



Engaging with Young People (16-24 year olds)

How to build trust, understanding and insight within the community to inform interventions and programme strategy

**Resident Engagement Survey
Participatory Insight Programme**

Engaging with Young People

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Why Engage with Young People?

This guide has been designed to support local authority teams develop resident engagement approaches once purpose or intent of a project has been decided.

With resident participation and engagement being an absolute expectation for all councils, this resource provides an overview of two approaches specifically to engage 16-24 year olds who do not normally participate. These approaches were used to inform the interventions of the Economies for Healthier Lives programme delivered by Havant Borough Council.

This guide explains the Youth Engagement Survey and Participatory Insight Programme in greater depth, using our own experience to support you to develop your own Engagement Approaches.

Deciding on the engagement approach:

Once the purpose or intent of a project has been identified, thinking about how you will go about engaging with residents is an important first step.

There is a time and place for any type of approach, such as questionnaires, workshops, surveys, live events, etc. What is important, no matter the approach, is to recognise the importance, knowledge, and value that residents have regarding their community and wider needs.

The Economies for Healthier Lives programme: Link Up Leigh Park, supported by the Health Foundation, was a three year project working to strengthen relationships between economic development and health.

The project focused on a whole-systems approach to reducing health and economic inequalities for 16-24-year-olds by delivering strategies that support them to remain in education or gain meaningful employment.

Building insight to inform the Economies for Healthier Lives programme in Havant was vital, with resident participation and co-design being of utmost importance. The programme wanted to gain a better understanding of the barriers young adults aged 16-24 years old face in staying in education or finding employment. The results would help build the foundations for a set of interventions that will help young adults continue education, training, help access employment opportunities and secure employment. As a result, two approaches were used: the Youth Engagement Survey and the Participatory Insight Programme.

Questions to Ask

Questions to ask your team when identifying the best engagement approach for your project:

- What does resident engagement and/or consultation mean to you?
- What resource and/or capacity is available for delivery?
- What are you trying to achieve?
- What impact are you hoping to make?
- How will engagement meet the needs of your project?
- Which collaborative partners would you like involved?
- Who do you want to engage with? Who will be the participants?
- What timescales are you working with?
- What engagement approaches will you use?
- How will you deliver the chosen engagement approach?
- How will you recruit participants?



Youth Engagement Survey

Use this step by step process to help you create your engagement survey

1. Develop your engagement survey:

Collaborate with internal communications/research teams to design a survey that focuses on the needs of your project:

- What will be the focus of your questions?
- Does this align with your corporate strategy?
- What do you want to find out?
- What questions will you ask?
- How will your questions inform your project?



Ensure your questions can be understood by your target audience:

- Are the nuances of your terminology clear?
- Ensure you word questions carefully to avoid ambiguity .
- Is the meaning of questions explicit?
For example: What is meant by 'healthy' or 'physical activity'.
Use examples to make your meaning specific.



Scoring/Scaled Questions:

- Are your scoring scales consistent to make for easier analysis and ensure consistency of answering for participants?
- Ensure bi-polar scale questions are consistent (i.e. is '10' always equal a positive score) (does your bipolar scale need supporting statements for each question?).

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2. Delivering your engagement survey:

Reaching your target audience:

- Set an engagement target for your survey that will provide meaningful data, and a target date for completion.
- Work with existing networks and partner organisations to support delivery of the engagement survey.
- Choose partners who can help reach your target audience.
- Organise outreach activities with partners to promote the survey to your audience.



Marketing your engagement survey:

- Decide which communications platforms you will use to share your survey.
- Which networks and platforms are most likely to reach your target audience?
- Use marketing tools to promote your survey via social media and on the street.
- Make your survey public to reach a wider audience.

3. Reporting your findings:

Analysis of Results:

- Work with your communications/insights teams to analyse the results and generate findings report.
- What are the key findings?
- How do your findings link back to the needs of your project?
- Prepare your report to best meet the needs of your audience.
- How will you present these results and findings?
- Will you use graphical/quantitative/qualitative data?

Participatory Insight Programme

Led by University of Portsmouth

Havant Borough Council and the University of Portsmouth (UoP) collaborated on a research programme which took a deep dive into the needs of the Leigh Park community, engaging with local organisations, businesses and residents.

Participant recruitment was led by programme partners (i.e., the council, local college and local secondary schools) with data collection being conducted by UoP in the form of focus groups and interviews. The intention behind gathering this in-depth data was to get a better understanding of the issues for 16-24 year olds and the other stakeholders to inform programme interventions to deliver in collaboration with local partners and services.

The data was collected from a total of 22 focus groups (79 participants) with young people and their families, and 22 interviews with businesses and organisations.

The variety of groups involved allowed the researchers to gain a multifaceted in-depth perspective of the barriers that young people faced. One example of this includes 18 - 24-year-olds who expressed lacking knowledge about job searching (relating also to the findings of interviews with organisations and businesses), as many jobs were posted online, while organisations proposed that poverty and the 'digital divide' made the job-searching process inaccessible.

UoP are currently generating a system map of the barriers and their respective facilitators of different behaviours for young people (16-24 year olds) in the area of Leigh Park.

The first stage of the system map informed an Intervention Development Workshop in order to support businesses to recruit young people. The workshop was delivered by UoP to a wide range of project stakeholders (e.g. schools, local businesses, 16-24 year olds). During the workshop, attendees were taught to utilise behavioural models and frameworks to evaluate intervention ideas that they had devised.

Four interventions were proposed and proposed and voted on by attendees, young people (16-24 years old), and LULP's advisory/impact group. One of the outcomes is an online resource aiming to develop connections between businesses and schools. This will be evaluated by the UoP team in June/July 2024.

See Methodology toolkit for how to set up a Participatory Insight Programme

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