



# ANNUAL REPORT 2010



GARRY MORAN  
BRADÓG  
CHAIRPERSON

## ADDRESS FROM CHAIRPERSON

Welcome to this, the 5<sup>th</sup> Annual Report of Bradóg Regional Youth Service. I would like to report that the Management committee in accordance with our contract obligations met on six occasions excluding sub-committees throughout the last year. I would like to express my gratitude to all members who have voluntarily given their time and attention in support of the management and staff.

Again this year, as we have come to expect, the youth service staff have continued despite the financial restraints to make the best use of resources and deliver a programme which was imaginative, interesting and relevant. We are at present, as reported in the spring edition of the newsletter, providing a six day service and welcoming in excess of 400 young people every week into the centre. Some of our major achievements this year include the launch of the web page, the addition of the M.O.S.T. justice project, the inclusion in the NQSF first phase and the success of the Summer, Halloween and St. Patrick's day programmes. I wish to thank all the staff for their continued professionalism and dedication in ensuring that the highest standards are been observed and maintained.

We have seen a large increase in our volunteer base thanks to the Volunteer development programme which will stand to us in the coming year. As we are all aware funding is decreasing on an annual basis and the more targeted use of volunteers can offset some of the costs while offering us the flexibility to produce a wider range of services.

I look forward this year to the continuation of the M.O.S.T. Diversionary Project and the expansion of the outreach service. The acquiring of a grant to purchase of a new mobile outreach unit will bring information and services directly to youth who presently are not accessing the centre; while a grant to develop Dublin's first city centre youth café at Bradóg will help develop services within the new facility. The inclusion in the NQSF first phase is an important way for us to evaluate the whole of the service on a continuous basis and I look forward to the production of the initial results. The acquisition of a facilities package either through the department or a Fas scheme to aid in the upkeep and maintenance of the centre must now be a priority for the coming year. I will bring forward proposals this year which will I hope deal with this outstanding issue.

I want to acknowledge the continued financial support and expertise from C.D.Y.S.B and in particular the Liaison Officer who supports the committee and staff on an ongoing basis. The Garda Síochana and Irish Youth Justice Service for the support of the M.O.S.T. project. Local politicians, Dublin City Council and benefactors who have, and continue to support our cause at other forums.

Garry Moran

Bradóg Chairman.



## STRATEGIC OBJECTIVE ONE: MISSION AND FOCUS

**BRADÓG AIMS TO BE A QUALITY REGIONAL SERVICE THAT IDENTIFIES AND MEETS THE NEEDS OF YOUNG PEOPLE IN THE NORTH WEST INNER CITY AREA**

In January 2010, Bradóg moved to the new building at 34 Dominick Place, Dublin 1 (known locally as Granby Lane’).

The three story building is centrally located in Bradóg’s geographical area and has great potential to cater for the growing needs of the local youth population. Residence at 34 Dominick Place has led to a three fold increase in young people accessing Bradóg’s services.

This relocation has contributed significantly to the development of a stronger profile for Bradog in the designated area of the North Inner City for young people.



THE NEW BRADOG  
BUILDING AT 34  
DOMINICK PLACE

## STRATEGIC OBJECTIVE TWO: OPERATIONAL PROFESSIONALISM

BRADÓG AIMS TO DEVELOP, PROMOTE AND IMPLEMENT BEST PRACTICE IN THE DEVELOPMENT AND DEPLOYMENT OF ITS HUMAN RESOURCES:



*MOST PROJECT  
WHICH BEGAN  
OPERATION IN  
JULY 2010*

**Justice Project:** For the last 10 years the M.O.S.T Project (Mountpellier, O'Devaney Striving Together) has been based in the Stoneybatter area of the north inner city. Support and management of the M.O.S.T project was transferred from Stoneybatter Youth Service to Bradóg in July. By December the project was firmly established and operating at full capacity.

**FAS Graduate Work Placement Scheme:** Bradóg acquired two graduate positions from the FAS graduate work placement scheme. The positions which can be renewed every nine months are ideal for graduate students seeking work experience in a youth and community environment. The staff employed in the positions work in the capacity of youth activity workers and support youth work staff in the operating of programmes.

**Staff training Residential:** In May, Bradóg undertook a Staff development residential in the Oakwood Centre to focus on training and strategic priorities for the remainder of the year. Topics included:

- ❖ Development of new facility
- ❖ Development of youth café
- ❖ Digital media training (Geo-caching / music recording)
- ❖ Evaluation methods & reflective practice techniques



**Volunteer Development:** In order to develop greater volunteering opportunities in Bradóg a Development / Coordinator brief was created. This brief was incorporated into an existing staff member's role. The brief focused on 'bundling' all the volunteer supports and procedures into one role. These include advertisement, recruitment, vetting, training and placement. Induction materials have been expanded in anticipation of new recruitment phase. As a result of this development, volunteering in Bradóg has increased four-fold.

**Digital media training:** In September, Training in the Media-stacks training programme was given to to new staff and volunteers. The training included use of photography, editing and table top media skills.

**Accredited training:** In the Autumn, three Bradóg staff began the following accredited training programmes:

- ❖ Certificate in youth work Project Leader Management (fetac level 5)
- ❖ Certificate in supervisory management (Fetac level 5)
- ❖ Degree in Education & Training Managemt (Degree)

*"BRADOG IS A VOLUNTEER  
BASED COMMUNITY  
OPERATED YOUTH  
SERVICE."*



## STRATEGIC OBJECTIVE THREE: PROFILE AND BRANDING

**BRADÓG AIMS TO ESTABLISH ITSELF AS A DRIVING FORCE IN SERVICE PROVISION, RECOGNISED AND VALUED AS A QUALITY RESOURCE IN SERVICES AND NETWORKS THAT MEET IDENTIFIED NEEDS:**

**Website:** In September Bradóg's official website became fully operational. The website uses the latest software advancements and includes an online database, interactive calendar, news feeds and comprehensive information on all aspects of Bradóg's services.

**Newsletters:** A key objective for Bradóg in 2010 was to increase awareness of our activities and impact of our services locally. Bradóg produced four 12 page newsletters in 2010. The newsletters which had a print run of 3,000 copies each, were distributed locally to all parents, households and services providers. The newsletters were produced completely by Bradóg staff and volunteers.

**Open Evenings:** Bradóg held two open evenings for a presentation of summer project work made to local parents, local representatives and the general public. The evenings were hugely successful and included presentations and performances by Bradóg youth members in music, dance, visual art and drama.

**Youth Exchanges:** There were two public events associated with outcomes of Bradóg YIA exchange projects. In July, Bradóg (and partners FYRC) held a music concert for 400 young people in the Axis Arts Centre, Ballymun. The concert was the outcome of a nine day cultural exchange focusing on the theme of music making. The exchange included young people from Hungary, Sweden and England. Bradóg also hosted a second exchange in August with a group from northern Italy. The exchange (Fashionista) which focused on reusing, recycling, and design culminated in a live fashion shoot in Templebar and a follow-up photo calendar.



**Michael Jackson Day:** Also in June, Bradóg partnered with the Dowling family to plan and implement the Michael Jackson Fun Day in Halston street Park 26<sup>th</sup> June. The event which was heavily attended by local families was a great opportunity for Bradóg to meet parents and the wider community.



*EUROJAM  
INTERNATIONAL  
MUSIC EXCHANGE  
PROJECT*



*FASHIONISTA EXCHANGE*

*"BRADÓG'S PURPOSE IS TO  
SUPPORT YOUNG PEOPLE IN  
THEIR PERSONAL AND SOCIAL  
DEVELOPMENT."*



"BRADÓG' WORKS WITH YOUNG PEOPLE FROM THE AGE OF 10 TO 21 IN THE NORTH WEST AND CENTRAL INNER CITY."



MARY MOONEY  
DIRECTOR OF CDYSB  
LAUNCHING BRADOG'S  
WEB SITE IN SEPTEMBER.

## STRATEGIC OBJECTIVE FOUR: POLICY AND GOVERNANCE

BRADÓG AIMS TO DEVELOP OPERATIONS, METHODS AND STRUCTURES THAT ENABLE EFFECTIVE POLICY FORMULATION AND REVIEW MECHANISMS THAT CAN BE COMMUNICATED INTERNALLY AND EXTERNALLY

**Plan of Operational Activity:** Work was carried out to enhance service provision by engaging staff and management in a review of the existing strategic plan *Bradog Reional Youth Service – Present and future needs of Young People 2008 – 2013*. The work done to date has focused on volunteer development and optimising use of the new building. The work looked at Bradog's current capacity, structure and systems in light of changes to funding and strategic priorities. A comprehensive operational plan was developed as a result. The plan optimises current resources by dividing the operations into four distinct areas:

Organisational  
Management &  
Development

Direct  
Services  
(Programming)

Finance,  
Administration &  
Facilities

Research, Policy,  
Performance &  
Communications

### Policy Development:

Bradóg staff and management progressed a number of policy areas through the setting up of a policy & Health and Safety sub-committee. Prioritised in 2010 were:

- ❖ health & Safety policies
- ❖ alcohol & Drugs
- ❖ ICT usage
- ❖ Youth café
- ❖ Volunteer supports



## STRATEGIC OBJECTIVE FIVE: RESEARCH AND PLANNING

BRADÓG AIMS TO DEVELOP (A) EXCELLENCE AND SKILLS IN UNDERSTANDING NEEDS AND YOUTH DEVELOPMENT ISSUES (B) ITS RESEARCH CAPACITY AND (C) MECHANISMS THAT ENABLE EFFECTIVE PLANNING AND EVALUATION OF ITS INITIATIVES AND PERFORMANCE

**Youth Café:** Bradóg has initiated plans for the development of a state-of-the-art youth café facility in the new Bradóg building. A submission for youth café funding which was made to the OMCYA to upgrade the new building was successful. OMCYA awarded Bradóg €74,000 to develop the youth café facility.

**Schools Partnership:** In September, Bradóg further developed plans for partnership work with local schools through consultation with the Dublin 7 School completion programme. This included the expansion of after school programmes and a pilot programme into meeting the tuition support needs of students undertaking state exams.

**Youth Broadcast Television:** Bradóg was successful in a grant application to produce a series of music programmes documenting local youth talent in the Dublin city area. The programme is a follow up to the successful youth made Television series the Roasted Banana. The programme will begin production in late 2011.

**Mobile Outreach Unit:** Bradóg received a grant to further develop the outreach programme by acquiring a mobile outreach vehicle. The YPFSF grant was received through support from the North Inner City Youth Development Group and will provide additionality to youth outreach services in the north west inner city. The project which was approved in December and will be realised in mid 2011.



JOE & TINA, PRESENTERS  
ON THE TV SERIES – THE  
ROASTED BANANA



"BRADÓG' WORKS WITH YOUNG PEOPLE FROM THE AGE OF 10 TO 21 IN THE NORTH WEST AND CENTRAL INNER CITY."

## STRATEGIC OBJECTIVE SIX: ACTIVITIES AND OUTREACH

BRADÓG AIMS TO DEVELOP AND PROMOTE ACTIONS AND SERVICES THAT MEET IDENTIFIED NEEDS OF YOUNG PEOPLE AND INCLUSIVE STRATEGIES TO DEVELOP THEIR DEVELOPMENT AS ENGAGED CITIZENS. IT WILL BE SEEN AS A LEADER IN DEVELOPING INNOVATIVE PROJECTS BASED ON BEST PRACTICE AT LOCAL, NATIONAL AND EUROPEAN LEVELS.

### In 2010 Bradóg achieved the following outcomes:

- 1050 affiliated bradóg youth members
- Average combined weekly attendance of 450 youth members
- 63 distinct programmes of activities
- Approx 2,145 group sessions of face to face contact work

Broken down as:

- 234 'Drop-ins' clubs
- 81 Afterschool 'Drop-In' clubs
- 187 one-to-one meetings with young people
- 25 programme based groups on a range of topics
- 4 trans-national activities
- 2 led festivals – Halloween / St. Patricks day
- 163 youth café sessions
- 95 street work sessions
- 62 day summer programme
- Peer leader training course
- Four volunteer information days
- Four group supervision volunteer sessions
- Hosted 1 bi-lateral exchange
- Hosted 1 multi-lateral exchange
- Sent to two multi-lateral exchanges
- 1 youth initiative (we remember in November)

19 issue based groups on emerging topics:

- drug & alcohol awareness
- Work preparation
- Health & Hygiene
- Active citizenship
- Health & Fitness sessions
- sexual health programmes
- School transfer Programme
- ASB & public order



DCC BOXING PROGRAMME



## LIST OF PROGRAMME & ACTIVITIES 2010

### Diversiory Programme

- Markets Junior Drop-In
- Markets Senior Drop-In
- Dominic Junior Drop-In
- Dominic Senior Drop-In
- Hardwick Junior Drop-In
- Hardwick Senior Drop-In
- Georges Pocket Senior Drop-In
- Bradog Youth Internet Café
- Saturday Breakfast Club

### Afterschools Programme

- Plas Mhuire After Schools Club
- Scoil Mhuire After Schools Club
- Brunswick street school After schools
- Georges Hill After Schools

### Outreach Programme

- Street Work All areas
- 1 TO 1 work
- Referrals
- Schools / Child and Family support
- Crisis intervention
- C.T.C Breakfast Drop-in
- Networking/ Outreach

### Awareness Programme

- Drug Awareness - *Daisy Campaign*
- Media stacks - Markets area
- Mid-Term Break Programme
- Eco Programme - Dominick street
- Sexual Health programme (3)
- Health & Wellbeing Programme (3)
- The kings Inn Intercultural group

### MOST PROJECT

- Personal Development Programme
- Halloween Residential
- School Copping ON Programme
- One-to-One Referrals

### Arts Programme

- Singer-Song-writer Programme.
- Rehearsal support Music project
- The Saturday Gig
- Foras na Gaelige Music Programme
- Music Development
- The Roasted Banana TV series
- Eurojam European Exchange
- Fashionista European Exchange
- St Patrick's Day Parade
- Michael Jackson Memorial Day
- Summer Arts Week
- Cooking Programme

### Civic Activism

- Safer Streets Programme
- We remember in November
- Youth Bank Eco Programme
- Youth Leadership Training
- Peer Volunteer Programme

### Sport

- Football support
- Fitness Programme - All areas
- Mid-term Street Leagues
- Table Tennis Competition
- Boxing Programme

### Other Programmes

- Spring Mid-Term Break Week
- Summer Programme
- Halloween Mid-term Break Week
- Student Placement Programme
- Quarterly Newsletter

### Outdoor Programme

- Pike & Angling Course
- Wednesday Activity Group
- Summer camping residentials



YOUTH CAFE

## PROJECTS OF NOTE IN 2010

**D7 School Completion Programme:** Bradóg works on a twelve month basis with the local school completion programme to help retain young people in the formal education system. Main supports include: after school programmes, awareness programmes including coping on and anti-bullying, and intergrated Summer programme.

**YPAR Development:** NWICAN began the process of engaging youth service providers in north west inner city to look at adopting a model similar to YPAR. YPAR are also holding bi-monthly seminars on topics relevant to youth service providers including child protection, policing and education. Bradóg have been very active in this process.

**Safer Streets Partnership Programme:** Developed in June, this is a programme initiative between Bradóg and Swan Youth Services. The programme seeks to address many of the key issues identified in the Safer Streets Report to engage marginalised young people who still remain outside youth service provison and are engaging in anti-social and criminal behaviour. The programme will involve 20 young adults from across the north inner city in a training-to-train programme to challenge negative stereotypes about young people in the media.

**Spectacle of Defiance:** Bradog participated in the planning and implementation of a community protest event throughout Nov-Dec culminating on 10th December. Purpose of activity was to engage people in political debate through use of community arts.

**Foras na Gaelige:** Initiated to promote the Irish language through music and facitilate the young people in recording a song of their choice in the Irish language.

### Youth Broadcast Platform

This partnership project between Bradóg and Sphere 17, FYRC, Swan, NYP2 and Ballyfermot Youth service broadcast its first media programme – *The Roasted Banana* in February on DCTV. The project, which is led by Bradóg is aimed at developing a monthly TV broadcast opportunity for Dublin youth.

### Multi-Performance room refurbishment:

Bradog received €10,000 from Bord Gais and a commitment to support Bradog's volunteering efforts going forward. The fund will was used to develop the performance facilities in Room Two including purchase of Stage lighting, video projector and related equipment.



LOCAL MARKETS AREA  
VOLUNTEER – JAMIE  
MURRAY



# FINANCIAL STATEMENT 2010

DRAFT 31 December 2010 FINANCIAL STATEMENTS 21 March 2011 18:19:59

## BRADOG YOUTH SERVICES LIMITED

(A COMPANY LIMITED BY GUARANTEE AND NOT HAVING A SHARE CAPITAL)

### INCOME & ADMINISTRATIVE EXPENSES

FOR THE YEAR ENDED 31 DECEMBER 2010

#### APPENDIX 1:

	2010	2009
	€	€
<b>Income</b>		
YPFSF (See Appendix 2)	606,732	584,683
Grants (See Appendix 3)	42,795	67,652
Other income (See Appendix 3)	29,192	24,684
	<u>678,719</u>	<u>677,019</u>
<b>Administration costs</b>		
Wages and salaries	400,210	413,062
Employer's PRSI/NI contributions	43,124	44,357
Administration	1,854	1,463
Staff training	8,771	12,078
Development	3,504	6,623
Rent payable	47,324	18,109
Insurance	10,175	7,831
Light and heat	4,516	-
Cleaning & security	1,003	1,997
Repairs and maintenance	59,595	4,138
Advertising	2,858	863
Telephone and Internet	6,505	9,681
IT	1,073	6,411
Programme expenses	37,067	99,100
Travel and Accomodation	17,732	45,867
Legal and professional	2,650	490
Audit	972	3,261
Bank charges	633	476
General expenses	12,424	10,700
Depreciation	26,850	33,655
	<u>688,840</u>	<u>720,162</u>
(Deficit)/surplus of income over expenditure	<u>(10,121)</u>	<u>(43,143)</u>



AFTER SCHOOLS  
DOG CARE PROGRAMME



**BRADOG  
REGIONAL  
YOUTH SERVICE**

34 DOMINICK PLACE  
DUBLIN 1.

PHONE:  
01-8788375

FAX:  
01-8748758

E-MAIL:  
ADMIN@BRADOG.COM

WE'RE ON THE WEB!  
*SEE US AT.*

**WWW.BRADOG.COM**

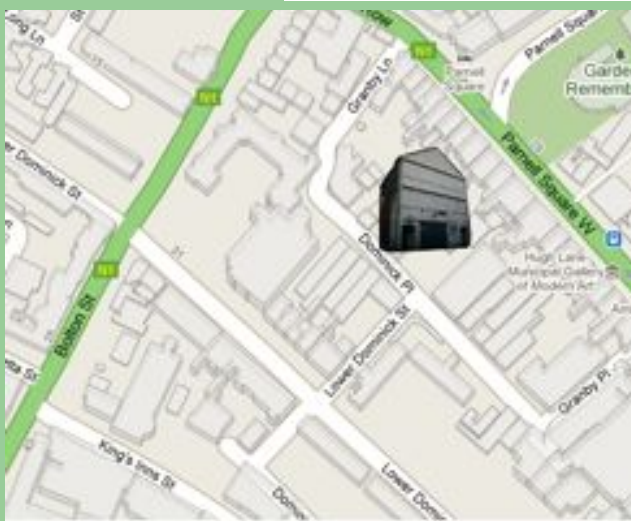
**facebook**



WEDNESDAY OUTREACH TRIPS WITH SPARKY, BILL & ENDA

**FIND  
BRADÓG'S NEW**

Approaching O'Connell St, stay in the right lane and take a right on to Parnell street briefly before turning right on to Parnell Square. Take the immediate left service lane called Granby Lane. Follow this lane for approximately 150 meters - the Bradóg Centre will be at the top of the lane on the left hand side.



**BRADÓG WOULD  
LIKE TO THANK:**

- Young people people of Dublin
- Bradóg Volunteers & Staff
- Bradóg Board of Management
- Dublin City Council
- City of Dublin Youth Services Board
- The SNUG Counselling Service
- Local TD's & Councillors
- Dublin 7 School Completion Programme
- North West Inner City Area Network
- Daughter's of Charity Community Services
- Ballyfermot Youth Services
- Sphere 17 Youth Services
- Broadcasting Authority Ireland
- The Lab
- Leargas
- OMYCA
- RAPID
- Pobal
- maSamba Samba School
- Artastic Street Theatre
- Placement Students
- Gardai Siochanna
- IYJS
- DIT
- GDA
- Bord Gais