challenges that need to be addressed. I look forward to working with you.

Chris Hailey-Norris
Chief Executive





upforyorkshire.org.uk

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