

VOLUNTEER IT YOURSELF

IMPACT REPORT 2024–2025

A SNAPSHOT OF OUR IMPACT ON YOUNG PEOPLE,
PLACES AND COMMUNITIES IN NEED



volunteer it yourself

Joshua, a VIY learner helping to insulate Caister Bowls Club, one of three retrofit projects we completed this year in Norfolk.



Intro from our CEO:

Team VIY:
Tim



"A defining aspect of 2024-25 for VIY has been our work in partnership with local authorities nationwide through the UKSPF (UK Shared Prosperity Fund) – 90 of the 130 projects we've delivered over the year have been enabled through UKSPF, typically in collaboration with other cross-sector VIY partners and match-funders.

As well as being a source of funding to help enable projects in the most under-served locations/neighbourhoods, UKSPF very much reflects the 'win-win' essence of the VIY approach: achieving People & Skills outcomes hand in hand

with Place & Community outcomes. For us that means giving young people the chance to develop new vocational construction skills and boost their employability whilst helping to renovate and transform local community places and spaces. At the same time, our projects deliver a ripple effect of wider social benefit: from people feeling healthier, happier, less isolated and developing a greater sense of belonging and pride in their community, to increased community empowerment and ownership.

The VIY approach also matches the need, as highlighted in the recent City & Guilds construction skills report (Foundations for the Future: Building the skills to deliver 1.5 million new homes), to attract new, more diverse young talent into construction to overcome the deficit in skilled workers and address the issue of an ageing workforce. With an estimated 239,300 new construction workers needed by 2029, VIY projects provide a readily-accessible opportunity for young people to gain an inspirational first taste of construction and progress to further training and employment opportunities across the sector.

So, as you'll see, our 2024-25 Impact Report is a tale of impact for young people + impact for places and venues that matter + wider impact for communities and society at large. Thank you everyone who's played a part in helping us to do what we do."

TIM READING
CEO AND CO-FOUNDER, VIY

Doing **#SomethingConstructive** for youth, communities and volunteering; [see our 2022-25 strategy](#) which sets out our mission, vision and areas of impact.

OUR YEAR IN NUMBERS

130



community projects completed

89% of projects delivered by VIY in 2024-25 were located in or serve the 30% most deprived local neighbourhoods nationally, according to IMD* statistics.

2,051



young people taking part

80% 16+, 86% NEET/at risk of becoming NEET, and 67% are economically inactive.

501



progression outcomes into further education, employment or training (EET) reported by VIY learners in 2024-25

Our 16+ NEET learners have the highest EET progression rates of all VIY learners - 21% who took part in 2024-25 have already progressed into an EET outcome**.

844



adult volunteers from the trade sector, VIY partners and local communities

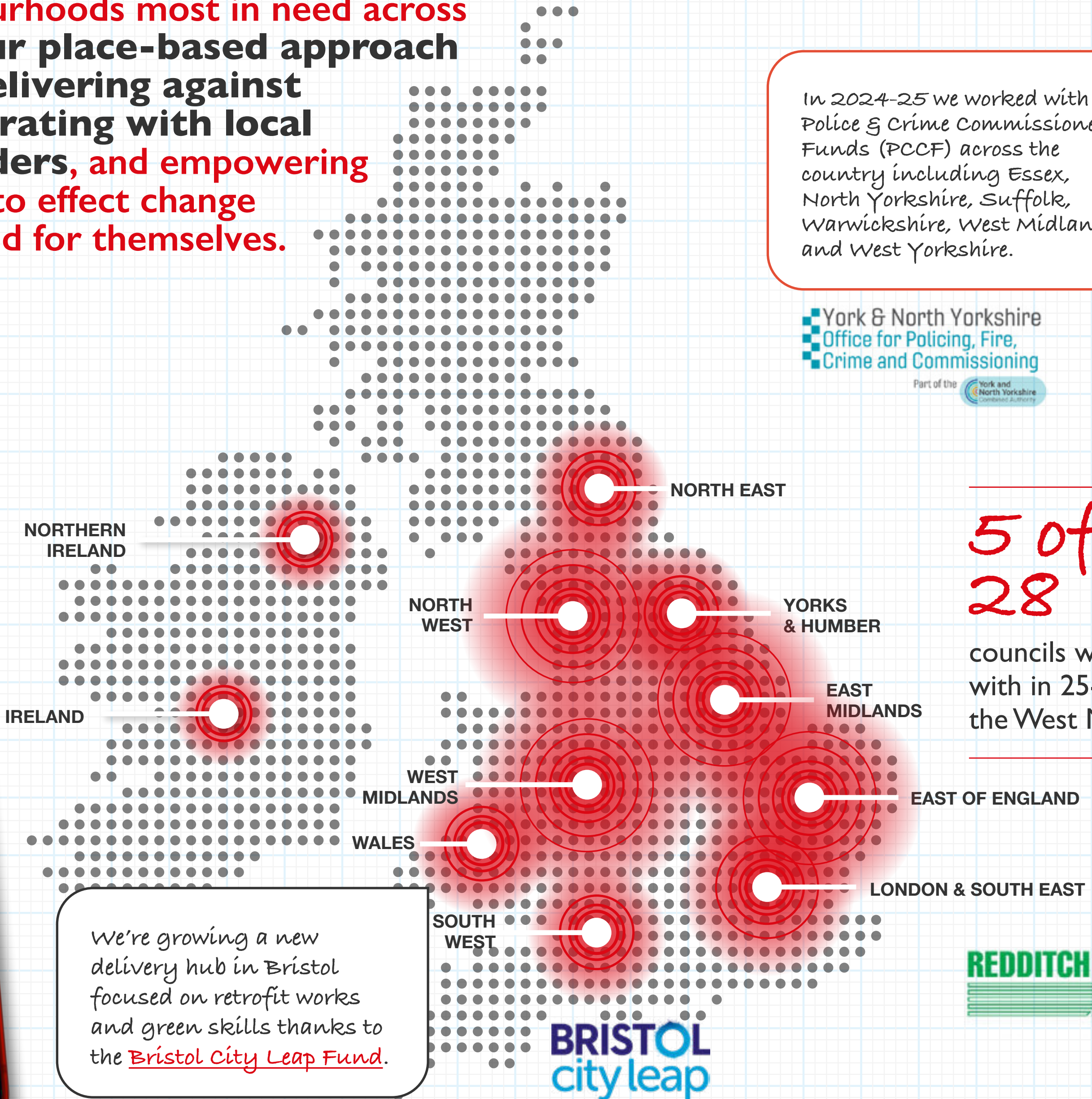
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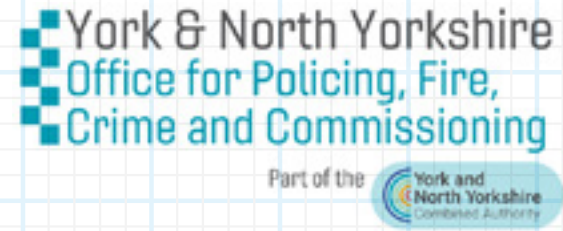
Entry Level City & Guilds or National Open College Network (NOCN) accreditations achieved

NATIONAL REACH, REGIONAL APPROACH, HYPERLOCAL IMPACT

We work in local neighbourhoods most in need across the UK and Ireland and our place-based approach is always focused on delivering against local priorities, collaborating with local partners and stakeholders, and empowering and enabling local people to effect change within their community and for themselves.



In 2024-25 we worked with 6 Police & Crime Commissioner Funds (PCCF) across the country including Essex, North Yorkshire, Suffolk, Warwickshire, West Midlands and West Yorkshire.



Supporting young people involved in or at risk of crime/anti-social behaviour, with meaningful work, like this project at Westway Boxing Club in Scarborough supported by York & North Yorkshire PCCF.

VIY



We've delivered our first project in Ireland thanks to Dulux and will be in Northern Ireland in 25-26 with the support of National Lottery Awards For All.

In 2024-25 we also completed our 200th project supported by Dulux since 2020 - [see what our partnership means here.](#)

We're growing a new delivery hub in Bristol focused on retrofit works and green skills thanks to the Bristol City Leap Fund.

5 of 28 councils we worked with in 25-26 were in the West Midlands.



Working with local authorities and councils to deliver local priorities for people and places, including Redditch Borough Council, and this project at The Old Needleworks, visited by local MP, Chris Blore.

OUR **IMPACT** ON YOUNG PEOPLE

We've always worked with young people who are most in need of a readily-accessible skills development and 'pathway to employment' opportunity like VIY. In 2024-25 this has meant **focusing on young people aged 16+ who are NEET and/or economically active and typically face multiple barriers and challenges in accessing skills provision and the job market.**

Project supported by:

Borough Council of King's Lynn & West Norfolk



91%

of learners felt their hopes and aspirations had increased due to VIY.



Project supported by:

GMCA GREATER MANCHESTER COMBINED AUTHORITY



Joshua, 17, gained his Level 1 Health & Safety, **CSCS*** card and an apprenticeship at Woodend Fabrications, supported by our progressions team after taking part in VIY at Ashton Cricket Club, Manchester.



George, 17, was a homeschooled learner with autism and a volunteer at Springwood Family Centre, King's Lynn. He gained his CSCS card via VIY and is now on a Site Carpentry apprenticeship in Norfolk.

☆☆☆ **Team VIY: Ash**



"What stands out most for me at VIY is the immense joy and pride I feel when I hear young people - many of whom have been furthest from the employment market - speak positively about themselves, take ownership of their growth, and begin to realise their own value. It's in those moments, when they see that their background doesn't define their future, that you witness real change."

ASH PEMBERY
YOUTH PROGRESSIONS MANAGER

Working with local authorities/councils on 'People & Skills' outcomes through the UK Shared Prosperity Fund (UKSPF), boosting skills and supporting NEET/economically inactive young people to progress towards and into employment.

Funded by UK Government

92%

of unemployed learners were more confident about/interested in finding work after taking part in a VIY project.



90 of 130

VIY projects in 24-25 were co-supported by the UKSPF.



"I was motivated to find a decorating job straight after my VIY project - and I did!"
Riley, 17, NEET young volunteer on **The Paddocks Community Centre**, Canvey Island, Essex.



*Construction Skills Certification Scheme

OUR **IMPACT** ON YOUNG PEOPLE



VIY

Liam was a learner struggling in mainstream education – hear about his positive experience gaining a City & Guilds Entry Level 3 accreditation as he pursues his construction ambitions volunteering with VIY at **York Traveller's Trust**.

AVIVA | Foundation



VIY

We continue to work with Careers Hubs, including **Norfolk & Suffolk** delivering vocational experiences that benefit learners in alternative provision.

Norfolk
County Council

“The concept of supporting their local community has not only opened their eyes to local needs but also provided them with a real self-esteem boost. Gaining City & Guilds accreditations has improved their attendance, punctuality, sparked a genuine interest in their future and ambition and has really boosted them at such a critical time in their lives.”

UET PATHFINDER ROSEBERY
PUPIL REFERRAL UNIT IN KING'S LYNN

☆☆☆ **Team VIY:**
Ade




“With 25 years in the trade and 17 in special education, I see the true value of VIY's work every day, sharing my skills and experience with young people as we complete valuable renovations together.”

Many of our learners may not have considered construction as a possible career path, and VIY helps open that door.”

ADE LLEWELLYN | LEAD MENTOR


On every VIY project, learners are supported by and work alongside our Skills Mentors - all experienced professional tradespeople who are motivated to inspire and upskill the next generation, while also developing their own skills - like Ade featured above who has trained through VIY to deliver retrofit and green skills projects.

61% 

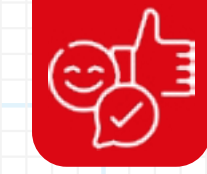
of learners would consider a job or career in the building or construction industry due to VIY.



Jack, 20, NEET young volunteer, gained a job building sheds at MSM Timber, after doing just that on our project in Bromsgrove, gaining his City & Guilds Entry Level 3 accreditation in carpentry.

63% 

of VIY learners would consider volunteering again in the future.

99% 

of learners felt that taking part in a VIY project was a positive experience.

OUR **IMPACT** ON YOUNG PEOPLE

☆☆☆ **Team VIY:**
Jess



"Being a youth worker before VIY, I always wanted opportunities for young people to get involved in projects like these as it offers them so much. Being a part of something which is incredibly valuable for young people is amazing and it's great seeing the progress young people make in such a short period of time - it's what makes my job worth it."

JESS BAILEY
 YOUTH ENGAGEMENT CO-ORDINATOR

"I've progressed onto a construction course at Gaps Centre in Dunstable which supports people with additional learning needs - I only got accepted due to the VIY course experience!!

DAN, 15
 VIY LEARNER AT DOWNSIDE COMMUNITY CENTRE, BEDFORDSHIRE, REFERRED BY CHANCE 2 CHANGE, A SEND ALTERNATIVE EDUCATION PROVIDER

VIY

Hear from Andy Clayton, Social Value Manager for Morgan Sindall in the Midlands.

We're working with construction companies like **Morgan Sindall** and **Dulux customers/contractors** to create a **new pipeline of talent** for the construction industry, delivering on their **social value commitments**.

94%

of learners felt more confident about getting a job in the future as a result of the skills they gained through VIY.

VIY

Leon, 18, a NEET learner at Anchorians Sports Club in Medway, impressed as he worked alongside Luke Godden, Owner of LG Decorating, who volunteered here as a Skills Mentor. Leon is now working with Luke – an opportunity enabled through our national partnership with Dulux Decorator Centre. Hear from Luke [here](#) on why he believes in the VIY model to find and upskill the next generation of talent.

289

different youth organisations referred young people onto our projects in England, Wales and Ireland in 2024-25.

National partners who support our skills and employment delivery:

44%

of VIY learners in 2024-25 had special educational needs, a mental health condition and/or a disability.

OUR **IMPACT** ON SPACES & VENUES IN NEED

Helping vital community spaces to survive and thrive – through facility improvements that enable them to attract and benefit more users and new audiences and improve their offer to the local communities they serve.

☆☆☆ **Team VIY:**
Katie



"I've loved developing such a strong team here in the East Midlands,

all so good at what they do, delivering programmes with a great range of local and national partners like this project with Continental and multiple local councils including Nottingham, Leicester, Mansfield and Newark. Our projects have truly left a lasting impact on communities we all live in and know so well."

KATIE BOOTH
PROGRAMME MANAGER

Project supported by:



See what our support meant to Richard and Natasha, the powerhouse couple who, with VIY's help, transformed a derelict building into a community boxing hub, TLS Boxing, in Lambeth.



Working with Continental Tyres and Kwik Fit to help improve female facilities at grassroots rugby clubs to welcome more women/girls to rugby, ahead of the Women's Rugby World Cup in England, 2025.



See how England Red Roses star Ellie Kildunne inspired the next generation on our project here.



Our four-year partnership with Sport England focused on creating spaces that are welcoming, sustainable, and accessible to all.



This work has been supported by other VIY partners and brands activating their sports sponsorships - helping clubs become more inclusive, particularly for women/girls and has seen us achieve:

200
clubs/active community spaces transformed.

3,073
young people volunteering (64% first-time volunteers).

74%
clubs/spaces with increased number of users.

77%
clubs/spaces with increased confidence in their future sustainability.

£3.2m+
additional investment/added value contributed by VIY partners.



We're heading into a new 3 year partnership with the **Barclays Community Sports Fund.**

Working in the most deprived and underserved communities, like helping improve a space for female Muslim football players at Oldham Greenhill Community Sports Club.



OUR **IMPACT** ON SPACES & VENUES IN NEED

74%



of all venues we worked with in 24-25 reported an increased number of users as a result of their VIY project.



Improving spaces where communities come together to connect through our [UKSPF programme in Southend](#).



“Bringing young people into the venue has always been a desire and we now have a new senior youth group. Wider engagement with the hall has also increased through the local community coming to see the mining mural painted on the end wall as part of our VIY project.

MARY PETTIFOR

ST ANDREW'S MISSION HALL, NOTTINGHAMSHIRE

Project supported by:



“We are now offering a very well decorated and attractive facility for the local community to use. We operate in a very deprived area where many people have very little amenity space. We now offer, at a very reasonable price for low income families, a hall that is bright and cheerful, uplifting and a pleasure to have an event in.

SALLY CARR

CHAIR OF TRUSTEES, ST EDMUND'S HALL, SOUTHEND-ON-SEA

60%



of all venues now have improved engagement with under-represented groups thanks to their VIY project.



Celebrating mining heritage in Newark, Nottinghamshire, with a mural created in collaboration with Fresh Creative CIC - [see it come to life here](#).

93%



of venues said that they were able to improve their offer to their local community as a result of VIY's support.

“Having young people involved through VIY has helped to give them ownership of the centre and it's something they will forever cherish and be proud of. Once this centre is completed it will have a huge impact in the local area providing a safe space for young people and the community.

DANIEL SUKULA

CEO, BE THE CHANGE, BOLTON



Helping [Be The Change](#) in Bolton to double the number of young people they can support through their youth activities by creating youth music/media spaces in a bigger building with the Halcrow Foundation.

Project supported by:



OUR **IMPACT** ON SPACES & VENUES IN NEED

LandAid

Amber
transforming lives

6 VIY community venue retrofit projects delivered in 24-25 in partnership with Bromsgrove Council, Leicester Council and Orsted's Hornsea 3 Community Fund in Norfolk - all enabling young people to develop valuable new green/sustainable construction skills in the process.

33%



average energy savings achieved following VIY's retrofit works at 3 community spaces in Great Yarmouth.



New and improved move-on accommodation for young people supported by Amber Foundation, Trowbridge, in partnership with LandAid.

☆☆☆ **Team VIY:**
Tom



"Having previously led VIY projects between 2017-2022, the excitement for me to rejoin VIY is to lead and

grow VIY's unique role in meeting retrofit/green skills demands: to retrofit community buildings in need, supporting young people to learn 'green' trade skills, at a time when we need 200,000 more people to enter the green workforce, and when the 'Net Zero' economy is growing over 10x faster than the 'regular' economy."

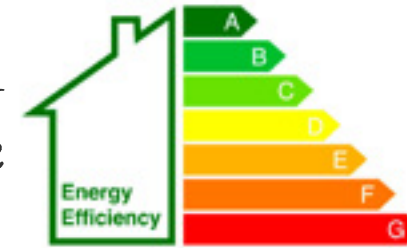
TOM HAGUE
RETROFIT &
GREEN SKILLS MANAGER

77%



of venues said that the overall confidence they have for the future sustainability of their venue has increased.

Here we changed the EPC rating from C71 to B48 - a carbon reduction figure of 772 kgCO₂ per year.



Creating a second external skin to boost insulation and reduce energy costs at a Cadet Hut in Great Yarmouth, 1 of 3 community venues where we've delivered energy-efficiency works supported by Orsted.

"The retrofit qualifications are a brilliant addition to our students' CVs when looking for employment in construction, where they've all been able to take away additional knowledge in sustainability and environmental factors in the sector, experience they don't gain in college.

KELLY HAMMOND
WORK PLACEMENT CO-ORDINATOR,
VISION WEST NOTTINGHAMSHIRE COLLEGE,
WHO WE'RE WORKING WITH ON GREEN
SKILLS QUALIFICATIONS IN 2025-26

"50% of all community buildings fall short of energy efficiency standards, leaving many with an uncertain future." Research by Social Investment Business, 2024

"We now have an additional 3 bedspaces to offer in a tenancy trainer style accommodation, helping support young adults often with additional needs or low socio-economic backgrounds to upskill and improve their independent living skills.

ED NELSON
SERVICE MANAGER,
AMBER FOUNDATION, WILTSHIRE



OUR WIDER **IMPACT** ON PEOPLE, COMMUNITIES & SOCIETY



As well as directly achieving skills, employability and physical space regeneration outcomes, VIY projects also deliver a ripple effect of wider, added value social impact and benefit.

BOOSTING PRIDE IN PLACE



67%



of venues said that the way that they positively contribute to building local social integration has increased since their VIY project.

See **Simon Hanson's thoughts**, Head of Economic Policy and Delivery at Gateshead Council. Supporting local communities and residents has been one of our key UKSPF priorities, especially young people making this space their own at Teams Life Centre.



Working through the UKSPF to boost pride in place by refurbishing spaces in local communities that matter to local people.



Project supported by:



Department for Culture Media & Sport



Supported by Norfolk Community Foundation

TACKLING SOCIAL ISOLATION



9 projects completed in Great Yarmouth engaging young people at risk of social exclusion - funded by Norfolk Community Foundation - funded by the UK Government's DCMS Know Your Neighbourhood Fund.

BUILDING COMMUNITY COHESION



Improving space at Open House Youth and here with The Active Wellbeing Society in Birmingham to host new activities and services that bring people together and specifically support community health and wellbeing - in partnership with Birmingham City Council.

VIY have opened up a world of new opportunities, creating a welcoming and functional environment where people of all ages can connect, learn, and grow. From cooking sessions and gardening to intergenerational events and creative workshops, the improved space now supports a wide range of activities that promote wellbeing, inclusion, and community spirit.

OPEN HOUSE YOUTH
ONE OF 4 VIY PROJECTS SUPPORTED BY BIRMINGHAM CITY COUNCIL THROUGH THE UKSPF

25%



of VIY learners in 2024-25 were from an ethnic minority background.

Team VIY: Mick



"Having started as an apprentice myself and spent 40+ years in the construction industry, I've loved working with VIY over the past 3 years to help the next generation on their journey - whilst also delivering meaningful projects which positively impact the local communities on my doorstep in the East of England."

MICK LOFTUS | PROJECT MANAGER

OUR WIDER **IMPACT** ON PEOPLE, COMMUNITIES & SOCIETY

☆☆☆ **Team VIY:**
Tanice



"VIY's mission to create opportunities for young people genuinely speaks to me, it sits right at the heart of what I care about. Being part of a team that's driven by purpose, inclusion and real impact means I get to do work that aligns with who I am, not just what I do."

TANICE JACKSON
INTERNAL TEAM OFFICER

★ **ADDRESSING DEPRIVATION**



Helping to address food poverty by transforming/extending a food bank in one of the most deprived neighbourhoods in Nottingham in partnership with the Screwfix Foundation and Nottingham City Council.

Project supported by:



87%



of learners felt their overall feeling of happiness or wellbeing had improved due to volunteering with VIY.

91%



of venues said that their VIY project had made them think more about how to encourage different groups of local people to use and benefit from the venue.

★ **ENHANCING INCLUSION AND DIVERSITY**

Elliott, 16, volunteered at VIY's project at Eastwood Community Centre, Southend-on-Sea - an avid football fan and a Southend United season ticket holder. As a neurodivergent young person, who was feeling lost and anxious in life, he was at risk of disengagement from mainstream education.

Thanks to onwards post-project progression support from VIY's team and local network, Elliott is now on a Level 2 Sport programme with the Southend United Educational Foundation.

★ **BOOSTING HEALTH & WELLBEING**

★ **MOTIVATING MORE TO VOLUNTEER**



We helped Sophie, 22, a NEET young person find voluntary coaching experience in sport at Harton Westoe Miners Welfare Club, South Shields (a VIY project in 2023-24), after taking part in a VIY project at nearby Boldon Colliery FC in May 2024.

18%



of VIY learners in 2024-25 were female.*

49%



of venues said that the amount of time people spend volunteering at the venue since their VIY project has increased.

*women make up just 1% of the UK's tradespeople, according to ONS figures

OUR WIDER **IMPACT** ON PEOPLE, COMMUNITIES & SOCIETY

49



ENGAGING YOUNG PEOPLE IN NATURE



Young people volunteering at an outdoor green space creating new animal shelters for Greenland Grove Animal Sanctuary, a project in partnership with Tendring District Council.

Project supported by:



Bromsgrove District Council
www.bromsgrove.gov.uk

VIY supporter

We've been supported by The National Lottery Reaching Communities Fund since 2021 - whose aims mirror our work: supporting projects that strengthen communities and improve the lives of people most in need. We'll be working with their Awards For All fund in 2025-26 in England, Wales and Northern Ireland (a new country for VIY!).



REGENERATING HIGH STREETS



Transforming an empty shop in Lowestoft into a **new wellbeing hub and community café** supporting vulnerable people.

Project supported by



SUFFOLK Community Foundation

access
Your Community Your Trust



Team VIY: Emma



It's incredibly rewarding to see young people's confidence grow as they realise their potential, as we help them with the written part of the qualifications, where they can lack confidence. I take pride in creating a supportive environment where they feel able to ask questions without any hint of ridicule.

EMMA BAILEY | ASSESSOR

EMPOWERING COMMUNITIES



Empowering communities to support each other and create positive change - **like this garage we converted** on a Metropolitan Thames Valley Housing estate in Nottingham, supported by Nottingham City Council - now serving multiple purposes for the community.

96%



of venues said that they feel more connected to their community as a result of their VIY project.

The addition of suitable storage in the heart of the estate has made a significant difference to community initiatives, allowing us to better meet local needs. The garage serves to further strengthen community connections and support.

KAT CAMPBELL COUPLAND
METROPOLITAN THAMES VALLEY HOUSING

OUR 2025-26 to-do list

**We're already making progress
on our to-do list as we enter 2025-26...**

- Enhancing our offer for young people, venues and communities
- Scaling our impact and reach across the UK and Ireland
- Prioritising 'into employment' outcomes for learners post their VIY experience
- Further extending our work in green skills and community retrofit
- Delivering a further year of UK Shared Prosperity Fund projects on behalf of existing local council clients
- Commencing delivery of Youth Guarantee Trailblazer projects in target locations, starting in Walsall and Dudley in the West Midlands
- Increasing investment in staff development and training
- Development and launch of our new 2026-2029 strategy

☆☆☆ **Team VIY:**
Sarah



"Having been a NEET young person myself, and been a VIY youth referral partner from a SEN school, I was so impressed with VIY that I joined the team. I'm passionate about guiding NEET young people to where they want to progress to. The construction industry is a growing sector with dynamic opportunities for today's young people in building tomorrow's world."

SARAH CULLEN | PROGRESSIONS CO-ORDINATOR

We're aiming to complete 30 retrofit/green skills projects in 2025-26, supported by partners including Bristol City Leap, Morgan Sindall, Ørsted and local authorities/councils nationwide.

The construction course at Doncaster Skills Academy that VIY helped me to progress into gives me a chance to have a job I will really enjoy in the future. I really appreciate it.

KIERAN

VIY VOLUNTEER

AT THE MARSH COMMUNITY CENTRE, LANCASTER, JULY 2025, REFERRED BY MORECAMBE POLICE



We'll continue supporting young people like George, 22, who after volunteering at a VIY project in King's Lynn and receiving support to progress including his CSCS card, has now become a bricklayer with HMG Brickwork.



We'll be renovating Swaffham Town Pound in Norfolk, repairing flint stone walls and sharing specialist heritage construction skills with young people, in partnership with Breckland Council and Heritage England.



☆☆☆ **Team VIY:**
Alice



Expanding our place-based teams and expertise, like welcoming Alice Whitney back to lead our work across the East of England. Alice helped launch VIY in Norfolk through the UK Community Renewal Fund in 2022.

ALICE WHITNEY
PROGRAMME MANAGER

HUGE THANKS TO OUR PARTNERS AND SUPPORTERS

Programme Partners

Helping us deliver a series of place or purpose-based projects

As ever, this really is just a snapshot of our impact delivered this year, there is so much more achieved beyond this report. Powered by an ever-expanding cross-sector network, we're creating deeper, lasting impact for young people and communities.

Huge thanks to everyone who makes our work possible, including all of our partners here.



National Partners

Supporting our work across the board



Project Supporters

Nominating or supporting specific projects, including referring local NEET or at risk young people to take part



Do **#SomethingConstructive**
with us.



Regenerating a disused part of NECA Community Garden, South Shields, to create safe changing facilities for volunteers, supported by South Tyneside Council through the UKSPF.



volunteer it yourself

We'd love to hear from:

- Organisations whose work aligns with the young people we're looking to support and benefit
- Experienced tradespeople who'd like to work with us
- Organisations wanting to nominate community places and spaces in need
- New partners and funders wanting to support our work
- Get in touch with us at info@teamviy.com – we'd love to have a chat

Follow the latest from us on social:

 [/volunteerityourself](https://www.linkedin.com/company/volunteerityourself)

   [@viyproject](https://twitter.com/viyproject)