

# Community Ambassadors Programme

Intergenerational Social Action



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Building stronger communities,  
**one young person** at a time.

For more information:

[myclarionhousing.com](https://myclarionhousing.com)

0300 500 8000

#iwill  
movement



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## About us

Clarion Futures is a charitable foundation, providing support and opportunities for people living in Clarion homes and communities.

We believe being a good social landlord is about more than building and maintaining homes. Clarion Futures offers professional help when times are challenging, along with the opportunity to develop new skills and connections all year round.

Our teams work with charities, social enterprises and any other organisation making a positive difference in our communities. Every year, we support thousands of people into work, help people manage their money, improve their digital skills, and empower people to develop strong connections in the community.



# HAYN Volunteering Academy

HAYN is a structured network between Young People Services and Youth Teams from housing associations across the UK.

Our shared aim is to provide quality services, accredited training and volunteering opportunities for young people aged 5-25 years old, within housing associations and their communities.

Through the HAYN Volunteering Academy #iwill Community Ambassadors Programme (CAP), led by Clarion Futures, we will support young people to become leaders within, and ambassadors for, their communities.

The programme will provide young people with funding and resources to volunteer or to design and deliver social action projects to support themselves, their peers, and their wider communities.

For more information about HAYN, please visit [hayn.co.uk](http://hayn.co.uk)

# #iwill Fund

The National Lottery and the Department for Digital, Culture, Media & Sport have created the #iwill fund, a £50 million joint investment to support young people to access high quality social action opportunities.

Clarion Futures, as part of HAYN Volunteering Academy, is acting as a match funder and awarding grants on behalf of the #iwill Fund to other housing associations and non-profit youth organisations interested in running a Community Ambassador Programme.

Our Community Ambassador Programme is a 12 month programme for teams of up to 10-12 young people who are passionate about making a positive difference in their communities, developing their own skills and knowledge.

This innovative fund aims to bring together a coalition of housing associations and youth organisations from different fields, which will receive up to £10K to run a CAP and create the conditions to embed meaningful social action into the lives of young people and their local residents.



# Community Ambassador Programme:

Launched by Clarion Futures in 2013, the Community Ambassadors Programme is an initiative to find young people living in our homes who want to be a part of positive social action in their communities.

The programme offers young people accredited training and volunteering opportunities, while providing them with a 'voice' in our organisation as the social action is led by the young people themselves.

The programme has already yielded a number of fantastic successes, including young people organising community events that promote social cohesion and they have built invaluable relationships in the community. This includes residents, MPs, and our teams across the country.

During the pandemic, our community ambassadors have also led on social action projects to tackle isolation amongst older generations, creating postcards and 'happy packs' to send to residents of local care homes and sheltered housing schemes.

They have also helped distribute food parcels to families in need, helped improve green spaces to make them more accessible for young people and used social media channels to campaign and raise awareness of the impact of Covid-19 on YP, ASB, food poverty and mental health & wellbeing.

Over the last four years, Clarion Futures has run 93 Community Ambassador Programmes, engaging over 1,100 young people in quality youth social action.

We have awarded a total of £890,000 in grants for the delivery of the Community Ambassador Programme and we are looking forward to supporting more organisations to run this initiative.



# Who can take part?

## (General eligibility criteria)

Is your organisation eligible to apply for the programme? A participating organisation can be:

- Any housing association established in England (preferably smaller organisations).
- A youth non-profit organisation, association, NGO.
- A social enterprise.
- A public body at local level.

Do the young individuals you're considering meet the criteria to apply for the programme?

- Young people aged 5-20.
- Living in the England.
- Passionate about volunteering and making a positive difference in their communities.
- Looking to develop their skills and knowledge.
- Willing to support a 12-month youth-led social action programme.

# Why take part?

## The outputs and benefits

### For young People

- Personal Development Plan (PDP) completed with each young person.
- Volunteering experience in delivering social action programmes and supporting your local community.
- Accredited training opportunities in leadership, youth work or any other area relevant to the project.
- Networking opportunities and attendance to our National Annual Youth Ambassador Event.
- Certificates of achievement upon completion.
- Opportunities to bring your own social action project to life.

### For youth provider/community based partners

- Positive youth engagement.
- Training opportunities (at least one staff member to attend an induction and regional training day).
- Partnership and networking opportunities.

### For housing associations

- Capacity building.
- Training opportunities.
- Being part of a social action project, which will benefit your residents and the wider local community.
- Positive image and reputation.
- Enhanced quality provision and recognition working with children and young people (UK Youth First Steps and Social Action Quality Marks).



# Intergenerational Youth Social Action

Since 2020, our Intergenerational Social Action (ISA) programmes have inspired young people to lead the way in reconnecting generations through co-creating projects that tackle age segregation in our communities.

In partnership with fellow housing associations, Sovereign Network Group and Places for People, we believe that creating intergenerational relationships is crucial, now more than ever.

Intergenerational youth social action breaks down stereotypes and stigma. It cultivates empathy, respect and understanding, while tackling social issues now and into the future.

Intergenerational Social Action Community Ambassadors Programme partners will receive expert support and guidance from our partners at InCommon.

InCommon's mission is to bridge generational divides and build more inclusive, connected, age-friendly communities for all.

InCommon support includes access to an online matching platform, activity hub, and one to one support and guidance on all things intergenerational social action.

[incommon.org.uk/empower](https://incommon.org.uk/empower)



## Monitoring requirements

- Attend an in-person induction day and online quarterly two hour learning session.
- Support #iwill to understand the experience of young people through the #iwill data portal.
- Submit a quarterly progress report and participation data.
- Share a case study of young people(s) participation in the programme.

# Project milestones

Over 8-12 months a qualified youth worker will:

Recruit and onboard 10-12 Community Ambassadors aged 5-20.

Make connections through the InCommon Empower Platform with groups of older adults.

Support Ambassadors to conduct research in the community to define social action themes.

Support Ambassadors to come up with ideas for social action projects.

Undertake social action project planning.

Support the delivery of social action projects.

Offer additional training and development opportunities based on the interests of the Ambassadors.

Attend a celebratory Power of Youth Event.

## How to apply

Please complete the application form provided and submit to [ambassadors@myclarionhousing.com](mailto:ambassadors@myclarionhousing.com).

Once your application is received, we may contact you for further information.



Contact us for details on how to apply and for the programme requirements, please contact: [ambassadors@clarionhg.com](mailto:ambassadors@clarionhg.com)

## Award criteria

Projects will be assessed against the following criteria:

### Relevance of the project

The relevance of the proposal to:

- The objectives of youth-led social action.
- The needs and objectives of the participating organisations and of the individual participants.
- A demonstrated understanding of the #iwill principles, learn more at [iwill.org.uk](http://iwill.org.uk)

The extent to which the proposal is suitable for:

- Reaching out to young people and residents within housing communities.
- Promoting diversity, intercultural and inter-religious dialogue, common values of freedom, tolerance and respect of human rights.
- Promoting projects enhancing sports, arts, media, literacy, critical thinking and sense of initiative of young people.
- Producing high-quality learning outcomes for participants and the associated partners.

### Quality of the project design and implementation

- The appropriate experience of the organisation to reach the objectives of the project.
- The consistency between the project objectives and activities proposed.
- The clarity, completeness and quality of all the phases of the project proposal (preparation, implementation of activities and follow up).
- The extent to which the participants are actively involved at all levels of the project.

### Impact and dissemination

The quality of measures for evaluating the outcomes of the project:

- The potential impact of the project on participants and participating organisations during and after the project lifetime.
- The appropriateness and quality of measures aimed at disseminating the outcomes of the project within and outside the participating organisations.



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