



Youth Research Forum

Business plan 2010-2012

Aims

The principle purpose of the YRF, a **Social Enterprise**, is to address local, regional, national and international issues related to young people today.

The YRF will also enable its Members to become substantially better informed about today's young people and to develop evidence-led initiatives and interventions.

These aims will be achieved through the following activities:

- **Regular Membership events at which all Members will be encouraged to share thinking and best practice with each other plus leading experts who have been invited to address the Forum.**
- **Research initiatives to improve the evidence base for policy development.**
- **Communications programmes targeted to the wider community of decision-makers and influencers in the public, private and voluntary sectors.**

History

The YRF was established in mid 2006 as a company limited by guarantee under the Directorship of Glen Smith, YRF Chairman and CEO, a noted authority on research among children and young people, and its application to policy and strategic communications. The current management includes Emerita Professor Elizabeth Meehan, Deputy Chair and Nick Winkfield, Strategic Advisor.

Michael Waterson (founder of World Advertising Research Center) is a Patron.

Current Membership and Affiliations

The YRF currently has 56 Members (plus three Memberships pending). It plans to expand this number by 25% by the end of 2010 and to double it by the end of 2012.

The YRF has established a Public Relations Team including eight Youth Ambassadors.

The YRF Membership includes two leading research companies with global expertise and reach relating to research with young people.

The general Membership includes:

- Government departments and quangos.
- The Shadow Minister for Crime Reduction.
- Two leading experts in Lifelong learning.

- The Civil Servant of the Year.
- An award winning Charity.
- Individual members with Royal distinctions.
- The brand leader for public conferences.
- Policy Review Intelligence.
- Children's Commissioner for Wales.
- The second most productive psychologist on the planet.

Review of activities (outputs) and achievements (impacts)

Membership Activities

- Full Membership Meetings have taken place 4-6 times per year, and Working Parties have been formed in relation to specific issues and projects.
- Participating in senior Police Briefings related to knife crime hosted by the Metropolitan Police which related to motivations and exit routes, including role models.
- Participating at Youth Justice Board Annual Conferences.
- Participation in relevant issue-related conferences and seminars hosted by Neil Stewart Associates.
- Participation in a series of events and courses hosted by the Foundation for Social Improvement.
- Participation in conferences based on the Nuffield Education Report.

Achievements

- Comprehensively updating the British Council by conducting a global study of how young opinion-formers use and interrogate new media. Obtaining relative ratings of importance of 26 social and political topics.
- Producing a comprehensive research and development programme to deliver online solutions to the problems of child and youth obesity using behavioural modelling techniques and innovative training routines, together with a national directory of resources of sports, dance, arts and drama clubs.
- Developing opportunities for children and young people to learn to draw in association with the Metropolitan Police (in preparation).
- Developing initiatives directed at Neets – to improve their educational prospects in line with government plans to increase the school leaving age.
- Producing a unique specification for undertaking a Moral Compass study of children and young people – in negotiation.

Communication Programmes

- Conducting two major Seminars hosted by Neil Stewart Associates to convey the main findings of an international literature review focusing on how to reach and sustain the interest of young BME respondents in relation to volunteering, and delivering feedback on the outcomes of a research programme with 100 Oxfam GB shop managers to the partner client. (2007)

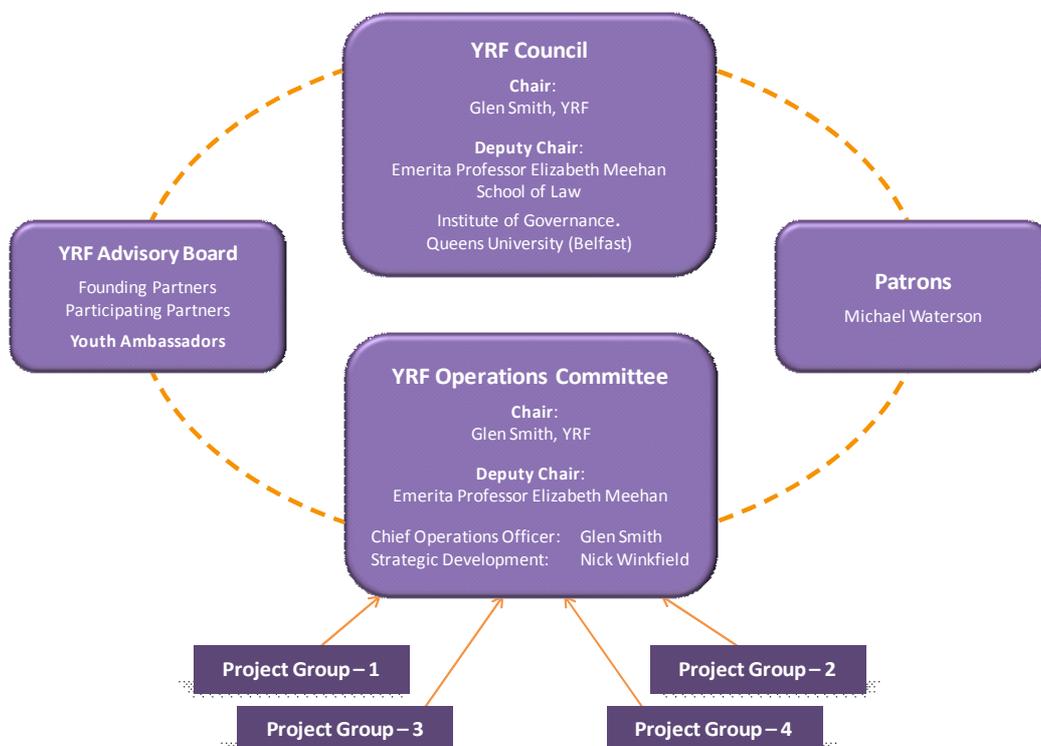
- Building links with other Forums of a similar nature in other countries and relationships established with Forums in Ireland, Australia and Asia. (2008)
- A major Seminar hosted by Neil Stewart Associates which featured the Permanent Secretary of the Cabinet Office, Matt Tee, who addressed the key question: **How can government change Behaviour?** This event was filmed by NSA's Policy Review Television. (September 2009)

Consulting

- Providing research-led guidance to Oxfam GB and other voluntary organisations regarding how to engage and maintain the interest of hard-to-reach young people in volunteering
- Promoting Dance for one of our Members and developing relations with the DCSF, Home Office and Youth Justice Board to this end.
- Networking with government departments and agencies with a view to furthering the Forum's agendas. This activity includes well developed relationships with the Cabinet Office, Home Office, DCSF, Youth Justice Board, Communities and Local Government.

People, Structure and Administration

The Youth Research Forum is a not-for-profit organisation, established as a company limited by guarantee. The YRF Council and Operations Board are chaired by Glen Smith. The structure is:



The Advisory Board includes representatives from: Queens University, Belfast, School of Law (Governance)

- The Cabinet Office
- The Home Office
- The DCSF
- The DCSM
- The London Mayor’s Office
- The Department of Health
- Communities and Local Government
- The Shadow Minister for Crime Reduction
- The Children’s Commissioner for Wales
- The Metropolitan Police
- The Youth Justice Board
- University College London, Psychology Dept.
- Neil Stewart Associates
- Policy Review Interactive and TV
- Birkbeck College, University of London
- Institute of Education, University of London

Youth United inc:

- Sea, Army, Air & Combined Forces of Cadets
- Volunteer Police Cadets
- Boys & Girls Brigades
- Girl Guiding & Scout Association
- British Trust for Conservation Volunteers
- HM Coastguard
- Fire & Rescue Service
- Mountain Rescue Service England & Wales
- RNLI (Future Crew)
- St. John Ambulance
- The Prince’s Trust

The British Council

- The British Council UK
- The British Council USA
- The British Council SPAIN
- The British Council TAIWAN
- The British Council TURKEY
- The British Council VENEZUELA
- The British Council BRAZIL
- The British Council MEXICO
- The British Council MOROCCO
- The British Council JORDAN
- The British Council SYRIA
- The British Council EGYPT

- Be-Your-Best: Rock Challenge
- Campbell Keegan Research
- Research Now plc
- Beat Bullying UK
- Sharon Cooper Youth Mentor
- Zimbabwe Women’s Network
- Sharon Cooper Youth Mentor
- Hogarth Blake Limited
- StepUP*
- Totally Sporty*
- Leading Teams Europe*

*In process.

<p>YRF Council Meets 4 times a year. Sets policy. Advises on issues management and programme content. Receives reports from Operations Committee. Represents the public interest in relation to youth issues.</p>	<p>YRF Operations Committee Meets 10 times a year. Develops strategies & project plans for consideration by Council. Implements agreed strategies. Day-to-day management of the company. Actions financial audits and scrutinises accounts. Reports to Council. With Council, appoints management team.</p>	<p>YRF Advisory Board Meets 4 - 6 times a year, recommends content for YRF conferences, seminars, debates and research projects. Reports to Operations Committee and YRF Council.</p> <p>Project Groups Formed ad hoc to steer projects. Report to Operations Committee.</p>
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The **Advisory Board**, subject to Membership approval, will be disbanded by the end of 2012 and its governance role will be assumed by the Chairman and two or more patrons who will be appointed to serve as non-executive directors.

Staffing, Budget and Funding

Staffing

Over the next three years it is planned to build up the organisation with the following appointments:

2010	Social Research Practitioner Part Time Administrative assistance/IT Manager
2011	Chief Operations Officer
2011	Fund raising Manager
2011	Full time Administrative Assistant and IT Manager

Budget

The core budget, i.e. excluding expenses that are allocated to separately funded projects, is estimated at £50,000 for 2010 rising to £100,000 by the end of 2012.

Funding

Funds to date have come from within the Membership, annual subscriptions and an external grant. In 2010-2012 the YRF will continue to expand paying membership, and explore other sources of funds including patrons and sponsorships.

PROSPECTS 2010 – 2012

Charity Assessment:

Performance assessment for a national Charity which provides Mentoring of young people aged 14 – 19 years using performance indicators which the Forum will develop for this project. The project will be subject to independent peer review procedures.

2010 Budget estimate: £ 30,000

Recruitment Strategy programme development for a Youth consortium to secure an increase of adult volunteers involving online research with adults and drawing up an incentives programme.

Budget Estimate: £ 15,000

Moral Compass research programme with children and young people initially to be conducted in the UK and then rolled out internationally.

Budget estimate: £ 40,000

2010 - 2011

The Obesity reduction/ Fitweb blueprint. Creating a fitness website for children and teenagers with links to schools and youth organisations.

Budget estimate: £ 60,000

2010 - 2012

The Neets initiative – targeting young people nationally who have dropped out of education, training or employment using commando interviewing squads to secure the interest of these marginalised young people in vocational training opportunities. Working directly with Local Authorities to this end and applying performance indicators of the procedures adopted. Four Local Authorities are being targeted at this time.

Budget estimate: £ 20,000 per Local Authority = £ 80,000 (First wave)

There are nearly 400 Local Authorities in England alone and a structured programme is being laid down to target those with the greatest number of Neets.

Glen G. Smith
Chairman