



WILLIAM WATES
MEMORIAL TRUST

Annual Report 2016





TOUR DE FORCE



2016 is the 10th Anniversary of the start of the Tour de Force

Last year we set out some key objectives, 12 months on we review our progress against them

Objective	Progress
<p>Remembering Will Everything we do is in memory of Will. We want to continue to be a professionally run Trust with family values</p>	<p>Will will always be in our hearts The Trust is, first and foremost a memorial to Will</p>
<p>Grants of £350k available for the next 3 years Clearly define the focus and scope of our grants</p>	<p>There is currently over £270k still available for 2016 once the grants have been given and the forecasts for 2017 and 2018 both exceed £350k</p>
<p>Reduce number of grants from 25per annum to 12 by 2017 Seek out the highest quality applications</p>	<p>We are on target to reduce the numbers 22 grants are confirmed for 2016. From 2017 onwards we expect to hit our target of 12 grants per annum</p>
<p>By 2017 80% of our annual grants will be large projects over £25k Make even more impact on our chosen charities</p>	<p>In 2016, out of 22 grants, 40% are over £25k However the current figures for 2017 put this figure up to 60% so it is moving in the right direction</p>
<p>Family will work alongside a non-family grants officer Grants officer to deal with increased administration Family to focus on: Developing relationships with beneficiaries Raising the profile of the Trust to attract excellent applications. Strategy, decision making and adding value</p>	<p>The non-family grants officer is in place He is providing support on administration, releasing family members to focus their efforts on engagement with the charities</p>
<p>Develop the Tour de Force</p>	<p>The TDF is going from strength to strength The combination of the memorial for Will, the personal challenge for riders, the chance for participants to benefit others through fund-raising and the association with an event as iconic as the Tour de France is a winning formula</p>



WILLIAM WATES
MEMORIAL TRUST

The William Wates Memorial Trust exists to celebrate the life of William Wates who was tragically killed when travelling in Central America.

The Trust is a grants giving registered charity set up in 1998 with a mission to help the most disadvantaged young people keep away from a life of crime and violence, and fulfil their potential. This is mainly achieved by supporting charities that engage young people through the mediums of sports, art and education.

To date, 99 charities have been supported by the WWMT, with over two millions pounds worth of grants allocated.



Charities: A selection of our success stories



CODE 7 LTD

Grant Amount: £24,000 over 3 years

Champion: Jonny Wates

Lambeth based charity Code 7 provides multimedia activities and mentoring services. Their mission is designed “to give young people who are at risk a better chance in life through creative opportunities and working together to tackle their problems and improve their life skills”,

WWMT made an award of £24,000 over 3 years to support Code 7 deliver a youth training and enterprise project called Youth Tunes that gives young people the opportunity to learn key elements of the marketing industry while designing, creating, producing and managing their audio and visual productions themselves.

They engaged 70 young people aged 14 to 25 from various cultures, and a range of backgrounds such as NEET (Not in Employment Education or Training), at risk of gang participation or attack, a risk to others and youth offenders.

Working with dedicated people who they could relate to helped develop the youngsters and enabled them to express their feelings. As their skills developed so did their attitudes and behaviour. Through working with others from a different postcode 5 of the 15 extremely hard to engage young people now oppose youth on youth postcode conflict. For some, their lyrics have moved away from violence and warfare to being about relationships, economics and safety, which in turn has inspired their peers to do the same.



Streets of Growth

Grant Amount: £23,500 over 3 years

Champion: Andrew Wates



Streets of Growth is one of east London's most dynamic social intervention charities. Based in Tower Hamlets, their aim is to transform the way young adult communities aged 16-24 years are prepared and equipped to engage change in themselves and the regeneration opportunities within and beyond their neighbourhoods.

Chain Reaction Theatre

Grant Amount: £24,705.78 over 3 years

Champion: Rick Wates



Chain Reaction Theatre use theatre, media and music as a basis for educating and inspiring young people (and adults) to make positive choices about the issues that really affect them. Rick Wates went to see a performance of their anti-bullying and community cohesion show Totally Together at St Paul's Whitechapel Church of England School. The performance got 60 young children thinking about difficult issues in a way that was relevant and fun.

JusB Ltd

Grant Amount: £25,000 over 3 years

Champion: Andrew Wates



JusB is a Community centre supporting young people in North Bromley through the advancement of education and leisure activities. In addition to homework clubs, community garden, and school holiday clubs, other activities include advice and guidance around employment, housing, school and relationships; inspirational speaker events, and a music studio project.

Charities: A selection of our success stories



Access Sport

Grant Amount: £169,000 over 2 years

Champion: Rick Wates

We are delighted to announce a grant of £169,000 over two years to Access Sport. This is our largest ever grant and will go towards the development of their London BMX Legacy Programme.

London BMX was set up as part of the Olympic legacy programme with the aim of building new BMX tracks and clubs to encourage young people into cycling. There are now 15 London Boroughs benefitting from the programme, which has a vision to reach all 33 boroughs and expand into new cities.

In combination with Sport England our two year funding is designed to create the most effective model possible by enhancing participation and social impact and measuring this effectively. By proving the model, Access Sport will be able to attract more investment to roll out the BMX sites. The WWMT will be funding improved infrastructure, a good outreach programme, strong role models, robust measurement, growth potential and sustainability.

Andrew Wates Chairman of WWMT said... "London BMX ties in with our criteria of supporting disadvantaged young people to fulfil their potential and stay away from a life of crime. Through the Tour de Force we have come to understand the enormous benefits that cycling offers and we look forward to helping create a thriving youth cycling scene in London and beyond."



“ We are delighted to receive this support from the William Wates Memorial Trust. The growing cost of inactivity and obesity means that sports like cycling, which can effectively engage inactive people, are increasingly important. However, in contrast to the recent growth in cycling, the figures actually show a long-term decline in youth, female, ethnic minority and disadvantaged population's participation in this activity. Access Sport is committed to energising the offer for underrepresented groups in disadvantaged areas and the support of the WWMT will help our BMX Legacy Programme create two beacon examples of good practice that can be replicated in communities across London and other UK cities. ”

Joe McTague
Programme Leader at Access Sport

Regenerate

Grant Amount: £22,500 over 3 years

Champion: Jonny Wates



Regenerate works with young people and families in Roehampton and estates across London, helping transform lives and communities from the inside out. Their focus is NEETs, ex-offenders, school pupils at risk of exclusion and young people (aged 8-24). They run a range of positive activities for children and young people and offer one to one mentoring that enhances their life experiences; enabling them to take action in their lives and contribute to society as active, involved, useful and valued citizens.

Salaam Peace

Grant Amount: £18,530 over 3 years

Champion: Andrew Wates



Salaam Peace is a community organisation in Waltham Forest and Hackney, that uses sports, media and education to engage children, young people and adults. They work in the heart of the community developing local residents into positive role models and leaders. WWMT is supporting their project 'Step Up' which consists of a thirty week programme, split into five blocks. Each block includes: a numeracy session, a literacy-themed session, presentation skills and leadership skills.

Hampton Trust

Grant Amount: £24,000 over 3 years

Champion: Rick Wates



This is an ecotherapy project on the Isle of Wight which helps young people referred from Children's Services, Pupil Referral Units and from Exclusion departments in schools. Ecotherapy is a range of treatment programmes which aim to improve your mental and physical wellbeing through doing outdoor activities in nature. The Hampton Trust have engaged with hard to reach young people and provided them with an opportunity to form a positive relationship with their eco mentors and with nature itself.

Fundraising: Tour De Force

TOUR DE FORCE



In 2016 we celebrate ten years since the first Tour de Force cycling challenge and we currently have 170 riders confirmed for the 2016 event so far.

It has become the corner-stone fundraiser for WWMT and is now an annual event. In total it has raised almost £2.5m for the trust.

“Every time I visit a charity supported by the WWMT, I leave with a huge sense of motivation and enthusiasm. I can't wait to tell everyone about the people I've met, how much the grant has paid for, how I can't believe the commitment of the staff and the achievements of the young people.

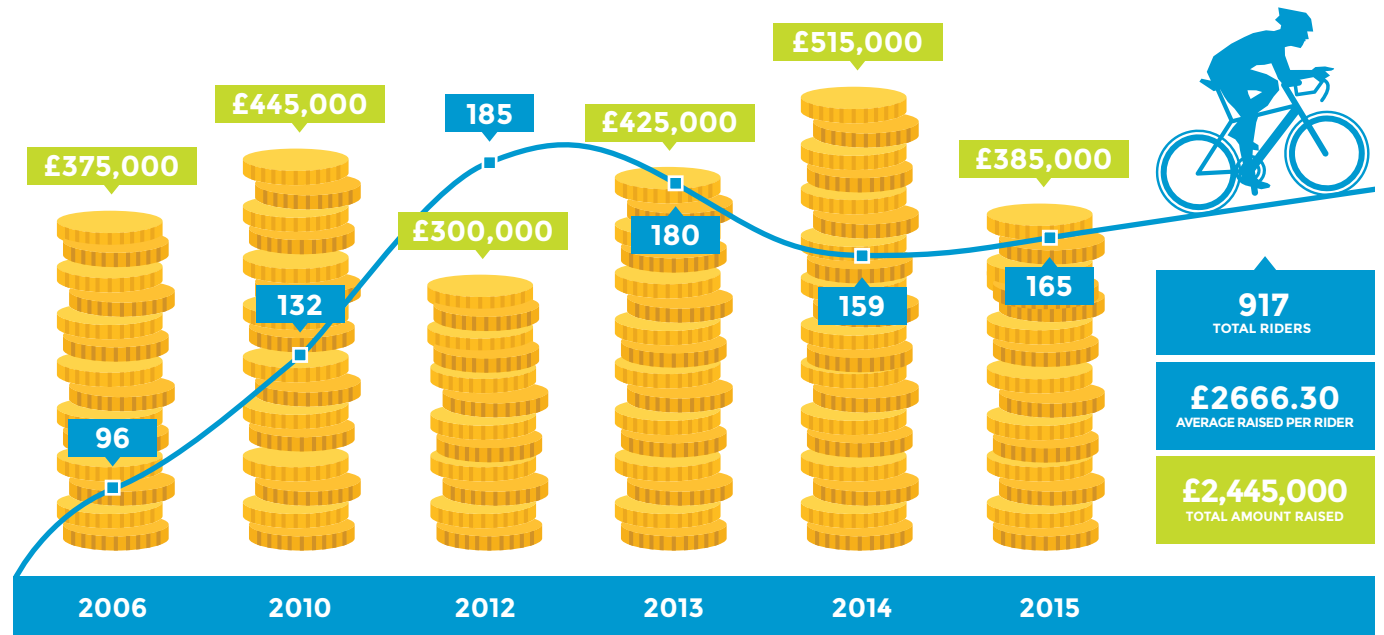
The grant recipient charities are full of really, really amazing people helping and being helped. And this is surely why the Tour de Force and WWMT go so naturally together: the challenges our cyclists face, the spirit of helping and being helped, the sense of achievement and group success.

Each year we also invite two young people and their key workers to visit us in France and share a couple of days of the Tour. These visits are absolute highlights for staff and cyclists alike - and the feedback we get from the young people is as motivating as you could imagine.”

Sarah Perry
Lead Organiser of the TDF

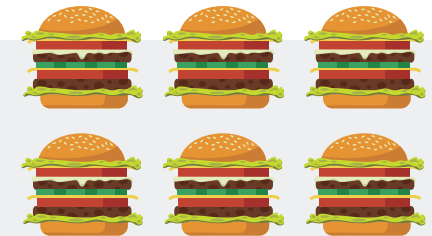


Fundraising: Tour De Force in Numbers



8,000
CALORIES

That's the approximate number of calories per day consumed by a 'lifer' during the 21 days of the Tour! This equates to about 6 Big Macs, 6 large fries, 40 Chicken nuggets, and 3 hot fudge sundaes per day. The normal male calorie intake in a day is 2500 calories.



45,000
METERS



The average elevation of the climbs in metres in each years Tour de Force - the classified climbs have an average gradient of 6.6 per cent. During the entire Tour a 'lifer' will cycle the equivalent of Ben Nevis, Scafell Pike, Snowdon, Mont Blanc, Kilimanjaro and Everest. Not bad in 21 days.

3,500
KM IN 21 DAYS

The average length of the Tour de France in kilometres.



250
KILOMETERS

is the longest distance on a Tour de Force stage. This is how far an average teenager walks in 8 months.



Ten minutes with Tracy Norris on the 10th anniversary of the Tour de Force

Q1. How long have you been involved?

I feel like I got involved in 2010 when I was in labour with my son. My husband got a call from Sarah who was out in France running the tour. A week later he was out there working as a driver and mechanic for her! But it was just over a year later in October 2011 when Sarah asked me to join her to help set up the TDF as an event that is open to the general public. We've been working together ever since and this will be our 5th tour.

Q2. What does your job involve?

The most important part of my job is supporting the amazing fundraising efforts of our riders. This includes everything from putting together fundraising ideas and talking about the charities we support, to administrating the collection of donations and the targets our riders need to reach. It's an enormous job but worth every minute spent. I handle all our social media and the daily blog during the tour as well as quite a lot of the marketing. I'm also here to help answer the majority of questions that the riders have.

Q3. What stages are you cycling this year?

I'm cycling the 4 stages in the Alps – stage 17 to the Etape du Tour stage 20. I love the mountain scenery and the big climbs.

Q4. How do the TDF and the William Wates Memorial Trust fit together?

The fit of TDF with WWMT makes perfect sense. Out on the road, everyone is equal. It doesn't matter whether you're a stock broker or a school teacher – we're all going to have great days and really hard days. When you're low, a fellow rider supporting you and letting you follow their wheel can transform your day from a disaster into success. Their generosity can be a total game-changer. Equally, on a day when you're feeling great but another rider is clearly suffering, there

can be no greater satisfaction than in sacrificing an early finish in favour of helping them out. The fact is, we all need help sometimes, and we all have opportunities to help others too.

The comparison with the daily lives of the kids supported by WWMT is so obvious. Many of the kids we support just need someone to give them a helping hand – to look after them when they're struggling most.

The Tour de Force is such a special event because all our riders come to understand this perfectly, by experiencing those emotions themselves out on the road. The presence of the Wates family on tour with us has an enormous impact on all our riders. It's impossible not to be moved by their humble response to such a tragedy in the family.

Q5. Which charities have you got to know?

I've been lucky enough to visit a few of the charities. Downside Fisher Youth Group was my first visit and a real eye opener. I visited Westminster House Youth Club this year which was fantastic: a charity that had been introduced to the Trust by one of our riders. This year I championed a grant application from PYCP here in Edinburgh. It's a youth club very close to where I live. I'm delighted to say they've been awarded a grant of £22,000 over 3 years. I'm looking forward to seeing the impact that has on these kids.

Q6. What's your favourite TDF memory?

The years that I've managed to come out and ride a stage or two with everyone of course stand out. I clearly remember suffering terribly on a mountain stage in 2012 and by the time I reached the lunch stop I was in a very dark, 'low blood sugar' place. I hoovered a plate of food in seconds, then said "I could eat that again" and promptly did! It hardly touched the sides. While I ate one of the riders, who had sussed exactly where my head was at, just chatted calmly to me, gave a couple of words of very wise advice and graciously let me follow his wheel for the next 40 kilometres. He's remained a friend and I'll never forget his sensitive kindness.



Tracey Norris
Lead Fundraiser for the Tour de Force

Cover Photo: Chain Reaction Theatre Company

£24,702.78 over 3 years

Chain Reaction Theatre Company exist to educate, inspire and increase the confidence of disadvantaged young people aged 5-19 in deprived areas of London and Essex.

The Trustees

The Trustees of the William Wates Memorial Trust are the parents and brothers of William and are advised by Sue Laing, who is an independent Trustee.

The Trustees take on projects as “champions” and oversee them from start to finish. As such we are lucky enough to get to know the charities we support very well and have gained an excellent insight into what works in our chosen sector.

We don't have any direct employees and therefore have low overheads. This means the vast majority of the funds we raise go to the charities we support.

Who we can help

The objective of WWMT is: To encourage disadvantaged and vulnerable young people away from anti-social behaviour and criminal activity, enabling them to fulfill their potential. If you know of a charity that fits our criteria please do get in touch. We would be delighted to get an application from them.

To view our criteria go to: www.wwmt.org/whowecanhelp

Donate Now!

The trust relies on your donations to be able to continue to support amazing projects like these.

If you would like to support us please contact us to discuss or visit the website at www.wwmt.org

Any support is hugely appreciated. Thank you.



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