



Andover Town Council

Item No.

To **receive** and **approve** a grant application from:
Yellow Brick Road Projects for Equipment

Produced for: **Community & Events Committee**

By: **Community and Events Officer**

Date of Report: **7 November 2025**

Name of applicant Organisation:	Yellow Brick Road Projects
Amount requested:	£3,000.00
Subject of application:	Youth Uplift Project

Summary

Location of Project / Event:	Andover Leisure Centre
Date of project / event / purchase of asset:	Beginning December 2025 and running for 6 months

Project description:	<p>Youth Uplift is designed to support vulnerable young people aged 16-25 who are homeless or at risk of homelessness in Andover. The project provides free premium membership at Andover Leisure Centre, enabling participants to improve their physical and mental health through regular physical activity.</p> <p>However, many young people face barriers that prevent them from fully engaging in these opportunities.</p> <p>This funding application seeks support to purchase 30 X £100 of Sports Direct vouchers one for each young person, ensuring they have the essential clothing and footwear needed to participate confidently and safely in leisure centre activities.</p> <p>Accessing physical activity for vulnerable young people comes with multiple barriers:</p> <ol style="list-style-type: none"> 1. Cost – Membership fees are covered by the project, but clothing and footwear remain a challenge. 2. Clothing – This grant will provide vouchers for trainers, gym shorts, leggings/joggers, swimwear, and socks. 3. Confidence – Andover Leisure Centre staff will receive training in trauma-informed practice to support young people with complex needs. 4. Support - workers from Alabare or YBRP will accompany young people for their first session and can participate free of charge if needed. 5. Personal Hygiene – Young people will have access to shower facilities at the leisure centre. <p>By removing these barriers, we can ensure that every young person has the opportunity to thrive physically and mentally.</p> <p>How the Vouchers Will Be Distributed</p>
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- Yellow Brick Road Projects will distribute Sports Direct vouchers to support workers.
- Each young person will visit Sports Direct with their support worker to purchase items.
- Receipts will be retained for auditing purposes.

Information supplied on the application form

Which groups of people will benefit & how many people will benefit?

Up to 30 young people aged 16-25 who are currently homeless or at risk of homelessness. Initially 30 young people will be the primary beneficiaries, however, the ripple effects across the community will be greater than 30 young people!

Does the Organisation work solely for the Benefit of Andover?

No, Yellow Brick Road Projects also provide services across Test Valley, Basingstoke, Winchester, Rushmoor, Southampton and Isle of Wight approximately 1,700 young people benefit from the work YBRP do.
Youth Uplift will be for young people in Andover.

What evidence of need for the project, activity, event, equipment or service have been provided within the application?

Local Homelessness Statistics

- Test Valley Borough Council reports a growing number of young people aged 16–25 experiencing homelessness or living in temporary accommodation.
- National data from **Centrepoint** and **Homeless Link** shows that young people facing homelessness have significantly poorer physical and mental health outcomes compared to their peers.

Barriers to Physical Activity for Vulnerable Youth

- Research from **Sport England** highlights that cost, lack of appropriate clothing, and low confidence are major barriers preventing disadvantaged young people from engaging in sport and exercise.
- Young people in supported housing often have limited income and cannot afford trainers, swimwear, or gym clothing. This makes free membership alone insufficient.

Mental Health and Wellbeing

- Studies show that regular physical activity improves mental health, reduces anxiety and depression, and builds resilience—

	<p>critical for young people who have experienced trauma or care experience.</p> <ul style="list-style-type: none"> • The Youth Uplift model addresses these needs by combining physical activity with trauma-informed support. <p>Feedback from Local Partners</p> <ul style="list-style-type: none"> • Alabare and YBRP support workers report that young people want to access leisure facilities but feel embarrassed or excluded without suitable clothing. • Housing officers confirm that structured activities like gym sessions help reduce isolation and improve engagement with support services. <p>Community Consultation</p> <ul style="list-style-type: none"> • Conversations with young people in Andover indicate strong interest in gym and swimming activities but consistent concerns about affordability and confidence.
Total project amount	£4,700.00
Financial breakdown of costs	<p>Yellow Brick Road Projects have researched the type of sports equipment and costs involved in estimating the price per young person for a full kit. It is important for young people to choose gym wear which makes them feel good, gives them confidence, and does not only make the budget items their only option.</p> <p>We have examples of cost of kit directly from Sports Direct website below for members to look at:</p> <p>Mens Trainers Mens Swim Shorts Jogging Bottoms Gym Socks Short Sleeve Training Top</p> <p>Womens Trainers Womens Swimming Costume Gym Socks Womens Leggings Short Sleeve Training Top</p>

Have previous grants been awarded by ATC	Yes, Andover Town Council has supported Yellow Brick Road Projects previously but not within this financial year.
Have all previous grant reports been received?	Yes
Other Funding applied for:	<p>Yes - £500 has been awarded by Test Valley Borough Council for this project. Other grants have been discussed however, with the pace of the project and the speed in which the kit is required, the other funding provider which was discussed (Sport England) wasn't feasible for this project due to the low success rates associated with this provider.</p> <p>The nature of this project requires the equipment at the beginning to empower the young people to walk into the gym, feeling good and wearing the correct, safest equipment so they can engage fully in the project.</p>
Have all required documents been received?	Yes.
Has this project met all funding criteria set out within the Grants Policy?	Yes
Any other useful information?	<p>Alabare will work closely with YBRP to determine which young people will be eligible to engage in this project. Each young person enrolled into the project will have a key worker assigned to them for every step of the way and furthermore, the key worker will take the young person to Sports Direct to purchase their gym equipment.</p> <p>Receipts will be kept and can be presented to Council at the end of the project to show what was purchased to avoid any concern around the vouchers being potentially misused.</p> <p>The Community & Events Officer has been in discussion with YBRP & Alabare regarding this application and has provided encouragement and support in submitting this application based on its merits.</p>
Recommendations	<p>To receive the application report and all supporting documentation</p> <p>To discuss the application</p> <p>To approve the application</p>