

Quest 2016 – Gplus 23

Engaging with Young People 12-19 Years

Guidance Notes

Issue 2 – July 2016



Outcomes

- To provide inclusive, high quality and accessible opportunities for all young people to participate in sport and physical activity and meet the CMO guidelines of at least 60 minutes and up to several hours every day.
- To reduce the levels of young people who are inactive by making sport and physical activity fun and accessible to them.
- To address inequality in a pro-active way, through effective interventions that widen access for: disabled young people; girls and young women; those from low socio-economic backgrounds; and those who are not in employment, education or training (NEETs).
- To work collaboratively with other service providers to expand and enhance the offer, align services and build pathways into employment and higher standards of performance in sport.
- To involve young people in the planning, delivery and leadership of activities.
- To provide evidence of the long-term impact on young people in terms of their: health; community integration; personal development; employability and sporting achievements.

Suggested Guidance

Physical Activity Guidelines for Children and Young People 5-18 years

- All children and young people should engage in moderate to vigorous intensity physical activity for at least 60 minutes and up to several hours every day.
- Vigorous intensity activities, including those that strengthen muscle and bone, should be incorporated at least three days a week.
- All children and young people should minimise the amount of time spent being sedentary (sitting) for extended periods.
Individual physical and mental capabilities should be considered when interpreting the guidelines.

For more about the UK physical activity guidelines: <http://www.bhfactive.org.uk/youngpeopleguidelines/index.html>

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Key links

- Change for life campaign and resources: <http://www.nhs.uk/change4life/Pages/change-for-life.aspx>
- DCMS Sporting Futures Strategy: https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/486622/Sporting_Future_ACCESSIBLE.pdf
- EFDS: overview <http://www.efds.co.uk/> - Be informed; be inclusive; be active. Inclusive Fitness and Inclusive Mark.
- EFDS: Together we will campaign encourages disabled people to be more active and aims to support you to become healthier, stronger and have fun being active <http://www.efds.co.uk/together>
- Safeguarding advice from the Child Protection in Sport Unit: <https://thecpsu.org.uk/>
- Sport England: Strategy Towards an Active Nation <https://www.sportengland.org/media/10629/sport-england-towards-an-active-nation.pdf>
- Sport England’s Youth Insight pack: <https://www.sportengland.org/media/10113/youth-insight-pack.pdf>
- Sport England’s Youth Persona’s <https://www.sportengland.org/research/encouraging-take-up/key-influences/sport-and-age/youth-personas/>
- Sport England’s Use our school advisory resources: <https://www.sportengland.org/facilities-planning/use-our-school/>
- StreetGames - knowledge and insight studies, case studies and guidance: <http://www.streetgames.org/knowledge-and-insight>

Behavioural Change Model



People can move back and forth through these stages

PLAN

Are priorities and objectives identified to increase participation amongst young people and to engage those who are inactive?

EXAMPLES OF BEST PRACTICE

- The service is aligned to local needs and opportunities. There is a purpose and vision/goal to raise participation and reduce inactivity and pathways are built
- Various groups are working together to increase activity and performance levels
- There are strong links between school curriculum and extra curriculum, and community sport and physical activities
- The service is aligned to the five main outcomes of the government agenda. A clear link is created between corporate objectives and national regional and local agendas. Use is made of other facilities

- There are specific measurable objective targets within the business plan to raise activity levels, address inequalities and widen access to sport. Young people are identified and engaged, including those who are not in employment, education or training
- There is awareness of local participation data; inactivity levels and needs assessments and this is used
- The wider workforce and all relevant people and groups are equipped with the knowledge, skills and resources to reach out to new participants
- Links are developed with non-sporting partners to enable new initiatives to take place and are effective to reach, engage and retain new participants
- Budgets and resources are identified to deliver and sustain interventions in both the short and long term

SUGGESTED GUIDANCE

- Is the service aligned to local needs and opportunities of young people? Is there a very clear purpose and vision/goal to raise levels of participation and reduce levels of inactivity for young people in the local community and to build pathways between: primary and secondary schools; from school to community and clubs settings and into higher levels of performance
- Are various groups (for example schools, community organisations, facility managers, clubs, local Further Education colleges and universities; professional clubs and local arms of NGBs,) working together to increase activity and performance levels amongst young people in their areas; and is drop out from sport reducing and the power of sport for health and social good optimising
- Are there strong links between school curriculum and extra-curriculum, and community sport and physical activities to engage young people
- Is the service aligned to the latest Government agenda around five main outcomes of: physical wellbeing; mental wellbeing; individual development; social and community development and economic development with specific priorities for young people who are inactive and from low participation groups. Does the service created a clear link between corporate objectives and national, regional and local agendas across the “place”. Is use made of local community facilities and outdoor space for sport and active recreation
- Are specific measurable objectives targets set out within the business plan to raise activity levels, address inequalities and widen access to sport. Are inactive young people being identified and engaged. Are there opportunities for young people who are not in employment, education and training (NEET)
- Is the organisation aware of local participation data; inactivity levels and needs assessments. Is this fully incorporated into business planning; the development of partnerships/collaborations, the planning of interventions and the deployment of resources.
- Is the wider workforce, coaches, volunteers as well as local clubs/facilities/community organisations and staff being equipped with the knowledge, skills and resources to reach out to new participants.
- Are links being developed with new non-sporting partners to support and enable new initiatives for young people to take place, and are effective partnerships used to reach, engage and retain new participants for the longer term
- Are budgets and resources identified to deliver and sustain interventions in both the short and long term to achieve sustainable behaviour change

DO

Are high quality opportunities provided, and is widening access into sport and physical activity proactively provided for young people?

EXAMPLES OF BEST PRACTICE

- Insight studies, market research and demographic trends are used to shape the delivery of initiatives
- There are programmes in place locally to reach and engage with target groups
- Activities are taken to young people in their own area

- Concessionary prices are positively promoted, and activities are value for money. Rewards, membership and loyalty schemes are used
- The wider workforce is fully engaged, friendly, skilled and motivated to provide a welcome and personal service? Robust safeguarding measures are in place and used

SUGGESTED GUIDANCE

- Is the organisation using the findings of insight studies, market research and relevant demographic trends to shape the delivery of participation initiatives that have been carefully designed and targeted
- Are there programmes in place in the locality designed to reach and engage, for example with:
 - Inactive young people especially those at risk of a health condition or criminal activity and don't engage in physical education
 - More disabled young people
 - More girls and young women including intergenerational activities
 - Young people living in disadvantage areas
 - More people who are not in employment, education and training (NEET) and support them on a pathway into employment, including access to community sport and health apprenticeship schemes.
- Are activities taken to young people in their areas, for example Street Games' door step sport concept and after school clubs
- Are concessionary prices clearly and positively promoted, carefully targeted and applied well, both to attract and retain for the longer term. Are activities value for money and are rewards, membership and loyalty schemes used to retain and support participants
- Is the wider workforce, for example volunteers, buddies, coaches and staff fully engaged, friendly, skilled and motivated to provide a welcome and personal service to new and hard to reach participants. Are robust and safeguarding measures in place, understood and used by the workforce

Is there joint working with other service providers to widen and enhance the offer and build links between different activities, services and levels of progression for younger people?

EXAMPLES OF BEST PRACTICE

- There is collaborative working with other organisations to provide and deliver sessions/ programmes. There are development pathways and exit routes are in place
- Infrastructure networks are strong and working to a common cause
- Young people are encouraged and recruited to become leaders, volunteers and board members. Sport and Physical Activity Apprentices are considered
- Skilled motivators/ activators/ community champions are proactively utilised and deployed
- Local clubs and community groups are encouraged to be open and accessible
- There is effective use of funding opportunities

SUGGESTED GUIDANCE

- Is there collaborative working with other organisation, for example education (primary, secondary schools, further education colleges and higher education universities), community (health, crime and local community organisations) and sports partners (including professional clubs), to provide a joined up offer and to deliver sessions/programmes at the right time, in the right place, with the right coach/activator and at the right level to engage and retain young people. Sessions have clear development pathways and exit routes designed to retain and sustain new participation
- Are infrastructure networks strong with evidence of joint working and co-production towards a common cause

- Are young people encouraged and recruited to help deliver sports and physical activities, for example as leaders, volunteers and board members? Are sport and physical activity apprentices considered and in place
- Are skilled motivators/activators/community champions pro-actively utilised and are they deployed to talk and engage with targeted young people
- Are local clubs and community groups supported and encouraged to be open and accessible to young people
- Is there effective use of external funding, grant aid or local commissioning to reach and engage with low-participant groups and those who are inactive to widen access and reduce inequalities in health and wider sports participation

MEASURE

Are there precise measurement tools in place with clear targets to evidence how young people are engaged, participating and progressing in sport and physical activity?

EXAMPLES OF BEST PRACTICE

- An evaluation framework is in place
- There is a variety of KPIs that cover outputs/ outcomes and impacts
- Qualitative measures and evidence is gathered
- Young people participating are representative of the local population profile
- KPIs are measured and compared year on year
- Results of feedback from local organisations is used to measure performance and influence future activities

SUGGESTED GUIDANCE

- Is there an evaluation framework in place identifying key data requirements for programmes and the service overall
- Are there a variety of KPIs that cover outputs/outcomes and impacts for example:
 - Attendance numbers (and mix)
 - Project/programme/facility occupancy rates and throughput
 - Facility representativeness (measured through NBS/APSE TOOLS or similar)
 - Club and centre memberships (and type)
 - New users to facilities, projects and programmes
 - Retention figures
 - Participants who are being coached
 - Active People/Active Lives
 - School surveys
 - Sport England/Government outcomes
 - Workforce development – coaches/volunteers/trained staff
 - Unit costs of interventions
 - Social return on investment
 - Financial sustainability of interventions and activities.

- Is qualitative measures and evidence gathered to help ‘tell the story’, for example satisfaction levels of young participants and volunteers, and are there testimonials
- Are the young people participating in the initiatives and activities, representative of the local population profile
- Are KPIs measured against year on year data, and is improvement in performance demonstrated/tracked
- Are the results of feedback from local organisations, for example schools and other education partners (further education/ higher education), health partners, community organisations, sports agencies and local commissioners services, used to measure performance and influence the shaping of programmes and activities.

REVIEW

Is it demonstrated that new learning, innovation and continuous improvement is shaping services, and are young people involved?

EXAMPLES OF BEST PRACTICE

- KPIs are regularly reviewed and performance against objectives and targets is communicated internally and externally
- Performance is known, shared and compared
- Projects/ programmes are monitored and evaluated to ensure they are used by the targeted people
- Referral and other pathways are monitored and evaluated
- Projects and programmes are reviewed for outputs and outcomes and young people, partners and stakeholders are involved
- Results of survey analysis are used proactively to inform change/ development
- External survey data is used to set new targets/ objectives
- Insight data and studies are constantly used to shape service design

SUGGESTED GUIDANCE

- Are KPIs regularly reviewed and compared with previous data, for example quarterly or annual trend analysis. Is performance against objectives and targets well communicated internally and externally
- Is performance known and shared and is this compared to similar locations/catchments using national indicators to measure success
- Are projects/programmes closely monitored and evaluated to ensure they are used/accessed by those for whom they are designed for.
- Are referral and other pathways properly monitored and evaluated and are nationally endorsed and recognised tools/frameworks or models used to help demonstrate positive health and wider social outcomes
- Are projects and programmes regularly reviewed for both outputs and outcomes. Are young people, partners and stakeholders involved in reviewing the services
- Are the results of both qualitative and quantitative customer and partner survey analysis used pro-actively to inform change and development
- Is external survey data, for example National Benchmarking Survey, analysed and used to set new targets/objectives around access to key facilities
- Is insight data and studies constantly used to shape service design, for example using indoor and outdoor facilities, targeted interventions, co-production with partners and positive campaigning, to attract, engage and retain new participants and thereby develop the market

IMPACT

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Is there evidence of the positive impact of the interventions on young people in terms of their lifestyles, health and wellbeing, personal development and skills?

EXAMPLES OF BEST PRACTICE

- A theory of change identifies the desired impact and outcomes as a result of change and interventions and builds a case for further investment
- Qualitative and quantitative impact studies are demonstrating/ evidencing results
- The capacity and capability of the local workforce is developing
- There is an uplift in income, utilisation and footfall amongst target groups

SUGGESTED GUIDANCE

- Is there a theory of change for services to young people that has been developed with major partners in the area? Does it identify the desired impact and anticipated outcomes as a result of the change process and activities/interventions delivered? Does this build a shared evidence base of impact that makes a compelling case for further investment? Are areas for improving, further developing and with potential to scale up identified
- Are qualitative and quantitative impact studies able to demonstrate/ evidence results, for example::
 - Activities are targeted, inclusive and helping to widen access in the locality
 - Participation levels are increasing in the facility and/or the wider community served in key areas and/or amongst target audiences
 - Inactivity levels are reducing in areas/audiences being targeted as a result of priorities fixed with partners/ funders/ commissioners of services
 - Pro-active work to target disabled people and girls and young women is impacting on participation levels
 - What works best is known to make the inactive more active; to nudge and support behaviour change and to increase participation/activity levels generally over the longer term and is more of this being done
 - There are increased opportunities for non- participants or low user groups/communities.
 - New participants who have never used facilities before are now using services and progressing through pathways
 - Target communities/audiences are becoming healthier, more active and the cost of inactivity is being reduced over time
 - NEETs are gaining skills, qualifications and competencies to put them on a pathway into employment
 - Young people from the area are being selected for performance development squads in the county/region
- Is the capacity and capability of the local workforce being developed
- Is there an identifiable uplift in income, utilisation and footfall in local facilities amongst the groups/communities targeted