



Finding a way forward  
with young people and  
their families

# KEY NEWS

[keycommunity.org.uk](https://keycommunity.org.uk)

Autumn Winter 2025



Photo: Vardan Papikyan on Unsplash



## Season's greetings from all at Key!

As the year comes to a close, we would like to wish our supporters, funders, and community partners a very Merry Christmas and a Happy New Year.

Your generosity, dedication, and commitment have made a real difference in the lives of young people and families. We are deeply grateful for your continued support and partnership as we work together to create brighter futures.

## Top Stories

A Trauma-Informed  
Approach: Healing  
Happens in Safe Places

All Aboard for More Choice  
this Festive Season!

Key to Life Foodbank:  
Christmas Appeal 2025





## Healing happens in safe places

A trauma-informed approach underpins all of Key's work, strengthening our ability to prevent youth homelessness and break cycles of poverty.

Many young people experiencing housing instability have lived experience of childhood trauma such as family conflict and relationship breakdown, household dysfunction, abuse, or systemic disadvantage.

Photo: Priscilla Preez on Unsplash

Our approach prioritises creating a safe, stable, and supportive environment where young people feel heard, respected, and empowered to make choices about their lives.

With a focus on keeping young people safe, earning their trust, working together, supporting peers, and respecting cultural diversity, our team ensures services address all aspects of a young person's wellbeing with a range of feedback surveys used to monitor impact and improve effectiveness.

## Supporting our team

Staff training is a cornerstone of this approach. Key equips staff with the expertise to recognise how trauma manifests in behaviours such as withdrawal, aggression, or difficulty trusting adults. Training focuses on empathetic engagement, de-escalation strategies, and building resilience while recognising the systemic barriers young people face, including poverty, discrimination, and unstable housing.

Staff wellbeing is supported through flexible, external clinical supervision and ad hoc one-on-one or group check-ins with Key's in-house wellbeing counsellor, enabling them to manage secondary trauma, practice self-care, and maintain sustainable, high-quality support to young people.

## Growing and learning together

Trauma-informed practice at Key extends beyond individual interactions. Policies, housing programs, and educational initiatives are designed to reduce re-traumatisation, build life skills, and strengthen social and community connections.

By integrating trauma-informed principles into all aspects of service delivery, Key enhances trust, engagement, and long-term stability for young people, helping break cycles of homelessness and poverty.



## All Aboard for More Choice this Festive Season!

Key Community Bus is spreading some festive cheer with a pilot expansion of its timetable!

For the last 4 operational weeks of 2025, starting Tuesday 24 November, the bus will call at 3 stops per day instead of 2, Tuesday to Thursday on a 4-weekly timetable.

## Get on board!

The trial aims to increase accessibility while keeping existing stops disruption free. The pilot will be carefully reviewed at the end of the trial period to determine whether the expanded service should become permanent.



**Next Bus?  
SCAN ME**

For all the latest bus news, timetable information plus live service updates:

**f Follow us: @KeyCommunityBus**

### The difference we've made since we've been on the road\*



**6907 customers welcomed aboard**



**354 children accessed free pre-loved school uniform on board**



**443 children enjoyed free holiday activities and food support**



**123 volunteer hours dedicated onboard the bus**



**10 organisations have hired our upper deck on 46 separate occasions**

\*\*Figures at Summer 2025



# Key to Life Foodbank

## Christmas Appeal 2025

Our appeal is about more than gifts and food; it's about giving people hope, connection and the reassurance that they're not alone this festive season.

## Donate financially

**Online:** [keycommunity.org.uk/donate](https://keycommunity.org.uk/donate)

**By cheque:** Please make payable to 'Key Community' and post to 116 Baring Street, South Shields, NE33 2BA.

**By bank transfer:** Please transfer to 'Key Community' at Unity Trust Bank, Sort code 60-83-01, Account number 20071815.

**By text:** Text YULE followed by any whole pound amount between £1 and £20 to 70450 to give that amount (e.g. text YULE5 to donate £5). Or **scan below**. Texts will cost the donation amount plus one standard network rate message.



04/04

## How your donation made a difference Christmas 2024



392 children and young people received gifts on Christmas morning



172 families were helped to have a more magical Christmas



377 emergency food parcels distributed to people facing hunger and poverty

## Thank you for your support!