



HEADSTART ACTION

SOUTHWARK PILOT IMPACT REPORT



Introduction

HeadStart Action:

HeadStart Action is a geographically and demographically focused personal and social development programme targeted at young people who are at risk of becoming NEET and require greater support to be in education, employment, or training. The programme was designed in 2017 by The Challenge in partnership with The Mayor of London and Lendlease, supporting young people in the London borough of Southwark.

The pilot programme's success wouldn't be possible without cross-sector support. HeadStart Action brings together Lendlease, a leading global construction company, The Mayor of London, and local charities to ensure young people are effectively supported, challenged, and engaged through an appealing and impactful programme.

Thank you for your support!

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About The Challenge

The Challenge is the UK's leading charity for building a more socially integrated society. We design and deliver programmes that bring different people together to develop their confidence and skills in understanding a connecting with others. In doing so, we support a stronger, more cohesive society, in which individuals feel a greater sense of belonging and trust.

In 2009, The Challenge designed and piloted a new social and personal development programme, which went on to become NCS- the government's flagship youth programme which has now supported over 250,000 young people, making it the UK's fastest growing youth movement since the Scouts. The Challenge remains a major provider of the programme, supporting over 35,000 young people every year.

In partnership with the Mayor of London, The Challenge also designed and delivered HeadStart - an incentivised volunteering scheme with social integration at its heart.

Alongside our programme delivery, we also develop policy ideas to forge a more integrated Britain. During 2014 and 2015, The Challenge convened the Social Integration Commission. Following the Commission's conclusion, we set up the All Party Parliamentary Group (APPG) on Social Integration, which is chaired by Chuka Umunna MP.

PREP ACTIVITIES



The Journey

HeadStart Action builds on the proven model of HeadStart, which enables young people to develop employability skills and build experiences that employers are looking for through volunteering in their community. It brings together two key phases linking together social action, employability skills, and personal development over 16 weeks.

PHASE ONE

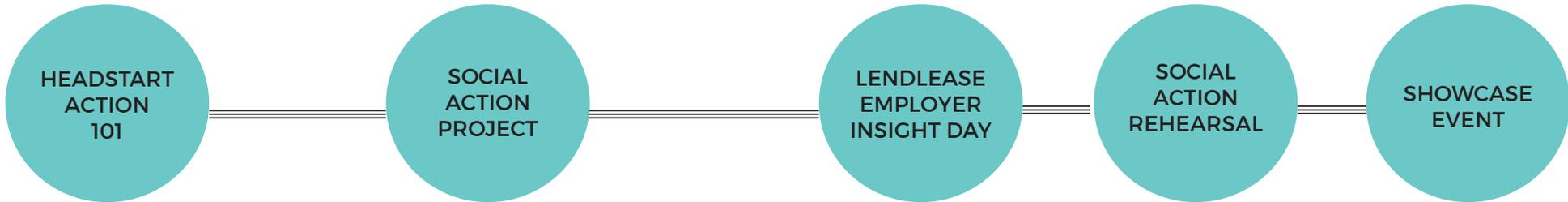
WEEK 1 (2 hours)

WEEK 2 - 7 (12 hours total)

WEEK 8 (FULL DAY)

WEEK 9 (2 hours)

WEEK 10 (full day)



AT LEAST 1 ONE-TO-ONE MENTORING SESSION DURING PHASE ONE

PHASE TWO

WEEK 11 (2 hours)

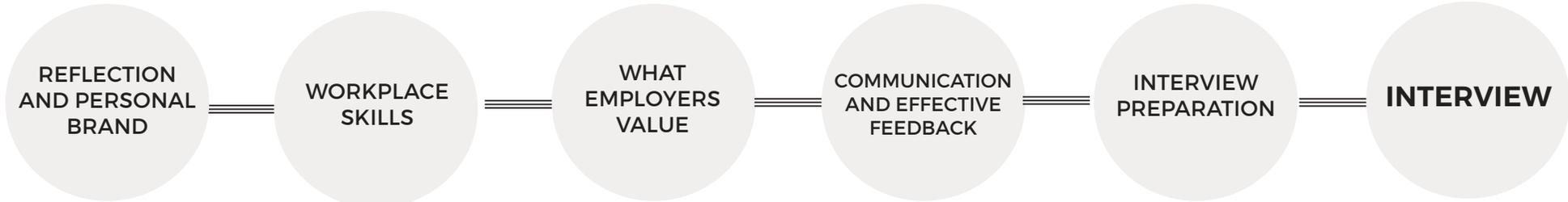
WEEK 12 (2 hours)

WEEK 13 (2 hours)

WEEK 14 (2 hours)

WEEK 15 (2 hours)

END OF PROGRAMME (FULL DAY)



AT LEAST 1 ONE-TO-ONE MENTORING SESSION DURING PHASE TWO

"I felt nervous at the start
but now I feel more confident.
I didn't know what to expect but
now I get to interact with people
and peers that I had never
really spoken to before."

- AMY (ARK GLOBE)



“When I was chosen to be part of this programme I felt really excited. I knew it would widen my eyes to different kinds of jobs I would be interested in and with Lendlease, it’s not all construction. My experience with Football Beyond Borders was lively! They honed our skills and helped us put together a great presentation in a short period of time.

I lacked focus and attention before doing HeadStart Action...

Focus was my issue, but Teean and the programme helped. I never used to make eye contact with people before but now I can sit in an interview and make eye contact with someone. My confidence has improved so much!”

- K-Ci, Ark Globe Academy



Our Impact

91 young people in three selected Southwark schools took part in the pilot programme between 2017-2019:

- » 'Cohort 1' - Ark Globe Academy
- » 'Cohort 2' - St. Thomas the Apostle College
- » 'Cohort 3' - Harris Academy Peckham

On completing the programme

91% of graduates felt they are closer to achieving their active goals.

96% of graduates felt they improved on their areas of development.

Key Performance Indicators	TARGET	TOTAL	% OF TARGET
Young people signed up	90	91	101%
Young People complete Phase One	85	89	105%
Young People attend enrichment day at Lendlease	85	84	99%
Young people considered job ready	60%	79%	132%
Young people attend interview for work placement opportunity	60	75	125%
Young people secure work experience	18	19	106%
Young people graduate the programme	75	81	108%



100% Their attitude towards school has improved.



100% are more capable of working with others as part of a team .



100% are now motivated to achieve their goals.

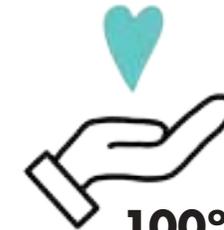


100% are more prepared for further education/training/employment.

Teacher Evaluation



100% are more comfortable mixing with people who are different to them.



100% are empowered to make a difference in their community.



66% attendance has improved.



67% recognise that their education is important.



66% are more confident taking on new challenges.



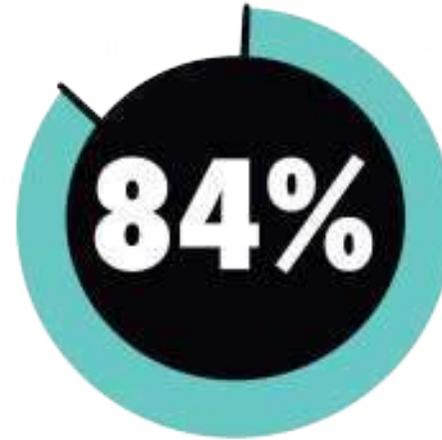
66% make more effort to succeed in their education.



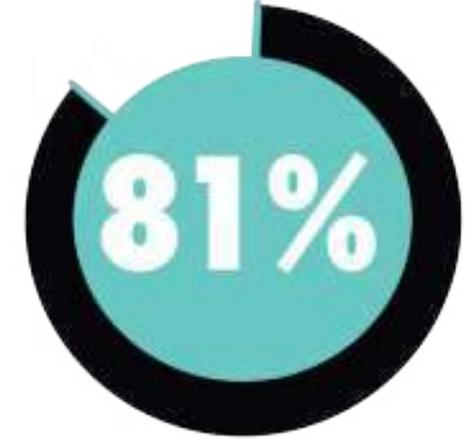
I feel motivated to achieve my goals
12% INCREASE



I feel connected to my local community
47% INCREASE



I understand the skills that employers are looking for
20% INCREASE



I can make a difference in my community
35% INCREASE



I feel confident taking on new challenges
16% INCREASE



I am capable of working with others as part of a team
27% INCREASE



I can communicate my thoughts and ideas clearly
47% INCREASE



I am comfortable mixing with people who are different to me
20% INCREASE

Impact Results

“The Showcase event was a great testament to the hard work of the participants and the impact of the programme. It was wonderful to see so many young people speaking collectively and passionately about issues they care deeply about, and sharing how the learning they had gained from the workplace visits had broadened their horizons.”

- Colin Cliff
Head of Operational Design
The Challenge



“It has been a pleasure to be a delivery partner on HeadStart Action. Seeing the young people explore their social concerns through drama and perform to an audience of adults highlighted the importance of opportunities like this for young people to express themselves and feel heard. I was impressed by their creativity, their ability to engage with difficult themes and the speed at which they were able to devise a mature and reflective piece of theatre. I’m excited to see what the next group bring!”

- Marie Vickers
Project Leader
London Bubble Theatre Company



“At the final showcase event, it was brilliant to hear how much the pupils from STAC had gained from the programme. They spoke about how much they had grown in confidence and positively changed their outlook on life. HeadStart Action has shown just how talented and capable young people are when they are given access to opportunities that challenge their thinking and develop their skills.”

- Satbinder Kooner
Senior Project Officer, Team London & Sport
Greater London Authority





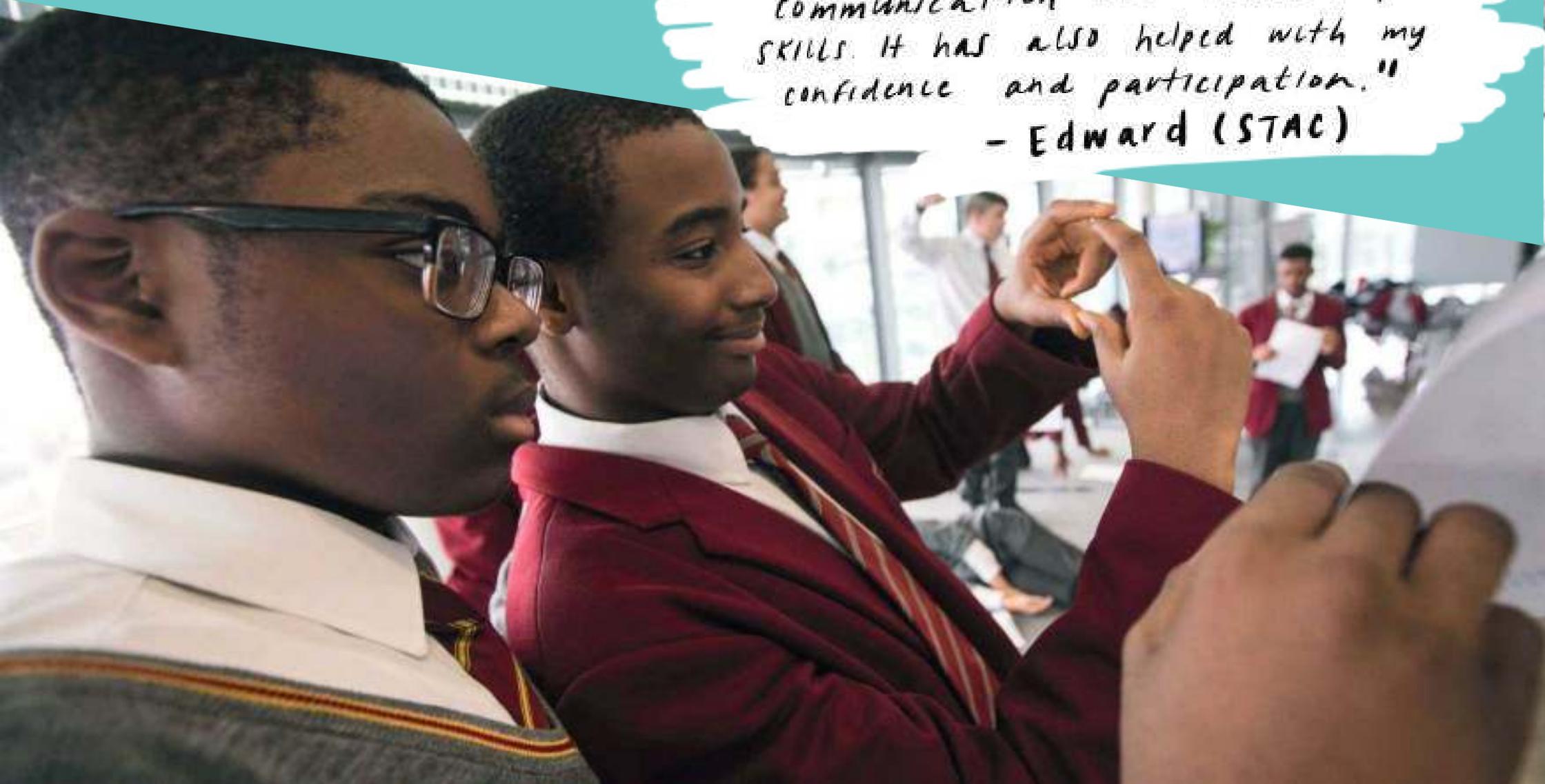
“My goal was to get as much as I could out of the opportunity. I learned to be respectful and not mess about in class. I wanted the chance to go into the workplace and learn to enjoy the moment and experience but to be humble about the opportunity. I learned how to give and receive feedback on the spot, which was really helpful.

HeadStart Action was fulfilling. It has really given me an awareness about the world that will help me and use it for coaching [in the future].

I learned about issues that I want to use to educate the world around me.”

- Joshua, St. Thomas the Apostle College

" I feel that HeadStart Action has given me a boost for my future. The workshops and activities have helped my communication and leadership skills. It has also helped with my confidence and participation."
- Edward (STAC)



“ I was very excited because I wanted to experience new things, especially while doing my GCSEs. I want to have more experiences and more knowledge about things- especially what’s around me. I was with London Bubble and I found it very exhilarating and fun. They were really kind and really supported me and my peers. I feel like I greatly benefitted from them.

HeadStart Action was enlightening. The new experiences, thoughts, and ideas really interested me.

The people were really kind and really supportive. I like to have support- especially if I’m in a new environment, so I really loved that.”

- Papula, Harris Peckham Academy





WORK EXPERIENCE



Young people's perception of the construction industry is positive

52% INCREASE

"The work experience sessions were well prepared and organised. The staff at Lendlease were kind and very informative. Elise, our main contact, has been so kind and wonderful during our time here. She has made us feel one with the team and Lendlease!" - Chad (STAC)





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