

Purpose

To help deliver and refine the elements of the #iwill campaign's strategy that relate to increasing the scale (number, quality and frequency) and reach (geographical, socioeconomic and other demographic factors) of youth social action opportunities, and helping to embed these across the voluntary sector, by 2020.

Between 2018 and 2020 the group will focus on:

- Securing further, and more sustainable, funding for youth social action programmes, and helping to ensure maximum impact from currently available resources.
- Increasing the number and quality of youth social action opportunities available, including in the wider voluntary sector.
- Increasing the reach of youth social action, including by addressing the socioeconomic gap in participation and by engaging the younger age group in light of the Habits of Service research which demonstrated that a social action journey that starts before 10 years old is likely to result in two and a half times more social action than a journey that starts later.
- Improving the "journey" for all young people, for example through the use of appropriate technology and supporting infrastructure for the sector, and by encouraging better collaboration between providers, including improved signposting between each other's opportunities.
- Ensuring sustainability of opportunity provision and collaboration beyond the lifetime of Step Up To Serve and helping to achieve a legacy for the #iwill campaign.

Frequency of meetings

- Quarterly each year up until 2020, membership may change during this period dependent on the focus on group. The steering group may interact virtually between meetings.

Functions of the group

- Reporting to the group's Chair/Board of Trustees on a regular basis, informing of all major decisions, emerging concerns and opportunities relating to the campaign's strategy and communications.
- Promoting cross sector steering and collaboration, and helping to deliver and further refine the campaign's strategy as it continues to evolve.
- Helping to define and achieve a sustainability goal for the #iwill campaign.

Membership

Key campaign partners from across the voluntary sector are represented and listed below. Young people, including #iwill ambassadors or young representatives from partners, will also be an integral part of the group.

- Chair – Matt Hyde, Scout Association
- Julie Bentley, GirlGuiding
- Michael Lynas, NCS
- Peter Westgarth, Duke of Edinburgh's Award
- Jessica Taplin, vInspired
- David Reed, Generation Change
- Lindsay Levkoff Lynn, UK Youth
- Mita Desai, Young Rep (The Challenge)

Supported by Step Up to Serve Team:

- Gillian Smith
- Andy Chaggar

Members agree to be actively involved in achieving the agreed outputs of the group, and to prioritise their presence at meetings. It is acknowledged that members may be added/step down as the priorities of the working group evolve over time.