

# UK YOUTH

**Avon Tyrrell PwC Leadership  
Programme 2018**

# About UK Youth

With a history spanning **over a century**, UK Youth is a leading national charity committed to ensuring, **all young people are empowered to build bright futures** regardless of their background or circumstances.

We sit at the heart of a **national network of youth organisations**, brought together through our merger with Ambition, to support an estimated **four million young people across the UK**. Together with our network, we offer support, advice and training to equip young people with the **vital life skills** needed to engage in education, volunteering and employment.

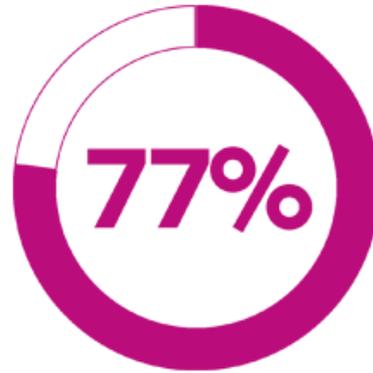
**UK YOUTH**

# Who we reach

We work with young people across England, Scotland, Wales and Northern Ireland through our Nation Partners: Youth Scotland, Youth Cymru and Youth Action Northern Ireland. The majority of the young people we work with are aged 8-24, primarily from disadvantaged backgrounds.



of young people on our programmes are from the 30% most deprived areas of the UK



of young people on our programmes face at least one personal barrier

# The PwC Leadership Programme

Thanks to the generous support of the PwC Foundation UK Youth were able to run a leadership residential programme at no cost for young people with barriers to social mobility from across England. The young people stayed full board in the Grade I listed calendar house at Avon Tyrrell, UK Youth's Outdoor Centre in the New Forest National Park.

The young people aged 14-17 from seven youth groups participated in a programme of outdoor learning that was supported with structured learning in groups in an informal setting. The programme was designed to actively promote leadership skills, relationship building, social skills and problem solving. Each group of young people worked with an experienced Avon Tyrrell facilitator, and activities were tailored to develop skills and character to overcome barriers to social mobility.

**UK YOUTH**

# Overcoming low social mobility

In order to build the week around supporting these young people to overcome barriers to social mobility, we focused on delivered three key outcomes:

1. **Leadership qualities** – these enable a young person to reflect on their strengths and use these to realise their aspirations and personal goals, identify areas to develop, provide focus and direction to overcome barriers that would inhibit a bright future;
2. **Emotional and social capabilities** – these are the specific and well-recognised personal qualities that enable anyone to progress and achieve in life, including overcoming adversity and difficult situations. UK Youth's emotional and social capability framework is: self-awareness, receptiveness, confidence, motivation, communication, resilience, and personal responsibility.
3. **Emotional Well-Being** – difficult personal situations are likely to pose threats and risks to mental health and emotional well-being, acting as a force against change. Improving a young person's emotional well-being, through activities and education, helps overcome this.

# Programme Overview



Sessions Delivered	Outcomes Targeted	Overview
Ice Breakers & Night Walk	Wellbeing	Focusing on orientation and relationship building, these arrival activities built familiarity with the site and its heritage, as well building rapport between group members and their facilitators.
Themed Scenarios	Leadership, Emotional and Social Capabilities	<p>Challenge 1 - Using a remote part of the Avon Tyrrell estate young people were taken out of their comfort zone and given a series of team initiative tasks to achieve. Taking place on their first full day, this diverse and dynamic activity provided a good foundation to the programme, building team cohesion and allowing team facilitators to identify where subsequent activities would be best focused to provide the most positive development for the young people.</p> <p>Post activity reflection and review sessions focused on: individual roles, team successes, targeted outcomes (communication, leadership resilience &amp; team work) and transfer of learning.</p> <p>Challenge 2 – A final progressive challenge, this activity was the culmination of their learning, enabling facilitators to identify how the young people had developed over the week. It required the young people to work together in their individual teams and across the whole programme, allowing individuals to demonstrate influencing skills, reasoning, resilience and delegation. Post activity reflection and review sessions focused on: individual achievements and collective growth and transfer of learning.</p>
Leadership Workshops	Leadership, emotional and social capabilities	<p>Theory based workshops delivered through group discussion, provided context to the practical learning and allowed individuals to identify; which leadership style they are most suited to, when different types of leadership are most effective and what makes these most effective</p> <p>Focused on life long learning, transferable skills and personal development, the programme also included a workshop on financial leadership. Based on UK Youth's Money for Life programme this workshop explored their attitudes, knowledge and ability to manage their own money now and in the future.</p>
Outdoor learning	Emotional well-being, emotional and social capabilities	<p>Over the course of the programme the young people all took part in a series of outdoor learning activities which looked at:</p> <p>Team skills that allowed them to explore collaborative working and leadership styles</p> <p>Challenge activities where individuals were able to focus on personal challenge and stretch themselves in a supported environment to understand their own potential and enjoy the feelings of success and achievement.</p>

A high-angle photograph of a group of people participating in a team-building exercise. They are standing on a paved area and a grassy patch, holding ropes that are connected to a central point. The ropes are being held in a way that suggests they are about to pull together. The people are wearing winter clothing, including jackets and hoodies. The text "Our Impact" is overlaid in the center of the image.

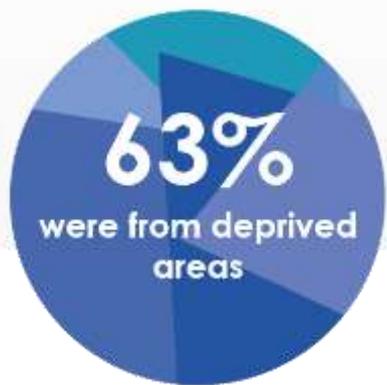
# Our Impact

ropes  
©  
THE CASTLES

# Impact Methodology

We captured the impact of the week in four ways:

1. Pre and post structured surveys with all young people at the start and end of the week, around the three core outcomes;
2. Interviews with young people at the end of the week;
3. Interviews with youth workers one month after the week;
4. Incentivised follow-up survey with a sample of young people one month after the week.

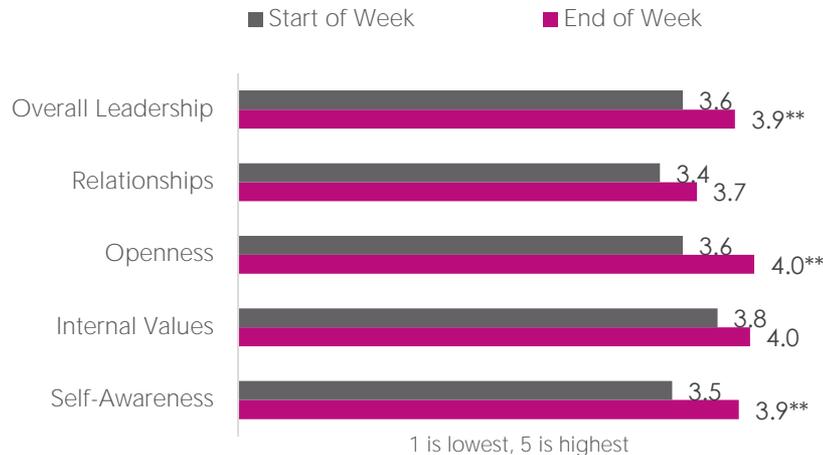


# What impact did it have on leadership skills?

## Change in young people's leadership qualities

Sample of 47 young people

\*\* statistically significant increase ( $p < 0.01$ )



The graphic shows the change in self-reported leadership qualities in the young people, on the *Authentic Leadership Scale*.

Overall, there was an **8% increase** in leadership qualities across the group (from **3.6 to 3.9**). This was a statistically significant increase.

Of the sub-components of the scale, the overall increase was driven by improvements leadership **self-awareness** and **openness to others**.

This demonstrates that the week successfully increased young people leadership qualities.

# What impact did it have on personal development?

## Change in young people's emotional and social capabilities (ESC)

Sample of 47 young people

\*\* statistically significant increase (p < 0.01)



The graphic shows the change in self-reported personal qualities in the young people, on UK Youth's Emotional Social Capabilities (ESCs).

Overall, there was an **11% increase** in ESCs across the group (from 7.3 to 8.1). This was a statistically significant increase.

Of the sub-components of the scale, the overall increase was driven by biggest improvements in **communication, personal responsibility and confidence**.

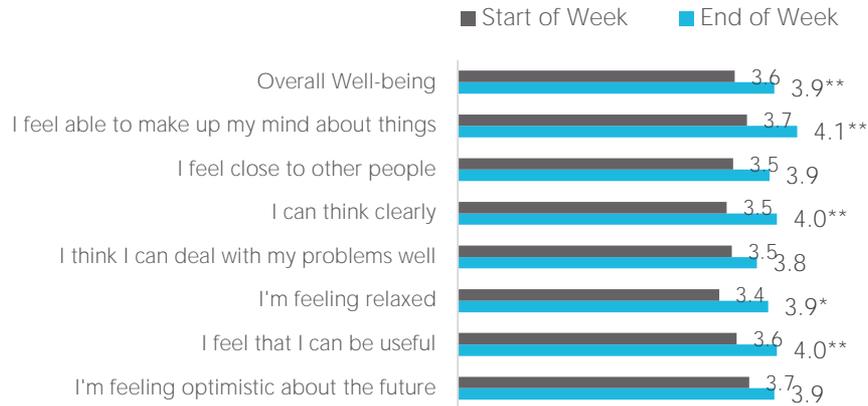
This shows that the week successfully increased young people's emotional and social capabilities.

# What impact did it have on emotional well-being?

## Change in young people's emotional well-being

Sample of 47 young people

\*statistically significant increase ( $p < 0.05$ ) \*\* ( $p < 0.01$ )



The graphic shows the change in self-reported emotional well-being in the young people, on the *Warwick Edinburgh Well-Being Scale*.

Overall, there was an **8% increase** in emotional well-being across the group (from **3.6 to 3.9**). This was a statistically significant increase.

Of the sub-components of the scale, the overall increase was driven by biggest improvements in **clarity of thinking, feeling useful, and feeling relaxed**.

This shows that the week successfully increased young people's emotional well-being.

# What did the young people learn ?

“You can be a bigger person if you keep trying new things”

“A good leader always listens to their team”

“Exciting week! It improved my confidence and gets everybody involved”

“I learnt more about myself as a person this week”

“They give you the roots to develop, but the time to learn how to use it to be a good leader”

“The activities were really interesting, involved everyone, and brought us all closer”

“It helped me become a better me by helping me try new things”

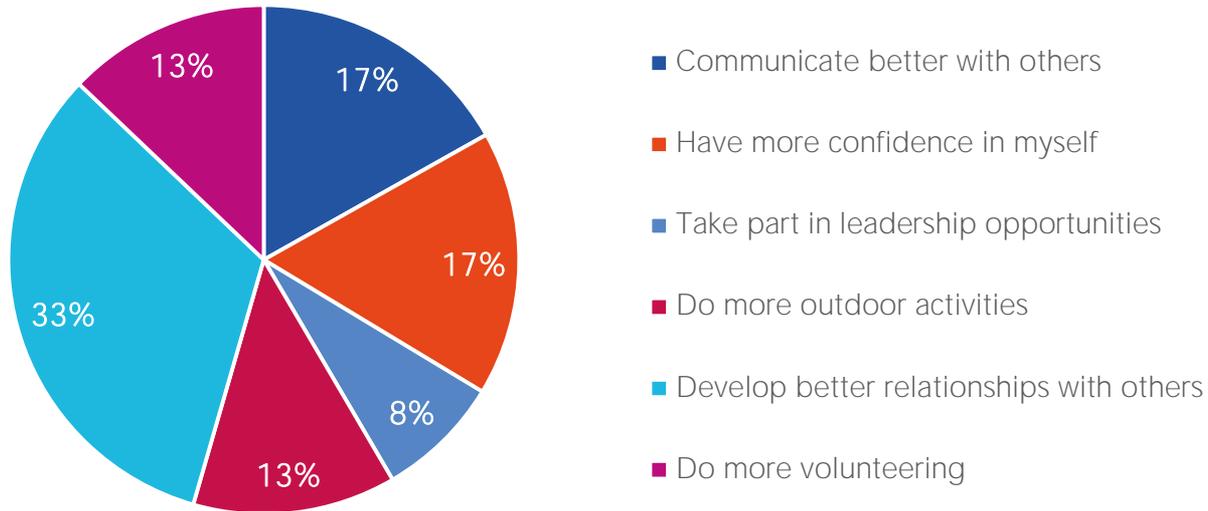
“Being offered a mix of leader roles has given me new ideas of leadership”

“I’ve learnt how to belong in teams with different people who I don't know”

“I can make strong connections with people in a short span of time”

# What were young people's immediate plans for the future?

Overview of the new behaviours and plans young people plan to do as a result of the PwC Leadership Week



# What did youth workers say about the programme?

“The young people absolutely loved it. They really gained so much freedom, in the fact they could just be themselves, as life back home can be stressful. There was no judgement there, which they found really refreshing. It was very important because it was about understanding themselves and being okay with different types of leaders.”

“It was a good week and was challenging for them. They could see where they lacked certain skills, especially in leadership. It challenged themselves to grow.”

**What evidence is there of on-going  
impact one month on?**

Case Study

# Case Study – Leader Quotes

“The young people have learnt to communicate in a healthy way which is key.

“Since the leadership week we’ve had some of them taking on leadership roles and coming out to volunteer with us, where they didn’t before. They’ve started doing the games they learnt with the other young people at the group.

“One particular young person has been communicating better with her family, where it was intense before.

“Great maturity came from the week. They’ve learnt that you’re allowed to have space to communicate, think and process information.”

# Outcomes for Young People

What have you been doing since taking part:

Improving Experience: "I've been doing more social action projects with NCS"

Volunteering: "I've begun volunteering at my local hospital"

Improving Experience: "I now volunteer at the charity Children's World in Glastonbury as part of their core youth volunteer group. I went to a homeless hostel for a day and helped paint it."

Personal Well-Being: "I've been more active"

# Summary



# Summary

The generosity of the PwC Foundation to fund the Leadership Programme at Avon Tyrrell gave UK Youth the opportunity to **make a difference** to the lives of young people now and for their future, as identified by the findings within this report:

- UK Youth **successfully recruited 53 young people with low social mobility** from seven youth groups;
- UK Youth delivered **a high quality week of learning and development** for young people focussed on Leadership, Emotional and Social Capabilities, and Emotional Well-Being;
- The PwC Leadership Programme **delivered significant increases across all outcomes, enabling the young people to leave with a greater ability to overcome their barriers to social mobility.**

**For more information about this programme  
or other funded programmes delivered at  
Avon Tyrrell please contact us or visit**

[www.avontyrrell.org.uk](http://www.avontyrrell.org.uk)

**UK YOUTH**

ukyouth.org

info@ukyouth.org

020 3137 3810

@UKYouth