


INSPIRING YOUNG PEOPLE

Background

Almost a third of the UK's population are young people¹, who continue to be affected more than any other age group by the impacts of the recession. Socially, 16 to 25 year olds remain the age group most likely to live in a disadvantaged area². As youth unemployment rises³, an increasing proportion of jobs are likely to require a graduate level qualification⁴, making opportunities for young people to gain qualifications and skills more important than ever. Playing an active role in society can deliver many benefits for young people; for example, there is a positive relationship between participation in volunteering and education, employment and income⁵.

Materiality and strategy

As a business owned and democratically controlled by its customer-members, and as an employer, The Co-operative believes it can have a significant impact on the lives of young people – those aged 25 and under. 'Inspiring young people' is an area of major focus for the new Ethical Operating Plan (page 13), and aims to help bring about a cultural shift in the way that young people are viewed and treated in this country.  To achieve this vision, a new inspiring young people strategy was launched in June 2010, supporting young people through co-operative education, opportunities and campaigning.

 Targets 2010	Progress	Targets 2011
Indicator: Community investment		
Launch and implement an inspiring young people strategy during 2010.	 The inspiring young people strategy was publicly launched in June 2010 (see above).	EOP Provide £30m for the inspiring young people programme by 2013.
Indicator: Education		
Launch The Co-operative Academy of Manchester and The Co-operative Academy at Brownhills in Stoke-on-Trent in September 2010.	 The Co-operative is the lead sponsor of both academies, which launched on schedule in September 2010 (page 56).	EOP Support the establishment of 200 Co-operative Trust Schools by 2013.
Launch Green Schools during 2010.	 Work commenced in 2010 to bring together all environmental initiatives that inspire young people in a refreshed Green Schools programme, which launched in 2011 (page 57).	EOP Drive forward the Green Schools programme, which reaches over 100,000 children per annum.
Indicator: Opportunities		
Begin work to enable the launch of The Co-operative Apprenticeship Academy in 2011.	 During 2010, apprenticeship opportunities were identified and the types of qualification to be offered were agreed. A training provider was selected in early 2011 (page 58).	EOP Establish a Co-operative Academy that will create 2,000 apprenticeships by 2013.
		EOP Broaden the work of The Co-operative Enterprise Hub (page 98) and offer advice and training to support young people who wish to start up co-operative businesses by 2013.
		EOP Create an advisory panel of young members who will inform a newly appointed Board Champion for young people by 2013.
Recruit a total of 3,000 young people in disadvantaged communities as StreetGames Young Volunteers by 2012.	 3,017 young people have joined the programme since 2007.	
Indicator: Campaign activity		
Launch a campaign in 2010 to lower the voting age to 16.	 In February 2010, The Co-operative launched its campaign to lower the voting age, and joined the Votes at 16 coalition (page 59).	EOP Continue to campaign for Votes at 16 and demonstrate how young people are ready, able and willing to be more fully engaged.

Community investment

International development and human rights

Animal welfare

Diet and health

Ethical finance

Social inclusion

Inspiring young people

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Membership

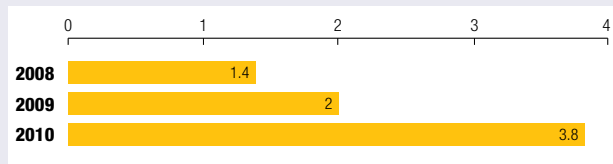
The Co-operative offers membership to anyone aged 16 or over who lives in the UK. While young people aged 16 to 18 are excluded from traditional democratic processes, as part of The Co-operative, all members aged 16 or over can exercise their democratic control, with equal rights and benefits. Although under represented, some 270,000 young people⁶ were members of The Co-operative in 2010⁷.

In order to ensure the views of young people are better represented, a commitment has been made to create a Youth Advisory Panel, which will inform a new Board Champion for young people. At a local level, work will be undertaken to increase the number of younger candidates in membership area elections (page 96), and subject to a change in legislation, membership will be widened to under 16s.

Community investment

The level of cash investment dedicated to supporting young people has increased significantly in recent years, and activity in 2010 benefited a total of 330,000 young people across the UK.

Total cash investment in inspiring young people programmes (£m)



Top five cash investments in inspiring young people programmes 2010

The Co-operative Foundation's Truth about Youth	£1,050,058
Green Schools	£540,260
Co-operative Schools	£453,194
The Co-operative StreetGames Young Volunteers	£339,365
The Co-operative British Youth Film Academy	£264,569
Total	£2,647,446

Beneficiaries 2010

330,000 young people benefiting from inspiring young people activity

Provision is set to increase further with establishment of a Co-operative Apprenticeship Academy, which will contribute to the total of £30m (which includes cash investment, leverage and awareness-raising spend) to support activity during 2011–2013.

Education

Co-operative Schools

The Co-operative has committed to invest £1m to support the expansion of Co-operative Schools, and in 2010, £453,194 was invested in programmes which aim to improve educational outcomes and skills of students, and give communities a greater say in how their local schools are run.

• Co-operative Trust Schools

In partnership with The Co-operative College, a model for co-operative trust schools in England has been developed. At the end of 2010, 108 Co-operative Trust Schools had been established. Support has been provided for the establishment of an independent co-operative to drive the strategy, profile-building and networking for all co-operative schools.

In Scotland, support is provided to the Co-operative Educational Trust Scotland (CETS), which delivers co-operative enterprise education and professional development programmes, and facilitates access to the Co-operative Movement across Scotland. Involvement includes financial support, board representation and provision of secretariat support.

• Business and Enterprise Colleges

Throughout 2010, relationships were maintained with 10 Business and Enterprise Colleges sponsored by the Government's specialist schools programme across the UK. Support includes provision of governors⁸, assistance with curriculum development, and funding for The Co-operative College to develop curriculum materials.

Co-operative Academies

🎯 The Co-operative is the lead sponsor of two Academies, both of which opened in September 2010. Led by The Co-operative Financial Services (CFS) in Manchester, and The Co-operative Travel in Stoke-on-Trent, and working in partnership with local councils and educational institutions, sponsorship provides extensive business expertise, and funds the community work of the Academies. The Academies specialise in business and finance (Manchester) and business, maths and ICT (Stoke-on-Trent).

In late 2010, 10 students studying at The Co-operative Academy of Manchester worked alongside senior managers and executives at The Co-operative for a day as part of the Children's Commissioner for England's Takeover Day.



Social responsibility

Ecological sustainability

Delivering value

Assurance

Financial education

The Co-operative Financial Services' Skills4Schools programme seeks to improve numeracy, financial literacy and employability; see page 52 for further details.

Green Schools

🎯 In 2010, The Co-operative began to draw together its range of community projects that help young people gain the knowledge and enthusiasm to live more sustainably. Over 2011–2013, a further £1m has been committed to extend the offering as a refreshed Green Schools Revolution programme. During 2010, more than 128,000⁹ children and young people benefited from Green Schools initiatives, which include:

• **Walking Buses**

In the last 20 years, the proportion of British children (aged five to 10) walking to school has fallen from 62% to 48%¹⁰. The Co-operative Walking Bus initiative reduces the carbon footprint of schools by enabling children to walk to school together in safety, thereby reducing school traffic. Schools are provided with high-visibility vests and wrist bands for children, posters, and a banner to promote the bus to children and parents.

During 2010, 82 buses were established. In total, 326 Walking Buses have been established since the initiative's launch in 2007, and have benefited more than 3,200 children.

• **Green Energy for Schools**

The Co-operative's Green Energy for Schools (GEfS) programme operated between 2007 and 2010, enabling UK schools to install solar panels at no cost, and subsidising installation of small wind turbines, biomass boilers and ground source heat pumps. In February 2010, the Government's Low Carbon Building Programme, which part funded installations, closed to new grant applications. During 2010, the final installations – two wind turbines and one biomass boiler – were completed and 189 schools now generate their own renewable energy as a result of the programme. In 2010, almost 100,000¹¹ young people benefited from the programme.

Grove Primary School pupils became 'Eco Warriors' for a day. In 2010, solar panels were installed at their school, via the Green Energy for Schools programme.



• **WasteWorks**

The WasteWorks education facility closed in December 2010 to allow for the construction of The Co-operative's new head office site (page 63). Since 2007, WasteWorks, based at the Manchester recycling centre, has offered a curriculum-linked programme to key stage two school pupils. During its lifetime, WasteWorks welcomed over 19,000 visitors, including some 13,000¹² children on school visits to learn about recycling.

• **Energy Works**

Energy Works gives young people the opportunity to learn about the environment and renewable energy generation. During 2010, 67 classes visited the education centre at The Co-operative wind farm in Cambridgeshire. Since 2007, more than 5,500 students have benefited from the programme, which also provides school workshops and resource packs.

• **From Farm to Fork**

From Farm to Fork is designed to enable children from primary schools to visit one of The Co-operative's working farms, providing them with a learning experience that promotes greater insight into how food crops are grown and harvested. In 2010, almost 15,500 children visited Co-operative Farms. The programme, which started with one farm in 2005, now operates on seven sites across the UK. Children are given advice on healthy eating and recipes to make with their parents using seasonal produce. They are also taught about general farm management, including issues such as biodiversity.

• **Sustainable Travel**

The Co-operative Travel is working to develop children's knowledge of sustainable travel, through talks on responsible tourism delivered by local branch managers. A total of 48 schools participated between July and September 2010. Some 1,700 young people have benefited since the project launched. In 2011, it is planned to increase participation to 120 schools and 4,200 young people.

Opportunities

The Co-operative StreetGames Young Volunteers

The Co-operative StreetGames Young Volunteers programme aims to improve the life chances of young people aged 16 to 25 through sport, and operates in around 100 locations in disadvantaged communities across England and Wales.

🎯 Since the partnership began in 2007, 3,017 young people have joined the programme, achieving the target for 2012 ahead of schedule. Participants have donated 70,000 hours of time volunteering in their local communities. In 2010 alone, 31,215 young people participated in sports activities run or assisted by the volunteers, which aim to promote increased community cohesion, healthier lifestyles and reduce anti-social behaviour. Volunteers are provided with training, support and resources to improve their leadership skills, and have used this experience to pursue vocational qualifications and further training; at the end of 2010, 2,092 qualifications and accreditations had been achieved by young volunteers. The Co-operative has committed to invest a further £1.2m in the programme from 2012–2014, when the project will be rolled out to communities in Scotland and Northern Ireland.

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The Co-operative Street Games Young Volunteers

Before becoming a Co-operative StreetGames Young Volunteer, Jamie was planning to leave school straight after her GCSEs. Now she is a mentor who runs her own dance troop. She has joined the Board of Directors at the North East Music Factory Project, gained coaching qualifications and is studying for her A-levels.

"It's definitely helped me develop skills I never thought I'd have. I'm proud of what I've achieved and how I'm now able to lead sessions, plan and organise events. When you have pride in yourself it shows and I think the young people I work with notice – it's something they then want to achieve."

Jamie Mitcheson



Performance recognition

In May 2010, StreetGames was awarded the prestigious Sir James Wilson Award at The Chief Medical Officer's Public Health Awards, for its work using doorstep sport to tackle health inequalities in areas of deprivation.

In June 2010, The Co-operative StreetGames Young Volunteers won the Business Charity Award for the best UK project.

The Co-operative Foundation's Truth about Youth

'Truth about Youth' is a grants scheme aimed at challenging and changing negative perceptions of young people. The scheme provides funding for a charity partner in each democratic region, with a total of £2m committed to the programme from 2009 to 2012 – see page 19 for further details.



The Co-operative British Youth Film Academy

In 2009, The Co-operative announced a three-year partnership with the British Youth Film Academy (BYFA), investing £500,000 to establish The Co-operative British Youth Film Academy. The BYFA

provides a link between the commercial film industry and young people, regardless of their background or experience.

In 2010, BYFA delivered two summer camps, focused on the production of a full-length feature film. At the camps, young people work with professional film-makers on a real film set – activities include working on photography, lighting, sound, and post-production.

In addition, BYFA runs film workshops in Further Education colleges. In total, 10,168 young people participated in BYFA activities in 2010. BYFA is a co-operative, and has a membership of 18 further education and higher education institutions (2009: 16) in four educational clusters: West Midlands, North West, East Midlands and Yorkshire. It aims to become the UK's most accessible film-making training academy, and will establish two new educational regions every year until nationwide coverage is achieved, supported by an additional £700,000 funding from 2011–2013.

www.britishyouthfilmacademy.com

John Montegrando co-directs a production of Julius Caesar at a BYFA summer camp.



The Co-operative Film Festival

The Co-operative has been supporting young people's film making for 45 years through The Co-operative Film Festival. The Festival gives young people the chance to have their short films shown at the National Media Museum in Bradford, encouraging co-operation, creativity and self-expression. Each year 100 short films are shown over two days, covering a range of topics, including issues faced by young people, such as violent crime and bullying. In 2010 approximately 1,000 young people attended the festival.

www.co-operative.coop/filmfestival

Employment

The Co-operative directly employs almost 30,000 young people¹³ across its family of businesses, and also offers a range of opportunities for young people to gain business skills and experience via work experience placements, internships and apprenticeships.

• Apprenticeships

In 2010, it was announced that £9m will be invested from 2011–2013 to launch a new Apprenticeship Academy that will benefit at least 2,000 young people. The apprenticeships will enable young people to gain quality work experience, work towards a recognised national qualification, and potentially progress onto the graduate programme. During 2010, apprenticeship opportunities were identified across the key business areas and the types of qualification to be offered to apprentices were agreed. A third-party training provider has been selected through a tender process.

• Student and graduate schemes

In 2009, a 12-month undergraduate placement programme was launched, and is accredited with the National Council of Work Experience Quality Mark. A graduate scheme is also offered (page 109).

Influence and action – campaign activity

Votes at 16



➤ In February 2010, The Co-operative launched its campaign to lower the voting age, and joined the Votes at 16 Coalition as a steering group member. The campaign aims to secure legislative change to lower the voting age to 16 for all local and national elections in the UK, and empower young people to be active citizens. £500,000 has been committed to the Votes at 16 campaigning over two years.

Throughout 2010, The Co-operative worked alongside steering group partners to develop the strategic direction of the Coalition campaign and funded and co-ordinated campaign rebranding and the redevelopment of the Coalition website, which relaunched in March 2011.

➤ www.votesat16.org.uk

Activities include:

- Creation of a 'Youth Zone' within the secure area at each party political conference, with young people acting as 'media ambassadors' interviewing politicians and influential attendees on Votes at 16 and issues of importance to young people.

- Event held with Demos which engaged 100 young people to offer views on the proposed Government spending cuts; a follow-up report¹⁵ was published in 2011.

- Work undertaken with Natascha Engel MP to table an Amendment to the Alternative Vote Bill, to allow 16 and 17 year olds to vote in the 2011 alternative vote referendum.

- Production of a half-hour TV documentary¹⁴ with the Media Trust, which followed three 16 and 17 year old campaigners as they met and lobbied people of influence on Votes at 16.

- Production of Citizenship education resources on Votes at 16 which were widely distributed to schools through the Association of Citizenship Teachers (ACT) network, and Co-operative Schools.

- Development and funding of bespoke Votes at 16 workshops for the network of Co-operative Schools, which have been delivered to more than 700 pupils.



Accompanying notes

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| <p>1 Those aged 25 and under. The figure presented here is from the Office for National Statistics, and relates to under 25s. www.statistics.gov.uk/downloads/theme_social/Social-Trends40/ST40_2010_FINAL.pdf</p> <p>2 www.statistics.gov.uk/downloads/theme_social/Social-Trends40/ST40_2010_FINAL.pdf</p> <p>3 As at Jan 2011, the youth unemployment rate (including students) had risen to 18.1% (Feb 2010: 17.6%), the second highest figure on record. The rate for those aged 25 to 49 was 6.3% (Feb 2010: 6.2%) and for those aged 50</p> | <p>and over, 4.5% (Feb 2010: 4.7%). Centre for Economic and Social Inclusion: www.cesi.org.uk/statistics/previous_months/lms_jan2011</p> <p>4 By 2020 40% of all jobs will require a graduate level qualification www.bitc.org.uk/workplace/talent/the_talent_skills.html</p> <p>5 Institute for Volunteering Research (2009) Young people, volunteering and youth projects: A rapid review of recent evidence inspired.com/uploads/admin_assets/datas/282/original/v_formative_evaluation_rapid_evidence_review_Dec_2009_x_2.pdf</p> <p>6 Members aged between 16 and 24 years old.</p> |
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| <p>7 Some 5% (269,021) of Co-operative members were aged 16–24 in October 2010, compared to 15% of the general population www.statistics.gov.uk/downloads/theme_social/Social-Trends40/ST40_2010_FINAL.pdf</p> <p>8 Governors are employees of The Co-operative and elected members.</p> <p>9 See footnote 11 for details of estimated Green Energy for Schools beneficiaries included in this figure.</p> <p>10 www.statistics.gov.uk/downloads/theme_social/Social-Trends40/ST40_2010_FINAL.pdf</p> | <p>11 124 primary schools with an average of 280 pupils and 64 secondary schools with an average of 1,016 pupils.</p> <p>12 50% of visitors to the holiday programme and 75% of outreach beneficiaries were children.</p> <p>13 Employees aged 16 to 25 as at February 2011.</p> <p>14 www.co-operative.coop/corporate/ethicsinaction/inspiring-young-people/what-were-doing/campaigning/Votes-at-16</p> <p>15 www.demos.co.uk/publications/backtothefuture</p> |
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