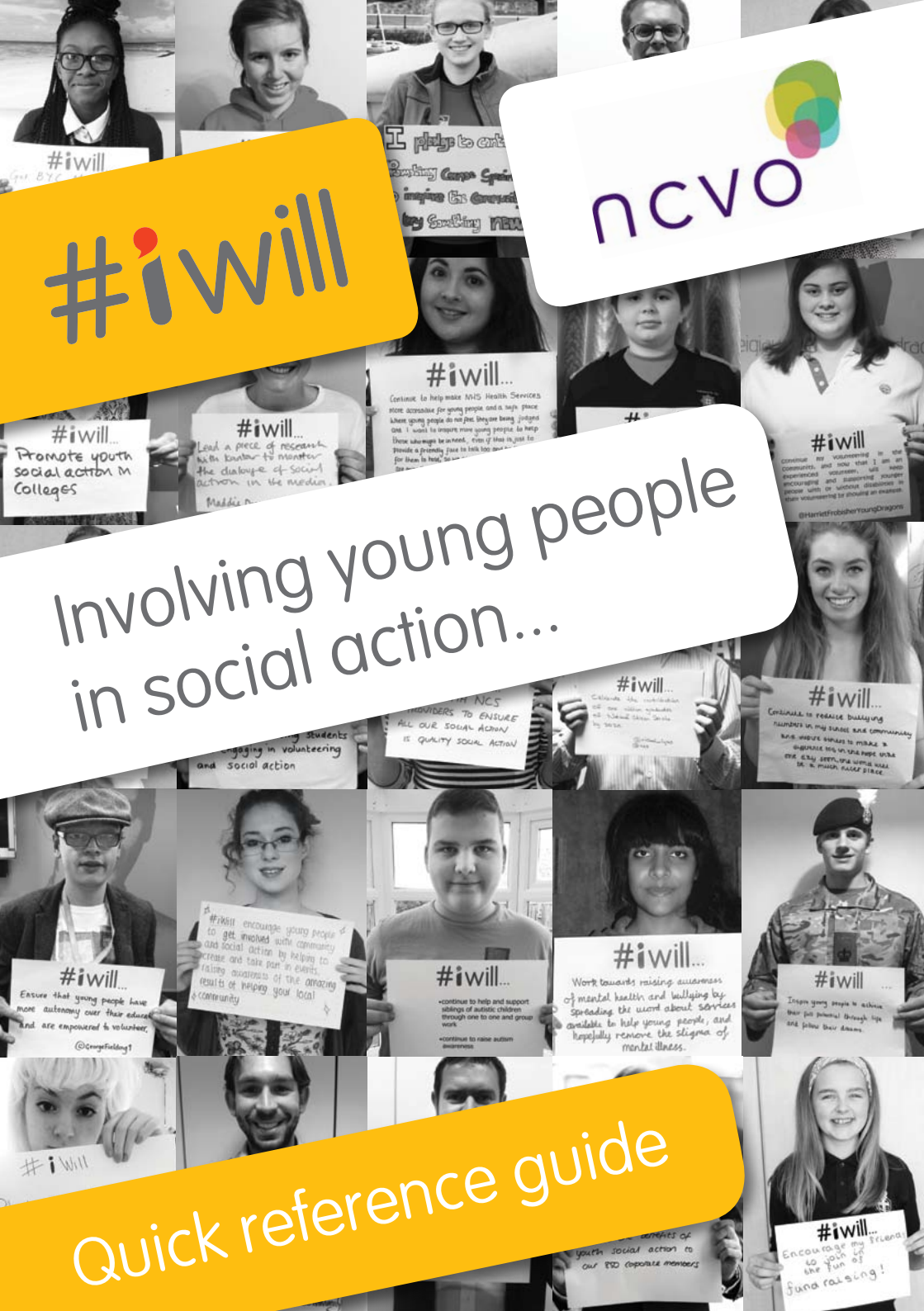


#iwill



Involving young people in social action...

Quick reference guide



Our goal

#iwill was launched in November 2013 thanks to the leadership of HRH The Prince of Wales.

The #iwill campaign vision is to make social action the norm among 10-20 year-olds, whatever their background. Social action builds important skills and attitudes to be successful in today's workplace. It improves education outcomes. It also benefits society by building safer communities, increasing civic participation, community resilience and wellbeing, creating a 'double benefit' for both the individual and wider society.

This guide aims to help you quickly and easily find the good practice and practical information to involve young people in social action.

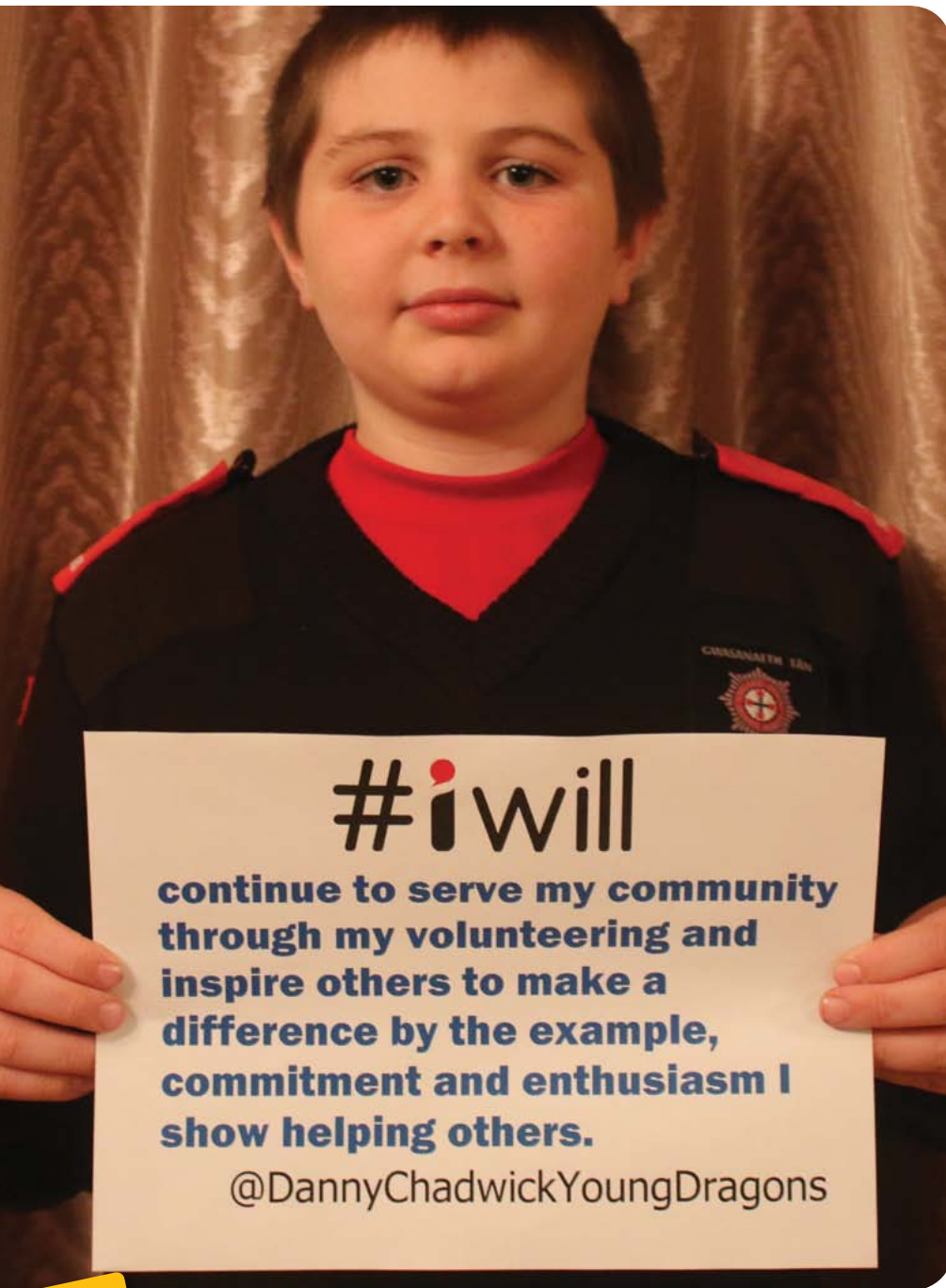
It includes references to existing guidance and resources as well as new support developed as part of pledges made to the campaign.

This guide was written by the National Council of Voluntary Organisations (NCVO) as one of the pledges they made to support the campaign with input from the Campaign Steering Group.



Quick reference

- 01 What's in a name?
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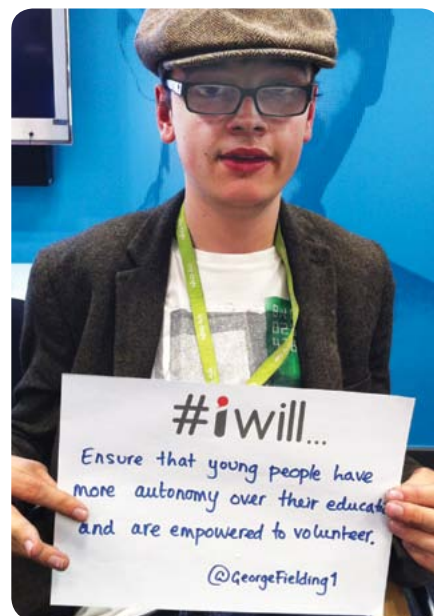


What's in a name?

Youth Social Action is...

defined as young people taking practical action in the service of others to create positive change.

Good, meaningful social action is of double benefit to the young people themselves and the community. Whether it's volunteering for a charity, caring for someone in their community, providing peer support online or fundraising for a specific cause, we want all young people to see the difference they can make. Social action might happen through a structured programme, or might be self generated by young people themselves



Volunteering is...

one aspect of youth social action and includes any activity that involves spending time, unpaid, doing something that aims to benefit the environment or someone (individuals or groups) other than, or in addition to, close relatives. Central to this definition is the fact that volunteering must be a choice freely made by each individual.



What does great youth social action look like?

The campaign has consulted on an agreed a set of principles for quality youth social action that it should be:

Challenging

Stretching and ambitious as well as enjoyable and enabling

Youth-led

Led, owned and shaped by young people's needs, ideas and decision making

Socially Impactful

Have a clear intended benefit to a community, cause or social problem

Progressive

Sustained, and providing links to other activities and opportunities

Embedded

Accessible to all, and well integrated to existing pathways to become a habit for life

Reflective

Recognising contributions as well as valuing critical reflection and learning

Research has also demonstrated that young people want to see the difference they are making. So you should make sure that you think about how you might measure the impact of the contribution of young people to your work and to communicate that to them.

The Six Principles



Creating meaningful opportunities

Quick tips

Take the lead from young people and involve them in developing your opportunities. Ask them how they might like to get involved.

Take time to understand what motivates young people and how this might motivate them to be involved in your work or project.

Get feedback from young people about their experience to help develop and improve your approach.

Think about adapting existing opportunities to make it easier for young people to get involved.

Offer short-term opportunities and taster sessions so young people can test them out. This might be good for young people who are new to volunteering. Some may also prefer to start off with a group rather than on their own. Consider whether you could offer Micro-volunteering or use technology to help people volunteer remotely. Having a range of roles can help you appeal to a broader range of people.

Keep it interesting! People may want to change roles and try something new. Think about the pathways to do this and how you can support young people to navigate them. This could include helping them to move onto an opportunity with another organisation if it helps to keep them engaged.

Where to go for information

KnowHow NonProfit and **NCVO** provide practical guidance on recruiting volunteers including creating roles.

NCVO has produced a practical guide on Micro-volunteering

www.knowhownonprofit.org
www.ncvo.org.uk

NUS has information on developing volunteering

www.nus.org.uk

Attracting young people to your project, group or organisation

Quick tips

Creating meaningful opportunities is one of the first steps you can take to attracting young people. Considering developing new ones tailored to what skills young people have to offer could also engage more young people.

Making links with the schools and colleges in your area can be a good way to get young people involved in your project. More practical tips on that here.

Use social media to raise awareness of opportunities you have available and to engage with young people to find out how they might like to work with you.

Work with other groups that work with young people to help connect with a wider audience.

Ask young people to be ambassadors or champions. Those already involved in your project will be able to talk to their peers about their experience.

Contact your local Volunteer Centre who will be able to help you to advertise roles locally. Some may be able to provide you with support to think through your approach. Find your local Volunteer Centre.

Where to go for information

KnowHow NonProfit and **NCVO** provide practical guidance on recruiting volunteers including creating roles as well as guides on 'How to get started with social media' and 'how to develop a social media strategy for your organisation'

www.knowhownonprofit.org
www.ncvo.org.uk

Working with schools, colleges and universities

Quick tips

Speak to staff leading on developing volunteering opportunities for students.

Look for opportunities to speak to students about opportunities e.g. at information events, assemblies or certain lessons.

Even if discussions don't lead to a partnership it can be beneficial for helping to establish a good on-going relationship and raise the profile of what you do with young people.

Decide early on what roles and responsibilities you and partners will have in supporting the young people to get involved if you decide to work together. From how recruitment will work and who will provide on-going support. For example;

- will the school or college work with students to get application forms completed or will you need to allocate time to do this?
- does the school or college already have permission for them to volunteer?
- does the school or college have any specific requirements or expectations for the social action roles their students undertake?
- are there any students who may need extra support?

If it is a formal project then you may want to draw up a simple memorandum of understanding or some operational guidelines with partners you are working with.

Where to go for information

Generation Change is a partnership of 19 specialist youth social action organisations across the UK

www.generationchange.org.uk

In January 2014, Pearson published a report on **Making Education Work**, which sets out a series of recommendations for improving 16-18 education in England; **Schools with Soul** is a report from the RSA in March 2014 examining a new approach to Spiritual, Moral, Social and Cultural education (SMSC). The CBI's influential **First Steps** report from November 2012 looks at key issues facing the UK's schools and the approaches that will help to address them.

www.pearson.co.uk

The National Union of Students (NUS) is a confederation of hundreds of students unions across the country. In 2014 a report called **The Student Volunteering Landscape** was commissioned by the **National Coordinating Centre for Public Engagement (NCCPE)**, written by the **Institute for Volunteering Research (IVR)** and funded by **vinspired**, looking at motivations and barriers to student volunteering.

www.publicengagement.ac.uk/sites/default/files/publication/bursting_the_bubble_summary_report.pdf

www.nus.org.uk
www.ivr.org.uk
www.publicengagement.ac.uk
www.vinspired.com
www.studentvolunteeringnetwork.org

Health and Safety

Quick tips

As with other volunteers, young volunteers will also fall under your duty of care while they are volunteering. It is therefore essential that they are aware of all the relevant policies and procedures and that you take adequate steps to ensure they are safe.

You need to provide:

- A safe place of work
- A safe system of working
- Adequate supervision
- Adequate induction, training and information to give volunteers sufficient skills and knowledge to carry out their work safely

You should also think about what roles are appropriate for young people. What might be appropriate for a mature adult may not be for a young person. For example some volunteering roles may place an emotional strain on volunteers. Carrying out a risk assessment may help you to think this through. You should do this for all voluntary roles and review it regularly.

Health and safety does not need to be a barrier to engaging younger volunteers as long as you ensure you are informed about what practical steps you need to take.

Where to go for information

The Health and Safety Executive provides guidance for organisations and individuals on all aspects of health and safety. This includes practical guidance on how to complete risk assessments. They have a specific area of their website for voluntary organisations who run relatively low risk activities.

www.hse.gov.uk

NCVO has practical guidance on health and safety and volunteers

www.ncvo.org.uk

The Cabinet Office 'Can do guide' for voluntary events covers steps to take to manage risk and keep participants safe

www.gov.uk/government/organisations/cabinet-office

Local authorities are responsible for enforcing some aspects of health and safety legislation and so can be a good source of information on some specific topics such as food hygiene and building regulations.

Child protection and safeguarding

Quick tips

Child protection should be everyone's responsibility. The need for good practice when involving young people under 18 is essential. The main responsibility for your young volunteers (18 or under) is your duty of care to do everything reasonable to protect them from harm while they are volunteering.

You will need to take steps to minimise the possibility of abuse occurring under your roof, and have policies to deal with abuse that you suspect is occurring, or that a young person discloses to you.

A Child Protection Policy Statement made readily available to all staff and volunteers is a good start to creating a safeguarding culture.

Codes of Conduct should outline good practice for anyone working with young people. Staff and volunteers must agree to boundaries within which a safe professional relationship can occur.

For volunteers under 16 to be involved you should seek written permission from their parent or guardian and ensure they are aware of what role(s) they will be undertaking. If you are working with pupils from a school they may already have permission from parents to undertake volunteering so you should check that the school has a record of this and decide whether it will be you or the school that ensures parents are aware of the role they are undertaking and how they will be supported.

For some roles volunteers may be required to undertake DBS checks. The minimum age at which someone can apply for a DBS check is 16. There are specific guidelines on the requirements around DBS checks for volunteers and staff supervising young people. It is not the case that all staff and volunteers working with young people need to be checked. See the information below for more detailed guidance on this.

The 2004 Protection of Children Act made local authorities responsible for ensuring and overseeing

the effective delivery of services for children, working closely with others. Your local council may be able to provide you with more information including where to source training. The LGA works with local authorities, including lead members for children's services, to deliver better outcomes for children and young people.

Where to go for information

'**Keeping it safe**' is a comprehensive guide and tool from NCVS on safeguarding standards that provides practical advice.

www.ncvys.org.uk

The **Disclosure and Barring Service** provides information for organisations and applicants on DBS checks.

www.gov.uk/disclosure-barring-service-check/overview

NCVO has guidance on **DBS** and **safeguarding** for organisations working with volunteers

www.ncvo.org.uk

The Department of Education provides additional guidance on the scope of regulated activity in relation to children. This includes what is classed as supervised and unsupervised activity.

www.gov.uk/government/organisations/departments-for-education

The Safe Network provides safeguarding information for activities involving children. It is jointly managed by the **NSPCC** and **Children England**.

The **NSPCC** provides help and advice on a range of issues concerning children, including information what to do if you are worried about a child.

www.safenetwork.org.uk
www.nspcc.org.uk
www.childrenengland.org.uk

Insurance

Quick tips

If you involve volunteers, including young volunteers, you should ensure you have an insurance policy that covers them.

Ensure that your policy mentions volunteers explicitly as they may not be covered automatically. You should also check that your policy covers young people as some have a minimum age of 16 or 18.

As well as ensuring you have appropriate insurance in place it is also important to ensure you have taken appropriate steps to ensure a young person's safety and promote their well-being. This includes, for example:

- having relevant safeguarding policies and procedures in place, eg child protection, confidentiality/whistleblowing;
- having the right level of appropriately trained and safe / suitable adult staff or volunteers to work with young people and ensuring that both they and the young people themselves are adequately supervised;
- undertaking a full risk assessment, identifying potential hazards, dangers and vulnerabilities linked to particular volunteering roles and activities for young people and taking action to avoid or mitigate these.

Insurers would look to see that you have these in place before agreeing to cover you.

Where to go for information

The Association of British Insurers has produced a guide to insurance products for individuals and organisations. They also have a dedicated area of their website on **voluntary organisations and insurance**.

www.abi.org.uk

The Cabinet Office produced guidance that covers insurance for voluntary events

www.gov.uk/government/organisations/cabinet-office

Measuring impact

Quick tips

Research has demonstrated that young people want to see the difference they are making through social action or volunteering.

Measuring impact is important to help motivate your volunteers and supporters. It can also help you to demonstrate the effectiveness of your project to other key stakeholders such as potential funders. When planning and designing your project you should think through how you might measure impact.

You should think about:

- What you can measure to show that you have reached your aims and objectives
- How will you measure impact
- Communicating your impact to young people and your other volunteers or supporters about what they have helped you achieve. You could share reports, provide information in newsletters or share on social media.

You may collect data that helps you to demonstrate your impact or you may focus on more qualitative evidence from case studies or feedback.

As well as measuring the impact on the community or the particular area you are working on it is also important to find out what the impact has been for young people involved. For example; has it helped them to develop skills, meet new people or improve their confidence or perhaps access training or employment? Or simply, has it met their individual expectations as what people want to get from volunteering and social action will vary from person to person.

Where to go for information

NCVO provides practical support for organisations on impact

Tools such as the **Volunteering Impact Assessment Toolkit** and the **Volunteer Investment and Value Audit** can help you explore the impact of volunteering on a variety of different groups and measure the economic value of volunteering.

www.ncvo.org.uk

KnowHow NonProfit has how to guides on **How to develop case studies, How to communicate your impact, How to develop mission statements that have impact, How to map and analyse the needs of your local area, How to present research findings.**

Inspiring Impact aims to improve impact measurement in the not for profit sector and has produced a range of resources.

Funding Central provides guidance on how organisations can make a case for support.

www.knowhownonprofit.org

Practical support

NCVO provides a range of practical support and guidance on good practice and volunteer management

Investing in Volunteers (IIV) is a UK wide quality standard for good practice in volunteer management.

KnowHow NonProfit, also run by NCVO, includes information, case studies and how to guides written by organisations on recruiting and managing volunteers.

The **National Council for Voluntary Youth Services (NCVYS)** is a diverse and growing network of over 290 national organisations and regional and local networks that work with and for young people. The work they do helps organisations build their capacity to deliver quality youth work.

Volunteer Centres are local organisations that provide support to volunteers and the organisations that involve them. **Find your nearest Volunteer Centre - www.ncvo.org.uk/ncvo-volunteering/find-a-volunteer-centre**

Do-it is the national database of volunteering opportunities. You can search more than 1 million volunteering opportunities by interest, activity or location and apply online.

IVO have an online group for volunteer managers. This includes discussion and comment on relevant topics and is a good place to go for updates on news and events.

Association of Volunteer Managers is an independent membership body that aims to support, represent and champion people in volunteer management in England regardless of field, discipline or sector. It has been set up by and for people who manage volunteers.

The **National Association of Voluntary Service Managers (NAVSM)** is a membership organisation that exists to support and develop best practice in volunteer management in the NHS, to enhance the experience of patients, carers, the public and staff.

UK Voluntary Programme Managers (UKVPMs) is an online group where you can post on topics related to volunteering and volunteer management.

Volunteer Management Movement is run by volunteer managers and use social media to encourage volunteer managers to connect, learn & share.

Where to find useful data, evidence and research

NDTi worked with the #iwill Campaign and **Pears Foundation** to review and learn from approaches that enable all young people to fully participate in youth social action.

The Institute for Volunteering Research (IVR) Evidence Bank brings together research on volunteering, including research about volunteering and younger people. They also specialise in measuring impact and evaluating volunteering programmes and provide information and tools on this.

The Community Life Survey provides statistics to help give a national picture of volunteering.

The **NCVO almanac** brings together data on the voluntary sector, including volunteering.

Useful reports

Demos has produced a series of reports looking at Youth Civic Service

Scouting for Skills
Service Nation
The State of the Service Nation
Service Generation
Introducing Generation Citizen

The Institute of Education Literature Review The impact of non-cognitive skills on outcomes for young people

Useful websites

www.ncvo.org.uk
www.nus.org.uk
www.knowhownonprofit.org
www.hse.gov.uk
www.gov.uk/government/organisations/cabinet-office
www.generationchange.org.uk
www.pearson.co.uk
www.abi.org.uk
www.ncvys.org.uk
www.gov.uk/disclosure-barring-service-check/overview
www.gov.uk/government/organisations/department-for-education
www.safenetwork.org.uk
www.nspcc.org.uk
www.childrenengland.org.uk
www.investinginvolunteers.org.uk
www.ncvo.org.uk/ncvo-volunteering/find-a-volunteer-centre
www.do-it.org.uk
www.ivo.org
www.ivr.org.uk
www.volunteermanagers.org.uk
www.navsm.org
www.vmmovement.org.uk
www.inspiringimpact.org
www.fundingcentral.org.uk
www.ivr.org.uk
www.publicengagement.ac.uk
www.vinspired.com
www.studentvolunteeringnetwork.org



#iwill...

Work towards raising awareness of mental health and bullying by spreading the word about services available to help young people, and hopefully remove the stigma of mental illness.



#iwill...
get B7C Members
to Support the
Campaign!!

#iwill...
Encourage young people to participate in
the Duke of Edinburgh Award Scheme and
Support them to achieve this Award.

I pledge to continue
Spreading Core Spirit
to inspire the community
to try something new

#iwill...
SUPPORT USA TO
GET MUCH BIGGER!

#iwill...
STEP UP TO SERVE
& HELP YOUNG PEOPLE
ACROSS THE UK
TO DO IT

public...
ies ha...
to re...
ons...
dy w...
ed t...

#iwill...
Continue to help make NHS Health Services
more accessible for young people and a high priority
where young people do not just live they are being...
done. I want to inspire more young people to be...
those who might be in need, none of them is just for
provide a priority place to look too and be there for them
for them to help. So we can support all of these who
are going through difficult changes in life.

#iwill...
...Chadwick Young Dragons

#iwill...
...Hartnell Fitcher Young Dragons

#iwill...
...Hartnell Fitcher Young Dragons



#iwill...
MENTOR 14-16 YEAR
OLDS AT MY LOCAL
MEDIA YOUTH ACADEMY

#iwill...
work on a...
the n...
bar...
from...
and...

#iwill...
...Chadwick Young Dragons

#iwill...
...Hartnell Fitcher Young Dragons

#iwill...
...Hartnell Fitcher Young Dragons

www.iwill.org.uk
www.ncvo.org.uk

#iwill...
Ensure that young people have
more autonomy over their education
and are empowered to volunteer,
@GeorgeFielding1

#iwill...
to get involved in community
and social action by helping to
create and take part in events,
raising awareness of the amazing
results of helping your local
community

#iwill...
-continue to help and support
siblings of autistic children
through one to one and group
work
-continue to raise autism
awareness

#iwill...
Work towards raising awareness
of mental health and bullying by
spreading the word about services
available to help young people, and
hopefully remove the stigma of
mental illness.

#iwill...
Inspire young people to achieve
their full potential through life
and follow their dreams

#iwill...
Pledge to help change the
negative stereotypes of young people
often are put under, to allow
young people to volunteer in their
communities

#iwill...
Volunteer to mentor
young people through
PwC in the Community

#iwill...
ENABLE THE MEASUREMENT
OF SUCCESS THROUGH DATA
FOR STEP UP TO SERVE

#iwill...
Promote the benefits of
youth social action to
our 800 corporate members

#iwill...
Encourage
to join
the fun
Gina r...