

November 2014 Pledge Report

The #iwill campaign



November 2013 - October 2014

The #iwill campaign

More than ever before, young people are ready to take an active part in improving their communities. By doing so they know they can help those around them at the same time as developing skills for life. The #iwill campaign vision is to make social action the norm among 10-20 year-olds, whatever their background.



We are asking you to help us spread the word about the benefits of youth social action and create more opportunities for young people to take part.

Step Up To Serve launched the #iwill campaign in November 2013 under the leadership of HRH The Prince of Wales and the three main political parties. It aims to make social action part of life for more young people across the country over the next 6 years. We describe this as 'young people taking practical action in the service of others to create positive change'. Examples include caring for someone in the community, providing peer support online, volunteering for a charity, campaigning or fundraising for a specific cause.

Ideally social action will:

1. Be youth-led
2. Be challenging
3. Have a positive social impact
4. Allow progression to other opportunities
5. Be embedded in a young person's life
6. Enable participants to reflect on the value of their activity.

**empowering more
young people to play
their part**

By taking part in social action, young people are able to strengthen their communities as well as develop their character and skills producing a double benefit. We want every young person to have the chance to fully participate and create a habit for life. Leaders from across society are supporting the #iwill campaign by:

- Spreading the word about the benefits of youth social action
- Embedding social action in the journey of 10 to 20 year-olds
- Creating fresh opportunities for high quality youth social action

Executive Summary

The full report shares the progress and successes of the first supporters of the #iwill campaign who made a pledge in November 2013 when the campaign launched. The success of the campaign is reliant on all of its supporters working collaboratively, towards the same goal.

We received responses from funders and the education, business, voluntary, faith, and public sectors. Full pledges for each organisation can be found on our website at www.iwill.org.uk/iwill-pledges/. The full report can also be found on our website <http://www.iwill.org.uk/> under 'Resources'.

Below are some of the overall top line results that came through from the reports submitted by each organisation about their pledges.

Topline stats*

63 organisations reported on progress Nov 2013-Oct 2014

41.3% of pledges have already been achieved this year

33.3% of organisations are engaging with young people across the whole of UK





220,000* adult volunteers have supported youth social action within the last 12 months







1.4m* young people have been directly engaged in youth social action in the last 12 months






Just over £20m* has been invested in youth social action opportunities in the last 12 months



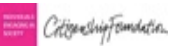

* Please note there may be some crossover and the numbers are approximations




Extract of successes from each organisation






Organisation	Key Successes
<p>Achievement for All</p> 	<p>1) Step Up To Serve's CEO spoke at our national conference attended by more than 900 teachers, local authority school improvement officers, charity professionals and colleagues from around the education world including the Minister for Children and Families, Edward Timpson MP</p> <p>2) We are also contributing actively to key concepts and participated in the Character and Youth Social Action consultation held in Windsor with the aim of furthering understanding of how character is developed when young people undertake practical action in the service of others. We also contributed to the NDTi inclusion project.</p>
<p>Association of Colleges</p> 	<p>1) Established close working relationship with NUS</p> <p>2) Launched survey of Further Education to benchmark current amount of youth social action by 16-19 year olds in colleges.</p>
<p>Bethnal Green Academy</p> 	<p>1) Listening Campaign: Tower Hamlets Citizens have been working with Bethnal Green Academy's School Council since 5th February 2014. The Student Council, along with Tower Hamlets Citizens, ran an onsite 'Listening Campaign' to explore the issues that may be affecting BGA students in the community. 437 students responded to the Student Council's Listening Campaign. This represents roughly 50% of the Academy engaging with a social action project.</p> <p>2) Food for Life Partnership Update: Bethnal Green Academy currently has two growing spaces, which are managed by our 'Farming Team'. 40 students have been involved with the project this academic year which has involved a whole host of different activities from planting seeds to compost management and finally the harvesting and sampling.</p> <p>3) Summer Jam: This year students helped to publicise a musical event that took place within our school grounds, students involved helped to design the tickets, posters and publicised the event to ensure a positive response from our local community. The students ensured that the money raised contributed to our 'Student Entitlement' fund to allow students from disadvantaged backgrounds to participate in music lessons, as part of the Arts Entitlement programme.</p> <p>4) Living Wage Week Fashion Show November 2014: Students are currently planning a fundraising event which is raising money for two charities nominated by our Student Voice Team – NSPCC and Age UK.</p> <p>5) At Bethnal Green Academy we have 15 subject Reps whose direct responsibility is to support the learning of other students within their specialised subject area. Other responsibilities include support at open evening events and working alongside other students from local primary schools to educate them on their subject of interest.</p>
<p>British Gas</p> 	<p>1) British Gas is developing the skills of its young employees through social action. 200 apprentices are currently completing their Duke of Edinburgh Gold Award, with just under half volunteering in their local community and more than 20% supporting other young people through mentoring and coaching.</p> <p>2) The British Gas leadership team has supported a new commitment to treble the number of volunteering days taken by its 28,000-strong workforce. A new programme to provide individual and team volunteering opportunities in youth social action will be rolled-out in 2015, helping each employee take-up their paid-for volunteering days every year. A number of successful volunteering pilots are underway across the business, including work with charity partner Shelter, volunteering in schools to deliver Energy Education as part of the curriculum, and a project in Glasgow that sees Scottish Gas employees mentor</p>




<p>British Gas</p> 	<p>young people from primary through to secondary school with literacy, numeracy and career skills.</p> <p>3) British Gas also recognises the value that social action brings to a young person's career. So much so recruitment processes have been updated to include a question about social action in the application and interview, and advocating social action in online recruitment campaigns.</p> <p>4) British Gas is investing in high quality training and work experience opportunities for young people not in education or training (NEETs). We have successfully piloted a number of programmes in 2014, including a partnership with the Prince's Trust, and will offer 450 young unemployed people training opportunities around our Customer Service centre site by the end of 2015.</p> <p>5) Through leading on a project to develop and maintain a new database, British Gas is helping the campaign understand the current availability of structured opportunities to get involved in youth social action across the country. British Gas has provided the experience of its people as well as funding to build the database, so that youth social action providers across sectors can make informed decisions on the allocation of further investment.</p>
<p>British Red Cross</p> 	<p>1) In 2014 we educated 8,672 young people to help their communities to be resilient to crises such as flooding and the stigmatisation of refugees.</p> <p>2) We explored the positive benefits of volunteering with over 877 people through our inspired action programme and consulted over 300 young people about their motivations and barriers to volunteering. Since October 2013 the organisation has recruited over 2000 volunteers aged 15 to 25 years old. There are currently 4,924 young Red Cross volunteers.</p> <p>3) Every year the Red Cross humanitarian citizen awards recognise the amazing things that young people do.</p> <p>4) Young people taking social action can be nominated for their volunteering, community service, fundraising and for responding to first aid emergencies. This year 144 young people have been nominated across the four categories. The Red Cross launched a 'hashtag' campaign for Inspired Action, asking people to complete the sentence 'I love volunteering because....'</p>
<p>British Youth Council/ UK Youth Parliament</p> 	<p>Two young people were jointly interviewed and appointed to the Step Up To Serve Trustee Board.</p>
<p>Burlington Danes Academy</p> 	<p>We've integrated our pledge into character development for all our students by educating the whole child.</p>
<p>Business in the Community</p> 	<p>1) Growing youth social action - the Opportunities for Business event held in Responsible Business Week, showcasing Step Up To Serve the business pioneers.</p> <p>2) Promoting Step Up To Serve to Business Connectors.</p> <p>3) Supporting CIPD research and case studies into the benefits of volunteering for young people through work.</p>
<p>Cabinet Office</p> 	<p>1) On top of the £11m initially pledged to by Cabinet Office to create more youth social action opportunities, through the Youth Social Action Fund and the Youth Social Action Journey Fund, we are also investing an extra £10m in the Uniformed Youth Social Action Fund.</p> <p>2) In addition to funding one third of the costs of the #iwill campaign, Cabinet Office also commissioned a survey and report from Ipsos MORI that has ascertained the current engagement of young people aged 10-20 in social action opportunities. This has provided the campaign with a 'baseline' figure to increase by 2020.</p> <p>3) As part of criteria for the youth social action programmes that Cabinet Office</p>

<p>Cabinet Office</p> 	<p>has funded, providers were asked to detail how their programmes would meet the six quality principles of the #iwill campaign. This, alongside our pledge to share the results of our evaluation work as they become available, demonstrates our commitment to help identify and deliver the evidence-based outcomes of youth social action.</p>
<p>Canal & River Trust</p> 	<p>1) Since making our pledge in December 2013, over 1800 young people have been involved in youth social action along the waterways (please note this figure may include repeat visits). We have recruited and supported 50 individual young volunteers in diverse roles across the Trust.</p> <p>2) We have also developed a number of operational and strategic partnerships with local, regional and national youth agencies and organisations. We now have regular, practical social action opportunities with over 30 youth organisations and 22 schools, colleges, universities and youth groups have adopted stretches of their local canals under our Community Canal Adoption scheme. In addition to this, over 33,000 primary school children have been engaged through our Explorers Education programme.</p> <p>3) We were involved in promoting the youth social action campaign at the Hay festival where the Trust's Head of Community Engagement, Caroline Killeavy chaired a panel discussion around young people, social action and the waterways. Charlotte Hill and Step Up To Serve Trustee, Chloe Donovan were on the panel.</p>
<p>Catch22</p> 	<p>1) Delivered NCS to 3,813 young people with a total of 88,005 hours of social action</p> <p>2) Scaled our work with care leavers doing social action to four new local authority areas, including partnerships with the local authorities and Nando's.</p> <p>3) Secured Google support of our social action app in order to develop the work skills of the most disadvantaged young people.</p>
<p>CBI</p> 	<p>1) As the CBI is not directly involved in youth social action programmes, our pledge focused on raising awareness of the campaign with members, as well as embedding a focus on the wider development of young people through our education campaign.</p> <p>2) We have continued to push this key message within our education campaign, highlighting youth social action as one of the ways in which young people can develop the skills, attitudes and behaviours that they need for success in life and work. As well as this, speaking with members about the campaign has generated a better level of awareness and interest within the business community.</p> <p>3) Employers are committed to supporting the holistic development of young people, and are interested to know more about the different ways that this can be achieved - both through the education system and outside of it.</p>
<p>CIPD</p> 	<p>1) Over the last 12 months the CIPD has contributed to the body of evidence in support of youth social action, with particular emphasis on the role of businesses and their employees in supporting youth social action.</p> <p>2) We have produced two research reports on the topic, 'Youth social action and transitions into work: what role for employers?' and 'Volunteering to learn: employee development through community action'. Both reports highlight the numerous benefits for employer engagement with youth social action and are full of practical guidance and best practice case studies, which have been promoted to the CIPD's membership base of 130,000. The research also attracted media coverage, particularly amongst the HR trade press, reaching upwards of 400,000 businesses.</p> <p>3) The CIPD hosted several events for HR professionals and other stakeholders on the topic of youth social action, one held in November 2013, April 2014 and September 2014, collectively attended by 100+ senior HR leaders. We also worked with UK Youth and Young Enterprise to host a joint event at both the Labour and Conservative Party Conferences on the topic of skills development.</p> <p>4) We met our commitment to help benchmark employer engagement with youth social action by including questions around employer support for youth</p>

	<p>social action in our Learning to Work annual survey at the end of 2013, and plan to build further on this data via our next survey. We have also integrated youth social action into a newly developed tool for employers on youth engagement - promoting the benefits of both supporting youth social action as well as recognising it during recruitment practices. This message was again emphasised in our 'Employers: learning to work with youth people' report, published in July 2014. We have also explored recruitment practices and how youth social action/volunteering can be integrated into job applications and interviews.</p>
	<p>1) We have trained students in 8 different schools across Birmingham reaching 136 young people who are building 5 CitySafe Zones to make their communities safer places for young people and shopkeepers. This is part of the Cabinet Office funding we received and have a week of local action later in November.</p> <p>2) We have developed a Youth Leadership Team as part of the Citizens UK General Election strategy. This team of 25 young people are training peers on voter registration and have engaged over 1,000 students on the importance of their participation in the democratic process.</p> <p>3) We continue to work in 75 schools that are in membership of Citizens UK across the country. Every school has a trained team of young people leading social action in their neighbourhood. One top example, is the 50 young people from Ark Academy in Brent who are leading a campaign to persuade Wembley Stadium and the FA to become a Living Wage Employer, which could lift hundreds of families out of working poverty.</p>
	<p>1) We are continuing to shape the school environment, promoting high quality teaching linked to opportunities for social action.</p> <p>2) We have pressed Ofsted to include citizenship-related outcomes in their guidance for SMSC and this is now well and truly in the new guidance which has a specific expectation that students will participate in their communities and take part in volunteering alongside understanding how they contribute to democratic communities. This guidance will push schools to consider both the actions they make available for students and also the outcomes of those actions. We will publicise this widely and support schools to both understand and implement the new actions in relation to learning-related social action</p> <p>3) We have led a campaign to deter the proposed simplification of the new GCSE citizenship by removing the active learning component that has previously seen 96,000 young people a year taking social action. We have currently got the DfE to discuss this in a round-table meeting.</p> <p>4) Further we have engaged over 50,000 young people in action for charities and community from their school setting in curriculum time. This has been in 415 secondary schools and 200 primary schools with just over 2,000 social action projects involving over 200,000 volunteer hours outside of school time.</p> <p>5) Our work in primary schools has been measured for its impact through the Cabinet Office funded randomised control trial in Kent and Birmingham.</p>
	<p>1) We successfully launched our programme in Birmingham, our first city outside of London, where we engaged over 60 young adults into the concept of long-term voluntary service. Across London and Birmingham, our 180 corps members volunteered 210,000 hours and supported 13,000 children.</p> <p>2) Focus list students receiving 1:1 support from corps members made improvements in their academic performance, attendance or behaviour. 90% of pupils reported that corps members "help with my learning" and to "have more fun" and 88% felt they'd been helped to "behave better". 98% of corps members believed they had also "improved student confidence in their abilities". As a result of strong impact results, we have achieved an 88% renewal rate from Headteachers continuing to purchase a City Year team year on year. Parents were overwhelmingly positive, with 98% pleased that City Year was in their school.</p> <p>3) We engaged more young adults than ever before in our programme this</p>


<p>City Year UK</p> 	<p>year. We saw a 500% increase in referrals, 85% retention rate of corps members, 100% of corps members reported improvements in core competencies, 88% of corps members secured a place in education, training or employment after graduating from City Year and 71% of all City Year alumni surveyed went on to do some form of further volunteering. In addition to delivering a high quality youth social action programme, we are an action tank, which has carried out significant work raising awareness of the importance and impact of youth social action to businesses, policymakers and educationalists.</p> <p>4) City Year UK published a unique set of essays, entitled Citizen Power, about the power of voluntary service to tackle the social challenges facing our communities, particularly youth unemployment and educational under-attainment.</p> <p>5) Over the last year we have hosted a parliamentary reception with Nick Hurd, then Minister of Civil Society, and Lisa Nandy, Shadow Charities Minister, and have developed relationships with a number of policymakers.</p> <p>6) City Year UK has communicated the campaign's messaging widely and secured articles, letters, television and radio features, all citing the importance of social action, in The Times, Huffington Post, the BBC News, and the Evening Standard.</p> <p>7) Over the last 12 months we have raised £3 million of voluntary donations, with over 40% coming from the private sector. Through our engagement with businesses, we have showcased and demonstrated the necessity for innovative social action programmes such as City Year and served as an ambassador for the sector and the campaign.</p>
<p>Community Service Volunteers</p> 	<p>We have a steady track record of engaging young people in volunteer work.</p>
<p>Diana Award</p> 	<p>1) We have held 6 Diana Award Inspire Days in Northern Ireland, Bristol, Newcastle and London with hundreds of young people receiving training in employability, skills development and character building. Some quotes:</p> <p>2) We have created six external volunteering opportunities for young people these include debates, events and youth voice sessions where young people to let their voices be heard on topics and issues that are affecting them. We have supported externally over 500 young people into volunteering as well as providing numerous opportunities to volunteer within the Diana Award.</p> <p>3) We have showcased young people's positive contributions in the media this year with over 600 press articles, including setting up a Young Reporters Group, made up of young people across the UK, who now regularly write articles for their local papers!</p> <p>4) We have recognised over 2,000 young people over the year for their commitment to their communities through the Diana Award scheme.</p> <p>5) We launched a 'Celebrate Young Heroes' Campaign in the North of England in June by inviting a host of celebrities to joins force with us to celebrate young heroes across the North of England who have had a monumental impact on the lives of others. This six-month campaign - to encourage nominations for the Diana Award - will culminate in a star-studded Award Ceremony at Leeds United Football Club in December 2014.</p> <p>6) We have recently produced a book celebrating the Diana Award 15th anniversary titled 'We changed our world for the better', which focuses on how young people have made an impact in their communities. We were delighted the TRHs Prince William and Prince Harry wrote the foreword for this book. We are part of Generation Change and have been involved in various aspects of supporting this campaign including evidence gathering for the Quality framework.</p>




<p>Department for Education</p>  <p>Department for Education</p>	<ol style="list-style-type: none"> 1) Helped the campaign convene a meeting of heads of academy chains with Ofsted and DfE representation in March 2014. 2) Joined a cross-sector consultation event led by the Jubilee Centre for Character & Virtues in September 2014. 3) Signalled the future availability of a £5m innovation fund to support character education – details of which will be announced in due course.
<p>Education Endowment Foundation</p> 	<ol style="list-style-type: none"> 1) EEF has funded 2 randomised controlled trials (RCTs) to test the impact of youth social action, together with the Cabinet Office, committing £1.5m. These are now underway: 140 schools (70 primary and 70 secondary) 2) Durham University has been funded as the independent evaluator to assess the impact on academic attainment in Year 6 and Year 9, and wider non-cognitive outcomes (e.g., empathy, teamwork, motivation). In order to evaluate these non-cognitive outcomes, Durham has been working with the Cabinet Office and Behavioural Insights Team to develop a short survey, which has now been delivered in the participating schools as a baseline measure. 3) We will have results on the secondary trial in autumn 2015, and on the primary trial in autumn 2016. There is also the option to follow up the pupils longitudinally to assess the impact on attainment as they progress through school.
<p>Envision</p> 	<ol style="list-style-type: none"> 1) Over the past 12 months Envision has recruited, trained and supported 716 corporate volunteers to directly support youth social action in schools. 2) We have learned how to enable our corporate volunteers to make a big impact in a short time through a process of managed innovation. 3) The Cabinet Office supported us to pilot a new programme, the Community-Apprentice, as part of their Youth Social Action Trials. This enabled us to enhance opportunities for corporate volunteers to add value to our programmes in 30 schools in Birmingham. 4) We developed appropriate training packages to ensure that our adult volunteers use a coaching approach to ensure that our projects remain youth-led. This training has been rolled out across three regions. 5) Through a process of experimentation and review, we have identified where corporate volunteers can have maximum impact. They are, for example, particularly helpful in supporting young people to reflect on their experiences and become more aware of the skills and qualities they have developed and how these are as relevant to the workplace as social action.
<p>Fixers</p> 	<ol style="list-style-type: none"> 1) The public voted for Fixers as Best UK Charity 2014 in the National Lottery Awards! 2) Fixers held the first National Good Gestures Day with the inspirational teenager Stephen Sutton! 3) Three Fixer campaigns went viral with worldwide interest in 2014!
<p>Future Foundations</p> 	<ol style="list-style-type: none"> 1) Ran our second Global Social Leaders programme with 46 students from 9 countries. We trained 100 young leaders from 80 schools across the UK and Ireland and challenged them to commit to a social action project 2) Our Legacy Careers Project has enabled 50 business volunteers to visit schools in East London to inspire them, and give insight into the world of work. 3) Involved our alumni as volunteers in our programmes <p>Our year in numbers:</p> <p>9 NCS Volunteers, 15 Legacy Careers Project Mentors, 34 McKinsey Leadership Mentors & Alumni, 3000 hours of social action project work, 41% of Future Foundation facilitators this year were volunteers</p> <ol style="list-style-type: none"> 4) We have also had global impact from our social action programmes with young people coming to the UK from Jordan, Australia, Canada, China and a number of other countries.








<p>Generation Change GENERATION CHANGE</p>	<ol style="list-style-type: none"> 1) Built a prototype digital youth social action map, which we are now developing jointly with Step Up To Serve with support from Centrica to capture a wider range of programmes. 2) Produced a quality guidance report with input from over 50 organisations to collect learning and best practice around applying the 6 quality principles. 3) Hosted a research roundtable on community outcomes to develop a strategy for creating principles for that part of the double benefit model. This has generated other projects in this area. 4) Hosted a funders' roundtable to capture barriers encountered by organisations investing in the field and to highlight ways in which they can support the campaign's quality principles. 5) Facilitated engagement, collaboration and consultation of the youth social action sector to inform Step Up To Serve's strategy produced this year.
<p>Girlguiding </p>	<ol style="list-style-type: none"> 1) We received funding to run a pilot programme to recruit & train NCS graduates and place them in guiding units to continue their volunteering. We have now run three small pilot programmes and are in the process of placing the young people. 2) Two of our programmes have won awards recognising youth leadership in social action. Our Peer Education programme won the 'Education outside the classroom' body confidence award, and 'Be the change' won the BYC youth on board award. 3) In September we launched our 'Girls Matter' campaign, championing the voice of girls in the run up to the election. We're supporting girls to engage with the democratic process & advocate for change for all girls in the UK & globally.
<p>JLGB </p>	<ol style="list-style-type: none"> 1) Since JLGB launched eVOLve, our young volunteering initiative in January 2014, JLGB have held several successful workshops and seminars across the country, designed specifically to help charities and organisations to work better with young volunteers. As a companion guide to all our training, workshops and bespoke support meetings, the eVOLve team have also designed a 'Youth Volunteering Toolkit for Charities and Organisations' which assists charities through the process of designing and creating their own youth friendly volunteering opportunities. 2) JLGB also held a Jewish Community Celebration Evening of the Duke of Edinburgh's Award in the presence of HRH The Earl of Wessex in recognition of the 3000 Jewish young people who took part in the Duke of Edinburgh's Award in the last five years. Over 800 VIP's, community guests, participants and their parents attended the event. 3) JLGB also secured the return of its double award winning Kosher and interfaith National Citizen Service for 2015. 4) In August 2014, JLGB were one of 14 national youth organisations to be awarded a significant government grant. Through the Cabinet Office and the Youth United Foundation, this grant will allow us to expand, repair, regenerate and create new JLGB youth provision locally, regionally and nationally to enable mainstream Jewish young people the chance to get involved in Social Action.
<p>Join In </p>	<ol style="list-style-type: none"> 1) This year we extended our commitment to youth participation by forming an online advisory group of our young volunteers (16-25) to advise on Join In on how and where our campaign can best/better relate to young people. 2) One of our young Local Leaders has attended a number of young people-focused social action and volunteering fairs to promote volunteering in sport through Join In, signing up over 100 young people to Join In's campaign. 3) We have monitored where our volunteer corps of 'Local Leaders' are working with young people as part of their roles. For example in Devon one London 2012 volunteer, now a Join In Local Leader, supported a local NCS programme by speaking about his volunteering experiences and inspiring NCS participants to do the same. One of these went on to volunteer with parkrun for the first time.






<p>Jubilee Centre for Character and Virtues</p> 	<p>1) Since November 2013, we have fulfilled part of our pledge by appointing a Research Associate who is based full-time at Step Up To Serve's offices. The Associate has been investigating the ways in which youth social action providers conceptualise and prioritise character development in young people by conducting a thorough analysis of the external communications of youth social action providers who have pledged to support Step Up To Serve, interviewing the CEOs of 23 of these organisations, and conducting two focus groups with young people in London and Birmingham on their understanding of character development through social action. The fieldwork for this project is now complete and we will be publishing a report of the findings in Spring 2015. We are also part of Step Up To Serve's DQA working group and have established our own sub-group on character, drawing on expertise from across the wider group. We have extended the Associate's contract until December 2017.</p> <p>2) Introduced a 'Youth Award' into our annual Jubilee Awards for Service, where we recognise outstanding service in the public sector. We created a separate nomination form for young people aged 10-20 who have taken social action, and received over 100 nominations. We awarded 3 young people aged 10-15 and 2 young people aged 16-20 with a Jubilee Award for Service at a celebratory afternoon tea at the House of Lords in July 2014.</p> <p>3) Hosted a two-day 'Character and youth social action' consultation at St George's House, Windsor, in September 2014 for 40 people from education, business, academia, the voluntary sector, as well as young people. This was branded as a joint collaboration between the Jubilee Centre and Step Up To Serve to discuss how character is developed through social action and to share some of the findings from the research our Associate has undertaken. Following the consultation we created a statement on Character and Youth Social Action, which is being published in November 2014 to coincide with the first anniversary of Step Up To Serve.</p> <p>4) Sponsored the #iwill ambassadors initiative by helping to select 50 young people to be #iwill ambassadors, creating a brochure of their social action stories to be published in time for the November anniversary, and hosting a celebratory lunch on a boat along the Thames for the ambassadors and their chaperones on 24 November prior to the O2 event.</p> <p>5) Based at Step Up To Serve, our Research Associate also supports the team by engaging with stakeholders, attending events and meetings, helping to promote the campaign, contributing to the strategy development, and writing articles for their newsletter and website.</p>
<p>King's College School, Wimbledon</p> 	<p>1) Community production of 'The Merton Mysteries' involving 8 maintained schools (including 2 special schools) and King's College School successfully launched and in rehearsal</p> <p>2) Open Doors Project (sports and arts scheme) for Years 4&5 at 3 primary schools in July 2014 run by 49 volunteers in Ys 11&12 from King's, Ricards Lodge High School & Coombe Boys' School</p> <p>3) More King's students in Years 10-13 volunteering to do social action in local schools, parks, libraries & with the elderly every Friday in term-time than ever before (359 students in 2014-15). Social action has become part of the DNA of King's College School, with over 350 students in Years 10 to 13 collaborating with members of their local community every Friday afternoon on an extensive range of projects which break down social barriers and make a measurable difference to people's lives. Visitors to the programme are welcome.</p>


<p>Linklaters</p> 	<p>1) We have recognised and rewarded exceptional social action by young people taking part in our Learn for Work programme in Hackney. On 23 October Linklaters presented Oniqa, an outstanding young person from our partner school, Clapton Girls' Academy, with a youth social action award. Oniqa was awarded this for her contributions to a local homeless charity and Hackney Youth Parliament amongst other things.</p> <p>2) In Spring 2014, we ran our first bespoke Apprenticeship CR Challenge, which engages our youngest recruits in social action, helping them to build a range of skills and their self-confidence in the process. This was highly successful with all members engaging in follow up volunteering.</p> <p>3) Last year, for the first time, Linklaters supported young people in our partner school, Clapton Girls' Academy, to be involved in social action through The Duke of Edinburgh's Awards (DofE). This sustainable investment has enabled the school to become fully licensed by The DofE, with a number of trained staff to enable the students to make the most of their experiences, including having an impact on their local community. Over 40 students completed the DofE Awards in CGA, and the school will be able to scale this up to involve more young people in social action going forward.</p> <p>4) We are currently scoping out providing legal support to Step Up To Serve on their employment policies.</p>
<p>Lloyds Banking Group</p> 	<p>1) Through our Lloyds Scholars programme we engaged 225 students in 2013/14 in valuable social action, ranging from fundraising to managing charitable projects and in some cases managing their own charities. Those Scholars completed almost 24,000 hours of community volunteering.</p> <p>2) Across the 2014/15 academic year we are confident Lloyds Scholars will deliver more than 33,000 hours of social action in communities throughout UK</p>
<p>London Youth</p> 	<p>1) Build-it winning four awards at this year's Corporate Engagement Awards, including "Best Community Involvement during a CSR programme 2014"</p> <p>2) Athan 31 successfully integrating NCS graduates into our social action model to offer longer-term involvement within positive community projects</p> <p>3) London Youth securing support from the Centre for Youth Impact to become an early adopter and help support our members on their learning journeys</p> <p>4) Volunteer It Yourself (VIY) being shortlisted as a finalist for the Best Charitable and Voluntary Project of 2014 at the National Lottery Awards</p> <p>5) Successful delivery of London Youth's first 'Forward Thinking' residential which brought together young people with disabilities from across our diverse network to help advise on the inclusive youth provision (including social action projects) that work for them - Continued promotions for the #iwill campaign within all of London Youth's social action comms activities</p> <p>- Sharing opportunities with our membership network of 400 community youth organisations</p>
<p>Media Trust</p> 	<p>We are collaborating with Kantar Media and TNS BMRB, the media analysts and social research strands of WPP, to deliver pro-bono research examining the media coverage and dialogue around youth social action. This research will use a combination of quantitative and qualitative methods including media monitoring, public attitudes survey, media interviews and case studies.</p>
<p>Mosaic</p>  <p>the power of positive thinking</p>	<p>1) We have successfully developed a new module in our secondary school mentoring programme on the benefits of and options for volunteering that has successfully been rolled in our resource packs. This is well on the way to being delivered in 62 schools, reaching 1240 students, and supported by 465 mentors in the academic year 2014/15.</p> <p>2) Primary School – our pioneering programme which is targeted at supporting girls and their mothers to be aware of their educational and future opportunities; in 2013/14 we worked in 50 schools with over 1000 participants and some 250 mentors.</p> <p>3) Secondary School – this mentoring programme is at the heart of Mosaic, having begun in 2007 to enable teenagers to develop confidence, self-efficacy and employability skills; in the last year it supported 825 young people in 52 schools across England.</p>





<p>Mosaic mosaic the power of positive thinking</p>	<p>4) Apax–Mosaic Enterprise Challenge – our national competition which enables school teams to learn about business and entrepreneurship saw some 5000 young people compete and St Bede’s Catholic Grammar School from Bradford rise to the top!</p> <p>5) Ex-Offenders – an intense 1:1 mentoring programme to support young offenders as they come to the end of their custodial sentence and return to the community, with the ultimate aim to avoid them re-offending.</p> <p>International Leadership Programme – a yearlong development programme for talented young leaders across the world, in 2013/14 some 80 delegates convened in the UK for a two-week Summit.</p> <p>6) Two huge achievements in 2013/14 were our receipt of the Prime Minister’s Big Society Award and our recognition in the Department of Education’s statutory guidance for careers guidance. We are thrilled to receive these accolades, which underline the credibility with which Mosaic is regarded within the education and community sectors.</p>
<p>Mulberry Schools</p> <p>Mulberry School for Girls</p>	<p>1) Student Council Gender Project in conjunction with the EW Group: Mulberry School Student Council are embarking on a research project on gender education in schools. The intended outcome is to create a set of guidelines for girls and boys working together in partnership, in order to share good practice with a network of schools.</p> <p>2) Women’s Education Conference: Students organised the Women’s Education conference – ‘Educating Twenty First Century Women: Passion, Possibilities and Power’ which took place at the Queen Elizabeth II Conference Centre in Westminster in October 2014. This was attended by 360 students from 30 schools across the UK</p> <p>The conference focused on the importance of an education tailored to the needs of twenty first century women.</p> <p>3) The Mulberry Pledge: The London Student Pledge was part of the London Challenge strategy. The aim is to encourage young people to take part in a wide range of different activities in and outside of the classroom. The authors of the pledge made a list of opportunities that schools should offer their students. It would then be up to the young people themselves to become involved. The pledge would become a record of their successes in each of these areas.</p> <p>4) Human Rights Ambassadors: Since the release of the film Justice in Action about the Bosnian Genocide, Mulberry has launched a Human Rights Ambassadors programme, through which the film’s message continues to be disseminated. Mulberry Human Rights Ambassadors travelled the Toronto International Film Festival where the film was shown. The film won the ‘Making a Difference Award’ at the film festival. The Human Rights Ambassadors continue to lead workshops in school and have recently joined as members of Liberty.</p>
<p>National Citizen Service (NCS)</p> 	<p>1) Over the last twelve months, around 58,000 young people have taken part – NCS has grown by 50% since 2013, and our graduate community has doubled to 120,000. Collectively, the NCS graduate community has given over three million hours of volunteering in their local communities, including one million hours this summer alone. In total, there have been around 8,000 social action projects across the country, covering a huge range of causes and issues that young people care about. Parents have also noticed the impact of this - independent evaluation from Ipsos Mori highlighted that 79% of parents say their child returned with a better understanding of their local community after doing NCS.</p> <p>2) In July, there was a cross-party announcement that a pilot of NCS would be rolled out in Wales for up to 225 young people, delivered by Engage for Life. The launch was attended by Jeff Cuthbert (Welsh Labour), Baroness Randerson (Liberal Democrats) and Alun Cairns (Conservatives). However, there was such strong demand that the pilot was expanded by 60% to 360 places. At last count, there had been 364 turn-ups – which is a hugely encouraging step to NCS’ journey to becoming a truly national programme.</p>







<p>National Citizen Service (NCS)</p> 	<p>3) The final success relates to the strength of our network – the organisations that work to deliver NCS at a regional and local level. Eight regional providers and a local network of around 220 voluntary and community organisations currently deliver NCS. We have completed a rigorous procurement process to select our regional partners for the next three years, to ensure that we have an excellent network in place with which we can rapidly grow the programme and ensure that NCS can continue to reach as many young people as possible across the country. We now have ten regional providers – including four organisations that previously delivered NCS at the local level. We have provided over 12,000 opportunities to our graduates for on-going social action, in partnership with a wide range of organisations (e.g. UK Youth, the Media Trust and Youth United). These opportunities include volunteering placements and access to funding support for social action projects.</p>
<p>National Grid nationalgrid</p>	<p>1) Great progress focusing our community programme on skills based volunteering and introducing new programmes that support youth social action: - 20 colleagues have been mentoring City Year corps members for nearly 12 months now, and we've just recruited our next cohort of 32 2) We have been encouraging younger colleagues to volunteer with a number of new programmes aimed specifically at graduates, trainees and Newnet. Projects include Macmillan fundraising, community action days and supporting the Sydni community centre in Leamington Spa: supporting Step Up To Serve team on developing manifesto approach and hosting round table</p>
<p>National Union of Students nus national union of students</p>	<p>1) Approach to the piece of work agreed between UUK and NUS 2) Student Hubs looking to join and help develop the pledge further</p>
<p>NCVO ncvo</p> 	<p>1) We have had really good input and support from the campaign steering group in finalising the guidance. 2) 30% of volunteers recruited to the Volunteering in Care Homes project have been young volunteers. 53 young volunteers have been active in 13 care homes across 4 regions The young volunteers have enjoyed their experiences of supporting older residents in social activities that have included making collages, watercolour painting, paper crafts, scrapbooking and playing games such as Dominoes, Snakes and Ladders, Ludo and Snap. One 17 year old volunteer reported, 'Before volunteering I was really shy and did not know how to talk to the residents or what I should say. After the first session I felt relieved as it was great and the residents really enjoyed the watercolour painting we were doing which made it so much easier to make conversation. It was a great experience and it has made me more confident'. 3) We have celebrated the young people's achievements in Oldham by presenting their roles as a case study for the Community Service Volunteers' Youth Volunteering Toolkit. We have been helping to promote the campaign through our volunteering newsletter, which goes out to approximately 3000 NCVO members and non-members with an interest in volunteering.</p>
<p>NHS England NHS England</p> 	<p>1) NHS Youth forum has become well established. This national network of young health champions participates in developing national health policy and deliver action on service improvement. The forum consists of 20 young people across the country linked with local youth networks. They use social media to connect with thousands more young people to engage them in health issues. The forum meets 3 times per year and hold national good practice sharing events. A number of important results have come from this work including:</p> <ul style="list-style-type: none"> • Young people are now specifically addressed in our national complaints processes • Young people's rights around their healthcare are communicated by young people directly to young people. • Young people have direct access to Board members and policy makers, to influence the development of policies from the outset.







<p>NHS England</p> 	<ul style="list-style-type: none"> • Young people are able to hold the Executive Board of NHS England to account NHS England is committed to ensuring young people are an integral part of the way we work, this includes design services with children for children, as well as ensuring that they are part of our commissioning and policy making processes.
<p>Ofsted</p> 	<p>1) Ofsted has provided Step Up To Serve with case studies and examples from its inspection reports and surveys of the positive impact that well-managed, meaningful social action has on children and young people. The examples noted how volunteering improved and developed pupil's self-esteem, growing their sense of personal and social responsibility, political awareness and employment skills.</p> <p>2) Ofsted's revised school inspection guidance highlights how a key judgement on pupils spiritual, moral, social and cultural development (SMSC) could incorporate their participation in community and social settings, including by volunteering, cooperating well with others and being able to resolve conflicts effectively. A published article by Ofsted for Step Up To Serve emphasises the importance of the learning, which young people accrue as a result of social action.</p>
<p>Nesta</p>  <p>Nesta</p> 	<p>1) I said that I would be working to make youth social action normal across the country. One concrete bit of progress is that Nesta is supporting City Year to open a new office in Manchester this year - a great step forward for expanding the Year of Service.</p> <p>2) On supporting City Year, we have now also confirmed grants and support for Task Squad (http://www.tasksquadhq.com/) and VIY (http://www.volunteerityourself.org/). Many of our other grantees provide volunteering opportunities for young people (but are not exclusively youth social action opportunities so it's hard to know where to draw the line for your purposes).</p>
<p>Pears Foundation</p> 	<p>1) New Funding - It was very important that our pledge represented new funding for the sector, and we are therefore delighted to have invested in 5 new organisational partnerships with the Scouts Association, Girlguiding UK, Student Hubs, First Give and Step Up To Serve.</p> <p>2) Maintaining Existing Partnerships - Although new funding for the sector was the aim of our pledge, we were adamant that would not result in a reduction of support for our existing partners. We are therefore very proud to have matched the funding invested in new partnerships to the level invested in our existing partnerships with organisations such as the Duke of Edinburgh Award, Future First, Citizenship Foundation and the Jewish Lads and Girls Brigade.</p> <p>3) Investing in Research - Alongside our delivery partners, we are proud to have invested in research with the Education Endowment Foundation and the National Development Team for Inclusion. We hope this research will provide the evidence-base required for the continued development of the sector, particularly in regards to inclusion.</p>
<p>Prince's Trust</p> 	<p>1) Increased exposure among our young people of the value of volunteering in their community.</p> <p>2) Increased emphasis across the organisation on evaluating volunteering.</p> <p>3) Volunteering counts as a positive outcome.</p>
<p>PwC</p> 	<p>1) Supported over 30 staff members in youth social action through our PwC Volunteering Awards and Matched Giving Programme, by awarding donations to their charities. In addition to this we annually recognise 4 outstanding volunteers through our excellence award process, making a further donation to their chosen charities. This year, we recognised a Scout leader for his commitment and support for his Explorer Group, which he had led for 7 years.</p> <p>2) In November 2013, we launched our report on 'Pioneering Social Change', which recognised the successful partnership between the Social of Social Entrepreneurs and PwC. One of the key speakers at this event was a young social entrepreneur who had launched his own social enterprise London Mobile Studios. We were able to leverage a number of young social entrepreneurs through our publication, and provide a platform and coverage for young</p>


<p>PwC</p> 	<p>entrepreneurs to the Business Leads and organisations that attended the event from across the UK.</p> <p>3) PwC recruits more than 1,300 graduates and school leavers each year, and is offering more than 100 apprenticeships to people with high potential in 2014-15. In the past year, for the first time, volunteering and youth social action have received recognition in PwC's recruitment strategy. Volunteering is recognised as a part of one of PwC's key competencies 'Coach and develop yourself and others', and now plays a key role in the recruitment process. Hosted launch of the publication 'Scouting for Skills' bringing together organisations, including Step Up To Serve, to discuss the findings and benefits of youth social action.</p> <p>4) We have also supported the CIPD launch and the #iwill Business Champions events to showcase the benefits of volunteering and learning, and encourage other businesses to support volunteering. In addition we have hosted the Step Up To Serve Business Group dinner at Brigade.</p>
<p>Rotary International in GB & Ireland</p> 	<p>We succeeded in bringing lots of young people together and empowering them to change their communities through positive action. Interact and Rotakids clubs are springing up in busy cities and quiet rural areas, offering participants support with their activities whilst having a great time making friends. Rotary clubs continually work with adults and young people each and every day to improve lives. It could be through partnerships with the scouts, it could be a food bank. Every project needs people to help and this is where Rotary excels, we create ideas and help people achieve their goals.</p>
<p>Sir John Thursby Community College, Burnley</p> 	<p>1) We have successfully given many more opportunities for students to take part in The Duke of Edinburgh scheme.</p> <p>2) We have also had young people involved in a project to help local people understand the need for new, affordable housing in their community.</p> <p>3) We have trained many older students to help younger pupils to improve their reading and their money management skills including pupils in our local primary schools.</p> <p>4) English School Champions for Micro Tyco. Our team raised the most money for microloans in Africa out of all schools in England and then travelled up to Edinburgh to be the inspirational speakers at the launch of this year's competition. The fundraising success is all the more remarkable when you consider that officially 50% of our students qualify for the Pupil Premium and the real figure is likely to be higher.</p> <p>5) We have offered lots more opportunities for young people to give of their time and skills locally, nationally and globally. Students have been able to help their peers, older people and younger people in a huge range of opportunities because we now routinely say yes we'll help.</p> <p>6) We have provided our school facilities for training and community events such as Duke of Edinburgh training, Saturday school and Polish school.</p>
<p>Student Hubs</p> 	<p>1) We have increased the number of students in our Hub social action network to over 30,000 from 24,000 in the academic year 2013-14.</p> <p>2) 86% of students who participate in our community projects feel closer to their communities as a result of their volunteering.</p> <p>3) One-third of the students we work with have not engaged with volunteering or social action before university. We believe that these individuals are the 'unusual suspects' who might not have got involved without our support. We have recently published a report on the historical and contemporary research and analysis into the student social action sector, accompanying a new century-spanning study by Dr. Georgina Brewis. In this we review the importance of implementing the 'double benefit' model, and demonstrate how our work reflects Step Up To Serve's six quality principles. The full report can be found here: http://issuu.com/studenthubs/docs/sh_svasaituk</p>
<p>Teach First</p> 	<p>1) In April 2014, we approached Step Up To Serve organisations to take up opportunities to engage and collaborate with the Teach First community. This included an invitation to run sessions at this year's Summer Institute Impact Conference Days and have a stall at the SI Exhibition (both taking place on July 30/31), thus providing these organisations with access to ~3000 members</p>

<p>Teach First TeachFirst</p>	<p>of the Teach First participants, ambassadors, university tutors and employees. As a result of these invitations:</p> <ul style="list-style-type: none"> o Step Up To Serve ran two sessions on the second day of the Impact Conference o The National Citizens Service, Team London and vInspired each had a stall at the SI exhibition o The Citizenship Foundation and Team London have also sought to take part in Spotlight events <p>2) In order to support undergraduates to engage in youth social action (and thus develop the competencies we are looking for), GR have developed a Vision Engagement Directory, outlining opportunities to engage in volunteering work. The directory had a soft launch in April 2014 (Graduate Recruitment Officers use it on campus) and work is currently underway to incorporate it into the recruitment website.</p> <p>3) Currently we have supported the development of eight active university student societies. An additional two societies are likely to be confirmed for September 2014. This is an increase from 3 in the previous year (1 society and 2 access schemes). We are also developing handbooks and promotional materials for the societies to use when they re-launch for the start of the next academic year.</p> <p>4) Supporting the Data and Quality Assurance working group to develop thinking on how youth social action can support the growth of key character traits that support success in education (e.g. self-efficacy)</p> <p>5) We have promoted the Step Up To Serve campaign through our community website to our community of participants, incoming participants, ambassadors and employees.</p> <p>6) Teach First currently have 9 university societies These are being run with the Schools Into Schools team at Leeds and an academic research group at Bristol. The additional 7 societies are based in Warwick, Manchester, Glasgow, Lancaster, UEA, SOAS and Brunel and there is growing interest from other universities. The societies are led by student execs, which vary between 3 – 8 students. Approx number of members is 250.</p>
<p>Team London</p> 	<p>1) Reach: The programme has seen phenomenal success in the first year and as a result has already surpassed the 2014 target, to date over 500 schools are engaged in the programme, over 80,000 young people have been reached through inspirational assemblies, workshops and youth summits and 25,000 of those have gone on to actively volunteer.</p> <p>2) Impact on communities; These young volunteers have helped to contribute over 70,000 hours to their local communities and raised over £60,000 for local causes in a variety of organisations. Projects have varied from 'sleep outs' raising awareness of homelessness, to support for local food-banks, to anti-bullying clubs, to visiting the local old people's home.</p> <p>3) Impact on behaviour and learning: The programme has also seen very positive impacts on behaviour and learning, feedback from teachers has reported that: 98% believed it had a positive impact on student behaviour, 96% agreed the programme has increased students' confidence; 95% agreed pupils were more enthusiastic about learning; and, 94% of teachers said that their students are more positive about their long term future after school, in some cases students who did not consider going to university are now looking into this as an option. The expansion of Team London Young Ambassadors programme has been made possible by the support of Unilever and the Spirit of 2012.</p> <p>4) There are currently 43 Borough Ambassadors supporting the Team London Young Ambassadors programme with an upcoming recruitment and training session scheduled with an aim to increase this to 60 Borough Ambassadors. In addition we are excited that through our partnership with Unilever, we will be engaging employee volunteers in the programme from the 2015/16 academic year onwards.</p> <p>5) Team London has also been working this year in partnership with The</p>

<p>Team London</p> 	<p>Challenge to launch the HeadStart London programme. 300 individuals have started the programme with 6000 hours volunteering already completed, and 100 successful in gaining jobs to date.</p> <p>6) We have partnered with City Gateway and Inspire to deliver a volunteering into work programme for young unemployed Londoners who are aged 16-24. This offers them the opportunity to build their skills through volunteering at London's major sporting and cultural events, and uses this as a launch pad to get into work, training or education. City Gateway and Inspire support the young people with training and mentoring on their journey. To date 111 young people have volunteered through this programme.</p> <p>7) Finally, Team London has played an active role during London Student Volunteer Fortnight 2014 supporting the London Student Volunteer Network to design and deliver the fortnight and promote volunteering as a route to work to their students.</p>
<p>Telefonica UK (O2)</p> 	<p>1) Continued to invest in our Think Big Youth programme, funding around 1,500 youth social action projects in 2014 (meaning we have now funded over 6000 social action projects across the UK).</p> <p>2) We continue to fund around 50% of these projects through our network of over 85 youth partners, helping us reach more disadvantaged young people across the country.</p> <p>3) Through additional Social Action Journey Funding from the Cabinet Office, we have been able to reach an additional 1600 young people – introducing them to social action and supporting them to develop the self-confidence to put their ideas into action. This programme retains a strong focus on working with disadvantaged or hard to reach groups.</p> <p>4) Our youth engagement platform, GoThinkBig.co.uk has also provided a key channel to promote social action as a key way to build confidence, skills and employability. Examples of editorial articles include:</p> <ul style="list-style-type: none"> - https://gothinkbig.co.uk/features/why-should-you-volunteer-new-social-action-project-launches - https://gothinkbig.co.uk/features/employers-should-value-volunteering-as-much-as-work-experience <p>5) In 2014, we supported 21 young people to turn their social action projects into fledgling social ventures, in partnership with UnLtd</p> <p>6) On 24th November 2014, Telefonica UK will host an annual celebration of the Step Up To Serve campaign at IndigO2, London. Ronan Dunne, CEO of Telefonica UK is a Trustee of the campaign</p> <p>7) Supporting overall governance and development of the campaign through Campaign Steering Group, Communications Working Group and Data & Quality Group</p> <p>8) Filming support for the campaign team (via Cem Yildiz)</p> <p>9) Co-leading a Digital Social Action working group (with YouthNet) to explore how digital social action can be embedded within the fabric of the Step Up To Serve campaign</p>
<p>The Church of England</p> 	<p>1) High-level sign-off on including the pledge in our strategic aims</p> <p>2) Positive partnerships created with a number of external organisations</p> <p>3) Excellent existing practice share around our network</p>
<p>The Duke of Edinburgh's Award</p> 	<p>1) The benefits of the DofE continue to be felt by more and more young people each year. Last year, 240,796 young people aged 14 to 24 started their DofE programme, up by 10% on the previous year. In addition to this, 108,288 DofE Awards were achieved last year, which is an increase of 9%. This kind of growth is only possible by expanding the Charity's reach and supporting young people in more places. There are now 12,735 DofE centres, which is a year on year increase of 8.5%. The Charity has around 50,000 DofE Leaders and volunteers now supporting young people in their programmes. The DofE</p>

<p>The Duke of Edinburgh's Award</p> 	<p>Charity hosts a page on its website about Step Up To Serve - that provides information on the campaign and how the DofE Charity has pledged to support it.</p> <p>2) In line with our pledge to grown the availability of the DofE, we issued a PR campaign during Volunteers' Week in June that highlighted the social impact of young and adult DofE volunteers in their communities. The objectives were to raise awareness of the DofE and its community impact in order to support the growth of delivery partners within each Country and Region, as well as celebrate the good work of our young volunteers. We received widespread regional coverage across the UK.</p> <p>3) Charlotte Hill was invited to be a speaker at the DofE's Staff Conference in September, where she informed all staff about the campaign, its progress and how it fits in with the DofE's work. This proved to be a really positive and informative session, enabling our staff to spread the word to their networks.</p> <p>4) During November 2014, we will be highlighting the fantastic voluntary work that DofE participants provide to their local communities for the Volunteering section of their DofE programme. As part of this, we will be issuing ten regional press releases, as well as a national press release, all of which will reference Step Up To Serve and its year anniversary.</p> <p>5) We have and will continue to provide support to the campaign on social media.</p>
<p>The Scout Association</p> 	<p>1) Appointment of Community Leaders - We have formed a group of young people to lead our social action activity nationally.</p> <p>2) Partnerships agreed with six national organisations with the expertise to make change on four specific social issues, delivering initiatives, resources and training to empower our 550,000 Members to take collective action.</p> <p>3) Five local pilots recruited - we are developing tools and resources to address whatever issues our young people are passionate about locally.</p> <p>4) Employed a Social Action Executive as a dedicated resource for this work</p> <p>5) Carried out research into social action with over 3,000 12-15 years olds, 140 MP's, 400 local councillors and Welsh AM's.</p>
<p>UK Community Foundations</p> 	<p>1) We were able to pilot helping community-based organisations that create opportunities for young people to help others in three regions: Devon, Berkshire and Wales.</p> <p>2) We surveyed attitudes to social action as pledged.</p> <p>3) We developed a proposal that will allow companies to invest in creating youth led social action through community foundations.</p>
<p>UpRising</p> 	<p>1) Launched into Luton, Liverpool, and Stoke-on-Trent</p> <p>2) Launched a range of new social action programmes - including one-day festivals, and alumni near-peer programmes.</p>
<p>vInspired</p> 	<p>1) 4,075 vInspired Awards issued in 2014 to date</p> <p>2) Growing number of vInspired Awards 'champions' operating within the network who are actively promoting the awards across their organisation and to wider networks such as University of Chichester Student Union, Blackburn Citizen Advice Bureau, Runshaw College and Global Action Plan.</p> <p>3) Organisations engaging large networks of volunteers who have signed up as providers in 2014 include Leeds Trinity University and University of Gloucestershire Student Union, Kenwood House (English Trust), Marine Society for Sea Cadets and Birmingham Museums Trust.</p> <p>4) Introduction of vInspired Star Awards Provider initiative to highlight organisations that are actively promoting and validating the vInspired Awards, featured on vinspired.com (blog) every three months.</p> <p>5) Support via membership of the Schools and Impact Measurement groups</p>
<p>Volunteer Police cadets</p> 	<p>1) We now have almost all police areas in the UK starting VPC units.</p> <p>2) Recommendation 5 of the recent All Party Parliamentary Group report into police and young people states: The National Police Lead for Police Cadets should encourage police forces to work with the National Volunteer Police Cadets to extend the reach of the VPC programme to a greater number of</p>

<p>Volunteer Police cadets</p> 	<p>children and young people, including through the junior programme for 10-13 years old which is currently under development. In addition, police forces should align with the National Volunteer Police Cadet framework when operating VPC programmes for 13-18 and 10-13 year olds to promote consistency in practice.</p> <p>http://www.ncb.org.uk/media/1164355/appgc_children_and_police_report_-_final.pdf</p> <p>3) We have received funds from the Uniformed Youth Social Action Fund to support a small central coordination team until March 2016. We have encouraged Police forces to recognise the importance of youth social action through the VPC programme and other local social action initiatives.</p>
<p>Wates Group</p> 	<p>1) We have undertaken a number of interview and careers fairs. We promoted through these activities the value of volunteering & engagement in social action to the young people</p> <p>2) Promoted Step Up To Serve at industry events & forums e.g. UK Contractors Group</p> <p>3) Exploring opportunities through our charitable partnership with Princes Trust to promote Step Up To Serve and Get into Construction programmes</p> <p>4) Building Futures. Incorporated messages around Step Up To Serve in our in house pre employment programme. We supported the initial campaign as a founder sponsor providing £45k of funding over 3 years.</p>
<p>Wellington College</p> 	<p>1) 50 students from 8 countries and from 5 continents came to Wellington, hosted by our incoming Y13, prefects for 2 weeks on our Global Social Leaders programme, in partnership with Future Foundations, where they learnt the skills and dispositions needed to carry out successful service projects in their own countries: http://www.globalsocialleaders.co.uk/ The participants have been working on their own service projects in their own countries since the end of the programme</p> <p>2) Year 12s not involved in Cadets are working on Service Learning projects.</p> <p>3) All Year 11s, not involved in cadets, are learning about their service projects with a view to leading them from January.</p>
<p>Whole Education</p> 	<p>1) Our third pledge is to trial ways to recognise the wider skills and qualities young people are developing (e.g. through Digital Badges), and we have brokered relationships between digital badge provider Makewaves and several schools in the North East.</p> <p>2) To promote youth social action and therefore increase the quality of engagement with it in our network, young people in our network have agreed to write a blog during Pledge Week, which we will publish on our website and Tweet to our 15,000 followers.</p> <p>3) We have secured high profile delegates to speak about the importance of youth social action at our Annual Conference (which attracts 400 delegates), which Dame Julia is chairing, including Andy Daly, the Head at Swavesey Village College where NCS and their Pledges scheme has had a big impact on student attitudes, and Mike Grenier of Eton College, who uses NCS and collaboration with local state schools to support youth social action. We are looking forward to Tweeting and blogging during Pledge Week to encourage more young people to engage with Youth Social Action!</p>
<p>Youth United</p> 	<p>1) Over achieved in the Supporting Inclusion Programme 11,874 places against a programme target of 10,800.</p> <p>Successfully recruited 71 schools for a schools unit project</p> <p>2) Secured funding to deliver 34,000 places by March 2014.</p>
<p>YouthNet</p> 	<p>1) We have increased the number of volunteers we engage from 250 to 300 over the year and still have targets to increase this further</p> <p>2) We have started a scoping project for the new initiative, which will be a user generated content platform, and are currently recruiting a group of 20 young people to be consultants and co-creators, to ensure the project and its opportunities are right for young people. The co-creation process will start in January 2014 and run for 3 months.</p> <p>3) We have started work on the infrastructure that will support the new</p>

<p>YouthNet</p> 	<p>initiative. We have developed our training platform and increased our e-learning bank to ensure all young people who are involved in social action opportunities have the opportunity to develop their knowledge and skills. YouthNet have been steering a Digital Social Action group alongside vinspired, Brightside and Catch22 and through this have fed into Step Up To Serve's work. We have also been working with Generation Change as part of their work on quality of opportunities to ensure digital is represented.</p> <p>4) We have submitted a case study and have put one of our digital volunteers forward to take part in the Google Hangout anniversary event in November.</p> <p>5) We attended the Step Up To Serve and Jubilee Centre event on character and youth social action in October.</p>
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Appendix 1

Questions asked in the report

1. Name of organisation
2. Contact Email Address
3. Has your pledge been achieved?
4. Regarding question 3, do you have any supporting comments you wish to add?
5. What key successes have you had over the last year relating to your pledge? (400 words max)
6. Have you directly engaged young people in youth social action over the past 12 months?
7. Approximately, how many young people in total have you engaged with over the past 12 months?
8. What age groups have you engaged with?
9. What geographical region/s do you reach?
10. If you work with adult volunteers in supporting youth social action, approximately how many have you engaged with in the past 12 months?
11. If you directly funded youth social action opportunities, how much did you invest?
12. Any other comments?