



Committee: Funding Committee of the City Bridge Foundation Board	Date: 4 March 2024
Subject: Strategic Initiative – The Prince’s Trust (23042)	Public
Report of: Sacha Rose-Smith, Chief Funding Director	For Decision
Report Author: Hannan Ali, Funding Manager	

Summary

This report informs the Funding Committee of the progress to date at the nine-year mark of this 10-year strategic grant to the Prince’s Trust – it provides information on the outcomes that have been achieved for the Committee’s consideration. It also outlines the planned activities for the final year and the proposed allocation of resources in support of this activity.

Recommendations

It is recommended that the Funding Committee of the City Bridge Foundation Board, in discharge of functions for the City Corporation as Trustee of City Bridge Foundation (charity reg. no. 1035628) and solely in the charity’s best interests:

- i) Agree that satisfactory results have been achieved by the Prince’s Trust in the third three-year period (years seven to nine) of this strategic initiative;
- ii) Agree the outline of planned activities for the final one-year period, with the agreement of the detail to be delegated to the Managing Director of CBF, in consultation with the Chair and Deputy Chair of the Funding Committee; and
- iii) Approve the commitment of the next allocation of £1m funding from the £10m approved by the Court of Common Council, as outlined in Table 1.

Main Report

Background

1. In September 2014, the former City Bridge Trust Committee agreed to recommend a grant of £10m over a 10-year period to the Prince’s Trust (PT), with break clauses at years three, six and nine, subject to effective delivery. This was subsequently approved by the Policy & Resources Committee, and the Court of Common Council. The grant period commenced in April 2015.
2. This strategic grant was awarded to enable the PT to impact some of the most socially deprived areas of London, and to ensure more work is done across London to assist Young People (YP) from the most disadvantaged backgrounds.
3. CBF’s funding is used towards PT’s community-based outreach teams and core range of Education, Personal Development and Employability programmes which focus on supporting YP who are underachieving in education or at risk of underachieving and Y P who are unemployed and not yet ready for work. The seven main programmes are: ‘Achieve’, ‘Enterprise Challenge’, ‘Explore’, ‘Get



Hired', 'Get into', 'Get Started', and 'Team'. A summary of each programme is provided in **Appendix 1**.

4. In April 2021, staff engaged with stakeholders to conduct a review of strengths and weaknesses of the work to date. The key issues identified were the need to thoroughly evaluate current outputs and how the partnership could be strengthened going forward. In June 2021, it was agreed that going forward PT would test new ways of working and access for YP, and CBF would take a more hands-on approach with the Strategic Initiative. PT and CBF have maintained bi-weekly meetings since to discuss progress, challenges, opportunities, and other matters relating to the grant.
5. Over the duration of this partnership, the relationship has been managed by three Funding Managers, with the support of a Funding Director and Associate Director. It is currently managed by Hannan Ali (Funding Manager) with the support of the Chief Funding Director. The CBF Managing Director meets with Jonathan Townsend (UK PT CEO) quarterly to ensure alignment in strategic priorities.

Current Position

6. The new PT Head of Projects (HoP), Leanne Zahra, was onboarded in March 2022, and was provided with a list of CBF supported YP organisations and a local needs databank. It was agreed that the focus of the partnership would be on achieving the following three objectives:
 - a. **Reach:** to ensure the PT has the widest reach possible focusing on referrals and more marginalised YP, this includes making the most of CBF's total assets approach to increase visibility.
 - b. **User-led:** to ensure that Young People's voices are represented and that they have a say on how services are designed and delivered, that includes having Youth Ambassadors and learning from those who have benefitted already from the programmes.
 - c. **Outcomes:** to ensure impact is being measured throughout the lifespan of the programmes and to improve ways of collecting data.
7. To date, over 15,000 YP have been supported through CBF funding since 2015, the majority of whom are aged 11-30. They have engaged through the seven main programmes. Over the last three years, there has been an increased focus on Equity, Diversity, and Inclusion to ensure programmes are accessible and meet the needs of diverse YP across London. Five large scale events have taken place, between 22-26% of attendees were from an IMD 1-2 area¹ and 59% were female. PT tackled digital exclusion during the Covid-19 pandemic by providing computers, laptop loans, and included digital skills training into its programmes.
8. Outputs over the first three years of delivery were strong, with a steady growth year on year. Figures for young Londoners supported were:

• ¹ The **Indices of Multiple Deprivation (IMD)** is a measure of relative deprivation for small geographic areas in the UK. It classifies these areas into five quintiles based on relative disadvantage. IMD 1 & 2 = Deciles 1 & 2 = Bottom 10% and 20% of the deprivation index.



- a. 2015/16 – 1,733 (increase from 1,685)
 - b. 2016/17 – 1,684 (decrease from 1,708)
 - c. 2017/18 – 1,726
9. Outputs for years four to six were also strong but with slightly lower figures in 2018/19 and 2019/20 to reflect the complexities of the issues faced by young Londoners. There was then a sharp increase in 2020/21 to reflect the shift to online delivery due to restrictions borne out of the Covid-19 pandemic. Figures for young Londoners supported were:
- a. 2018/19 – 1,124 (decrease from 1,378)
 - b. 2019/20 – 1,651 (increase from 1,637)
 - c. 2020/21 – 3,147
10. Outputs for years seven to eight were lower compared to previous years due to the impact of covid-19 and the subsequent recovery year on year. Taking time to rebuild community partnerships, reopen centres in line with covid compliance, and recruit for programmes with the additional pressures of external market impact such as record levels of job vacancies. Figures for young Londoners supported were:
- a. 2021/22 – 1,449
 - b. 2022/23 – 1,409
 - c. 2023/24 – 1,433

Outcomes Update

11. In March 2022, a monitoring framework was devised with CBF's Impact and Learning Team to create a template to demonstrate SMART (specific, measurable, achievable, realistic and time bound) objectives, improve data collection, and gather a richer understanding of the initial and longer-term impact. PT are now using a new CRM system called Tableau to improve and record impact data. The data is broken down by new participants, needs/backgrounds, gender, and ethnicity. The data can also be sliced by programme, region, area, and ward, and linked to the Indices of Multiple Deprivation (IMD). EDI targets are also monitored through the platform.
12. Service user data is collected by a digital survey sent via email and staff directly input outcomes into the system. 'My Journey' forms are completed by YP for all programmes – with a few exceptions – and are completed at the start, middle and end of a programme. The self-reporting tool empowers YP to measure how they feel they are developing and visualise their growth.
13. Currently, 42% of YP supported live in London's top 10% most deprived boroughs and 61% that took part had a disability. 72% were from a community facing racial inequity (previously noted as BAME), an increase from previous years. The 50% target for support for young women was also reached. Based on profile participation data captured by the PT, 15,365 young Londoners have been supported in total over the last nine years. A detailed breakdown by programmes can be found in Appendix 2.



14. PT's NatWest Youth Index 2023 Report which measures how YP feel across different aspects of their lives showed that YP's overall happiness and confidence has flatlined and remains at an all-time low, as the pressures of a cost-of-living crisis, public health challenges, and looming economic recession weigh heavily on their minds and damage their confidence. Young women's responses suggested they were more likely than young men to be feeling anxious. Despite the pressures, the research showed that for many YP, financial security and good mental health are among their biggest goals in life and having a job can help create the stability required to realise aspirations. The full report can be found here: [Youth Index 2023](#). The 15th annual report will focus more on mental health and wellbeing, and will be available once completed here: [Youth Index 2024](#)
15. The Chief Inspector Police Liaison Officer continued to help build the charity's relationship with The Metropolitan Police (Met). Working closely with the HoP, relationships with custody suites and Met departments including county lines, counter terrorism, and intervention programmes onboarding YP in the early stages of their arrest have grown. Both partners provide each other with mutually beneficial training.
16. To build on its employability focus, PT has continued to campaign for Young People furthest from the job market and built strong partnerships with organisations, community partnerships, employers and corporates who are able to offer a variety of opportunities, pathways, and careers. The charity's general target is 75% Young People will have a pathway to employment, to move on to further education, and to improve their life skills such as confidence and teamwork. To date, 44% of YP have achieved a positive outcome (of which its personal development programmes 'Get Started and Explore' are 30% and employability programmes 'Get into and Get Hired' are 80%), 6% have recently moved onto another PT programme, and 98 YP are working one-to-one with a Youth Development Lead, helping those move into outcomes which might take longer.
17. PT's employability programmes have high outcomes due to work ready YP and outcomes from employers, whereas the personal development programmes are aimed at those furthest away from job market. Due to data being provided mid-year, there is a gap between the positive outcomes and target, however, the final positive outcome figure is expected to increase by year-end March 2024.

User-led Update

18. Currently, PT has a 'Youth Voice and Influence Strategy 2022-2026' in place titled 'Made for Young People, By Young People'. YP devised key themes to explore throughout the development of the strategy which were used as starting points for conversations covering involvement, sharing voices, logistics of participation, confidence and safe space building, examples of successful input, and areas of improvement. The forms of influence developed included YP on weekly project working groups, Teams channel, opportunities to get involved in-person and/or virtually, online surveys completed by programme participants, consideration of diverse range of needs and circumstances, and insight days.



19. In 2022, through discussions with CBF, it was suggested that a user-led approach be developed for London. PT has worked to embed youth voices in its London services by getting Young People involved at the planning stages and forming a steering group. In 2023, a Youth Voice Strategy, localised to London, was being developed and Young People were nominated to participate. **Appendix 3** contains the complete Localised London Youth Voice Framework for CBF covering aims, commitments, and actions.
20. To date, 15 YP aged 16-28, from across its London priority boroughs are involved, a mixed group of those who have participated on PT programmes and those who have not. Several planning sessions have taken place, internal and external events have been attended, and opportunities via the Youth Voice panel are being followed up on. An official launch of Youth Voice will be held in March 2024.

Reach Update

21. **Priority Boroughs:** Over the last three years, the charity has focused targeting specific Young People in priority boroughs through building cross-referral relationships and sustaining a strong presence in priority boroughs: Barking and Dagenham, Newham, Hackney, Tower Hamlets, Haringey, Islington, Southwark, Lambeth, Lewisham, and Brent. To increase its capacity, two Youth Development Leads were employed to focus on engagement and promotion.
22. **Empowerment:** To empower more grassroots organisations to deliver PT programmes, PT piloted the commissioning of its 'Get Started' programme. The pilot reached certain organisations and PT received 30 applications from the London Boroughs of Barking & Dagenham, Hackney, Newham, and Tower Hamlets. No applications were received from Brent, despite it being included in the tender; a further evaluation piece will be conducted to investigate and ascertain why. Seven 'Get Started' programmes will be delivered by other organisations and following on from the pilot, PT will continue to build key strategic partnerships with organisations and community groups to reach target groups from London's most deprived areas.
23. **Square Mile:** PT engaged with the City of London Corporations' (CoLC) Innovation & Growth Team to discuss the 'Skills for a Sustainable Skyline' Green Skills Initiative and see if there was an opportunity to address the skills gap in green jobs in London. The charity applied to become an associate member of the taskforce but was not selected due to other organisations having a more suitable skillset within the sustainable field. It has also registered its interest for the 'Knowledge Exchange Circle' organised by Toynbee Hall, a monthly in-person get-together for community members, community organisations, policymakers, and funders to connect and share knowledge.
24. **Community and Children's Services:** In 2023 CBF arranged a meeting with the HoP and the CoLC Business Manager leading the Connecting Communities Programme (CCP) at the Department for Community and Children's Services (CCS) who are looking for partner organisations to refer potential participants and provide training/workplace opportunities. CCP was an 18-month (ended in June 2023) GLA/ESF funded programme operating across 12 central London Boroughs



for anyone over 18 and not in work, training, or education and to support them into sustainable employment by ensuring they can access skills, jobs, and support. PT set up a drop-in at one of its centres to allow Young People to meet the CCP team and sign up to the programme. CCS organise an annual careers festival for Young People aged 16-25, which PT attended in 2023, and are booked in to attend again in 2024. The HoP has formed a good relationship with CCS and regularly invites the department to in-person events.

25. **CoLC Academies:** PT has continued to deliver its 'Achieve' programme that is run in schools and colleges. To build on its education networking success, the charity connected with the CEO of CoLC Academies and a member of the City of London Schools and Colleges. 'Achieve' is now being delivered in Highgate Hill School, however more work needs to be done to engage with the other CoLC academy trusts.
26. **Apprenticeships:** The HoP met with the CoLC Apprenticeship Manager in March 2023 to discuss how PT could refer YP to the CoLC Apprenticeship Scheme. In July 2023, a list of available apprenticeships was provided by CoLC staff and PT has continued to promote and refer Young People to the apprenticeship scheme.
27. **Partnerships:** CBF directed partnerships with other funded organisations during 2021-2024 included Whizz-Kidz, Youth Legal, Go Live Theatre Projects, Spinal Injuries Association, eXcel Project, London Youth Games Foundation, and Refugee Women. Conversations regarding scope of work, synergies, and potential projects are ongoing with numerous organisations.

Events

28. **Networking:** In 2022, PT attended the CBF Networking and Learning Day for Funded Organisations. In May a 'Welcome Session' was delivered by PT to inform Young People of active programmes. The 'Young Londoners Research Programme' was also launched with nine groups of Young People researching topics such as 'What barriers do young people aged 13 to 18 face?'. The HoP attended a working group organised by Partnership for Young London to look at the role of the private sector supporting care leavers into work. The postholder then created two initiatives, 'Social Prescribing' and 'Networking Brunches', to increase the reach of its services specifically targeting the priority boroughs.
29. **Social Prescribing:** These events took place at its East and South centres in September 2022. The events brought together multiple social prescribers, some working as part of an organisation and some working for the NHS, to visit the centres, network, and hear about PTs work. The charity used the feedback and insights from groups regarding service accessibility barriers to improve its communications and messaging. It then successfully delivered the 'Networking Brunches' in November 2022, and had similar objectives to connect a range of stakeholders and share learnings from services.
30. **Cost of Living Crises:** In November 2022, the 'Coats and Conversations' event took place in partnership with New Look, where 60 Young People both existing and new were supported with the cost-of-living crisis. Activities such as 'how to cook



on a budget', 'how to make clothes last longer', and 'how to look after your mental health during a crisis' were delivered. 40% of those Young People who attended lived within IMD 1-2 areas of London and 42% of Young People who attended went onto attend a core Prince's Trust programme.

31. **Levelling Up:** In February 2023, PT attended a roundtable session organised by Partnership for Young London to discuss the levelling up agenda for Young People. The session focused on how youth voices can be heard and better incorporated within the agenda. The charity shared its findings from its NatWest Youth Index 2023 Report.
32. **Large-scale:** In August 2023, PT held a large-scale event in partnership with Tango which was aimed at engaging new Young People to showcase how PT can support those who may not receive the GCSE or A-Level results they expected. The YouTube celebrity special guest delivered a keynote speech, and 96 Young People attended, participating in workshops covering content creation, spoken word poetry and fitness. In September 2023, another large-scale event took place in partnership with L'oreal where 64 Young People participated and, finally, in November 2023 PT facilitated International Men's Day 'Barber's Talk Shop' large scale event supported by Tower Hamlets and Barking & Dagenham Police.
33. **Attendee Breakdown:** All events took place at PT's East London centre in Poplar. PT now recognises the importance of one day large scale events in increasing awareness of its services. A breakdown of the outreach large-scale London events can be found in **Appendix 4**.

Outline of Planned Activities for the Final One-year Period 2024-2025

34. **Reach:** PTs will continue to develop, strengthen, and build further relationships with community organisations in London's key priority boroughs: Barking and Dagenham, Newham, Hackney, Tower Hamlets, Haringey, Islington, Southwark, Lambeth, Lewisham, and Brent. With a specific focus on reaching those within IMD1-2 postcodes, increasing female participations, and supporting individuals from communities experiencing racial inequity, and ensuring programme themes are within growing sectors with career outcomes. Its London ambition statement is that 40% of YP supported will be from the poorest postcodes in London by 2026 and will not be left behind by an increasingly challenging labour market and environment.
35. **User-led:** During 2023, PT revamped the foundations of its Youth Voice Strategy and is expected to launch the new local strategy in March 2024. The initiative will have a structured monthly calendar with clear aims and objectives. The concept will follow PTs national Youth Voice Strategy but will be localised and relevant to London. YP will continue to shape, input, and review the work of PT; and will support the Reach ambitions stated above.
36. **Outcomes:** PT has continued to make changes and improvements in how information and feedback is collected which will make outcome reporting easier and will be provided in the 2023-24 Impact report. PT will continue to receive feedback from Young People following programmes via My Journey Forms and



Surveys. Works with Met will continue to ensure positive relationships and understanding between YP and Met police are built.

37. **Events:** The HoP will continue to work alongside PT's community-based outreach team to bring together community partners and wider PT departments such as corporates, celebrity ambassador, marketing teams to deliver theme-based large-scale events. Going forward, the charity's data collection will include more data points, including ethnicity and economic background. Work will also be carried out to understand why YP may not be signing up to programmes. Three events are currently scheduled for 2024.
38. **CoLC:** PT will work to strengthen the established partnerships to onboard more schools onto 'Achieve', encourage world of work tours in the city, share apprenticeships, open opportunities and careers, and develop new partnerships with employers.
39. **Rebrand:** PTs rebrand is part of a wider move by charities founded by His Majesty the King to reflect the fact he is now King. PTs Council of Trustees voted to change the name to retain proximity to the charity's Founder, reflect his continued dedication to the work, and strengthen the brand for the future. PT will be changing its name and logo to 'The King's Trust'. Typically, implementation can take several months, and PT is aiming to have all aspects of the transition ready for the charity's 50th anniversary in 2026. The charity will seek input from staff, partners, and YP into this work.
40. **Strategy:** The 2025-2029 Strategy will build on both the successes and learnings of its 2021-2025 Strategy and 2021-2023 EDI Strategy. Some initiatives will be carried forward to build on successes and those initiatives that have not gone so well will be reviewed. Responding to its audiences and difficult external factors will take priority.
41. **Legacy:** The HoP has started gathering information for works delivered over the last decade, interviewing alumni to prepare case studies for the final impact report, and planning a 10-year celebration report.
42. **Meetings:** Due to the satisfactory improvements in the relationship, going forward formal meetings will take place once a month and informal check-ins bi-weekly. The FM will continue to update the CFD on a monthly basis, and the CBF MD will continue to meet the PT CEO quarterly.
43. **Payments:** Release of the grant will no longer be subject to receipt of quarterly management accounts and quarterly breakdown of CBF grant spend including outputs for each programme. The outputs will continue to be monitored and discussed during meetings.
44. **Budget Breakdown of Proposed Grant Spend 2024-25:** Table 1



Strategic Partnership: Draft Budget 2024/2025	April 2024 - March 2025	
	Cost (£)	Young People
Live - Reach & Engagement	£544,159	150
Learn - Education Support	£305,600	1,112
Earn - Employability	£97,740	174
CBT Project Manager	£54,232	N/A
TOTAL	£1,001,731	1,436
CBT Contribution	£1,000,000	

Financial Assessment

Year end as at 31 March	2023 Signed Accounts £'000	2024 Management Accounts £'000	2025 Budget £'000
Income & expenditure:			
Income	70,836	69,420	62,500
Expenditure	(81,430)	(65,827)	(59,083)
Gains/(losses)	597	200	0
Surplus/(deficit)	(9,997)	3,793	3,417
Reserves:			
Total endowed	27,281	33,781	38,781
Total restricted	9,052	8,255	9,045
Total unrestricted	41,027	39,117	36,744
Total reserves	77,360	81,153	84,570
Of which: free unrestricted	36,500	34,590	32,217
Reserves policy target	36,179	32,914	29,542
Free reserves over/(under) target	321	1,677	2,676

45. In May 2022, Prince's Trust Group Company (PTGC) was incorporated as a company limited by guarantee (no. 14142157) and registered as a charity in England & Wales in October 2022 (no. 1200643). In September 2022, a restructure of the PT organisations took place whereby PTGC replaced PT as the sole member of numerous entities. The consolidated figures provided by PT are for the Group Company which includes five charitable entities as discontinued operations.

46. 2023 total income was £64m (excluding discontinued operations income which is included in the above table) from continuing activities had a slight decrease from the previous year due to a combination of fewer public sector contracts and lower donations. Over £44m of PT's £70m income in 2023 came from voluntary donations from corporate partnerships, philanthropy, individual supporters, and legacy giving. The charity has a broad range of businesses who provide funding, work experience, training, pro bono expertise, and job opportunities for YP. It also delivers income-generating activities through its subsidiary such as ticketed events



and sponsorships. The 2023 total expenditure figure includes one-off recognition of costs incurred on the disposal of subsidiaries and discontinued activities. Its expenditure was higher compared to previous years due to an increase in the cost of raising funds and delivering its charitable activities.

47. A mix of investments in PT's General Portfolio is maintained to ensure that there is sufficient liquidity to cover working capital needs, capital growth, and potential cash calls. The charity's Endowed Portfolio is intended to maintain its capital value in real terms over the long term. PT's portfolios are managed by investment firms and assessed by the Finance Committee.
48. PT has a Council which retains overall responsibility for risk management, a Risk and Audit Committee which is responsible for scrutinising the work of the Executive Leadership Team, and a Risk and Assurance Framework that is informed and influenced by the needs of the YP ensuring safeguarding, ethical fundraising, health and safety, data protection, cyber security, and financial management and procurement compliance. Mitigations are in place to ensure the robustness of PT.
49. The charity's reserves policy is reviewed by trustees twice a year and the target is set based on a risk assessment of contractual obligations, operating conditions, and external factors; this is currently six months of operational expenditure. In 2023 PT held £36.5m in liquid free reserves which was at a sufficient level. This includes the equity value of freehold land and buildings which are realisable to cash as they are kept in good marketable conditions and are in prime locations.

Conclusion

50. PT has continued to use the strategic grant funding to impact some of the most deprived areas of London and to reach YP from the most disadvantaged backgrounds. Since 2015, over 15,000 Young People have been supported through its seven main programmes funded by CBF, the majority of whom are aged 11-30.
51. The charity has delivered on its three main objectives – reach, user-led, and outcomes – by centering Equity, Diversity, and Inclusion to improve its practices, increasing its engagement with CBF and CoLC, partnering with other charitable organisations and stakeholders to deliver activities and events, adopting an outcomes framework to better monitor its impact, and increasing participation and involvement of YP within its strategic work.

Appendices

- Appendix 1 – Programme Summaries
- Appendix 2 – Young People Supported London vs CBF
- Appendix 3 – Localised London Youth Voice Framework for CBF
- Appendix 4 – London Outreach Large-scale Events

Hannan Ali

Funding Manager

E: Hannan.ali@cityoflondon.gov.uk



Appendix 1 – Programme Summaries

The seven main programmes are: ‘Achieve’, ‘Enterprise Challenge’, ‘Explore’, ‘Get Hired’, ‘Get into’, ‘Get Started’, and ‘Team’.

‘Achieve’ is PT’s education programme. It is designed to support and empower students aged 11-19 (and up to 25 with SEN statement or EHCP) who may need additional assistance to succeed in education. The structure of the programme encourages the young people to develop relationships with other pupils and the teachers. In an unpressured learning environment, young people build confidence and interpersonal skills. There is also the option for Achieve learners to gain a Prince’s Trust qualification.

[Prepare Young People for life after education with \(princes-trust.org.uk\)](https://princes-trust.org.uk)

‘Enterprise Challenge’ is a free inter-school competition for 11–16-year-olds. Delivered in school by Prince's Trust staff and volunteers, young people take part in a series of challenges. In teams of 3-5, young people play its online business simulation game. They then work with their mentor to create and deliver their business pitch. Delivery of the programme is flexible and can be adapted depending on the school’s timetable, curriculum, and geography. All resources are provided by PT. Young people are encouraged to work in groups developing their communication and teamwork skills and are encouraged to take time to analyse and reflect on their progress.

[Develop young people's enterprise skills and confidence with \(princes-trust.org.uk\)](https://princes-trust.org.uk)

‘Explore’ is an individually tailored personal development programme for young people aged 16 to 25 who are disengaged, far away from reaching their potential, have chaotic lifestyles, and who are unable to overcome the problems in their lives. Young people participate in a combination of group activities, opportunities, experiences, and one-to-one support directly delivered by PT staff in their London centres. Sessions support the development of life, personal and social skills such as communication, managing feelings, positive citizenship and taking personal care of themselves and others.

‘Get Hired’ are free online recruitment events designed to help SMEs recruit young talent into entry-level roles. The programme bridges the gap between businesses looking for an efficient recruitment process and young people who are ready to move into work but are struggling to find the right opportunities. PT plan and deliver the event where young people take part in speed interviews. PT advertise vacancies and dedicate account managers to advise SMEs.

[Get Hired | Support our work | The Prince's Trust \(princes-trust.org.uk\)](https://princes-trust.org.uk)

‘Get into’ are free courses for 16–30-year-olds looking for on-the-job experience and training. Courses run from two days to a few weeks and travel, lunch, and childcare costs can be covered. Opportunities are available in retail, hospitality, customer service, health and social care, and construction and engineering. After the programme, a PT volunteer will mentor the young person for up to six months to help plan for the future.

[Get experience with Get into | Help getting a job | Help for young people | The Prince's Trust \(princes-trust.org.uk\)](https://princes-trust.org.uk)



CITY BRIDGE
FOUNDATION

'Get Started' programmes are short courses which engage young people into further education, training or employment, through specific themes such as sport or the arts. Delivered with expert partners, the programme enables young people to develop their skills through practical activities, giving them confidence and motivation to move on with their lives.

'Team' is a 12-week personal development programme, which combines group and individual learning activities, enabling young people to leave equipped with a range of skills. Young people on 'Team' improve their employability through work placements and skills workshops; work directly with members of community organisations to make a difference and build community cohesion; develop their teamwork and communication skills; and gain nationally recognised qualifications.



Appendix 2 – YP Supported in London & those Supported by CBF Funding

	15/16	16/17	17/18	18/19	19/20	20/21	21/22	22/23	23/24	Total
No. YP Supported in London:	3529	3655	4058	5302	5403		3065	4633		29645
No. Supported by CBF Funding:	1733	1684	1726	1124	1651	3147	1449	1409	1433	15356
No. Supported per Programme:										
Achieve	318	420	347	436	494	335	503	486	470	3809
Explore	320	307	334	146	143	29	77	66	45	1467
Team	612	470	300	N/A	260	40	139	126	44	1991
Get Started	388	416	650	371	386	45	142	135	83	2616
Housing Support	95	71	95	71	72	N/A	N/A	N/A	N/A	404
Future Leaders	N/A	N/A	N/A	100	296	N/A	N/A	N/A	N/A	296
Well-being						1015	N/A	N/A		1015
Welcome + 1-2-1 Sessions						674	440			1114
Goal Focus						800	N/A			800
Adaptive Employability						209	N/A			209
Get into							72	109	60	241
Get Hired							92	70	139	301
Mosaic							25	17		42
Enterprise Challenge							399	400	600	1399
Additional:										
Counselling							32			32
Progression Mentoring							75			75



London Youth Voice Framework: Linked to City Bridge Foundation HoP

Our Ambition

The Voices of Young People are fundamental to our approach. This framework will demonstrate how we will work closely with Young People in London, to genuinely involve Young People in everything we do. 2023 was our starting point, our conversations with Young People about how we put it into practice will be continuous and a launch will take place in March 2024, with clear structure and a calendar of opportunities.

Young People are best placed to understand the challenges faced and solutions that will make the greatest impact, with support and guidance from The Princes Trust staff. We will listen to and amplify their voices throughout our organisation and give young people active involvement in decision making, and the opportunity to hold us to account.

Localised London Youth Voice:

Our aims are to make sure our outreach awareness and onboarding, programmes and follow on are inclusive to those from the most marginalised communities.

Outreach

- Event Design Input and Large-Scale Event Outputs (this can also include specific roles such as photographers, etc)
- Attending and or/ presenting at Internal and External Outreach Events (these include brunches, networking opportunities, jobs faires, etc)

Overall young people will have the opportunity to design events, attend internal and external events, share their experience of The Princes Trust with referral partners, other young people and finally support with peer to peer engage to help with recruitment and outreach to help find those young people from hardest to reach background and IMD1-2 areas.

In 2023 London Youth Voice were Involved in wider London partner opportunities these included VRU, Hope Hack, Young People Affected by Violence Group – Whereby discussion around wider society issues were discussed.

As well as the above Youth Voice will come together X amount per month/ year – a mission to seek solutions and lead to make positive change, being able to amplify voices and focus on X. (This key statement will support our 2024-25 plan).

National London Youth Voice:

The Prince's Trust UK strategy 2021-25 contains a commitment that *"We will listen to young people and involve them in shaping our and their future."*

Princes Trust Youth Voice Strategy - [Youth Voice and Influence Strategy 2022 - 2026 - The Loop \(interactgo.com\)](#)

- Young People to support with YDL/ Manager Interviews
- Peer Research into what Young People need and want out of programmes (My Journey Forms and Feedback)
- Marketing and Advertising

"We will listen to young people and involve them in shaping our and their future" The Princes Trust UK Strategy 2021-25

Our six key commitments

1. We **create opportunities** for young people to **participate**
2. We **support** young people to **participate**
3. We **listen** to young people's voices and hear what they are telling us
4. We **bring young people's voices into the conversation** to drive **change and improvement**
5. We **show** young people how we are doing this so they can hold us to account
6. We **continually check in** with young people to see whether we are delivering on our vision and commitments Youth Voice & Influence at The Trust is recognising young people as specialists in their lived experience.

Surveys and feedback forms - This method is a foundational tool in youth participation and provides young people with an accessible and anonymous way to share their views

Influence Panels - Spaces where decisions are shared with Young People and have a tangible influence on an outcome – this is commonplace in interview processes or in decision-making spaces like fundraising forums.

Co-production – This is where people who use our services are being consulted, included, and working together with us from the start to the end of a project that affects them. When co-production works best, people who use services power and have influence over decisions made. This methodology requires Young People to be part of figuring out the problems, research challenges, designing and building solutions and evaluating programmes, products or services.

Co-design - This method consists of people with the relevant skills and experience coming together to create a tangible 'product' such as training materials, information booklets, a new programme, organisational policies, and service specifications. This method starts with an ask of Young People to make a thing alongside an internal team.

Commissioned Research - Research commissioned by the Prince's Trust to hear the voices of young people. This research is often about the lived experiences of young people or a specific topic. (Youth Index)

User Research - User research puts users at the heart of the design process for products and services. It is an iterative, methodical process that refines and improves the user experience by observing, recording and analysing what users do and what they say they would do. It helps identify and solve problems experienced by users by listening to and learning from them.

Committee Board - group of Young People who are part of the governance structure for a piece of work or project. This group will have key responsibilities agreed ahead of time that they work towards. These responsibilities might be specific priorities or key outputs. This group are key stakeholders alongside staff working in the same area and have the opportunity and ability to hold staff to account about the work they are part of the governance structure for.



London Outreach: Large Scale Event Data and Impact 2022-2024

Newlook Clothes and Conversation: Event Summary of Data (December 2022)

	overall	Age										Gender						
		16-20		21-25		26-30		over 30		no date of birth		Female	Male	did not say				
volume of leads incl ineligible	143																	
volume of leads exc inelig	141	100%	12%	20%	33%	18%	17%	37%	13%	50%								
volume of leads exc inelig	141	100%	17	100%	28	100%	46	100%	26	100%	24	100%	52	100%	19	100%	70	100%
booked to the event	85	60%	7	41%	17	61%	31	67%	11	42%	19	79%	30	58%	12	63%	43	100%
Attended	50	35%	2	12%	10	36%	17	37%	8	31%	13	54%	18	35%	7	37%	25	100%

Based on leads (excluding ineligible)

- Successfully booked **6** out of **10** Young People who applied. **60%**
- Of which the majority attended **58%** of everyone booked which was **35%** of all of the leads.
- Was most attractive to the **26-30** year old age groups from both a volume of leads but also from a level who attended.
- Was significantly more appealing to females.

IMD	vol	%	IMD	vol	%	IMD	vol	%
1	5	4%	1	2	2%	2	19	40%
2	46	33%	2	32	39%	3	12	26%
3	28	20%	3	17	21%	4	4	9%
4	21	15%	4	11	13%	5	5	11%
5	17	12%	5	8	10%	6	4	9%
6	6	4%	6	3	4%	7	4	9%
7	8	6%	7	5	6%	9	1	2%
8	1	1%	9	1	1%	10	1	2%
9	4	3%	10	1	1%	#N/A	1	2%
10	1	1%	#N/A	2	2%			
#N/A	3	2%						
Grand Total	140	100%	Grand Total	82	100%	Grand Total	47	100%

IMD of all leads: **37%** of all leads came from a IMD 1 or 2 postcode

IMD of those booked: **41%** of those YP booked were also from IMD 1 or 2

IMD of those attended: and of those who attended **40%** were from IMD 1 or 2

Participations Programme

Original Session Name: Newlook
Participation Status: (All)

Row Labels	Count of Product Level 2
Additional Sessions	7
Enterprise	4
Fairbridge	4
Get Hired	3
Get Into	2
Get Started	7
Health (NHS England)	1
Grand Total	28

*The above table provides an overview **21** out of the **50** Young People who attended then went on to participate onto a core Princes Trust programme. **42%** of YP attended a core programme.



International Women's Day, Embrace Equality: Event Summary of Data (March 2023)

	overall	Gender								
		Female		Male		other		blank		
volume of leads % dups	128									
volume of leads% exc dups	126	83%		3%		2%		12%		
volume of leads% exc over 30's	126	100%	104	100%	4	100%	3	100%	15	100%
booked to the event	94	75%	78	75%	1	25%	1	33%	14	93%
Attended	66	52%	52	50%	1	25%	1	33%	12	80%

Based on leads (excluding duplicates)

- Successfully booked **3** out of every **4** Young People who applied.
- **2** out of every **4** attended.

Row Labels	vol	%
1	5	4%
2	27	21%
3	15	12%
4	17	13%
5	15	12%
6	10	8%
7	10	8%
8	5	4%
9	11	9%
10	2	2%
no postcode	9	7%
Grand Total	126	100%

Row Labels	vol	%
1	2	3%
2	14	21%
3	10	15%
4	10	15%
5	6	9%
6	6	9%
7	4	6%
8	2	3%
9	5	8%
no postcode	7	11%
Grand Total	66	100%

Row Labels	vol	%
1	4	4%
2	21	22%
3	11	12%
4	13	14%
5	11	12%
6	8	9%
7	7	7%
8	3	3%
9	7	7%
10	1	1%
no postcode	8	9%
Grand Total	94	100%

IMD of all leads: **25%** of all leads came from a IMD 1 or 2 postcode

IMD of those booked: **26%** of those YP booked were also from IMD 1 or 2

IMD of those attended: and of those who attended **24%** were from IMD 1 or 2

Participations Programme

Original Session Name	International Womens Day
Participation Status	(All)
Row Labels	Count of Product Level 2
Additional Sessions	20
Enterprise	5
Fairbridge	3
Get Hired	2
Get Into	14
Get Started	17
Health (NHS England)	3
Team	1
Grand Total	65

*The above table provides an overview **45** out of the **65** Young People who attended then went on to participate onto a core programme. **69%** of YP attended a core programme.



Tango, Find Your Fearlessness: Event Summary of Data (August 2023)

	overall	Age						Gender						
		16-20		21-25		26-30		Female	Male	other				
volume of leads % ineligible	250													
volume of leads% exc over 30's	237	46%		33%		22%		64%		35%	1%			
volume of leads% exc over 30's	237	100%	108	100%	78	100%	51	100%	152	100%	83	100%	2	100%
booked to the event	117	49%	57	53%	36	46%	23	45%	74	49%	40	48%	2	100%
Attended	69	28%	31	29%	25	32%	13	25%	39	26%	27	33%	2	100%

Based on leads (excluding over 30's)

- Successfully booked **2** out of every **4** Young People who applied.
- **1** out of every **4** attended (approx.)
- Most attractive to the **16-20** year old age group.
- Significantly more appealing to females.

IMD postcode	no of YP	%
1	8	3%
2	58	24%
3	53	22%
4	39	16%
5	21	9%
6	19	8%
7	13	5%
8	8	3%
9	5	2%
10	2	1%
unknown	11	5%
Grand Total	237	100%

IMD postcode	Total vol	Total %
1	3	3%
2	29	25%
3	27	23%
4	22	19%
5	10	9%
6	10	9%
7	5	4%
8	3	3%
9	2	2%
10	1	1%
unknown	5	4%
Grand Total	117	100%

IMD postcode	vol	%
1	2	3%
2	16	23%
3	16	23%
4	12	17%
5	5	7%
6	6	9%
7	3	4%
8	3	4%
9	1	1%
10	1	1%
unknown	4	6%
Grand Total	69	100%

IMD of all leads: **27%** of all leads came from a IMD 1 or 2 postcode

IMD of those booked: **28%** of those YP booked were also from IMD 1 or 2

IMD of those attended: and of those who attended **26%** were from IMD 1 or 2

Participations Programme

Original Session Name	Tango
Participation Status	(All)
Row Labels	Count of Product Level 2
Additional Sessions	67
Enterprise	3
Fairbridge	4
Get Hired	3
Get Into	3
Get Started	14
Health (NHS England)	1
Welcome Activity	1
Grand Total	96

*The above table provides an overview **28** out of the **96** Young People who attended then went on to participate onto a core programme. **29%** of YP attended a core programme.



L'Oreal Your Worth It: Event Summary of Data (September 2023)

	overall	Age								Gender										
		16-20		21-25		26-30		over 30		no date of birth		Female	Male	other	did not say					
volume of leads incl ineligible	165																			
volume of leads exc inelig	161	15%		30%		28%		9%		18%		68%		16%		2%		16%		
volume of leads exc inelig	161	100%	24	100%	49	100%	45	100%	14	100%	29	100%	109	100%	26	100%	4	100%	26	100%
booked to the event	75	47%	9	38%	29	59%	27	60%	7	50%	3	10%	61	56%	11	42%	1	100%	2	100%
Attended	64	39%	5	21%	26	53%	23	51%	7	50%	3	10%	53	49%	8	31%	1	100%	2	100%

Based on leads (excluding over 30's)

- You successfully booked **2** out of every **4** Young People who applied (**47%**) of which the majority attended **85%** of everyone booked which was **39%** of all the leads.
- Was equally attractive to the **21-25** and **26-30** year old age groups from both a volume of leads but also from a level who actually attended.

IMD postcodes	Y	vol	%	IMD postcodes	Y	vol	%	IMD postcodes	Y	vol	%
1		8	5%	1		4	5%	1		4	6%
2		28	17%	2		11	15%	2		10	16%
3		32	20%	3		17	23%	3		14	22%
4		19	12%	4		12	16%	4		9	14%
5		13	8%	5		4	5%	5		3	5%
6		14	9%	6		11	15%	6		11	17%
7		9	6%	7		5	7%	7		3	5%
8		5	3%	8		2	3%	8		2	3%
9		4	2%	9		3	4%	9		3	5%
10		3	2%	10		2	3%	10		1	2%
#N/A		27	17%	#N/A		4	5%	#N/A		4	6%
Grand Total		162	100%	Grand Total		75	100%	Grand Total		64	100%

IMD of all leads: **23%** of all leads came from a IMD 1 or 2 postcode

IMD of those booked: **20%** of those YP booked were also from IMD 1 or 2

IMD of those attended: and of those who attended **22%** were from IMD 1 or 2

Participations Programme

Original Session Name	L'Oreal	Y
Participation Status	(All)	
Row Labels	Count of Product Level 2	
Additional Sessions	4	
Enterprise	16	
Get Hired	1	
Get Into	6	
Health (NHS England)	3	
Team	1	
Explore	7	
Grand Total	38	

*The above table provides an overview **38** out of the **64** Young People who attended then went on to participate onto a core programme. **59%** of YP attended a core programme.



International Men's Day: Event Summary of Data (November 2023) – Awaiting data.

Summary

In total we have completed four large scale events, a total of **276** Young People attended, **162** YP were female, **59%** of those who attended were female.

Cost Analysis – on average YP travel, lunch and materials £600 per event.

What works well:

- Large Scale Events are attractive to Young People and are great for awareness of The Princes Trust. The layout of events work well, a safe space, networking opportunities, themes where YP can talk about issues they face, panels and workshops.
- Dedicated 1-1 time both before and following the day building relationships and progressing YP onto core programmes, next step and signposting opportunities.
- Relevant topics, Inspiring panel talks and workshops.
- Involving referral partners to bring along groups of YP (Refugee org) and community organisations promoting local opportunities.
- London Youth Voice have both engaged in planning and supporting the day and we have had YP join the London Youth Voice who have not done a programme but attended an event.
- 40% of YP who attended Newlook Coats and Conversations were from an IMD1/2 area. Other events have engaged IMD1/2 between 22%-26%.
- Collaborating with teams across The Trust to bring events to life. External teams have benefited from profiling their ambassadors, introducing volunteer to opportunities at the trust, giving sponsors the opportunity to speak directly with beneficiaries, allow corporate brands to promote their organisations. Giveaways for young people from our corporate partners.
- Briefings for staff, external volunteers and panellists etc held ahead of the event.

Things to take forward/ Recommendations:

- Data collection to now include gender and ethnicity to support with our EDI strategy.
- Understanding why the other % of YP do not sign up to programmes.
- Is there an easy way to capture Economically Inactive?
- A checklist would be a useful tool when setting up an event, similar to the one for Get Hired
- Influencer didn't necessarily make a big difference in terms of attracting the types of YP that we want to engage – i.e. those who are actually looking for opportunities. Also, we had more of a significant drop off in numbers of attendees to that event than we had anticipated – this is evident from the lower percentage of YP that attended having one on to core programmes following the event
- Social media is an important part of the promotion process, however, more referrals come through our own promotion through referral partners and outreach etc
- Important to leave enough time to make onboarding calls ahead of the event, and for the event lead to delegate these to enough volunteers to complete them, without the event lead having to do this themselves, the pre-screen calls tracker is a useful tool.



CITY BRIDGE
FOUNDATION

Young People Quotes:

"I didn't know what to expect, but I was pleasantly surprised by everything that was shared during the talks. The energy of the Prince's Trust team and panelled visitors was great and really set the

tone for a good day. The workshops with the L'Oréal staff were also engaging and very insightful."

"It most definitely did; the workshops were so informative and interesting. Everyone was interacting and were networking with the people around them, it was lovely to see."

"The friendliness of all the staff and all of the events that was hosted and feeling like you fit in and you're not just there and lonely or forced to be there."

"How convenient it was to get there. Nice environment nice people"

"Seeing Yung Filly and hearing about people's advice".

"When I first arrived, I was like this is going to be so boring, but it was completely the opposite it was welcoming, friendly and more important fun and I learnt life skills that I can use that other people shared about in the host part of the events".

"Definitely exceeded my expectations as I didn't know Young Filly would be here".