



**Listening to youth voice:
insights from 16,000 young people**

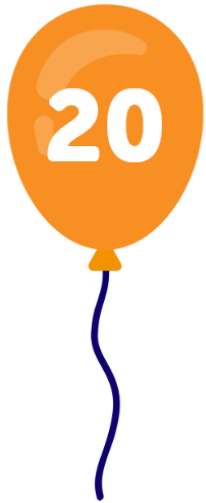
What you'll take away:

- Context of Brightside, Spotlight and the survey
- Key insights from our data
- Practical examples of how we've used the data to:
 - Support schools' CIEAG strategies
 - Co-design programmes with young people
- Suggestions for what comes next



I'm worried about not being able to decide on the right career for me.

Daniel, Year 10



Brightside

- Social mobility charity
- Online mentoring since 2003
- Supporting young people across the UK
- Confident and informed decisions



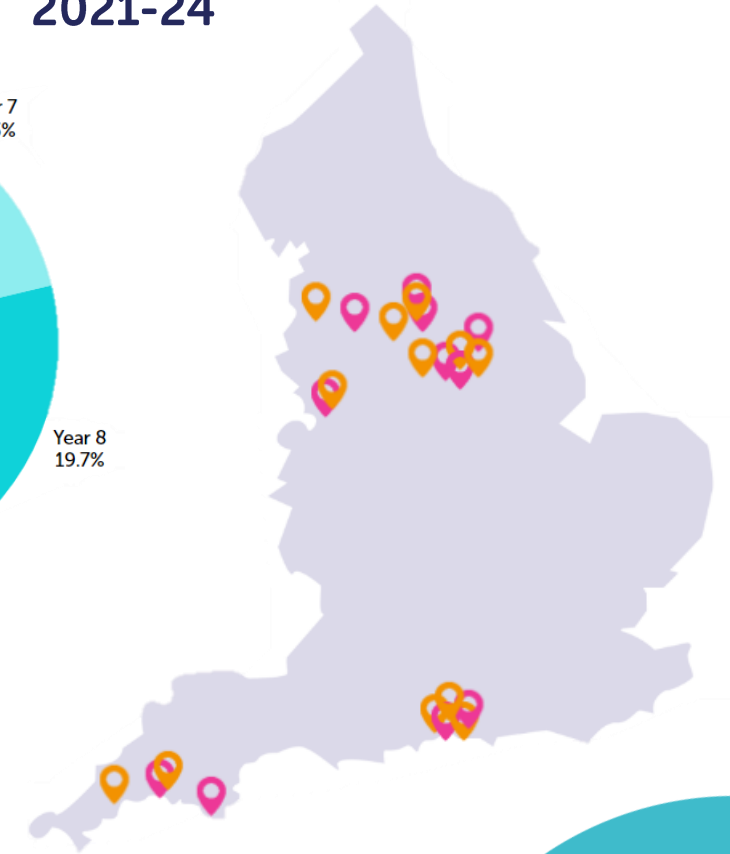
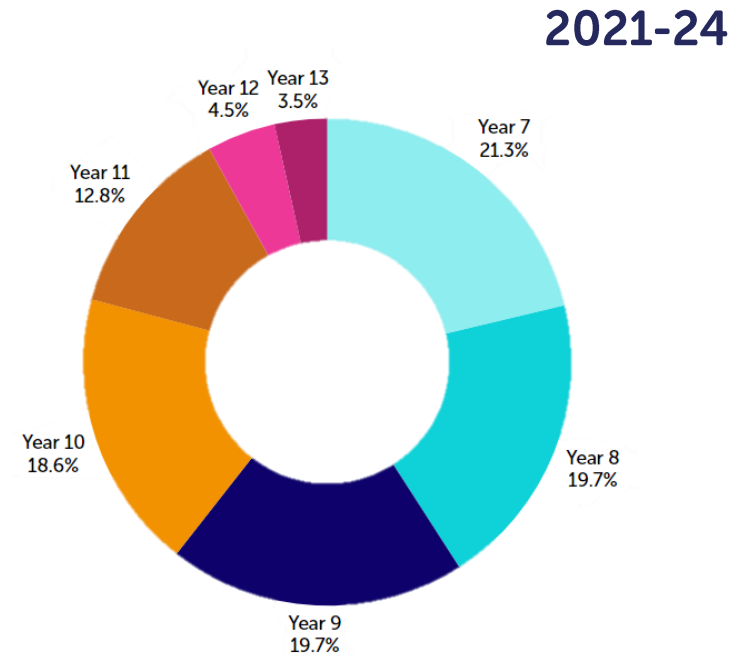
Spotlight

- Flagship schools' programme
- Three interventions (Y7 to Y13)
- Embedded into CEIAG strategy and aligned with Gatsby Benchmarks

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The survey: what and why?

- First element of three-part programme
- Questions mostly quantitative:
 - Future aspirations and confidence
 - Career ideas and knowledge
 - "How confident are you that [next step] will be right for you?"
- One qualitative question
 - "Do you have any concerns or worries about your next steps after school or college?"
- Raw data and presentation shared with school



Survey insights



The survey: insights

1. Young people need more knowledge about careers



Said no/not sure to knowing what qualifications/training they need to get the job they want

Almost 1 in 5 didn't know what career field they were interested in



“

I don't really know how to choose what's best – there's a number of different things I could do/want to do, but I don't know enough to choose the best.

Year 11 learner, Liverpool

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The survey: insights

2. Young people need relatable role models



Didn't know people they could ask for advice on employment or education

“
I don't know at all what I want to do when I am older as a job and what to pick as a GCSE. No-one has really told me what I can pick and explained each option.
”

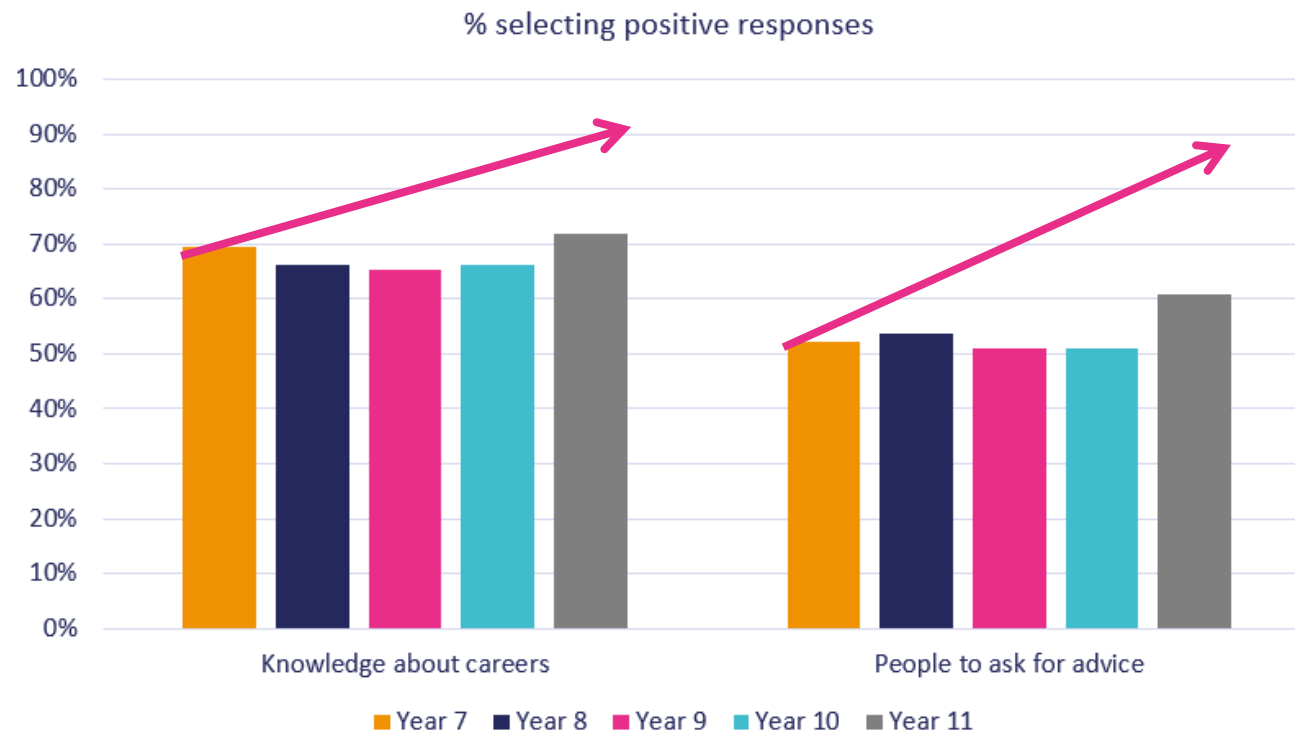
Year 9 learner, Rochdale

Learners who have people they can call on for advice are 80% more likely to know what qualifications/training they need for the job they want



The survey: insights

3. Limited progression throughout school



Progress from Year 7 to Year 11

- Knowledge about careers: +3pp
- People to ask for advice: +9pp

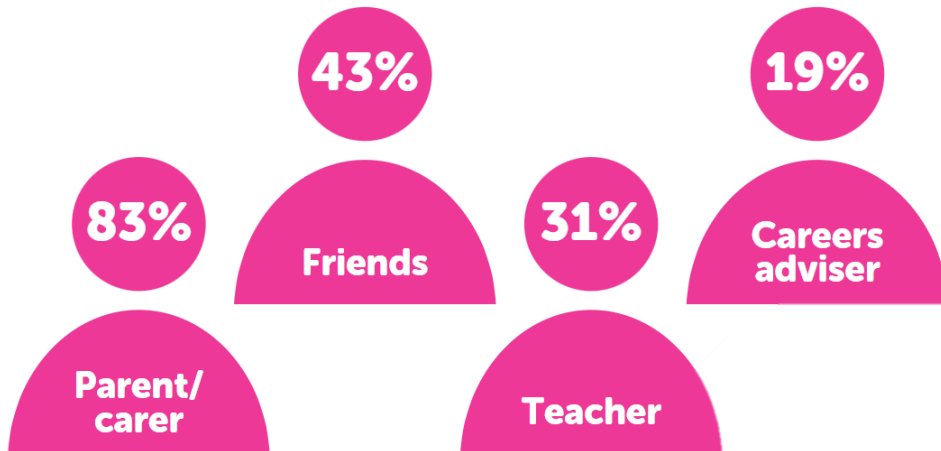
Vs what we might hope for...

The survey: insights

4. Challenges for CEIAG

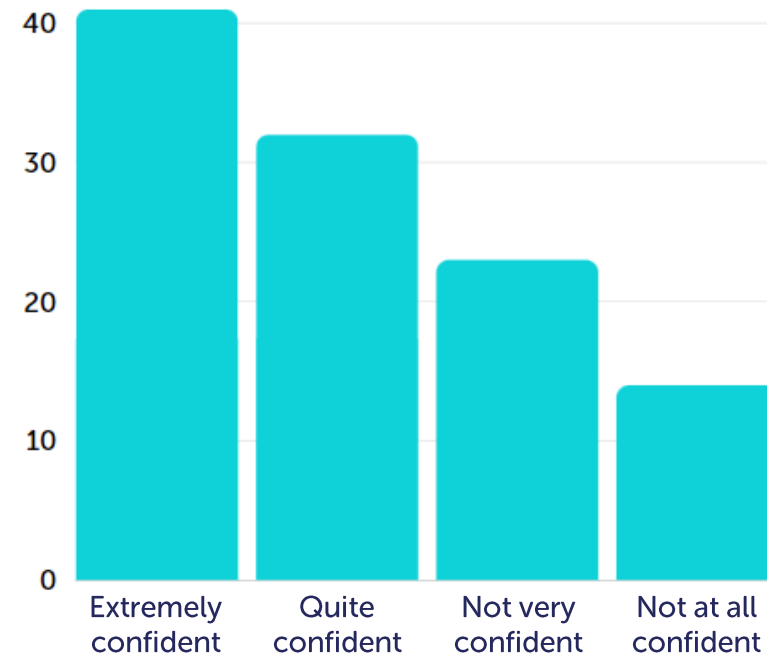
Engaging key influencers

Learners chose their top 3 key influencers:



Involving the 'right' learners

Interest in having an online mentor



Using the data



How we've used the data

1. Informing schools' CEIAG strategies

Understanding learners' interests and goals

- Understanding needs by year group
e.g. to tailor guest speakers/activities
- Increasing buy-in for careers activities
e.g. 'you told us X, so we organised Y'
- Providing personalised guidance
e.g. in larger schools/MATs

Selecting learners for Spotlight activities

- Targeting by need (choosing the right learners)
IMD and social capital
- Targeting by interest (choosing the right programmes)
Pathway/sector-specific programme



How we've used the data

1. Informing schools' CEIAG strategies

Case study: Daniel, Year 10



Addressing the needs of each pupil

Whole-school survey (pre-mentoring)



Exit survey and feedback (post-mentoring)

- Interested in aviation, engineering and mechanical
- Worries: "Not being able to decide the right career for me"
- Answered "no" to knowing what qualifications/training he needed for the job he wanted

- Answered "strongly agree" to having reflected on his strengths and skills in relation to chosen career field
- Answered "a lot" when asked to what extent mentoring had helped shape career ideas

After talking to my mentor, I felt happier with my choices and less stressed. I wouldn't have the confidence to be on the path that I'm on if it wasn't for the confidence mentoring gave me.

How we've used the data

2. Programme design and iteration

Not a substitute, but...

Initial broad insights

- Useful source of primary research
- Provides initial assumptions to test

Reach and scale

- Large, varied dataset = broadly representative
- Hear from those who may not engage in focus groups

Efficiency and practicality

- Avoids challenges like scheduling/attendance often found with focus groups
- Data collated in one place and ready to analyse

I feel as if I may not know what each of the possible **options for steps after college/school** entail and how they may apply for me

Lack of guidance surrounding my **options after** I've completed my GCSEs

I might have to start **compromising on some of my extracurriculars** in order to fully focus on school

How we've used the data

2. Programme design and iteration

Case study: Future Pathways

Survey insights

- Young people wanted advice on their immediate next steps
- Revision and exams were a major concern
- Many were worried they didn't have the skills needed for employment



Programme outcomes

- Increased knowledge of post-16 options (incl A-levels, T-levels, BTECs and apprenticeships)
- Increased revision skills and ability to cope with exams
- Increased understanding of skills gained through extracurricular activities



My mentor helped me understand what the subjects I want to do later in life would look like in a sixth form. Also, she helped me figure out which school I would want to do them at.

What's next?



What's next?



By providing knowledge and access to role models, we can make a big difference to young people's confidence in their next steps

Brightside will...

- Investigate using survey data as a baseline to create comparator groups
- Gather more feedback from schools on how they use the data
- Share insights more widely and regularly

Opening conversations...

- How do we increase interactions with parents?
- How can collaborate more with the aim of supporting all learners?
- Have you used similar data in any innovative ways?

“

I'm quite scared for my future as it seems all so big and I have no idea what I would like to do when I grow up and it worries me because it's all coming so fast.

Year 10 learner, Yorkshire

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Questions/thoughts?



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Brightside



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