

MAYOR OF LONDON

TEAM LONDON
YOUNG AMBASSADORS
2015-2016



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OVERVIEW



Thanks to the support of Spirit of 2012, Young Ambassadors has been offered to each state school in London. We have engaged 1,990 state schools, independent schools, further education and sixth form colleges, pupil referral units and special educational needs schools.

Thanks to the programme, 401,141 young people have been reached with 107,985 now volunteering and taking social action in their communities. There is a Young Ambassador presence across London, with an average of 60 schools engaged per borough.

In 2016, London became European Volunteering Capital for 2016. The success of the innovative Young Ambassadors programme was key to London securing the accolade. The programme was also awarded the Department for Education's Character Award 2016 for London. The award celebrates programmes which develop character building traits. Our feedback continues to show that Young Ambassadors are more active citizens, have higher academic attainment, and are more ready for the world of work.

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The school outreach strategy for 2015-16 included an increased focus upon special educational needs schools (SEN) and pupil referral units (PRU). We have continued to enjoy a successful relationship with delivery partner WE, who has ensured the quality and integrity of the programme is maintained despite the high numbers and complex needs of schools we work with. Additionally, we continued to recruit and develop Borough Ambassadors so that schools have the required support they need to carry out their projects.

Young Ambassadors is now active in 80% of London's schools. Since 2013, the demography of London's schools has changed with some schools merging and others closing. This has reduced the total number of schools available to target.

In response to this change, our outreach has focussed recently on secondary schools, special educational needs schools, and pupil referral units. In 2015/16, we recruited a total of 990 schools - 110 schools fewer than our target. The team at WE is working extremely hard to reduce this shortfall and we now plan to reach the remaining 110 schools by mid-December 2016.

We have ended 2015-16 on a high, by hosting our largest ever Young Ambassador event. The Copper Box Arena Youth Conference brought together 625 young people from 68 schools on 11 October 2016. The young people heard from inspirational Young Ambassadors and well as from Darwin Bernardo, a 2012 Games torch bearer and Team London Award winner. The conference finished with a guided tour of the Olympic Park.

During 2015-16, Young Ambassadors achieved:

990	New schools engaged
401,141	Young people reached
107,985	Young people volunteering actively
6	Youth summits engaging 800 young people
46	Borough Ambassadors engaged
6	Team London Awards for schools
11	Unilever brightFuture Grants awarded
5	Boroughs funded for Young Leaders projects
414	Team London Young Ambassadors schools at We Day 2016
464	Entries to London Knowledge Quiz



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School delivery 2015-16

During 2015-16, we recruited 990 schools. Of these schools, 688 received a 'low touch' assembly which focuses on volunteering and active citizenship. Of these 688 schools, 68 were recruited thanks to their participation at the Copper Box Arena Youth Conference on the 11 October 2016. The remaining 277 schools received a 'high touch' visit. These visits included a workshop to develop the topics introduced during their inspirational assembly. The remaining 25 schools were offered Young Ambassadors through the accreditation scheme which recognises and supports socially active London schools that don't require an assembly.

The most popular themes the young volunteers chose to focus on were:

1. Homelessness
2. Bullying and friendship
3. Hunger
4. Poverty
5. Environment
6. Health and wellbeing

The breakdown of all visits can be seen in Appendix I. A full list of themes can be seen in Appendix II.



EMPOWERING YOUNG PEOPLE

Youth Summits

Youth summits create stronger communities by helping schools to work together on social action projects. Since 2013, 1,510 young people in 113 schools have attended youth summits. Included in this number is the Copper Box Arena Youth Conference which brought together 625 young people from 68 schools.



Youth summits were of varying sizes and all focused on helping young people to volunteer and take social action.

Team London Young Leaders

Team London Young Leaders was piloted in 2015-16. This scheme brought together four schools (one secondary and three primaries) per borough. The young volunteers became the community leaders in their borough and together started projects that impact their communities. The pilot took place with schools from Haringey, Greenwich, Croydon, Lambeth and Westminster.



Each group of Young Leaders had access to funding of up to £1,000 to support their project. There were a variety of projects, from a fitness festival in Greenwich, to a tea party with Age UK in Croydon.

In 2016-17, Young Leaders will also include Young Ambassadors from Islington, Sutton, Bexley, Brent and Camden.

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Unilever brightFuture Grants

In 2015 -16, Unilever offered grants of up to £1,000 to Young Ambassadors schools who were shortlisted for a Team London Award. The grants allowed schools to develop their volunteering and social action projects.

A total of 11 schools applied for a grant and pitched their ideas in front of a panel of judges. All schools were awarded a full grant of £1,000.



The successful schools were:

- Abbotsfield School for Boys, Hillingdon
- Bradstow School, Kent and Wandsworth
- Broadford, Havering
- Camden School for Girls, Camden
- Conway School, Greenwich
- Hendon School, Hendon
- Mosaic Jewish Primary School, Wandsworth
- Southfields Academy, Wandsworth
- St Andrew's C of E Primary School, Islington
- St Saviour's C of E Primary School, Lambeth
- Yeading Junior School, Hillingdon

Projects ranged from a tea party for the elderly by Abbotsfield School for Boys to increase community cohesion, to Conway Primary School's book club where students and their families come together to read and share stories.

In December 2015, all schools showcased their projects at City Hall. The winner of the 'people's choice' vote was Broadford Primary School. They won for their 'Kindness Revolution' which saw them carrying out acts of kindness to try and make someone's day.

In 2016-17, 18 applications have been received from Young Ambassadors schools for Unilever brightFuture grants.

Please see appendix VI for more details on the awarded projects.



ENGAGING VOLUNTEERS AND CONNECTING GENERATIONS

Borough Ambassadors

Borough Ambassadors offer support to schools and teachers and have a wealth of local knowledge about their borough.

The original role of a Borough Ambassador was to match them with a school and to create a network of volunteers in each borough. In total we have recruited 59 Borough Ambassadors, aged between 19 and 65, and matched them with schools in 23 boroughs.



Since September 2016, the role has changed to one which supports Young Ambassadors to plan and deliver their Unilever brightFuture and Young Leaders projects. During 2015-16, Borough Ambassadors gave a significant amount of support to the projects and the decision was taken to permanently change the role. The new Borough Ambassador role will also see them supporting large scale events such as youth summits and WE Day UK.

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Team London Awards

Each year, the Team London Awards celebrate the outstanding contribution made by volunteers in London. The Awards are a wonderful way to honour schools that have been active participants of the Young Ambassadors programme.



Young Ambassadors schools have won awards in the following categories:

- Our Environment
- Mentoring and Coaching
- My Community
- Sports and Healthy Living
- The Spirit of 2012 Award
- Unilever brightFuture Award

In 2016, we received 103 nominations. As well as recognising the winners during a ceremony at City Hall, all nominees are given the opportunity to apply for a Unilever brightFuture Grant.

The school winners in 2016 were:

- Granton Primary School, Lambeth
- City & Islington College, Islington
- Hackney New School, Hackney
- Burnt Ash Primary School, Bromley
- Rokesly Junior School, Haringey (Spirit of 2012 Award)
- St Saviour's Church of England Primary School



INSPIRING EVENTS

WE Day UK

WE Day UK combines the energy of a live concert with the inspiration of incredible stories of leadership and change. The event brings together world-renowned speakers and performers with tens of thousands of young people to celebrate the power of social action.

On 7 March 2014, for WE hosted the inaugural WE Day UK. The day included a video from the former Mayor Boris Johnson, an appearance by Prince Harry, and a captivating speech by Martine Wright on proving that 'good can come out of bad'.

WE Day UK in 2015 saw Juhi from Yeading Junior School speak about her involvement in Young Ambassadors. This was followed by an incredible speech by Paralympian Andy Barrow who shared his story of how volunteers supported him on his road to recovery. Additionally, Team London supported WE to partner with Transport for London who offered free transport to London schools, which accounted for half of the audience.

At WE Day UK in March 2016, students from Broadford Primary School in Havering and Jo Richardson School in Barking and Dagenham took to the stage to talk with Michael Absalom about their incredible actions. These included holding a giant WE Are Silent March, to creating a WE Are Kindness campaign at school to share positive messages with others.



WE and Team London are planning for WE Day UK 2017 on 22 March 2017. The Young Leaders initiative will be the focus for the Young Ambassadors segment.

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London Knowledge Quiz



Young Ambassadors schools participate in the London Knowledge Quiz. The event sees teams compete in two online rounds before the live final at The Museum of London hosted by Michael Absalom.

The Quiz has been running since 2013. In 2016, 464 Young Ambassadors schools were recruited by WE and registered to take part. The 2016 winners were:

- Ursuline High School (Merton)
- Michael Faraday School (Southwark)



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Schools' Volunteering Conference

Young Ambassadors was launched in September 2013 at the Schools' Volunteering Conference at City Hall. Representatives from schools came to find out more about the programme and how it can support volunteering and social action in their school.

The 2014 conference provided an opportunity for teachers to learn more about Young Ambassadors and to network with like-minded teachers and professionals. The event brought together 297 teachers from 31 boroughs. The conference was instrumental in the recruitment of schools, with 124 new schools joining in the October following the conference - the largest number of schools recruited in a month.

In October 2015, over 240 delegates attended the conference which took place at City. Speakers included Marc Kielburger co-founder of Free the Children and Paralympian Andy Barrow. Speeches by teachers and young people involved in the programme were also included.



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UK's Largest Careers Speed Networking for Young People

On 20 October 2016, in partnership with Lord's Community, we delivered an impactful careers education event for Team London schools. The event was piloted successfully in October 2015.

Over 350 business volunteers took part in 4,000 speed networks giving careers advice to young people.

The business volunteers' knowledge, personal insight and top tips helped inspire hundreds of young people to understand the volume and breadth of careers on offer to them in London.



The following Young Ambassador schools participated:

- Bishop Thomas Grant School, Lambeth
- Aylands School, Enfield
- Bishopshalt School, Hillingdon
- Douay Martyrs School, Hillingdon
- Fulham Boys School, Hammersmith and Fulham
- Hammersmith Academy, Hammersmith and Fulham
- Heathcote School, Waltham Forest
- St Augustine's Church of England School, Westminster
- Swakeleys School, Hillingdon
- Camden School for Girls, Camden
- Eastlea Community School, Newham
- Gaynes School, Havering
- Heron Hall Academy, Enfield
- Lambeth Academy, Lambeth
- Lister Community School, Newham
- St Catherine's School Enfield



OTHER SUCCESSES

Communications

As the programme continues to grow we have built a strong library of case studies which are shared via the Mayor of London's communications channels. The success of the Young Ambassadors is profiled nationally by WE and our relationship with Step up to Serve and Generation Change allows us continue to feed in at policy level.

Partnerships

We have engaged strategic and operational partners to share information about the programme. These relationships have helped us engage with new audiences and include the Young Ambassadors programme in the wider youth social action conversations. Partners include:

- The Duke of Edinburgh's Award
- Step up to Serve
- Teach First
- Lord's Community
- Museum of London

As well as developing external partnerships we have worked closely with other teams across the Greater London Authority to work collaboratively and identify opportunities to engage new schools. Teams include Education and Youth, who supported on outreach through local authority directors. We also worked collaboratively with the London Enterprise Advisers Network on the UK's Largest Careers Speed Networking for Young People.

Press and PR

We have worked with the Mayor's Press Office to ensure coverage of the Young Ambassadors programme over the past three years. Key moments in the programme that have covered by press releases:

- Youth Summit, December 2014
- 1000 Schools Moment, July 2015
- London Knowledge Quiz, July 2015
- Youth Summit, July 2015
- Team London Awards Ceremony, September 2015
- Department for Education Character Award, Greater London 2016



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DEMOGRAPHIC REPORTING

	TOTAL	Primary	Secondary	London average - primary	London average - secondary
FSM %					
Average of % of pupils known to be eligible for free school meals	42.5	40.9	35.3	18.8	20.7
Average of % of pupils taking free school meals	41.7	40.3	31.0	17.4	17.1
Max of % of pupils known to be eligible for free school meals	69.7	69.7	68.5	100.0	68.5
Max of % of pupils taking free school meals	100.0	100.0	69.4	69.7	69.4
EAL %					
Average of % of pupils whose first language is known or believed to be English	52.9	51.8	57.3	52.4	58.6
Average of % of pupils whose first language is known or believed to be other than English	46.5	47.6	42.2	46.7	40.0
Average of % of pupils whose first language is unclassified	0.4	0.4	0.5	0.4	0.5
Ethnicity %					
Average of % of pupils classified as white British ethnic origin	27.3	27.2	27.7	28.3	28.6
Average of % of pupils classified as Irish ethnic origin	0.6	0.6	0.7	0.7	0.7
Average of % of pupils classified as any other white background ethnic origin	13.0	13.5	11.2	13.4	12.5
Average of % of pupils classified as African ethnic origin	14.4	14.7	13.2	13.9	13.9
Average of % of pupils classified as any other ethnic group ethnic origin	5.6	5.6	5.7	5.6	5.5
Average of % of pupils classified as any other black background ethnic origin	2.4	2.5	2.2	2.5	2.6
Average of % of pupils unclassified	1.2	1.1	1.8	1.2	1.5



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Average of % of pupils classified as Chinese ethnic origin	0.8	0.8	0.7	0.7	0.7
Average of % of pupils classified as traveller of Irish heritage ethnic origin	0.1	0.1	0.1	0.1	0.1
Average of % of pupils classified as Gypsy/Roma ethnic origin	0.2	0.2	0.1	0.2	0.2
Average of % of pupils classified as Caribbean ethnic origin	5.4	5.2	5.9	5.0	5.5
Average of % of pupils classified as any other Asian background ethnic origin	4.5	4.4	4.8	4.3	4.2
Average of % of pupils classified as Bangladeshi ethnic origin	5.2	4.9	6.4	5.1	5.0
Average of % of pupils classified as Pakistani ethnic origin	4.0	3.9	4.5	3.5	3.6
Average of % of pupils classified as white and black African ethnic origin	1.4	1.4	1.2	1.4	1.4
Average of % of pupils classified as white and black Caribbean ethnic origin	2.8	2.8	2.4	2.7	2.9
Average of % of pupils classified as any other mixed background ethnic origin	4.4	4.5	3.8	4.4	4.4
Average of % of pupils classified as Indian ethnic origin	5.0	4.7	6.0	4.7	4.7
Average of % of pupils classified as white and Asian ethnic origin	1.6	1.7	1.4	1.7	1.6

SEN provision - in state schools

Average of Total Pupils	554.8	426.6	1071.7	446.0	448.0
Average of SEN support	73.4	57.3	138.8	59.0	59.0
Average of Statement/ EHC plan	11.5	8.5	22.3	14.0	15.0



IMPACT 2015-16

Since 2013, the programme has had a phenomenal impact on students, teachers and communities. Below is the impact analysis of 2015-16:

Character and Self

- 68% of young people are more likely to plan for their future career or higher education
- 88% of young people have developed stronger communication skills
- 88% of young people have demonstrated increased leadership among their peers, from organising projects and events to encouraging their peers to get involved
- 79% of young people are more capable of developing a plan of action to address social justice issues

Community Engagement

- 87% of young people demonstrate more consideration of local and global issues in their everyday life choices, including kindness, recycling and energy conservation
- 86% of young people feel a greater connection to their local community
- 87% of young people are more able to work effectively and respectfully in diverse teams
- 87% of young people are more likely to stand up for others that are treated unfairly because of their race, religion, sexual orientation etc.

School Culture

- 70% of teachers feel that the Young Ambassadors programme has encouraged previously disengaged students to become more involved

Professional capacity of teachers

- 81% of teachers were more likely to integrate content about the local community into regular classroom activities



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For their amazing voluntary work the school was nominated for a Team London Award in 2014 with Young Ambassador, Emma Halahan winning an individual Team London Award for her commitment to youth social action in her local community.

In 2015 and 2016, the school organised awareness-raising marches to City Hall, as part of their WE Are Silent campaign. In 2015 they were joined by three other schools from Kent, Wales, the Midlands and Dorset. In July 2016, over 200 students marched silently across Tower Bridge to City Hall, to raise awareness for a number of different local and global issues.

Each student chose a cause that they felt passionate about, such as homophobia, bullying and racism. The march caught the attention of many Londoners who were passing by. Teacher Kala said the march helped abolish misconceptions that the young are apathetic by demonstrating how passionate they are.

“To ensure that our students value and respect the world in which they live and to show young people can, collectively make a huge difference in their local and global community” - Kala Boller, teacher, on why they take part in the Young Ambassadors and WE Schools programmes



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St Saviour's Church of England Primary School, Lambeth



St. Saviour's Church of England Primary School in Lambeth was one of the first schools involved in Young Ambassadors. Students began volunteering by planting their own flower gardens around the playground to brighten up the school. Then, to connect with the elderly in their community, they decorated plant pots and took some of their flowers to a local care centre. The students now visit the residents each Christmas to sing carols.

Students are now committed to five different community projects, from collecting food for a local foodbank to visiting a local refuge. Students are already preparing for their second mini WE Day to celebrate their commitment to social action and are ensuring that they take charge of the event. The school also won a brightFuture grant for their Street Survival Kits and are now a lead school for Young Leaders in Lambeth. Additionally, their Street Survival Kit project won this year's Unilever award at the Team London Awards 2016.

"I didn't really know what to do myself but I learned that if you let the children do it on their own they've got so many brilliant ideas," **Flora Vidal, teacher.**

"We don't have to say anything to our students anymore; they come to us and take the lead. We're so proud of them!" **Lois, Head Teacher.**



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Northway Community School – PRU, Barnet

In December 2014, students from Northway Community School received a high touch visit from WE. They learnt what it meant to be a hero and that anyone can be a hero if they decide to take action and help people.



Following the visit, students chose to launch a campaign that would help other children in London and show them that anyone can make a difference. They took part in the Salvation Army's 'Angel Tree' campaign. They bought presents and left them on a giant Christmas tree so that children who weren't as fortunate as them could enjoy Christmas too. To raise the money they baked cakes and held a coffee morning. Their 'Snowbucks' was a massive success and raised enough money to buy 50 presents. By raising money to buying gifts for others they showed that young people play a vital role in community citizenship in their borough. Because of the amazing work, they were able to earn their tickets to WE Day UK 2015.

"As you know they loved going to Wembley Arena with all of the other schools and receiving a goody bag (the rulers and drinks bottles were a real hit!!) This gave them the inspiration to buy a goat to help a family overseas." Margret Isacc, teacher.

Snowbucks was such a success that the students decided to run Springbucks! The money raised at Springbucks was not enough to buy a goat so the students decided to take part in WE Day's WE Create Change campaign.

Moorcroft School - SEN, Hillingdon

In December 2015, the sixth form students at Moorcroft School in Hillingdon, received a visit from WE. Moorcroft is a school for young people with severe learning difficulties. Using visual aids, the young people identified issues that they faced in their local community. They then drew superheroes and super objects relating to the issues. One idea they came up with was a litter tornado that collected litter. Another was a magic cupcake that had the power to ensure the elderly were never lonely.

The students then decided to focus their efforts on environmental issues and the volunteers are now the school's ECO Heroes. They now switch off lights, turn off taps and control littering. Because of their dedication and amazing work, the students at Moorcroft attended WE Day UK 2016. The students are testament to the fact that whatever your ability, if you are passionate about a cause, you can make a difference!



CHALLENGES

School recruitment

We are delighted to be working with 80% of all state schools in London. Our target was to reach 2,500 or 75% state schools by the end of 2016-17. Since then, some schools have merged and others have closed down. This has reduced the number of schools available to us. We are pleased to be working in a greater percentage of schools than planned initially; however, due to smaller school numbers we have revised our target for 2016-17. We are now focussed on deepening our engagement with those already in the programme.

There are a number of reasons for schools declining the programme. Some feel they do not have time to due to exam preparation, or they don't see the programme being a good fit for their students. Others, such as hospital schools, have suggested that the programme is unsuitable for the specific and severe needs of their students.

We are currently 110 schools short of our target of 1,100 schools for 2015-16. Details of our additional outreach activities can be viewed on the following page.

WE forecast reaching the additional 110 new schools in the following ways:

- Outreach for 110 school visits.
- Schools that do not want a visit but fit the criteria will be accredited.

WE are on schedule to recruit the outstanding 110 schools by mid-December 2016.



Longitudinal Evaluation

We implemented a robust evaluation framework in support of Spirit of 2012's impact measurement. This gives us valuable data on both the Young Ambassadors and the Borough Ambassadors. We have worked closely with Spirit of 2012 and WE to ensure the metrics being used are suitable for each audience.

Team London understands the importance of the longitudinal evaluation; however, we have experienced data collection challenges during 2015-16. This has been caused by the lack of face-to-face meetings when we can guarantee the completion of the surveys. At youth summits we can capture data directly, but we rely on teachers to make sure that the same students complete the mid-year and end of year forms online.

Overview of 2015-16 evaluations:

- Baseline forms completed at winter youth summit: 486 responses
- Mid-year forms completed online in schools: 93 responses
- End of year forms completed online in schools: 6 responses

Evaluation outreach activities:

- An initial email in June 2016.
- A reminder email was sent to all tracked schools in September 2016 with the option to print survey and post back to Team London.
- WE Schools Co-ordinators from tracked schools reminded schools to complete the online form.
- Phone to tracked schools throughout September and October 2016, followed up with an email.

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OUTREACH TECHNIQUES & SUPPORT

During 2015-16, additional activities have supported school outreach.

Engagement Techniques		
Twilight meetings	Borough meetings at engaged schools to invite unengaged local schools.	Dec 15 – Mar 16
WE Speaker and Facilitator drop in meetings	WE dropped into unengaged schools to offer more insight into the programme.	March – June 16
Collateral		
Assembly Member letters	Sent out by Team London. No school pick-up to date.	March 16
Governor letters	Sent out by WE - followed by email from Team London.	March – April 16
Letters to schools who had previously said no	A letter from the Mayor to schools that had declined a visit. This approach will continue during 2016-17.	April 16
Partnership networks		
WE Day UK	WE offered tickets to educational partners to engage them through WE Day UK.	March 16
Transport for London	Interested in collaborating in 2016-17 through their Travel Ambassador Programme. Transport for London shared communications at the end of June with unengaged schools in network. Positive responses to date.	June - ongoing



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Enterprise Advisers	Sent out communication to all corporate partners.	May 16 - ongoing
AoC (Association of Colleges)	Sent out communication on Young Ambassadors Programme to all FE colleges.	May 16
Citizenship Foundation – Go Givers	Team London cross-referenced list to see which schools were not engaged in the programme.	May 16
Employability Team	Team London cross-referenced list to see which schools were not engaged in the programme. No further action to date.	May 16
Step Up to Serve	Team London reached out to contacts at Step Up To Serve to invite them to WE Day UK. Since then, there have been a number of meetings to engage.	Sep 2016
Smart Schools Council	Sent out Young Ambassadors programme communication to their network.	May 16
Teach First	WE and Team London attended Teach First conference to engage teachers and promote the programme.	July 2016
Olympic Park	WE worked with Olympic Park to put on a tour and get free tickets for the Orbit for schools attending the Copper Box Arena Youth Conference. They also shared information on their school programme at the event and will distribute communications to their school network in east London.	June-Oct 16
Training		
SEN schools: Materials and Resources	Spirit of 2012 shared information on key messaging around how to work with young people from special needs schools. It has proven incredibly useful for initial outreach conversations and delivery of assemblies.	April – May 16



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SEN schools: events	Team London and Spirit of 2012 shared a number of opportunities through partners for team members to attend events to see how other organisations works.	April – May 16
SEN schools: training	WE has used techniques learned from SEN documents including Disability Matters to train the team. This has been very successful.	March 16
Awards		
Character Award	Young Ambassadors won the Department for Education’s Character Award 2016 for London. Included in all key messaging.	June 16
European Volunteering Capital	London as European Volunteering Capital 2016 has been included in all messaging.	Dec 2015 - ongoing
Comms		
Unilever	Unilever sent out communication to their employees sharing a list of unengaged schools matched to their home addresses. Three schools were engaged.	May 16
Large Summit Spaces		
Youth Conference	Youth Conference at the Copper Box Arena with an incredible rate offered by the venue to ensure we could reach a number of schools on one day.	11 October 2016
Visit model - Changes to the Team London Young Ambassador model		
SEN and PRUs	New materials created for visits, to ensure a clear call to action for students who may have disabilities, and key messaging for the WE School Coordinators when speaking with teachers.	Feb 2016 - ongoing
FE and Sixth Form Colleges	Tailored communications/model to suit FE colleges and sixth forms.	Ongoing



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Independent Schools	The priority focus is on London state schools; however, we are also now reaching out to independent schools to include in the programme.	February 2016 - ongoing
Accreditation Scheme	Schools are already participating in volunteering and social action and unable to accept a school visit can be accredited.	March 2016 - ongoing



LEARNINGS

School engagement

The initial target was to engage 2,500 schools by July 2017. We have engaged 1,990 schools and feel it is important to retain and increase support to the schools. As the number of schools in London has reduced, during 2016-17 we are focussing on reaching 2,100 schools and retaining those we already work with.

Team London Young Leaders

In 2015-16, the most engaged Young Ambassador schools were chosen by WE/Team London to be involved in Young Leaders. In most cases teachers did not know each other and it took time for them to understand how best to work together. Also, teachers were used to communicating with their WE Schools Coordinator as opposed to working directly with Team London.

For 2016-17, all communications will be between teachers and their WE Schools Coordinator. WE will also choose the lead school and teacher for each borough. The lead teachers will choose which three schools to invite to join them. This will reduce issues around transportation and make the coordination of meetings much easier.

All boroughs will also participate in a pitch day. This has been introduced due to the success of the Unilever brightFuture grants pitch day. The event will take place in December 2016 and Young Leaders will present their budget, what they plan to achieve, and the intended benefits and impact on the local area.



UNEXPECTED OUTCOMES

SEN schools

Our success at adapting the programme for SEN schools has given us a wider reach, deepened engagement and provided outcomes that were not part of the delivery plan.

Since 2013, we have engaged 46 SEN schools, with 71 yet to be engaged. To target these schools effectively, WE has analysed the specific needs of each SEN school so that the most appropriate model can be proposed to them.

Many SEN schools request multiple visits to ensure that the students have time to build rapport with the WE staff. Therefore, in 2016-17 there will be increased touch points offered to SEN schools to allow the teacher and WE to create an action plan to suit the needs of the students. In addition, if teachers feel a visit is unsuitable, we will offer a meeting between WE and the teacher to plan how to engage the students. The teacher can then run a session with the students.

SEN school engagement options:

- Delivery of an assembly and workshop
- A speaker meeting with SEN teacher to action plan
- Accreditation for SEN schools are already engaged in active citizenship

A fantastic example of an engaged SEN school is Bradstow School in Margate. Bradstow won a Unilever brightFuture grant in 2015 for their plan to rejuvenate a garden near their school for public use. The students and teachers came to City Hall in December 2015 to pitch their idea. The judges were impressed that the students used role play to show what they would do with the funding and the impact it would have on the community.



FUTURE PLANS

Young Ambassadors will be funded by Unilever from November 2016 until July 2017. Both Team London and WE are committed to ensuring the legacy of youth social action in London is sustained beyond 2017. Outlined below are options for continuing the programme.

Retain engaged schools

Continue to support engaged schools and retain them within the programme. This could be done through the use of:

- **Youth summits** - City Hall and community-based youth summits.
- **Reward and recognition** - Reward and recognise schools through Team London Awards, communications and marketing.
- **Resources for schools** - Provide resources and campaign kits to schools.
- **High touch visits** - Deliver assembly and a day of workshops to new groups of students who've received a low touch visit previously.
- **Teacher training** - Deliver training either in school or as part of a teacher conference.
- **Unilever brightFuture Grants** - Offer to engaged schools.

Support WE's national programming

WE has been delivering WE Schools outside London since 2013 and they have the capacity to scale the programme nationally. Elements of WE Schools and Young Ambassadors model could be combined and tailored to individual regions. Team London could be part of an advisory group and share learnings and strategy from the Young Ambassadors programme.

MAYOR OF LONDON

Opportunities for funding

To deliver Young Ambassadors, Team London secured funding from the Mayor of London, Unilever and Spirit of 2012. The following funding options could be explored to fund the legacy of the programme:

- **Unilever:** Team London could seek a continuation of funding to deliver a retention programme, including Unilever brightFuture Grants, youth summits, celebration event, PR/case studies, school visits in agreed geographical regions or to agreed demographics of schools, and reporting.
- **#iwill:** Team London could apply for funding through the #iwill youth social action fund to be released end of November 2016.



SUMMARY

Team London and WE have worked side-by-side over the past three years to ensure that Team London Young Ambassadors has the greatest impact on students and their communities. The success of the programme is thanks to the fantastic working relationship between WE, Team London, Spirit of 2012 and Unilever.

The team at WE is especially grateful to Spirit of 2012 for their insight and support when creating tailored materials for SEN schools. This has given WE the ability to work confidently with SEN schools and support students with a range of abilities.

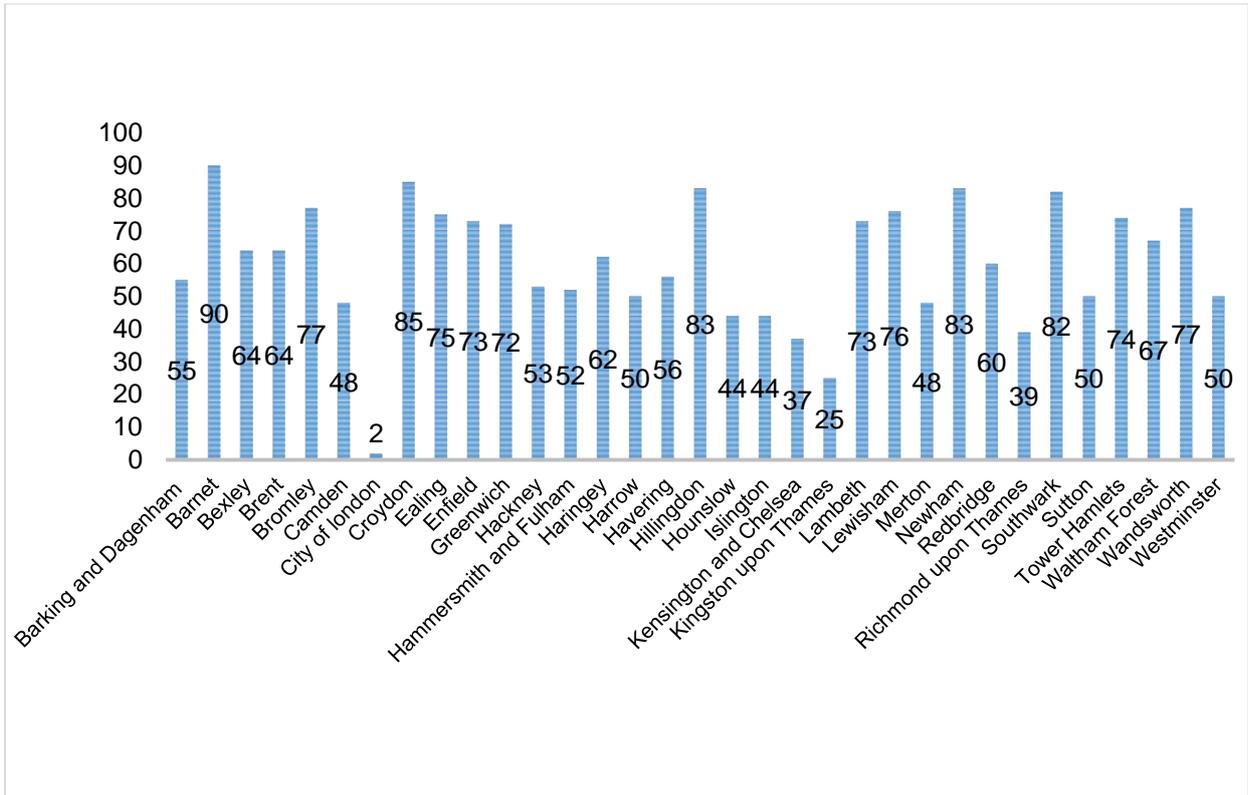
Thank you again for supporting Team London Young Ambassadors and helping us to empower so many young people to take action on the issues they care about.



MAYOR OF LONDON

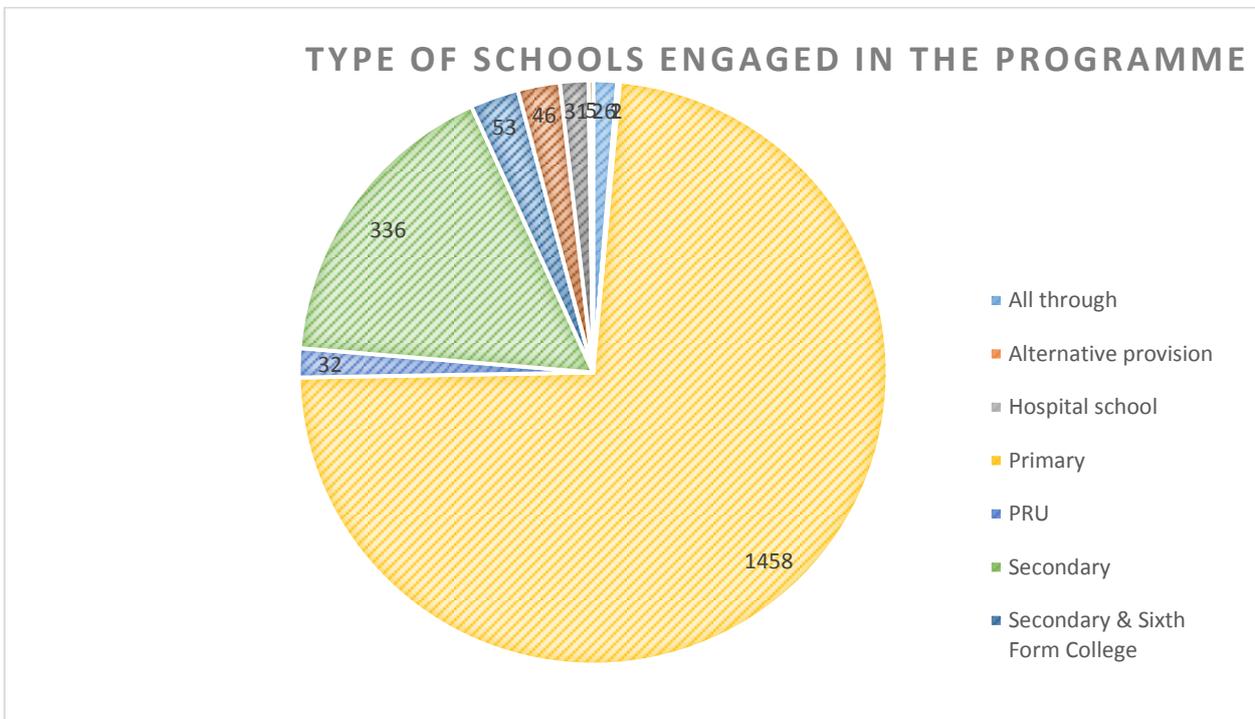
Appendix I

Number of schools engaged per borough



Appendix II Types of Schools engaged Year 1-3

- Primary Schools 1458
- Secondary Schools 336
- Secondary and Sixth Form 53
- Alternative Provision 46
- PRU 32
- Hospital School 31
- All through 26



Appendix III Breakdown of KPIs for years 1 - 3

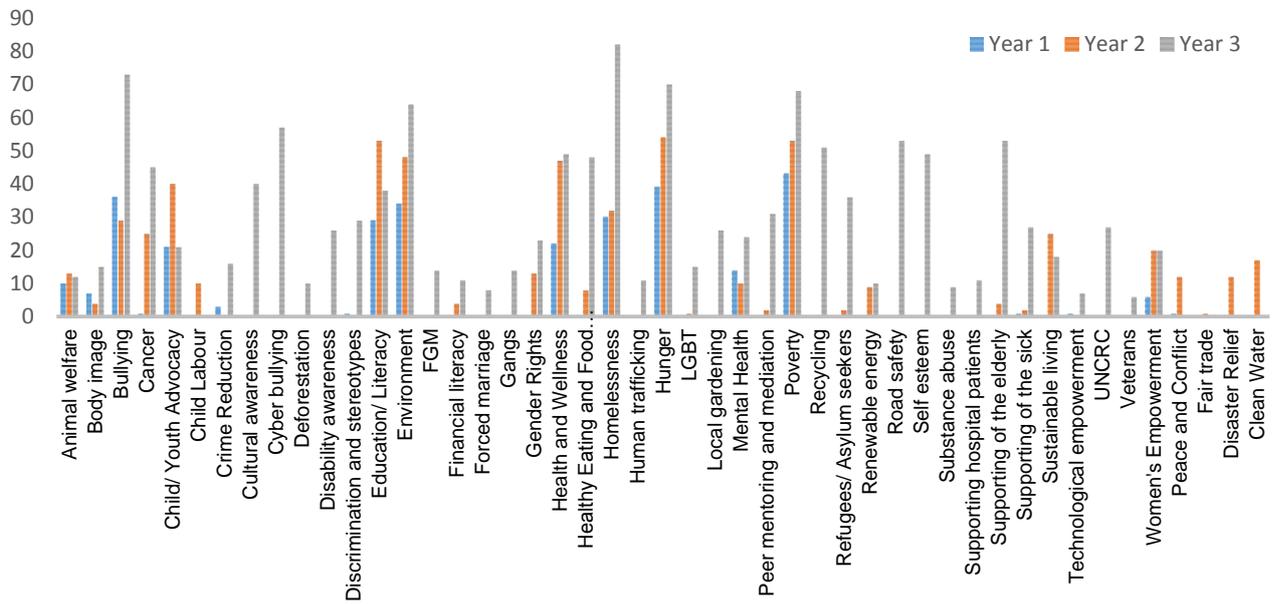
	KPI (Y1) (2013/14)	Actual	KPI (Y2) (2014/15)	Actual	KPI (Y3) (2015/16)	Actual
School Engagement						
New schools engaged	410	410	590	590	1100	990
High Touch	100	100	150	360	275	277
Low Touch	310	310	440	230	825	688
Accredited	NA	NA	NA	NA	NA	25
Number of young people reached through visits and summits	10,250	80,220	125,000	157,720	262,500	401,141
Engaged schools	NA	NA	410	410	1000	1000
Total	410	410	1000	1000	2100	1990
Summits						
Number of schools	NA	19	20	34	30	60
Number of young people to be reached through Summit	NA	82	400	628	600	800
Borough Ambassadors						
BAs (min 3/borough)	30	43	30	44	96	59
London Knowledge Quiz						
School Sign Ups	205	191	500	477	600	464
Team London Awards						
Nominations	NA	NA	70	71	100	103
Teacher Conference						
Total number of teachers	NA	NA	250	297	250	239
Active Volunteers						
Active volunteers	NA	22,471	NA	39,033	NA	107,985
Volunteering						
Hours volunteered	NA	72,991	NA	98,085	NA	145,968
Local causes	NA	40	NA	32	NA	43
Number of actions	NA	291	NA	554	NA	883



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Appendix IV

Comparison of local issues supported over years 1-3



Appendix VI

Unilever brightFuture Grants 2015/2016

Abbotsfield School, Hillingdon

Abbotsfield supports a local elderly residential home and visit the residents every week. For their brightFuture project they hosted an extravagant high tea party at the home in conjunction with the Queen's 90th birthday in June 2016. As well as a fantastic spread of food, there was music, dancers and volunteers with the boys dressed in vintage clothing.

Bradstow School, Wandsworth/Broadstairs

Bradstow School is a specialist autistic school based in Margate. For their brightFuture project, they invested in equipment and tools to allow them to involve more young people in a local environmental project. The school has strong links to Culmers Land and Mocketts Wood and gives a significant amount of time clearing, weeding and revamping the area for public use.

Broadford School, Havering

Broadford Primary School started a kindness revolution. During their #wearekind month they had random acts of kindness to complete each day. They also encouraged the local community to join the revolution. Around the school they had boxes where everyone recorded random acts of kindness that they had seen, carried out or received.

Camden School for Girls, Camden

Camden hosted a charity bake off competition which culminated in an afternoon tea party at the local old people's home. The residents were regaled with entertainment and interaction with the pupils as they judged the winner of the bake off.

Conway Primary School, Greenwich

Conway has a passion for literacy and launched a parent and child book club in the community. In doing so they promoted not only literacy but also family relationships, self-esteem and social cohesion.

Hendon School, Barnet

Hendon School is working to end the discrimination and stigma around mental health issues. They hosted the first ever student-led conference on mental health and launched the first Young People's Mental Health Charter in Barnet.

Mosaic Jewish Primary School, Wandsworth

Pupils from the school used their grant to being to grow their own vegetables to eat, have food to share with our local community and also be able to recycle food waste. Their garden project helped them learn more about looking after the environment and sustainability.

Southfields Academy, Wandsworth

The pupils' 'Edu-tainment' project helped senior students to volunteer as peer mentors to younger students who are new to the country. They used cultural visits and activities across London to empower the younger students and improve their attitudes towards learning. Many of the pupils come from disadvantaged backgrounds so this was a wonderful way to increase their access to London's culture and history.

St Andrew's CE Primary School, Islington

St Andrew's plans to develop a school farm which will include raised beds for growing, hen houses and bee hives. The proceeds of their labour will be split between cooking lessons for pupils, sales to local businesses and donations to the local night shelter.

St Saviour's C of E Primary School, Lambeth

St Saviour's has been working together to help homeless people within their local community. Their brightFuture grant helped them to buy sleeping bags and survival bags. They used these to create 'St Saviour's Street Survival Kits' which also contained a hat, scarf, gloves, socks, toiletries, water bottle, help cards, joke cards and prayer cards. They donated the kits to homeless people who use Brixton Soup Kitchen.

Yeading Junior School, Hillingdon

Yeading is located school on a busy residential road. Their brightFuture grant helped the young volunteers to campaign for better road safety by protesting using colourful banners and electing road safety officers. They also educated their parents and the local community about the dangers of the road and what steps they need to take when driving or parking near the school.