



# Generation Green

**Newsletter #3**  
**Meet the people**  
August 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

**Six months into Generation Green, I am delighted to say that we have filled the majority of all key delivery roles – from behind the scenes to out in the field delivering the coalition's projects.**

I think every partner will agree that recruiting for these roles has been no mean feat. Against the backdrop of Covid and the challenges it has thrown up, we have successfully recruited. Like all organisations, we've had to adapt how we work, with Zoom and MS Teams being the ultimate recruitment tools for us all when it came to interviewing. As restrictions ease, however, we are finally able to meet the team members in person and get out and enjoy the great outdoors together.

With these posts now in place, I wanted to introduce some of the team delivering Generation Green. So, in this newsletter, I am delighted to present some of the people behind the roles. They are just a small handful of the myriad of people – volunteers and employed – who are bringing this innovative project to life and enabling us to collectively connect many thousands of young people to nature.

The inequalities of access to the outdoors and green spaces that existed pre-Covid have only been compounded by the pandemic as have our roles as connectors to nature.

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While Covid restrictions may have been lifted we are still facing challenges. Understandably people are nervous about returning to group activities, but the level of demand we have all seen shows the need for this type of activity is greater than ever. However, as all members of the Access Unlimited coalition remained operational throughout the pandemic, we know that outdoor education experiences can be delivered safely; and we continue to prove it.

Together, we are making real progress and have already connected many thousands of young people to nature through our individual projects.

A big thank you once again from me to everyone who is making Generation Green a reality.

Alison Stevens, Programme Director (based at YHA)

## Developing the next generation of diverse outdoor leaders

**July saw 12 young people from a range of ethnic minority backgrounds begin their 12-month Young Leaders programme with The Outward Bound Trust.**

Fully-funded by Generation Green, this is one of two specific programmes Outward Bound is delivering to support the development of more diverse role models in outdoor leadership. The second course, aimed at women, will start later in the year.

Outward Bound is working with two community partners: Lindley Educational Trust's youth programme in Sheffield; and Plas dol y Moch, Coventry City Council's local education authority centre. The partners started recruiting aspirant leaders onto the programme in April, setting expectations and delivering introductory outdoor experiences.

The future young leaders' first experience at Outward Bound's outdoor residential centre in Ullswater focused on developing leadership skills and establishing a connection with the wilder environment of the Lake District National Park. The programme included an overnight expedition and building water confidence in the lake and gorge.

The next phase will see the young people continue to meet regularly in their communities to work towards the personal goals they've identified. They'll build their outdoor experience with their community partner organisations, before heading back to Outward Bound later in the year for a week of work experience.



“”

**My group dared to try things with opportunities that would never have been afforded to them at home. It was incredible to watch them challenge themselves and each other.**

Jusna Begum, a mentor on the programme





# Feeling valued, doing good and loving it

Generation Green funding has enabled YHA to create five apprenticeship roles. The roles are varied and based at YHA's national office in Matlock, Derbyshire, where they provide support to YHA's 153-strong network of youth hostels and the field-based team.



Rory Baxter

Despite the fact they're all working from home right now as the national office remains closed due to Covid, they're all doing brilliantly and have stepped up to the challenge, embracing virtual ways of working such as MS Teams to connect with colleagues and mentors.

One of the apprentices is Bethan Meredith, who is directly supporting YHA's youth employability and volunteering programmes. She said: "I'm most proud of my interactions with young people as I support the management of the Youth Advisory Team; I'm currently working with a committee to help them communicate internally and externally - through social media and written articles, sharing the impact of the team and helping them do well in virtual volunteering."

IT apprentice Rory Baxter added: "I'm enjoying talking to people from everywhere in the country – it's interesting. As limited as my knowledge is, I feel I'm playing my part. This is the first job where I feel truly valued: I love it!"

The fact YHA is a charity was a big factor in both Bethan and Rory choosing YHA to embark on their apprenticeships.

Rory said: "Previously I'd worked for a corporate business and in retail, but with YHA being a charitable organisation, this was big draw; I feel like I'm contributing and doing some good."



“““

**I recognised that YHA was a supportive organisation and a charity – which is something I wanted to be a part of. I'm dyslexic and I hoped I'd be supported by an inclusive organisation. I liked the fact that the role was working with young people.**

Bethan Meredith



# National Park leaders meet 'Generation Green'

**Two young people, tasked with helping deliver Generation Green-funded activity in the Yorkshire Dales National Park, were put under the spotlight recently when they met with the Authority's Chair and Vice Chair.**

Joe Hudson (20) and Laura Day (25) are two of 10 skilled youth volunteers who have been recruited as green leaders. As part of their green leader roles, they also sit on the YDNPA Management Plan Steering Group and have a say in the National Park's future.

Farmer Neil Heseltine who was re-elected as Chair of YDNPA in June, said: "It's great to have Joe and Laura as part of the Steering Group and the Generation Green programme, because what's important for me is that young people help to decide the direction that we are taking, because it's them that are going to be taking over in future."

Vice Chair Julie added: "The economy is really important and that has got to link in with climate change. Generation Green is doing that by giving



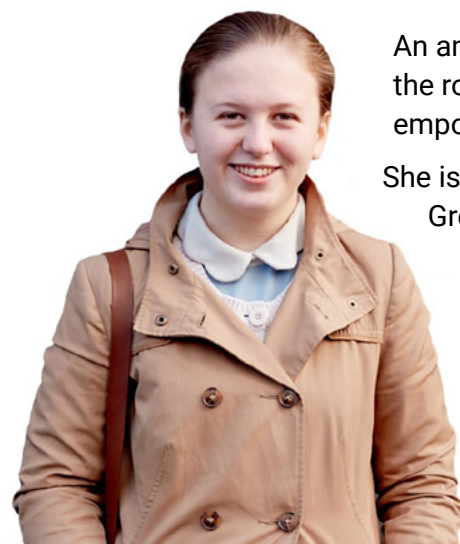
skills to young people that will support a route to employment in the green economy."

Laura, a postgraduate English Literature student currently living at her family's tenanted farm, said: "The opportunity to live at home again was something I didn't think I'd have, so being able to do something locally is important. I'm hefted here. This is where I'm from, so it's about understanding myself as well as understanding the landscape."

Joe, an Economics undergraduate as well as a record-breaking local fell runner, added: "A lot of young people tend to move away from the National Park, which is a shame, and it's important to show that you can still live and work in the National Park. The change in the way people are working, with more home working, is a great opportunity for the National Park."

## Leader in training with Girlguiding

**Charlotte Stevenson (24) is a leader in training with Girlguiding. She is part of Girlguiding's Inspire – a community which brings together everything young women aged 18-30 can do with Girlguiding.**



An amateur zoologist with a background in education, Charlotte was attracted to the role because it "was an amazing opportunity to really help young women feel empowered in regards to how they can help and support the world around them."

She is part of a team of 13 volunteers who are planning for Girlguiding's Generation Green-funded 'Connecting with Nature' and 'Caring for Nature' events.

She said: "I've learned a great deal so far, from teamwork to event planning itself. It is definitely tricky to plan an event and takes a lot of hard work and organisation. The most vital thing I have learned is that the more creative we are in our response, the more fun it can be to engage with learning how to protect the planet."





# Helping Green Champions make a positive impact

**Emily Brown (22) is just one of a number of Team Leaders supporting instructors in the delivery of activities for Scouts Green Champions project.**

In total, Scouts hopes to recruit 4,000 Green Champions from Scout or school groups throughout the Generation Green project. Team Leaders like Emily work with volunteers delivering a five-step programme to would-be Green Champions.

The project aims to help young people make a positive impact in their community. This could be improving habitats for birds, bugs and bees, learning about the importance of trees and plants, or taking positive steps toward recycling and reducing waste.

Being a Team Leader for Green Champions combines instructing with leadership, and also elements of administration and management.

“““

**I have the wonderful job of starting the programme and welcoming all the young people to the session, and getting them excited for what they are about to take part in. I've already seen many benefits to the young people who get involved. It is great to see them get so involved in the activities and share information about their experiences with 'Being Green'.**

Emily Brown







Through the programme, young people have developed employability skills, punctuality and respect for each other – all attributes which are transferring to the classroom according to their class teacher who said:

**“The feedback they give me each week is incredible. They are absolutely thriving!”**

# Go! Go! Wild Skills Power Rangers

Pupil engagement in schools has been a challenge during Covid and the various lockdowns. However, a Generation Green-funded programme has helped re-engage a number of Year 10 students from York High School.

The year 10 boys, which were identified as being disengaged at school, took part in a six-week programme (which they named Power Rangers) with North York Moors National Park.

The programme was designed to help them learn some new skills and re-engage with their learning. Activities included building nature-friendly screens, bracken bashing, tree guard removal and clay lining a new wildlife pond.



**Green Leaders is a National Park training and engagement programme to support young people as leading voices and active participants in the Green Economy and conservation.**



# Developing future environmental educators

**Bek Trehern is Engagement and Training Assistant with Field Studies Council (FSC), a paid internship role made possible with funding from Generation Green.**

Now five months into her internship, she told us: "Not only am I learning technical skills such as the use of marketing tools, web development and an online learning platform, I have also developed many personal and professional skills."

Bek has also worked on commissioning with the FSC publications team and in the next six months will start formal qualifications in Project Management and Education and Training. "I hope that I will gain further knowledge and skills, allowing me to progress as an experienced and accredited creator of environmental education and training courses in my future career," she added.



“““

**I have developed my knowledge and understanding of many topics as I have worked on an array of courses such as birds, fungi, nature writing and nature drawing, making myself a much more rounded and flexible training provider.**

Bek Trehern

## Project evaluation partner appointed



We are delighted to be working with the Nature Connectedness Research Group at the University of Derby to support the evaluation of the Generation Green Project.

We'll bring you more information on our plans to evaluate the impact of the project in the next edition of the newsletter.

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



### Join the conversation

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[generationgreen@yha.org.uk](mailto: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](http://www.yha.org.uk/generationgreen)

