



**NEXT
GEN
YOUTHS**

Evaluation Report of the NGY Project

REPORT DEC 2014 – DEC 2015



The NGY Project Evaluation has been independently carried out through partners to the project and independent consultancy. The interviews to create the case studies and the YP Core data analysis was undertaken by Dr Michael Atkins of Survivors Manchester. Cost savings estimates and the checking of source data was carried out by VCSE specialist consultancy Pulse Regeneration Ltd, based on the information provided to them.

December 2016

EXECUTIVE SUMMARY

Project Summary

The Next Gen Youths (NGY) Radio show project came from the central proposal of Anne Coffey MP's 'Real Voices' report into Child Sexual Exploitation in Greater Manchester which was "to create a multimedia digital network led by young people to spearhead the fight against CSE", which would include a weekly radio show produced and hosted by young people on CSE related issues and be linked to social media and online support. The proposal was based on from an idea of a 13-year-old girl consulted during the investigation into what young people themselves felt would help.

The pilot started in December 2014, grant funded by members of the Greater Manchester Consortium Against Sexual Exploitation (GMCASE).

The project worked directly with 23 young people and aimed to reach out to a wider audience of vulnerable young people across Greater Manchester, via regular broadcast of the NGY show on Unity Radio's FM, Digital and Social Media platforms.

The project aimed to improve the confidence and wellbeing of the young people; raise their awareness of the risk and personal safety issues facing young people through CSE; support young people affected by such issues to cope and recover; feed into the Victim Needs Assessment to support the Office of the Police and Crime Commissioner (PCC) in building their capability and capacity to commission victim services; and to identify what young people themselves felt were the barriers to reporting and what support they felt would help them as victims.

Purpose of the Report

The following report will provide an overview of the project's first year. This period has been one of great success and one of critical project development. Since its inception in December 2014 NGY has become a regular weekly presence on Unity Radio, the first completely youth planned produced and presented radio station in the region and the only such show to place issues like Child Sexual Exploitation and grooming at the centre of their broadcast agenda.

This report meets three main objectives:

- To define the projects current day to day practices, theory of change, and budgetary requirements.
- To evaluate the impact of NGY in its direct work with young people referred through the Children's Society and the wider societal impact of the weekly broadcasts and others forms of engagement the project has had over the last 18 months. This will also involve a discussion of some of the challenges faced by projects like the NGY in evidencing their impact.
- To provide a roadmap for the next 18 months of the project, towards long term stability and sustainability.

Key Findings

Throughout the course of its operation period between December 2014 and December 2015 the NGY project worked directly with 23 young people who engaged regularly. The project achieved a significant reduction in the number of incidents of Missing from Home and Care for the young people referred through the Children's Society.

Key Benefits

For Participating Young People

- Increased knowledge of the issues of CSE
- Dramatic reduction in Missing from Home and Care incidents
- Reduction in exposure to risk of harm
- Increased confidence and self-belief
- Improved skills

- Improved motivation
- Improved social networks
- Widening their future options
- Increased resilience
- Peer to Peer support

For Listeners to the NGY Show

- Improved knowledge of issues surrounding CSE
- Creation of discussion and debate amongst listeners of all ages
- Keeps CSE at the forefront of the listener's minds
- Supports unknown victims of CSE
- Provides information of where to go for help if you are a victim
- Triggers further information searches
- Messages are broadcast in amongst other interests e.g. fashion, music and therefore less giving a greater chance of retaining young listener's attention

For Key Partners

- Significant reduction in costs in investigating Missing from Home and Care incidents
- Reaching a targeted audience of young people
- Consistent and regular messages being broadcast across FM, Digital and Social Media
- Increased employability skills of their clients
- Reduction in risk to their clients through their increased awareness of CSE
- Collaborative working between agencies

THE NEXT GEN YOUTH PROJECT

Introducing the NGY Show

“When Ann Coffey MP was preparing her report “real voices” on child exploitation in Manchester, young people told her that they would like a radio programme designed to represent their voices. Unity Radio was chosen as the vehicle for this show due to their history of youth engagement. NGY (Next Generation Youth) was born and now broadcasts weekly on a Thursday from 7 – 9pm. It is a programme for young people produced and presented by young people. It conveys trusted messages about risks but also about healthy and consensual relationships. NGY is supported by the Office of the Police and Crime Commissioners and many of the children and young people’s charities working in Great Manchester.” – **Sue Cuffe National CSE Implementation Manager, Barnardo’s**

Unity Radio broadcasts over 40 weekly radio programmes, including music, debate and discussion, through its 24-hour daily service across a large part of the Greater Manchester area on 92.8FM received further afield through DAB, online at www.unityradio.fm and through the Unity Radio smart phone application.

The project officially began in January 2015 by offering taster sessions in radio production to children and young people referred from the project partners, such as The Factory Youth Zone, Stockport Rising Stars and other youth providers. Shortly after, The Children Society referred seven young people from their Missing from Home Service. These sessions were hoped to be desirable diversionary activities that would deter absconding and improve engagement with other services.

The first sessions involved a series of collaborative workshops with Barnardo’s workers, Unity Radio facilitators and the young people using Barnardo’s ‘Real Love Rocks’ programme to help young people and Unity Radio facilitators become familiar with the language around CSE. The workshops ran over a period of 12 weeks and combined education on the key issues with regular training in radio techniques to help prepare the young people for the live radio show.

The seven young people from TCS had a range of support needs and were from diverse backgrounds, all having absconded or being deemed to be at risk of absconding from

home. They also shared a vulnerability to neglect, CSE, emotional, physical and sexual abuse. Out of the initial seven, five remained interested. The TCS worked with each individual for 12-weeks, offering intensive 1-1 support alongside the radio project, which helped to engage and support the individual.

This group were trained in every aspect of radio production with certain members specialising in roles such as producer, DJ and presenter. They were mentored by Unity Radio staff until they could run every aspect of the show with minimal support, facilitation and direction. The group worked together to research and produce every element of a two-hour weekly radio show. Early weeks were spent training them in the basics of radio production and preparing them to run the show independently. Alongside this they were also involved in workshops and training about CSE and grooming.

The young people were involved in the design and the name of radio show and the result was the Next Generation Youth (NGY) show; a group of young people from challenging backgrounds, who travel from across the city every week to attend two radio-training workshops and deliver a live radio show on the North of England's leading youth music station, Unity Radio. The NGY mission is to empower young people to help other young people explore and understand what is, and what is not a healthy relationship so that they can grow up to lead safer, happier lives and raise awareness of Child Sexual Exploitation. They were also expected to make the show entertaining to young people like themselves; combining music, album and single reviews, with campaign broadcasts, and information on real issues that affect young people, such as grooming, sexting, peer-on-peer abuse and rape.

The project maintained established pathways of referral from a mixture of open access where by the project was promoted across Greater Manchester and partner agencies working with young people who have been, or in danger of becoming, victims of CSE. The main referring agency was The Children Society who referred young people who also had Missing from Home records.

The project has gone on to become a part of the station's regular weekly programming with the radio show promoted and advertised heavily throughout the week across Unity Radio's FM, Digital and Social platforms encouraging listener to tune into the show. The core team from those initial sessions now work as peer mentors to other young people

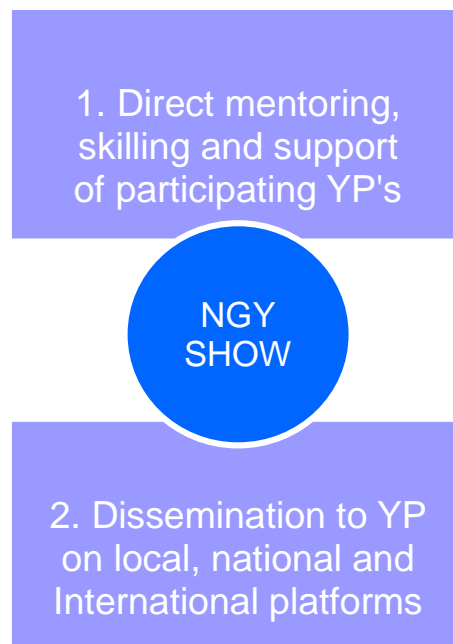
who attend the project for a set number of weeks. This intense period of work was not only an opportunity to learn skills, but also allowed the young people to discuss difficult issues in a safe and confidential space. By creating peer-to-peer education and social scaffolding, they are helping to increase resilience among children while safeguarding the vulnerable and at risk.

The team were not aware of any projects that had attempted to combine a youth led entertainment platform tackling social issues with direct support of children at risk of CSE. As such, there was no model on which the project could be based and therefore, project staff were unsure what form the project would eventually take.

Brook, the UK's leading provider of sexual health services and advice for young people under 25, provided 12 social media and web management training sessions for the young people, over the course of the project.

Member agencies of GMCASE provided project worker support by accompanying referred young people to the workshops and broadcasts.

The project aimed to achieve its projected outcomes through two symbiotic streams of activity that orbit the NGY show:

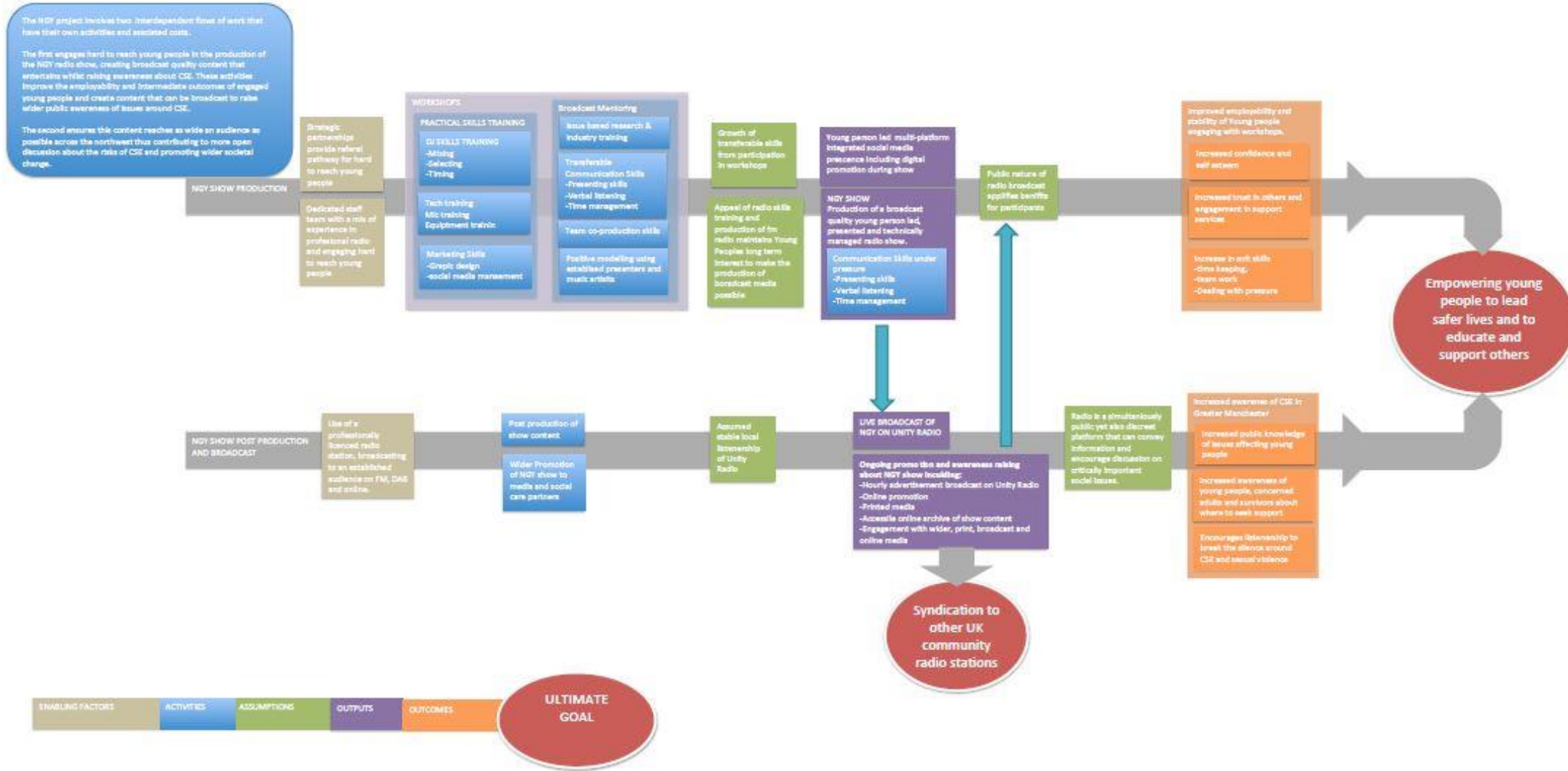


These two work streams, facilitated by Unity Radio, engaged young people in different ways and on a different scale. The first aimed to directly improve the knowledge skills and welfare of a group who had complex multiple needs and were known to be at risk of CSE and other welfare concerns. The second aimed to improve the welfare of children and young people by encouraging open discussion of issues around CSE and grooming and providing information to young people on a wider societal level.

These two streams of activity were symbiotic. The participants' work focused around the NGY show as a weekly product and they were motivated because of the awareness their work would be received by a wider audience. The work being done to break the silence around CSE and grooming on a wider societal level would not be possible without contributions of the young people producing and delivering the shows.

A more in depth exploration of these streams and how they work together can be found in the theory of change diagram below:

Unity Radio
Theory of Change Diagram



The ideal length of time for the engagement was determined to be 12 weeks to achieve the outcomes of engaging approximately 50 young people over the year. 12 weeks allowed participants to learn new skills and engage in the discussion topics which would be broadcast in the weekly radio show. To ensure consistency and quality of the radio broadcast, some of the participants were kept beyond the original 12-week programme. This had a positive effect of creating peer mentors who could train the new participants in radio skills, and more importantly, lead discussion and conversation which helped new participants feel more relaxed in sharing their thoughts. Peer learning was a key component of the success of the project. At the end of the 12 weeks those young people who left the programme still retained contact through social networks and often revisited the show. Some of the young people who were referred by partner agencies returned to be involved in other programmes such as volunteering. Unity Radio also forged links with surrounding youth provisions such as Factory Youth Zone and supported pathways into further education.

The target of 50 young people on the programme was not met due to lower numbers than anticipated being referred by partner agencies.

Show Production

The project worked with children and young people from the age of 12 and of all genders to produce a youth led weekly radio show. Most project participants were referred through TCS' Missing from Home service. The young people referred from TCS were often collected by car by the TCS workers to ensure that the young people arrived safely and encouraged attendance. Participants attended every Wednesday for a weekly workshop and the live radio show was broadcast on the Thursday. The presence of the TCS workers also allowed for a collaborative approach with the Unity Radio facilitators and support with any 1:1 work needed with the young people. More importantly, it also allowed for TCS to deliver some of their work in a different environment, possibly encouraging the young people to be more receptive as a result.

Unity Radio also invited young people from other partners such as the Factory Youth Zone, and the presence of these young people helped with promoting activities on offer at the Factory Youth Zone for young people alike.

There are currently two preparation workshops each week in which young people produce

content, arrange song lists and conduct interviews. Participating young people are mentored in all aspects of radio production by more experienced peers and radio industry professionals. Content and playlists are created in these workshops culminating in a two-hour long broadcast show every Thursday night that, like all of the other aspects of the project, is entirely led by participating young people.

The project guaranteed it was truly youth led by ensuring that the themes within the context of CSE for the weekly radio show were chosen each week by the young people themselves, often using popular culture as reference point such as sexting and fashion. The young people led the discussion and were involved in the recording. Guests were invited on to the radio show on a regular basis and ranged from established local music stars, high profile figures from the public sector and workers from local voluntary agencies. The young people decided what questions they wanted to ask their guests and were involved with the interviewing and recording. Below are examples of the young people interviewing Ann Coffey MP and global music rapper Angel for their weekly talk time feature. These features were organized and the questions prepared by the young people in their weekly workshops. These kind of interviews have also helped improvement employability skills!

<http://www.unityradio.fm/ngy-talktime-interviews-ann-coffey-mp-about-child-sexual-exploitation/>

<http://www.unityradio.fm/angel-uk-joins-the-ngy-show-thursday-30th/>

Mentoring and Peer Mentoring

The core group of young people enlisted in the first intake received extensive mentoring from project staff in radio production, soft skills to improve general employability and other life skills to improve their health, welfare and peer relationships.

They received specific training on CSE and grooming. This core group progressed to such an extent that they are now becoming increasingly involved in peer mentoring activities with new referrals to the project.

The project was initially intended to rotate young people in different radio production roles every week, the need for particularly experienced participants to handle certain aspects of the radio process and mentor other young people resulted in the maintenance of a regular core team who were joined by other young people for a period of 12 weeks. This core team is self-selecting and dependent upon the availability of roles and the time young people engage with the service.

However, a range of roles were available for the young people and they were encouraged to get involved in all aspects of the project to learn varied skills. The different number of

roles allowed for the project to engage a larger group of young people and cater for the tastes and interests of the young people. The presence of the core team allowed the radio show to maintain a quality broadcast standard whilst the new young people trained and improved their skills and confidence. Peer mentoring helped build relationships within the group and allowed for the new young people entering the programme to share their views on discussion points surrounding CSE in a trusting and comfortable environment.

Dissemination of the NGY Show

A great deal of post-production and promotion work was conducted by Unity Radio staff outside of client facing workshops. The NGY show has been broadcasting on Unity radio every week since the initial session across most of Greater Manchester on 92.8 FM and DAB and around the world online at www.unityradio.fm and mobile apps. Unity Radio has an estimated weekly listenership on these platforms of 80,000.

In addition to the live broadcast, the two-hour radio shows have been archived and key content has been made available to download in podcast from Unity Radio's website and these playback facilities are promoted across Unity Radio's social media. This creates a digital footprint so that young people can access the key content. The weekly live radio show is supported with regular marketing and promotions across Unity Radio's FM, Digital and Social platforms with the aim of encouraging listeners to tune into the radio show. The Presence of this marketing also reinforces and reminds the listener what the show is about; leading a change in mind set that discussion of issues such as CSE is normal.

The population within Unity Radio's FM broadcast reach is currently 1.3m and approximately 800,000 of these listeners are of show's young target audience.

The most accurate data on radio audiences is compiled by Radio Joint Audience Research (RAJAR) who are the official body in charge of measuring radio audiences in the UK. Jointly owned by the BBC and the Radiocentre, on behalf of the commercial sector, it is funded by an annual fee, payable in part by the BBC and the balance from the commercial operators via subscription fees payable by the participating stations who subscribe to the service.

RAJAR contracts Market Research companies to survey representative sample of the population to determine radio audiences for stations that subscribe. However, the cost of

subscription of more than £27,000 per year puts this out of the reach of Community Radio stations.

In 2011, based on Ofcom's computer modelling of population data and signal reception, the regulatory body estimated that close to 10.5 million adults, just over 12.5 million people in total, can receive a community radio station broadly aimed at them.

In 2015 'media.info', a web site which provides a full directory of radio stations in the world, along with industry information and analysis, carried out research looking at the correlation between RAJAR figures and other medium which captured interest in a radio station, namely Twitter, Facebook and TuneIn. Their research found that, on average, a multiplier of 9.6 could be applied to a community radio station's Facebook 'likes' to calculate likely RAJAR weekly listening. Using this figure would indicate that the estimated weekly audience of Unity Radio is likely to be just over 120,000 based on 12,687 'likes'. The same organisation calculated that the correlation between Twitter followers and RAJAR is 5.2 indicating that the Unity Radio 'followers' on Twitter of 22,000 would equate to a similar audience of 125,000.

Finally, they calculated that 4.3 is the average multiplier between RAJAR weekly listening and TuneIn followers. TuneIn is a website and suite of mobile applications that allow followers access to over 100,000 broadcast radio stations. With Unity Radio's 18,800 TuneIn followers, this would equate to a weekly audience of 80,840 listeners.

Unity Radio is estimated to reach over 80,000 listeners each week is therefore based on a prudent application of recent research into community radio audience figures.

In addition to the work that goes into ensuring the show gets heard Unity staff also dedicate a great deal of resources to promoting the show and its mission with stakeholders, local and national politicians and organisations.

Unity Radio's management have contacted a range of senior figures across Greater Manchester to be interviewed by the young presenters on the NGY show. This has included MP's, Chief of Greater Manchester Police, Children's Services Directors and Executive Manchester City Council members. This resulted in the NGY show being discussed at the highest levels both on the floor of Parliament and in local council meetings as can be heard in the clips below.

Ann Coffey MP from 13.59.00 mins

Unity Radio mention 14.07.00 mins

<http://parliamentlive.tv/Event/Index/a2bcebb8-c7a4-4376-a2cb-f65a9bcd877f>

Cllr Rosa Battle from 1 hr 44 min 0 sec

http://www.manchester.public-i.tv/core/portal/webcast_interactive/190604

Unity Radio's management has been invited to attend the Manchester Early Help Operational Board and the Missing from Home Operational Group, Salford's Health and Wellbeing partnership and various Manchester local voluntary sector partnership boards.

This dedicated resource is helping the NGY show and the impact on the young people participating become recognised as part of wider innovative solutions to help with engaging the vulnerable and hard to reach young people. A targeted focus on engaging young people to participate in the programme who have missing track records also allows for real tangible economic benefits to be measured. This evidence helps support lobbying with stakeholders for further funding to support the project highlighting investment into prevention is sustainable over the long term.

Budget Dec 2014 to Dec 2015

The NGY project was made possible by several key stakeholders who provided funding and in kind work contributions. The project received an initial funding grant of £10,000 from Barnardo's which was used to provide staffing and set up costs. The project also received the following:

£25,000 Police and Crime Commissioner

£5,000 The Children Society

£5,000 GMP Protect Team

£5,000 Survivors

In addition to financial contributions, in recognition of the value of the NGY show in encouraging the stability and safety of young people at risk of CSE, each of the following organisations proposed to contribute staff time and other resources:

- Manchester Metropolitan University - £10,000 in staff time for evaluation project

- NSPCC - £2,000 in staff time supporting for media and communications strategy and Safeguarding
- Brook - £312 providing 12 social media and web management training sessions for the young people
- Member agencies of GMCASE - £31,590 providing staff time, accompanying referred young people to the workshops and broadcasts

The total funding provided for the NGY project for the period Dec 2014 to Dec 2015 was £50,000 however the in-kind contribution offered by the various stakeholders and agencies that have worked with NGY offered in kind staffing contributions to the value of £43,902 making the total value of the project £93,902.

Below is a breakdown of the full cost to Unity Radio of delivering the project.

£25,000 – Staffing and project management

£1,400 – Development of marketing strategy, training of facilitators and consultation with young people

£4,014 – Purchase and set up of additional kit required:

£13,000 – FM/Digital marketing

£7,800 – Production Support

£10,400 – Broadcast and facilities costs and oncosts

£1,300 – Materials and refreshments

£68,414 in Total.

Funding Gap and Projected Expenditure

The bulk funding received for the NGY project came to an end in September 2015. The project was sustained from Unity Radio's own resources. However, this meant that the project was run at reduced service in terms of engaging new participants operating but continuing with a small group young people who presented the weekly radio show. This had a huge impact on the programme in terms of number of participants and reduction in discussion on issues and subsequent broadcasting of weekly new messages

The NGY show is currently looking to secure full or partial funding to resume a full service and to increase the young people they work directly with and their listeners.

Overcoming Evidence Challenges

The young people who were directly involved in the NGY show have multiple interrelated and complex needs that require the support of several voluntary and statutory organisations. Services like the NGY aim to maintain stability, ensure wellbeing and facilitate positive personal growth in the lives of young people who are subject to turbulent disruptive rhythms of life. Like many organisations of its type, it is challenging to isolate and measure the impact of the NGY show from the work of other organisations and mediate for compounding issues that may occur during the intervention period. This is especially the case given the lack of readily available data about these young people's lives and the limited resources that organisations like Unity Radio have to conduct primary research with young people alongside project delivery.

In addition, the kinds of changes the NGY aimed to achieve in both the show production and its wider dissemination are difficult to record with standardised and statistical methods in the relatively short funding cycles in which projects are expected to measure the impact of their work. There is a widely-recognised data bias in the funding of the social care sector towards easily measurable 'hard' intermediate outcomes like improved educational attainment, attainment of housing or work placements or maintenance of legal order requirements. These kinds of changes are often only observable over a period of many years and only have a meaningful significance if conducted with a statistically significant comparison group.

Changes in a person's well-being, vulnerability and resilience of client participants are often difficult to observe with available sources of data. Despite the importance of achieving change in these areas, they are often deemed to be softer intermediate outcomes. For this reason, this report employs a mixture of different research tools to suggest the impact of the project so far, both on the young people they work with directly and those listening in to the show.

NGY show participants were asked to fill out a YP-Core score sheet at the end of every session. This data has been enriched by four in depth interviews conducted by the author of the report. These unstructured interviews have been combined with more in depth knowledge of a participant's journeys obtained through consultation with Unity Radio staff and with the expressed permission of the young people involved to create a case study

style report of the changes in their lives that the NGY has contributed to. Although the focus of these reports is based on qualitative data, there are some references to anecdotal data regarding reductions in young people being reported as missing from home or care.

NGY also aimed to have an impact beyond the young people they worked with to produce the show. The NGY show featured interviews and discussion about issues affecting young people's lives including CSE, Grooming, Sexting and appropriate relationships. This work was broadcast on FM radio throughout the northwest every Thursday evening and advertised daily throughout the week. It was also available to stream globally on unity radios website and certain shows have been made available as pod cast downloads.

Measuring the potential impact the show has had on the attitudes of listeners faced two challenges. First, like all community radio stations, Unity Radio can only estimate FM listenership. They currently have an estimated listenership of 80,000 which is determined by industry recognised methods correlating social media membership with listeners and Ofcom estimates. Second, it is difficult to obtain meaningful feedback from listeners about the impact their shows have on their attitudes towards and knowledge of CSE. Unity Radio has attempted to integrate the NGY show and its themes into its other radio programming to track whether its listeners understand what the show was about, through running competitions where listeners would have to explain the content of the NYG to win tickets.

For this report a number tertiary data sources like articles, correspondence and reports have been assembled as an indication of the broader impact the NGY is having in the region and beyond.

This report brings together data from the various sources outlined above to provide a multi-dimensional snapshot of the shows impact to date both in the lives of the young people directly engaged, and those that tune in to the weekly broadcast.

In summary, this includes:

- YP-CORE data for 23 young people directly engaged with the project
- Four unique case studies of young people at different stages of engagement with the NGY project
- Assembled supporting material, of NGY shows impact at a regional and national

level

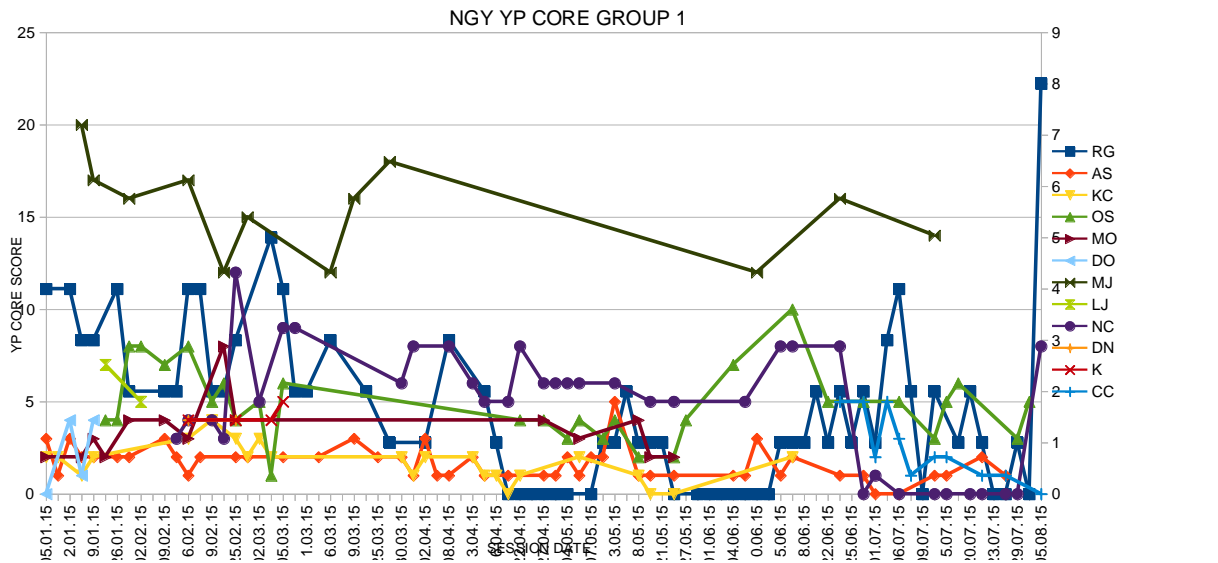
YP Core Data

Several standardised tools have been developed that aim to show 'softer' outcomes. The YP-Core is one such tool. It involves the client or young person responding to 10 simple to understand questions about their level of stress, ability to cope, wellbeing and feeling of being supported. Each item within the YP-CORE is scored on a 5-point scale ranging from 0 (not at all) to 4 (most or all the time) for negatively-framed items and 4 (not at all) to 0 (most or all of the time) for positively-framed items.

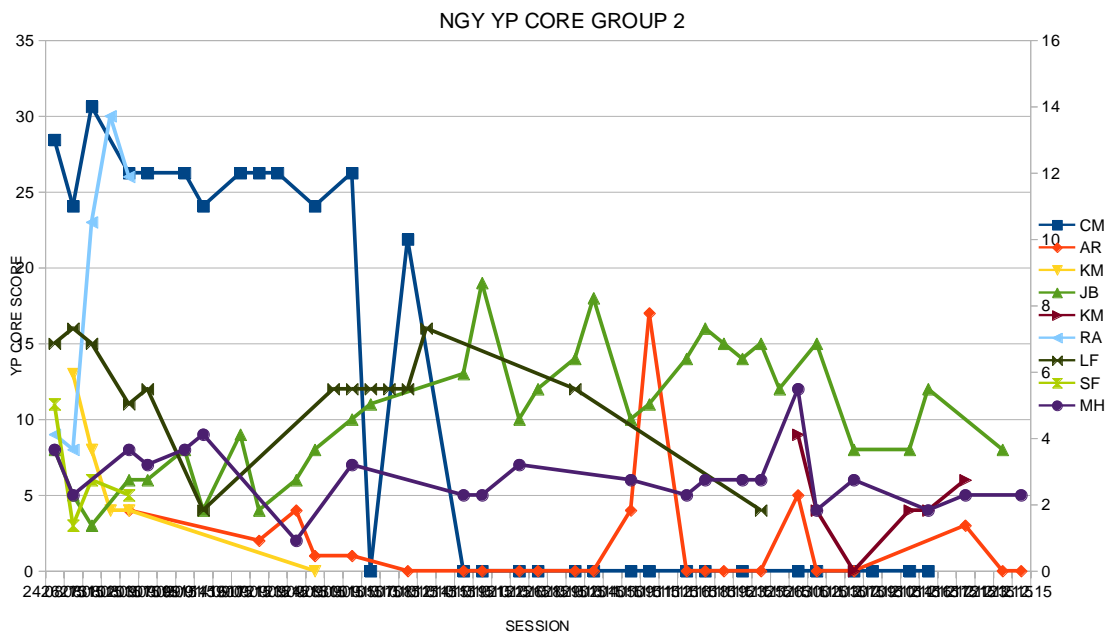
The total score is calculated by adding the response values of all 10 items. The minimum score that can be achieved is 0 and the maximum 40. The total clinical score is calculated by dividing the total score by the number of completed item responses (normally 10) and multiplying by 10. So, for a client with all 10 items completed, the total clinical score is equal to the total score.

The measure is problem scored, that is, the higher the score the more problems the individual is reporting and/or the more distressed they are. This makes scores on the "well-being" dimension counter-intuitive, but they are kept this way for consistency with the other dimensions. From these answers an overall level of clinical risk the young person poses to themselves is determined.

Unity Radio staff collected YP-core data for 23 young people over the period between 5th January 2015 and the 21st of December 2015. Scores were collected after each session rather than on a weekly basis as YP core was designed. There were up to three sessions per week. There were two core members of the project for who scores were collected throughout the entire 12-month period. The results are divided into two cohorts. The first cohort was a group of 12 young people who produced the NGY show between the 5th of January and 8th August 2015.



The chart above shows the data for participants in the initial cohort. This shows an overall trend of improvement, lower risk of harm, across the group throughout the 12-week programme.



Again, with the second cohort the data shows an overall trend in improvement in wellbeing and lower level of risk of harm over the length of the intervention.

The forms confirmed the attendance of the young people and the results indicate that participation in the group maintained a level of stability that would not be expected to be seen with individuals under the kinds of pressures that NGY clients were experiencing.

Cost Savings to the Public Purse

Research, published in “Policing: A Journal of Policy and Practice” in 2014, into the cost to police forces of missing person’s investigations found that the cost ranged between £1,325.44 and £2,415.80, producing a bigger drain on police resources than either theft or assault. The research was based on a survey of 407 police officers and staff in two UK forces combined with a realistic case assessment undertaken by 33 officers.

In their internal evaluation of the NYG project The Children’s Society reported that all 7 of their referrals had reduced their missing episodes. Five of the young people were regularly going missing at least once a week and two of which were missing four or five times a week. It can therefore be estimated that for the 12-week period of the course 156 Missing from Home and Care incidents were prevented through the programme. No follow up data has been available to look at the impact of the intervention on an ongoing basis following the intervention.

This would equate to a direct saving to Greater Manchester Police of between **£206,768.64** and **£376,864.80** over the 12 weeks. Clearly this is a conservative estimate, as it does not take into account the impact of improved education of the risks of CSE and the development of the individuals which would be likely to reduce their likelihood to go missing in future.

Success Factors and Issues

At the start of the project it was suggested that the partner agencies of the Greater Manchester Campaign Against Sexual Exploitation would support the project with direct referrals of young people. This happened in some cases, but were not as many as forecasted, often due to working hours of support workers who were unable to accompany the young people in the evening.

As the project was not funded to include travel, this placed extra barriers on the young people as they were expected to both pay for their own travel and travel alone to the project.

The project was promoted as a Greater Manchester wide engagement and although

access was possible for young people across the area it was unrealistic to expect young people between the ages of 12 to 18 to be able to travel long distances unaccompanied at night.

Unity Radio made efforts to promote the project in boroughs such as Oldham, but they believe in hindsight this resource should have focused on Young people who were located closer to the radio station.

This issue is linked to a key success of the project in terms of partner's responses. The dedicated resource in terms of staff time by The Children's Society in enabling the young people in their care to access the project, involving two hours travel three times a week, was a major factor in overcoming barriers to access.

Similarly, the value of the encouragement by Case Workers in encouraging the young people they were supporting to engage with the programme initially cannot be understated.

Case Studies

The following section provides qualitative data collected through four unstructured interviews carried out with participants.

NGY Show Case Study Interview 1

'N' 23/11/15

N was interviewed on the 23rd of November 2015 at the offices of Unity radio. The primary objective of this unstructured interview was to allow N to describe the impact the project in her own words. Due to the production demands of the NGY radio show, the interview took place during one of the shows preparation workshops. N was encouraged to talk on relevant issues that deviated from this schedule. The interview lasted approximately 30 minutes and was conducted by Dr Michael Atkins of Survivors Manchester. The interview was recorded to assist this report. The following write up contains quotations of N's words from this recording.

N began by describing in detail the NGY shows core objective to help children and young people lead happier and safer lives through participation in the production of a professional radio show and breaking the silence around childhood sexual exploitation (CSE). N was part of the project's initial intake of clients in January 2015 and is now a key presenter on the weekly NGY live radio show. She is also partially responsible for preparing show content, structuring the running order and mentoring new young people that join the team. N is 15 years old but she speaks with a professional confidence and eloquence about her work.

Facilitating Change

A year earlier her life was far more chaotic. She had lived in foster care for several years before being moved to a more secure care home. As she described in the interview: *"I was missing from home a lot, getting in trouble with the police...up to 60 times in a 3-month period, it was going really badly for me"*. Even then she felt she was fiercely independent, although that energy lacked a clear direction. (check with N about more detail on the ways she was making money, where her energy was going). She said that she had no real aspirations beyond *"making money and making myself happy...or what I thought was happy."*

It was at this point that her key workers explored the possibility of moving her to Manchester, to live with her brother. Although she recognises that this was a positive move and she describes it as a period of harsh adjustment. She was 14, in a new city with few family, no friends and very little to occupy her time. She was resistant to many of the alternatives to education and other activities offered by workers.

She found out about the NGY show through friends. Although the idea was appealing to her she was still reluctant and feared it wouldn't offer her anything: *"I dodged it at first, I liked radio but had no idea it would be good for me. I literally had to be dragged here"*. Although nervous she found the staff's efforts to engage her *"so important! He took time to understand my situation and link me up with other workers who could help"*. The nature of the work soon held her attention *"I thought it was going to be like other projects, we'd turn up do work and go home, I never imagined we would be running our own radio show"*. N describes how being part of the show offered her opportunities to do things she would never have believed possible, from interviewing celebrities, and presenting on live radio to potentially thousands of listeners, to being a role model and peer educator of other. Young people. In addition to boosting her confidence this experience encouraged a reorientation of her attitude towards to her career. Work was no longer just about money, as she summarises: *"I like work, and I know its benefiting me and that's the best thing about it."*

However, she has also found the demands of the role very challenging. The demands of producing a weekly live broadcast means that she is always being asked to work to a strict deadline, although there is some flexibility to this, any extension rarely stretch beyond a couple of hours to make the weekly show possible. She describes putting a lot of hours into the project. Although potentially stressful she describes it as a 'healthy pressure'. She valued being part of something that had a real impact; *"it's a business and although we get support we have to be an active part of the team. It's healthy pressure, nobody is forcing you to do it but you know that it's good for you to get it done... that's healthy pressure!"* She felt this pressure had forced her to be more consistent in sticking to a productive daily routine. In fact the demands of her role had an additional effect of occupying her time: *"I realised that when I was doing NGY my mind was here and not somewhere else, when I was being asked if I had completed work or if everything was ok, or can you finish the playlist for today, when you are being asked to do all this stuff your mindset is different, it's just like work really... if my mind wasn't on the NGY it would probably be on going out and*

trying to get money or fending for myself, in other ways, I am a really independent person.”

N explained that NGY helped channel this desire for independence into something more productive than going out and earning money fast as she had done in the past.

Her work at NGY was encouraging her to ask *“Do I want better for myself?”* Prior to engaging with the project she felt her concerns were very much about living for the moment and earning money in the quickest way possible *“My attitude has changed a lot, I've realised that you have to work for things, I also realised that I was rushing for something I'm not ready yet... rushing towards adulthood... personality and attitude wise I needed to slow down, and when you come and do something like the NGY it does start to slow down, people will tell you about what you need to sort and how to adjust, I think that helps your attitude change.”* This attitude change has coincided with improved interpersonal relationships outside of the work environment and a shift in the priorities N has for her future *“money was all there was, it's like an addiction, once you try and get money, and you find a way to get it you'll keep doing it...now my family is more important, having connections with people.”*

In addition to the above points N also identified the following as potential outcomes of her participation in the NGY show:

1. Improved knowledge of CSE, grooming and staying safe.
2. Raised personal career profile in local media industry
3. Improved CV, especially for young people with gaps in education record.
4. Increased confidence
5. Improvement of soft communication skills, consistency and innovation

Raising Awareness of CSE

N also feels her work at the project helps other young people, particularly NGY's focus on raising awareness about CSE, grooming and staying safe. She argued that by just being open and being able to share a little bit of information could have a huge effect on a young person, especially those at risk of or experiencing CSE. She felt that she was better placed, as a peer, than many adult social care workers, police and family members to educate children and young people as young people were more likely to talk to their friends about issues around sex and relationships for fear of being judged, reprimanded or punished.

“When you switch on the radio you can't see us but just hearing that little something that you want to talk about can be a real relief...”

The work on CSE that she has been involved in at the NGY had also given her a greater deal of respect and empathy for the project workers that have tried to help her over the years:

“The world is a horrible place and so much goes on right next to you that you might not even know about. I didn't understand the importance of telling people where I was going and that I would be back... who would let out their 14-year-old child till one or two in the morning or even for two days. That's why I say don't grow up before your time,”

N hasn't absconded from her home for over a year. In the past she wasn't allowed to leave the house without being accompanied by a project worker. She realises the value of being trustworthy and in turn being able to trust the professionals who have her best interests in mind.

Team Work

Although N has been working with several organisations in Manchester, she recognises the key role that the NGY show has played in both changing her attitude to work, family and other relationships and in facilitating connections with specialist agencies:

“It's made me a better person, when I first came here I didn't want to talk, I didn't want to listen, I was very much 'doing my own thing. Without Unity, I don't think I would be stable, and I don't think I would be the person to reach out for help either. Back then I didn't trust people, having the NGY show I have got the people I know I can trust and talk to. If I didn't have the NGY I would probably be lost, and I wouldn't care about being lost either.”

She highlighted the importance of the staff team's expertise and empathy in her own journey of change and keeping her engaged in the challenging work she has been doing.

“I never went to school and even college I was thinking of giving up but I know that even if I am having a bad day I can come in and talk to somebody, there's a lot of support and the staff work hard to make sure you are referred to the right person to talk to...” “back then I had nobody to talk to.”

“The NGY is like a tree, it has a lot of leaves and a lot of branches to jump off into, in the branches you can learn a lot of stuff that leads you onto other branches and new leaves!”

NGY Show Case Study Interview 2

'A' 11/01/16

A was interviewed on the 11th of January 2016 at the offices of Unity Radio. The primary objective of this unstructured interview was to allow A to describe the impact the project had had in her life in her own words. Due to the production demands of the NGY radio show the interview took place during one of the shows preparation workshops. A was encouraged to talk on relevant issues that deviated from this schedule. The interview lasted approximately 30 minutes and was conducted by Dr Michael Atkins of Survivors Manchester. The interview was recorded to assist this report. The following write up contains quotations of A's words from this recording.

A's Story

A felt her life would probably be considered disturbing in comparison to other people her age (11). From an early age her mother had an alcohol problem which had created disharmony at home. Things got so bad that at the age of 7 she and her new born sister were removed from home and placed into care. She spent several years of her childhood separated from her sister and her mother, an experience she describes as 'terrifying' yet necessary.

She has since returned to her mothers with her sister, a situation that is regularly reviewed and monitored. Although her mother is far more stable than in the past she still has a problem with alcohol. A sometimes finds life at home difficult, there are arguments and she feels a great deal of pressure to monitor her mother's drinking and look after her younger sister. Although she prefers to be at home because of the support of her sister, she acknowledges that life in care would sometimes be easier. The pressure at home had resulted in her going missing frequently (A bit more is needed here from safe in the city with A's permission).

As part of Safe in the Cities work with her she was offered several activities designed to

improve her social engagement with people her own age in a safe environment. One option she was given was the NGY show. She had been a listener to Unity Radio prior to being offered the chance to be part of NGY. This made her aware that she would be involved in something that could potentially reach other young people like herself. The appeal of being productively involved in activities that could potentially reach thousands of people is unique to projects like the NGY show.

A had been involved with the NGY show since inception in October 2014 and was therefore part of the team for 12 months and became a key member and peer mentor. As the programme is designed to engage a large number of participants across a range of roles A decided that her time in the NGY show was coming to a natural end as she had gained a lot of skills and had contributed immensely to the shows direction. This also allowed for other participants to be involved in key roles such as presenting.

At the time of the interview, A didn't attend school. She had been offered a place in a school far away from her home which increased her risk of absconding, but was awaiting a closer placement. NGY was one of her few educational and social activities and had become an important part of her weekly routine. She describes it as an important step in her being able to trust people again and outlined three primary impacts it had for her:

- Basic radio production skills
- Improvement of a range of soft-skills and healthier lifestyle patterns
- Improved awareness of the dangers of CSE and grooming

Radio Production Skills

A believed that the NGY had helped her to develop the following specific radio production skills:

- Practical experience of live presenting in a studio environment
- Making pre-recorded content like linked introductions to songs and promotional soundbites
- Content programming
- Recording skills
- Sound editing using industry standard software
- General awareness of basics of radio production, industry jargon and activity.

Soft skills and healthier lifestyle patterns

In addition to these industry specific skills, A felt being part of NGY had changed her in other ways. Being part of live broadcast radio had a powerful impact in how she measured her own capabilities *“I feel more confident, because you know you're going out to people, and other people are listening to you, it's live, it isn't pre-recorded, you end up feeling like, if I can do that, I can probably talk to anyone!”* It had led to an improvement in her communication skills and assertiveness.

Although A valued her radio training she had different aspirations for her future: *“I want to be a lawyer which means I need to be stable and I need to go to school.”* She felt the experience of speaking in public broadcast will be of great value in this career both in enabling her to articulate ideas and having the confidence to express them; *“I was really anti-social before, I have learned how to communicate and co-operate in that atmosphere, when making a radio show you have to do these things! There's no choices”*

She also recognised that the NGY gave her a regular routine. Before being part of the show she was usually late for most appointments and for returning home. She explained to me how the NGY show had resulted in her getting into better time keeping habits *“I knew that I had to be home ready for the next day so I didn't miss the show, I knew I couldn't stay out. I am home on time now because I have that routine. The show taught me to be punctual. In the past I would just be late and get shouted at, now I have a reason to be on time”*. The team spirit and feeling of responsibility for the shows broadcast was important to A, enabling her to see the value of getting up and ready on time, thus she feels she is rarely late for anything anymore.

Awareness of CSE

Finally, she appreciated the value of learning more about CSE. *“As well as getting radio skills it also taught me a lot about CSE. Even though we are putting stuff out to other people it's also a chance for us to learn. When I first came here I didn't know anything about CSE, now I could probably write you an essay!”* Although she had thankfully had no experience of CSE prior to her time at the NGY the project had opened her eyes to the potential risks of grooming and how to avoid them. It also allowed her to reflect upon past experiences and recognise the danger she had been putting herself in by staying out and going missing.

“It has made me look at life differently. I am more cautious with new friends, before I didn't know the possibilities of how people might want to use you. Unless I get to know them, who they chill with and they are not dangerous I won't associate with them. I notice things through town now. I would have never noticed what they were trying to do before learning about this stuff.”

NGY Show, Case Study Interview 3 'J' 04/01/16

J was interviewed on the 4th of January 2016 at the offices of Unity radio. The primary objective of this unstructured interview was to allow J to describe the impact the project had had in her life in her own words. Due to the production demands of the NGY radio show the interview took place during one of the shows preparation workshops. J was encouraged to talk on relevant issues that deviated from this schedule. The interview lasted approximately 30 minutes and was conducted by Dr Michael Atkins of Survivors Manchester. The interview was recorded to assist this report. The following write up contains quotations of J's words from this recording.

J is 14 and lives at home with her mum and sister, she is currently not attending regular school but goes to a pupil referral unit due to a problem finding a suitable placement for her. The last few years have been difficult for her but she feels she is at a turning point in her life. She has been attending the NGY show for the last few months where she has been learning basic radio production skills as well as trying presenting and recording 'song links' interviews and promotional material. She is coming up to her final weeks with the project and is sad to be saying goodbye to the permanent team. The show has played an important part in her rediscovering her motivation to be creative and think about her future.

“Every time I have come I have learned something new and that's all small steps forward.”

One of the first things that J tells me about her life is that she has recently been reclassified by her workers as having a 'low risk of child sexual exploitation (CSE)'. She also tells me openly and directly that she is a survivor of CSE and has been considered high risk for most of her life. This experience had a profound effect on her. She remembers that as a young child she was very outgoing and confident. She was always put forward at school for public speaking and was a talented musician, proficient in piano, trombone and clarinet. One of her proudest moments was performing at Manchester

Symphony Hall.

Personal Growth

She understands how the experience of CSE slowly destroyed her confidence; she completely lost interest in school, public speaking and music. When she confided in friends they told others in her year who taunted her. She withdrew further and further from school until she just stopped going. She was subsequently excluded. Despite the extenuating circumstances, J experienced she has had to remain out of mainstream education until a school close enough to where she lives can be found. Being out of education pushed J further and further into herself. Despite her boredom and isolation, she felt she had been likely to reject many of the activities offered to her.

The NGY has been one of the few activities that she has maintained a commitment to. She was referred to the project through the Safer Children Project. At first, she was sceptical: *"I didn't think it would be like this, I thought it would be like other projects that you come in and you are made to do work or just doss about. It's like being part of something"*. She explained that being part of the radio team forced her to regain her confidence. Although supported always by the project workers, she was expected to record and present live. This was completely out of her comfort zone but she was ready and feels sometimes she needed to be pushed to rediscover her abilities as a public speaker.

She explained that new challenges the project presented motivated her to keep coming back. In the past, she had blown off hobbies, groups and friends, but she noticed that she maintained a commitment to the show as it had *"given so much"*. She claims to prioritise it above most things in her life. She explained that she had even told her new boyfriend that *"the NGY show comes first. He understands though which is great...he even tells me that its good for me to put it first."*

A greater confidence around CSE

J had a remarkable ability to talk about past traumatic experiences of CSE. In addition to the practical skills she obtained at NGY she explained that it had helped her to understand CSE and the risks she was exposed to. She describes it as "very informative" and helping to give her perspective on what had happened to her. An important aspect of the NGY

projects theory of change is the imperative to help children and young people make safer more informed choices by educating them about CSE and grooming. This happens both with children directly engaged in the show production through contact with worker and at the level of the regional population through awareness raising features and promotional content.

J's experience at NGY has convinced her that she has a key role to play in educating other young people about how easily grooming and CSE can occur. She has helped mentor new arrivals at the project. She feels it is particularly important to emphasise how grooming can look like friendship or even a relationship. It's helped her see all kinds of potentially risky interactions differently. For example, she has been offered free taxi rides whilst walking home. In the past, she may have put herself at risk by accepting them. Now she doesn't hesitate in seeking help and drawing attention to herself if she feels uncomfortable. In the past, she would have remained silent but she feels better equipped to stand up for herself and others.

"I like speaking in public. I don't want to work in radio though. I've had being a nurse on my mind for a while. I would like to work in surgery or midwifery."

Other Indicators of Impact

The Children's Society Report

Data on individual young people referred through The Children's Society was provided to inform this evaluation from the organisation's perspective.

They identified that all the young people who had engaged on the NYG had reduced their missing episodes. This included two young people that were going missing from home four or five times each week who had had no reported missing incidents since joining the programme.

One young person attending was classed as high risk, with multiple missing from home incidents, one of which was for 5 days and who, as a result, had been placed on a Child Protection Plan. Although a late starter to the sessions she had embraced them fully from the very first day. The Society noted that NYG had given her a real focus and really sparked her interest leading to a growth in her confidence and she had participated fully. She was invited to start a weekly blog detailing her experiences on NYG. She had had no

missing from home incidents since joining the sessions.

Similarly, The Children Society highlighted another attendee who was classed as a high risk of missing from home with multiple Missing from Home incidents of up to 5 days and who had been taken temporarily into the care of the Local Authority. They reported she had been very engaged with all sessions, had not missed any and had begun presenting on the live shows from the beginning. They stated that the sessions gave her the opportunity not only to take part in something which she is really interested in, music, but also help her develop friendships with her peers which she had struggled to do previously. Once again, this young person has had no missing from home incidents since starting the NYG.

Comments from The Children's Society staff from their internal evaluation

“As workers, we were excited and enthusiastic about the influence this may have on our young people but we were also unsure as to how successful it would be at engaging them long term. The show is valued highly by staff, parents but most importantly the young people attending.”

“The NGY show has allowed some of Manchester’s most vulnerable young people to meet other young people and professionals in a safe, comfortable environment whilst learning new skills and building on their own confidence and self-belief. This project has allowed the young people to feel part of an important team, feel valued and have something exciting to look forward to.”

Testimonial from The Children’s Society Case Worker from their Missing from Home Team

12-year-old **C** was referred by GMP to the Missing from Home Team as she was going missing from home due to issues within the home/family environment and her added vulnerabilities.

“On the 27th August 2015, she attended her first taster session at Unity Radio and soon became a regular member of the NGY Show with a group of other young people of a similar age who also had a history of going missing. I was able to watch C develop her skills, social contacts and her confidence blossoming over time. C had also stopped going missing and as she was focusing on her 1:1 sessions with the Missing from Home Team,

as well as attending the NGY Show three times a week. This gave C a regular activity that she enjoyed and re focused her attention on something positive where she was receiving support and encouragement from the facilitators and other young people at the NGY Show.

I began working with C when she was 12 years old. She was lacking in confidence and self-esteem and did not appear interested or motivated to do much due to her difficult circumstances at home. However, the C that was presenting the NGY Show last week was a complete transformation. C was able to present the live show with confidence, skill and pride in herself which was so nice to see.

Although slightly nervous at times, C confidence grew as the show went on and I could see how much she was enjoying taking control (as well as being supported by Jon). C was able to create and structure the show, present the live links and show as a whole independently. She has also developed her skills around interviewing other people and has shown a real talent in this area which hopefully she will continue to develop.

I still cannot believe how much C has progressed over the past year and I am so proud of her.”

Grace Lilley - Missing from Home Team

Ann Coffey MP

“It is essential that children and young people’s experiences of CSE are listened to – young people themselves are key to prevention. I am delighted, therefore, with the success of the weekly radio show hosted by Unity Radio (the NGY show) where young people discuss and share their experiences and knowledge of grooming – this was one of the central recommendations of my Real Voices report.”

Summary of Findings

The qualitative material suggests the impact the project has had as a facilitator of positive changes. The project developed has been shown to create an environment in which change seems more possible and provides the practical support and incentives to make those changes desirable.

Although the YP-core data is not statistically significant, it does indicate that the project was able to engage certain at risk young people for an extended period of time. This client groups have incredibly complex needs and the ability of the project to maintain engagement for an extended period is significant. The data did, however, indicate a trend of improved wellbeing and a reduction in clinical risk of harm to themselves across both cohorts surveyed.

The qualitative data is supported by the qualitative data collected through the case studies.

These showed that the individuals interviewed had developed a deep understanding of the issues and risks of CSE, with some participants keen to play an ongoing role in educating their peers.

The young people felt that this project was different to other activities they had been exposed to and that the need to produce a product, the live radio show each week, motivated the young people to participate fully in group working and gave a structure to their lives demonstrated by their commitment and improved timekeeping.

Participants felt that both the hard Radio production skills and the key skills of communication, confidence and assertiveness had improved.

The feedback from Case Workers triangulated the findings, noting the significant reduction in their client's incidents of going Missing from Home and Care and the improvements in their wellbeing and confidence.

A key issue that would need to be addressed in future projects of this nature would be to overcome barriers to beneficiaries accessing the programme, ensuring a budget is available to cover the cost of travel or in transporting beneficiaries to the centre.

Alternatively, in order to allow the direct engagement of young people from across the area consideration should be given to running the project at a base in each borough.

Relationships should be established to allow direct referrals from the Local Authorities rather than being reliant on other agencies.

There are difficulties in gauging the wider social impact with the listening audience. However, the NGY show sits within and contributes to a wider strategy of breaking the silence around childhood sexual exploitation and welfare. The show has its own presence on the Unity Radio website which receives 12,000 monthly visitors.

There are numerous interviews available for playback which include both public sector and statutory services and music stars. This was used to evidence how often safeguarding messages are listened to again. As an example, an interview with David Ashcroft the independent chair of the Safeguarding board for Manchester City Council had 1,200 listen backs since its first broadcast. A Video on the Unity Radio's official Facebook page promoting the NGY show has been viewed 684 times without any paid advertising.

Callers into Unity Radio for their weekly ticket give away competitions could correctly identify that the theme of the NGY show was CSE demonstrating the awareness of CSE was filtering into the wider population.

“Radio and digital platforms are a fantastic way to get positive messages over. NGY is a great example of a project led and designed by young people using radio to inform thousands of children and young people across Greater Manchester about how to keep safe and lead happier lives.”

“Young people will listen more to other young people and I am really pleased that the show has been successful and is still going strong. Well done!”

Ann Coffey MP, December 2016