THE POWER OF YOUTH SOCIAL ACTION

#iwill campaign Impact Report
May 2019
Listen to us. Then empower us to take action.

Rhammel Afflick, 2014 #iwill Ambassador

It’s time to listen to young people

All too often, young people’s voices simply aren’t heard, even when it comes to the issues that hit them hardest. Listen to the debates on Brexit, knife crime, cuts to youth services. Think about mental health, social mobility and the challenges of the job market.

These are serious concerns for the young people I know.

But decision makers rarely ask for their opinions. Or, worse, they do ask young people what they think, but leave it so late in the process that the real decisions have already been made. The quote from the 15 year old in Belfast, Hastings or Hull is often just a rubber-stamp exercise.

If you take the time to listen, you quickly find that young people are articulate and passionate about the world around them. They’re in the best possible place to speak about their own experiences and they often have some of the solutions to the problems we all face. They’re more than data and statistics.

If we fail to listen to young people, we miss out on the future.

That’s why I became an #iwill Ambassador in 2014. I wanted to support organisations that seek to empower young people’s voices across the UK, while persuading others to be active in democratic life.

The power of saying “#iwill”

It’s been really powerful to see how so many organisations have come together and pledged to make a difference. And how that work has continued to grow. Organisations are collaborating in a variety of sectors and it’s exciting to see young people taking advantage of formal opportunities and creating their own opportunities too.

#iwill has celebrated the extraordinarily diverse and creative ways that young people around the UK are making a difference in their local communities, and it has given them a new platform where they can spread the word.

What needs to happen next?

But there’s still so much more to do.

First, we need to give access to social action opportunities to more young people from disadvantaged backgrounds. Social action builds young people’s skills, networks and aspirations, making them more employable and boosting their chances of social mobility.

Second, we need more organisations to move from commitment to action. Include young people as partners. Work with us to make a difference. Above all, listen to us. You might be surprised by how much you learn.

Third, let’s put an end to the outdated stereotype that young people are apathetic. We’re not. Instead, let’s celebrate all the brilliant work young people are doing to make their communities and our world fairer, healthier and more sustainable.

Let’s build on strong foundations.

Charlotte Hill, Chief Executive, Step Up To Serve

Meanwhile, the #iwill Fund is bringing together Government, The National Lottery Community Fund and over 20 independent funders to help us achieve our collective goals. This investment promises to increase the quality and sustainability of youth social action opportunities, help us open up more possibilities for younger age groups and reach more young people from lower-income backgrounds.

We’ve achieved a tremendous amount, but it’s vital for us to keep moving and keep driving the agenda forward. We can’t afford to lose a sense of urgency.

Step Up To Serve, the charity that coordinates the #iwill campaign, will close its doors in December 2020. We need our partners to drive change collectively to help transform the role of young people in society. We’re calling on organisations to show their support by: making youth social action a priority; supporting young people into leadership positions; working together with other campaign partners, funders and schools; evaluating and sharing progress; and celebrating the impact of young people.

Young people often lack the cynicism that holds adults back. They have an amazing belief that they can change the world which is incredibly inspiring. I look forward to a time when I don’t have to explain what ‘youth social action’ is, when taking part in fundraising, volunteering and campaigning are a natural part of growing up, and when young people always have a seat at the table when we’re making decisions about the future.

What more can you do to help make this vision a reality?

The #iwill campaign has been an extraordinary journey. Since our launch in 2013, it’s grown into a fully-fledged movement backed by over 1,000 partners and 250 incredible #iwill Ambassadors.

#iwill has opened up conversations about how young people are driving change in their communities. People are often shocked at the idea that 10-20 year olds are involved in social action, but teenagers - and even primary school children - are now driving huge hard-hitting campaigns from their bedrooms.

Take Amy and Ella Meek, aged 15 and 13, who founded Kids Against Plastic. They have now persuaded cafes, businesses, festivals, councils and over 170 schools to reduce single-use plastic. Or think about Lewis Hine, who at 14 set up Friend Finder, an online platform for teens who are isolated due to health problems and disabilities. Now a registered charity, Friend Finder has run social events and proms for hundreds of young people.

Looking at our partners, it’s been exciting to see so many different types of organisations take on young volunteers, from the Canal & River Trust and Sport England to the NHS. As more organisations embrace the power of youth social action, it creates more routes into the community, embeds change and has a real impact in the long-term.
What is the #iwill campaign?

Young people aren’t just the leaders of tomorrow. They have the energy, skills and ideas to change society and the environment for the better today. Yet society often fails to listen to young people’s views or recognise their ability to make a positive difference. This is particularly the case for young people from low-income communities.

All young people should be supported and empowered to be active citizens. That’s why the #iwill campaign, supported by over 1,000 organisations from across the UK, aims to make participation in social action - such as volunteering, fundraising, mentoring and campaigning - the norm for young people aged 10 to 20.

The campaign was launched in November 2013 by HRH The Prince of Wales and the leaders of the three main political parties in Westminster. Its launch followed an independent review by Dame Julia Cleverdon and Amanda Jordan OBE into how different sectors could help more young people to participate in social action.

Step Up To Serve is the time-limited charity that coordinates the #iwill campaign. It does so by connecting campaign partners, communicating data and evidence about the benefits of youth social action and challenging organisations to do more.

The campaign is represented by 250 young #iwill Ambassadors - 50 from each year of the campaign so far. They come from a variety of backgrounds across the UK, but all have one thing in common – a passion to make positive social or environmental change. We work with our Ambassadors in various ways. They help to shape the campaign’s strategy, spread the message about youth social action and encourage organisations to get involved.

### Campaign strategy

#### Vision

Youth social action is the norm for 10 to 20 year-olds across the UK

#### Priorities

- Long-term sustainability
- Increase quality
- Narrow the socio-economic gap
- Grow participation of under 14s
- Grow youth voice

#### Key Enablers

- Growth through partnership
- Collaboration embeds youth social action within and across key sectors
- Investment
  - Independent funders
  - Government invest intelligently to sustain and grow youth social action
- Communications
  - Campaign partners share why we need youth social action, what great social action looks like and how to support it

### POWER: The Five Ways to Embed Youth Social Action

With Step Up To Serve set to close its doors in 20 months, it is crucial that organisations embed youth social action into their culture and practice if the legacy of the campaign is to continue beyond 2020. There are five ways that organisations can meaningfully embed youth social action into their ways of working:

**Prioritise youth social action** - this can include incorporating youth social action into your organisational strategy and developing plans to support the quality, scale and reach of the opportunities provided.

**Offer leadership opportunities** - supporting young people into leadership roles within your organisation can enrich and enhance decision-making.

**Work in partnership** - working collaboratively with #iwill campaign partners, funders and schools will enable your organisation to pool knowledge, expertise and resources to enhance the quality, scale and reach of opportunities provided.

**Evaluate impact** - this can include assessing the benefits for young people, the impact they are having on their communities, and the extent to which the opportunities provided are of a high quality, scale and reach.

**Recognise young people** - celebrating the impact of young people can help recruit and retain young volunteers and assist organisational buy-in to maintain or grow its focus on youth social action.
Bringing together CEOs from the youth sector every quarter for the last five years under the umbrella of #iwill has been incredibly powerful. It has led to more collaboration between our organisations and also more effective collective lobbying efforts. This has resulted in concrete outcomes for young people – such as Government investment in the #iwill Fund and the announcement of a Youth Charter. The convening power of the #iwill campaign has been incredibly impactful.

— Matt Hyde, CEO, The Scouts

At the Careers & Enterprise Company, we know that youth social action is a great way for young people to develop the skills, networks and aspirations they need for a happy and successful career. We are proud to be part of the #iwill campaign, which has been invaluable in shaping how we will support our network of enterprise advisers and careers leaders in schools and colleges to champion youth social action as part of good careers guidance.

— Claudia Harris, CEO, Careers & Enterprise Company

The close collaboration between Defra and the #iwill campaign is putting young people at the heart of the Year of Green Action to ensure more young people connect to, value and care for nature. I hope the partnership continues to support and nurture the next generation’s desire and commitment to protect the environment. The future environment will depend on it.

— The Rt Hon Michael Gove MP, Secretary of State, Department for Environment, Food and Rural Affairs

Let’s be real. This is no time for us to stand by and let adults call the shots. Young people need to have a say when local and national Governments are making decisions that affect our future. That’s why the British Youth Council is proud to support #iwill. The campaign takes young people seriously and puts our voices front and centre.

— Amanda Chetwynd-Cowieson, Chair, British Youth Council

The #iwill campaign has been instrumental in championing the positive role young people can play in the NHS. As part of our commitment to the campaign in the Long Term Plan, NHS England will work with partners to empower more young people to volunteer in healthcare settings and shape health services.

— Simon Stevens, Chief Executive, NHS England

Young people have always been at the heart of the #iwill campaign and this has been key to its success. In recent years the #iwill Fund has supported the campaign in raising the profile of youth social action – giving young people a voice and recognising the immense value they bring. We have seen young people’s passions ignited by the environment, food poverty, health care, knife crime and mental health, amongst many other things. The National Lottery Community Fund has been privileged to be partners on this journey and to be able to see and celebrate the impact young people are having in their communities.

— Dawn Austwick, CEO, The National Lottery Community Fund
Why we need more young people to take action

A difficult time to be young

This is not an easy time to be growing up. More than a quarter of young people say they don’t feel they belong in Britain. Generation Z, the current generation of 10-20 year olds, are more likely to be depressed and less likely to interact with others in person.

They are facing: a society that is deeply divided; stalled social mobility; significant uncertainties surrounding Brexit; a rapidly-changing labour market; technology that offers new threats as well as opportunities; and catastrophic changes to our climate unless urgent action is taken.

This is all happening against a backdrop of increased childhood poverty, a challenging funding environment for schools and colleges, and severe cuts to youth services in England.

Young people want to contribute

Despite all these challenges, young people want to improve their communities and make the world a better place. They have the power, energy, resourcefulness, passion and commitment to help address so many of the problems that society is facing.

Young people are already tackling 21st century challenges. Witness the Youth Strike 4 Climate that mobilised tens of thousands of school-age children across the UK this year. Young people are performing valuable services such as volunteering as hospital guides, befriending the chronically ill and acting as meal-time buddies. They’re mentoring other young people and raising money for UK and overseas charities.

“Social action gives hope, it alleviates helplessness. It promotes community engagement and creates a consciousness which goes beyond personal goals.”
— Dara McAnulty, 14, Castlewellan, NI

So why are we putting barriers in their way?

We know that young people have a great deal to contribute, so why do we make it so hard for them to do that? Too often, organisations shy away from working with young people. Even in the voluntary sector, young people are not being included in the decision-making process. According to the Charities Aid Foundation, 18-24 year olds account for less than 0.5% of all charity trustees, despite making up 12% of Britain’s population.

We all need to step up to make it easier for young people to contribute to our society.

“Young people are often disregarded as ‘snowflakes’ who are said to be prone to taking more offence and having less psychological resilience than generations before us. But I believe that it is the young people of today that are changing the world, by becoming more aware of critical issues that must be solved.”
— Anna McGovern, 17, Kent

Many ways to make a difference

The #iwill campaign defines ‘youth social action’ as activities that young people do that make a positive difference to others or to the environment. It can encompass many different things, from starting a school petition or picking up litter in a local park, to visiting people in a care home or campaigning for action on climate change.

Whether they’re participating in a local activity or working for a global movement, young people across the country are taking action to create a better society.

“Volunteering
Campaigning on an issue that you care about (e.g. creating petitions, going on marches, etc.)
Helping out a neighbour who needs support
Taking care of animals or the environment
Being a mentor, tutor, leader or coach
Being on a school council
Fundraising for a charity
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— Lucy Aur Keeling, 19, Llanelli

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High quality social action benefits us all

When young people take part in high quality social action, everyone benefits:

- Organisations benefit from young people’s energy, ideas and capacity to create positive change. They gain a different perspective that can shift their way of thinking and open up new ways of working.
- Communities benefit when young people feel valued, engaged and involved. It can create a greater sense of community and boost social cohesion and integration.
- Young people develop their character and confidence. They experience higher levels of wellbeing that can help improve their mental resilience. They also develop vital skills and networks that can support future employment.

What does great youth social action look like?

Research by the Institute for Voluntary Research and the Young Foundation suggests that high quality activities will meet six principles. They will:

1. BE YOUTH-LED
2. BE CHALLENGING
3. HAVE SOCIAL IMPACT
4. ALLOW PROGRESSION TO OTHER OPPORTUNITIES
5. BE EMBEDDED IN A YOUNG PERSON’S LIFE
6. ENABLE REFLECTION ABOUT THE VALUE OF THE ACTIVITY

“Social action gives me so much more confidence and pride. It makes you realise how privileged you are, and how you can change other people’s lives.”

— Ella Kiely, 12, Twickenham

Creating a habit for life

Starting a journey of social action at a young age is critical. The Habits of Service research by the Jubilee Centre for Character and Virtues demonstrated the value of starting early and exposing young people to meaningful opportunities to make a positive contribution.

The research found that those who first get involved in service under the age of 10 are:

- More likely to identify themselves more closely with moral and civic values such as open-mindedness, compassion and hope.
- More likely to be involved in a wider range of service activities and to participate in them more frequently.
- More than twice as likely to form a habit of service than if they start aged 16–18 years.
- More likely to follow later in life and taught me about resilience, enthusiasm and the difference we can make even as young people.”

— Lily Macfarlane, 15, Cambridge
What young people are telling us

The National Youth Social Action survey was established in 2014 to measure the extent to which 10-20 year olds are taking part in social action in the UK.

The survey, commissioned by DCMS and conducted by Ipsos Mori on behalf of the #iwill campaign, asks over 2,000 young people across the UK each year to share how and why they get involved in social action if they do, or reasons for not taking part if they don’t.

For the purposes of the survey, we say that young people have taken part in ‘meaningful social action’ if they have:

• Been involved in social action in the past 12 months.
• Participated in social action at least every few months or taken part in a one-off activity lasting more than a day in the last 12 months.
• Recognised a benefit to themselves and others and/or the environment because of their social action.


Young people are taking action in many different ways

According to our survey, young people say they have most frequently:

- Participated in a fundraising or sponsored event (43%)
- Given time to help a charity or cause (26%)
- Supported other people who aren’t friends or relatives (23%)

Young people are less likely to say they have:

- Campaigned for something they believe in (8%)
- Been involved in youth advisors’ groups (6%)

Sustained activity, for example over the course of a few months or more, was more common among those who are campaigning for something they believe in.

Young people want to help

Just 5% of adults think that young people today are very likely to take part in social action.9 Survey responses show that this perception must be urgently challenged and changed. The vast majority of young people are eager to make a difference in society and want to make the world a better place:

- 81% Care about contributing to make the world a better place for everyone
- 82% Believe they have things they can offer to others
- 74% Believe they make a difference in the world

Young people who have taken part in meaningful social action were much more likely to believe they could have a positive impact than those who had rarely or never taken part in social action over the last 12 months. Perhaps unsurprisingly, those from wealthier backgrounds also had more confidence in their ability to make a positive impact than their less affluent peers.
Who's taking part?

In the past 12 months, 6 out of 10 young people have taken part in activities to help others and/or the environment. However, only 4 out of 10 have taken part in meaningful social action (see p16). Both of these figures are consistent with participation rates in previous years.

A stark participation gap is evident. Young people from lower-income backgrounds are significantly less likely to have taken part in meaningful social action than their wealthier peers: 27% of young people from social class group DE compared to 52% in group AB.

Girls remain more likely than boys to participate, although the gap is small (40% for girls, compared with 37% for boys).

The survey also found that young people who have taken part in meaningful social action were more committed to making a difference to others and/or the environment in the future.

What encourages a young person to take part?

School, peers and the family all have a critical role to play in encouraging young people to get involved in social action.

For those who had not participated in social action in the past 12 months, these are the most common reasons given for not taking part:

<table>
<thead>
<tr>
<th>Reason</th>
<th>% of young people</th>
</tr>
</thead>
<tbody>
<tr>
<td>“I don’t know how to get involved / no one has asked me”</td>
<td>35%</td>
</tr>
<tr>
<td>“It never occurred to me to take part”</td>
<td>35%</td>
</tr>
<tr>
<td>“My friends aren’t doing this type of thing”</td>
<td>27%</td>
</tr>
<tr>
<td>“If I had more encouragement”</td>
<td>28%</td>
</tr>
<tr>
<td>“If it was easier for me”</td>
<td>26%</td>
</tr>
<tr>
<td>“If I could do it with my friends”</td>
<td>23%</td>
</tr>
</tbody>
</table>

Three in five young people (60%) say they are likely to engage in social action activities, compared with 93% of those who have been involved with meaningful social action.

Young people from less affluent backgrounds were more likely to say they had not participated because:

- “I’m not interested” (36% of C2DEs, compared with 25% ABC1s)
- “It never occurred to me” (40% of C2DEs, compared with 30% ABC1)

Researchers from Henley Business School carried out focus groups with young people from low income backgrounds in London, Manchester and Newcastle to further understand why the socio-economic gap in participation exists and what can be done to address it.

Their research found that it is important to frame ‘social action’ by highlighting positive contributions that can be made closer to home (e.g. caring for family members). Communal reasons - such as feeling proud of their community - are an important motivation for encouraging more low-income young people to take part.

Likelihood to engage in social action activities in next 12 months

<table>
<thead>
<tr>
<th>Activity</th>
<th>% of young people</th>
</tr>
</thead>
<tbody>
<tr>
<td>Already engaged in meaningful social action (93%)</td>
<td>93%</td>
</tr>
<tr>
<td>Low income background (27%)</td>
<td>60%</td>
</tr>
<tr>
<td>Wealthiest background (52%)</td>
<td>52%</td>
</tr>
<tr>
<td>All young people (60%)</td>
<td>27%</td>
</tr>
</tbody>
</table>
Schools have a critical role to play

School is the main route to participation in social action (60%). This has been a consistent finding since 2014.

Among young people that participated in social action through school, 36% did so because the whole school was taking part, 30% were specifically asked by a teacher or member of staff, and 26% because the whole class participated, just under a quarter of young people put themselves forward or nominated themselves to participate (23%).

Analysis of previous National Youth Social Action survey data by Dr Eddy Hogg indicates that at Key Stage 3 (11-13), when the influence of school as a pathway into volunteering is strong for all socio-economic groups, we find little difference in engagement between young people from different backgrounds. The role that schools play as facilitators of volunteering diminishes in Key Stages 4 and 5 (ages 14-18), as exam and other pressures loom larger.

Data from the survey also indicates a positive relationship between participation in meaningful social action and young people’s confidence in their ability to make a positive difference in the school environment:

68% believe “At our school, pupils have a say in planning and organising school activities and school events” compared to 27% who have not participated

70% say “At our school, my ideas are taken seriously” compared to 28% who have not participated

83% say “I feel like I belong at this school” compared to 54% who have not participated

“Social action develops you as a person. It gives you speaking skills, self-confidence and important life skills that you can’t learn sat behind a wooden desk. Social action is like one big lesson, and builds better people for a better future.”

— Abbey Harwood, 16, Barnstaple

The growth of a movement

When the campaign launched in late 2013, with 50 partners and 50 young people, we never imagined #iwill would bring together the depth, diversity and scale of partnerships. From primary schools and a Clinical Commissioning Group in Barrow-in-Furness to FTSE companies and Government departments, the #iwill movement has gone from strength to strength over the last few years:

250 Ambassadors across the UK

£64m invested into youth social actions through the #iwill fund

5 steering groups in the education, health, environment, youth sectors and on evidence & data

More schools say youth social action is part of their culture and practice

Youth social action embedded into the long-term plans of Ofsted, NHS England and DEFRA

Significant growth in body of evidence on the double benefit of youth social action

Over 10k young people have shared their perspectives on youth social action

The growth of a movement


0 100 200 300 400 500 600 700 800 900 1000

1000+ pledge partners
now say youth social action is an important part of their organisation’s culture and practice

are now more actively celebrating the impact of young people

have been stimulated to grow the number of youth social action opportunities they provide

have prioritised increasing the quality of their youth social action opportunities

have developed new partnerships to support youth social action

The work of #iwill campaign partners

In December 2018, #iwill campaign pledging organisations shared information on how they are supporting more young people to make a positive difference in their communities and the impact of the #iwill campaign on their activity:

As a result of being part of the #iwill campaign:

87% now say youth social action is an important part of their organisation’s culture and practice

73% are now more actively celebrating the impact of young people

72% have been stimulated to grow the number of youth social action opportunities they provide

69% have prioritised increasing the quality of their youth social action opportunities

69% have developed new partnerships to support youth social action

Prioritising youth social action

Two thirds of campaign partners have prioritised youth social action in their organisational culture and practice by writing youth social action into their strategies and creating plans to increase the quality of the opportunities they provide. 70% have plans to increase the number of young people they are working with.

However there is more to do, with less than half (43%) of education, health and environment partners prioritising reaching young people from lower socio-economic backgrounds. Whereas on average, partners are working with or intend to work with younger ages (under 14), health and youth sector partners stand out as anomalies, with more than 20% of them saying that they don’t intend to prioritise this.

Offering leadership opportunities

50% of environment and health partners, and a third of all other partners have plans to establish or would like to offer leadership opportunities for young people in their governance and decision-making. This is the least developed area for campaign partners, with only 19% having currently established this, and over a third saying that they’re not intending to offer any leadership opportunities for young people.

Working together

64% of partners are working together with other organisations to pool knowledge, expertise and resources and to enhance the scale, reach and quality of opportunities. In particular, more than two thirds have established relationships with voluntary and community sector organisations, and with young people.

Whereas a majority (64%) of environment partners are working with primary schools, under a third of partners in the health, education and youth sectors are doing so. More could also be done to work together with business, as only a third of businesses are currently engaging with primary schools.

Evaluating impact

Over half of partners are measuring the number of social action opportunities they are providing, and 46% are evaluating the impact their opportunities have on the young people involved.

However, only a third are measuring the impact young people are having on their communities through the social action they are involved in – this drops to 17% for youth sector organisations. With the exception of funders, few are evaluating the quality of their opportunities against the Six Quality Principles (pg.12).

Recognising and celebrating young people

Funders and youth sector organisations are good at recognising and celebrating young people taking part in youth social action, with more than two thirds of them having established ways to recognise young people across their organisational practice.

Over a third of partners (38%) in the environment, health and education sectors have established the same practice across all areas, although nearer 50% hold awards and recognise young people in published reports.

“Decisions made on our behalf directly affect us. Youth social action is important because it allows young people to have a say in the things that affect their lives.”

— Lamide Odanye, 20, Colchester
Spotlight: Youth social action in the education sector

Since early 2014, #iwill education partners have been working together to put youth social action at the heart of young people’s educational journeys. Much of their work has been influenced by the insights of 50 school and college leaders, who in 2015 shared how they were embedding social action in their schools and colleges.

More schools now support youth social action

Our collective efforts are starting to have an impact. Over the last three years, more and more primary and secondary school teachers say that they see social action as part of their school’s culture and practice:

More teachers say social action is part of their school culture:

<table>
<thead>
<tr>
<th>Year</th>
<th>% of teachers</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>48%</td>
</tr>
<tr>
<td>2017</td>
<td>68%</td>
</tr>
<tr>
<td>2018</td>
<td>73%</td>
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Upward trends can be seen in primary and secondary schools. However, teachers in schools serving more affluent students are more likely to say their school is embracing youth social action than teachers serving low-income young people. Schools and colleges serving young people from disadvantaged backgrounds are ten times less likely to embed youth social action as part of their curriculum.

Influencing the DfE and Ofsted

To ensure school teachers and leaders get the support they need to empower their students, the #iwill campaign has worked closely with partners to influence Ofsted and the Department for Education (DfE) to prioritise youth social action.

After engagement with the campaign, the new Ofsted inspection framework (currently under consultation) is set to energise schools and colleges around the value of youth social action by requiring ‘good’ and ‘outstanding’ education providers to give opportunities for young people to develop into responsible, respectful and active citizens. A number of the DfE-led Opportunity Areas have been working closely with young people to shape and deliver positive change for education in their areas. For example, the Bradford Opportunity area ran a series of Listening Days with young people aged 11-18 to co-create solutions for Bradford alongside local cross-sector leaders.

The DfE is now building on this work through its renewed focus on character education. In February 2019, the Secretary of State for Education launched the National Character Framework, reinforcing the value of youth social action. #iwill Ambassadors and campaign partners were part of the consultation which led to the Secretary of State’s inaugural character speech and they will continue to help the DfE to develop policies that support young people who are currently not accessing the wide range of benefits youth social action can provide.

Investment in schools and colleges

What’s even more encouraging is that #iwill Fund Match Funders are now focusing their investment on embedding high-quality social action in schools and colleges in low-income areas of the country.

For example:

- Ormiston Academies Trust are trialling how to fully embed youth social action in every school across their multi-academy trust;
- Pears Foundation are trialling approaches in primary schools in collaboration with the Church of England and others; as well as working alongside the Association of Colleges to test what works for whole-college approaches to youth social action;
- Global Action Plan is developing an online community for teachers to support their students to tackle environmental issues.

Careers & Enterprise Company embeds youth social action into careers guidance

The Careers & Enterprise Company (CEC) supports the #iwill campaign as part of its effort to normalise youth social action as an embedded element of careers education across the UK. Its research suggests that volunteering can have a significant impact on skill development. This includes personal development, employability skills and career readiness. Youth social action programmes often motivate young people to consider careers in industries that they may not have otherwise investigated.

CEC is match-funding a project with the #iwill Fund to empower schools and colleges to use youth social action as a key part of delivering good careers guidance. It involves an interactive toolkit for schools, colleges and employers to use, including resources to promote youth social action. It will also provide toolkit training to Enterprise Coordinators, Enterprise Advisers that make up our network and Careers Leaders in schools and wider partners.

CEC funds several additional providers who work in the youth social action space, including Volunteer It Yourself, Ahead Partnership, Envision, Diana Award and UR Potential, as well as strategic partners such as the National Citizen Service (NCS). These partnerships are crucially important in embedding youth social action in careers education.

CEC also understands that impactful careers education is established by listening to the voices of young people. That’s why it works closely with the British Youth Council, Youth Employment UK and #iwill Ambassadors to ensure young people are providing feedback about their own views and experiences.

Youth social action at the heart of Barrow-in-Furness schools

Many children in Barrow-in-Furness in Cumbria grow up in areas of multiple deprivation, characterised by low incomes, poor health and high levels of unemployment.

Against this backdrop, Caroline Vernon, the Headteacher of Victoria Academy primary school, is using the transformative power of youth social action to increase pupils’ employability skills, wellbeing, self-esteem and sense of purpose.

In 2011, she helped set up Furness Education & Skills Partnership (FESP), which brings together schools, colleges, local employers and agencies. Nearly 100 primary and secondary schools in Cumbria are now involved with FESP.

One of the most successful recent initiatives is the ‘Happy and Healthy Lifestyles’ project, which is a collaboration between the local NHS Clinical Commissioning Group, Victoria Academy and five other primary schools.

For this task, all students in Year 5 (aged 9-10) researched innovative ways to improve the diets of children and their families. The project then expanded to include more schools and to focus on exercise, in partnership with DW Fitness, Nuffield Health and Furness College Sports Centre.

Four years later, the project is still going strong, with young health ambassadors helping to create healthier and happier lifestyles for themselves, their families and their communities.

“We live in a society where our peers from the most disadvantaged backgrounds are ten times less likely to attend a top university – this needs to change! While it may sound obvious that young people should be involved in issues which directly affect us, to many it simply isn’t the case.”

— Adam Ramgoolie, 18, London
Spotlight: empowering young people in health and care

In 2018, to mark the 70th anniversary of the NHS, the #iwill campaign worked closely with NHS England and the NHS Youth Forum to promote the role of youth social action in the health and care sectors. The campaign emerged after Prof. Sir Bruce Keogh, then Chief Medical Director for NHS England, was inspired to make a commitment to HRH Prince of Wales at the 2017 #iwill campaign Advisory Council meeting, after hearing about progress at the Royal Free Hospital. The joint campaign led to 67 organisations pledging their support to take action.

The role of youth social action in supporting the future of the NHS has been further cemented in the NHS Long Term Plan. The plan pledges to grow the number of young volunteers and acknowledges that volunteering enables young people to develop skills and experience for work and education.

“We will encourage NHS organisations to give greater access for younger volunteers through programmes such as #iwill.”
— NHS Long Term Plan (2019)

In April 2019, health partners brought together through #iwill created the first ever NHS Youth Voice Summit, where 100 young volunteers met senior NHS leaders, including CEO Simon Stevens, to build on this commitment and help shape the delivery of the Long Term Plan.

However, as long as the majority of hospitals have a minimum volunteering age of 18, this will remain a serious barrier for young people who want to volunteer in the healthcare sector.

The leadership of Pears Foundation, with support from the Institute of Voluntary Action Research, has been critical in helping to address this. With support from the #iwill Fund, Pears Foundation has funded 30 hospital trusts to take up the challenge of showing the impact young people can make in hospital and primary care settings, with the potential to create over 2,250 new volunteering opportunities for people as young as ten.

10-25 year olds volunteer at Birmingham Women’s and Children’s Hospitals

As part of its #iwill pledge, Birmingham Women’s and Children’s Hospitals have set up new volunteering schemes for 10-16 and 16-25 year olds. For the 10-16 scheme, children from schools and youth groups volunteer together on projects where they learn about a specific area of healthcare, carry out off-site research and activities, educate peers or fundraise. In one case, children learned about organ donation so they could go back to their school and give a presentation to classmates.

In the Young Adult programme for 16-25 year olds, volunteers can work at Birmingham Women’s Hospital, Birmingham Children’s Hospital, or both. New volunteering opportunities are also planned for their partner mental health service for people aged 10-25, Forward Thinking Birmingham. Volunteers rotate through three different volunteer roles and are asked to consider including either a peer education / awareness-raising or fundraising component to their work with the hospitals.

“What can we do as young people to improve health equality? We can campaign for social and economic equality, join local youth councils and forums, train as young health champions and work with local authorities, NHS trusts and schools to create better services for all.”
— Rowan Munson, 20, Cambridge

When young people take action on issues that really matter to them, the results can be extraordinary.

The WASSUP project is a great example. This award-winning initiative was created and delivered by a group of 30 young women in Ipswich, Suffolk, in partnership with schools and community groups.

The women wanted to raise awareness among their peers and the wider community of domestic abuse, gang grooming and sexual violence. They started by providing peer-to-peer support and ended up lobbying Government for changes to social policy and practice.

The project was supported by Volunteering Matters, an organisation that promotes volunteering and has signed an #iwill pledge to support meaningful social action for young people.

Many of the women in the group had first-hand experience of the issues, which they drew on to create an interactive storytelling toolkit about a woman named Astra. In 2017, they delivered the toolkit to 600 schoolchildren across Suffolk, encouraging the children to identify moments when Astra could find pathways to safety.

The toolkit has been endorsed by Suffolk Safeguarding Board and WASSUP is now developing new concepts to engage boys with a toolkit about Astra’s brother.

WASSUP demonstrates the incredible power of youth social action in tackling health inequalities and influencing public health outcomes.
Spotlight: the support of employers

The role of employers and business is key to this agenda. Through social action, young people can learn key skills and networks to help them in the workplace. The great majority (87%) of young people who have taken part in meaningful social action think it will help them get a job in the future. However, this figure drops dramatically to 33% of young people who have never taken part.

Business engagement

A group of Business Pioneers helped shape this part of the campaign and also funded a third of the core operational costs of Step Up To Serve. They continue to play a central role in driving the campaign forward and progressing the youth social action agenda. The Business Pioneers have been particularly effective at influencing and supporting the education workstream by creating a combination of online educational resources, school engagement campaigns and apps.

Working with Team London, the capital’s volunteering programme, led to the Mayor’s Corporate Commitment, with 30 new businesses pledging to the campaign to ‘recognise the value of volunteering experience in the recruitment of young people’.

Other examples of business support include:

- O2 offers rounds of funding for 13-25 year olds to help bring their ideas to life, using tech for social good and encouraging innovation through their Think Big programme.
- Lloyds Banking Group has a ‘Lloyds Scholars’ social mobility programme, in which scholars are asked to commit to completing at least 100 hours’ skills-based volunteering in their local community each academic year.
- EDF Energy has a module on youth social action in its successful digital schools programme.
- PWC includes youth social action messages in its ‘Back to School’ campaign that visits around 200 schools.
- Heathrow is working to engage 3,000 local young people to take part in youth social action.

Recognising social action

The campaign’s ambition has been to build a recruitment culture which values youth social action. The guide, ‘Unlock new talent: how can you integrate social action in recruitment?’, produced jointly by the CIPD and Step Up To Serve, identified why employers should integrate social action into their recruitment processes and how this can be done.

Work readiness

Increasingly, employers are saying that young people are not prepared for the workplace. For the first time, the CBI has conducted research which shows that young people themselves also feel unready to start work. In its report due later in 2019, youth social action will be a key recommendation for all sectors of society to help more young people feel ready to start a happy and successful career.

In partnership with Generation Change, in 2016 Centrica British Gas funded Horizon, an online tool to map the landscape of youth social action programmes. The next phase of activity will involve ensuring all key UK youth social action providers are represented on the platform.

Apprenticeships

O2 has been hugely supportive of promoting good quality, employer-led apprenticeship schemes that embed youth social action, as they have the potential not only to equip young people with skills and networks but also to increase social mobility in the UK.

They are aiming to bring together leaders of business, Government and education to drive the quality and consistency of all apprenticeship schemes so that more apprentices can benefit from getting involved in social action as part of their career progression.
Spotlight: young people taking action in the environment

2018 saw the launch of the Government’s 25 Year Environment Plan, which included a clear commitment to growing environmental youth social action and involving young people in support of the #iwill campaign.

Not long after the publication of the plan, HRH The Prince of Wales convened young people, funders and environmental organisations at Clarence House. This stimulated a range of partnerships, including sowing the seeds that would manifest as the first Young People’s Forest launched by primary school children only months later. A whole host of partners, bringing a range of resources and skills to the table, have turned a big idea into a reality.

These partnerships have led to the development of #iwill4nature: a campaign developed by young people and the newly-formed #iwill Environment Steering Group to energise UK society about the power of environmental youth social action. Partners including Groundwork and Friends of the Earth have committed to recruiting young people to their trustee boards and placing young people at the heart of their work.

The launch of #iwill4nature in January 2019, hosted by ZSL London Zoo, saw the Secretary of State, the Rt Hon Michael Gove MP, commit to supporting #iwill4nature and the power of young people to lead change. At the event, HRH The Prince of Wales appeared in a video message highlighting the importance of challenging our partners to do more to create opportunities for young people to safeguard our natural world.

“I hope more and more young people take action, add their ripples, and that together they make waves big enough to bring the change our planet so desperately needs.”
— Zach Haynes, 14, Northallerton

The Canal & River Trust makes youth engagement a priority

As a waterways and wellbeing charity, the Canal & River Trust exists to care for and protect 2,000 miles of waterways, and to promote their use by the people who live around them. The Trust believes that life is better by water. As waterways run through some of the most diverse and deprived communities in England and Wales, there is enormous potential for them to contribute to personal, community and societal wellbeing.

Since launching in 2012, the Canal & River Trust has grown youth engagement from a single project to a national priority, requiring huge cultural change to become ‘youth fit’. It’s proud to be one of the original #iwill partners, making its first pledge in December 2013, shortly after the campaign was launched, and in 2017 the Trust introduced its first youth engagement framework, with social action as one of three key themes.

The Canal & River Trust aims to grow the scale and reach of its youth work to engage one million children and young people in a range of activities across all communities by 2025. It continues to develop its youth offer and has not only seen an increase in the number of young volunteers but also significant growth in the breadth of opportunities offered and the diversity of the young people who are engaged.

In 2017 the Trust developed an outcomes measurement framework and put in place robust evaluation systems to enable it to demonstrate the impact of its work. It is also committed to being ‘youth-led’ wherever possible. Since 2012, its Youth Engagement Advisory Group has been chaired by a young person. In March 2019, the Trust set up its first ever national youth panel to work alongside national and regional teams to develop and deliver its programme for the 2019 Year of Green Action / #iwill4nature.

Involvement with the #iwill campaign has been a catalyst for the Trust’s youth engagement work. #iwill has: helped the Trust to grow internal support for, and understanding of, youth social action; introduced it to new partners; and enabled it to reach new audiences across the youth sector. The Trust remains committed to growing its youth offer, continuing to build internal capacity, increasing the involvement of young people in its decision-making and measuring the impact of youth social action on individual, community and societal wellbeing.

Action for Conservation helps young people lead environmental change

Action for Conservation is a young environmental charity that uses pioneering approaches to inspire and empower thousands of young people from diverse backgrounds, aged 12-18, to take action for the natural world and become the next generation of environmental leaders. The charity’s WildED school workshop programme, which targets secondary schools in which an average of 49% of pupils are in receipt of pupil premium, helps students deliver local conservation projects that positively impact biodiversity, increase connection to nature and build soft skills.

Its Residential Conservation Camps give smaller groups transformational experiences in nature and work in more depth to build the youth environmental leaders of the future. 96% of camp participants feel that they have increased their knowledge of environmental issues and developed new skills to take action for the environment. Over 35% self identify as Black, Asian or Minority Ethnic.

In addition to appointing young people to its own Board of Trustees, through the charity’s one-year Ambassador Programme, young people are encouraged to lead change in their own communities and become powerful youth voices for nature nationally. Ambassadors have: presented to hundreds of people at events; started youth ranger groups; fed into Defra’s 2030 strategy; co-created a film on plastic pollution that opened the Klosters Forum on ocean pollution in Switzerland; and produced videos on plastic pollution and species loss viewed well over 500,000 times on social media. They are currently launching the UK’s first large-scale youth-led nature restoration project in partnership with farmers and conservationists in Wales.
Spotlight: investing in youth social action – the #iwill Fund

In the lead up to the last Spending Review, the #iwill campaign lobbied hard for the creation of an independent investment fund that would combine funding from Government and private sources. This would create a collaborative approach to growing youth social action opportunities across England.

With an initial commitment of £20m from the Government, this vision has become a reality that has great potential to build a sustainable future model. Though it shares a name and the same priorities as the broader #iwill campaign, the #iwill Fund is independent and is embedded within The National Lottery Community Fund.

In partnership with 23 Match Funders, the #iwill Fund has so far invested over £64m into creating sustainable, high-quality, inclusive youth social action opportunities across England.

#iwill Fund priorities match those of the #iwill campaign:

Young people shaping investment
The #iwill Fund is putting young people at the centre of its decision-making for funding. The Fund’s Leadership Board has three young people on it, who join representatives from The National Lottery Community Fund, DCMS and Step Up To Serve. Match Funders are also putting young people on their grant panels. For example:

- Youth Focus North East convenes a group of young people as an integral part of the decision-making panel for Virgin Money Foundation for their ‘Take Action Fund’. A programme will not be considered for funding by the Board if young people are not supportive.
- The Act for Change Fund (a partnership between the Paul Hamlyn Foundation and Esmée Fairbairn Foundation, matched by the #iwill Fund) has appointed two young people to its grant-making panel. The young panel members have activist backgrounds in campaigning and influencing.
- Young Manchester has employed two young people as project coordinators. They have researched and proposed a fully co-designed grants process as part of a wider programme to put young people at the heart of Young Manchester’s governance. This process will be implemented in future funding rounds and includes a grant panel consisting of young people.

Sharing learning
The scale of the partnership that has been created through the #iwill Fund offers an opportunity to increase understanding about how best to encourage more young people to take part in high-quality social action.

The #iwill Fund Learning Hub, led by Dartington Centre for Youth Impact and Renaisi as delivery partners, is working with Match Funders and delivery organisations from across the #iwill Fund to inform future investments and share learning and insights.

Spotlight: Backing youth

Last year saw the DCMS in England commit to helping Government departments meaningfully engage young people in the design and delivery of national policy in their Civil Society Strategy.

#iwill Ambassadors were actively involved in the consultation process for the strategy and will be involved in next steps in its delivery. The strategy also made a clear commitment to further the work of the #iwill campaign.

Since the Civil Society Strategy was published, the #iwill campaign has co-ordinated a group of youth sector organisations alongside young people to call on Government departments in England to come together to listen to, and invest in, young people through the Youth Charter. The group’s collective aspiration is for a nation that backs young people and a country where all young people are:

- Skilled and equipped to learn and earn
- Safe and confident in their future
- Experiencing positive health and wellbeing
- Active members of their communities and society
- Treated fairly and equally.

In April 2019, Downing Street and the DCMS announced their commitment to the creation of a Youth Charter. The #iwill campaign will now work with partners and Government departments to ensure this is a meaningful step forward - both in terms of policy commitments and in terms of investment in the forthcoming Spending Review.

“The Department for Digital, Culture, Media and Sport is ambitious to lead the way in enabling effective youth participation in national policy-making and to pioneer approaches which can be adopted across Government.”

— Civil Society Strategy (2018)

“The Government will explore options for building on the cross-sector partnership created by the #iwill campaign to identify how the existing offer for young people can be improved.”

— Civil Society Strategy (2018)
Spotlight: youth social action in the devolved nations

Scotland

Across Scotland, the impact of the 2018 ‘Year of Young People’ on youth social action has been profound, with the whole year co-designed in partnership with young people aged 8 to 26.

“Diverse organisations ranging from the Institute of Civil Engineers in Scotland to public bodies such as Events Scotland have reported positively on involving young people using co-design methodology,” says Louise Macdonald, CEO of Young Scot and co-chair of the #iwill Scottish Advisory Group.

“So many decision-making spaces have been opened up to young people – and we believe these are doors that can never be closed.”

Throughout the year, 24 inspirational Scottish #iwill Ambassadors helped raise awareness of youth social action. Razannah, aged 16, gave a speech at the Young Scot Awards in November 2018 and was co-host for First Minister’s Question Time (FMQT) Next Generation in 2019.

Tim Frew, CEO of YouthLink Scotland and co-chair of the #iwill Scottish Advisory Group, comments: “We hear that young people aren’t interested in politics. The loud answer from FMQT is that they’re passionate about many issues and ready to put politics. The loud answer from FMQT is that they’re passionate about many issues and ready to put

To enable a lasting legacy from the Year of Young People, The Robertson Trust, Pears Foundation, Scottish Government and Step Up To Serve are co-funding an #iwill Development Officer to drive forward the campaign in Scotland.

Most recently, young people’s input has been critical in shaping the new Volunteering for All21 framework for Scotland. Supported by Scottish Government, Young Scot and Project Scotland, the Youth Volunteering Innovation Project published recommendations on youth volunteering22 that shaped the new framework.

“When I was 11, a youth worker got me involved in a local youth council which led to me becoming a member of the Scottish and UK Youth Parliaments. Structured social action gave me a new direction in life.”

— Tom McEachan, 21, Edinburgh

Wales

The #byddaf / #iwill campaign in Wales has helped to provide a platform to celebrate and champion youth social action and volunteering across the country.

In 2018-19, with investment from Welsh Government, the funding available for the 19 Youth Led Grants panels was doubled, meaning even more youth led projects were funded.

WCVA, the lead #iwill campaign partner in Wales, has recently appointed its first trustee under 25 and is embracing the concept of youth social action and volunteering more generally will continue to thrive in Wales, well beyond the lifetime of the #iwill campaign.

“As youth, we must pave the way for future generations and try and make all environments feel safe for each individual regardless of their background.”

— Tahirah Ali, 17, Swansea

Northern Ireland

While ‘youth social action’ was not a new concept in Northern Ireland (NI), the #iwill campaign has helped to embed the term in the everyday language of those who involve young volunteers.

The campaign has supported voluntary, statutory, community and youth groups in encouraging more young people to get involved and make a difference. It has also provided crucial research and evidence to show the impact of young volunteers.

The Education Authority for Northern Ireland has embraced the concept of youth social action and is encouraging young people to make a positive change. Schools are helping young people to become socially active and celebrate their impact through #iwill week. Youth, community and voluntary groups are also adopting models of youth social action.

Volunteer Now, the NI partner of the #iwill campaign, has provided a platform for inspirational young #iwill Ambassadors to share their journeys at Millennium Volunteer Award Ceremonies, events and seminars.

In addition, Volunteer Now has developed training to embed good practice in social action, supported National Citizen Service partners and their young participants as they begin that journey, and become more involved in facilitating the process.

“It has been challenging juggling campaigning with schoolwork alongside having a chronic illness, but I am really proud to have launched my own social action campaign - ‘Live Loudly Donate Proudly’. I have had some incredible experiences through my campaigning and what I find most rewarding is people telling me I have influenced them to be a donor, or to speak out about their mental health or get involved in their own campaigning.”

— Lucia Mee, 2019, Ballycastle
Embracing the Power of Youth

We have come a long way since November 2013. Across the UK, organisations are focusing on working in partnership with young people to support them to make a positive difference to others and the environment. However, we know that there is still a long way to go.

With significant economic, social and environmental challenges to overcome both now and in the future, empowering young people to take action has never been more important.

What more can organisations do to embed youth social action into their culture and practice? Here’s how your organisation can fully embrace the POWER of young people to make a difference.

Prioritise youth social action
Build youth social action into your long-term organisational strategy so that it’s not an add-on but supports your organisational goals. Within that strategy, focus on:

• Providing sustainable, high-quality opportunities for young people when they take action
• Supporting under 14s and low-income young people to take part

Offer leadership opportunities
Give young people a seat at the table when decisions are being taken. These opportunities should be meaningful and well supported. Roles include:

• Recruiting young trustees
• Creating young advisor groups
• Young commissioners
• Ensuring young people are on grant-making panels

Work together
Work with other organisations, both within and outside of your sector, to share plans and data. Join up opportunities to support young people to go on a journey of youth social action from 10-20.

• Prioritise partnerships with schools - particularly primary schools - and colleges as they continue to be the best route to reach and engage young people to participate.

Evaluate and share impact
Prioritise capturing and sharing data and stories that illustrate:

• How young people have benefitted from taking part
• The positive impact of youth social action on your organisation

• The impact young people have made on a particular local or national issue
• The extent to which your efforts are reaching young people who don’t normally take part in social action

Recognise and celebrate young people
Show your commitment to the campaign by:

• Publicly sharing your #iwill pledge
• Showing your support for the campaign and youth social action through your website, reports, social media pages and other communication channels

• Giving awards to young people to recognise the impact they have had through their social action
• Providing platforms for young people to tell their story. Hand over your social media channels. Extend media opportunities.

Further investment
To ensure that progress continues over the next decade, Government should continue to invest in supporting youth social action. This includes:

• Making a clear commitment within the upcoming Spending Review to ensure there is funding to back up the recently announced Youth Charter.
• Working with The National Lottery Community Fund and other funders to ensure there is continued investment into youth social action.

Youth voice in policy formation
We welcome the new Youth Voice Projects launched by DCMS in partnership with the British Youth Council and a consortium of youth organisations. Government must ensure that the insights that emerge from these pilots lead to clear structures and processes in place to embed youth voice in all Government departments. This could include each Government department having capacity to work with young people to ensure their contributions to policy development and delivery are being fully harnessed.

What should the Government do?
The forthcoming Youth Charter presents an opportunity for Government to support more organisations to embrace the power of youth social action. It must avoid viewing youth social action simply as a ‘nice to have’. It is a ‘need to have’ - critical to tackling the problems of today and tomorrow. Regardless of which policy party is in charge, Government should ensure youth social action remains a long-term priority.

Supporting collaboration
With the closure of Step Up To Serve at the end of 2020, Government should encourage organisations to collaborate within and across sectors - and also take an active role in this collaboration. It should also prioritise stronger inter-departmental collaboration to support youth social action. Too often the work of one department in supporting youth social action is disconnected from others. We encourage departments to work alongside one another to create joined-up policy to empower young people to lead positive change.

Cross-party support at the launch of the campaign in November 2013
As with any campaign, there would be no impact and no progress to report without the contribution of a wide range of people and organisations. So a huge thank you goes to:

• The campaign’s patron, HRH The Prince of Wales, and the campaign’s Advisory Council, who have steered the campaign since the outset.

• The 1,000+ campaign partners, big and small, who are leading the way, listening to young people, opening up opportunities and removing barriers that prevent young people from playing their part. By pledging their support to the campaign they have created a powerful collective and are making a real impact.

• The 250 inspiring #iwill Ambassadors, whose stories and actions both within their communities and in support of the campaign show all of us the magic of working in partnership with young people.

• The campaign’s steering groups, who have been essential in driving the campaign forward. All of the individuals involved give a huge amount of their time as volunteers to prepare for, shape and lead these groups. Special mention also goes to the young co-chairs and young advisors, whose contributions to these groups have been invaluable.

• Researchers who have conducted pro bono research for the campaign using National Youth Social Action survey data and who have extended the insights through qualitative research.

• All the organisations that have either generously funded Step Up To Serve or provided pro bono support such as meeting and event space, secondees, communications support and much, much more.

• The Step Up To Serve Board of Trustees, both past and present, whose support, commitment and willingness to challenge have been invaluable.

• The staff team at Step Up To Serve, the time-limited charity that is co-ordinating the #iwill campaign. A small team passionate about the power of young people to create positive change in their communities and hungry to drive change. Thank you also to the amazing secondees and volunteers who have supported the team - too many to mention, but every one playing their part in the achievements of #iwill.

• Colleagues from partner organisations who so generously contributed to this report and provided case studies, content and advice.

• Most importantly, all of the young people across the country who are taking action to improve our society and our environment. The creativity, leadership and courage you display inspire us all.

As with any campaign, there would be no impact and no progress to report without the contribution of a wide range of people and organisations. So a huge thank you goes to:

10. Garnelo-Gomez & Money, (2018), Understanding the drivers of youth social action in economically challenged communities
15. The #iwill campaign Partner Survey was open from December 2018 to January 2019. It was completed by 140 partners.
19. The Business Pioneers Group was made up of Barclays, British Gas, Business In The Community (BITC), Chartered Institute of Personnel and Development (CIPD), Chime, EDF Energy, Heathrow, Linklaters, Lloyds Banking Group, National Grid, O2 Telefónica, PwC, Sky and the Confederation of British Industry (CBI).
20. Ibid
22. WCVA (2017), Two new trustee toolkits to help get young people on boards,
25. Sustain Wales, (2019) #iwill : Guide to Embedding Youth Social Action,
Find out more about the #iwill campaign

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