




Demonstrating evidence that you are actively engaging with young people in the design and delivery of their services.



Impact In Action:
one of BVSC's
projects funded by
the City of London
Corporations' charity,
City Bridge Trust



Who's the Impact Officer?

-  20 year's experience in the charity sector
-  15 of these helping charities prove the difference they have made
-  Normally working with small organisations. Most recently in Bromley and Bexley.



20 minutes well spent!

- Starting point for ideas
- Some quick wins
- Some support in delving deeper
- Focussed on YLF, but increasingly useful for other funders and best practice generally



What the session is about

Demonstrating evidence that groups are actively engaging with young people in the design and delivery of their services.

- Benefits of a Participatory Approach
- What the feedback was from YLF previously
- Ways to spark ideas for engaging with young people more
- Problemsolving







Benefits



**IMPACT IN
ACTION**

Benefits of a participatory approach

-  Ownership
-  Voice for those who may be unheard
-  Fits the needs because it's designed by those who have the needs/assets
-  Builds community rather than imposing on community

Feedback



What YLF are looking for:

Key principles we aim to do

'We want young people to realise their potential in safe and supportive communities'

- 1. Recognise:** Young people's views are central in reviewing applications
- 2. Listen:** The focus is on listening to communities
- 3. Co-produce:** Young people's participation is central to the YLF
- 4. Consider:** Informed by Local needs and priorities
- 5. Share:** We will continue to be transparent and share learning
- 6. Cooperate:** Local Networks will support cooperation and partnerships
- 7. Learn:** We will develop and adapt over time, including for round 2



https://www.london.gov.uk/sites/default/files/project-development-workshop_slides.pdf

Basic feedback and some case studies (Round 1)

MAYOR OF LONDON

COMMON AREAS FOR IMPROVEMENT:

1. More evidence
2. Better processes in engaging young people
3. Imaginative ideas
4. More enthusiasm and evidence
5. Consider approach
6. Explain your acronyms



https://www.london.gov.uk/sites/default/files/project-development-workshop_slides.pdf

Feedback from Round 1 2018

What did young people feedback about the applications for Young Londoners Fund small grants and Sport Unites small grants?

Young people scored three of the questions in the application form which related to young people the most:

- How have you involved young people and your local community in your project planning so far? Can you evidence a clear demand for your project?
- How will you include young people's feedback and suggestions into the ongoing delivery of your project?
- Please detail examples of projects where you have worked with young people from your chosen cohort(s) and you have engaged young people in the design and delivery of these projects



https://www.london.gov.uk/sites/default/files/yjf_application_feedback_faq_v3.pdf

Read the following at your leisure!



Young people said that the characteristics of a good application were that:

- Young people were involved in project planning and delivery
- A clear focus on those who have less opportunities
- Showing clearly that they have good networks to support young people
- Stating the need to include the thoughts of parents and wider community
- Clearly outlining the demand for their services and organisation, based on feedback from users
- Showing a clear passion for what they would like to do as an organisation and how they would like to impact the lives of young Londoners.



Young people said that common areas for development were:

- Young people aren't involved in the process as much as they should be
- Not enough detail about what the programme is offering
- Target age isn't detailed
- Question wasn't answered properly
- Clear project aims but poorly explained
- The answer didn't make sense or irrelevant information is provided.



Feedback from Round 2, 2019

Young people said that the characteristics of a good application were that applicants:

- Clearly showed how they would access and then recruit young people.
- Used statistics to show a high rate of young people using their services or there was a high demand.
- Showed their projects were well informed by the young people they are targeting and clearly implement this into their service.
- Projects were very youth led.
- Detailed how they listened to young people to help improve their service.
- Kept the answer very relevant to the question.



https://www.london.gov.uk/sites/default/files/yif_round_2_application_faq_-_october_2019.pdf



Why we are doing it – Feedback from Round 2, 2019

Young people said that common areas for development were:

- Not enough evidence to suggest the target group would be interested in the proposed ideas.
- There was an absence of next steps, specifically how young people would be supported once their time on the project is finished.
- Feedback from young people was obtained, however there was little to no evidence regarding how this would be used in the ongoing design and delivery
- More creative methods for feedback from young people were needed.
- There was not enough information on how they will recruit the young people they said they were targeting.
- Answers (which should've been treated as standalone for young people) used lots of complicated vocabulary and too many acronyms.



https://www.london.gov.uk/sites/default/files/yif_round_2_application_faq_-_october_2019.pdf

Action



Check through what the funder – including the young people - are looking for in the links above with the mindset of how you can improve. For example...



Improvements



Improvements –we'll go through...

- Quick wins in response to the feedback
- 2 ways to spark ideas for improving participation, with a mention of other models
- Some specific feedback and how we could respond. They said, We do...?





Improvements- Quick Wins

- ‘Target age isn’t detailed’ → State it
- ‘Question wasn’t answered properly’ → Fresh eyes
- ‘Answers (which should’ve been treated as standalone for young people) used lots of complicated vocabulary and too many acronyms.’ → Stand alone, simplified



Improvements - a more systematic approach

<https://jamesballantyneyouthworker.files.wordpress.com/2018/01/d0d2b-1456911107014.png>

Roger Hart's Ladder of Young People's Participation



Rung 8: Young people & adults share decision-making

Rung 7: Young people lead & initiate action

Rung 6: Adult-initiated, shared decisions with young people

Rung 5: Young people consulted and informed

Rung 4: Young people assigned and informed

Rung 3: Young people tokenized*

Rung 2: Young people are decoration*

Rung 1: Young people are manipulated*

**Note Hart explains the last three rungs are non-participation*

Adapted from Hart, R. (1992) Children's Participation from Tokenism to Citizenship Florence: UNICEF Innocenti Research Centre
Created by The Freechild Project - <http://freechild.org>



Involving young people - London Youths' model

<https://londonyouth.org/wp-content/uploads/2018/05/Learning-to-Lead-Report-FINAL-booklet-print.pdf>





Other models

https://www.open.edu/openlearn/ocw/pluginfile.php/617769/mod_resource/content/1/e807_reading_chpt3_children_andyoungpeoplesparticipation.pdf

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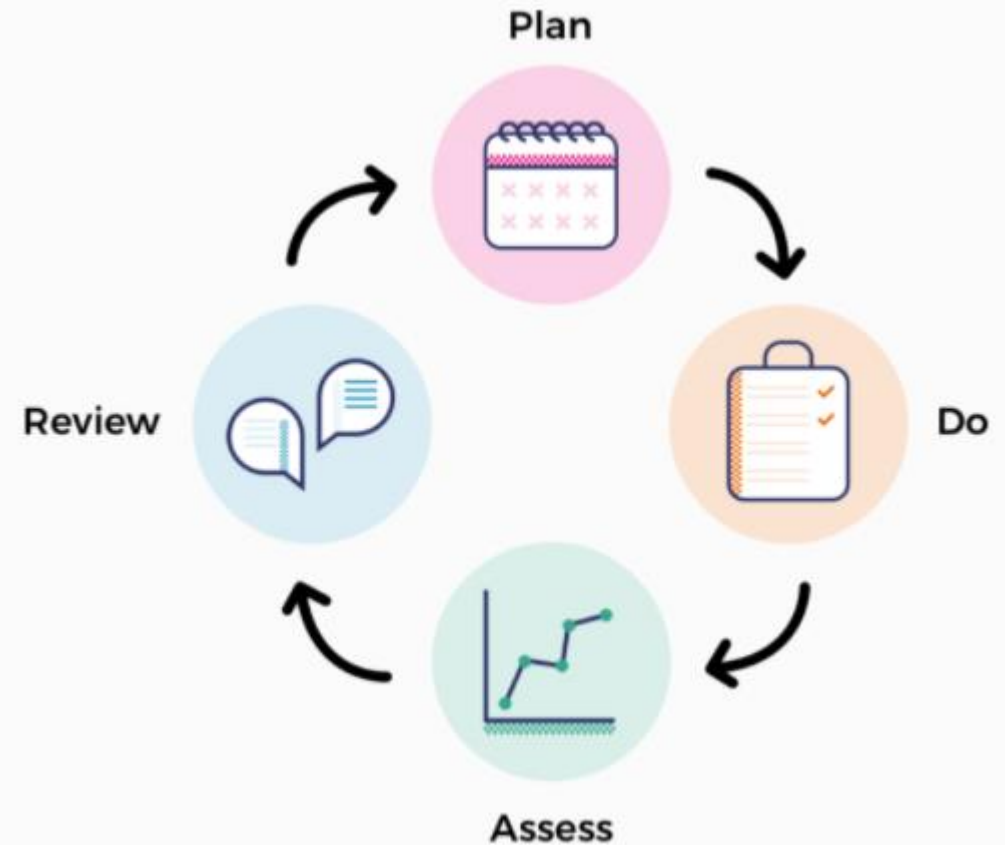


Improvements- a more systematic approach II

Impact practice is what an organisation does to plan, understand, communicate, and improve its impact.

This follows a four-step cycle:

- **Plan:** Plan how to create the desired impact
- **Do:** Measure your performance against key goals
- **Assess:** Make sense of the data you collect
- **Review:** Communicate the results, and learn how to improve your work





Improvements- Involved in Plan/Design



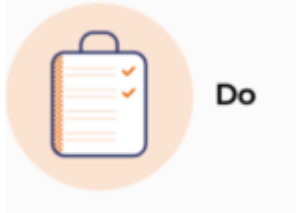
Setting the Theory of Change – determining needs, desired Impact, outcomes etc.

Can also start with an Asset based approach:
[https://www.youthimpact.uk/uploads/1/1/4/1/114154335/kaz_stuart_and_steve_hillman - an asset-based_appr.pdf](https://www.youthimpact.uk/uploads/1/1/4/1/114154335/kaz_stuart_and_steve_hillman_-_an_asset-based_appr.pdf)





Improvements- Involved in Do/Delivery



Given responsibilities

- Micro Volunteering
- Young Volunteers





Improvements- feedback, sample answers

Q5 How will you include young people's feedback and suggestions into the ongoing delivery of your project?

“We have a Young Women’s Consultation Group, made up of 4 young women from last year’s writing project. They will be a **steering group, helping us to develop the project.**

We will also hold monthly **consultations with the current participants to gain feedback** on what is working and what we can do to improve the project to respond to the needs of young people.

We hold regular consultations with our 4 **Youth Ambassadors** to feed ideas into our projects.

We will have feedback sessions at the end of each workshop to find out from young people what they enjoyed and what ideas they have for the following session. Each **every workshop will be co-developed with young people**, using their ideas.

Young women will attend marketing workshops so that they will develop a marketing plan for their business.

<https://www.london.gov.uk/sites/default/files/example-questions-workbook.pdf>

Describe methods used to capture feedback from young people

Describe how you will use that feedback to improve or change your delivery



Design, Delivery – Ask them?

Youth Council

Being a Youth Helper

Adding ideas to a suggestion box

Report to trustees

Online survey

Being a trustee

Online poll

Physical survey (thumbs up/down)

How would you like to be involved in X Youth Centre?

Other...what?



They said: ‘More creative methods for feedback from young people were needed.’

Lots of ideas:

<https://www.inspiringimpact.org/learn-to-measure/do/creative-methods/>

Check with the funder whether you can show a video link, image of a graffiti wall.

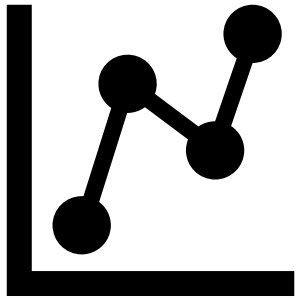
Make it part of your work? For example, could your sessions be to create a film or song about what the young people love about their project?





Poll: if we did x project how many friends could you invite?

How many are in the youth group compared to your capacity?



‘Used statistics to show a high rate of young people using their services or there was a high demand.’

If the yp have co-produced the project have you any stats from that? Eg in 4 out of 5 meetings the need for project x was brought up





Another group in another area showed massive interest and think that may be true in Bromley/Bexley because...

How many currently using the services?
Waiting list?

‘Not enough evidence to suggest the target group would be interested in the proposed ideas.’

No other groups doing what you do? No other provision for this age group?

Where did the idea come from?



PYL have partnered with The Greater London Authority in 2005, and again in 2009, conducted their own [Young Londoner's Survey 2009](#). This will be repeated.

We are the Youth of Today: Life in London for Generation Z. We surveyed over 3000 young Londoners to find out their priorities for London, how they feel about their identity, and the city around them. We want to delve deeper into the issues that young Londoners told us they care about in this study.

LOTS HERE:

<https://www.partnershipforyounglondon.org.uk/reportdatabase>

‘Not enough evidence to suggest the target group would be interested in the proposed ideas.’ → External evidence from, for example, Partnership for Young London

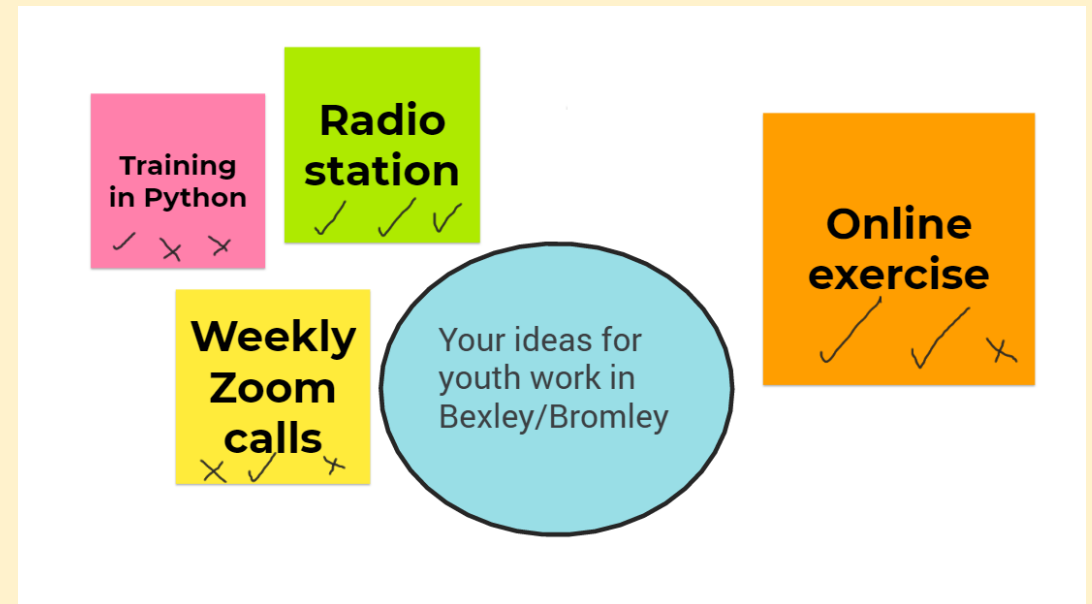
PYL partnered with London Funders and London Youth to bring together a cross-sector alliance of over 80 organisations together for the *Vision for Young Londoners to 2025*. PYL are working on a new Manifesto for Young Londoners.



Methods during Covid

- <https://www.mentimeter.com/>
- Thumbs up and down during online meeting
- Poll on Facebook
- Online whiteboards for a postit note exercise

Jamboard:





Problems

Some problems and solutions:

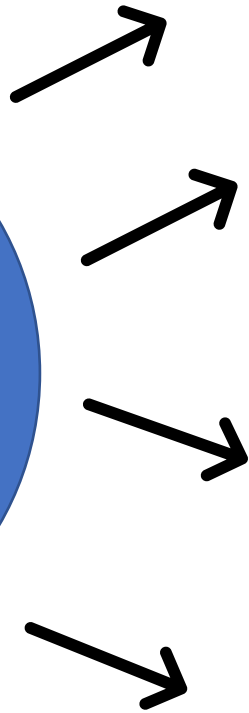
<https://www.blagravetrust.org/wp-content/uploads/2015/10/LISTENING-TO-YOUNG-PEOPLE-case-studies.pdf>

If your problem is money the GLA have advised me that you could put money in your application for eg paying young people as casual staff.



Problems to solutions

Lack capacity/
poor emotional
state/lack of
interest in being
able to engage



Multiple channels available

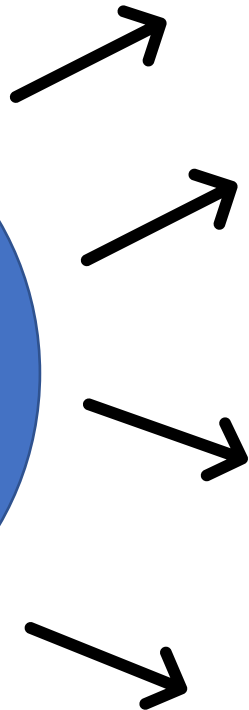
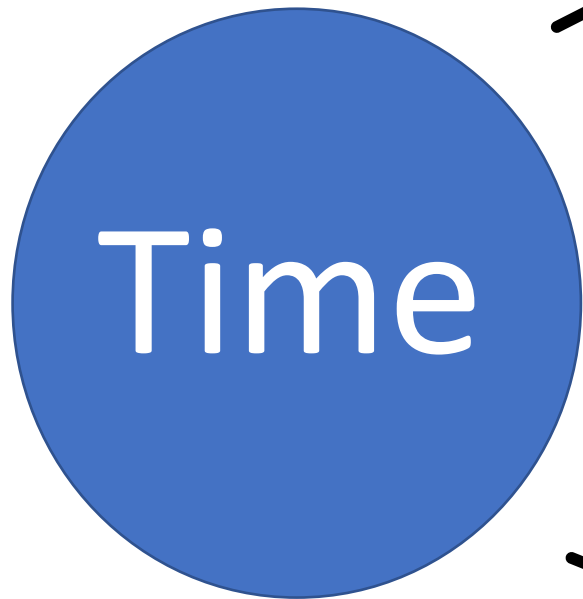
“Always on” methods, eg comment boxes, or social media platforms can complement pro-active forms and surveys.

Creative and exciting ways to collect feedback eg games, mock interviews to collect feedback

Informal feedback, which can also be collected from parents.



Problems to solutions



What are you gathering already?

How can it be part of the work itself?

Sharing the load- systems

Sharing the load- volunteers/ for anonymous data
young volunteers?



More FREE training

Partnership for Young London

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W: <http://www.pyl.org.uk>
Follow us on Twitter [@PYL_London](https://twitter.com/PYL_London)



More information on participation

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www.London.gov.uk/Priorities/Young-People

GREATERLONDONAUTHORITY

Mark.Mouna@london.gov.uk contact for their eBulletin/Children and YP Forum for GLA, and they are about to bring out a handbook on participation.





Action



Re-reading your YLF application in light of this, you can ask YLF for feedback.

Think about what you want to do because it is the right thing for your organisation and the people you serve.





Thank you!

