

# PUTTING THE EYPIC TOOLKIT INTO PRACTICE

July 2024



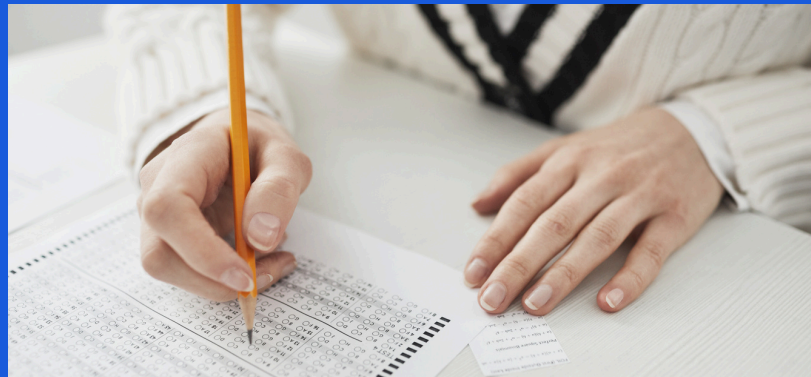


# Why should young people get involved in consultations?

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**Improve service delivery,  
lead to the development of  
more appropriate provisions**



**Improve personal and social  
confidence, and reduce  
feelings of discrimination**



**Develop skills and political  
literacy**

Engaging young people (those aged 18–25) in public consultations is important because all young people should have the right to participate in matters affecting their lives both now and in the future.

Despite the importance of engaging young people in public consultations, they are too often not involved.

The EYPIC project aims to explore why, and how we can better support young people (aged 18–25 years of age) to engage in consultations.

# THE EYPIC TOOLKIT







### Partner with Youth Organisations

Collaboration can help to raise awareness of consultations and offers a safe space for young people to engage.



### Provide Incentives

Incentives such as free food or prizes can encourage more young people to take part.



### Use Social Media

Young people are active on social media. But consider which platforms will reach the groups you're targeting.



### Make consultations accessible

The time of the consultation is an important consideration for young people who may work, study or have family commitments.



### Offer online consultations

Online consultations provide an accessible way to engage for young people.



### Consider location

Host consultations in locations where young people are already going. Schools, Universities and leisure centres are all good options.



### Use Peer Facilitators

Some young people prefer sharing their opinions with their peers.



### Interactive & Engaging Methods

Young people are more likely to engage if consultations are fun and interactive.



### Use young person friendly language

Avoid jargon or technical language as it may be intimidating.



### Follow Up and Provide Feedback

Young people are more likely to engage and then reengage if they feel like their opinions are valued.

# EYPiC

## *Engaging Young People in Consultations*

### Recommendations for local authorities



### Use Social Media

Young people are active on social media. But consider which platforms will reach the groups you're targeting.

## 1. Use Social Media

**Action:** Engage with young people through platforms they frequently use, such as Instagram, TikTok, and X (Twitter).

### Why?

- Social media can break down geographical barriers and can be accessed from various devices, allowing a more diverse and broader audience to participate in consultations.
- Social media platforms offer analytics tools that help local authorities track engagement, gauge public sentiment, and analyse data in real-time.

### Implementation:

- Create engaging content like polls, reels, stories, and live Q&A sessions.
- Work with influencers or youth ambassadors to amplify your message.
- Share updates and feedback about consultations via social media platforms.
- Develop a dedicated social media presence for consultations, with relevant hashtags.





### Partner with Youth Organisations

Collaboration can help to raise awareness of consultations and offers a safe space for young people to engage.

## 2. Partner with Youth Organisations

**Action:** Collaborate with local youth groups, schools, and community organisations.

### Why?

- Partnering with existing organisations helps local authorities to access young people in spaces where they feel safe and connected.
- Organisations can help local authorities to host consultation events, ensuring that they are relevant and suitable for the young people that they work with.

### Implementation:

- Establish formal partnerships with youth councils and student unions.
- Co-host events with local organisations and share resources to reach a broader audience.



#### Interactive & Engaging Methods

Young people are more likely to engage if consultations are fun and interactive.

## 3. Use Interactive and Engaging Methods

**Action:** Make consultations fun and interactive with activities that resonate with young people.

### Why?

- Consultation topics can be challenging to understand. Using interactive and visual methods can help to break topics down, and visualise what the change would mean in reality.
- Interactive activities help retain information more effectively compared to passive methods.

### Implementation:

- Incorporate games and interactive workshops.
- Utilise augmented and virtual reality tools to share plans and bring ideas to life.
- Use mobile apps and online platforms to gamify the consultation process.





#### Provide Incentives

Incentives such as free food or prizes can encourage more young people to take part.

## 4. Provide Incentives

**Action:** Offer rewards to encourage participation, and to thank young people for their time.

### Why?

- Incentives and payments can help young people feel valued.
- Rewards create a sense of immediate benefit, encouraging participation from those who might otherwise be disinterested or unaware.
- For some young people, especially those from low-income backgrounds, incentives can help mitigate financial barriers to participation, such as transportation or meal costs.

### Implementation:

- Provide vouchers, free food, or prizes for attending and contributing.
- Offer certificates or recognition for involvement.
- Highlight that incentives are available when promoting consultations.



#### Make consultations accessible

The time of the consultation is an important consideration for young people who may work, study or have family commitments.

## 5. Make Consultations Accessible

**Action:** Schedule consultations at convenient times and places.

### Why?

- It ensures that young people from various backgrounds and abilities can take part, reflecting a wide range of perspectives and experiences.
- Captures a comprehensive set of viewpoints, leading to more balanced and effective decision-making.
- Promotes fairness by giving more people, including those with disabilities or from underserved communities, an equal opportunity to voice their opinions.

### Implementation:

- Hold events after school hours, on weekends, or during school holidays.
- Choose locations that are easy to reach via public transport.
- Reach out to communities to ask where they would like consultations to take place.





Use young person  
friendly language

Avoid jargon or technical  
language as it may be  
intimidating.

## 6. Use Youth-Friendly Language

**Action:** Communicate in a way that is relatable and easy to understand.

### Why?

- Using language and references that resonate with young people helps to make the consultation process more engaging and understandable.
- Simplified language ensures that young people can easily grasp the information being conveyed, helping to prevent misunderstandings and confusion.
- Reduces barriers to participation, ensuring all voices are heard.

### Implementation:

- Avoid jargon and technical terms; use simple, clear language.
- Utilise visual aids and storytelling techniques to convey messages.
- Consider the diversity of languages that are present in your community.
- Work with young people from your community to develop appropriate outputs.



### Use Peer Facilitators

Some young people prefer sharing their opinions with their peers.

## 7. Consider Using Peer Facilitators

**Action:** Train young people to facilitate consultations.

### Why?

- Young people feel more comfortable to share their opinions with those of a similar age and background.
- Peer facilitators can build trust more easily, fostering a safe space for honest and open dialogue.
- Serving as facilitators also empowers young people, giving them leadership roles and enhancing their communication and organisational skills.

### Implementation:

- Recruit and train young person facilitators who can relate to their peers.
- Use peer-led discussions to create a more comfortable atmosphere.
- Collaborate with existing organisations that have youth panels and groups.





### Offer online consultations

Online consultations provide an accessible way to engage for young people.

## 8. Offer Online Consultations

**Action:** Provide digital options for participation.

### Why?

- Online consultations can help to overcome the cost and inconvenience of travel for young people. Online opportunities to engage can also be more cost effective for local authorities.

### Implementation:

- Use brief online surveys, with incentives and/or payment for participation.
- Host virtual focus groups.
- Share social media polls about 'easy' issues.
- Develop a user-friendly and interactive website dedicated to the consultation.
- Important to also offer in person opportunities to engage due to accessibility and digital exclusion concerns.



### Consider location

Host consultations in locations where young people are already going. Schools, Universities and leisure centres are all good options.

## 9. Consider Location

**Action:** Bring consultations to places where young people naturally congregate.

### Why?

- These locations are where young people already spend a significant amount of their time, making it easier for them to participate. Also, as the settings will be familiar anxiety can be reduced, and willingness to engage increased.
- Hosting consultations in these venues can lead to higher participation rates as students and young people do not need to travel to unfamiliar locations.

### Implementation:

- Work with schools, colleges and universities to integrate consultations into the curriculum.
- Set up pop-up events at youth centres and university campuses.



#### Follow Up and Provide Feedback

Young people are more likely to engage and then reengage if they feel like their opinions are valued.

## 10. Follow up and provide feedback

**Action:** Keep participants informed about the impact of their contributions.

### Why?

- Providing feedback for young people helps to maintain and improve relationships, increasing the likelihood that young people would be willing to engage again in the future.
- Young people have to give up their time to take part in a consultation, providing feedback helps them to feel like their time was well spent and their concerns and opinions were heard.

### Implementation:

- Social media posts with infographic summaries and/or short video clips of the consultation outcomes
- Community members provided with a QR code and/or link to a webpage with regular updates
- Combine opportunities for feedback with incentives, so young people understand how their input is used and valued



Improving engagement with young people requires shared learning

Case studies of high engagement with young people



# E-Drone Bournemouth University



Lead reseracher: <https://staffprofiles.bournemouth.ac.uk/display/jdickinson>

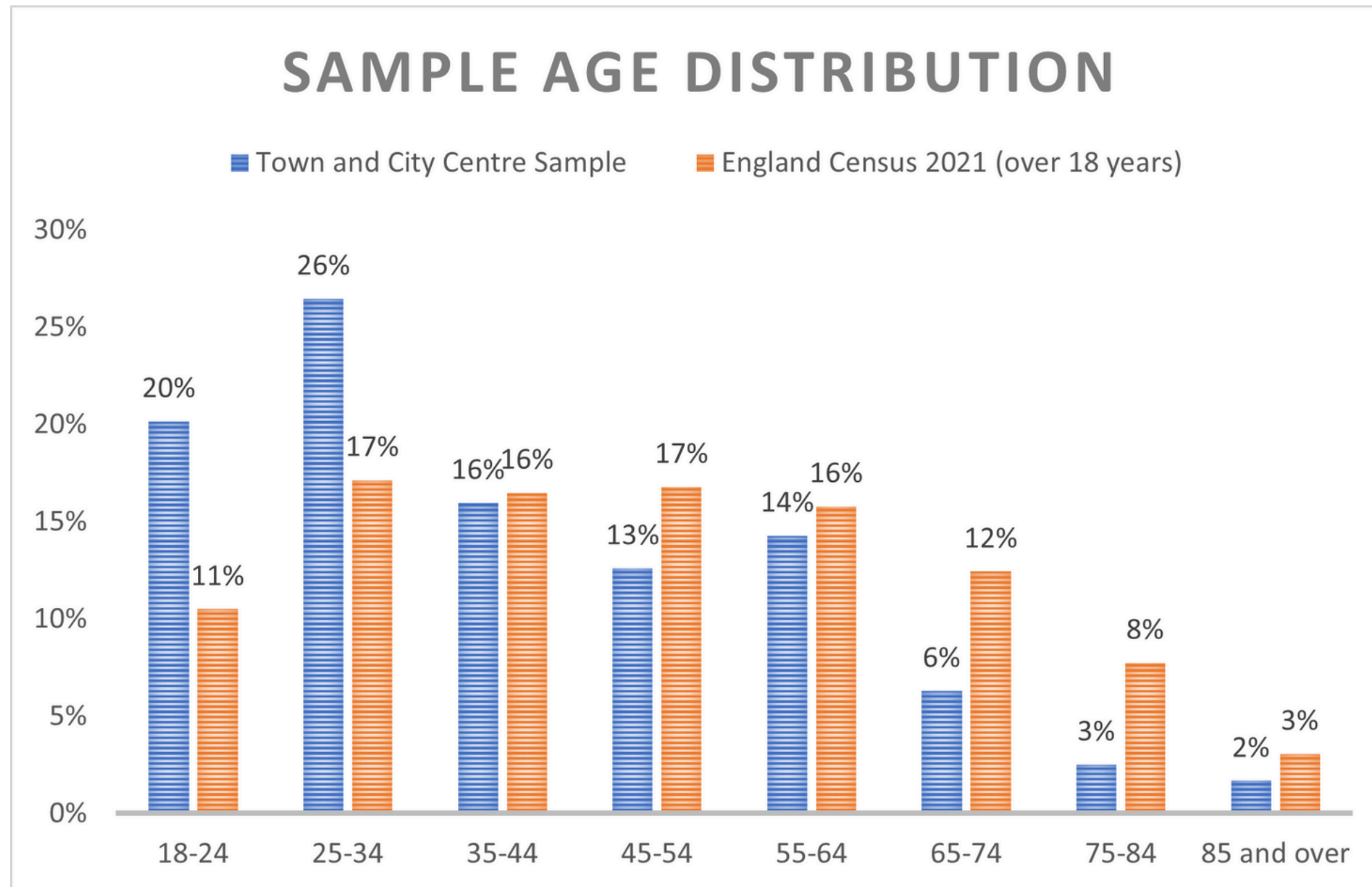
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E-drone is a the three-year EPSRC funded research project investigating the operational, environmental, and societal implications of the use of uncrewed aerial vehicles (UAVs) or drones in last mile logistics.

Researchers from Bournemouth University used Virtual Reality (VR) in high streets, where they invited passing members of the public to experience the drones flying over their current location before completing a short survey.

For more information see: <https://www.e-drone.org/encouraging-debate>

# E-Drone achieved high engagement with younger people



The E-drone team reported high levels of young person engagement.

Engagement exceeded expected levels, relative to nationally representative numbers.



# How E-Drone achieved high engagement with younger people



Use young person friendly locations such as parks and high streets,



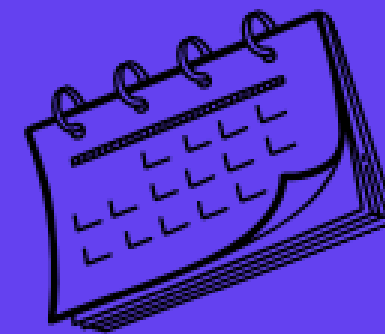
Utilise younger facilitators to help young people feel comfortable in sharing their opinions.



Incentives such as vouchers can encourage younger people to get involved.



Use technology and interactive methods where possible. They can be more intriguing and fun for younger people.



Undertake consultations across a range of days and at different times to give young people the opportunity to take part when best for them.

# Key takeaways from E-Drone

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- Place is an important consideration when planning and running consultation events.
- Incentives such as vouchers are helpful in ensuring people feel appreciated.
- Interactive tools such as virtual reality can help to increase engagement.
- Young facilitators can help to encourage younger people to come forward and share their thoughts.

# Make Space for Girls

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Make Space for Girls campaign for parks and public spaces to be designed for girls and young women, not just boys and young men.

Susannah is a co-founder and Trustee of Make Space for Girls. She founded the organisation after she realised that not only had her local council only provided outdoor facilities for teenage boys, they didn't propose to do anything about it either. She particularly enjoys gathering data and finding great examples of spaces for teenage girls from other countries.

**[www.makespaceforgirls.co.uk/](http://www.makespaceforgirls.co.uk/)**



# What's the problem?



- Teenage girls are badly served by public parks:
- When facilities are built for teenagers these almost always consist of:
  - Skate park;
  - MUGA or basketball court, or both;
  - BMX track
- All of these are dominated by boys:
- Solve the problem by fixing the facilities; not by fixing the girls





# Engagement

- Teenage girls are the experts in their local space
- Seek out the voices of teenage girls in the area
- Don't just consult in the park – teenage girls may not be there
- Talk to girls on their own
- Co-production







# Bradford



- Join Us Move Play funded by Sport England
- Two spaces co-designed with teenage girls
- Relatively small budget
- Girls wanted nature as well as equipment
- Iterative design process going back to the group
- Sense of ownership important



# Key takeaways – Make Space for Girls

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- It is important to hear the voices of all young people. Girls are left out of conversations and plans more often than boys.
- To better engage with young girls, we need to where they are, and listen to what they want.
- Giving young people a sense of ownership about the places where they live is important.
- Offering incentives such as pizza and vouchers can be great ways to engage young girls in conversations.

We thank the FTVG for their support during the project and are grateful to all those that took part in our data collection activities. We also thank the Rees Jeffreys Road Fund for funding the project and this forum.

Recording of the 2023 EYPiC forum:  
<https://clipchamp.com/watch/a5AEpdwYwHO>

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