



# WBC Young Ambassadors Summary Report 2018

9 young people were recruited from Youth Clubs and Youth Groups across the borough of Wandsworth. They became our Young Ambassadors. Their role: To plan, run and evaluate Wandsworth's first ever Summer wide activity programme called - Summer Pick 'n Mix.

## Who, What and When?



**Number of Young Ambassadors:** 9



**Project:** Wandsworth's Summer Pick 'n Mix



**Ages:** 12 - 17 years old



**Date and time:** May 2018 - September 2018

## The NUMBERS: Young Ambassadors Project in Numbers

**6**

Youth Clubs represented



**3**

Full Day Training Sessions



**5**

Evening Planning Meetings



**25**

£25k: Funding they decided how to spend



**43**

Project Inspections Carried out



**205**

Hours of Volunteering = 29 Working Days





# The AIMS



**Design** and create the Summer Pick 'n' Mix programme



**Marketing** the project and recruiting young people to take part!



**Fund** projects. Decide which projects to run and support.



**Evaluating** projects, running inspections and documenting the programme through film.



# The ACTION

## 1. Training

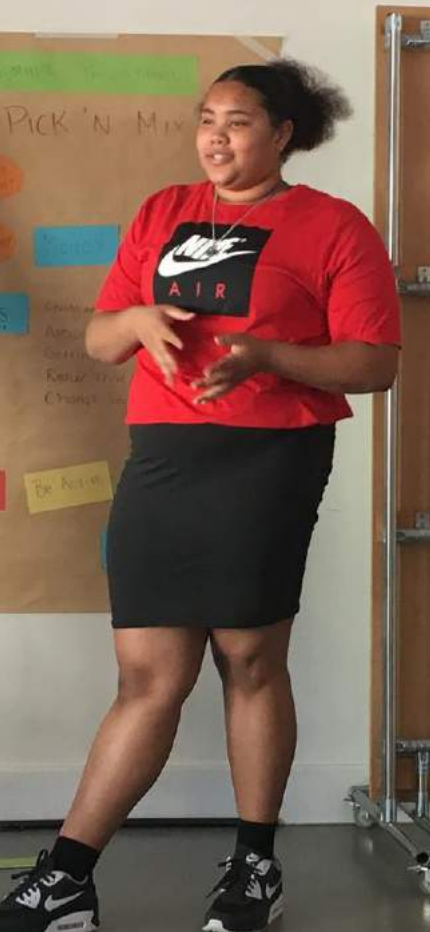
Young Ambassadors took part in a series of **training workshops** to help prepare them for their role. The skills they learnt included:



● Communication ● Youth Work ● Project Planning

● Interviewing ● Marketing ● Budgeting ● Evaluation

During these sessions they helped to create: a funding stream, evaluation questions, marketing material, a programme of activity.



## 2. Marketing

Young Ambassadors advised on our **marketing strategy**. They helped to design all **marketing material**, create sales pitches, attended school assemblies and recruited young people through outreach events.



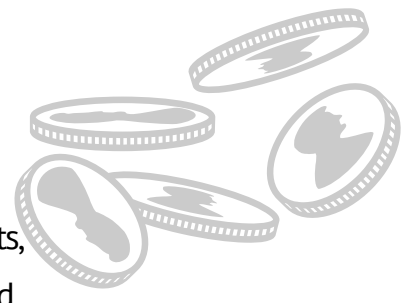
### 3. Funding

Young Ambassadors were responsible for deciding how **£25,000** was spent!

They reviewed applications, considered budgets, looked at value for money and decided who and what they wanted to fund.

They also used their **expertise as young people** to know what activities young people would like to do over the Summer!

Projects they decided to fund included:



- Skateboarding
- Beatboxing/DJing
- Fashion Design
- Cooking
- Mechanics
- Art/Design
- Parkour

### 4. Inspections

Young Ambassadors ran **43 inspections!**

They visited activities to ensure they were being delivered successfully.

They evaluated the projects, filmed them and interviewed young people to ask them about their experiences. Watch out for the **promo video**.

Their feedback will be used to inform future Summer Pick 'n Mix activities.





# The OUTCOMES

So what was the impact of this project for the Young Ambassadors. Here's a little snippet of what they gained and the difference they helped make.

**97**

Attendances achieved of Young Ambassadors



**33**

Accredited Outcomes achieved

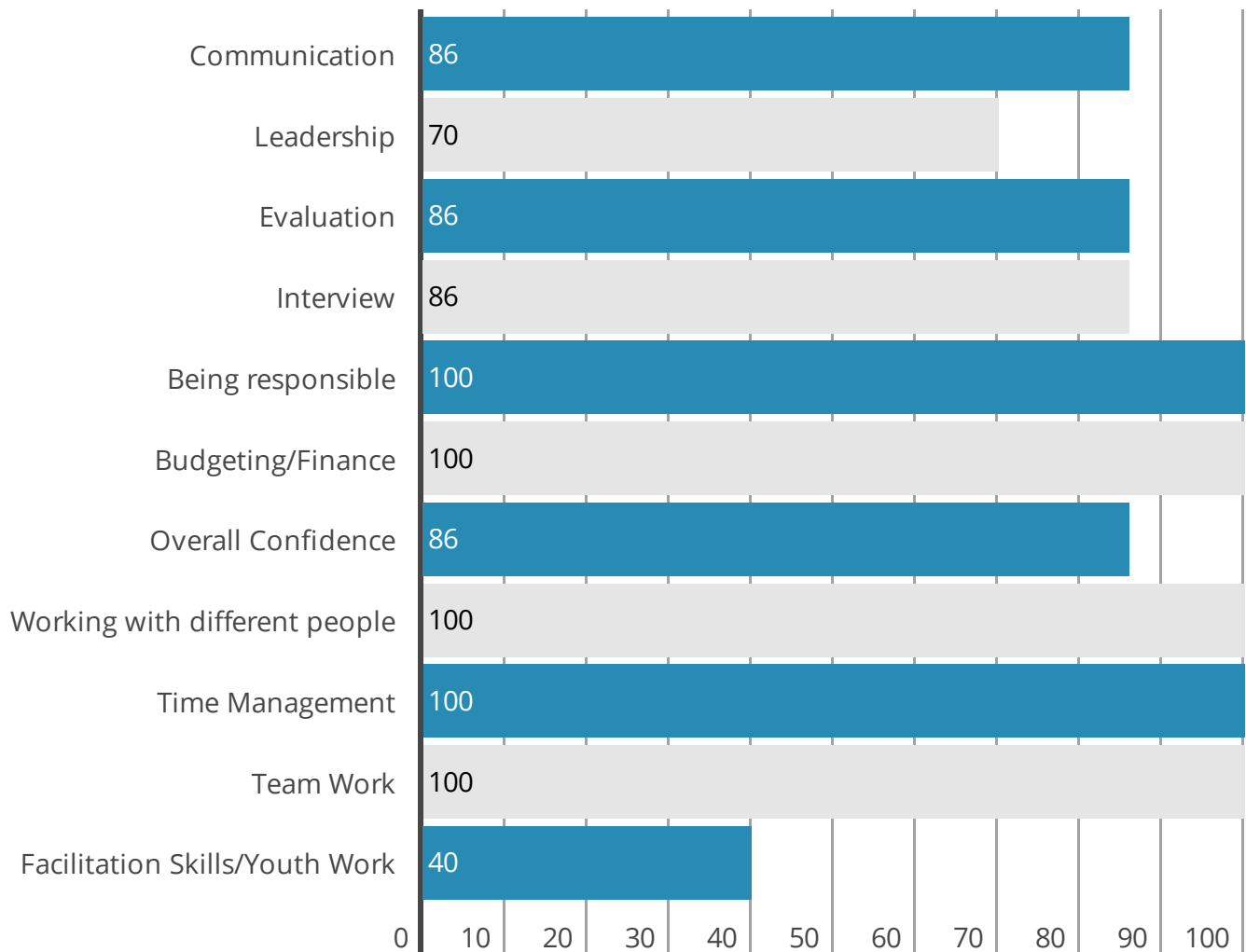


**100**

% who increased in one or more skill



## Skills development: % who showed an increase in...





# The OUTCOMES continued

Young Ambassadors said the following about:



## What they have learnt or gained...

- How to be adaptable
- Confidence when meeting new people
- Time management and organisational skills
- Being able to communicate with different people better
- Budgeting and how to write a funding application
- Evaluation skills
- Knowing what success looks like
- Problem solving and thinking for themselves more
- Confidence
- How to plan and design a project



## What difference they have made...

- Creating new opportunities for young people
- Young people had a FUN summer
- Helping to improve young people's well-being
- Getting young people off the street
- Deciding who to fund and what money to spend
- Having the power to give young people access to FREE opportunities
- We made the Summer programme happen!
- Evaluated activities to make sure they did things well for young people
- Wrote suggestions on how to make it even better next year



100%

of Young Ambassadors would do/support the project again!



# The EVALUATION

This is the first time we have run a Young Ambassadors programme and the first time we have run the Summer Pick 'n Mix.

LOTS of things went really well and there was also some BIG learning.

This is what the Young Ambassadors had to say at their evaluation meeting.

”

*I love that I got to meet new people, learn new skills and try new activities!*

”

*I enjoyed choosing what projects got money. It made me feel a sense of responsibility.*

”

*Adults didn't show up at the Inspections or were late - no support!*

## What were Young Ambassadors favourite bits?



**Learning** new skills and **meeting** new people



**Money!** Being responsible for £25k and deciding who to fund



**Taking part** in some of the activities!



**Communication and Timetable-** Knew where to be and at what times



**Training** on the weekends and learning about the role



Having **FUN** and seeing other young people enjoy the activities

## What were Young Ambassadors least favourite bits?



**Support Staff** not turning up to **Inspections**



**Getting lost** trying to find different activity locations



**Resources** not available through staff, i.e cameras



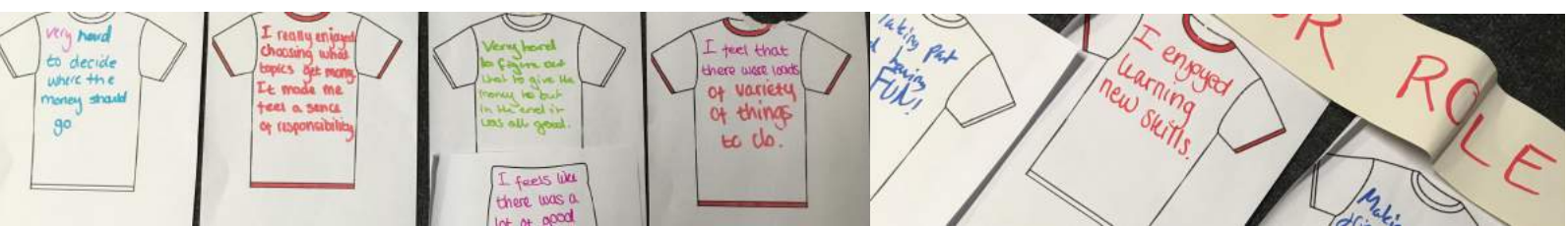
**Lots of inspections!** Need more Young Ambassadors to share the work load.



**Activities cancelled** after we arrived



**Attendance** being low at events or young people not arriving





# The RECOMMENDATIONS

How can we make the project even better.

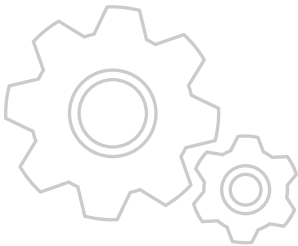
These are some recommendations from the Young Ambassadors and Us for the next Young Ambassadors programme.

## Things to continue doing:



1. **Run the Young Ambassadors** project and the Summer Pick ' Mix programme
2. Deliver **training on the weekend** and cover the same topics
3. Let Young Ambassadors take part in the **activities during inspections**  
and give them FREE spaces
4. **Timetable** of inspections, so Young Ambassadors know where to be  
and when
5. **Support staff** to help at inspections and with filming

## Things to start doing:



1. **Recruit more** Young Ambassadors - to even the work load especially for inspections
2. **Briefing for staff!** Ensure support staff know where to be and when and how to help Young Ambassadors! Ensure staff running projects know that Young Ambassadors are coming too.
3. **Pair Young Ambassadors** with certain support staff - so they work with the same adult throughout. This will help with communication too!
4. **Resources Timetable** to ensure Young Ambassadors have the resources they need for Inspections
5. **School Assemblies** presented together with the Young Ambassadors
6. Set up a **Whatsapp group** to keep them in the loop of any changes.
7. These Young Ambassadors can **help train up** next year's group!
8. **Involve Young Ambassadors earlier on**, and get them involved in planning meetings with staff! More **joint working**.
9. Young Ambassadors can help **deliver some activities** too!

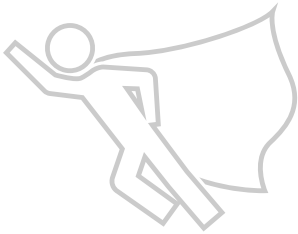


# The QUOTES

Young Ambassadors had the following things to say about their experience:



*"My biggest achievement was being able to help make a difference in young people's lives, allow a place for some children to keep themselves busy and help make a memorable Summer for them!"*



*"This project is important because it gave me a chance to feel a sense of independence. I had an amazing experience and I would love to go it again!"*



*"I have developed my time management better as I needed to get to events on time. I have also really built my self confidence."*



The Young Ambassadors project was run by the **Participation People**, on behalf of Wandsworth Youth Service and Wandsworth Council.

For **more information** about the Young Ambassadors project, please contact:

Tiffany Brown | Programme Manager

**Email** | [tiffany@participationpeople.com](mailto:tiffany@participationpeople.com)

**Phone or text** | 075 119 42396



The Participation People

