

YWF Members Survey

2023 RESULTS



LISTENING & LEARNING

This spring, we undertook our third annual member survey, asking questions around two key areas:

- Membership experience
- Looking ahead, what do our Members consider to be YWF's most important role?

The survey proved yet again to be a really interesting, insightful and useful exercise for us and enormously helps to inform the focus of our work going forward. The YWF team and board of trustees have carefully reviewed the data and comments received. This document provides a summary of your feedback and how we are planning to put your ideas into action.

As always, please get in touch if you would like to discuss this insight in further detail.



Helen Mann
CEO





Who responded?

We were delighted that the responses were overwhelmingly positive, showing that YWF adds value to its member organisations and to the wider children and young people's sector in Westminster.

Overall, a total number of **48 out of 142 members** responded to our survey (**33%**). In 2021 the response rate to our members survey was 42% and in 2019-20 it was 34%. The lower response rate this year could be reflective of increase in membership size since 2021. The more people we hear from, the better we can tailor our services, therefore from 2023 onwards **we will be asking at least one member of staff from each of our member organisations to complete the survey.**

We received a good range of responses, representative of the varying size and turnover of organisations, specialisms and job roles across the YWF community including:

- Youth Clubs
- Education/Employment
- Sports/Play
- Arts/Media
- Health
- Community/Family
- Youth Justice
- Targeted/Specialist organisations

83%

of members say we have **added significant value** to the sector in 2022/23

...an **increase of 10%** since 2021



“ YWF continues to be a vital source of support for youth sector providers, from a grass-roots training and development level through to networking and strategic development.

Director, Medium sized organisation

The Young Westminster Foundation has helped us reach more families in the community through different funding opportunities.

Project Manager, Smaller organisation

I value the personal advice and guidance provided by your entire team.

CEO, Medium sized organisation ”



Membership experience

Which of our services do members value most?

1st

Signposting opportunities such as training and funding was our most valued service

2nd

Facilitating opportunities / partnerships / collaboration between members was our second most valued service

88%

Of Youth Clubs said facilitating **opportunities/partnerships** between members and business/strategic partners and **Youth voice/research** were our most valued services.

66%

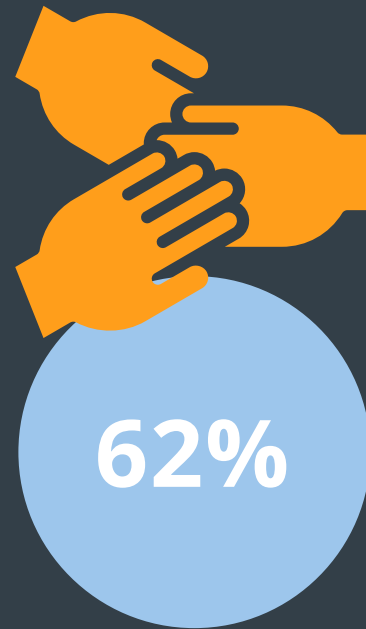
Of those working with 0-5 years valued training most alongside facilitating opportunities / partnerships/ collaboration between members.

58%

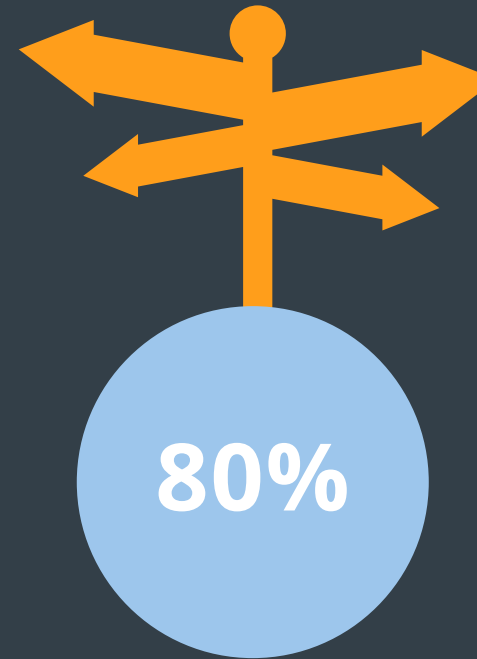
Of organisations who work with young people aged 19+ said they valued **networking events** the most.



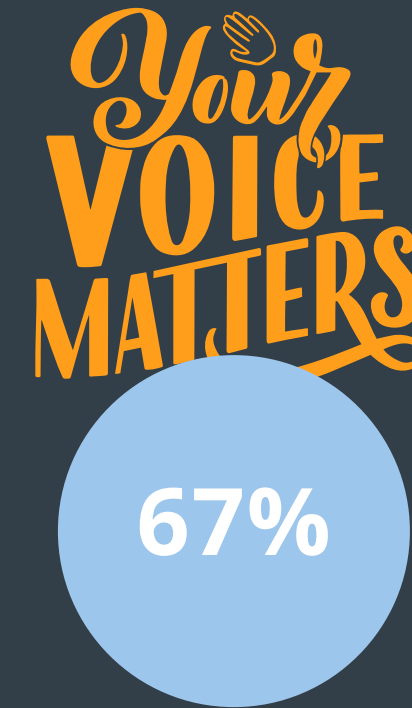
Services valued based on size of organisation



Smaller organisations said they valued **facilitating opportunities/partnerships between members, networking events and signposting** the most



Medium size organisations said that **signposting opportunities** was their most valued service



Larger organisations said their most valued service was **research and youth voice**

Which of our services do members value most?

Despite an increase in the services we offer this year, broadly speaking the results are consistent with previous member survey feedback which reveals that services relating to **facilitating partnerships between members and youth voice and research are consistently our most highly valued services**. In 2021, 71% of smaller members reported that brokering opportunities/ partnerships and collaboration between members is valued most. 79% of larger members reported that our local cluster meetings were valued most.

The respondents who completed the survey had a diverse range of roles e.g. CEO, Trustee, Manager, Fundraising, Impact & Evaluation, Head teacher, Campaigner, Youth worker, Project Manager. **We recognise that services will be more or less valued depending on the respondents role, needs and capacity to attend and therefore are cautious when interpreting these e.g.** The youth worker forums were more highly valued in youth club subset (67% vs 31%) than compared with overall sample.

Ideas for improvement...

The least valued services this year were **social media channels and fundraising bid-writing support**, with 29% identifying these as most valued. We commit to working with you to understand more about how we can improve these two areas of our service.

How can we better support you?

We would like to know how we can better support you further with social media and fundraising/bid-writing support. Please contact info@youngwestminster.com to share your feedback.





“ I loved the networking meeting we went to with other youth organisations. It helped us meet key partners!

Facilitator, Larger organisation

The things such as support with, and signposting to, funding are incredibly valuable as they meet immediate need. But it's also great to have the services that are building networks. Our issue is capacity to attend as much as we'd like to but it's great to know it's happening when we can.

CEO, Larger organisation ”

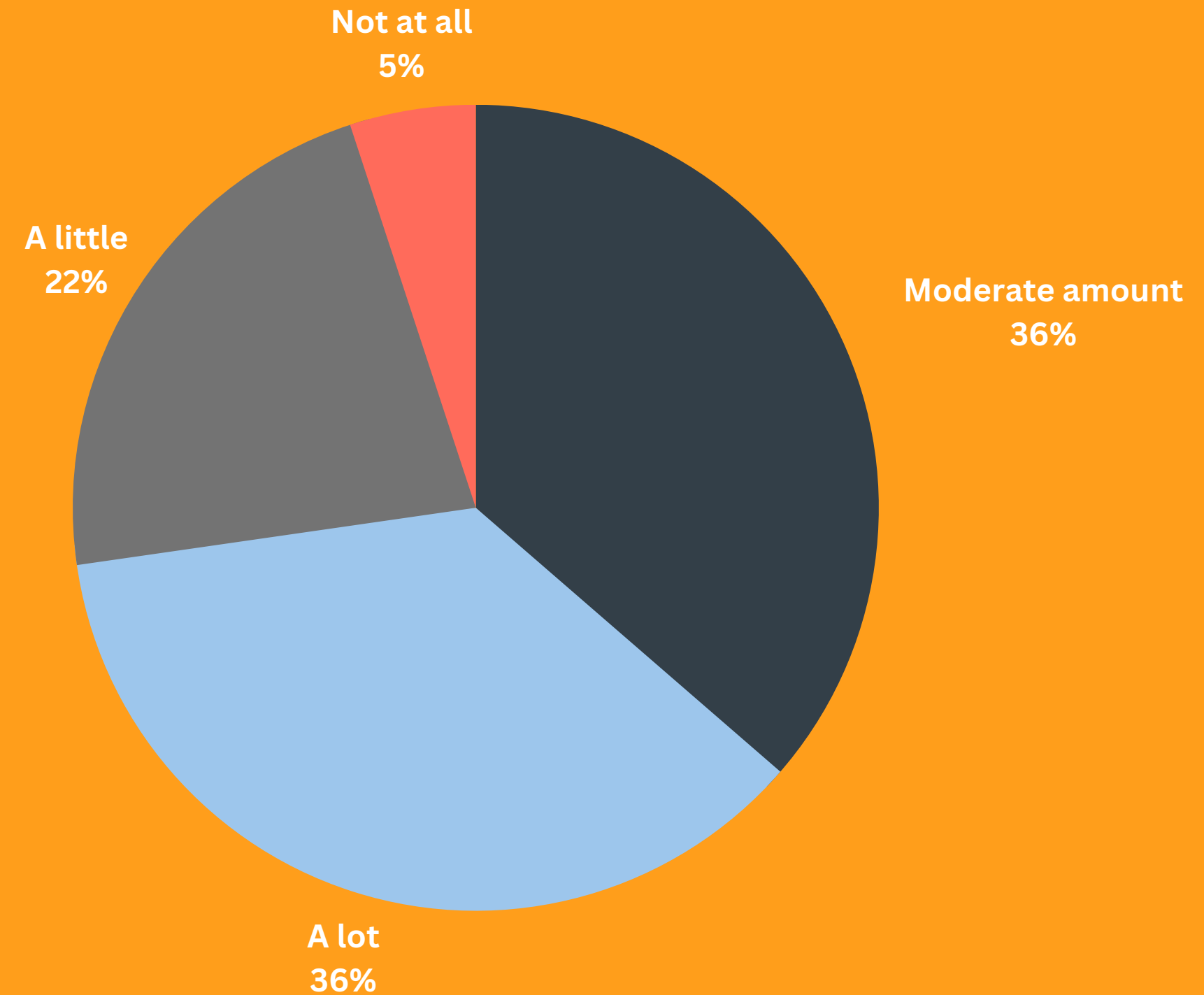
Collaboration and partnerships

We have seen a significant increase in our members working more collaboratively with partners (over **72%** when combined).

This up **5%** from 2021, where **67%** said they worked more collaboratively with members and partners.

80% of our members agreed that partnerships lead to more effective services. This can be broken down further to **88%** of Youth Clubs, **62%** of smaller organisations and **94%** of larger organisations.

This feedback is critical to our mission to grow a community for Westminster's young people. **We believe that by working together in new and better ways, we can find solutions** to some of the greatest challenges facing young Londoners including mental health, employability and youth violence.



Due to YWF, do you work more collaboratively with members and partners?

New Partnerships



77%

Of members have been introduced to **at least one new partner** in the past year



52%

Of members have made between **3- 10 new partnerships** this year



89%

Of Youth Clubs have been introduced to at least **one new partner** in the past year with **11% making at least 10 new partnerships.**



What has enabled our members to provide better services?

Funding



80%

Partnerships



80%

Training



59%

Support



80%

Funding Opportunities

89%

Of members have been made aware of new funding opportunities this year through YWF, with **64%** receiving more funding as a result.

100%

Of Youth Clubs have been made aware of more funding opportunities with **78%** receiving more funding as a result. Most accessing funds from the Brighter Futures Funding.

87%

Of smaller organisations have been made aware of new funding opportunities with **50%** receiving more funding.

90%

Of larger organisations have been made aware of new funding and **75%** of these have received more funding as a result.

Have we added value to Children and Young People's sector?



72%

Of members said YWF has helped their organisation to **increase opportunities for young people**



83%

Of members say we have **added significant value** to the sector



Looking ahead

YWF's most important role

Overall, **increasing funding opportunities and corporate investment** was cited as YWF most important role. 70% of you think we are fulfilling this role, 30% say we fulfil some of this role. **This remains consistent with feedback in 2021 where 72% said increasing funding was YWF's most important role.**

56%

Of **smaller** organisations believe we are fulfilling this role, with 43% stating we are fulfilling some of this role

80%

Of **larger** organisations believe we are fulfilling this role, with 20% stating we are fulfilling some of this role

In 2021, smaller organisations gave equal weighting to the role of increasing funding and encouraging youth voice, whilst larger organisations felt facilitating partnerships between the sector and other partners was YWF's most important role. **This year youth voice and research remain an important role of YWF for larger organisations**, with 72% of these organisations citing this.

Ideas for improvement...

Your feedback tells us that we need to improve the support we offer smaller organisations around funding opportunities and corporate investment.

How can we better support you?

We would like to know **how we can better support you smaller organisations around funding and fundraising**. Please contact **info@youngwestminster.com** to share your feedback.



Member suggestions

Respondents shared a variety of ideas for how we can improve our membership offer. These ideas will be incorporated into our strategy moving forwards and we will feedback directly at our Membership Renewal meeting on May 16th 2023. We want our members to hold us to account on these pledges through our Youth Worker Forum and Locality Meetings.

- Encourage and support communities to work together
- Provide more funding other than Brighter Futures Fund / more long-term funding for strategic partners outside of youth hubs
- Diversify the opportunities and support provided
- 1:1 support for development
- Increase offer for early years (0-5 years)
- Have more flexibility around support offer
- Support to pool resources across network
- Thematic networks (mentoring/ sports/ media)
- Support to raise profile of organisations
- Arrange more member organisation visits





NEXT STEPS

We are delighted to see that YWF takes a meaningful and important place in the Westminster community.

Smaller and larger organisations face different issues and have different needs and expectations around YWF's role. **Funding is a pressing issue for all members and has been highlighted again as a priority for us**, reflecting the wider cost of living crisis we know poses a huge challenge for our members. YWF will continue working with our partners and funders towards tackling this pressing issue.

The YWF team will further discuss the results and reflect on any individual comments we have received. We will draw up a list of recommendations to implement and will use this survey to prioritise and shape the direction of our work over the coming months.

STAY IN TOUCH



Monthly YWF Newsletter

The first point of contact for updates and news. New members are automatically added when registration is confirmed.

For additional contacts, please [sign up for our mailing list.](#)



Social Media

Follow us on:



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@youngwestminster



/young-westminster-foundation



Youth Worker Catch Ups

Quarterly Youth Worker Forums in addition to meet ups for YWF Members to share updates with other organisations.

These are hosted by leaders of the Youth Hubs and split into three localities: North West Westminster, North East Westminster & South Westminster



Thank you



Want to share your feedback?

If you or your organisation would like to discuss your membership or these survey results in more detail please email get in touch with
info@youngwestminster.com



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