

A photograph of three young girls in a classroom. The girl on the left is wearing a red sweater and has her hand raised. The girl in the middle is wearing a red sweater and has colorful hair ties. The girl on the right is wearing a white shirt and has her hand raised. They are all looking towards the right side of the frame.

THE WINCH IMPACT REPORT

2023

THE WINCH TURNS FIFTY

As The Winch turns fifty this year, and in light of our recently launched 5-year organisational strategy, we decided this was a good time to look at the impact our programmes and services have on those we serve. Through surveying our beneficiaries, we found that our work is continuing to make a real and lasting difference to their lives.

Key findings from the survey include:



- **Confidence and inclusion:** The nurturing environment we provide fosters a strong sense of belonging, enabling children to develop a positive self-image and form meaningful relationships.
- **Skill development and personal growth:** The majority of participants said our programs and tailored support have enabled them or their children to learn new skills, do things they wouldn't normally do, and develop their social skills.
- **Mental well-being:** Our supportive environment and trained staff contribute to improved emotional resilience and mental well-being, overall happiness, and a sense of emotional security.
- **A vital service for families:** In light of the rising cost of living and food insecurity, parents depend upon The Winch for Afterschool care & Holiday Play schemes. Many said the schemes have enabled them to work, while also providing them with much-needed community connection.

We are immensely grateful for the unwavering support of our community partners and donors who have made this all possible.

ALL ABOUT THE WINCH

The Winch is a charity that has been working with local young people in Camden and nearby areas since 1973 - so we've got decades of experience in our community.

Our mission is to help each child succeed regardless of their circumstances. We work with them as individuals, stand by them as they grow up into adults and show we are in their corner.

We run several services, including support for parents and carers with babies and toddlers, clubs and schemes for primary school aged children, youth-led projects for teenagers, and career and community support for young adults. We also run the Belsize Community Library, a much-loved neighbourhood space for reading, creating and connecting people.

The Winch aims to address the bigger picture problems that hold people back. Government cuts to public services make it even more challenging to grow up safely in Camden. We work with local residents and connect them to organisations to help create long lasting change.

Our area has changed a lot since 1973, but The Winch has been a constant presence in the lives of so many children, young people and adults. Everyone has a place at the Winch.

**“MY CHILD AND I
WOULD BE LOST
WITHOUT THE
NETWORK OF SUPPORT
THAT IS OFFERED
BY THE WINCH.”**

PARENT TO PRIMARY YEARS CHILD

ASSESSING OUR IMPACT

With help from market research company IPSOS, The Winch conducted a survey of beneficiaries in 2023. The questions were carefully designed by a team of volunteers from IPSOS and programme leads from the charity, in order to:

- provide insight into the impact of our programmes
- gain a clear picture of the demographic we serve
- understand ways in which The Winch can improve

The charity sent out four surveys to the beneficiaries of the Family Support, Primary Years (4-11 years), Youth (12-25 years) and Belsize Community Library services. A total of 282 responses were received across all four surveys: 39 families for Family Support, 69 for Primary Years, 100 individuals for Youth and 74 for Belsize Community Library.



**"THE LIBRARY HAS
ALLOWED ME TO
MEET NEW PEOPLE
AND BECOME MORE
INVOLVED WITH THE
COMMUNITY."**

BELSIZE COMMUNITY LIBRARY USER, 29

FINDINGS &

The feedback was overwhelmingly positive, with nearly all respondents reporting that they would **recommend the services to friends and family** across Family Support (100%), Belsize Community Library (96%), and Primary Years (88%).

While the Primary Years recommendation percentage was slightly lower, 99% of respondents for this survey said they thought the services **offered value for money** and that they were satisfied with them.

For the Youth survey, three quarters (74%) of those who had taken part in one of the services said they would recommend The Winch to their friends and school mates.

Across the board, **staff were described as "welcoming", "kind", "caring" and generally "amazing".**

However, our survey of beneficiary demographics highlighted gaps in our reach and delivery of service. Our learning is to expand our outreach to synagogues, mosques & seek partnerships with agencies serving LGBTQ+ youth.



"MY BABY AND I WOULD BE LONELY WITHOUT THE WINCH AS I HAVE NO FAMILY IN THE UK. THESE PROGRAMMES HELP US A LOT."

FAMILY SUPPORT BENEFICIARY, 27

FEEDBACK



PATRONS SAID THE LIBRARY PROVIDES A “SENSE OF COMMUNITY FOR EVERYONE, REGARDLESS OF RACE, RELIGION, SEXUAL ORIENTATION.”

+90%

OF FAMILIES SAID ATTENDING WINCH SCHEMES HELPED THEIR CHILD(REN) FEEL MORE CONFIDENT AND/OR INCLUDED.



+70%

OF YOUNG PEOPLE (12-25) SAID ATTENDING THE WINCH MADE THEM FEEL SUPPORTED, SAFE AND/OR INCLUDED.



**“WITHOUT THE WINCH,
THERE WOULD BE NO
SUPPORT FOR YOUNG
PEOPLE LIKE ME.”**

YOUTH BENEFICIARY, 25

RECOMMENDATIONS

When asked how The Winch can improve, beneficiaries and patrons suggested:

- longer library opening hours
- fresh paint and furniture in the library
- better IT and more gaming equipment
- more sports activities and clubs
- parent activities
- more funded places for residentials and trips
- expanding summer/holiday clubs

WE NEED YOUR HELP



Now we need your help to make these recommendations a reality!

Together, we can create a community where every child has the opportunity to succeed, regardless of their circumstances.

If you find our work and vision aligned with your foundation's/corporation's goals please contact us now to embark on a journey of shared purpose and leave a positive legacy in the communities we serve.

Contact: Chitra Shanbhogue, Head of Partnerships,
chitra@thewinch.org

**THANK YOU FOR
YOUR SUPPORT**

PHOTO CREDIT: PHILIP WOLMUTH