**Prince’s Trust**

**CashBack evaluation report**

Final Report

July 2017

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**Executive summary**

**About this report**

This report is a final evaluation of The Prince’s Trust’s CashBack funded Development Awards programme. It covers Phase 3 of CashBack delivery, from April 2014 to March 2017. The main independent evaluation of the programme took place in year two. This final report provides an overview of outcomes data for the three year period.

**Methodology**

Evaluation fieldwork in Phase 3 involved telephone interviews with award recipients, telephone interviews with programme partners and interviews with Prince’s Trust staff involved in managing the programme. Data held by the Prince’s Trust was also reviewed, and the interviews with young people were used to develop case studies. This report mainly draws on regular monitoring data.

**Outputs and outcomes achieved**

During Phase 3, the Prince’s Trust delivered 2,068 Development Awards to young people aged 14 to 25. The programme engaged with young people that were unemployed, or underemployed, often from areas of multiple deprivation. Most award recipients were aged 17 to 19, and around two thirds of award recipients were male.

Young people were able to use the Development Award to gain accreditation. Data from the Prince’s Trust indicates that over half of recipients used their award to access a training or education course.

Young people we interviewed reported increased levels of confidence, self-esteem and aspiration. They appreciated the support that they had received from the Prince’s Trust throughout the application and award process. Surveys conducted by the Prince’s Trust, with fairly small numbers of participants, also indicated that there had been an increase in confidence for young people since receiving their Development Award.

Data from a sample of survey participants shows that across the three years of Phase 3 delivery, most award recipients progressed to positive destinations after receiving their Development Award. Over half of the recipients became employed or self-employed, with around a third moving to education or training, and a small number also reported that they had gone into volunteering.

**Key successes and challenges**

Despite a delay in receiving funding at the beginning of Phase 3, the Prince’s Trust achieved and exceeded its target for award delivery. The Prince’s Trust successfully ran 13 open day events to boost recruitment. This allowed staff to reach a large number of potential recipients using minimal resources. Staff have worked to actively recruit participants from across Scotland during this Phase, reaching 31 of 32 local authorities. Staff have also worked to develop more partnerships and to engage more young people from target groups, particularly young women and people with criminal convictions.

There have been challenges in Phase 3, around monitoring and data collection. Surveys conducted by the Prince’s Trust did not always receive a significant number of responses. This made it difficult to develop a strong and representative picture of the impact of the awards in relation to some outcomes.

**1. Introduction**

**About this report**

1. This is a final evaluation report for the Prince’s Trust Development Awards programme funded by CashBack during Phase 3 (April 2014 - March 2017). The report was compiled by Research Scotland in May 2017 and summarises Phase 3 delivery. It builds on and summarises key findings identified in previous CashBack evaluation reports, and provides an update on figures.
2. This report provides a summary of progress towards outcomes and targets, mainly using data collected and provided by the Prince’s Trust. More detailed qualitative evidence from young people and partners (gathered by Research Scotland) can be found in the year two report. It should be noted that some figures are based on a text survey and online survey of participants, which may not be representative. The online survey in particular was based on a very small proportion of award recipients, and we must be very cautious about drawing conclusions from this data.

**Method**

1. Phase 3 evaluation has involved:

* **Telephone interviews (30)** – We conducted short telephone surveys in year two with 30 young people that had received a Development Award, to find out what impact the award had on them.
* **Reviewing existing data** – We reviewed information from balanced scorecards, quarterly reports and annual reports that the Prince’s Trust had submitted to Inspiring Scotland as part of its Phase 3 reporting.
* **Partner interviews (8)** – We conducted telephone interviews in year two with eight partners involved in referring young people, delivering activity or assessing applications. The discussions explored their experience of partnership working with the Prince’s Trust and the impact of the programme on award recipients.
* **Case studies (6)** – We compiled six short case studies in year two. These were of individuals who had used a Development Award to make a positive and significant change in their life.
* **Staff interviews (2)** – We spoke with two members of the Development Awards team in year two and year three to find out how the programme has developed and the impact of the programme on award recipients.

1. Fieldwork was mostly conducted and analysed for the year two report. For this report (year three) we carried out two staff interviews and analysed data provided by the Prince’s Trust.

**2. Context**

**Introduction**

1. This chapter briefly sets out the history, aims and development of the CashBack funded element of the Development Awards.

**The Prince’s Trust**

1. The Prince’s Trust is a UK wide charity which works with disadvantaged young people aged 13 to 30, to build their confidence, increase their motivation and improve their employability. It achieves these goals by providing practical and financial support to help young people develop key workplace skills such as confidence and motivation. It targets its support at 13 to 30 year olds who have struggled at school, have been in care, are long-term unemployed, have criminal convictions or are at risk of offending.
2. The Prince’s Trust in Scotland delivers a range of education, training and development, as well as employment and enterprise programmes.

**Development Awards**

1. Beginning as a small grants programme, the Development Awards programme was one of the founding elements of the Prince’s Trust. The programme was introduced in its current form in 1999, initially as a pilot which was reviewed and expanded across the UK.
2. Development Awards offer cash awards and support for young people aged 14-25 who are struggling to access education, work or training due to a lack of funds. The programme often works with young people that are unemployed, leaving care, in trouble with the police or with no qualifications.

**Target group**

1. The Development Awards are targeted at:

“...young people who are ready for work or education but cannot access education, employment or training because of a financial barrier that prevents them from having the resources or skills they need.”[[1]](#footnote-1)

1. The programme specifically aims to:

“Remove financial barriers that prevent young people entering education, employment or training and help them into these outcomes.”[[2]](#footnote-2)

1. The Prince’s Trust has clear eligibility guidelines for the Development Awards programme. To be eligible for an award a young person must be:

* aged 14 to 25;
* an “educational under-achiever” or not in mainstream education if aged 14 to 16; and
* unemployed or underemployed if aged 16 to 25.

**CashBack funding**

1. The Prince’s Trust was allocated £570,000 of Phase 3 CashBack funding to deliver Development Awards during 2014/15, 2015/16 and 2016/17. During this time the programme aimed to deliver 1,890 awards.
2. Traditionally, Development Awards have been contributions of up to £500 to help young people overcome financial barriers to accessing education, training, volunteering or work. However, for Phase 3 delivery, it was agreed that the average award level should be £275 – in order to increase the reach of funding.
3. The funding contributes towards two full time Development Award Programme Executives, and a Programme Manager (the equivalent of 0.3 of a post). All have a Scotland wide remit. The Development Awards Programme is supported by 100 volunteers across Scotland. Volunteers help to refer young people to the programme and support them through the assessment and application process.
4. In total, the Development Awards programme cost £582,205. In 2015/16, the Prince’s Trust provided an additional £12,205 in order to meet high demand.
5. The majority of funding went directly into Development Award provision. A total of £497,705 was spent on awards (85%). The remaining £84,500 was committed to marketing, management and evaluation.

**Intended outcomes**

1. As set out in its Grant Offer Letter from the Scottish Government, the Prince’s Trust aimed to deliver 1,890 Development Awards during Phase 3 – 600 in 2014/15, 630 in 2015/16 and 660 in 2016/17.
2. Fewer Development Awards were delivered in Year 1 because of the timescales for agreeing the grant offer, which delayed the start of the programme. A total of 510 awards were delivered in Year 1 instead of 600. The target for Year 2 was increased to 700 awards to meet the shortfall.
3. The table below shows the agreed outcomes for the funding during Phase 3.

|  |
| --- |
| **Phase 3 Outcomes** |
| * Increased participation by difficult to engage and equalities groups (CBO2). * Greater confidence and self-esteem among participants (CBO8). * More participants have achieved accreditation for their learning (CBO10). * Participants develop confidence in their skills and develop aspirations for further learning and development (CBO11). * More participants progress into a positive destination such as learning in a non-school setting, further and higher education, pre-employment training, volunteering, personal development opportunities and employment (CBO20). |

**Outcome targets**

1. The Prince’s Trust set the following outcome related targets for Phase 3.

***Increased participation by difficult to engage and equalities groups***

* 60% of young people, who without financial support would never have had access to a course/training, will receive a financial grant;
* 17% of those supported will be ex-offenders;
* 15% of those supported will have additional support needs;
* 40% of those supported will be young females; and
* 20% of those supported will have accessed Development Awards through other CashBack programmes and projects.

***Greater confidence and self-esteem among participants***

* 84% of young people, when asked, will demonstrate increased confidence in themselves/talk or note that they feel more confident;
* 89% of young people, when asked, will demonstrate increased skills; and
* 8% of young people, when asked will demonstrate increased ambition/aspiration for the future.

***More participants have achieved accreditation for their learning***

* 40% of recipients will achieve accreditation for learning.

***Participants develop confidence in their skills and develop aspirations for further learning and development***

* 84% of young people when asked, will make positive comments about their future aspirations and the confidence they have gained through the process.

***More participants progress into a positive destination such as learning in a non-school setting, further and higher education, pre-employment training, volunteering, personal development opportunities and employment***

* 58% in employment or self-employed;
* 21% in training;
* 11% in education; and
* 80% in total experiencing positive outcomes.

**Recruitment and promotion**

1. The target figure for the number of awards for 2016/17 was significantly higher than in previous years. To respond to this, and the need to diversify the award recipients, the Prince’s Trust has put a significant effort into recruitment and promotion this year. Importantly, staff previously involved in awards administration are now much more focused on promotional activity.
2. During Phase 3 the team ran 13 open day events in Glasgow, Edinburgh and Dundee. These events allowed them to engage and recruit a large number of young people, using minimal resources.
3. The Programme Manager has also attended recruitment fairs hosted by other organisations and has made contact with a number of CashBack partners.
4. The Development Awards team is also running an ongoing recruitment drive to encourage more people to join the team as volunteers. As part of this approach the Prince’s Trust has been working with referral organisations to develop their staff as assessors. Staff feel this has been really effective and efficient.
5. The Prince’s Trust has been working to improve its reach with equality groups, and young women in particular. To achieve this, they have focused on specific projects in industries which tend to be more popular with young women. For example, in South Ayrshire they worked with the Developing Young Workforce Initiative to set up and support ten parents interested in nail care, in a local primary school setting. This offered the opportunity to try a new skill, progress to qualifications, and had wider benefits for the families by encouraging the parents to play a positive and visible role in the school.
6. In addition, the Prince’s Trust has been working with Young Offenders Institutions to promote the programme. Staff have made connections with the Scottish Refugee Council, which they hope will support further promotion of awards among refugees and asylum seekers.
7. The Prince’s Trust has also been working to promote the programme with a range of CashBack partners. During this phase this has included:

* Ocean Youth Trust Scotland;
* Scottish Football Association;  
  Scottish Sports Futures;
* Youth Scotland;
* Action for Children; and
* Celtic FC Foundation.

1. Staff in the Prince’s Trust are keen to build on these relationships, and build connections with new CashBack funders during Phase 4.

**3. Profile of awards recipients**

1. This chapter provides a summary of the Development Awards delivered in Phase 3, and the profile of participants.

**Number of Development Awards delivered**

1. Over the course of Phase 3, the Prince’s Trust has delivered 2,068 Development Awards, exceeding its target of 1,890 by 9%. The table below shows the number of awards delivered in each year of Phase 3 delivery.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Number of Development Awards delivered in Phase 3**[[3]](#footnote-3) | | | | |
| **Year** | **2014/15** | **2015/16** | **2016/17** | **Total** |
| Actual | 510 | 808 | 750 | 2,068 |
| Target | 540 | 650 | 700 | 1,890 |

1. The average award value over Phase 3 was £241. In year two, lower award values were prioritised in order to support more young people, and maximise the number of awards delivered with the funding available. The table below shows the average award value across each year of Phase 3 delivery.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Average award value[[4]](#footnote-4)** | | | | |
| **Year** | **2014/15** | **2015/16** | **2016/17** | **Overall** |
| Actual | £283 | £214 | £240 | £241 |

**Geographic coverage**

1. By the end of Phase 3, Development Awards had reached young people in 31 of 32 local authorities. This shows a marked improvement on overall reach of the awards and indicates that efforts to promote the programme and engage new referral partners has been successful.
2. The only area where no Development Awards were delivered was Shetland. And over one third of awards were delivered to young people in Glasgow. The areas where the highest number of awards were delivered were: Glasgow, Edinburgh, North Ayrshire, South Ayrshire, East Ayrshire, North Lanarkshire, South Lanarkshire, Renfrewshire and Dundee.
3. The chart below shows the reach of Development Awards by local authority.

**Disadvantage**

1. SIMD analysis of 2015 available postcodes found that:

* 41% of recipients were from the 15% most deprived areas in Scotland;
* 61% of recipients were from the 30% most deprived areas in Scotland; and
* 80% of recipients were from the 50% most deprived areas in Scotland.

1. The table below shows the characteristics of Development Award recipients across Phase 3. The data suggests that generally, the Prince’s Trust has worked with its target group of young people that are unemployed, underemployed or not achieving at school.
2. At least half of Development Award recipients have consistently been educational underachievers. Most award recipients are also unemployed.
3. The data shows that the number of unemployed participants has fallen significantly in year three. Having reviewed this data, staff reported that many of the 22% who were not employed were underemployed or considered to be educational underachievers.

|  |  |  |  |
| --- | --- | --- | --- |
| **Characteristics** | **Percentage of participants in 2014/15** | **Percentage of participants in 2015/16** | **Percentage of participants in 2016/17** |
| Unemployed | 98% | 90% | 78% |
| Educational underachiever | 54% | 51% | 50% |
| Offenders or ex-offenders | 16% | 13% | 6% |
| Disabled | 16% | 14% | 17% |
| Homeless | 8% | 9% | 6% |
| Single parents | 8% | 5% | 4% |
| In care or leaving care | 5% | 6% | 5% |
| Refugee / asylum seeker | 1% | 2% | 1% |

**Gender**

1. Overall, almost two thirds of Development Award recipients were male. Year one had the highest proportion of female recipients, with 38% receiving an award in 2014/15. While the Prince’s Trust has worked to develop new activities to attract young women, they continue to find more young men than young women approach them for support.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Year** | Total | **Male** | | **Female** | |
| **Number** | **%** | **Number** | **%** |
| 2014/15 | 510 | 318 | 62% | 192 | 38% |
| 2015/16 | 808 | 541 | 67% | 267 | 33% |
| 2016/17 | 750 | 479 | 64% | 271 | 36% |
| **Total** | 2,068 | **1338** | **65%** | **730** | **35%** |

**Age**

1. Development Awards are aimed at young people aged 14 to 25 and all recipients were between 14 and 25 when they received their award. Most recipients were aged 17 to 19. At the outset, the Prince’s Trust planned only to provide Development Awards for 14 and 15 year olds under exceptional circumstances, and this is reflected in the small proportion of awards delivered to this age group.
2. The chart below shows the number of award recipients by age.

**4. Impact**

1. This chapter provides a summary of the main outputs and outcomes delivered by the Prince’s Trust Development Awards over Phase 3. The information in this chapter is based on Research Scotland and Prince’s Trust analysis of:

* a text survey sent to all Development Award recipients, undertaken by the Prince’s Trust three months after participation, to which between 25 - 39% of individuals responded;
* an online survey exploring CashBack outcomes, to which 71 people responded over the three year period; and
* data provided by the Development Team.

**Outcomes delivered**

***Increased participation by difficult to engage and equalities groups (CBO2)***

1. The Prince’s Trust had agreed targets relating to disadvantaged, hard to engage and equalities groups. Equalities data provided by the Prince’s Trust relates to all Development Award recipients, the majority of whom (94%) are CashBack funded.

1. The table below outlines progress towards these targets over Phase 3. From the data available, the Prince’s Trust has met the target for engaging people with additional support needs. However, it has not been able to completely meet targets around supporting ex-offenders and females.
2. The gender split is not representative of the Scottish population. However, data analysed by the Prince’s Trust suggests that the ratio of males to females receiving Development Awards is broadly in line with national figures on the types of young people that would be eligible and targeted for a Development Award. The Prince’s Trust highlights that in March 2016 the proportion of young people aged 18-24 claiming Job Seekers Allowance was 68 per cent male and 32 per cent female. Similarly, across 2015 the rate of unemployment for young people aged 16-24 was 66 per cent male and 34 per cent female[[5]](#footnote-5).
3. In relation to the reduced levels of young people with criminal convictions, the Prince’s Trust suggests this is a result of changes in the profile of referral organisations to the programme. During Year 3, the Prince’s Trust received fewer referrals from its main referral partner for young people with criminal convictions, due to an internal change in that organisation. Throughout the year, Development Award staff worked to develop new partnerships with organisations that support unemployed young people and young people with criminal convictions. The Prince’s Trust is also working to develop a network of volunteer assessors from within the CashBack family and this will become a key area of work during Phase 4. They hope that these efforts will help the programme reach more young people within their key target groups.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Outcome targets** | **14/15** | **15/16** | **16/17** | **Target** |
| Award recipients that areex-offenders | 16% | 13% | 6% | 17% |
| Award recipients that have additional support needs[[6]](#footnote-6) | 16% | 14% | 17% | 15% |
| Award recipients that areyoung females | 38% | 33% | 36% | 40% |

1. The Prince’s Trust had two further targets of ensuring that:

* **60%** of young people, who without financial support would never have had access to a course/training, will receive a financial grant; and
* **20%** of those supported will have accessed Development Awards through other CashBack programmes and projects.

1. The Prince’s Trust has struggled to measure against both of these targets due to current monitoring methods.
2. The first target is extremely difficult to accurately measure progress, as it is very hard to know whether participants would have been able to access a course or training through another route.
3. Data provided by the Prince’s Trust on how Development Awards were used, suggests that 58% of awards were used to directly contribute towards course fees.
4. It is also worth noting that other awards may have contributed towards courses or training, through enabling travel (9%) or childcare. Participants we spoke with in year two indicated that Development Awards helped them to access training that they would otherwise not have been able to.
5. Staff in the Prince’s Trust Development Team have worked to build new relationships and referral partners. In particular, new relationships have been formed with organisations working with disabled young people, refugees and young people with criminal convictions.
6. Due to the current monitoring methods, we do not have data available to indicate how many award recipients were recruited through CashBack partners.

***Greater confidence and self-esteem among participants* (CBO8)**

1. The Prince’s Trust set specific targets relating to confidence and self-esteem as shown in the table below. The targets relating to this outcome were **84% of young people, when asked, will demonstrate increased confidence in themselves/talk or note that they feel more confident** and **89% of young people, when asked, will demonstrate increased skills.**
2. The figures below are taken from the 71 respondents of the CashBack online survey over Phase 3.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Outcome targets** | **14/15** | **15/16** | **16/17** | **Target** |
| Young people, when asked, will demonstrate increased confidence in themselves/talk or note that they feel more confident | 87% | 90% | 65% | 84% |
| Young people, when asked, will demonstrate increased skills | 100% | 90% | 67% | 89% |

1. This survey, completed by a very small sample of participants each year, indicates that young people have experienced positive outcomes in terms of their confidence, self- esteem and ambition or aspiration for the future. However, targets have not been met consistently, and year three shows a significant fall in the proportion of young people identifying improvements in their confidence and self-esteem. As previously mentioned, however, the sample size is too small to be relied upon to accurately demonstrate progress against this outcome.
2. Young people we spoke with in year two told us that they felt happier and more confident since becoming involved with the Prince’s Trust. They appreciated the support and guidance that they received, as well as the confidence boost of completing the application process and successfully being awarded funding.

***More participants have achieved accreditation for their learning*** **(CBO10)**

1. The Prince’s Trust set a target that **40% of recipients would achieve accreditation for learning**.
2. The Prince’s Trust monitors information on accreditation through the CashBack online survey. The survey was completed by 15 people in 14/15, 31 people in 15/16 and 25 people in 16/17.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Outcome target** | **14/15** | **15/16** | **16/17** | **Target** |
| Participants stating that they have achieved accreditation | 41% | 37% | 16% | 40% |

1. The proportion of young people stating that they have achieved accreditation has fallen significantly over the three years of delivery. However, once again it should be noted that the survey represents a very small sample, only 3%, of all Development Award recipients.
2. Data from the Prince’s Trust indicates that 59% of award recipients used the award for a course and 3% used it to gain licensing or identification for the security industry e.g. SIA license. Data indicated that young people were using their awards for training and accreditation in construction, security and the beauty industry.

***Participants develop confidence in their skills and develop aspirations for future learning and development (CBO11)***

1. The Prince’s Trust set a target that **84% of young people when asked, would make positive comments about their future aspirations and the confidence they have gained through the process.**
2. Feedback from the CashBack online survey in years two and three found that 84% of young people felt happy or very happy about their life.
3. Young people we spoke with in year two also felt that their skills had improved, particularly when the award had been used to fund a further education or training course. Some young people had also taken part in the Prince’s Trust’s free Enterprise Programme, which helped improve their skills for business around tax, accounting and marketing.

***More participants progress into a positive destination (CBO20)***

1. The Prince’s Trust set specific outcome targets relating to positive destinations for young people after receiving a Development Award. The Prince’s Trust measures this using a text survey, which is sent to all participants three months after they received their award. On average (over the past three years), the text survey has had a response rate of 31%. The table below shows progress towards these targets as measured through the Prince’s Trust text survey.
2. The text survey asked young people about their progression to positive destination. This included a single option for education or training, and another for being in employment or self-employment. Young people could choose more than one positive destination e.g. education or training *and* employment.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Outcome targets** | **14/15** | **15/16** | **16/17** | **Target** |
| In employment or self-employed | 55% | 60% | 56% | 58% |
| In training | 33% | 29% | 37% | 21% |
| In education | 11% |
|
| **Total experiencing positive outcomes** | **80%** | **84%** | **86%** | **80%** |

1. The data indicates that the Prince’s Trust has met or exceeded its target for young people experiencing positive outcomes. The proportion of young people progressing to employment or self-employment falls slightly short of the target. However, the target for young people moving into education or training has broadly been met, and it is clear that young people are progressing into positive destinations.

1. The CashBack online survey also suggests that young people were moving into positive destinations after receiving their Development Award. The table below shows how young people responded when asked ‘What are you doing now?’ through the text survey. However, as previously notes, the sample of respondents was very small, making it difficult to draw conclusions from this data.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Outcome targets** | **14/15** | **15/16** | **16/17** | **Target** |
| In employment or self-employed | 64% | 81% | 82% | 58% |
| In training | 52% | 33% | 0% | 21% |
| In education | 26% | 18% | 11% |

**5. Conclusions**

1. This report provides an overview of the extent to which the Prince’s Trust Development Awards programme has delivered its intended outcomes and met its targets during Phase 3 of CashBack funding. Here we provide a summary of the main outcomes delivered, and our analysis of strengths and areas of development.

**Outcomes**

1. The evidence gathered suggests that the Prince’s Trust has supported young people to achieve positive change, against a wide range of CashBack outcomes. At times, the evidence suggested it had not fully achieved its targets, and at other times that it had exceeded these. Some data – particularly the online survey – draws on such a small sample that it should not be relied upon as an accurate indication of progress in relation to targets. That said, both the qualitative and quantitative data suggest a significant impact (albeit difficult to quantify). Specifically:

* ***Increased participation by difficult to engage and equalities groups -*** The Prince’s Trust has engaged with unemployed and under-employed young people. However, it has not been able to achieve targets relating to engagement with females and ex-offenders. These continue to be areas the programme focuses on developing.
* ***Greater confidence and self-esteem among participants -*** Young people have reported an increase in confidence and self-esteem and future aspirations. However, some of the survey evidence is based on small samples of award recipients, and may not be representative, making quantifying progress on this outcome very difficult.
* ***More participants have achieved accreditation for their learning –*** Monitoring data indicates that more than half of the young people used their Development Award for training or education, which if completed would provide accreditation or certification. However, there is not good quality data on the extent of the accreditations.
* ***More participants progress into a positive destination such as learning in a non-school setting, further and higher education, pre-employment training, volunteering, personal development opportunities and employment*** *-* Young people have successfully progressed into employment, self-employment, training, education or volunteering. A sample of award recipients responding to the test survey indicates that around 86% progressed into one of the above positive destinations.

**Strengths**

1. Overall, the programme has been successful in terms of delivery and key outputs. Despite some challenges getting started, and a delay in receiving funding, the Prince’s Trust met and exceeded its target of delivering 1,890 Development Awards.
2. Prince’s Trust staff have adapted their approach to recruitment by holding events and engaging new partners. The 13 open day events in Glasgow, Edinburgh and Dundee were felt to be successful and allowed staff to engage a large number of young people, using minimal resources. Staff have also reached out to other CashBack partners to raise awareness of the Development Awards programme amongst the target demographic, and to encourage more partners to become volunteer assessors.
3. The average award level has varied and was particularly low in 2015/16. The Programme Manager has offered two main reasons for this variation.
4. Firstly, in 2015/16 the team took a deliberate decision to support a wider number of people through a slightly lower level of funding, in order to make up the shortfall in awards delivered in 2014/15. The target of 700 awards was met in December 2015. This posed a challenge for the Development Awards team as they were keen to continue delivery of awards without pause. The Prince’s Trust was able to source funding and continue Development Award delivery until the end of the financial year. During this time, from January 2015 to March 2016, the average award level was reduced to £156, by prioritising award applications under £250.
5. Secondly, the Programme Executives, that manage the administration of awards, review applications carefully. Due to their knowledge and expertise, they are often able to source goods and courses at a lower level – which in some cases, reduces the award level required.
6. Going forward, this could be an area for further qualitative research and analysis, to understand if awards at lower levels are providing the same level of outcomes for individual young people.
7. The programme has also made significant improvements in the geographic reach of Development Awards. As Phase 3 progressed the geographic spread of Development Awards has increased, from 13 local authority areas in the first year of delivery, to 31 local authority areas in year three.

**Areas for development**

1. The Prince’s Trust began implementing a new national database and monitoring system in year two of delivery. This posed some initial challenges in terms of accessing and sharing relevant data. Once the new system is fully implemented, it should ensure that all relevant data is measured and easily accessible. **We recommend the Prince’s Trust works with its internal partners to ensure data monitoring is outcome focused, and supports CashBack reporting.**
2. During Phase 3 the Prince’s Trust relied on its online survey to gather data and report on particular targets. Due to the low response rate for online surveys across Phase 3, it was challenging to provide an accurate and representative picture of programme impact in a quantitative way, particularly around confidence and skills of young people. **We recommend that providing incentives, or increasing the frequency of the survey to quarterly, may help to improve uptake. This will be especially important to allow for robust reporting on its Phase 4 targets.**
3. The Prince’s Trust was unable to provide any data relating to two targets. With the new database and monitoring system in place, and new targets set for Phase 4, this will not be an issue going forward.

1. Prince’s Trust, Development Awards Toolkit, 2012 [↑](#footnote-ref-1)
2. As above [↑](#footnote-ref-2)
3. Data source: annual reports [↑](#footnote-ref-3)
4. Data source: annual reports [↑](#footnote-ref-4)
5. Calculated by the Prince’s Trust using data gathered from the Department for Work and Pensions, Nomis and ONS. [↑](#footnote-ref-5)
6. This information was not recorded explicitly. We have assumed that people identifying as disabled would require some additional support needs. [↑](#footnote-ref-6)