

# Celebrating Young People programme

## Lessons Learnt Evaluation



**June 2013 – November 2014**

## 1. Introduction

- 1.1 The 'Celebrating Young People' programme is a pilot project which supports young people to strengthen their voice through a Community Reporter model. The programme worked with partners both at city wide and neighbourhood level – all of who work with young people of different ages and in different ways.
- 1.2 Between June 2013 and September 2014, five programmes have been delivered:
- **St Sebastian's Community Centre** – School holiday project with young people aged 8- 14
  - **Lower Kersal Community Centre** – School holiday project with young people aged 6- 11
  - **Albion Academy** – project which ran for 12 months and worked with young people aged 14 - 15
  - **Salford City Council Youth Service** - project which ran for 12 months and worked with young people aged 15 - 21
  - **Salford Royal NHS Foundation Trust** - project which ran for 3 months and worked with young people aged 21 - 24
- 1.3 Each programme worked with young people to develop their storytelling skills which supported them to be more confident to:
- Try new things
  - Strengthen their voice
  - Think positively about themselves and/or their neighbourhood.

## 2. Identified Need for the Programme

- 2.1 Inspiring Communities Together Board has identified an outcome of **Strengthen Local Voice**. The community reporter model had already been used on a number of occasions with adults and due to opportunities which arose from partners this was now an chance to work with young people. Two partners had approached Inspiring Communities Together to see if we could work together to strengthen young people's voice:
- Salford Youth Service had just secured some funding to support the development of a young person website "WUU2" and were keen to encourage more young people to create content for the site.
  - Salford Royal were carrying out some work with young people who attended the young adult renal clinic and wanted to give them the opportunity to have a voice about the impact this services was having on their lives living with a long term condition.
- 2.2 Along side the above projects there was an opportunity to work with young people during the school holidays at the two community hubs in CHALK.

Aims:	Outcomes:
<ul style="list-style-type: none"> <li>• <i>Improve capacity and skills to feel more confident to try new things</i></li> <li>• <i>Improve self confidence to get involved and make a difference</i></li> <li>• <i>Nurture networking and share experiences</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>Increase the number of young community reporters in Salford</i></li> <li>• <i>Increase the number of stories created by young people about young people's priorities</i></li> <li>• <i>Increase the number of young people who feel more confident</i></li> </ul>

## 2. The programme.

2.1 The programme involved running five community reporter courses. The course is very hands on a encourages those taking part to support each other through peer learning along side receiving advice and guidance on a number of skills. all included the elements outlined below but were delivered in different ways to accommodation each group:

Knowledge	Skills
<ul style="list-style-type: none"> <li>• What makes a good community reporter</li> <li>• sourcing a story</li> <li>• building confidence</li> <li>• being part of a team</li> <li>• How to peer review in a positive way</li> </ul>	<ul style="list-style-type: none"> <li>• how to write an article</li> <li>• how to take photos</li> <li>• basic IT skills</li> <li>• film-making and podcasting</li> <li>• presentation skills</li> </ul>

2.2 **Salford Youth Service – 3 x 6 hour Community Reporter training sessions.** which focused on film making and enabled young people to create articles for the WUU2 website. As well as these training sessions, we also ran 3 x 3 day 'boot camp' style workshops where young people would spend three days creating as many pieces of content as possible. 4 films were made and posted online to WUU2, <https://www.wuu2.info>

2.3 **Salford Royal Foundation Trust – 6 x full day Community Reporter training sessions.** The group worked towards making 1 film all about the Young Adult Renal Clinic. The purpose of the film was to engage with other young adults to try to improve the attend rate of first appointments. The course also included 1 full day of filming. The young people's role was to devise and organise the film itself and be responsible for getting interviews on the day. [www.communityreporter.co.uk](http://www.communityreporter.co.uk)

2.4 **Albion Academy – 2 Community Reporter Training sessions every half term.** This project involved working with young people to set up a radio station for the school. Throughout the academic year 2013/14 the group created 25 pieces of audio content. All the shows were broadcast throughout the school during lunch breaks and evening events.

**2.5 Lower Kersal Community Centre – 3 half day film-making community reporter workshops** for the child care centre at Lower Kersal during the October Half-Term. The group were able to make their own films and watch them back at the end of the course.  
<http://communityreporter.net/videos/lower-kersal-interviews> . The film is also on the Lower Kersal Facebook Page promoting the work of LKCC.

**2.6 St Sebastian’s Community Centre – 3 half day film-making community reporter workshops** for the children from Whit Lane during the October Half-Term. The group were able to make their own films and watch them back at the end of the course. <http://communityreporter.net/videos/week-st-sebastians>

### 3. Who took part in the programme

Male	Female	BME	LGBT	Disability	Under 10	11-14	15-18	Over 18
44	52	31	0	0	8	18	86	15

### 4. Learning Element of the programme:

4.1 The programme of learning included the following elements:

Unit	Learning Outcomes
Understanding what Community Reporters is.	To gain storytelling skills and have the confidence to share those stories.
What stories can you tell?	Learn how to plan for an article.
Peer Review of content.	Learn how to critique each others work.
Establishing the group to continue afterwards.	To use computers in order to share stories online.
Planning content.	To learn how to use Camera equipment to share stories. Learn how to use a microphone and recorder. To learn how to write articles.

### 5. Case Studies

5.1 the following case studies give a flavour of how the programme achieved the aims set out above:

***Aim - Improve capacity and skills to feel more confident to try new things***

***Albion Academy radio programme -***  
 The young people were not confident at the start of the session as they did not think they had anything to say. But as we started to discuss ideas, their confidence grew and most of the ideas for programmes came from the students. By the end of the first radio session two students were confident enough to plan and record an interview with their teacher. By the end of the programme two young people had also conducted an interview with the head teacher, entirely without support. From this, experience, two group members signed up to become Community Reporters and have posted 10 stories to the website. The students who took part in the project were all part of a brand new ‘Community Team’ at Albion Academy and Community

Reporting has become an integral part of what the Community Team does across Albion Academy.

***Salford Royal Foundation Trust Wayfinder programme -***

The impact of the film project has not just had a positive impact on those who were involved in the community reporter part of the programme. During the celebration event Julie the Head Nurse explained that one young man who had agreed to take part in the film had previously missed 12 of his appointments. Since taking part in the filming, he has not missed a single appointment attend his last five on time.

***Aim - Improve self confidence to get involved and make a difference***

***Salford Youth Service WUU2 programme -***

During the project with Salford City Council, one of the young women was not engaging with the activities. When asked why she was not participating she said "What's the point? In all this? It's not going to make any difference to anyone, us just writing stories is it?" So to respond to this, the group decided whether they agreed or disagreed with this statement. The group decided that it was worth doing as long as they were inventive. One participant decided to create a rap to describe her experiences of being in care. Another young person decided to build their very own 'ideal house' and film a quick tour of what it would look like. On the last day of the workshop, we went back to the young person and asked her whether she still had the same opinion from the start; "No, not at all". She went on to create the most articles out of anyone in the group.

By supporting young people to express themselves in their own way and finding ways of supporting each other, it convinced the young person that her voice mattered and could make a difference. She has also become the instigator of arranging for the group to meet up regularly afterward the programme finished to create further content for the site. All content can be found at [www.wuu2.info](http://www.wuu2.info)

***Aim - Nurture networking and share experiences***

***Salford Youth Service WUU2 programme -***

After their first day of the three day bootcamp the young people were struggling with ideas about stories. One girl said "we've got nothing interesting to say". But after some encouragement and getting some debate going, the group was able to come up with a list of ideas, focusing on activities and opportunities for young people in the local community. They were then able to confidently debate whether they would make good stories for others to read or watch. This approach was carried out in a supportive way so every one felt they had something to say and that their voice was valued by the others in the group.

Some of the content involved the young people creating stories about the pressures that young people face in Salford regarding their image and employment. The key points they raised was about peer pressure around body image and pressures of college and university education. All articles can be found here [www.wuu2.info](http://www.wuu2.info)

## 6. Key achievements - outcomes

6.1 This was a pilot programme which set out to achieve the following outcomes for young people

Outcome	Key achievements
Increase the number of young community reporters in Salford	96 young people took part in community reporter training and 19 young people have now signed up as Community Reporters
Increase the number of stories created by young people about young people's priorities	During the period of this programme 63 stories were created by Young People for Young People and uploaded onto a number of different access points including: <ul style="list-style-type: none"> <li>• Community reporter website</li> <li>• LKC face book page</li> <li>• Wuu2 website</li> <li>• Renal Outpatients Facebook Page</li> <li>• NHS Salford website</li> <li>• Wuu2 Twitter</li> <li>• Albion Academy website</li> </ul>
Increase the number of young people who feel more confident	65% of participants recorded an increase in confidence after the project.  One young person said <b><i>"It's given me the confidence to try these new skills I've learned and keep creating stories"</i></b> .

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## 7. Things We learnt and can improve on:

- Young people often lack confidence but with some support they are able to find their own ways of having a voice and sharing their own experiences to support others
- Peer support can have a greater impact than professional support (Wayfinder project)
- Build into the programme that everyone taking part is set up with a community reporter e mail so they can access the site after the training has finished. This will enable more people to continue to upload content.
- Raise awareness of regular drop in sessions to encourage more people to get involved longer term
- Create opportunities for groups to meet each other and share their skills and knowledge. This will enable individuals to meet and socialise and provide opportunities for new projects to develop.