



Children and Young People

How can we better engage with a new and diverse generation of young people?

How can we listen more effectively to a new and diverse generation of young people?

How can we support young people to take positive action related to our cause and sites?

We are committed to supporting children and young people enjoy and learn about places cared for by the National Trust, particularly those who find it difficult to access our places, whether through families, school visits, community partnerships or volunteering and career engagement opportunities.

As part of this commitment we have created 15 Children and Young People Hubs that, as part of a national Children and Young People Network, will lead this work on behalf of the organisation and work with other properties to develop and share new approaches.

We will work with volunteers, partners and other property teams to help children and young people visit and learn at our places. The Children and Young People Hubs also have Programming and Partnership roles specifically focussed on working with volunteers and partners.



'We could have never loved the earth so well if we had had no childhood in it.'

George Eliot, *The Mill on the Floss*



'We don't want these things done by 2050, 2030 or even 2021. We want this done now.'

Greta Thunberg

The key to all of this work is relevance. There is also something about pace and urgency, being playful and dynamic. Children and young people (CYP) should be at the hear of our organisation, without our strategic goal to engage future and diverse audiences.

Goals towards optimising relationship with CYP

- Range of entry points – not just schools and learning but community engagement, families, volunteers, careers, members
- Letting young people take ownership
- 0-25 years, possibly up to 30 years
- Connection with cause and sites, nature and heritage
- Synergy between our values and theirs, but a disconnect
- Equality of access, wellbeing and employment
- CYP Hubs acting as a conduit for modelling best practice

What's standing in our way?

- Good expertise in countries and regions but limited celebration of this centrally
- Can tend to be inward facing and need to find external partners
- Under-delivering on children and young people compared to other organisations
- Lack of clear, coherent narrative

- Can we be playful and collaborative? These are essential attributes and can rub against our tendencies to be earnest and hierarchical
- Need to learn to share power!

125 years of working with Children and Young People

- Historical associations with the children's author Beatrix Potter and the start of the global Scouting movement
- 250,000 school visits a year
- Huge success of 50 Things to do before you're 11¾
- Green Academies project enabling young people to look after the places where they live

Present

- Children and young people are a significant audience today (and not just about future-proofing the organisation)
- 19% memberships are families
- Pre-pandemic 22% of workforce were under 25
- We have around 2,000 youth volunteers
- Pandemic has had a very significant impact on young people

Future strategy

- 'For everyone' must include children and young people
- 'Forever' means deepening our connections with children and young people
- Our vision is 'that all children and young people can connect with nature, beauty and history'
- Our mission is 'to broaden access and deepen connection to nature and heritage, creating spaces for children and young people to thrive'

Draft manifesto

- We want to engage with a new and diverse generation of children and young people
- We want to listen so that our work is better and the connection stronger
- We want to support children and young people to take positive action

Pathways principle

We do this through pathways that imagine the journey from a child's first encounter with the National Trust to longer term engagement to volunteering to potentially employment. Can we value each step of this pathway in its own right and develop inclusive pathways accessible and relevant to more children and young people? We will test our pathways through the CYP hubs, taking respect and care of each element of the path:

- universal offers (visits, education group memberships, digital)
- targeted offers (community partnerships and national projects)
- individual offers (volunteering and careers engagement)

Partnership principle

We can only realise our CYP ambition by being a good partner – to schools, community groups, national organisations and beyond. 'Partnerships' is a word we use a good deal at the moment. What do we mean specifically? What is a good partnership and how can we be part of one?

- We will share our resource with external partners in order to be impactful and sustainable.
- We will acknowledge our limits and the expertise and resource of partners in supporting access.
- We will develop and deliver CYP work in collaboration with a range of external partners in a range of ways.
- We will strive to model best practice in CYP partnership working, specifically through our CYP Hubs.

Principle of CYP leadership

We aim to amplify voices of young people within the organisation, develop new ways of measuring success and share power with CYP.

- We will build structures, capacity and capability to listen to and support action by CYP.
- We will act on what is urgent to CYP, accepting that this may differ from what is important to us and that we may need to move at pace to be relevant.
- We will develop a national measure of success for our ambition, rooted in listening to and acting on the feedback from CYP we work with.
- We will develop and test this measure of success through our CYP Hubs.
- We will support CYP to 'make it happen' and take positive action at our sites and within their community.
- Over five years, we will test a national model of CYP led delivery through our hubs. This will include the development of a CYP national governance model.

