

Impact & Sustainability at YHA E&W



Transforming lives

Our story of transforming young people through travel, adventure and discovery.



Financial Sustainability

Creating fair profit & network development



National HI Association

YHA England & Wales

Hostels

All YHA E&W Hostels

SDG Contribution



Summary

For more than 80 years, YHA's mission has remained that of inspiring all, especially young people, to broaden their horizons, gaining knowledge and independence through new experiences of adventure and discovery. Our ability to sustain the organisation reflects our success at ensuring that we achieve the most sustainable result - from a financial, environmental and social perspective.

Social

Impacting & transforming lives

Organisationally, we have a firm commitment to our purpose and a strategic focus on creating transformational experiences for young people with challenging lives – be it financial deprivation, disability, bereavement, homelessness or being a young carer. Our latest impact report outlines the varied and complex challenges that young people face, evaluates and celebrates the unique opportunities we provide to support and nurture them, enabling greater achievements.

Economic

Impact on financial sustainability

Our Network of youth hostels generates most of our income through overnight stays, food and beverage sales.

At the end of 2016/17, total income was £47.3 million, £1.3 million ahead of the previous financial year and \$1.2 million more than budgeted for.

It is this sustained growth has enabled us to invest over £30 million in our property portfolio over the last three years.

Environmental

Awareness

We are committed to measuring and reducing our impact on the environment.

We have worked collaboratively with partners, including the National Trust, Women's Institute, Oxfam and RSPB, to raise awareness of and demonstrate the importance of addressing climate change.

Going forwards, YHA will continue to pursue ways of improving the experiences of guests and raise awareness of environmental issues, in order to ensure a sustainable legacy of youth hostelling.



Sustainable Tourism through Hostelling

At YHA, we believe that there is a clear link between our impact as a charity and our sustainability. This means we think about the future and accept that our responsibilities include ensuring that we continue to deliver positive changes and securing the viability of the charity.

As a charity, the income we generate is reinvested back into our network and programmes so that we can achieve greater reach and impact on young people, particularly those with challenging lives¹. This in turn enables organisational sustainability, which is crucial to our continued success. We can therefore continue to transform lives in not only the present but also future generations.

Impact Matters

There is increasing and appropriate pressure on charities to demonstrate their impact and social good. In the past, there have been high profile cases that have undermined the confidence in the third sector to govern and manage itself appropriately.

For YHA this means that it has never been more important to demonstrate YHA's impact and reassure of our credentials and reputation.



Impact measurement in YHA has two aims:

- To demonstrate the difference YHA makes to young people's lives.
- To evaluate how our programmes/interventions can be further improved to deliver better outcomes and outputs.

Measuring our impact

Methodology

Impact evaluation at YHA is informed by our Theory of Change (ToC) and related impact framework. The ToC describes how and why desired changes are expected to happen, whilst the Impact Framework further develops the thinking in the Theory of Change, setting out what outcomes (changes) YHA expects to achieve. These outcomes are based on three impact themes in YHA's charitable objective: Health, Education and Recreation.

YHA's Impact Framework

- The Impact Framework provides clarity on the development opportunities open to young people participating in our services/packages and how we might measure the change.

¹ Challenged lives include those whose everyday activities are framed by difficulties relating to family, health and well-being, education, employment, housing and their wider environment.

- The Framework aims to cover a wide range of issues experienced and potential outcomes for young people so that it can be applied to all of YHA's products, programmes and services without need to develop bespoke outcome tools.
- Our Impact Framework has already been utilised to develop survey questions for the new Families and Individuals Customer Satisfaction Survey (CSS) and Group CSS questions on impact.

Tip: With a consistent impact framework to refer to there is great potential to speed up the process of measuring impact and use consistent language and measures of change.

YHA's Impact Logo

To help communicate the key messages around the impacts YHA sets out to have on young people's lives, an Impact Logo has been created. This is suitable for internal and external communication. It highlights two levels of impact: YHA's key impact themes of Health, Education and Recreation and a sub-level of related themes. This sub-level serves to encapsulate other outcomes associated with the key themes to demonstrate the breadth and depth of YHA's impact.

Tip: Having sub-levels is useful for more effective communication with different audiences who may be more focused on particular subset outcomes.



Tip - Wherever possible, the principle of using mixed methods (combining both quantitative and qualitative methods) to execute evaluations. This adds to research rigour, which is critically important as it contributes to the integrity of the impact evidence.

Main evaluation tools used to generate the evidence should include;

- questionnaires
- case studies
- focus groups
- videos

Recommendations

- Engage everyone with your Association's impact story
- Extending organisational reach is vital because the wider the reach, the greater the impact potential.

“We believe travel, adventure and discovery transforms lives”

Technical details

Reach: Local/ Regional/ National/ International

Target audience: HI Members/ Guests/ General Public/ Staff/ Young People

Funding: No governmental funding- self-funding

Total number of participants per year:

- **Guests:** 1.1 million young people reached.
- **Number of staff members:** 1,351
- **Young Volunteers:** 509 young employees
- **Families:** 95,446
- **General public:** 1,190,035 overnights
- **Number of volunteers:** 8.500

Communication plan to find participants:

- NA e-Newsletter
- Press release
- Partners
- Web page
- Email to members
- Social media
- Hostel staff promoting among guests

Would you like to know more about YHA E&W's Impact?

Contact: **Robert Gonouya, Evaluation & Impact Manager**

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Read more about YHA E&W [here](#) and [here](#)
Read more about YHA E&W's Impact [here](#)

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