

Newsletter #2
Making headway
June 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

First and foremost, a big thank you to everyone involved with Generation Green. Even at this early stage in the project the evidence shows that, together, we are starting to make a difference in the lives of young people who need it the most.

We are making a difference against a backdrop of the challenges we are all facing due to Covid, including delays to the roadmap for reopening, changes to youth sector advice and guidance, and a challenging jobs market that reaches beyond our sector.

We have adapted and reacted as quickly and safely as possible during these first few months of Generation Green, and laid the foundation for us to collectively reach thousands of young people and deliver vital experiences to connect them to nature.

As you will read in this newsletter, hundreds have benefited from an outdoor experience already.

Coalition partners have also recruited and trained many volunteers. This vital volunteer army will be at the forefront of delivering Generation Green-funded experiences. And it looks like they will have their work cut out. Partners are reporting over subscription. Scouts' Adventure for All programme received more than 6,000 applications for 1,500 funded spaces alone.

This a great position to be in, yet disappointing that we can't all offer more free places to the people who need them.

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However, through all the funded activities we are offering (more than 40 different activities currently on the Generation Green website), together we will achieve our aim of providing more than 100,000 opportunities to connect young people to nature – many for the first time – and to cultivate a sense of care for the natural environment.

We will be collating and sharing our combined learnings from this period and the impact of doing so. We are proud to showcase what is already happening and look forward to bringing more stories and first-hand experiences as we move through the project in the summer months.

Alison Stevens, Programme Director (based at YHA)

A headstart for Outward Bound's Adventure Days

The Outward Bound Trust got a headstart delivering its fantastic Generation Green-funded Adventure Days at Easter.

Fifty young people, aged 11–17 and in receipt of free school meals, participated in an Adventure Day at Outward Bound during the Easter holidays. Their places were fully-funded by Generation Green and took place at Outward Bound's centres at Eskdale and Ullswater in the Lake District.

Ailie Carne, Head of Communications at The Outward Bound Trust explained: "It was really important to us to show early in the Generation Green project just how beneficial outdoor activities are for young people, particularly in the wake of the pandemic which has had a disproportionately negative effect on young people's resilience, self-confidence and positivity. We were keen to show to all stakeholders the powerful and positive effects outdoor education can have when young people step outside of their comfort zone."

One of the young people to take part in a Generation Green-funded Adventure Day included Tori (14) from Liverpool. She explained: "One of the things lockdown didn't help me with was anxiety. As soon as I was able to come to Outward Bound I was able to finally get my social skills back and I was able to talk to others and start communicating again."



“““

The parks where I am, there's not really much you can do so I wanted to come to Outward Bound to see nature and fresh air. It was so green. Everywhere I looked you could see mountains and smell the fields. It's a smell you don't have at home.

Tori

Outward Bound captured Tori's Adventure Day in an inspirational short film, where Tori helps describe the benefits of outdoor adventure for young people. Ailie added: "Tori's film not only shows what happens on an Adventure Day, but it demonstrates how these days benefit young people right now and are inspiring their future."

You can watch the film on YouTube at youtu.be/TfSff-xfitE



First 30 Scouts volunteers complete training

Scouts has been gearing up for the delivery of its Green Champion and Adventure for All programmes which kicked off on 16th of June. The first 30 volunteers, who'll be delivering the programmes, have completed their induction training and will be working with around 1,000 young people in June and July.

There are a mix of full-time residential volunteers and flexible-volunteers who'll support the community day visit, and 3-day, 2-night residential programmes at weekends, evenings and during their holidays. The volunteers will be working at Scouts centres in Gilwell Park in London and Great Tower in Cumbria – as well as travelling to communities to work directly with schools and Scout groups.

There are still a small number of spaces in November 2021 and January/February 2022 for groups on the Green Champion programme delivered at Scouts centres.

If you know of any group that may be interested in the programme, they can register at www.scoutadventures.org.uk/green-champions



High demand for YHA's day stays and residentials

A number of Generation Green partners are reporting over demand for their funded activities, including YHA (England & Wales)

A direct marketing campaign in May targeting schools new to YHA with details of the Generation Green-funded day stays and residentials, resulted in demand far outstripping places by 400%.

More than 1,800 funded places are available and YHA is now in the process of offering these to 62 schools ahead of the experiences being delivered at youth hostels from September later this year.

Cressida Allwood, YHA Project Manager, said: "Not all schools require all 30 places we have allocated to them, so we are hoping to redistribute any surplus places. For those schools that we are unable to offer a funded place to, we are referring them to Generation Green partners and the brilliant, funded opportunities they are offering."





FSC free wildlife ID guides prove a hit

Targeted at 16-25-year-olds, the Field Studies Council's free wildlife ID guide offer has proved a huge hit.

Support and collaboration across the Generation Green partnership helped the FSC reach its target to provide 5,000 young people with wildlife ID guides.

47 per cent who registered to receive guides are from the most deprived areas in England while nearly 10 per cent of recipients identify as being from a black, Asian or minority ethnic background.

The guides are colourful, water-resistant and filled with photos and information, allowing for a richer experience in the outdoors. They are designed to help young people and leaders connect with the outdoors and take on roles in the green economy that record and protect the natural environment.

Thousands of guides will be posted to young people at the end of June, just in time for some summer wildlife spotting.



North York Moors National Park's Wild Skills Days are fully booked in July



100s set to spend a night under the stars with Girlguiding

More than 100 young people aged 7-26 have spent a night under the stars with Girlguiding and the summer is set to be even busier.

A digital marketing campaign targeting parents of children living in urban and high BAME areas, generated more than 600 enquiries for Generation Green-part funded stays at Girlguiding's Waddow Hall and Glenbrook activity centre sites in Lancashire and Derbyshire respectively.

And every young person who spends a night under the stars will be able to have a permanent reminder of their overnight experience with the new, colourful Night Under The Stars badge, which is available to order from the Girlguiding's online and on-site shops at the end of June.

Making headway for the next 25 years

Access Unlimited was established as a direct response to The Landscapes Review which was led by Julian Glover and published in 2019.

Primarily, it seeks to address the challenge of increasing and diversifying access to the National Parks and the Areas of Outstanding Natural Beauty. As part of this, excitingly, it aims for all children to have the opportunity to spend a night under the stars and access to high quality educational experiences.

The first months of the Generation Green project have shown the potential of the model to realising Glover's promise.

On 24th June the government gave its initial response to the Glover Review. Access Unlimited welcomed the government's response, in particular the pledged investment in local nature recovery and potential new AONB designations. It is important that we continue to look at how we can increase access to these important spaces.

Access Unlimited members look forward to the next steps in the government's response and are now looking to see how the early Generation Green work can feed into the government's future plans.

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



Department
for Environment
Food & Rural Affairs

The
National Lottery
Heritage Fund



Environment
Agency



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

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