

The Youth Social Action Fund

Call for ideas - Birmingham and Kent

Introduction

1. The opening of this fund runs in parallel with the launch of the independent Campaign for Youth Social Action, introduced by HRH The Prince of Wales with cross-party support on 27th June 2013. The Campaign's **mission** is to improve the quality, quantity and frequency of social action for young people aged 10-20.
2. The Campaign's interim report '*In the Service of Others*' (which the Government endorsed) identified three key transition stages between 10 and 20: 10-14, 14-16 and 16-20. Of these, evidence suggests that the 10-14 age group is least well served by social action provision. The report also identified that creating a journey between social action opportunities is critical.
3. Detailed in this call for ideas, the Government is therefore looking to grant **up to £3m** over two years from the Youth Social Action Fund (drawn from the Cabinet Office Centre for Social Action) to offer financial support to programmes which:
 - a) provide social action opportunities for 10-20 year olds: programmes should either focus on 10-14 year olds, or demonstrate how they will fill a gap in existing provision for other age groups within the 10-20 age range; or
 - b) support the take-up of, and progression between, social action opportunities for 10-20 year olds, and the overall success of those programmes.

All programmes should demonstrate how they will make strong links within their trial area to other providers, new and existing, and become advocates for the wider social action movement, to help to create a social action journey for young people.

Further detail is provided below at paragraphs 5-10.

4. The **ambition** over the next two financial years is to:
 - Work intensively in a small number of geographic areas to demonstrate the potential for transformation of the landscape of social action opportunities for young people by following the principles of the Campaign for Youth Social Action.
 - Support programmes that engage young people in social action to adopt the standards and help them expand their reach and impact.

- Learn about how the Outcomes Framework and Quality Mark work in practice.
- Begin to build a longitudinal evidence base which can start to make causal links between youth social action and outcomes for young people, and to share this data with the Campaign.

Criteria for supporting programmes

5. ***We will only support programmes that:***

- Deliver according to the Campaign for Youth Social Action’s definition of social action and the six principles of ‘good social action’. These are outlined at paragraph 9, below.
- Use the Campaign for Youth Social Action Outcomes Framework to record the programme outcomes and the individual outcomes of all participants. These are outlined at paragraph 10, below.
- Demonstrate a commitment to rigorous measurement of on-going performance and progress against the standards of evidence set by the independent evaluator.
- Demonstrate a commitment to participate in a centrally-run evaluation of both their programme and the outcomes of participants (by an independently appointed evaluator).
- Demonstrate that they are reaching young people for whom provision is currently limited.
- Demonstrate how they will make links within their trial area to other providers (including NCS), new and existing, to help to create a social action journey for young people.
- Deliver programmes which fit within the parameters outlined below (at paragraphs 6 onwards).

6. ***Programmes:***

Following the recommendations outlined in the report ‘*In the Service of Others*’, we are looking to fund:

- a) social action opportunities for 10-20 year olds: programmes should either focus on 10-14 year olds, or demonstrate how they will fill a gap in existing provision for other age groups within the 10-20 age range; and
- b) programmes supporting the take-up of, and progression between, social action opportunities for 10-20 year olds, and the overall success of those

programmes. Such programmes could, for example, help engage hard-to-reach young people, help schools to support programmes, or make positive links with the local community. The table below shows some possible delivery models, but this is not an exhaustive list and we would welcome bids for other methods of achieving this aim:

- a) Business brokers who build relationships and create links between young people aged 10-20, educational institutions and local businesses to encourage and promote social action. This role would focus specifically on:
- Engaging business with local young people and social action programmes.
 - Presenting local businesses with opportunities to support local social action programmes.
 - Working with local social action programme providers to demonstrate how young people are more work ready as a result of their participation.
- b) A peer to peer programme to encourage the take up of social action
“Eloquent, inspiring, motivated and socially active young people drawn from a range of social action programmes who can encourage people aged 10-20 to participate.”
A programme like this could involve:
- Training young people to deliver peer-to-peer support.
 - Organising and facilitating opportunities for young people to speak at a range of venues to reach young people: school assemblies, after school clubs, breakfast clubs, youth clubs, youth organisation meetings.
- c) Adult social action facilitators
“Inspiring and engaging adults with social action awareness who facilitate connections between young people, schools, councils and social action programmes/providers etc.” They could:
- Identify existing social action opportunities that are relevant to the local area.
 - Initiate relationships with new partners to develop the project and achieve scale in their area.
 - Support local partners and their organisations, provide capacity building, technical assistance and other skill building services to ensure good practice and project success.
 - Maintain contact with local groups, conduct regular site visits in order to monitor and evaluate project activity.
 - Develop, support and disseminate good practice through working with schools, other partnerships and young people.

7. **Area:**

We will only fund programmes delivering in one or more of two specific trial areas:

- Birmingham; and
- Kent, specifically: Thanet; Swale (particularly Isle of Sheppey); Shepway (incorporating Folkestone, Hythe and Romney Marsh); Dover; and Canterbury.

8. **Size of grant:**

Grants are available in two categories:

- awards in excess of £75k for programmes delivered by larger existing organisations with a proven track record, and consortia bids; and
- awards of up to £75k for newer programmes, to seed-fund innovative new social action programmes and to fund existing small, local projects.

9. **Funding is conditional upon programmes demonstrating conformity to the Campaign for Youth Social Action Principles** – these are:

a) Definition of youth social action:

“Young people taking practical action in the service of others...
...in order to create positive social change that is of *benefit* to the wider community as well as to the young person themselves.”

b) The principles of quality youth social action:

Challenging	Stretching and engaging, as well as exciting and enjoyable.
Youth-led	Young people have a key role in owning and shaping the social action (with appropriate adult support).
Socially impactful	Creating positive change that is of benefit to the wider community as well as to the young person themselves.
Progressive	Progressing to other programmes and activities.

Reflective	Valuing reflection, recognition and reward.
Embedded	Becoming the norm in a young person's journey to adulthood and a habit for life.

10. ***In addition, funding is conditional upon programmes using the Campaign for Youth Social Action Outcomes Framework to record the programme outcomes and the individual outcomes of all participants.*** These are:

Optimism	Communication
	Creativity
Determination	Confidence and Agency
	Planning and Problem solving
	Resilience, Grit
Emotional Intelligence	Leadership
	Relationships
	Managing feelings, Self control

Other conditions and information

Funding

11. The fund can provide financial support of up to £375k in the form of grants, although we expect the bulk of the awards to be either between £50k and £100k; or £100k-£250k. We do not plan to award grants below £50k for two years.
12. Funding can be used to finance programme delivery costs and core organisational costs. It cannot be used to fund evaluation as adhering to a centrally delivered evaluation is a condition of funding.
13. All funding will be phased against agreed milestones, and in particular funding in the second year will be contingent upon performance in the first.
14. Where funding is sought in excess of £75k we expect programmes to:

- Have an ambitious and financially sustainable strategy for growing their impact by reaching and benefiting many more people.
To this end organisations must demonstrate clearly how they intend to use the funding to remain sustainable after the term of the grant. Organisations must also demonstrate that the trials funding does not account for an overly large proportion of their overall funding and that it is one of a number of funding streams.
 - Be supported by a competent management team who are open to challenge and support.
 - Demonstrate a strong track record of timely and effective delivery. In particular, where an organisation has had government funding at any point, references must be provided.
 - Demonstrate some form of match funding.
 - Have a plan which will achieve the sustainability of the programmes independent of government funding following the trial funding period.
15. Where funding is sought for up to £75k, we expect programmes to:
- Have a robust plan for delivering the proposed programme over two years.
 - Be supported by some management resource which can demonstrate sufficient relevant experience to managing similar projects or programme delivery. Where that management resource has been associated with government funding at any point, references must be provided.
 - Have a plan which will achieve the sustainability of the programmes independent of government funding following the trial funding period.
16. When assessing bids, we will consider the relative value for money that programmes offer.

Eligible organisations

17. The Youth Social Action Fund invites bids from charities, social enterprises and for profit businesses (delivering in England) provided they can demonstrate that their projects will deliver social value. We can support incorporated entities and unincorporated associations with formal membership structures, but not individuals. However, a key principle of quality social action for the Campaign for Youth Social Action is that programmes should be Youth-Led: by demonstrating how young people have helped to shape programme design, applicants could go some way to fulfilling this criterion.
18. A number of organisations can apply together, but one must act as lead and take responsibility for the others.

19. All funding is subject to acceptance of our grant conditions and satisfaction of legal and regulatory requirements. Cabinet Office can only fund projects which advance the public benefit. We may impose conditions and restrictions on private benefit and profit derived from our funding.