Annual Review **2020**

national youth council of ireland
COMHAIRLE NÁISIÚNTA NA NÓG

We build solidarity in the youth work sector

The National Youth Council of Ireland is a membership-led umbrella organisation that **represents and supports the interests of voluntary youth organisations.** We use our collective experience to act on issues that impact on young people.
www.youth.ie

Youth Work Sector

Almost

1,400 staff

work with over

40,000 volunteers

in organising and supporting youth work for over

380,000 young people

Members

CoderDojo · Irish Wheelchair Association · YFG Young Fine Gael · CRC · Foróige · ISSU · Youth Work Ireland · Catholic Guides of Ireland · The Boys' Brigade · belong · Young Social Innovators · GFS · Coláiste na bhFiann · eil Learning · Scouting Ireland · MRCI · ógra · Irish Red Cross Youth · Spunout · sphere17 · Gaisce The President's Award · VSI · IMYC · ymca ireland · Amnesty International · Involve · YCW · JCI Ireland · Labour Youth · IAYO · cross care · Congress · Localise · Order of Malta Ireland · ÓGRAS · YFM · Feachtas · USI · Blossom Ireland · Youth Theatre Ireland

Covid Support

The Covid-19 outbreak presented a major challenge for the youth work sector, changing the way we live and work. At NYCI **we responded quickly to support our members and the wider youth sector through this difficult time,** with dedicated resources, training and advice. Highlights included:

NYCI developed the **Official Covid-19 Induction Training for the Phased Resumption of Full Youth Services** in conjunction with the Department for Children, Equality, Disability, Integration and Youth (DCEDIY) - successfully **completed by over 5,200 staff and volunteers** in the sector.

As a key member of the DCEDIY Covid Response Youth Sector Oversight Committee, became an **essential point of contact between Government and the sector** and provided clarity and guidance to our members as changes to measures were rolled out.

Developed a Covid-19 specific **Resource Hub** including guidance on digital youth work and child safeguarding.

Youth Worker Check-ins supported **114 participants over 8 Check-in sessions.**

New initiative 'Building Blocks for Wellbeing' launched to support front line youth **workers with their own wellbeing** through the Covid-19 pandemic.

Supported delivery of creative activities for young people facing lock down - including successful photography project with **170 young people capturing images and experiences of first lockdown**.

Launched research '**A Review of the Youth Work Sector Response to the Covid-19 Pandemic' on the impact of the pandemic on young people and the youth work sector,** building evidence of the extraordinary response of sector to pandemic and challenges encountered, and helping us to make the case for further support on behalf of the sector.

> *"Thank you to everyone in NYCI involved in the Covid-19 Induction Training. I have completed the course and it is so informative, easy to follow and just what we needed."*
> NICOLA, NYCI MEMBER.

> *"A huge thanks to the staff of NYCI for all your support this year."* GERALDINE, YOUTH WORKER.

Youth Work

Increased participation in Skills Summary online tool that captures the skills young people gain by participating in youth work and volunteering opportunities. Skills Summary recognised as a measurement tool in the Youth Employability Initiative, and winner of European Job Bridge Award 2020. **Verified Skills Summary users: 2,147. Numbers of youth workers trained: 322.**

€5m #YouthWorkChangesLives campaign secured additional **€5m for youth work in Budget 2021.**

Key member of a North/South Consortium with Co-operation Ireland, Ulster University and Pobal delivering **YouthPact** established to support the EU Peace IV Children & Young People's Programme.

Continued as Vice Chair of the National Children and **Young People's Advisory Council (NCYPAC)**; Participating in the Business, Child Poverty, Homelessness, Education, and the Monitoring of Constituent Strategies Working Groups. Member of the Youth Justice Strategy Steering Group.

Member of the Lead Team on the **Targeted Youth Funding Schemes.**

- Continued North/South Collaborations on the North/South Education Training Standards Committee (NSETS).
- NYCI continued to work collaboratively with Education and Training Boards Ireland.

Facilitated regular meetings of NYCI's **Specialist Organisations Network** and Heads of Organisations Meeting.

Continued to deliver the **Shared Services Pilot** that provides accounting and governance support to a number of specialist national youth organisations.

- Re-established the **4 Nations Working Group** with colleagues in Northern Ireland, Scotland and Wales.

> *"I just wanted to say I found NYCI extremely helpful during the lockdown, I work with three other project workers I advised them all to sign up. I find your resources and training days very helpful. The support in the weekly emails was greatly appreciated. It's lovely to feel part of a wider youth work community."* **KATIE, YOUTH WORKER.**

Advocacy, Research and Policy

New Department for Children, Equality, Disability, Integration and **Youth**
As part of cross sectoral organisational alliance campaigned for retention of full Department with responsibility for youth in new Government- **"youth" portfolio** retained in mandate and title of Department.

Launch of research report, **'A Review of the Youth Work Sector Response to the Covid-19 Pandemic'** by Minister O' Gorman T.D. in Q3 highlighting the impact of pandemic on young people and youth work sector, highlighting extraordinary response of sector to pandemic and challenges encountered.

Met with 2 Cabinet Ministers & 1 Minister of State

NYCI's work referenced in Oireachtas proceedings 17 Times
(despite reduced sittings due to General Election and Covid-19)

Developed detailed NYCI Election Manifesto- covering 8 policy areas,

8 including youth work and other issues affecting young people. Manifesto submitted to and engaged with all parties pre and post-election- secured commitment in Programme for Government for continued investment in youth work.

NYCI advocated on behalf of young people who lost their jobs
as a result of the pandemic and jobseekers unemployed before March 2020-called for rapid review of employment policy and stimulus to support young people back into work.

Campaigns in Focus

YOUTH WORK CHANGES LIVES

#YouthWorkChangesLives campaign

Working with NYCI member organisations, supporting them with campaign toolkit, messaging and coordination, mobilised young people and youth sector to engage with Government and members of the Oireachtas:

online meetings held with dozens of TDs and Senators.

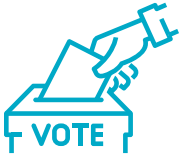
young people and youth workers in every constituency contacted their Oireachtas members.

NYCI members' social media campaign including day of action.

70+ pieces of national and regional media coverage secured, reaching **6.4 million** viewers, listeners and readers.

> *"Much appreciate the thorough detail and templates that have you've provided us with for the campaign and all of your hard work and support."* **NYCI MEMBER.**

Culmination of campaign was additional investment of €5m in Budget 2021.



Young Voter campaign

Undertook extensive campaign to encourage and support young people to register and vote in the General Election 2020.

NYCI's young voter registration and engagement campaign for General Election 2020 **Featured 239 times** in national and regional print, broadcast and online media, resulting in coverage with a value of **€268,390 and reach of 28,424,089.**

Supported by 2 targeted digital campaigns:

Google Ads campaign resulting in over **34,000 impressions and 7,400 clicks** on our voter registration information pages.

Facebook and Instagram campaign to engage young people in Voter Registration FAQs and quiz Voter Registration FAQs and **quiz completions 875. Reach 129,435.**

Communications

Online and social media presence strengthened and increased media profile for youth issues and NYCI. New digital marketing strategy increased engagement with NYCI's support, advocacy and information:

Website youth.ie

195,478 users in 2020.

Significantly more engaged (**30% increase** in average session duration and **17.5% increase** in pages per session).

Email Marketing

2,000 new subscribers grew list to over 5,000.

Number one channel for conversions. **New email marketing** strategy helped double engagement in 2020.

Social media

New strategic approach

focused on ROI and meaningful engagement. Facebook & Instagram: 5 targeted Ad campaigns delivered Reach 487,858, Clicks 27,175, **Website conversions 4,639.**

Google Ads

New channel for NYCI

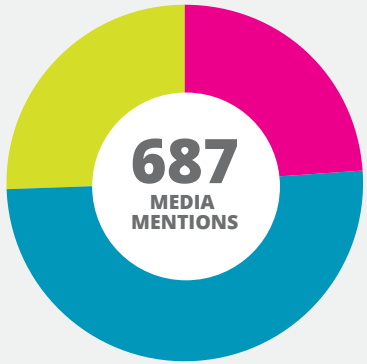
22,000 users sent to youth.ie.

92% were new users.

Search Engine Optimisation (SEO)

Over 100,000 users came to NYCI via organic search in 2020.

Media relations

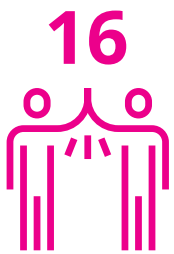


Print:	**166** contributions, quotes and comments to both local and national press.
Broadcast:	**347** contributions to local and national radio and television.
Online:	**174** mentions in online media.

with reach of **23,031,055** and value of over **€532,327+**

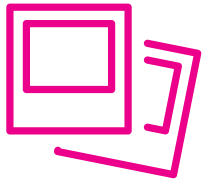
Youth Arts

20 Youth Arts Training events were delivered to **222 participants** by the Youth Arts Programmme.



National Youth Arts Programme funded **16 organisations** through the Artist and Youth Work Residency Grant Scheme (with **64 Applications** received).

Continued support of the three regional youth arts **networking hubs** (Sligo/Mayo/ Leitrim ETB, Cavan/ Monaghan ETB and Cork ETB).



Documenting Young People's Experiences Of Self Isolation photography project supporting 170 young people to **capture images** and experiences of first lockdown.

Child Protection

31 **Training Events** delivered to **505 participants** directly by the Child Protection Programme.

3371 **vetting applications** processed on behalf of the youth work sector.

> *"Garda Vetting and your support have been vital in our organisation. Thank you so much."* **NYCI MEMBER**.

Represented on 8 different committees and groups to support safeguarding and child protection across the youth work sector.

Child Protection Awareness Programme: delivered by its members' trainers to over **7000 participants.**

New online webinars initiative to support youth workers with key child protection topics during Covid-19 delivered to over **280 participants.**

Global Youth Work and Development Education

Youth 2030 Global Youth Work and Development Education Strategic Partnership with Irish Aid in consortium with Concern, Trócaire, and Maynooth University. Made 6 SDGs and DE policy submissions.

New Climate Justice Future Generations Project in consortium with Macra na Feirme, YMCA Ireland, Involve Ltd, Sphere 17 and Swan Youth Service funded by DCEDIY and Irish Aid.

Youth 2030 directly engaged with **938 youth workers** and **393 young people** across all training and events in 2020.

New Level 8 Certificate in Global Youth Work and Development Education delivered online with **20 participants**, in partnership with Maynooth University.

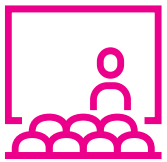
Youth 2030 Young People's Committee (15 members) delivered a **Youth Climate Justice Manifesto** and Pledge and shared their Just Transition work at European level.

One World Week moved online and focused on 'Power and Youth – Building Back Better' creating a new educational resource, trainings, and events. **Partnered with 3 member youth organisations** during One World Week Youth Summits supported by Concern Worldwide.

Supported 4 member organisations to successfully apply for **Irish Aid funding.**

Celebrating **6th successful** year of **UN Youth Delegate Programme.**

Equality and Intercultural



17 training events delivered to **152 participants.**

7 meetings of the Equality and Inclusion Support Network which is attended by **17 of our member organisations.**

Funding secured to continue our **Making Links project** which engages with minority ethnic youth group leaders. Small grants awarded to **support 4 projects.**

Production of 2nd edition and much improved **8 Steps Toward Inclusive Youth Work** together with roll out of our accompanying Journey Toward Inclusion training to **8 organisations.**

2 regional meetings with youth workers on linking young people living in direct provision accommodation centres with youth work opportunities.

Survey of youth work sector on **LGBTI+ policy with 235 responses.** Only 50% have equality policies in place **with 126 respondents** seeking support and guidance on developing their policies.

Youth Health Promotion

Health Quality Mark (HQM) awarded to 5 organisations (2 Gold, 2 Silver and 1 Bronze).

18 training events delivered to **267 participants** by the National Youth Health Programme.

New training **'Let's Talk about Consent'** launched in partnership with Sexual Health and Crisis Pregnancy Programme.

To continue our work in **advocating for the health of young people**, NYHP completed and launched a needs assessment 'Consent and the Youth Work Sector, what do we know?'

New initiative **'Building Blocks for Wellbeing'** launched to support youth workers with their own wellbeing through the **Covid-19** pandemic.

New online support sessions **'How is the YOU in Youth Work'** developed for organisations to support staff during the Covid-10 pandemic.

3 NEW resources developed to build the capacity of youth workers support young people in relation to their sexual health in addition to supporting young people understand the legalities around sexting and consent.

Online Video and a checklist published to support **HQM organisations** in relation to Planetary Health.

STEAM (Science, Technology, Engineering, Arts, Maths) in Youth Work

431 **training and development opportunities** delivered to youth workers and Youthreach staff through:

- 4 one-day introductory and follow-up STEAM in Youth Work trainings, 6 half-day online trainings.
- 18 expert site visits.
- A continuous professional development programme on Games in Youth Work (delivered in collaboration with NYCI's Development Education programme by Limerick Institute of Technology).

Training participants delivered STEAM in Youth Work to **3800 young people all across Ireland**

National practice share seminar.

x6 **Six large frontline STEAM in Youth Work programmes** (with €5k partnership payments) were delivered to 82 young people.

47 project payments of €150–€300 awarded to small frontline partnership projects to carry out STEAM in Youth Work projects.

2 two-year grants were awarded to NYCI and partners for STEAM in Youth Work and 'Full STEAM Ahead! A Partnership Approach to STEAM in Youthreach'.

International and Digital Youth Work

Young people joined the **Irish Delegation to EU Youth Conferences**, presented to the Children and Young People's policy consortium and were facilitated to attend national and international policy and advocacy events hosted by the European Youth Forum, EU Commission, European Movement Ireland, the Taoiseach's Office and DCEDIY.

450 young people and youth workers engaged in Young Voices EU Youth Dialogue through trainings and events.

Produced a report on **Opportunities for Youth** based on a consultation with **326 young people.**

Developed a new resource on **Youth participation and youth empowerment** for youth workers and leaders.

Developed **Guidance** for youth workers on youth work in an online setting during **covid-19 restrictions.**

Finances

INCOME €2,346,574

EXPENDITURE €2,348,087

SOURCES OF FUNDING

Income from **40 grants**, via **17 funding** bodies, as well as resource sales, membership and training fees. Complete accounts available on youth.ie.

STAFF EMPLOYED: 19

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