

Recruitment

Reaching the 'right' young people



Why is this area important?

- Youth Voice must include young people from diverse backgrounds and with different experiences.
- We need to prioritise young people who are under-represented or less engaged in PE, sport and physical activity to redress inequalities.



It is essential that the young people are representative of our society."

**Young Person,
Co-production Group**

Recruitment strategies

Recruitment includes a wide range of approaches, depending on the type and depth of Youth Voice.

- **Expectation** – a whole cohort is asked or expected to respond, e.g., end-of-session post-its, year group survey, participant evaluation form.
- **Invitation** – a general invitation is issued and young people may respond if they wish, e.g., suggestion box, drop-in discussion, video/audio booth at an event.
- **Selection** – specific groups or individuals are invited to contribute, e.g., one-to-one conversation, focus group, peer-led interviews, topic-specific panel.
- **Application** – interested and eligible young people apply but only some may be selected, e.g., project development group, campaign team, youth board.
- **Election** – young people are nominated and voted for by their peers, e.g., sports council, ambassador.

It is not enough to have an 'open' process if we are to **redress inequalities**.

For all of these strategies, we need to **actively reach out** to and support young people who are **under-represented** and who bring different experiences and perspectives to Youth Voice. Ask yourself:

- **Content and presentation** – How can we present the opportunities so they reflect and resonate with these young people? Think about language, imagery and the medium.
- **Methods** – What additional or combination of strategies can we use to reach them? Think about prompting and following up.
- **Location** – Where can we promote the opportunities so they are seen by different young people? Think about non-sport spaces – real and virtual.
- **Supporters and role models** – Who else can help us to reach them? Think about other adults – and young people – in and out of school.
- **Response** – How can we support them to take a first step? Think about how and through whom they can gather more information and express an interest.

Examples

Evaluations are text-light and include visual prompts and easy-to-use response features (emojis, thumbs etc.). Young people are given extra time or a buddy to complete them or may give audio feedback.

Allies (peers, staff, family), who reflect or have a good relationship with under-represented groups, personally encourage targeted young people to volunteer for a project group.

Publicity about panel vacancies features diverse imagery and flags that young people from diverse backgrounds are sought. Adverts are posted in additional 'non-sport' places.

Depth of Youth Voice

Practical steps

Our co-production group suggests:

- Produce recruitment materials that explicitly invite and appeal to the targeted groups.
- Work through other partners and organisations to reach under-represented young people.
- Provide clear and succinct information about:
 - roles and responsibilities
 - levels of commitment
 - desired (lived) experience and skills
 - support and training provided
 - benefits and compensation (see Compensation).
- Enable young people to find out more before applying.
- Highlight relatable role models or similar examples.
- Offer a variety of application methods, e.g., written, audio, video, interview, group activity.
- For interviews/group activities, issue questions or guidance before the day.
- Use adapted or additional resources to involve young people with specific needs (see Communication).
- Give sufficient time between deadlines; provide reminders and encouragement.




Young People's Top Tips

1. Don't underestimate the power of personal encouragement – it builds our confidence and trust.
2. Don't worry about appearing tokenistic – but be open to learning and changing as you go.
3. Be aware of your unconscious bias and preconceptions!


Tools

(these provide insights, tips, examples and templates to support recruitment)


 **Inclusion 2020 Youth Voice Toolkit – a toolkit for inclusive focus groups (Youth Sport Trust)**
[Inclusion 2020 Youth Voice Toolkit - Youth Sport Trust](#) Tips and examples for involving young people with additional needs (SEND).

 **Girls Active – GLAMS recruitment tool (Youth Sport Trust)**
[GLAMS Recruitment Tool](#) Example of a presentation (with video links) for recruiting influencers/project developers.

 **Girls Activate Steering Group – advert to recruit a national panel (Youth Sport Trust)**
[About the Girls Active Steering Group](#) Example of an advert for recruiting a young people (girls') panel.

 **National Young Ambassador Panel – advert to recruit a national panel (Sport Wales/YST)**
[YA Panel Recruitment Poster](#) Example of an advert for recruiting a young people panel.

 **Making the Team Work – a toolkit for building a young people's sports panel (sportsScotland)**
[Toolkit - create your own panel - sportsScotland](#) Section 2: recruitment and selection could apply to sports panels and other Youth Voice groups. The website offers examples and templates for adverts, applications and interviews.

 **Unified Action – a framework for diversifying sport governance (Youth Sport Trust)**
[a-framework-for-diversifying-sport-governance.pdf \(youthsporttrust.org\)](#) Guidance on how to increase diversity on sports board.

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