

The Youth Social Action Fund - Call for Ideas

Online passport and social action award programmes in Birmingham and Kent

Background

1. On 27th June 2013 the independent Campaign for Youth Social Action was launched, led by HRH The Prince of Wales. The Campaign's **mission** is to improve the quality, quantity and frequency of social action for young people aged 10-20.
2. In particular, the Campaign's interim report '*In the Service of Others*' (which the Government endorsed) identified that creating a journey between social action opportunities is critical.
3. On the same day, June 27th, two calls for ideas from the Youth Social Action Fund were released (which have since closed for applications). Of these, one sought bids for either social action programmes, or those supporting the progression and take-up of social action opportunities, for 10-20 year olds in Birmingham and Kent.

Call for Ideas

4. The Youth Social Action Fund is now opening a **new call for ideas**. We are looking to offer financial support over two years to programmes which exist to support those we will be funding following the earlier call (see paragraph 3, above). In particular, we are looking to fund:
 - i. A **Social Action Passport** that would enable young people to record all of their social action outcomes in one place.
 - ii. An **award system** which would recognise and reward the social action of young people, and create a useful shorthand for young people to describe their social action.

All applicants should demonstrate how they will become advocates for the wider social action movement, to help to create a social action journey for young people.

(Further details for each of these is provided at paragraph 7)

5. The overarching **ambition** for the Youth Social Action Fund 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

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

- Deliver and/ or support programmes 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).
- Deliver programmes which fit within the parameters outlined below (at paragraphs 7 onwards).

7. ***Programmes:***

Following the recommendations outlined in the report '*In the Service of Others*', we are looking to fund programmes supporting the take-up of, and progression between, social action opportunities for 10-20 year olds, and the overall success of

those programmes. In particular, we are seeking bids to provide one or more of the following:

- A Social Action Passport that would enable young people to record all of their social action outcomes in one place.
- An award system which would recognise and reward the social action of young people, and create a useful shorthand for young people to describe their social action.

Social Action Passport

The **aim** for a social action passport is to test whether a uniform system for recording youth social action makes it easier for young people to:

- be understood when talking about the outcomes of their social action, particularly with prospective educational institutions and employers; and
- demonstrate progression between opportunities.

The passport should be an online resource which records outcomes online against the CYSA Outcomes Framework (at paragraph 10 below). Ideally, it would be:

- engaging, attractive and easy to use; and
- able to gather extra data for the Campaign for Youth Social Action.

In particular, ***the passport technology must have:***

- Recognition from the Child Exploitation and Online Protection Centre (CEOP) that young people using the Passport are safe.
- The capacity to record every social outcome for every young person participating in the trials (i.e. over all both trial areas). This technology must be able to do this in adherence to the Outcomes Framework as above.
- The ability to capture changes in a young person as a result of the social action; recording evidence in a way that can show changes in character as well as more tangible changes such as improved educational attainment.
- The capability to be ready for the start of trials in mid-October 2013.

There is funding of ***up to £50k available*** for this element.

Social Action Awards

The **aims** for Social Action Awards are to:

- promote and reward sustained engagement with social action by young people; and
- simply represent youth social action activity so that it can easily understood by prospective educational institutions and employers.

A Social Action Awards Scheme should:

- Offer a consistent and simple schema for recognising and rewarding the achievements of young people across the trials.
- Promote progression through cumulative achievement to create the desired journey of social action.
- Quickly achieve wide recognition across the trial areas, through a well thought out plan for publicity and support. There should also be a plan to communicate with prospective educational institutions and employers.

There is funding of **up to £75k available** for this element.

Area:

We will only fund programmes delivering in **both trial areas, to young people who are participating in programmes funded through the first Youth Social Action Fund call. These will be in:**

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

8. Timing:

- Applications must be received by **5pm Tuesday 1st October 2013.**
- Interviews will be held shortly after the closing date for applications (given we are seeking to run these programmes alongside our trials, starting in mid October).
- Programmes should be starting in mid-October.

9. ***Funding is conditional upon programmes demonstrating conformity to the Campaign for Youth Social Action Principles (or supporting programmes which do, as appropriate)*** – 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

Confidence and Agency

Determination

Planning and Problem solving

Resilience, Grit

Emotional

Leadership

Intelligence

Relationships

Managing feelings, Self control

Other conditions and information

Funding:

11. Funding can be used to finance programme delivery costs and core organisational costs. Except in the case of the online passport, funding cannot be used to fund evaluation as adhering to a centrally delivered evaluation is a condition of funding.

12. All funding will be phased against agreed milestones, and in particular funding in the second year will be contingent upon performance in the first.

13. We expect programmes to:
 - 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.

14. When assessing bids, we will consider the relative value for money that programmes offer.

Eligible organisations:

15. 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.
16. A number of organisations can apply together, but one must act as lead and take responsibility for the others.
17. 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.