

**BRITISH YOUTH COUNCIL
BOARD OF TRUSTEE'S REPORT AND ACCOUNTS
FOR THE YEAR ENDED 31ST MARCH 2008**

BRITISH YOUTH COUNCIL

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BRITISH YOUTH COUNCIL

LEGAL AND ADMINISTRATIVE INFORMATION

Trustees 2007-2008

| Name | (date of appointment) | (date of resignation) |
|-------------------------------------------------------------------|-----------------------|-----------------------|
| Emily Beardsmore (Chair) | August 2007 | |
| Natalie Campbell (Vice Chair Campaigns and Communications) | August 2007 | |
| Lloyd Russell-Moyle (Vice Chair Participation and Development) | August 2007 | |
| Victoria Dunne (Vice Chair Finance and Fundraising) | January 2008 | |
| James Slocombe | September 2006 | |
| Eleanor Dodd | September 2006 | |
| Thomas Le Feuvre | September 2006 | |
| Kristopher McGhee | August 2007 | |
| Derek Oakley | August 2007 | |
| Rajay Naik | August 2007 | |
| Peter Mason | August 2007 | |
| Sean Donnelly | August 2007 | |
| Sean Hanlon | | December 2007 |
| Kay Ritchie | | August 2007 |
| Ben Rawlings | | August 2007 |
| Becky Sharp | | August 2007 |
| Anne Gammon | | August 2007 |

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1 London Bridge
London SE1 9BG

Auditors H W Fisher & Company
Acre House
11-15 William Road
London NW1 3ER

Bankers The Co-operative Bank plc
P.O. Box 101
1 Balloon Street
Manchester M60 4EP

Registered Charity No 305973

Board of Trustees Report - for the year ended 31st March 2008

Introduction

The Trustees present their report and accounts for the year ended 31 March 2008

The accounts have been prepared in accordance with the accounting policies set out in note 1 to the accounts and comply with the charity's Memorandum and Articles of Association, applicable law and the requirements of the Statement of Recommended Practice, "Accounting and Reporting by Charities" issued in March 2005.

The British Youth Council was established in 1948 and its governing document is a Constitution of Memorandum and Articles agreed in 2006. The British Youth Council is registered with the Charity Commission and its registration number is 305973.

The British Youth Council (BYC) is the national youth council of the UK. It represents and involves a unique coalition of young people through their involvement as individuals or through national, regional or local youth organisations.

BYC is run by young people for young people. Young people shape our work at all levels within the organisation through consultations and involvement in pieces of work, and can also become involved as a member of our board of 13 annually elected trustees or through our committees. Much of our work is delivered by young volunteers; giving young people valuable experience to take with them to employment.

BYC's UK coalition and membership includes national youth organisations such as GirlGuiding UK and campaigning organisations such as the National Union of Students (NUS). The membership ranges from faith to arts organisations, and includes specific groups such as lesbian, gay and bisexual and black and minority ethnic young people, along with many local youth councils and forums.

The "objects" of the charity are to advance the spiritual, educational and physical welfare of young people in any manner which is now, or may be hereinafter deemed by law to be charitable, including maintaining contact with similar bodies working in the same field overseas. We do this through:

- Providing a voice for young people;
- Promoting equality for young people;
- Helping young people be more involved in decisions that affect their lives;
- Advancing young people's participation in society and civil life.

2 The Governance and Management Structure

Officers are elected annually and trustees are elected every two years for one or two year terms by the Council at the Annual General Meeting by delegates from BYC member organisations. Prospective candidates are required to submit applications and undergo interviews with the Search Committee to ensure a pool of suitable nominees for elections.

The Trustees attend a two-day training and induction programme. The training covers roles and responsibilities of trustees and financial stewardship as well as an induction to BYC's strategic plan and operational procedures.

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The organisation is managed by a Chief Executive and structured into four work areas: Programmes and Training, Policy and Public Affairs, Marketing and Communications and International. These work areas are supported by Central Services. Operational decisions are made by a senior staff team within agreed strategic objectives. The Senior Management Team consists of the Chief Executive Officer, the Head of Marketing and Communications, Head of Policy and Public Affairs, Head of Programmes and Training and Head of International, supported by the Central Services Manager.

During the year we saw a change in our CEO. Kathleen Cronin, after four years of service, left in the autumn, following a period of interim management, we developed a recruitment process and appointed James Cathcart in January 2008

Whilst the charity was registered for incorporation in 2006, and Companies House have been notified of our current set of Trustees, the final process of transfer assets to the new company is ongoing and subject to legal advice. We plan to complete this process in 2008-2009 subject to submission of satisfactory accounts.

3 Risk Management

The trustees are responsible for managing the risks which face BYC. Risks are identified on an ongoing basis and trustees take advice from senior staff in this process. A risk register is held and updated and controls are established to minimise the identified risks.

Key elements in place which assist in minimising risk are:

- Policies and procedures for health and safety and child protection.
- Delegated authority.
- Financial control procedures.

Having examined the major risks to which the charity is exposed, the Trustees are satisfied that the charity's procedures and controls adequately minimise the risks identified. The Trustees have set a regular review process and take external advice as part of this process.

4. Achievements, activities in 2007/2008, and future plans

Three Year Strategy: 2007-2010

In 2006 BYC undertook a strategic review to evaluate our progress and successes over the last three years which informed our strategic plan for the next three years, a copy of which is available on our website www.byc.org.uk but summarised below.

We had consulted with young people and youth led organisations both in our membership and in our networks. We were delighted that over three quarters of organisations and young people believe BYC empowers young people to have a voice on issues which affect them and that 90% of organisations and three quarters of young people believe BYC promotes positive images of young people.

2007/2008 is the first year of delivering against this Three Year Strategy and our future plans will continue to reflect these core objectives.

Our Vision for Young People

All young people are respected and able to influence and inform decisions which affect their lives or upon which they have strong opinions.

Our Mission

As the National Youth Council of the UK, through our member organisations and network; BYC supports young people aged 25 and under, to participate in decisions which affect them and to have a voice on issues they believe in.

Our Values

Participation: All young people have the right to participate in the decisions which affect their lives and issues which they believe in locally, nationally and internationally.

Equality: We promote equality among young people; all young people in our member organisations are valued equally.

Diversity: Young people are diverse with different needs and opinions and this is to be recognised and celebrated.

Recognition: Young people are recognised for the positive contributions they make to society, their place as citizens now and in the future.

Strategic Plan with objectives 2007 - 2010

BYC's six strategic objectives for 2007-10, including (07/08) are:

1. To help young people and our member organisations to campaign for change on issues that are important to them.
2. To support our member organisations to develop young people's skills through training and programmes so they can confidently participate.
3. To continue to develop BYC as a diverse membership organisation led by young people for young people.
4. To provide resources and opportunities to members to help young people get involved and affect change within their local, national and international communities.
5. To continue to work in partnership with other organisations and actively seek new partnerships with organisations who share in BYC's vision for young people.
6. To diversify our funding into a growing investment and achieve sustainable and consistent growth.

Activities Report (against objectives) and Future Plans

5. Funding partners

In 2007-08 BYC continued to enjoy the support of a range of funding partnerships.

These included existing grant programmes from: the Cabinet Office as a strategic partner in developing youth volunteering; The Electoral Commission - to provide a programme of information and opportunity to NEET groups in accessing national and devolved parliaments and assemblies; MOJ funding for activities of the Democracy Coalition; The British Council and the Department for International Development, for international work; Big Lottery funding

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through NCB for participation work, and funding from volunteering charity 'V' to support a network of full and part time young BYC volunteers.

This year saw the end of a three-year funding stream from the DCSF to develop our training services and raise awareness of BYC opportunities, but we also secured a new three year funding stream from the DCSF Children and Young People and Families strategic fund to provide training and support to youth councils.

Towards the end of the year we established a new Financial Strategy Group which monitors income and future fundraising plans.

Next year we will establish a Financial Strategy to achieve our objective (6) and diversify income towards sustainable growth.

6. Representation, Membership and Support

Representation

The British Youth Council team of staff, volunteers and trustees seek to represent the views of young people and members, on issues affecting them, to stakeholders and decision makers at a local, national and international level. This included making input to conferences and seminars as well as making representations to Westminster on public policy.

At a national level this included representation to Government through the Office For The Third Sector as a strategic partner on youth volunteering, and representation to the Department of Children, Schools, and Families on the Ten Year Youth Strategy "Aiming High" through the "Empowerment Stakeholders Group".

At a local level this included representation of BYC views to local MPs through constituency issues.

Membership

Views of our members have also been represented through our Members Day, ongoing polls and surveys. Members also participated in the AGM in August 2007 where they elected new trustees.

Towards the end of the year, following an audit of our current membership procedures and databases, we introduced a new membership strategy. This included an enhanced membership offer for 2008-2009, and the streamlining of the application and approval process for new members.

To help communicate all of this with our members we launched a new monthly BYC Member communication e-bulletin in March. Its aim is to update, engage and connect our members.

Next year we will take forward the membership strategy to achieve our objective (3) of developing a diverse membership, with a dedicated members section on a new BYC Website, and increase the level and depth of consultation with members. We will also be holding an Ordinary Meeting at which members will submit policy motion and prioritise the campaigns of BYC. In addition, members will be invited to attend AGM to elect new trustees.

We will also appoint a Membership Assistant on a part-time basis to help support this work.

Support

BYC has 60 years of alumni and friends and we called together a meeting of a small number of former Trustees in an Advisory Group to support us in taking forward lessons learnt from past experience. At the second meeting towards the end of the year the group launched our new logo to mark and celebrate 60 years of BYC.

We have also had the support of pro bono work in HR advice from Jock Meike; Prime Timers who provided advice on interim CEO recruitment, and Fruitful Consulting who have provided mentoring and training support to the Board.

We will continue to host meetings of the Advisory Group to take advice and develop networks in support of the charity's objectives.

Sixty Years of BYC

In partnership with staff, interns and Trustees we have developed a 60 Years of BYC work plan for 2008, to help us recognise, celebrate and raise awareness of our achievements over the last 60 years. Activities such as a BYC documentary, a photo competition, promotional materials and the launch of our new website will be rolled out across 2008. We produced a 60 Years of BYC logo along with a set of key messages to use across all BYC materials and updated the Votes at 16 campaign logo to include 16@60.

8. Programmes & Training

The year has been one of growth within the department which works towards supporting our objectives (1) campaigning (2) skills (4) opportunities (5) partnership development, for members, young people and other organisations to move forward on our core mission of helping young people to get their views heard.

Key funding streams from "v" (volunteering), the Electoral Commission, the Cabinet Office and the Department for Children, Schools and Families have enabled us to make great strides forward in BYC's ability to engage with young people directly:

- a) Over 1300 young people attended BYC programmes and training events
- b) We supported 230 young volunteers, including 31 f/t interns
- c) We ran more than 50 different training sessions.

a) Engaging and supporting young people in democracy and decision-making

1. Our Inform & Influence programme, made possible by the Electoral Commission, has reached nearly 2000 young people outside of education, employment and training, with 524 of these meeting elected representatives and debating the issues affecting them at 6 full-day parliamentary events staged at Westminster, Holyrood, Stormont and the Welsh Assembly. We have worked with another 245 young people in small group democracy workshops. Having seen first hand how their voice and their vote can influence their lives and effect real change, 90% of these young people are more likely to vote.
2. We trained 75 young people to be effective decision-makers and representatives on boards and management committees, largely through our one-day Youth at the Table course which now forms part of our joint work with key voluntary sector partners through the Participation Works consortium.

3. We researched the nature and needs of more than 100 local youth councils in readiness for the full-scale rollout of our Every Young Voice programme, enabling local youth councils to strengthen their ability to be truly representative forums for young people in their communities and to effectively engage local decision-makers. With support from the DCSF Children & Young People's Fund, BYC will be rolling EYV out nationwide over the next two years.

b) Involving young people as volunteers for the issues they care about

1. Youth volunteering development – as a strategic volunteering partner for the government's Office of the Third Sector (part of the Cabinet Office), BYC has promoted opportunities, raised awareness and worked to remove barriers to youth volunteering via our website, newsletters and member communications, and fed into policy development on a national level on behalf of the young people we represent.
2. v full-time volunteering – thanks to youth volunteering charity v, 31 young people completed 4 month internships at BYC's offices over the course of the year – an incredible achievement which continues to place young people at the heart of our day to day operations, leading on and sharing in a range of projects from research, press and policy to media, campaigns and international. All bar one of these achieved accreditation via the Gold standard of UK Youth's Achievement Awards – a fantastic testimonial to volunteers and staff alike.
3. BYC campaigners – our regional volunteer programme, launched in March 2007 (England only), has engaged 193 young people between 16 and 25 on a part-time basis, supporting them in consulting their peers and developing campaigning and lobbying skills to bring to bear on key issues.

c) Helping to develop young people and youth organisations

1. We have delivered a range of off-the-peg and tailored courses tailored to the specific needs of youth organisations, to develop young people's skills in representation and advocacy, campaigning and participation in decision-making. Popular topics include media training and train the trainer as well as our core trio of courses for local and regional youth-led groups. 130 young people benefited from these sessions.
2. BYC Convention was combined with our Members' Day and AGM for the first time in 2007, to form a flagship residential event for young people from across BYC's membership. It took place at Manchester Metropolitan University's Crewe Campus over three days in August 2007. The combination of skills development, knowledge sharing, networking and debate proved as popular as ever, with a majority of sessions led by young people themselves. Highlights included a panel debate on lowering the voting age to 16, campaigns briefings, a volunteer fair and the energetic 'policy workout' which formed part of Members' Day.
3. Young volunteers have worked alongside department staff throughout the year, working on office-based design and development work, delivering workshops and presentations, and representing BYC at events around the UK. This emphasis on peer support and engagement ensures our work remains youth-led.

We will continue to provide opportunities for young people from NEET groups to attend Democracy and Decision making events, f/t and p/t volunteering opportunities to take forward our work, and develop skills, including local campaigning, and provide a range of training and consultancy opportunities to take forward our objectives. We will complete a training review and develop the benefits of income generating training services.

9. International Activities

The British Youth Council has been involved in international work since its beginning 60 years ago. BYC currently has 3 priorities for our international work. This dimension takes forward several of our objectives in an international context.

- (1) Raising awareness and supporting action
- (2) Developing inclusive and effective representation
- (3) Sharing skills and experience

a) Raising awareness and supporting action

Many of the issues which are most important to young people in the UK have a strong international dimension: climate change, war, poverty, human rights.

Through 'Raising awareness and supporting action' BYC aims to support UK young people to think critically about European, Commonwealth and global citizenship and act locally on issues which are important to them.

1. BYC have actively participated on the steering group for the UK national committee of the All Different All Equal Campaign which aims to tackle discrimination across Europe.
2. BYC have held 4 successful workshops on active global citizenship and youth leadership for partners, schools and youth groups.
3. At the end of the year BYC successfully bid for funding for a project to follow up the popular Stop Homophobia in Poland Campaign. The project, called LOVE.EUROPE.RIGHT brings together young people from across the UK and Poland to look at issues related to European citizenship and LGBT rights. Young participants will participate in training and project development meetings in both countries whilst carrying out their own research and campaigns.

b) Developing inclusive and effective UK youth representation

Decisions taken internationally have an impact at the local level and vice versa. Through 'developing inclusive and effective UK youth representation' BYC aims to enable UK young people from diverse backgrounds to speak out and act at the international level on issues which are important to them.

2007/2008 work:

1. From the Commonwealth Youth Ministers Meeting in Sri Lanka to the Votes at 16 seminar in Denmark, BYC have supported 35 young people to attend international decision-making platforms, in 18 different countries across 4 continents.
2. In March 2008 BYC successfully organised the youth facilitation of a 2 day meeting between Department for International Development and 18 charities. The event was chaired by BYC trustee Tom Le Feuvre and was attended by staff from major organisations including Oxfam, UNICEF, Christian Aid and Y-Care international.
3. In November 2007 BYC worked with Minorities of Europe to deliver the first ever Saudi Arabia / UK youth summit. The outcomes of the summit were widely applauded as

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young people challenged both governments on issues of youth participation and inter-cultural dialogue.

4. UK Young Ambassadors Programme: BYC have been lobbying hard since 2005 for more effective and inclusive UK youth representation to international platforms with partners across the UK. At the end of the year, BYC as coordinators of the UK International Representation Committee which includes UKYP, Funky Dragon, Scottish Youth Parliament and the NI Youth Forum, have received financial backing from government to take forward an initiative which will prepare, train and enable young people to be young ambassadors overseas.

c) Sharing skills and experience

BYC believes UK young people and youth organizations have a lot to offer the world and vice versa. Through Sharing Skills and Experience BYC will continue to work in partnership with other organisations and actively seek new partnerships with organisations who share in BYC's vision for young people.

1. 2007/2008 work: BYC staff has travelled to Japan, Israel, Pakistan, Washington and South Africa to participate in project development meetings or share skills and experience.
2. BYC delivered funded training and capacity building for the Columbian ministry for youth and the South African Limpopo youth council (SAYC). BYC and SAYC have received funding from the British Council to develop local youth councils in the Limpopo region of South Africa, a training manual has been developed and training will be delivered in 2008 to over 100 young people.
3. BYC have hosted 5 international delegations at the BYC offices to share experiences and explore possibilities for joint working.

We will continue to develop our international work with the launch of our Young Ambassadors programme and an increase in the number of consultancy initiatives overseas.

10. Policy

In July 2007 BYC developed a Public Affairs strategy to set out the department's strategic direction over the next three years. Central to this strategy was the design and implementation of a more responsive, representative policy formulation process. This contributes to objectives (1) campaigning and (4) opportunities for members to get involved and (5) working in partnership to share views and work towards common objectives on public policy.

In order to make our policy robust and responsive to young people's concerns and public policy priorities BYC launched an online "rolling Youth Manifesto" in November 2007. This allows BYC to have ongoing consultation with young people. Young people can set out the areas they want BYC to focus on through taking part in mini-polls and online surveys to influence the directions BYC's campaigns take next. Surveys have been conducted on issues such as the voting age and engagement with politics, the Government's Climate Change Bill 2008, the Education and Skills Bill 2008 and the National Minimum Wage system.

Policy positions and campaigns were also debated at the 2007 Members Day.

Responsive positions are discussed and approved by a Trustee Policy Response Group and the Board.

Influencing Policy

BYC continues to consult young people and our members to help inform responses to specific proposals put forward by the Government and other decision-makers. Policy initiatives to which BYC has recently submitted responses include:

- *The Department for Communities and Local Government 'Unlocking the talent of our communities'.*
- *The Department for Children, Schools and Families consultation on Youth Sector Support Arrangements.*
- *The Department for Work and Pensions 'In Work, Better off'.*
- *Low Pay Commission consultation on the National Minimum Wage 2007.*
- *The Department for Communities and Local Government 'Discrimination Law Review – A Framework for Fairness: Proposals for a Single Equality Bill for Great Britain'.*
- *The Department for Business Enterprise and Regulatory Reform 'National Minimum Wage and Voluntary Workers'.*
- *The Department for Education and Skills consultation on 'Raising Expectations: Staying in education and training post-16'.*
- *Department for Environment, Food and Rural Affairs consultation on the draft Climate Change Bill.*

Championing campaigns

This year BYC championed five key campaigns – “Votes at 16”, “Respect?” (from the media), “Equal National Minimum Wage”, “Climate Change” and “Education - Don't Force Us, Inspire Us”. The latter two campaigns arose out of BYC's response to policy developments after the Queen's Speech in November 2007.

1. “Votes at 16”

BYC has continued to work as part of the Votes at 16 Coalition Steering Group and to campaign for the voting age for all public elections to be lowered to 16. An important part of this work has been demonstrating support for the Private Members Bill of Julie Morgan MP on Voting Age (Reduction). From 2008, to celebrate 60 years of campaigning, empowering and inspiring young people in the UK, BYC has been championing a '16 at 60' campaign calling for votes at 16 in our 60th year. A series of events has been planned to coincide with this '16 at 60' campaign.

2. “Respect? (in the Media)”

BYC and the online charity YouthNet continue to champion the Respect? campaign to empower young people to challenge misrepresentations of young people in the media and in British society as a whole. New members for the youth-led Advisory Group were recruited and BYC Campaigners have also become increasingly involved in the campaign through inviting their local MP to support Early Day Motion (EDM) 1885 'Representation of young people' which supports the Respect? cause. This EDM was tabled by BYC Honorary President, Dawn Butler. BYC campaigners have also taken up the challenge of monitoring their local newspapers to scrutinise how much coverage on young people is negative or positive.

3. "Equal National Minimum Wage"

BYC has continued to call for an equal National Minimum Wage for everyone aged over 16. BYC has held several successful meetings with the Low Pay Commission (LPC), the independent statutory non-departmental public body that advises the Government about the National Minimum Wage. The LPC noted BYC campaigners' interest and sustained activity on this issue proclaiming that "The responses on the youth rates from organisations representing young people were more forceful than in previous years. The British Youth Council (BYC) accompanied its submission with a petition of letters signed by around 600 young people calling for equal treatment under the minimum wage" (2008: 137).

During this period BYC campaigners have also been personally emailing their MPs to ask them to support Katy Clark's Early Day Motion 329 'National Minimum Wage and Young Workers'. BYC campaigners have also emailed Pat McFadden MP who has ministerial duty for employment relations at the Department for Business, Enterprise and Regulatory Reform in order to express their views.

4. "Climate Change"

BYC surveyed young people's views on the Government's Climate Change Bill and has put forward these findings through a briefing to parliamentarians and other decision-makers. The policy position conveyed, using the survey findings, was that young people are concerned that on the basis of science available now, 80% is an absolute minimum target for the UK and this target should be on the face of the Bill.

5. "Don't Force Us, Inspire Us"

On the announcement of the Government's Green Paper 'Raising Expectations' on raising the participation age for education or training to 18 BYC launched an online survey entitled 'Raising Expectations' to consult young people on these proposals. This consultation led BYC to voice concerns about imposing a compulsory duty on 16 and 17 year olds to participate in education or training. In particular concerns were voiced that young people could be criminalised if they do not comply with this new duty. This led BYC to launch a campaign and engage in meetings with the Education and Skills Bill team. BYC also produced a briefing to lobby MPs in early January before the second reading of the Bill in the House of Commons. BYC was then asked to give evidence to the Education and Skills Bill Committee on 29th January 2008. BYC then relaunched its survey to input this experience, this was entitled 'Education and Skills Bill survey'.

In the next year BYC will be working to produce a joint statement with other youth organisations who have concerns about the Bill and continuing to analyse our online survey and consult our members to inform our current position on the Education and Skills Bill.

All Party Parliamentary Group (APPG) on Youth Affairs.

The aim of the APPG on Youth Affairs is to raise the profile of issues that affect and concern young people, encourage dialogue between parliamentarians, young people and youth services, and encourage a co-ordinated and coherent approach to youth policy making. As part of the Secretariat of the APPG on Youth Affairs, BYC has continued to work with NCVS and YMCA England to implement its strategy for 2007-2008 with theme of youth engagement. Meetings have been held on topics such as young black people in the criminal justice system, the Ten Year Youth Strategy and citizenship and engagement.

The Democracy Coalition for Children and Young People

The Democracy Coalition for Children and Young People (DCCYP) is an alliance of non-governmental, voluntary and statutory organisations, who work together to increase children and young people's participation in our democracy which was co-chaired with the Hansard Society.

The DCCYP has a core steering group as well as members from a wide range of voluntary and statutory organisations with an interest in promoting youth democracy. They meet regularly, are chaired by the British Youth Council with Secretariat from the Hansard Society and consist of the following organisations:

Since April 2007 the Ministry of Justice (MoJ) have supported the DCCYP in its work which included seminars in Westminster with Brigit Prentice MP on "What can the Government do to engage with young people?" and Natasha Engel MP was invited to discuss what she does to engage with young people in her constituency and what barriers there are to this kind of engagement.

The Coalition also presented its annual award For Youth Involvement (FYI) to Councillor Richard Burnett - Chair, LGA Gypsies & Travellers Task Group.

Future Plans - Policy

We will continue to take forward our campaigns and policy positions through the work of the APPG, partnerships, and direct work in Westminster and Whitehall to effect influence and change.

Consultations and survey will be held on ongoing and new public policy, which will shape our Youth Manifesto. An ordinary meeting will be called in 2008 to invite members to renew the Manifesto and submit new and amending policy motions.

11. Communications

Media and Publicity

Through its press work in 2007/2008 BYC has worked to empower young people to voice their opinions in the media on issues they feel strongly about and which affect their everyday lives. This has involved substantial use of BYC's young media spokespeople.

Over the past year, BYC has gained 151 pieces of press coverage across print, broadcast and online media. In the previous financial year 93 pieces were generated, this means that press hits *have increased by 62%*.

We will review our Media Spokespeople group and refresh its membership, to include 'reporters' as well as spokespeople.

We will work proactively to develop relationships with the Media to not only take forward our messages but to increase opportunities for young people to be represented positively.

Marketing and Communications

In May 2007 a new Marketing and Communications department was established whose aims are:

1. To raise BYC's profile among our members and young people who want to make a difference
2. To raise BYC's profile in the youth sector, with partner organisations
3. To raise BYC's profile with potential and existing supporters including: funders, alumni, politicians and others
4. To increase uptake of BYC services, including training, consultancy and programmes
5. To develop consistent and clear communication practices to improve internal communications within BYC to ensure the organisation operates smoothly

External

This year we focussed our external communications, by providing more information to our key stakeholders about our work and providing our member organisations with more information which can be passed onto young people in their organisations – such as e-newsletters and website links.

1. Annual Review 2006-2007: This year we produced a new look annual review, clearly presenting the findings of our strategic review that evaluated our progress and successes over the last three years, and expanding on how this review would inform our strategic plan for the next three years. In addition to this, it highlighted our key achievements in 2006-2007. We produced the review in hard copy and online as a PDF and we sent the review out to over 900 contacts and all MPs and Lords.
2. E-Bulletins and Publications: We have continued to develop the look and feel of our weekly email bulletin – The BULLETin, making it much more visual and appealing to both youth workers and young people, the distribution list has continued to rise and it now reaches over 1,500 contacts weekly-30% more than last year. We conducted a review of our Voices publication with its readership and as a result will be launching a new look publication for Local Youth Councils.
3. Brand review: Working with an external consultancy agency we began an exercise in August 2007 to re-evaluate the BYC brand and communication. The initial research and consultation was conducted over a period of six months and included setting up a steering group consisting of interns, members, staff and trustees to scope out the key areas, conducting a series of focus groups with our key stakeholders and developing an online questionnaire with a wider group of BYC stakeholders to take a much more in-depth look at the language and images that we use to convey BYC's personality. We are planning to rollout the second phase of the brand communications strategy and protocol later in 2008.
4. Website Development: The website received 81,000 unique visitors over the last year- a 25% increase on the year before. Over the past year, we have endeavoured to develop our website, and make it much more engaging and interactive. This ongoing review involved consulting with young people, interns, members, staff and trustees and commissioning a new website developer to help us develop a new look site. This will be launched in 2008/2009.
5. New Media and networking: This is a growing area of our work and is helping to reach our target audiences of young people and member organisations in a more engaging and interactive way. We made several Short Films, Adverts, Logos and Promos. We

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also now have profiles across all the major social networking sites including Facebook, Bebo, MySpace and Youtube, to help us communicate with young people.

Internal

This year we launched the 'The MC' – BYC's weekly internal communications e-bulletin - which keeps staff up-to-date with key internal issues and activities. In addition to this we now produce a monthly Trustee report – with departmental work updates for Trustees.

Marketing our services and programmes

Over the past year we have distributed 14,150 hard copies of marketing materials, a 38% increase on last year. We have produced a range of promotional materials to help us promote our volunteering opportunities, including bags, leaflets, e-shots, lanyards, pens, key rings and t-shirts. In partnership with the P&T team, we produced a range of materials for the BYC Campaigners, including campaign packs for all our campaigns and postcards for the Votes at 16 and the Stop Homophobia in Poland campaigns, which were distributed at more than 40 events across the UK. We also have a set of new exhibition materials and stands.

We have also placed adverts in publications, run stands at events and endorsed conferences to widen awareness of our work and engage and excite people about our training, programmes and volunteering opportunities. In particular we have been working to increase our contact with the hard-to-reach groups.

Monitoring the Effectiveness of our Communications

To help us to monitor the effectiveness of our communications we managed to secure free setup costs from CTT, a charity which specialises in providing ICT and web solutions to the charity sector in order to increase charity efficiency with a specific focus on communication and campaigning. We took advantage of their communications tools, which now help us to track our e-bulletins e.g. how many people are reading it, how many are clicking on the links through to our website and how many people are forwarding it on to others. For example, we sent out an e-shot for the launch of our new website to 5069 people and we were able to track that 11% (552) of those people sent it onto their contacts.

Future Plans – Marketing and Communication

- We will launch a new website with new functionality which will allow young people and member organisations to more easily interact with BYC.
- We will complete our branding review and present fresh key messages.
- We will use the 60th Birthday year to raise our profile, with a new logo and series of one-off events.

5 Financial Review

The income for the year was £743,733, (£2007 - 680,635) of which £600,824 (2007 £506,565) was restricted income. In addition £233,567 was carried forward from 2006/07.

The total expenditure for the year was £815,171 (2007 - £535,660). £49,182 of restricted income is carried forward for our international work, and unrestricted reserve funds have increased this year due both in accordance with our reserves policy, and to support general activity in 2007-2008.

6 Reserves Policy

BYC has recognised the need to diversify the funding base and raise unrestricted income and this is a long term strategy to ensure the financial security and stability of the organisation. This year BYC has been successful in diversifying the funding base and had set unrestricted income targets. It aims to further build this unrestricted base over the following year. The reserves policy needs to reflect the current position and be responsive to changing circumstances. The need for reserves is to ensure BYC activities can be continued in the event of any sudden decreases or the closure of key streams of funding. Due to BYC's diversified funding base, the level of reserves is calculated as two thirds of the projected overhead costs for the next financial year of the organisation, including staffing costs, for 3 months. On this basis BYC requires reserves of around £101,500.

At 31st March 2008 BYC had free reserves of £101,558 (2007 £41,464)

Towards the end of the year we established a Financial Strategy Group which, with advice, is developing a strategy for fundraising and building the reserves.

STATEMENT OF BOARD'S RESPONSIBILITIES

Law applicable to charities in England and Wales requires the Board prepare accounts for each financial year which give a true and fair view of the charity's financial activities during the year and of its financial position at the end of the year.

In preparing those accounts the Board is required to:

- Select suitable accounting policies and then apply them consistently;
- Make judgements and estimates that are reasonable and prudent;
- State whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the accounts;
- Prepare the accounts on the going concern basis unless it is inappropriate to assume that the company will continue on that basis.

The Board are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The Board confirm that so far as they are aware, there is no relevant audit information of which the charity's auditors are unaware. They have taken all the steps that they ought to have taken as a Board in order to make themselves aware of any relevant audit information and to establish that the charity's auditors are aware of that information.

Approved by the Board on 12th July 2008 and signed on their behalf by:



Emily Beardsmore (Chair)



**INDEPENDENT AUDITOR'S REPORT
TO THE MEMBERS OF BRITISH YOUTH COUNCIL**

We have audited the accounts of British Youth Council for the year ended 31st March 2008 set out on pages 20 to 29. These accounts have been prepared under the accounting policies set out on page 22 -23.

This report is made solely to the charity's trustees, as a body, in accordance with section 43 of, and regulations made under section 44 of, the Charities Act 1993. Our audit work has been undertaken so that we might state to the charity's trustees those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charity and the charity's trustees as a body, for our audit work, for this report, or for the opinions we have formed.

Respective responsibilities of trustees and auditors

As described on page 17, the trustees are responsible for preparing the Trustees' Report and the accounts in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice). We have been appointed as auditors under section 43 of the Charities Act 1993 and report in accordance with regulations made under section 44 of that Act. Our responsibility is to audit the accounts in accordance with relevant legal and regulatory requirements and International Standards on Auditing (UK and Ireland).

We report to you our opinion as to whether the accounts give a true and fair view and are properly prepared in accordance with the Charities Act 1993. We also report to you if, in our opinion, the Trustees' Report is not consistent with the accounts, if the charity has not kept proper accounting records, or if we have not received all the information and explanations we require for our audit.

We read other information contained in the Trustees' Report, and consider whether it is consistent with the audited accounts. We consider the implications for our report if we become aware of any apparent misstatements or material inconsistencies with the accounts. Our responsibilities do not extend to any other information.

Basis of audit opinion

We conducted our audit in accordance with International Standards on Auditing (UK and Ireland) issued by the Auditing Practices Board. An audit includes examination, on a test basis, of evidence relevant to the amounts and disclosures in the accounts. It also includes an assessment of the significant estimates and judgements made by the trustees in the preparation of the accounts, and of whether the accounting policies are appropriate to the charity's circumstances, consistently applied and adequately disclosed.

BRITISH YOUTH COUNCIL

We planned and performed our audit so as to obtain all the information and explanations which we considered necessary in order to provide us with sufficient evidence to give reasonable assurance that the accounts are free from material misstatement, whether caused by fraud or other irregularity or error. In forming our opinion we also evaluated the overall adequacy of the presentation of information in the accounts.

Opinion

In our opinion the accounts:

- give a true and fair view in accordance with United Kingdom Generally Accepted Accounting Practice of the state of the charity's affairs as at 31 March 2008 and of its incoming resources and application of resources in the year then ended; and
- have been properly prepared in accordance with the Charities Act 1993.

H W Fisher + Company

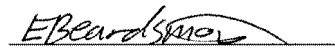
H. W. Fisher & Company
Chartered Accountants & Registered Auditor
Acre House
11-15 William Road
London
NW1 3ER
United Kingdom

Dated: 14/7/08


BALANCE SHEET AT 31ST MARCH 2008

| | Notes | 2008 £ | £ | 2007 £ | £ |
|---------------------------------------------------------|-------|----------------|----------------|----------------|----------------|
| Fixed Assets | | | | | |
| Tangible fixed assets | 6 | | 11,389 | | 14,790 |
| Current assets | | | | | |
| Debtors | 7 | 83,301 | | 10,855 | |
| Cash at bank and in hand | | <u>132,321</u> | | <u>250,330</u> | |
| | | | 215,622 | | 261,185 |
| Creditors: amounts falling due within one year | 8 | | (44,882) | | (22,408) |
| Total assets less current liabilities | | | <u>182,129</u> | | <u>253,567</u> |
| Creditors: amounts falling due after more than one year | 8 | | (20,000) | | (20,000) |
| Net assets | | | <u>162,129</u> | | <u>233,567</u> |
| Represented by: | | | | | |
| Restricted funds | 10 | | 49,182 | | 177,313 |
| Unrestricted funds: | | | | | |
| Designated funds: | | | | | |
| Fixed Asset Fund | 10 | 11,389 | | 14,790 | |
| General fund | 10 | 101,558 | | 41,464 | |
| | | | 112,947 | | 56,254 |
| | | | <u>162,129</u> | | <u>233,567</u> |

The accounts were approved by the Board of Trustees on 12 July 2008.



Emily Beardsmore (Chair)



Victoria Dunne (Treasurer)

**NOTES TO THE ACCOUNTS
FOR THE YEAR ENDED 31ST MARCH 2008**

1 Accounting policies

1.1 Basis of preparation

The accounts are prepared under the historical cost convention modified to include the revaluation of certain fixed assets. The accounts have been prepared in accordance with the Statement of Recommended Practice, "Accounting and Reporting by Charities" issued in March 2005 (SORP 2005).

1.2 Incoming resources

Voluntary income is received by way of donations and gifts included in full in the Statement of Financial Activities when received, and membership subscriptions which are included when receivable.

Grants, including those for the purchase of fixed assets, are recognised in full in the Statement of Financial Activities in the year when they are receivable.

1.3 Resources expended

Resources expended are recognised in the period in which they are incurred.

Fundraising and publicity costs comprise the costs actually incurred in producing materials for promotional and fundraising purposes.

Charitable expenditure comprises the costs actually incurred in delivering charitable activities. Governance costs comprise the costs incurred which are directly attributable to the management of the charity's assets, organisational procedures and the necessary legal procedures for compliance with statutory requirements.

Costs are allocated to each activity where the cost relates directly to the activity. Central Functions costs are apportioned to activities on a basis explained in Note 3 below. In common with many small organisations, most of the Central Functions costs are covered by grant agreements which also provide for charitable activity; however for the purpose of reporting these costs have been separated and apportioned.

1.4 Tangible fixed assets and depreciation

Tangible fixed assets are stated at cost less depreciation. Depreciation is provided at rates calculated to write off the cost less estimated residual value of each asset over its expected useful life, as follows:

Computer equipment 5 years
Office equipment 5 years

Assets costing £500 or more are capitalised.

**NOTES TO THE ACCOUNTS
FOR THE YEAR ENDED 31ST MARCH 2008**

1.5 Leasing and hire purchase commitments

Rental payable under operating leases, where substantially all the risks and rewards of ownership remain with the lessor, are charged in the Statement of Financial Activities in the period in which they fall due.

1.6 Pensions

Contributions to personal pension schemes are charged to the Statement of Financial Activities in the period in which they are due.

1.7 Accumulated Funds

Restricted funds are to be used for specific purposes laid down by the donor. Expenditure which meets these criteria is charged to the fund, together with a fair allocation of Central Function costs, often specified in the fund criteria.

Unrestricted funds are donations and other income received or generated for the objects of the charity without further specified purposes and are available as general funds.

Designated funds are unrestricted funds earmarked by the Management Committee for particular purposes and include a fund for future Fundraising activity and a fund representing the value of Fixed Assets.

1.8 Taxation

Income received by the charity is exempt from Corporation Tax under s505 of the income & Corporation Taxes Act 1988. The charity is not registered for VAT. VAT incurred on transactions is charged to the relevant cost.

BRITISH YOUTH COUNCIL

**NOTES TO THE ACCOUNTS
FOR THE YEAR ENDED 31ST MARCH 2008**
2 Incoming Resources

| | Unrestricted Funds £ | Restricted Funds £ | Total 2008 £ | Total 2007 £ |
|--------------------------------------------------------------|----------------------------|--------------------------|--------------------|--------------------|
| Incoming resources from generated funds | | | | |
| Membership | 7,738 | - | 7,738 | 12,936 |
| Donations | 120 | - | 120 | 120 |
| Incoming resources from charitable activities | | | | |
| Dept for Children, Schools & Families - NVYO | - | 167,906 | 167,906 | 157,272 |
| Dept for Children, Schools & Families - CYPF | - | 90,000 | 90,000 | - |
| Dept for Children, Schools & Families - European Youth Forum | - | - | - | 9,443 |
| Dept for International Development - Int | - | 12,896 | 12,896 | - |
| Dept for International Development - YWG | - | 6,000 | 6,000 | - |
| National Children's Bureau | - | - | - | 23,502 |
| British Council | - | 30,710 | 30,710 | 84,000 |
| Home Office | - | - | - | 60,000 |
| Cabinet Office | 92,300 | - | 92,300 | 30,000 |
| Department of Constitutional Affairs | - | 11,000 | 11,000 | 9,000 |
| Electoral Commission | - | 91,853 | 91,853 | 16,284 |
| Lloyds TSB Foundation | - | - | - | 20,000 |
| V | - | 128,381 | 128,381 | 205,507 |
| Participation Works | - | 61,063 | 61,063 | - |
| Publications | 4,800 | - | 4,800 | 5,101 |
| Events | 15,025 | - | 15,025 | 9,860 |
| Training & consultancy | 16,703 | - | 16,703 | 26,511 |
| Investment income | | | | |
| Investment income | - | - | - | 1,153 |
| Interest receivable | 4,667 | - | 4,667 | 1,957 |
| Other incoming resources | | | | |
| Other | 1,556 | 1,015 | 2,571 | 7,989 |
| Total Incoming Resources | <u>142,909</u> | <u>600,824</u> | <u>743,733</u> | <u>680,635</u> |

**NOTES TO THE ACCOUNTS
FOR THE YEAR ENDED 31ST MARCH 2008**
3 Analysis of total resources expended

| | Staff costs | Other Direct costs | Apportioned Support costs | Total 2008 | Total 2007 |
|---------------------------------|----------------|--------------------------|---------------------------------|----------------|----------------|
| | £ | £ | £ | £ | £ |
| Cost of generating funds | | | | | |
| Fundraising and publicity | - | - | - | - | 1,353 |
| Charitable activities | | | | | |
| Programmes & training | 134,265 | 137,761 | 109,443 | 381,469 | 227,180 |
| Policy & communications | 103,300 | 48,397 | 156,348 | 308,045 | 200,195 |
| International activities | 37,019 | 20,215 | 31,269 | 88,503 | 69,687 |
| Governance | - | 21,519 | 15,635 | 37,154 | 37,245 |
| Total | <u>274,584</u> | <u>227,892</u> | <u>312,695</u> | <u>815,171</u> | <u>535,660</u> |
| Total 2007 | 262,072 | 143,918 | 129,670 | 535,660 | |

Basis of apportionment

Central Functions costs are allocated to activities on the basis of the desks occupied by each activity as follows. Desks may be occupied by staff, interns or volunteers depending on operational requirements.

| | |
|--------------------------|----|
| Programmes & training | 7 |
| Policy & communications | 10 |
| International activities | 2 |
| Governance | 1 |

Analysis of Central Function costs for apportionment

| | Total 2008 £ | Total 2007 £ |
|-------------------|--------------------|--------------------|
| Staff costs | 140,689 | 60,770 |
| Travel & Expenses | 925 | 6,643 |
| Premises | 71,161 | 40,066 |
| Office costs | 99,920 | 22,191 |
| Total | <u>312,695</u> | <u>129,670</u> |

**NOTES TO THE ACCOUNTS
FOR THE YEAR ENDED 31ST MARCH 2008**
Note 3 contd.

The following costs are included in Direct costs:

| | Total 2008 £ | Total 2007 £ |
|--------------|-----------------------------|-----------------------------|
| Audit Fees | 3,171 | 3,106 |
| Depreciation | 5,318 | 4,933 |

4 Trustees expenses

None of the Board of Trustees (or any other person connected with them) received any remuneration during the year, but 12 (2007– 20) were reimbursed a total of £5,549 travel and expenses (2007- £10,029). This sum includes time spent in participation in BYC activities as well as in their governance role.

5. Employees

The average number of full-time equivalent employees during the year was:

| | Total 2008 Number | Total 2007 Number |
|--------------------------|----------------------------------|----------------------------------|
| Central Functions | 4 | 3 |
| Programmes & training | 4 | 3 |
| Policy & Communications | 3 | 2 |
| International Activities | 1 | 1 |

Employment costs

| | Total 2008 £ | Total 2007 £ |
|-----------------------|-----------------------------|-----------------------------|
| Wages and salaries | 342,040 | 263,923 |
| Social security costs | 35,634 | 29,783 |
| Pension costs | 5,837 | 4,723 |
| Other staff costs | 31,762 | 24,413 |
| Total | <u>415,273</u> | <u>322,842</u> |

No employee received remuneration greater than £60,000 in the year (2007: nil).

**NOTES TO THE ACCOUNTS
FOR THE YEAR ENDED 31ST MARCH 2008**
6 Tangible fixed assets

| | Computer Equipment £ | Office Equipment £ | Total £ |
|-------------------------|----------------------------|--------------------------|---------------|
| Cost | | | |
| At 1 April 2007 | 18,577 | 6,090 | 24,667 |
| Additions | 1,917 | - | 1,917 |
| At 31 March 2008 | <u>20,494</u> | <u>6,090</u> | <u>26,584</u> |
| Depreciation | | | |
| At 1 April 2007 | 8,024 | 1,853 | 9,877 |
| Charge for the year | 4,100 | 1,218 | 5,318 |
| At 31 March 2008 | <u>12,124</u> | <u>3,071</u> | <u>15,195</u> |
| Net Book Value | | | |
| At 31 March 2008 | <u>8,370</u> | <u>3,019</u> | <u>11,389</u> |
| At 31 March 2007 | <u>10,553</u> | <u>4,237</u> | <u>14,790</u> |

All the assets of the charity are used for charitable purposes.

7 Debtors

| | 2008 £ | 2007 £ |
|--------------------------------|---------------|---------------|
| Grants receivable | 43,575 | - |
| Other debtors | 14,907 | 9,667 |
| Prepayments and accrued income | 24,819 | 1,188 |
| Total | <u>83,301</u> | <u>10,855</u> |

**NOTES TO THE ACCOUNTS
FOR THE YEAR ENDED 31ST MARCH 2008**
8 Creditors

| | 2008 | 2007 |
|---------------------------------------------|---------------|---------------|
| | £ | £ |
| Amounts falling due within one year: | | |
| Taxes and social security costs | 13,441 | 9,593 |
| Other creditors | 18,804 | 5,449 |
| Accruals and deferred income | 12,637 | 7,366 |
| Total | <u>44,882</u> | <u>22,408</u> |
| Amounts falling due after one year: | | |
| National Youth Agency Loan | 20,000 | 20,000 |

No interest has been payable on the loan from the National Youth Agency. The loan will be repaid in instalments over three years with the first repayment being made in 2008-9.

9 Analysis of net assets between funds

| | Unrestricted funds | Restricted funds | Total |
|----------------------------------------------------|-------------------------------|-----------------------------|----------------|
| | £ | £ | £ |
| Fund balances at 31 March 2008 are represented by: | | | |
| Tangible fixed assets | 11,389 | - | 11,389 |
| Current assets | 166,440 | 49,182 | 215,622 |
| Creditors: amounts falling due within one year | (44,882) | - | (44,882) |
| Creditors: amounts falling due after one year | (20,000) | - | (20,000) |
| Total | <u>112,947</u> | <u>49,182</u> | <u>162,129</u> |

BRITISH YOUTH COUNCIL

**NOTES TO THE ACCOUNTS
FOR THE YEAR ENDED 31ST MARCH 2008**

10 Movements in Funds

| | 1 April 2007 | Incoming resources | Resources expended | Transfers | 31 March 2008 |
|-------------------------------------------------|-----------------|-----------------------|-----------------------|-----------|---------------------|
| | £ | £ | £ | £ | £ |
| V | 132,313 | 128,381 | (258,225) | - | 2,469 |
| British Council | 45,000 | 30,710 | (40,710) | - | 35,000 |
| Dept for Children, Schools & Families - NVYO | - | 167,906 | (167,906) | - | - |
| Dept for Children, Schools & Families - CYPF | - | 90,000 | (90,000) | - | - |
| Dept for International Development - Int. | - | 12,896 | (1,183) | - | 11,713 |
| Dept for International Development - YWG | - | 6,000 | (6,000) | - | - |
| Electoral Commission | - | 92,868 | (92,868) | - | - |
| Participation Works | - | 61,063 | (61,063) | - | - |
| Dept for Constitutional Affairs | - | 11,000 | (11,000) | - | - |
| TOTAL RESTRICTED | <u>177,313</u> | <u>600,824</u> | <u>(728,955)</u> | <u>-</u> | <u>49,182</u> |
| Unrestricted | | | | | |
| General | 41,464 | 142,909 | (86,216) | 3,401 | 101,558 |
| Fixed Asset Fund | 14,790 | - | - | (3,401) | 11,389 |
| TOTAL UNRESTRICTED | <u>56,254</u> | <u>142,909</u> | <u>(86,216)</u> | <u>-</u> | <u>112,947</u> |
| TOTAL | <u>233,567</u> | <u>743,733</u> | <u>(815,171)</u> | <u>-</u> | <u>162,129</u> |

11 Commitments under operating leases

At 31 March the charity had annual commitments under non-cancellable operating leases as follows:

| | Land and buildings | | Other | |
|----------------------------|--------------------|------|-------|-------|
| | 2008 | 2007 | 2008 | 2007 |
| | £ | £ | £ | £ |
| Expiry date: | | | | |
| Between two and five years | - | - | - | 3,901 |