

Organisation Name	Reference code	
Key4Life CIO	2023-05-YO11	
Organisation Address		
Bristol Spaceworks Bristol BS5 0HE UK		
Website Address		
www.key4life.org.uk		
Type of organisation? (tick all that apply and complete relevant details)		
Charity	Registered Charity Number	Date Registered
Yes	1152426	2013
Community Interest Company	Registered Companies House Number	Date Registered
No		
Social Enterprise	Social Enterprise Mark Awarded Yes/No	Date Awarded
No	No	
Grant Summary		
We are seeking a grant towards the costs of running our 'Through the Gate' programmes, enabling young offenders to live fuller, happier and more productive lives and reducing the likelihood of reoffending.		
Please describe the needs that this project will address		
<p>Key4Life was established by Eva Hamilton MBE, having witnessed first-hand the consequences of the 2011 riots. She identified that young male offenders and those at risk of offending are among the most difficult to reach, have the highest reoffending rates in the country and the lowest chances of securing employment. Currently, around 61% of the UK's 18,000 young offenders in England and Wales return to prison within a year of release.</p> <p>These young men have multiple and complex needs. We know from national statistics that they very often come from broken or dysfunctional homes that have negatively impacted them emotionally and psychologically and crime has been an option for many of them from an early age.</p> <p>Many of the young men we work with come from some of the most disadvantaged and deprived areas and communities in the UK. They suffer from low educational achievement with 75% of our participants leaving mainstream education before the age of 16, and with poor employment prospects. Their low social mobility is often inter-generational and is a key factor in prompting them into a life of crime.</p> <p>Furthermore, not only do they not have appropriate qualifications, skills or experience, they are hampered by the stigma attached to having been in prison, and the prejudice that flows from it - a 2016 YouGov report revealed that 50% of employers would not</p>		

consider hiring an ex-offender, regardless of type of their offence, and 45% felt ex-offenders would be unreliable employees.

We find that participants have seen little moral leadership, with a dearth of positive role models, and an abundance of poor ones.

We know from national statistics that young people not in education, employment or training are five times more likely to commit a crime, but that employment reduces the risk of reoffending by a third.

Our research into former participants' backgrounds reflect the multiple and complex challenges they face:

- Participants join the Key4Life programme with an average of 7 previous offences.
- 22% have been in care.
- 34% have mental health issues.
- 52% were released from previous prison sentences without permanent accommodation being found for them.
- 86% felt they did not have strong positive family relationships before joining the programme.
- 65% had no regular contact with fathers growing up.
- 30% are fathers themselves.
- Only 30% have been employed before, 70% join as NEET, and have never worked.
- 89% identify as BAME

Our participants themselves report the varied challenges they have faced in their lives which include:

- ? Challenging family situations, such as previous or current abuse or trauma
- ? Challenging peer situations, such as criminal friendship groups
- ? Challenges related to location, such as estate gangs
- ? A lack of access to money that led to criminal activity by necessity
- ? Being stuck in a cycle of criminal activity and jail time
- ? Needing to focus on fundamentals, such as accommodation and food, which meant they had no time or energy to devote to anything else
- ? Not having educational qualifications
- ? Substance misuse
- ? Struggling with making rational, sensible decisions.

In addition to the personal cost, the cost of imprisonment to the public purse is huge; it currently costs an average of £39,000 of public money to imprison one young person for a year.

What are the key outcomes that you will be seeking to achieve for young offenders?

Independent research has proven the efficacy of the 7-step model, concluding that Key4Life tackles the underlying social, emotional and practical causes of offending, and that it offers cost-effective and creative solutions to the entrenched social problem of youth offending.

Our monitoring and evaluation shows recent programmes have achieved:

- 64% of Key4Life participants are in sustained employment a year post release.
- Overall, 79% are in education, employment, or training by programme end.
- 86% of our participants have not re-offended within one year of release, compared with the national success rate of just 26%.

- For every £1 invested, Key4Life generates £13.46 in social value over three years through economic benefits, human capital gains, avoided exchequer costs, and wellbeing improvements (Bean Research, 2022).
- It costs £5,000 for one participant to go through the Key4Life programme verses the national cost of £39,000 for a prison place.

The key outcomes of our 7-step model are:

- Participants will be supported to reduce their feelings of fear, anger and sadness and build emotional resilience tools to support them into the future
- Participants will have achieved sustained employment one year post-release with the help of the Key4Life programme (c60%)
- Participants not employment one year post-release will be in education or training to support their future employability (c20%)
- Participants will not have re-offending one-year post-release (c85%)

What are the key activities you will undertake with this funding?

This funding will support the first "unlock" phase of our 7-step, whole person approach plus the activity residential which happens as part of step 5. Step 1 includes activity-based interventions to 'unlock' negative emotions such as anger, fear, sadness and hurt, that lead to offending (and reoffending), and builds emotional resilience techniques to create lasting change. Activities include horse-work, football and music workshops. We partner with QPR football club to deliver the football sessions and bring horses into the prisons to encourage participants to build trust with them ahead of riding them. This crucial first step in our model helps young offenders to open up ahead of the next six steps, which usually take 6-8 months. The following steps are:

2 - Mentor (pre-release): A 1-day workshop where participants will be introduced to their Mentor; a volunteer from a business background. The Mentor provides support both pre and post release. Mentors are matched to Mentees according to their personality, location and career background.

3 - Work Preparation (pre-release): An introduction to the world of work through initial workshops covering communication techniques and CV writing. Businesses join a speed interview style workshop at our 'Meet the Employers' workshop where each young man interviews with 3-4 businesses, to build confidence, career information and advice. Many employers attending this interview workshop will go on to offer the young men a 3-day Work Taster, training or employment to participants they interview post-release.

4 - Family and Work Taster (post-release): Additional support is offered from Key4Life Family Workers, who meet with the young man's family to explain the help on offer from the charity.

Post-release the charity arranges for each young man to take part in a 3-day Work Taster with an employer. We ensure that the 3 days are interesting and varied, teach basic professionalism and timekeeping to inspire and motivate the young men to apply for paid employment.

5 - Employment and Residential: Paid employment in a professional environment is not just key to reducing re-offending, it also provides the individual with new role models. Key4Life's Employment Coordinator supports participants into employment with regular meetings to apply for jobs. Participants attend a 2-day supervised Rural Residential to consolidate learning and take part in activities including horse riding, football, go karting and walking.

<p>6 - Workshops: Themed monthly workshops, often hosted by businesses, take place to maintain engagement with participants and facilitate peer-support amongst the young men.</p> <p>7 - Graduation: At the end of the programme, participants graduate in front of their mentors, family and employers, to celebrate how far they've come. Participants become Alumni and can continue to access support at a reduced level, in addition to the opportunity to train as mentors; to support on future programmes.</p>	
<p>Who will be responsible for overseeing and delivering this work?</p>	
<p>The programme lead / manager is responsible for delivering this work and they are supported by a dedicated caseworker and an emotional resilience trainer. A number of other individuals are included in the delivery of each programme, including: Key mentors - ex offenders with lived experience provide help and support Mentors - often employees of corporate sponsor Sport for Thought (3 coaches provided by QPR) Equine therapists In addition to all those directly involved in each of the programmes are supported by the Trustees and the wider Key4Life team.</p>	
<p>Will you be working within the prison estate?</p>	<p>Yes</p>
<p>How will you engage with YO? (Through HMPs or YOIs or in the community)</p>	
<p>We are currently working in partnership with Sodexo in HMP Forest Bank (Manchester) and with Serco at HMP Thameside (London). We expect to continue running our 'Through the Gate' programmes in both over the course of 2024 and are in discussions about doing the same in other prisons including a new prison in Leicester, HMP Fosseway which will open in September.</p>	
<p>Would you describe yourself as a Sport 4 Development organisation?</p>	<p>Yes</p>
<p>Please tell us about your Sport 4 Development projects or approach</p>	
<p>We run our bespoke 7-Step Model which is outlined above.</p>	
<p>How will your organisation continue to sustain this project after the grant ends?</p>	
<p>We do not have any endowed funds so we have a dedicated fundraising team who work continuously to raise much needed funds. We try to ensure that each programme is fully funded but in the event that they are not, we draw on core funding to cover any deficit. The trust put in us by the individuals participating in the programmes is significant, so it is essential we see each one through to the end. With this in mind we maintain significant reserves to facilitate a controlled run down should the worst happen.</p>	
<p>What expertise and track record do you have to be able to deliver this work successfully?</p>	
<p>Since 2012, we have run over 30 programmes in 8 different prisons and in the community and supported over 600 young men. We have a strong track record - the young men we help have a 16% reoffending rate one-year post-release, compared to the national average of 64%. In addition, 60% are in employment/meaningful occupation after one of our programmes compared to the national rate of 15%. This data is measured by independent researchers Bean Research.</p> <p>Our work has been evaluated by the Ministry of Justice (MOJ) Data Lab - they found that as of January 2021, Key4Life is one of only 10 organisations whose work showed a decrease in both one-year reoffending rates and a decrease on frequency of one-year reoffending. Additionally, Bean Research has calculated: The Social Return on Investment analysis shows that the Key4Life programme would generate £4.08million in benefits to society over three years (through economic benefits, avoided public spending, and health and wellbeing gains for those involved). Therefore, for every £1 spent on the</p>	

Key4Life programme, approximately £13.46 of social value is generated (over three years).

We were founded in 2012 by Eva Hamilton MBE. Eva had previously set up and run a number of programmes which delivered services to young unemployed people, the homeless, and service veterans suffering from PTSD, the common themes of which were building people's confidence and emotional well-being, and getting them work ready, so that they could live sustainable lives. This knowledge and experience was put to work developing the 7-step model, which forms the basis of our main programmes.

Eva is supported by a team of staff with relevant skills, qualifications and experience plus people who are alumni from previous programmes. Our board of trustees boasts diverse skills and experience including a former participant.

As previously mentioned, we also partner with QPR Football Club to deliver the Sport 4 Thought football elements of our programmes and we partner with a wealth of businesses to provide work placement/taster opportunities and mentoring.

Explain how the grant will be spent

The grant will be spent to cover a proportion of the costs associated with each prison programme run in 2024. Each programme costs in the region of £102,000.

The pre-release phase costs c. £30,000, runs for 8 weeks and this cost is primarily covered by the prison.

The 'Through the Gate' phase (post release) cost c. £72,000, runs for 8 months and is covered by fundraising. A high-level breakdown of these costs:

Salaries (Manager, Caseworker, ER trainer) - £43,200

Direct project costs (Football, equine therapy, music sessions, workshops etc) - £17,650

Overheads (Core staff costs, office, printing etc) - £7,600

Monitoring and evaluation - £3,250

Will you be receiving funding from any other sources for this project?

Yes

Do all staff have enhanced Disclosure and Barring Service (DBS) checks? If no please state why.

Yes

Reason why not all staff have DBS checks.

Total funding requested in this application (£10,000 to £80,000 with a maximum of £40,000 in one year)

£60000

Proposed grant start date	Proposed grant duration in months
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01/01/2024	24
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How much funding is required each year?

Year 1	Year 2
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£30000	£30000
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What was your organisation's expenditure in the most recent financial year?	What was your organisation's annual income in the most recent financial year?
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£876477	£956540
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What value of unrestricted reserves did your organisation have at the end of the most recent financial year?

£150000