

Newsletter #1
Starting out
May 2021

Generation Green is a 16-month funded project that aims to connect young people to nature, create and save jobs, and build an aspirant workforce for a green recovery.



Alison Stevens,
Programme Director

Welcome

Wow – what a whirlwind it's been since December 2019 when YHA first hosted the then new Access Unlimited - a 15 strong coalition of not-for-profit school residential and outdoor education providers - as a response to the Glover Landscape Review.

Its aim was simple; to ensure that there are opportunities for every child and young person to access high quality learning and residential experiences in our National Parks and AONBs.

It was our joint commitment that planted the seed for Generation Green.

12 months later in December 2020, we secured funding for the project from the Green Recovery Challenge Fund, and just four months after that we officially launched Generation Green on 28 April 2021.

In this time, I have witnessed a phenomenal team effort from all the partners involved to get the right people in place to begin connecting more than 100,000 young people in England to nature over the next 16 months.

We are just starting to see the power of the collective reach of the 15 partner organisations; working together, using the expertise of each and learning from one another to make sure that we reach those young people who will benefit the most from this funding.

We have created and recruited to many employment and volunteering opportunities already and will showcase those here and in future newsletters.

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Generation Green is about ensuring every child has a night under the stars and more importantly, making sure that there is access for all. That means delivering funded day visits and residentials for all and developing a progression from pre-school to leaving school.

We are using our collective reach and different areas of expertise to help children progress from small experiences close to home to independent travel, volunteering and employment across England.

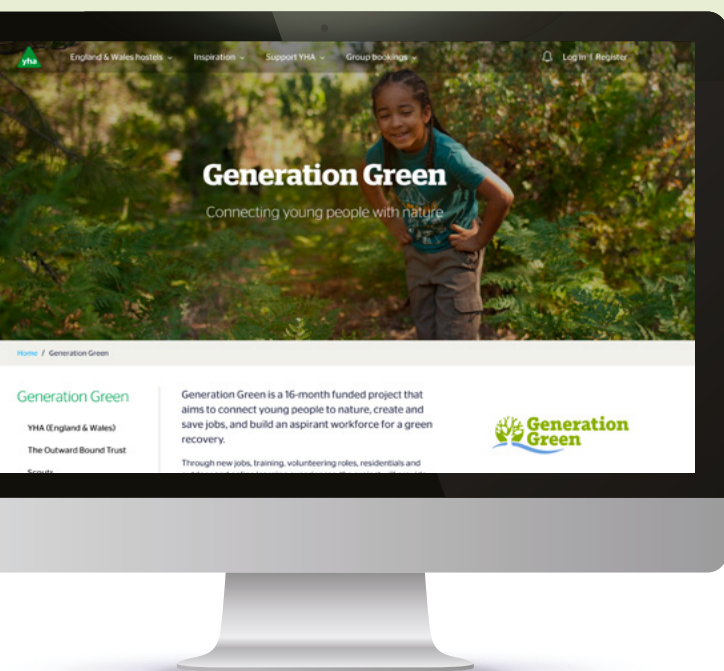
We estimate that two million young people have missed out on a residential experience alone. Early indications from the Generation Green partners show that there is most certainly a need and desire for young people to connect to the outdoors.

In this issue of the newsletter, we'll be looking at the projects and initiatives that the Generation Green partners have begun to establish and the success stories we are already beginning to amass.

For Generation Green to be a true success and reach as many young people as possible, we need support. Please tell people about it, share this newsletter and follow on social media. If you're on Twitter use #GenerationGreen to follow the conversation and keep up-to-date with news and developments.

Thank you to everyone involved so far.

Alison Stevens, Programme Director (based at YHA)



The portal to opportunity

**Fundamental to spreading the word
about Generation Green opportunities
is the brand new website.**

Hosted by the project lead, YHA (England & Wales), the new website is a portal for all Generation Green-funded activities and employment and volunteering opportunities.

The website also lists residentials, outdoor and online learning experiences, which education providers, youth organisations and individuals are now invited to get involved with.

Each Generation Green partner also has their own section on the website, giving an overview of the organisation and details of their specific opportunities.

**Discover more at
yha.org.uk/generationgreen**



Feet first into all things green for Scouts

Scouts launched themselves feet first into all things green when the funding was announced in December last year.

Early promotional work resulted in more than 10,000 young people from 300 schools and Scout groups registering for its Green Champions and Adventure for All programmes.

The residential Adventure for All programme alone is over-subscribed by 800% and the in-community day visit programme has nearly reached its capacity. Scouts now face the unenviable task of whittling down this number to match the available spaces.

Lucy Oram, Generation Green Project and Training Coordinator for Scout Adventures explained: "No matter how much we really want to give all these young people these opportunities we only have a set amount of spaces available."

The flexible, fully-funded programmes are targeted at 7-18-year-olds and Scouts has committed to half of the new opportunities being offered to young people from communities less likely to access nature and made most vulnerable by Covid-19.

Fifty-five volunteers, including 21 volunteers on full-time residential placements, have already signed up to deliver the programmes from June. Ahead of then, designers are creating new activity resources and Scouts' centres are being spruced up ready to open.

10,000 young people from 300 schools have already registered



Girlguiding's new social media and search advertising campaign is targeted at parents of children living in urban and high BAME areas



Ramping up camping at Girlguiding

Keen to ensure that its funded programmes reach as many young people as possible, Girlguiding invited one of its young leaders in training to be on the interview panel which recruited for its Generation Green Project Coordinator role.

Stuti Pankhania (18) accepted the challenge. With a keen interest in camping, she was a perfect fit to help Girlguiding recruit for the role which will support campsites in the Midlands and northern regions to work together more closely and welcome young people to their sites over the coming year. Stuti, and a cohort of 18-26-year-olds, are part of a working group supporting the design and delivery for key elements of the project.

The camping opportunities are also the subject of Girlguiding's new social media and search advertising campaign that is targeted at parents of children living in urban and high BAME areas up to 80km from the Girlguiding's Waddow Hall and Glenbrook sites.

Recent email communications also announced the Generation Green project to over 180,000 volunteers and parents. Figures show that the Generation Green mailings were the highest performing pieces.

Girlguiding's campsites will also be used in the delivery of two of its Generation Green-funded projects - Outdoor Learning and Development for Volunteers and a Caring for Nature Residential. Additionally, Girlguiding will be running Walking Scheme sessions to help over 18s develop their skills to lead walking expeditions.





Increasing BAME reach at Outward Bound

Generation Green funding has given The Outward Bound Trust the opportunity to provide two specific programmes, one aimed at women and one for young people from Black, Asian, Minority Ethnic (BAME) backgrounds.

Nick Barrett, Chief Executive of The Outward Bound Trust explained: "By supporting the development and opportunities for those from under-represented backgrounds, we aim to grow the diversity and number of role models in outdoor leadership and participation."

Applications for Outward Bound's Women's Outdoor Leadership Course have just closed. There have been three times as many applicants as places and the process of selecting the most suited participants starts now.

Partners and mentors have also been selected to deliver the BAME Young Leaders course, one of whom is Rehna Yaseen, a British Pakistani woman from Ashton Under Lyne. In 2019, Rehna mentored six young people in a successful pilot of this course.

She said: "Mentoring young people from different ethnic groups receiving opportunities that they possibly wouldn't have otherwise, is life changing."

FSC brings the outdoors online

If the outdoors can't come to you, then Field Studies Council (FSC) will bring it to you through its range of Generation Green-subsidised online courses.

With the aim of inspiring thousands of young people to access nature for the first time and ignite that vital spark of curiosity in the world, FSC has created virtual A Level Geography and Biology field trips as well as a number of self-directed four-week Eco Skills courses.

Zoology postgraduate Bek Trehern (26) will support the roll-out of

Eco Skills courses targeted at 18 – 26-year-olds as part of her paid internship as an engagement and training assistant with FSC.

Bek is passionate about the new online courses as she has experienced first-hand difficulty in gaining experience in the bio diversity sector because of the limited amount of roles within it; and nowhere was this more evident than at the application stage for Bek's role which attracted 250 applications.

Dylan Byrne one of the Generation Green Project Managers at Field Studies Council explained:

"The internship really struck a chord when we advertised it and we received a high level of applications. We hope our new courses, which are subsidised through Generation Green, will enable greater accessibility for young people to develop their skillset and, like Bek, develop long-term careers in the sector."



Bek Trehern



Party of 10 at National Parks

With 10 of the Generation Green partners being from one organisation – National Parks – we will have our work cut out keeping on top of all the programmes and initiatives they are each running.

Luckily, each of the 10 English National Parks has its own Generation Green project lead who co-ordinates the myriad of residentials, online training sessions, day visits, activities and guided walks that are on offer.

All of the 10 English National Parks already have opportunities in place, and they are working with a number of Generation Green partners, including YHA, to deliver their programmes.



“““

National Parks offer the perfect opportunity for young people to learn outside. Whether it be a school trip to a National Park or a volunteering day surveying wildlife, it's these kinds of experiences that can inspire a lifetime of caring for the environment.

Trevor Beattie, Chief Executive of the South Downs National Park and Education Portfolio Lead for National Parks UK



Schools take centre stage for YHA

School trips are taking centre stage for YHA (England & Wales).

Building on the outdoor education work already done by the Access Unlimited coalition during the pandemic, YHA has some exciting opportunities for schools.

The programme includes Generation Green fully-funded residentials and day stays which offer students nature-based activities, mindfulness skills development, and participation in conservation work.

Ensuring that young people gain the opportunity and skills they need to build long term sustainable careers in the sector, YHA has recently recruited five apprentices and is currently recruiting 30 Kickstart placements who will be based across the youth hostel network.

Making sure that all its Generation Green opportunities meet the needs of young people, YHA has recruited a dedicated volunteer Youth Advisory Panel which is helping shape projects.

James Blake, YHA Chief Executive explained: “The steps we now all take together will deliver real opportunities to thousands of young people who have been impacted by the pandemic - many of whom faced lockdown without gardens or access to green spaces. It is a tremendously exciting and hugely positive end to an otherwise challenging year, not only for YHA but the outdoor sector as a whole.”



Generation Green launches on BBC Radio Cumbria

Coverage of Generation Green dominated the airwaves in Cumbria on launch day.

The Outward Bound Trust's Director of Scotland & Innovation Martin Davidson, YHA's Executive Director and Generation Green Sponsor Anita Kerwin-Nye and Head of Scout Adventure Asa Gurden joined broadcaster Helen Millican on BBC Radio Cumbria's evening show.

Together they highlighted the importance of Generation Green in getting young people into the outdoors and connecting to nature.

Speaking to Helen, Martin said: "Connection to nature is the foundation for people wanting to care for the global environment. With the next big crisis that's coming our way in terms of global warming, it's important that young people intrinsically want to care for the natural environment. These experiences in nature are so important.

"You can teach young people facts about what is happening to the glaciers, the polar ice caps, etc, but unless people have that real connection with nature then they're unlikely to take the action that's required. That's one of the great things that we'll achieve through Generation Green."



Martin Davidson



Anita Kerwin-Nye



Asa Gurden

You can listen to the full interview via the link below:

<https://www.outwardbound.org.uk/blog/generation-green-launch-on-bbc-radio-cumbria>

Generation Green is funded by the government's Green Recovery Challenge Fund. The fund is being delivered by The National Lottery Heritage Fund in partnership with Natural England and the Environment Agency.

Green Recovery Challenge Fund



The National Lottery Heritage Fund



Join the conversation

Follow us on Twitter using
#generationgreen

Share your Generation Green project stories through
generationgreen@yha.org.uk

Generation Green is the first project to be delivered by the Access Unlimited coalition. The project capitalises on the coalition partners' combined reach of more than two million young people. Learn more at www.yha.org.uk/generationgreen

