

# the ZONE



**THE ZONE INITIATIVE LIMITED**

**ANNUAL REPORT 2009-2010**

# the **ZONE**

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- **What is the Zone initiative**
- **Structure**
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## INTRODUCTION

**The project has went through a few changes this year with the name change image branding and the launch of a new website all of which have resulted in the strengthening of our profile and allowing us to better market our image, brand and services across the East Ayrshire area and beyond.**

**Therefore we are pleased to introduce this annual report following a successful year formerly as Bellsbank adventure playground ltd now The Zone Initiative limited , in which we have developed numerous innovative new and exciting programmes.**

**We are delighted to report the success of our work across the local authority and highlight the achievement of all our participants.**

**Our Quality Assurance Framework Standards further enhance the experience of children, young people and community by involving them as partners in all we do.**

**Our Training centre has accredited over 380 Young People and local community in nationally recognised key skills, enabling them to access further opportunities in education, employment and training.**

**Our structures for involving children and young people in a meaningful way throughout the organisation has seen young people delivered a variety of workshops, conferences and representing the organisation at Local events: this participation work is at the heart of what we do.**

**During the year "The Zone" and "Bellsbank Adventure Playground" continued to offer the children and young people of the Doon Valley recreational and social facilities on a daily basis. The Organisation extended their activities to include a "Go Play" experience which takes children on supervised, educational outdoor pursuits. The programme was offered to the primary schools within the Doon Valley, the majority of which took up the opportunity and has incorporated the activities into their Curriculum for Excellence programme. The SVQ training facility has continued to grow as the organisation can offer an extended range of subjects. In addition the Organisation has taken on in excess of 20 future job funders. This is a government funded back to work program which allows long term unemployed to gain 6 months work experience from the Organisation and ready them for employment in the future. With these additional employees the Organisation was able to offer the old and disabled people of the community grass cutting facilities and labourers. These labourers were also instrumental in creating an outdoor facility for use by the Go Play team.**

**We would like to thank our staff, volunteers, directors and partners in helping to ensure that the last 12 months have been a great success.**

**Looking to the future, our forthcoming strategy alongside our continuous programme of new opportunities and development will ensure the lives of participants in the authority become safer, happier and healthier.**

**IRENE ROWAN CHAIRPERSON**

**JANETTE ORR TREASURER**



#### **WHAT IS THE ZONE INITIATIVE LIMITED?**

**The Zone Initiative (Ltd) is a company limited by guarantee ( SC258621 ) and is also social enterprise operating in the area of East Ayrshire, with a social mission of improving the lives of the children young people and adults of the local communities.**

**The organisation is made up of voluntary board of directors, staff, children and young people, advisors from East Ayrshire council and the local community and has been hailed by HMie as an exceptionally dynamic community organisation.**

**Our activities include childcare, youth work and training and employability opportunities**

#### **VISION & MISSION**

**The Zone Initiative has a clearly defined organisational vision, supported by a mission statement and core values.**

##### **Vision**

**To improve the lives of children, young people and the community of the Doon Valley area.**

##### **Mission**

**To provide facilities for play, recreation and educational opportunities for children, young people and local community of the Doon valley area which will improve their quality of life by promoting their physical, spiritual and mental well being?**

#### **CORE VALUES**

**The service users and those who benefit from the opportunities that the project provides to the area are at the centre of all that we do**

**This is visible in the demonstration of our core values:**

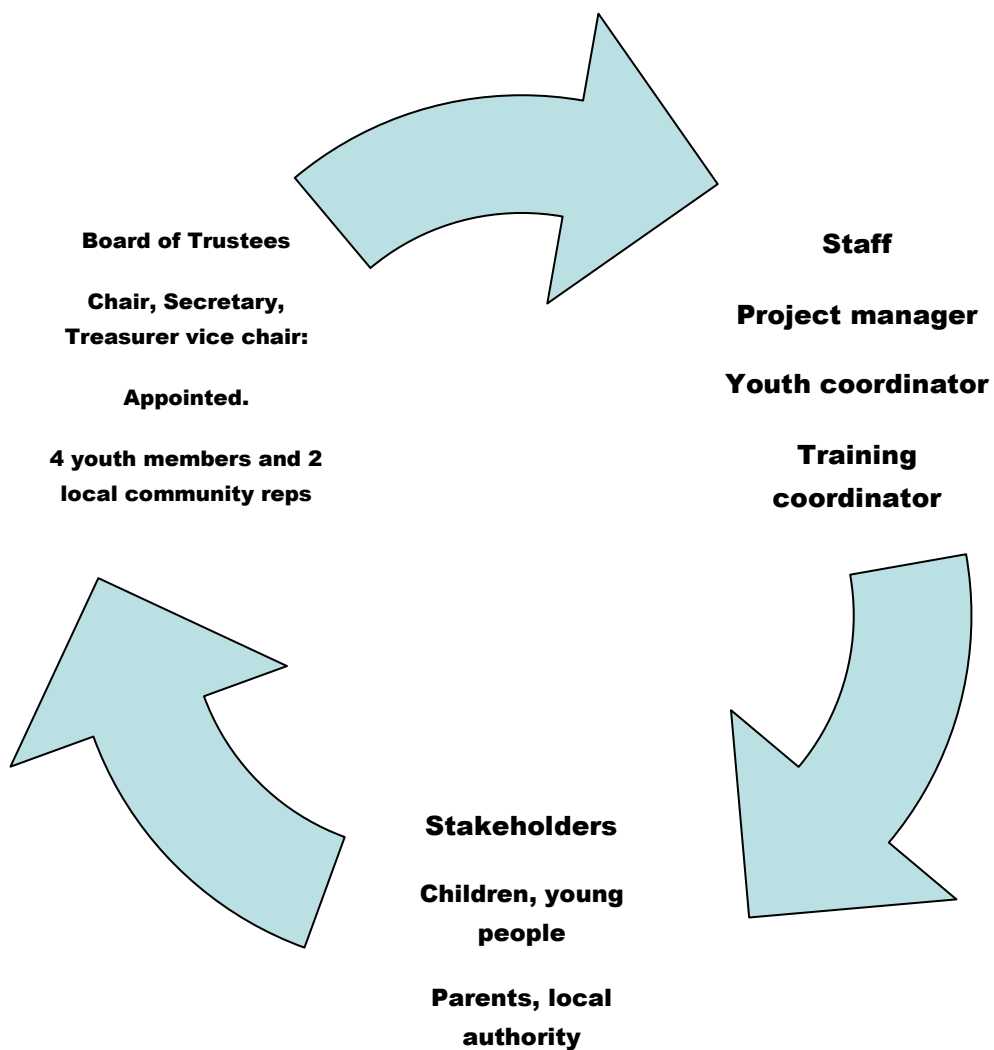
- **We are accountable and transparent in how we work and what we deliver**
- **We are committed to delivering best service at all times**
- **We believe in a culture of evidence-based practice, learning and evaluation**
- **We are responsive to and embrace change**
- **We strive always for improvement**
- **We respect the diverse and different needs of all individual service users**
- **We work collaboratively to ensure optimum performance**
- **We are committed to working in partnership with public, private and voluntary sectors**

**For more information on our structure, see our Memorandum and Articles courtesy of Companies House.**

# the ZONE

## STRUCTURE

The organisation is made up of Staff Members governed by a Board of Trustees including young people and representatives from local community this allows the voices of all participants to be heard directly and through the experts who work with them.





## WHAT WE DO

### CORE SERVICE

**We remain committed to our core services which is the provision of good quality play recreation and educational opportunities for the children and young people of the East Ayrshire area.**

**The youth work within the Zone essentially remains one of the core services. Our aim is to raise the aspirations of young people despite the everyday trial and tribulations that they face, making a positive impact the Zone Initiative limited is commitment to promoting social friendships, strong interpersonal skills, confidence building, and alternative educational opportunities for all of the young people accessing our services.**

**Only through building trust and confidence levels of our young people can they gain a sense of their own individual responsibility that will allow them sense of pride accomplishment when achieving and following their own pathway in life.**

**We will take clear action within our delivery methods in order to enable attainment for all by providing the support and tools to allow the potential of every, young person to be fulfilled.**

### MOBILE GO PLAY EXPERIENCE

**A nationally funded initiative for children aged 5-13 yrs getting children back to basics through team building, problem solving and risk taking experiences. This programme sits in line with the new curriculum of excellence being developed within school nationally.**

**The outdoor and indoor free play activities for children aged 5-13years provide the ability for children to problem solve , risk take, use their own initiative, be independent and play without the use of electronic equipment .**

**Our aim, with the Go – Play experience, is provide 4,500 children between the ages of 5 and 13 years across Ayrshire the chance to experience GO Play and what we have to offer**

### THE BENEFITS WE HAVE SEEN ALREADY

**Children are more physically active and burn calories quicker.**

**Outdoor play develops their gross motor skills and cognitive skills.**

**Outdoor play cultivates curiosity and imagination.**

**Outdoor play allows children to take risks and problem solve by themselves**

**Outdoor play develops social and communication Skills.**

**Outdoor play develops the child's overall well being.**

**HEALTHIER**

**RECEPTIVE**

**INTERESTED**

**INDEPENDANT**

**ENGAGED**

**HAPPIER**

## **GO PLAY NATURALLY**

**Ayrshire Leader part funded initiative that will see the development of a dedicated natural play area within the grounds of Bellsbank Adventure Playground which will be used for school to develop leadership skills and provide important outdoor provision for school children, young people and families to use.**

**Encouraging children, young people and adults to enjoy the outdoors by providing such opportunities as nature walks, shelter building, bridge building, identifying nature, bug catching and free play activities.**

**We see this as part of the community regeneration of the area. The importance we place on this project shows commitment to the local area by providing an upgrade to a derelict park area, that in return can and hopefully will be used by all ages and stages of the local community and wider East Ayrshire.**

## **BELLSBANK ADVENTURE PLAYGROUND**

- **The project has its own playground area built to British kite standards for the children and young people of the area to use on a daily basis with no cost attached.**
- **Exercise for children**
- **Child care for parents**
- **Convenience for parents and children Pick up & drop off**
- **Multi use games area for all the community to use with flood lighting for winter months**
- **Teen shelter an area for youths to hang out and socialise together**

## **TRAINING COMPANY**

**The Training company is dedicated to the delivery of training opportunities across East Ayrshire area. We have Skills Development Scotland Status, an approved centre for ILA, accredited to deliver SVQ level 2,3 and 4 in various care qualifications, and have accreditation in ECDL and Microsoft.**

## **ACCREDITED TO DELIVER**

**SVQ level 2 and 3 in:-**

- **Health and Social care, Childcare Learning and Development, Play work, A1 Assessors, HNC Health and social care, Level 4 Management in care (awaiting accreditation)**

**Other training opportunities:-**

- **Learning bites 300 choices Care cluster, Admin cluster, Computing, Health and safety at work, Landscape gardening, Door security, First aid, Personal licence, ECDL, CSCS tickets, CCTV training ,PTLLS**

**We are a Quality Assured training company convenient for students and employers delivering Work based qualifications. All qualification are accredited to appropriate qualifying bodies and are transferable and can be used to move in employment or further education**

**We have 48 free care qualifications' that are offered to unemployed people across East Ayrshire with placements in care establishments provided.**

## **OUT OF SCHOOL CARE**

**We have four dedicated out of school care projects all providing care with a variety of play recreational and educational opportunities for all participants from 3.00pm until 6.30pm in term time and 8.00am until 6.30pm holiday periods.**

**All projects are Care Commission regulated and all staff are registered by the Scottish Social Services Commission.**

**The provision of out of school care across the authority give parents the confidence to enter into employment or further education it also gives parents the peace of mind that their child is being properly cared for in a safe secure environment to socialise with their peers. As we are care commission regulated parents can then access their working family tax credit childcare allowance which subsidises up to 80% of the cost, we have also introduced the usage of childcare vouchers.**

**We work closely with the local authorities Pre-five department which not only provides financial support but also keeping us up to date with new legislation and policy.**

### **Our provision:-**

- **Patna 39 registered places**
- **Bellsbank 48 registered places**
- **Mauchline 60 registered places**
- **Dalmellington 40 teen care places**

## **NOT IN EMPLOYMENT TRAINING OR EMPLOYMENT**

**The Youth On The Move project is a coalfield and Ayrshire Leader funded initiative which mirrors the MCMC programme running currently nationally.**

**This programme is dedicated to the provision of alternative learning approaches, which provide the delivery of the 5 key aspect of education. This programme is structured to suits the individual needs of young people struggling within the education system**

**We pick up young people to access the service from across the East Ayrshire local authority and deliver Cluster training of individual's choice. A training needs analysis is done with all young people to assess their individual needs, then by working in a relaxed environment with qualified staff allows young people the time and confidence to work at their own pace.**

**As a result young people have said the course is easy to attend, they have learned life skills and increased their chance of employment, in addition they have increased self confidence/awareness and increased their individual aspirations.**

**It allows them the ability to share information within a different environment, school classes are not disrupted, school rolls are maintained, social and vocational opportunities are looked into with friendly and approachable staff on hand at all times.**

**We deliver this through close partnership working with local authority education departments within individual secondary establishments in Ayrshire.**

## **FUTURE JOBS FUND**

**The national and local priorities and programmes surrounding the Future Jobs Fund link to East Ayrshire local authority's community plans to promote community learning to provide a smarter better educated, more skilled ,confident individuals who will be successful learners, and in return responsible citizens who are effective contributors to society.**

**By delivering training and skills we are helping to set up sustainable, resilient rural communities which will be empowered. We source 6 month work placements for people who have been unemployed for 9 months or more general age 18-24 yrs .**

**This provides 25hrs of continuous paid employment .There are a variety of job opportunities with training courses provided, plus we individually track each employee though our on-employee-a dedicated team. working**

**We develop exit strategies for each and the scheme opens new opportunities for individuals by the close partnership working with DWP, East Ayrshire skills development, employability services and working links.**

**The scheme aims to take a positive role in influencing issues affecting them through improving their skills, knowledge and capacity, and by supporting them in the community to employment and further education.**

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The ZONE INITATIVE ltd has worked in partnership with many groups and organisations over the year, including the following key groups who have helped us to develop into the successful project we are today.

## East Ayrshire Council

- **Community Learning and Development**
- **Pre-Fives department**
- **Education and Social services department**
- **Skills Development and Employability Service**
- **Doon Academy & Doon Valley primary school's**

## South Ayrshire Council training Department

- **Stepping Stones limited**

## Ayrshire Arran Health Board

- **Dental Health & Healthy Eating**
- **Sexual Health nurse**
- **Smoking cessation**
- **Community health worker**

## ● **Our Funders**

- **Fairer Scotland Fund**
- **Coalfields Regeneration Trust**
- **Ayrshire Leader**
- **Inspiring Scotland**
- **Mineral Trust**
- **Abbey Trust**

## Private companies

- **European Lifestyle limited**
- **Trustcare International limited**
- **Glaxo Smith and Kline**
- **Argus Care group**

**Timeline of the year for The Zone initiative limited: April 2009- March 2010**



**March 2009 young people participate in non smoking campaign within local community and made the props for shop windows.**



**The "Youth on the move" embark on another session of social and vocational training April –June  
80 young people successfully transported to positive destinations**



**Ministerial visit May 2009 launch of mobile GO PLAY experience aim providing free play experiences to 4000 children aged 5-13 years Over 18 month period**



**Children negotiating their way across a ditch in their local area.**



**Training in the community and future job fund candidate learn First Aid June 2009 over 25 young people have completed and gained a three year certificate.**



**Team building session GO KARTING for young people  
attending Youth on the move project July 2009**



**Young people receiving bronze silver and gold Youth achievement awards August 2009  
through East Ayrshire council community learning and development team.**



**The First Squad from Future job Fund scheme start Nov 2009/Jan 2010.  
The scheme will develop a 3.5 acre site into a natural play area.**



**Young people build Santa grotto and participate in community Christmas fare 2009**



**The Scotland friendly match at Hampden March 2010 twenty young people  
had the opportunity to attend.**

## TESTIMONY OF USERS

### THIS IS WHAT THE YOUNG PEOPLE SAID ABOUT THE EVENT'S...

**“Oh man I have never been to a Scotland match ever this is the best time I have ever had” young person 15 years old looked after and accommodated**

### FUTURE JOB FUND WORKER

**“I would love to work at the out of school care permanently it's the best job ever no one has ever given me a chance now I have a qualification and I am trying to get into college**

**“young person aged 23**



### TRAINING IN THE COMMUNITY CANDIDATE AGED 39 SAID

**“I have been unemployed for over a year, I have a wife and weans to support the training in the community project has been great, I now have a full time job in a nursing home and a proper SVQ qualification this would never have happened if I hadn't started on the project, it allowed the nursing home to see that for the 7 hours I volunteered I was dedicated to this type of work and gave them the faith in me to offer me a full time position “**



**TEACHER OF CHILDREN USING GO-PLAY AS PART OUT  
CURRICULUM OF EXCELLENCE**

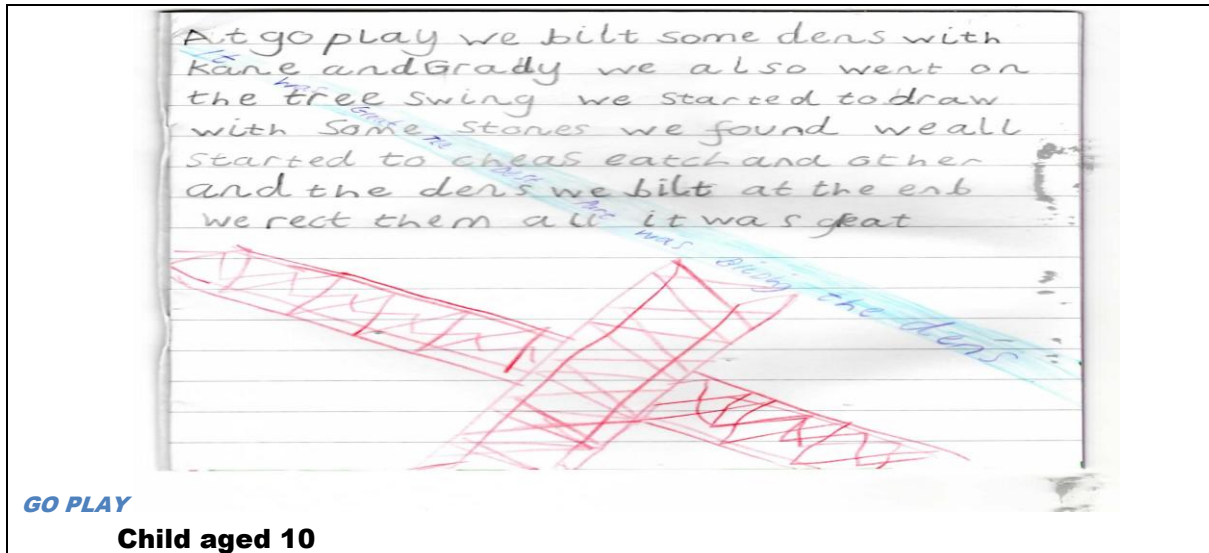
**“children work hard in the class before going with “go-play Team” . They are particularly enthusiastic about activities and work even harder when they return to class. Definitely see an improvement in their confidence.**

**CHILD AGED 6 YEARS ATTENDING**

**GO-Play summer play scheme “I asked my mum not to go on holiday next year so I can come to go play all summer again**

**CHILD AGED 13 WITH PARTICULAR NEEDS  
FROM DOON ACADEMY**

**“I feel sorry for all the other kids in school  
As they are working and we are having so  
much fun at GO-PLAY”**



**GO PLAY**

**Child aged 10**

**Young person aged 25 who attended project**

**That's great the Zone was like a shelter in the storm for me it's the only memory of Bellsbank that makes me look back with fondness. I'm struggling to find work so I've started to write a book so I hope that works, can I have old photographs from my early days with the Adventure playground?"**

**Young person aged 21**

**After working for the Zone's future job fund programme as a Teen care worker I decided that working with young people is what I would like to do in the future I now volunteer 5 days a week and will be going on the first youth work course available to me.**

**Young volunteer aged 25**

**I came back to volunteer after the Future job fund scheme as it was sending me crazy just lying about all day the hut was part of my life from the age of five and now I can Give something back to other children.**

# the ZONE

## THE ROAD AHEAD

**Well who knows what the future may hold financially for the Zone initiative ,we are a strong social enterprises who have developed plans for the road ahead within this we must continue to diversify into key areas of work that aim to develop children, young people and local communities bringing out their aspirations for a better life.**

## OUR FUTURE PLANS

### YOUTH SERVICES

**Significantly as a modern youth provider we are no longer just about entertainment; the project not only provides a social and recreation area for young people but also the provision of top class opportunities for the young people to develop their skills, access health and alternative education, build self-esteem, and receive careers advice; this we believe is imperative as young people feel socially and rurally isolated due to distance and cost of travel. The area is resource poor and the need for a designated youth service is imperative.**

**We will continue to hold youth services as the most important part of the projects provision, and continually seeking to develop new opportunities for young people is the key to their building confidence, trust and their aspirations for life.**

### GO PLAY

**A new development will see the project move further by using the a-unique selling point of the Mobile GO PLAY experience. Through the built- in training programme for youth workers and out of school care staff we will create a unique learning vehicle that can be used to encourages schools and children's own unique style of GO PLAY experience. By encouraging all trained group leaders to utilise their local open space for interactive play, health, recreation and personal development uses .**

**The aim of the mobile GO PLAY team will be by supplying capacity building training to the child care and youth workers who use the project—on how to deliver the programme successfully through a series of workshops and a personal DVD. The DVD's made at individual projects will train staff members in all elements of safety awareness, equipment and use of woodland area's; plus provide fun GO PLAY experiences of their own schools and groups in return. Children will then be able to enjoy the experience many times within their own programmed activities at School and follow up any outdoor project's that they have worked on within their own woodland areas, such as, bird boxes also allowing them to follow what the different seasons bring to their wood.**



#### **TRAINING PROJECT**

**The training company will continue to expand and provide training services to as many private, voluntary and public bodies as possible.**

**We will enhance the training project with the development of other SVQ courses such as retail, admin, level 4 management qualifications in health and social care and child care learning and development, the project will also look at HNC courses and introductory credit courses that will meet the needs of the local communities we serve.**

**By working directly with local authorities, schools, DWP and other like minded services we will be in a stronger position to tender and deliver good quality training services.**

#### **OUT OF SCHOOL CARE:**

**The provision of out of school care is a must in area's to allow the local people to work or up skill themselves; however the project must look at ways of making sure the payments are being made on time to each service this can be done in a variety of ways such as standing order, payment before care and voucher system , also looking at ways of making efficiencies will be a priority this will most probably result in merging the two local out of school care project and transporting children from Patna to Bellsbank.**

#### **YOUTH ON THE MOVE:**

**The Youth on the Move will be developed by the introduction of work based training opportunities which will see young people out working a day or more a week in their choice of career. We will strive to work with local business to develop this in a bid to provide young people introduction to work from an earlier age, as the barrier in this area is the prevalence of are third generation unemployed and workless families. We hope to develop this by a bid to Europe and the national lottery.**

#### **HOME BUDDIES AND GARDEN MAINTENANCE TEAM**

**These two initiatives, derived from a pilot project, run with the aid of the future job fund scheme. The purpose was for young people to provide grass cutting, garden maintenance and house work services to the local community.**

**We aim to develop the scheme which will provide a weekly garden and household chores service for elderly and disabled people within our communities who have no help from the statutory bodies, thus encouraging an intergenerational relationship within the community by providing these two key services young people and elderly generations can develop a positive relationship sharing skills and knowledge.**

## FINANCIAL SUMMARY

### DETAILED STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 31 MARCH 2010

£	2010	2009
<b>INCOMING RESOURCES</b>		
<b>Activities for generating funds</b>		
Coffee bar	6,237	3,053
Investment income		
Deposit account interest -		25
<b>Incoming resources from charitable activities</b>		
Training fees	25,793	12,725
Registrations	12,174	8,788
Working for families - childcare provision -		36,114
Grants - Big lottery fund -		23,916
Grants -EAC community planning -		67,500
Grants - Childcare partnership strategy	15,993	36,968
Grants - EAC pooled budget	11,824 -	
Grants-Minerals Trust	900 -	
Grants - Youth link fund -		15,912
Grants – Coalfields	35,002	20,090
Grants - Ayr Leader Training	4,433 -	
Grants - Fairer Scotland	69,000 -	
Grants - Skills development	63,671 -	
Grants - Go Play	26,578 -	
Grants - Ayr Leader youth/move	16,161 -	
Grants – Abbey	2,450 -	
Grants - Future Job Fund	101,180 -	
	385,159	222,013
<b>Total incoming resources</b>	<b>391,39</b>	<b>225,091</b>
 <b>RESOURCES EXPENDED</b>		
<b>Fundraising trading: cost of goods sold and other costs</b>		
Coffee bar purchases	2,619	2,922
<b>Charitable activities</b>		
Wages	278,151	234,161
Rent, rates and insurance	15,489	9,248
Repairs and renewals	5,397	11,879
Light and heat	4,580	4,179
Telephone	1,942	3,053
Postage, stationery & advert	4,129	3,317
Training expenses	8,013	1,835
Travel exp	10,047	10,270
Curriculum costs	9,387	11,708
Sundry expenses	2,446	1,618
Electrical resources	4,580	3,296
Hire of equipment	4,814	4,760
Carried forward	348,975	299,324

**DETAILED STATEMENT OF FINANCIAL ACTIVITIES  
FOR THE YEAR ENDED 31 MARCH 2010**

	2010 £	2009 £
<b>Charitable activities</b>		
<b>Brought forward</b>	348,975	299,324
<b>Protective clothing</b>	1,165 -	
	350,140	299,324
<b>Governance costs</b>		
<b>Accountancy -</b>		1,166
<b>Auditors' remuneration</b>	1,595 -	
	1,595	1,166
<b>Other resources expended</b>		
<b>Motor Vehicle - Go Play funded</b>	16,500 -	
<b>Equipment - Future Job funded</b>	4,027 -	
<b>Improvements to property</b>	1,764	1,764
<b>Fixtures and fittings</b>	2,796	3,651
	25,087	5,415
<b>Support costs</b>		
<b>Finance</b>		
<b>Bank charges</b>	993	830
<b>Total resources expended</b>	380,434	309,657
<b>Net income/(expenditure)</b>	10,962	(84,566 )

**TRUSTEE'S STATEMENT**

These summarised financial statements have been extracted from the full financial statement of the Zone Initiative Ltd (formerly BAP Ltd) for the year ended 31<sup>st</sup> March 2010, which the trustees approved on the 7<sup>th</sup> of October 2010 by the company's official auditors.

For further information please contact head office on 01292-551-888 or

**Elaine Stewart Project Manager**

10 high main street,

Dalmellington,

East Ayrshire

KA67QN

Email: [elaine.stewart@thezone-online.co.uk](mailto:elaine.stewart@thezone-online.co.uk)

**For further information please contact**

**The Zone initiative limited:**

**10 /11 high main street**

**Dalmellington**

**East Ayrshire**

**KA67QN**

**Project manager Email: [elaine.stewart@thezone-online.co.uk](mailto:elaine.stewart@thezone-online.co.uk)**

**Youth coordinator Email: [rae.eccles@thezone-online.co.uk](mailto:rae.eccles@thezone-online.co.uk)**

**Training coordinator Email: [danella.dale@thezone-online.co.uk](mailto:danella.dale@thezone-online.co.uk)**

**Charity Number SC011968**

**Company Number 258621**

**Telephone number: 01292-551-888**

**Fax number: 01292-551888**

**Website: [www.thezone-online.co.uk](http://www.thezone-online.co.uk)**

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