

The Youth Social Action Journey Fund – Call for Ideas

Background

1. On 27th June 2013 the independent Campaign for Youth Social Action was announced. Led by HRH The Prince of Wales, the Campaign which is a cross-sector initiative aims to increase the quality, quantity and frequency of social action opportunities, i.e., *‘practical action in the service of others’*, for young people aged 10-20. 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 and that National Citizen Service could be a universal moment in a decade of opportunities.
2. Since 2011 National Citizen Service has worked with over 65,000 young people and it is growing so it can be available to all 16 and 17 year olds to support the important transition to adulthood.
3. This fund will support organisations to make this journey a reality by increasing the number of quality social action opportunities for young people aged 10-20, embedding NCS into this journey and improving the handover from one social action opportunity to the next.

Call for ideas

4. The Youth Social Action Fund is now opening a **new call for ideas**. As set out above we are looking to offer financial support to social action providers to help build the social action journey for young people by:
 - increasing the number of young people aged 10-20 taking part in high quality, social action opportunities on their existing programmes; and
 - embedding NCS in the social action journey of young people with whom they work.

Funding of up to £6m will be available over this financial year and next to support this.

5. The **ambition** of this Youth Social Action Journey Fund is to:
 - learn about how the Campaign for Youth Social Action Principles and Outcomes Framework work in practice and contribute to an evidence base which shows the impact of social action on outcomes for young people and their communities;
 - work with existing social action providers delivering in England to grow in a sustainable way, expanding their reach and impact; and
 - integrate NCS and other programmes into a seamless social action journey for young people.

Criteria for supporting programmes

6. ***For both streams, 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 (outlined at paragraph 10 below) and demonstrate the rigour of their own evaluation of both their programme and the outcomes of participants within a centrally provided evaluation framework.
- Demonstrate a commitment to build a sustainable relationship with NCS.
- Deliver programmes which fit within the parameters outlined below (at paragraph 6 onwards).
- Agree to share data with appropriate social action providers and the independent Campaign for Youth Social Action, in order to facilitate greater communication between providers of opportunities for young people to continue their social action journey and thus support the Campaign for Youth Social Action's aim.

7. **Programmes:**

Following consultation with a number of social action providers, we have established two streams of funding to help build a social action journey with NCS at their heart. We are seeking bids to provide one or more of the following:

- Increase the number of young people aged 10-17 engaged in high quality social action and support them to take part in NCS at 16 or 17; and/or
- Increase the number of opportunities for the growing number of NCS graduates aged 16-20 to engage in high quality social action opportunities

i. Increase the number of young people aged 10-17 engaged in high quality social action and support them to take part in NCS at 16 or 17:

We will provide successful bidders with funding to:

1. offer more places on their existing social action programmes for 10-17 year olds; and
2. help *embed* NCS into their personal development offer for young people aged 16 and 17.

If bidders do not work with 16 and 17 year olds as part of their existing programmes, consortium bids will be welcomed.

In particular, **we will ask bidders to demonstrate:**

- the current unmet demand for additional places on their existing programme;
- how their current social action offer meets the CYSA Quality Framework and evidence of the impact of their programme on young people;
- the cost per head to create these new places;
- their strategy for embedding and promoting NCS as a personal development offer for young people aged 16 and 17 (including any appropriate incentives) and the number of young people who would progress on to NCS as part of their social action journey; and
- their strategy for engaging with NCS and building a sustainable mutual relationship.

and/or

ii. Increase the number of opportunities for the growing number of NCS graduates aged 16-20 to engage in high quality social action opportunities:

Independent evaluation of NCS programmes shows that 71% of NCS participants said they were more likely to help out in future. We want to support the growing number of socially engaged 16-20 year olds, who have participated in NCS, by supporting organisations to provide more high quality and increasingly challenging opportunities and ensure that young people are aware and encouraged to take part.

We will provide successful bidders with funding to:

1. offer more places on their existing high quality social action programmes for the growing number of NCS graduates; and
2. deliver innovative strategies to promote the take up of these opportunities.

In particular, **we will ask bidders to demonstrate:**

- how many social action opportunities they could offer to NCS graduates on their existing programme;
- how their current social action offer meets the CYSA Quality Framework and evidence of the impact of their programme on young people;
- the cost to create these additional places;
- their strategy for promoting, and supporting the take-up of, social action opportunities to NCS graduates during and after completion of NCS. For example: delivering a taster session of social action opportunities available on their programme; and
- their strategy for engaging with NCS and building a sustainable mutual relationship.

8. *Area*

We will only fund programmes delivering in **England with as broad a national coverage as possible.**

9. *Timing*

- Applications must be received by **midnight 17th November 2013.**
- Interviews will be held shortly after the closing date for applications.
- Programmes should be starting in January.

10. Funding is conditional upon organisations providing high quality structured opportunities that comply with 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.

11. In addition, funding is conditional upon organisations 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

12. Funding can be used to finance programme delivery costs, core organisational costs and evaluation in line with paragraph 5.
13. All funding will be delivered against agreed milestones and key performance indicators that will be agreed on an individual basis with each successful organisation. After the first year, organisations will be evaluated against these KPIs. Funding in the second year will be contingent upon performance in the first. This will be measured by effective progress against agreed indicators including, success embedding NCS into an existing programme and ability to achieve sustainability post-government funding.
14. We expect organisations 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 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.
 - Agree to share data with appropriate social action providers and the independent Campaign for Youth Social Action, in order to facilitate greater communication between providers of opportunities for young people to continue their social action journey and thus support the Campaign for Youth Social Action's mission.
15. When assessing bids, we will consider the relative value for money that programmes offer.

Eligible organisations:

16. 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.

17. A number of organisations can apply together, but one must act as lead and take responsibility for the others.
18. 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.