

Investable Propositions

1. Describe your investable proposition.

About Us

Dream chaser Youth Club is a community-centred organisation dedicated to empowering individuals of all ages in Birmingham, particularly those from underserved backgrounds. Founded in 2016 by Asha Ali Rage, the club started as a small initiative providing football sessions for disadvantaged children and has since grown into a thriving hub of opportunity and development. Today, Dream chaser Youth Club engages over 3000 participants of all ages and backgrounds, offering a variety of activities including football basketball, mentorship, and careers and skills development programs.

Our mission is to create a safe and supportive space where people can develop life skills, engage in educational and extracurricular activities, and build strong foundations for their futures. In a city where almost one in five young people are out of work—a rate significantly higher than the UK average of 13.5% for 18 to 24-year-olds—the need for accessible resources, positive role models, and career pathways is more critical than ever. Through sports, education, and community-driven initiatives, we inspire, uplift, and equip the community with the tools they need to succeed.

Under Asha Rage's leadership, Dream chaser Youth Club has received prestigious recognition, including the TSB Community Hero Award at the Pride of Birmingham 2023 and being named a regional winner of the BBC Sports Personality Unsung Hero Award in 2024. Dream Chaser has also received the Point of Light award from the Prime Minister in 2023. These honours reflect our unwavering commitment to creating opportunities for young people, fostering inclusivity, and strengthening the Birmingham community.

Our Goal

Currently, we are in the crucial phase of securing a permanent home. Although we do not yet have a physical building decided upon, our active engagement with the community and collaboration with the Coalition for Impact Birmingham have strengthened our capacity to serve the local area. As part of the Sports Quarter, we recognise the vital role that sports and physical activity play in improving mental well-being, building confidence, and fostering a sense of belonging. Our focus is on creating lasting change within our community, ensuring that people of all ages have access to opportunities that encourage resilience and self-sufficiency.

Investing in Dream Chaser Youth Club means directly supporting a much-needed community hub that will offer health and wellbeing support and education, housing advice and guidance, after-school programs, mentorship, educational workshops, sports activities, and mental health support. Our commitment to self-sustainability involves developing a model that reduces dependency on external funding through income-generating activities, paid

programs, and partnerships with local businesses. However, to turn this vision into reality, we need support to secure a permanent space, develop and expand our programs, and build the necessary infrastructure for long-term impact.

The return on investment is: improved career and educational outcomes, stronger personal development, and enhanced physical and mental well-being for individuals across all age groups. Dream Chaser Youth Club will foster greater community cohesion, creating a space where people can connect, grow, and support one another. By investing in our future, you are investing in the future of an entire community—helping to build a self-sustaining, impactful initiative that will continue to uplift Birmingham for generations to come.

What is our Investable Proposition?

Our investable proposition is the development of a multi-purpose community building that will serve as the home of Dream chaser Youth Club, providing a safe, dynamic, and adaptable space for young people and the wider community in East Birmingham. This facility will act as a hub for education, skills development, well-being, sports, and creativity, addressing key community needs while fostering inclusion, collaboration, and long-term sustainability.

Key Features of the Building:

This purpose-built facility will potentially include:

- **Indoor & Outdoor Sports Pitches** – Providing opportunities for team sports, fitness programs, and community-led activities that promote health and well-being.
- **Flexible Office & Meeting Spaces** – Dedicated areas for staff, volunteers, and partner organisations to collaborate and deliver essential services.
- **Community Hall** – A multi-functional space for events, workshops, cultural programs, and social gatherings, fostering inclusion and engagement.
- **Kitchen & Cafe Space** – Supporting food enterprise initiatives, cooking workshops, and a welcoming space for community interaction.
- **Podcast & Radio Room** – A media space for young people to develop broadcasting, journalism, and digital storytelling skills.
- **Conference & Training Rooms** – Providing space for business development programs, employability workshops, and mentoring sessions.
- **Skills & Enterprise Hub** – Supporting young people in building business ideas, financial literacy, and career-readiness programs.
- **Tech & Digital Innovation Lab** – Offering access to computers, coding programs, virtual reality, and creative technology training.
- **Multi-Use Media & Creative Studio** – A flexible space for dance, drama, photography, music production, and digital arts, nurturing artistic talents and career pathways.
- **Library & Study Zone** – A quiet, resource-rich area for academic support, tutoring, and self-development programs.
- **Outdoor Event & Community Space** – A space for seasonal events, markets, performances, and intergenerational activities, fostering integration and community pride.

- **Sensory & Relaxation Space** – An inclusive area designed for neurodivergent young people and those with additional needs, supporting well-being and accessibility.
- **Wellness & Counselling Rooms** – Private spaces for mental health support, mentoring, and therapeutic sessions, ensuring emotional well-being is prioritised.
- **Makerspace & Workshop Area** – A hands-on creative space for vocational training, entrepreneurship, and sustainable enterprise projects.

Why This Proposition is Investable:

This facility is not just a building—it is a long-term social and economic asset for the community. It will:

Develop Future-Ready Skills – Providing pathways into employment, entrepreneurship, and digital innovation.

Generate Sustainable Income – Through venue hire, enterprise activities, and partnerships, reducing dependency on external funding.

Address Key Social Challenges – Offering physical and mental health support, employability initiatives, and youth engagement programs.

Be a Long-Term Community Asset – A space designed for and by the community, ensuring longevity and resilience.

Promote Health & Well-Being – Through sports, well-being programs, and accessible recreational spaces.

Enhance Social Cohesion – By bringing diverse communities together in an inclusive, safe environment.

A Hub for Community Collaboration & Integration - This facility will not only serve young people but will also act as a shared space for local organisations, social enterprises, and grassroots initiatives. By fostering relationships between different groups, Dream chaser Youth club will strengthen community ties, encourage skill-sharing, and promote inclusive collaboration.

By investing in this proposition, funders and partners will play a crucial role in shaping a legacy of opportunity, empowerment, and transformation for young people and the wider community in Birmingham.



2. How does your investable proposition fit with the outcomes of the mapping you've done and the vision and themes for your Quarter?

Through our mapping activity, we explored the social and economic assets in East Birmingham, identifying both opportunities and gaps in the community. This process confirmed what we already knew—while there are passionate individuals and organisations doing great work, many residents, particularly young people, still lack access to safe spaces, role models, and pathways to better health, skills, and employment. Dream chaser Youth Club is positioned to bridge these gaps, providing a much-needed hub that connects people with opportunities, fosters inclusion, and drives long-term community transformation.

Community Ownership & Accountability



One of the key findings from our mapping activity was the need for spaces that truly belong to the community—places where residents feel a sense of ownership and have a voice in decision-making. Dream chaser Youth Club is committed to embedding community leadership into everything we do, ensuring that local people shape our programs and feel empowered to take charge of their futures. Our governance model prioritises accountability and collaboration, making sure we remain responsive to the needs of East Birmingham.

People, Skills & Careers

We identified a clear gap in accessible pathways to employment, especially for young people and those seeking second chances. Dream chaser Youth Club tackle this challenge by using sports as a gateway to career opportunities. Whether it's coaching, community work, after school clubs, or mentorship programs, we help individuals build skills that make them employable and resilient. We also work with local businesses and organisations to create direct links between our participants and job opportunities, ensuring that skills development leads to tangible outcomes. Having a permanent building will allow us to focus further on these goals by removing current distractions such as renting and travelling to other facilities for sports activities.

Health & Well-being

Our mapping highlighted the pressing need to address health inequalities in East Birmingham. With high levels of obesity, diabetes, and mental health challenges disproportionately affecting underserved communities, sports and physical activity are essential tools for prevention and well-being. Dream chaser

Youth Club is committed to using sports not just for fitness, but for building self-esteem, reducing stress, and improving overall mental health. By making activities accessible to all, we support healthier lifestyles and long-term well-being. We currently run bi-weekly coffee morning sessions in which we cover many topics such as Diabetes, Mental Health, Menopause and Domestic Violence to name a few. Our aim is to have a facility that everyone feels welcome to and continue running these crucial sessions to educate the community and give them a safe space for open discussion.

Community Integration & Challenging Stereotypes

East Birmingham is rich in diversity, yet we found that integration remains a challenge, with communities often engaging in separate spaces. Dream chaser Youth Club aim to break down these barriers by creating an inclusive environment where people from all backgrounds come together through sports and other activities. We actively challenge stereotypes by promoting representation, ensuring that everyone—regardless of race, gender, ability, or background—feels seen, valued, and supported in achieving their potential.

Community Outcomes, Pride & Legacy

We identified a strong desire among residents to see long-term change—initiatives that don't just provide short-term fixes but create lasting impact. Dream chaser Youth Club is built on this principle. Our programs don't just engage people in the moment; they equip them with skills, confidence, and connections that lead to long-term success. By fostering community pride, we aim to continue to help individuals feel invested in their local area, reducing anti-social behaviour and creating a culture of positivity and progress.

Sports & Physical Activity as a Tool for Change

Our mapping showed that while sports facilities exist, they are often inaccessible due to cost, lack of awareness, or exclusionary environments. Dream chaser Youth Club removes these barriers by providing free and low-cost programs that welcome all, regardless of ability or background. By embedding mentorship, education, and career guidance within our sports initiatives, we use physical activity as a vehicle for holistic personal and community development.

A Sustainable & Circular Economy

Dream chaser Youth Club aims to create a self-sustaining model that reinvests back into the community. Through paid programs, local business partnerships, and income-generating activities, we are also focused on achieving a sort of circular economy that benefits everyone— with careers and skills being provided and utilised in the same community. By acquiring our own building, it will eliminate many current key expenses like renting out and travelling to other facilities and paying rent for the building. This will allow us to reduce dependency on external funding while continuing to provide vital services.

Conclusion

The mapping activities carried out reinforced that Dream chaser Youth Club is addressing critical gaps in East Birmingham—gaps that align directly with the Sports Quarter’s vision. We aim to continue using sports as a tool to improve health, build skills, foster integration, and create lasting opportunities. This investment is not simply the funding of a project—it is helping to build a future where the entire community thrives, feels connected, and takes pride in its collective success.

3. How has the engagement with, and feedback from your community and stakeholders helped to shape the proposition?

At Dream chaser Youth Club, community input is at the heart of everything we do. We know that the success of our programs and initiatives hinges on aligning with the true needs and aspirations of the people we serve. Over the past months, we’ve engaged with local residents, young people, businesses, and community organisations to shape our investable proposition. Their feedback has been instrumental in ensuring that our vision is not just relevant but also deeply rooted in the real needs of East Birmingham.

Community Engagement Sessions

To truly understand the wants and needs of our community, we’ve carried out a series of engagement sessions with diverse groups, including young people, parents, and local residents. Through focus groups, open forums, and one-on-one conversations, and feedback forms, we have gathered a wealth of insights. These sessions have revealed several key priorities, such as:

- *A need for safe, accessible spaces where people of all ages can connect, learn, and grow.*
- *A desire for educational/career building and mentorship programs that give young people and adults a clear path to future opportunities.*
- *A strong focus on physical and mental health and support services, particularly to help young people and adults navigate social and emotional challenges that are specific to their community needs.*
- *Requests for multi-use spaces that encourage social interaction, educational activities, and creative outlets.*

Community and Business Mapping Workshops

Through the community and business mapping workshops, we identified key opportunities for collaboration and areas where support is needed most. Local businesses also got involved, understanding the potential of Dream chaser Youth Club to create not just a healthier, more connected community but also a more vibrant local economy. These workshops also underscored the lack of accessible, multi-functional spaces for community activities, which Dream chaser Youth Club is uniquely positioned to address. The feedback has informed our strategies

for long-term sustainability, with an emphasis on local business partnerships and community-driven solutions.

Board and Staff Meetings

We have also ensured that the input from our stakeholders is consistently integrated into our organisational planning. Through regular board meetings and staff workshops, we have guaranteed that the entire Dream chaser Youth Club team is on the same page. This has helped us align our goals, refine our programs, and set clear objectives for sustainability. The feedback from our board and staff has been crucial in fine-tuning our vision and ensuring we remain responsive to the needs of the community, while also strengthening our operational capacity for long-term impact.

Learning from Other Organisations

In addition to engaging with residents and businesses, we have sought advice from other organisations that have successfully acquired and/or built community spaces. We reached out to groups that have undergone similar processes, learning about their experiences, challenges, and best practices. These discussions provided valuable insights into navigating asset acquisition, designing functional and inclusive spaces, and overcoming financial and logistical hurdles. We also had the opportunity to visit various buildings to assess different models of community hubs in action. Their guidance has been instrumental in shaping our approach, helping us anticipate potential obstacles and refine our strategy. Additionally, we are looking forward to an upcoming trip to Liverpool, where we will gain further insights from organisations that have successfully developed sustainable community spaces. These learnings are crucial in ensuring that Dream chaser Youth Club creates a space that is both impactful and sustainable for the future.

Architecture Workshop with Young People

One of the most exciting and impactful engagement activities was our architecture workshop, where young people were invited to design their ideal Dream chaser Youth Club. This hands-on session gave them the opportunity to shape the space that would best meet their needs. They expressed a desire for:

- A welcoming and inclusive environment that fosters connection and creativity.
- Multi-functional spaces for sports, learning, relaxation, and socialising.
- A design that reflects community pride, with vibrant colours and open, adaptable spaces.

This input has been directly incorporated into our plans, ensuring that Dream chaser Youth Club will be a space that not only serves its immediate purpose but also becomes a hub that the community can truly call their own.



Moving Forward

The feedback from these varied engagement activities has provided us with clear guidance on how to move forward. It is evident that Dream chaser Youth Club is not just a youth club; it's a community hub that will provide a broad range of opportunities for people of all ages. By incorporating the voices of young people, local businesses, and residents into our plans, we are ensuring that Dream chaser Youth Club will meet the needs of the community while fostering long-term growth, pride, and resilience. As we continue with the development of our investable proposition, we remain committed to engaging with the community at every step, ensuring that Dream chaser Youth Club remains a space that truly serves and reflects the heart of East Birmingham.

4. How has being part of the Coalition for Impact programme helped to inform the proposition?

Being part of the Coalition for Impact programme has been invaluable in shaping and strengthening our investable proposition. The programme has provided us with strategic guidance, expert mentorship, and a network of like-minded organisations that have helped refine our vision. Through workshops, peer learning sessions, and one-on-one support, we have been able to critically assess our approach to governance, asset acquisition, sustainability, and impact measurement.

One of the key benefits of the programme has been the opportunity to collaborate with other organisations that share our commitment to community development. Through these connections, we have exchanged ideas, learned from best practices, and gained a deeper understanding of the challenges and opportunities involved in establishing a long-term, sustainable community hub. Additionally, the programme has helped us strengthen our financial planning, develop a robust income generation model, and explore innovative ways to make Dream chaser Youth Club self-sustaining.

The Coalition for Impact has also reinforced the importance of community-led initiatives and the need for co-designing our space with the people we serve. The

programme's emphasis on inclusive and collaborative approaches has informed our engagement strategy, ensuring that our community remain at the heart of every decision we make. Moving forward, the knowledge and support gained through the programme will continue to guide us as we work towards securing a permanent home for Dream chaser Youth Club and delivering lasting impact in East Birmingham.

The workshops and one-on-one support provided by Co-Op Futures have been integral in refining our approach and strategy for Dream Chaser Youth Club. We have carefully integrated the insights and guidance from these sessions into our planning, particularly in key areas like asset acquisition, governance, income generation, and financial sustainability.

Taking on an Asset – Ownership, Lease, ACVs, CATs, & BCC Valuing Worth

During the Co-Op Futures workshop on taking on an asset, we had the opportunity to explore different options for securing a permanent home for Dream chaser Youth Club, including ownership, lease agreements, and Community Asset Transfers (CATs). We discussed potential spaces and considered various models, including partnerships and collaborating with other local organisations, to ensure that Dream chaser Youth Club can secure a space that not only meets its needs but also serves the broader community. As part of this process, we have been evaluating different properties in East Birmingham, carefully considering both their financial and social value, and aligning them with the community's needs.

Governance Models and Trading Arms

The workshop on governance models helped us critically examine our organisational structure. As a result of the session, we made the decision to transition from being a Community Interest Company (CIC) to a Charitable Incorporated Organisation (CIO). This change will provide us with a more robust governance framework, greater accountability, and better opportunities for fundraising. It also allows us to align more closely with the regulatory environment for charities, ensuring that Dream chaser Youth Club remains focused on its mission of community empowerment and positive youth development while improving its long-term sustainability. This transition is a key step in positioning Dream chaser Youth Club for growth, strengthening our foundation as we move towards securing a permanent home and expanding our programs.

Income Generation and Business Models

The income generation session offered valuable insights into creating a diverse and sustainable financial model for Dream chaser Youth Club. With a clear focus on developing multiple income streams, we have begun to explore future avenues such as venue hire, paid programs, events, and partnerships with local businesses. This diversified approach to income generation will ensure that we are less reliant on grants and donations, creating a more stable funding base to support our long-term goals.

Funding and Finance

The guidance we received in the funding and finance workshop has been instrumental in helping us identify new opportunities for financial support. We have already begun exploring a variety of funding avenues, including grants, social investment, and crowdfunding, all of which align with the objectives of Dream chaser Youth Club. This workshop also provided us with strategies for creating a comprehensive funding strategy and for establishing partnerships that can help secure financial backing. As a result, we will be better positioned to attract diverse funding sources, ensuring that Dream chaser Youth Club has the resources needed to thrive.

Business Planning

The Business Planning Workshop has sparked important discussions on ways to improve our business plan and strengthen our overall strategy. As a result, we are actively exploring how to refine our financial planning, operational model, and long-term sustainability approach. The workshop encouraged us to critically assess our current plans and identify key areas for development, ensuring that Dream chaser Youth Club is well-prepared to secure investment and grow in a way that best serves the community.

Moving Forward

The support from Co-Op Futures has equipped us with the knowledge and strategies to ensure Dream chasers Youth Club is built on a solid foundation of good governance, sustainable funding, and long-term asset management. By incorporating the advice from the workshops into our planning, we're confident that Dream chaser Youth Club will not only continue to serve the East Birmingham community but also grow and evolve to meet future challenges. As we move forward with the transition to a CIO, the asset acquisition process, and diversifying our income streams, and amending our business plan, we are focused on ensuring that Dream chaser becomes a sustainable, community-driven hub that can provide lasting impact for years to come.

5. What are the next steps that need to happen?

Next Steps for Dream chaser Youth Club & Progress So Far

To bring our investable proposition to life and secure a permanent home for Dream Chasers Youth Club, we have outlined the following key steps. Below each step, we have included what we are currently doing and what we have already achieved.

1. Finalising Asset Acquisition Strategy

Next Steps: Determine the best route for securing a permanent building, whether through ownership, lease agreements, or a Community Asset Transfer (CAT). This includes continued discussions with Birmingham City Council, property owners, and potential partners to assess viable locations and financial feasibility.

Progress So Far:

- We have researched potential buildings and engaged in conversations with local authorities and stakeholders about possible sites.
- We have sought advice from other organisations that have successfully acquired community spaces to learn from their experiences.
- We are actively evaluating different properties in East Birmingham to ensure the space aligns with the needs of the community.

2. Securing Funding & Investment

Next Steps: Identify and secure capital funding, social investment, grants, and private sector partnerships to finance the building, renovations, and long-term sustainability.

Progress So Far:

- We are currently mapping out potential funding sources and preparing grant applications.
- We are engaging with investors, funders, and potential sponsors to explore financial backing for the project.
- We are refining our business and financial sustainability strategy to ensure long-term viability.

3. Architectural Planning & Design Development

Next Steps: Work with architects, designers, and young people to develop a functional layout that aligns with community needs. Ensure the building is inclusive, accessible, and future proof.

Progress So Far:

- We have contacted architects and had discussions about potential designs for the building.
- We gained valuable insights from our recent trip to Liverpool, where we visited similar community-led projects to learn best practices for design and functionality.
- We have held an architecture workshop with young people, allowing them to design their ideal youth club, which is informing our planning process.

4. Building Community & Stakeholder Engagement

Next Steps: Strengthen relationships with young people, parents, local businesses, and service providers to refine how the space will be used and to build long-term partnerships.

Progress So Far:

- We have conducted community engagement sessions and business mapping to identify key stakeholders and potential collaborators.
- We have gathered feedback from young people and community members through focus groups, surveys, and discussions.
- We have begun forming partnerships with more local organisations that could use and support the space, increasing integration and sustainability.
- We will continue engaging with the community and key stakeholders throughout each step of the process, ensuring their voices shape our development.

5. Establishing Governance & Operational Framework

Next Steps: Finalise the governance structure and operational model to ensure transparency, accountability, and long-term sustainability. Transition from a Community Interest Company (CIC) to a Charitable Incorporated Organisation (CIO).

Progress So Far:

- We have had discussions about transitioning from a CIC to a CIO, recognising the benefits this structure will provide in terms of governance, fundraising, and long-term sustainability.
- We are working on strengthening policies, safeguarding procedures, and leadership roles to ensure effective operations.

6. Strengthening Internal Operations & Service Delivery

Next Steps: Enhance the efficiency and impact of Dream Chaser Youth Club by improving internal structures, streamlining service delivery, and preparing for expansion. This includes refining programme delivery, staff development, and creating sustainable operational systems.

Progress So Far:

- We have already started standardising and streamlining our processes to improve efficiency and ensure consistency across our programmes.
- We are enhancing our monitoring and evaluation frameworks to measure the impact of our services and make data-driven improvements.
- We are building internal capacity, ensuring staff and volunteers are equipped with the skills and resources needed to scale our services effectively.
- We are developing policies and frameworks that will support the transition into a fully operational, sustainable, and structured organisation in preparation for acquiring a permanent space.

7. Construction & Renovation Works

Next Steps: Once a site is secured, begin renovations, installations, and construction work to ensure the building is functional, accessible, and future proof.

Progress So Far:

- We have engaged in early discussions with architects and planners to understand the requirements for renovation.
- We have reviewed successful community buildings to learn from their renovation and development processes.
- We are actively planning for sustainable, cost-effective designs that align with long-term financial and environmental goals.

8. Launching & Expanding Services

Next Steps: Once the facility is complete, launch full-scale operations, including sports programmes, skills training, creative arts, mental health support, and enterprise opportunities. Establish income-generating activities such as venue hire and paid training programmes to support financial sustainability.

Progress So Far:

- We are developing a detailed service plan outlining the key programmes that will be launched once the facility is secured.
- We have begun exploring ways to generate revenue, such as partnering with businesses, offering paid training, and potential rental space opportunities.
- We are actively working on building relationships with organisations and funders to support our long-term service expansion.

Each of these steps is crucial in turning our vision into reality and ensuring that Dream Chaser Youth Club becomes a lasting, impactful, and self-sustaining hub for the community. While we have already made significant progress, securing investment and finalising a location are our next big priorities.

By continuing to engage with the community, funders, and partners, we are laying the foundation for a youth and community hub that will transform lives, foster social cohesion, and create long-term opportunities for young people in East Birmingham.

6. What resources are needed to make it a reality? As an investable proposition, what is the investment needed for? Buy a building? Working capital to set up a new service?

To establish Dream chaser Youth Club as a fully operational and sustainable hub, investment is required in four key areas:

Buying or Leasing a Permanent Building

The primary investment is securing a long-term home for Dream chaser Youth Club. This includes purchasing or leasing a suitable property, covering legal fees,

feasibility studies, and potential Community Asset Transfers (CATs) to ensure long-term security and sustainability.

Renovation & Fit-Out

Once a building is secured, it will require renovation and customisation to create a fully functional, accessible, and multi-use facility. Investment will cover:

- Sports and fitness areas, including outdoor pitches.
- Creative spaces such as a media studio, makerspace, and performance areas.
- Technology and learning zones for skills development and education.
- Essential infrastructure like accessibility modifications, energy-efficient upgrades, furniture, and IT equipment.

Working Capital to Launch & Deliver Services

Funding is needed to ensure Dream chaser Youth Club can start operating immediately upon securing the building. This includes:

- Staff recruitment and training to deliver high-quality youth programmes.
- Programme development in sports, employability, digital skills, and mental health support.
- Operational costs such as utilities, insurance, and safeguarding provisions to ensure a safe and effective service.

Sustainability & Long-Term Income Generation

To ensure financial resilience beyond initial funding, investment is also needed for:

- Developing social enterprise models that generate revenue while supporting young people's skills and employment opportunities.
- Venue hire facilities for businesses, organisations, and events to create a long-term income stream.
- Business and community partnerships that provide ongoing sponsorship and funding opportunities.

This investment is about more than just funding a project—it is about creating a long-term, self-sustaining asset that serves young people and the wider community for generations to come. By securing a permanent space, fully equipping it, and ensuring financial sustainability, Dream Chaser Youth Club will provide a stable, high-quality facility that delivers lasting social, economic, and educational impact in East Birmingham.

7. Will it generate an income? How?

Yes, Dream chaser Youth Club will generate income through social enterprise activities, venue hire, training programmes, and strategic partnerships, ensuring long-term financial sustainability. Our approach focuses on diverse income streams that reinvest revenue into the youth club to maintain affordability while growing services.

How Will Income Be Generated?

Venue & Facility Hire

Dream Chaser Youth Club will generate income by hiring out multi-use spaces, including:

Sports Pitches & Training Facilities – Available for local teams, schools, and corporate wellness sessions.

Conference & Meeting Rooms – For local businesses, community groups, and training providers.

Event & Performance Space – A flexible venue for private functions, networking events, and community celebrations.

Training & Paid Programmes

Dream chaser Youth Club will offer high-quality paid training courses, including:

Employability Skills & Professional Development – Supporting young people with CV writing, interview skills, and digital literacy.

Sports Coaching Certifications – Providing qualifications in football, netball, and fitness coaching.

Creative & Digital Media Training – Courses in podcasting, video production, and social media management.

Social Enterprise Initiatives

Ready Meals Service – A community-based meal preparation service that offers affordable, nutritious, ready-to-eat meals for local families. This will provide hospitality training and work experience for young people while generating revenue.

Merchandise & Branded Community Products – Selling Dream Chaser sportswear, water bottles, and community-designed products to supporters and members.

Tech & Media Services – Offering podcast recording, videography, and photography to local businesses and individuals.

Business & Corporate Partnerships

Sponsorship of sports & community initiatives – Partnering with businesses to fund programmes in exchange for marketing opportunities.

Job Readiness & Recruitment Partnerships – Working with employers to train and prepare young people for jobs, with businesses paying for recruitment access.

Membership & Subscription-Based Services

Low-cost membership schemes – Offering affordable access to certain facilities and specialist training sessions.

Enterprise Incubator for All – Providing a space where local entrepreneurs of all

ages can access mentoring, networking, and support to develop small businesses.

Grant-Matching & Crowdfunding Campaigns

Match-Funding with Foundations & Local Authorities – Leveraging external grants to secure matched investment.

Community Crowdfunding & Fundraising Events – Engaging the local community in sponsored charity tournaments, donation drives, and grant-matching campaigns.