



Number of organisations that pledged in August/September 2015	76
Total number of organisations that have pledged	313
Total number of campaign pledges	792

Summary of key updates

- The national youth social action fund from Cabinet Office & Pears Foundation was hugely oversubscribed with 620 applications for a pot of £1.25million.
- We launched a report into opportunities to develop youth social action experiences within Health and Social Care settings at the National Association of Voluntary Service Managers. This included a series of recommendations to take forward, which will be led by NHS England, Volunteering Matters and the Young Peoples Health Partnership.
- Building on 2014 success we have begun the production of four concurrent events in Belfast, Cardiff, Livingstone and London to mark the 2nd anniversary of the campaign.
- HMCI, Sir Michael Wilshaw met with Dame Julia Cleverdon and Advisory Council member Prof. James Arthur of the Jubilee Centre for Character and Virtues. Sir Michael has offered to renew the Ofsted pledge to include a survey of schools to understand how youth social action may support school improvement.
- Business Pioneers driving campaign forward by supporting with 2nd Anniversary celebrations, embedding youth social action within their organisations and facilitating new introductions.
- Fieldwork for the 2015 Youth Social Action Survey is now complete, with analysis taking place and results due in November.



Update on priority areas of the campaign

1. Evidence the benefits of youth social action

Key Updates from August/September

Online tool to capture structured opportunities

- Agreed a brand name for the tool – HORiZON
- Commenced build of the final prototype
- Secured support from Greater Manchester Centre for Voluntary Organisations (GMCVO) in delivering the pilot of HORiZON in the Manchester area.

Youth Social Action Survey

- Implemented feedback from across partners to revise and update the content of survey for 2015.
- Fieldwork for the 2015 survey completed.
- Communications planning for 2015 results underway, and discussed across campaign steering groups in September.

Evidence Synthesis

- Data and Quality Assurance partners came together for workshop to discuss synthesis of evidence of the double benefit of YSA, and have initiated work to develop factsheets on key themes, including employment, education, community and character.
- Partners from the DQA group, together with Step Up To Serve, convened and ran a panel session at the NCVO Volunteering research conference, discussing research into how we can grow the future ‘civic core’ and prompting great discussion and engagement from audience of practitioners and academics.

Key activities during October

Online tool to capture structured opportunities

- Due to launch first phase of HORiZON on October 12th, working with GMCVO and wider campaign partners to encourage youth social action providers in Manchester to upload their data to the tool.

Youth Social Action Survey

- Analysis of 2015 results will take place during October, with results due in November.
- We will be taking forward feedback to develop the reporting requirements for this year’s survey, and continuing to develop our communications and strategy response in anticipation of the results.

Evidence Synthesis

- DQA partners and Step Up To Serve will continue to develop factsheets synthesising evidence of YSA, with the intention of reframing the resources section of the #iwill website for the November anniversary event.



2. Communicate and influence across sectors

Key Updates from August/September

Develop communications collateral and channels

- Sector-specific collateral produced and disseminated
- Upgrades to significant areas of the campaign website
- Continued the development of fresh education materials

Engage with key audiences

- Undertaken joint media engagement with Chartered Institute for Personnel & Development, National Assn. of Voluntary Service Managers & Teach First
- Continued planning for campaign anniversary events across all 4 UK Nations
- Sold-in the campaign to regional editors across the Trinity Mirror group

Key activities during October

Develop communications collateral and channels

- Production of the 2015/16 #iwill ambassador brochure
- Production of campaign films supported by NCS & Kantar Media
- Prepare the communications plan and materials for #iwill week (w/c 23rd Nov)

Engage with key audiences

- #iwill presence at Labour, Conservative and SNP conferences and letters to newly elected Labour & Liberal Democrat leaders
- Start of a Manchester regional pilot led by Greater Manchester Centre for Voluntary Organisation (GMCVO)
- Media engagement with Mayors Corporate Commitment signatories and the British Safety Council

Pledge of the month

Manchester City Council have become the latest Local Authority (LA) to publically commit to the campaign. They have signed up to the over-arching LA pledge that was produced over the summer.

3. Embed in formal education

Key Updates from August/September

Positive support from UK Education systems:

- Dame Julia Cleverdon and Advisory Council member Prof. James Arthur met with HMCI Sir Michael Wilshaw to discuss a renewed pledge from Ofsted. HMCI expressed his continued commitment to the campaign and offered to carry out a survey of schools that have turned themselves around partly through widening their students' active participation in their communities and to write about the insights gained
- New staff leads on Character, Resilience and Behaviour within the DfE have engaged with the campaign; Jamie Weatherhead, Assistant Director, joined the recent Education Steering Group meeting



- Positive meeting held with the Welsh Centre for Equity in Education to discuss how they can work with GwirVol to drive the campaign’s education goals in Wales

Creating a culture of youth social action in schools and colleges across the UK

- Interviews have taken place with 25 Headteachers and Principals from across the UK to further uncover what’s working well in their schools and colleges. Their inspiring practices will be published in the final guidance brochure
- Education Steering Group members are exploring how they can support the dissemination of the best practice guidance and which other organisations they can encourage to pledge before the end of the year.

Integrating youth social action into transitions at primary and post-16

- UUK will be leading on engaging new partners around their Vice Chancellors’ roundtable
- Caroline Vernon, Principal of Victoria Academy in Barrow-in-Furness has agreed to lead the Primary Advisory Group and will be agreeing a date to have a first meeting with all interested parties

Key activities during October

Positive support from UK Education systems

- Develop communications plan for education for the #iwill 2nd anniversary in collaboration with Ofsted and DfE colleagues
- Working with our partners in Scotland, Wales and Northern Ireland, develop pledges with Education Scotland, Estyn and Etini

Creating a culture of youth social action in schools and colleges in the UK

- Finalise the full report, alongside a more succinct, inspiring summary, which will support partners to engage other school and college leaders with the campaign

Integrating youth social action into transitions at primary and post-16

- The DfE will gather together the leads of FE and Skills within Ofsted and the Education Funding Agency to discuss youth social action being recognised within work experience

Pledge of the month

The 50 Headteachers and Principals who joined us at the June education event have committed to the following joint pledge:

As a group of Headteachers and Principals from across the UK who place youth social action at the centre of character development for our students, we discussed what we could do together. The result is our #iwill pledge to make youth social action the norm across the UK by 2020.

We will...

- Continue to support ALL students in our respective schools and colleges to participate in high-quality social action, where each one can develop the character and skills needed for life, whilst leading positive societal change.
- Share best practice and encourage other education leaders and partners to prioritise youth social action within their work by opening our doors for visits; spreading the word through our networks and encouraging more schools and colleges to make an #iwill pledge.



4. Embed in employment

Key Updates from August/September

50 employers committed to embedding YSA in recruitment

- Developed comms for Team London to engage with their business network consisting of over 100 businesses
- Conversations with over 20 new businesses, in London and the Midlands, including BT, Jaguar Land Rover, DBS Law, Turner & Townsend, Deutsche Bank

Employer- supported volunteering

- Step Up To Serve now represented on the Skills Exchange Campaign – Cabinet Office led project to develop skills based volunteering and help shape policy on government 3 days off policy
- Met with Youth United around need for adult volunteers. Developing our ask to corporates in this area including using employee volunteers as ambassadors for YSA

Empower Business Pioneers to drive campaign forward

- Business Pioneers have been provided with key #iwill comms collateral to help them engage with their network
- Linklaters and PwC are working together on hosting a breakfast to engage more businesses in the #iwill campaign
- CBI exploring how best to support the campaign, especially through the Great Business Debate
- EDF working with NCS to explore how they could work together in the South West through their education programmes
- PwC held a workshop on youth social action developing employability skills with 60 pupils through their PwC Classroom initiative
- Sky exploring how to link with Young Scot to encourage and reward young people taking part in social action

Other

- Submission to House of Lords Social Mobility Committee call for evidence outlining the case for youth social action as a route to social mobility through the positive impact it has on education and employment outcomes

Key activities during October

- Feed into Team London and Lord’s Community Speed Networking Guinness World Record Attempt, which will see 400 employees and 1,200 young people come together.
- Team London to engage with Mayor’s Corporate Commitment signatories to disseminate CIPD and #iwill recruitment guide
- Develop comms around clear ‘ask’ for business and also youth social action and social mobility
- Engage Social Mobility Business Compact signatories to encourage attendance at Linklaters/PwC breakfast for the #iwill campaign
- Speaking at Team London’s Corporate Volunteering and London First event
- Speaking at Volunteer Matters conference in Birmingham



- Develop joint messaging and approach around youth social action with partners BITC, CIPD, Team London and CBI
- Showcase youth social action developing employability skills through Fair Train’s ‘Work Experience’ week
- Showcase Business support for youth social action in upcoming ‘Employment’ themed SUTS newsletter
- Develop a short video with Clearview creative highlighting why businesses should support youth social action and showcase a Business Pioneer example

Pledge of the month

Waitrose promoted their support for the #iwill campaign in their ‘Waitrose Weekend’ newspaper and are developing their wider pledge as follows:

- Promoting the double-benefit of youth social action to staff, with a particular focus on their 10,000 partners under the age of 20. Actively encouraging participation in youth social action by providing volunteer opportunities for younger staff and including it in their personal development plans
- Embedding social action across their recruitment processes by including it at job advert, application and interview stages.
- Offering pro-bono hospitality for the campaign anniversary event/s.
- Help us raise awareness of #iwill by championing it with their stakeholders, including:
 - Customers – e.g. by supporting youth social action charities as part of the green token scheme, features in consumer communications such as the magazine and website
 - Supply chain – e.g. by making three introductions for us to CEO's of other businesses
 - Other peer networks – e.g. encouraging pledges from other parts of the John Lewis group

5. Enable more high quality opportunities

Key updates from August & September

The Scale & Reach steering group who oversee this work met on the 22nd September to review this year’s work and agreed that going forward they should focus on two areas:

- Continuing to develop and galvanise support for funding for youth social action
- Develop the support and infrastructure around signposting of opportunities for young people

Increase and influence funding for youth social action programmes

Over the summer we continued our work to develop and stimulate funding to support youth social action opportunities. Activity has included:

- Continuing to work with Cabinet Office to support influencing of the Comprehensive Spending Review (CSR) for funding towards youth social action.
- Cabinet Office and Pears Foundation received 620 applications for the National Youth Social Action fund. Interviews were held with shortlisted organisations with decisions due by the end of October.
- Cabinet Office & UK Community Foundations are working on distributing funds through Norfolk, Suffolk and Cambridgeshire Community Foundations. They were able to easily match fund the donation of the fund, which now totals £510,000. The application and selection process is ongoing,

Dispelling the myths



- The British Safety Council are close to finalising content for their suit of resources to dispel the myths on young people and health and safety. These will be launched in the build up to Halloween, utilising the theme of don't be scared of young people.
- Chloe Donovan, one of our Young Trustees, was featured and spoke at the launch of the report by CAF into how to bring young people onto charity Trustee Boards. This work is being followed up with a roundtable in October for representatives of sport governing bodies to test the content and understand what, if any, additional support needs to be provided to ensure more young people can take on leadership positions.

Creating opportunities - Health & Social Care

- Charlotte launched a report into opportunities to develop youth social action experiences within Health and Social Care settings at the National Association of Voluntary Service Managers conference. This included a series of recommendations to take forward, which will be led by NHS England, Volunteering Matters and the Young Peoples' Health Partnership.
- NCVO are leading the review into the future of support to the voluntary sector from the Dept. of Health and are working with the campaign team to consider how the volunteering opportunities strand could be broadened to a wider definition of social action and with elements of social action becoming a theme across all grants from DH, rather than just a specific strand.

Creating opportunities – Uniformed Groups

- Sir Nick Parker & Fiona met with Maj Gen Stanford, the lead within Army Support Command for the Cadet Expansion Programme, alongside Youth United to discuss how social action was being fully embedded in the development of the new curriculum and their work with partners to develop units in new areas especially areas of deprivation.
- Dame Julia Cleverdon joined fellow Trustee and Chief Executive of the Scouts, Matt Hyde, at their AGM, which was a brilliant showcase of their focus on Community Impact and especially the work that has already started through A Million Hands. In partnership with six charities already committed to social change, such as Alzheimer's Society and Mind, A Million Hands aims to mobilise half a million Scouts in support of four social issues chosen by young people themselves. Nearly 170,000 Scouts have already pledged to be part of A Million Hands through their Groups.

What's coming up in October?

- On the 14th October, the Minister for Civil Society, Rob Wilson, Trevor Pears from Pears Foundation and Step Up To Serve will be visiting the Royal Free Hospital to see how their plans are progressing to engage more young volunteers in the work of the hospital
- 15th October sees #iwill business pioneer, Barclays, host an event to grow the number of young people as trustees. This will be hosted alongside Sport & Recreation Alliance, Youth Sport Trust and NCVO.
- The Do-it Trust will explore what role they can play in enhancing the signposting opportunities for young people to undertake social action opportunities

Pledge of the month

Community Organisers pledge to:

- Ensuring that our work is inclusive and actively engages young people aged between 10-20
- Offering an 'introduction to community organising' to the #iwill ambassadors



- Co-produce 'kick-start social action' - a guide to community organising' for young people.
- Promoting links to the campaign publicly during our training and other events and in relevant stakeholder meetings

6. Three Nations

Scotland, Wales & Northern Ireland

Our national partners have been focused on producing their events to mark the 2nd campaign anniversary. All have secured venues, sent out invites and are building content for the day. They are also working hard to generate fresh #iwill pledges from within the business, education and voluntary sectors in their respective countries.

Update on Campaign Operations & wider events

1. Governance and reporting

Key updates from August/September

- We held our quarterly Trustee board meeting, which lasted for an afternoon followed by a working dinner. This included a reflection on the year so far as well as initial discussions around the campaign's 2016 priorities.
- Following the Board meeting, the campaign's Steering Groups on Education, Data & Quality Assurance, Communications and Business all met to reflect on progress in their respective areas of focus and share their thoughts on potential priorities for the 2016

What's coming up in October?

- A request to contribute to the campaign's annual report will be sent out to all partners who have made a pledge to ensure we are capturing and showcasing the collective impact partners are having across sectors

2. Funding

What's coming up in October?

- We are working to arrange a meeting with Sir Evelyn de Rothschild and William and Julia have kindly offered to attend the meeting to discuss Rothschild Foundation continuing their support.

3. Campaign Team

Key updates from August/September

- We had a team training session around public speaking to help prepare the team for going out and speaking about the campaign to partners and at events
- Saskia Carey has joined our team as our new apprentice from the Step Forward programme. Saskia has replaced Robyn who left at the end of August and has gone on to work with Whole Education.

What's coming up in October?

- Following Emily Dyson's successful secondment over the Spring & Summer, we have a Civil Service secondee joining the team 1st October called Amit Tharpar. He will be with us for 6 months helping to support the team around different projects.