

## AIMS

### HERITAGE

**Historic parks and heritage landscapes** will be **better managed** through friends groups that are effectively run and better connected with young people and their families

**Parks and green spaces** will be in **better condition** with additional volunteering and fundraising support enabling more improvements to their natural and historical value

**Historic assets** will be **better recorded and interpreted** as young people are supported to lead activities which educate others about the historic value of sites

### PEOPLE

**More young people will enjoy experiencing heritage** on their doorstep through involvement in fun, interesting and rewarding activities that capture their interest and make good use of their skills and talents

**More young people will commit to regular volunteering** in their community which is proven to build resilience, social networks, mental health, and employment prospects

Young people will develop **practical and transferable skills** through their involvement, such as communication, team work and presentation skills

### COMMUNITY

The **attitudes and behaviours** of adults towards young people will change by demonstrating the positive role young people can play in their community

**More people** of different ages and backgrounds will be **better able and more likely to engage** with their local heritage assets

## OUTCOMES

- Adults and young people better understand the heritage value of heritage parks and landscapes
- The physical condition of heritage assets improves
- More young people volunteer in heritage parks, landscapes or projects
- Friends groups report young volunteers have had a positive impact on their ability to look after heritage parks and landscapes.

- Young people demonstrate a more positive attitude towards local heritage
- Young people develop new skills or confidence
- Young people have increased commitment to volunteering

- Site users agree that young people play a positive role in their local parks
- Young people report a more positive attitude towards other generations
- Young people feel empowered to make change in their local community

## OUTPUTS

- Improvements to heritage parks and sites
- £50k funds raised across 5 regions
- Learning disseminated to 5000 other 'Friends of' Groups
- 3000 days of voluntary activity (young people & 'Friends of' groups)
- 180 young people trained as committed 'Friends of' group members
- 700 young people involved in activities support by 'Friends of' groups
- 180 Friends of group members attend training to engage more effectively with young people

## Appendix 6 Kick the Dust - Theory of Change November 2017

## ACTIVITIES

- Learning shared with other 'Friends of' Groups via newsletter
- Lessons learned / best practice collated and shared with 'Friends of' groups via newsletter and workshops
- Fundraising activity – crowdfunding and other
- Activities and events co-planned by 'Friends of' Groups and young people; Young people supported to lead on-site and off-site activities.
- Volunteering Days coordinated by Groundwork Trusts
- Communications Plans co-produced by 'Friends of' Groups and young people
- Development Plans co-produced by 'Friends of' Groups and young people
- Young people mentored by 'Friends of' group members
- Groundwork Trusts lead employability and leadership group sessions for young people
- Young people & 'Friends of' groups receive training
- Groundwork Trusts identify and support young people to engage with 'Friends of' groups
- 'Friends of' groups self-assess using tool (baseline assessment and reassessment)
- Fields in Trust identify relevant 'Friends of' Groups
- Self-assessment tool created
- Good practice guides developed by NYA and Fields in Trust

## ASSUMPTIONS

- 'Friends of' groups will be proactive and involved with Kick the Dust, and keen to engage young people in activities
- Self-assessment will be carried out honestly, reflectively and positively
- Development & Communications Plans will be implemented and effective
- Targeted communities value heritage sites, meaning sufficient numbers of volunteers can be engaged
- Identified heritage parks / site require voluntary activity / improvement / maintenance not already in place
- Volunteering activities will be meaningful to individuals, the community & the site
- Facilitated intergenerational engagement will be positive

## MEASURES

- Young person surveys (pre/post) and focus groups
- 'Friends of' group surveys (pre/post)
- Heritage park / site user surveys (pre/post)
- 'Friends of' group self-assessments, development plans, communications plans
- V-inspired volunteer hours records, qualifications gained, resources developed
- Monitoring data – demographic, Outcome Star (baseline and follow up), attendance logs