



NCS LEADERS 2013/14

UPDATE 8 NOV 2013



NCS LEADERS - OBJECTIVES



-  Create a **group of influencers to act as ambassadors for NCS**, supporting recruitment and centrally organised media opportunities
-  Create a national **platform to introduce VIPs to impressive NCS graduates** and generate **positive PR**
-  Provide opportunities for the **most promising NCS graduates to further develop skills and realise their potential**, including by inspiring and supporting further social action in communities

NCS LEADERS - SELECTION



-  **200+ NCS graduates from 2013 nominated to apply** by their regional / local NCS providers – all LDPs given opportunity to nominate at least one graduate
-  **100 NCS Leaders selected** by NCS Trust from across England and Northern Ireland – regional allocations in line with numbers of 2013 NCS participants (**98 of those selected took up their places**)
-  In change to last year's recruitment, following feedback on diversity of the cohort, nomination and selection of NCS Leaders 2013/14 was based on **potential and journey travelled, not just achievements to date**

NCS LEADERS - DIVERSITY



-  57 females, 41 males
-  **All 19 England NCS regions and Northern Ireland represented** – numbers of Leaders selected in proportion to numbers of graduates from each region
-  59 identified as **white British**, 10 as **black**, 6 as **Indian**, 6 as **Pakistani**, 7 as **mixed** background, 2 as from **another white** background, 1 as **Bangladeshi**, 1 as **Chinese**
-  29 identified as **Christian**, 11 as **Muslim**, 2 as **Hindu**, 1 as **Sikh**
-  Declared medical conditions include **Cerebral Palsy**, **Autism**, **ADHD**, **Anxiety / Depression**, **Diabetes** and **Focal Epilepsy**



LEADERS WEEK - BACKGROUND



-  **Intense leadership development programme** at PGL Liddington near Swindon during week commencing Monday 28 October.
-  **98 NCS Leaders** attended - selected from NCS Graduates from each NCS region (including Northern Ireland). Joined by 5 returning 'alumni' from last year's NCS Leaders programme.
-  Delivered by **Future Foundations**, following their successful delivery of NCS Leaders programme for Cabinet Office in 2012.

LEADERS WEEK - PROGRAMME

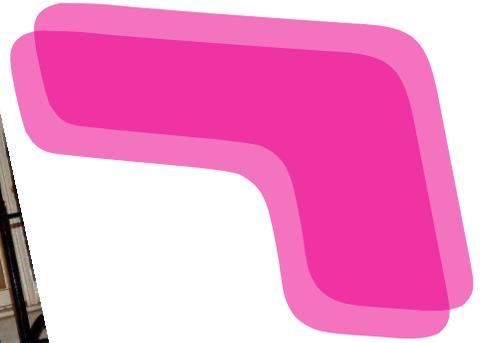


-  Focus on developing **strong leadership skills**, elite level **problem solving** capability and **communications** skills
-  Activities split between **plenary sessions with inspirational speakers**, and **closely-mentored activities in teams** of 11
-  **London day** included **challenges hosted by NCS Trust & partners** (including Southbank Centre, 18 Feet, LD Communications), **Parliament reception** hosted by David Lammy MP, **Downing St visit** hosted by Sir Jeremy Heywood and **House of Lords tour**

LEADERS WEEK - PROGRAMME



-  **Stephen Greene** spoke to open the week, and **Michael Lynas** closed the programme
-  **NCS Trust hosted well-received sessions which prepared Leaders on key roles** – including schools engagement (Laura), social action (Safia), social media (Ben), communicating and defending opinions (Abi and Alex), shape of NCS to inform commissioning (Blake) and media training (external partner organised through Tracey / Carole)
-  **Martin** and **Sarah** attended the residential throughout the week, building relationships with each of the leaders, presenting at sessions and overseeing and supporting delivery
-  **Communications team** (Carole, Andrea) were present on several days, collecting case studies and professional portrait photographs
-  **Kameleon** briefed potential business partners on NCS Leaders; **Ernst and Young** attended and tweeted from the Parliament reception, while McKinsey hosted one of London challenges



LEADERS WEEK – SURVEY RESULTS



- Results of the **post-programme survey** show:
- 9.72 out of 10 for 'recommend a friend' – net promoter score 90.22**, with **no detractors** (vs 69 for top ranking European scorer, Apple)
- Quality of staff** rated as **9.64 out of 10**
- Venue** rated overall as **8.38 out of 10** –including **accommodation** (7.73), **food** (6.65)
- Leaders' strongly confident in priority areas by end of week** - all roles have average **8.7 out of 10 or higher** –including **encouraging other people to sign up to NCS** (9.7), **engaging with teachers and in schools / colleges** (9.4), **leading social action projects** (9.3), **speaking with MPs and social leaders** (9.4), **taking part in marketing events** (9.1) and **giving national media interviews** (8.7)
- At least 90% are enthusiastic** about doing each of these tasks

LEADERS – PRIORITY OUTCOMES



-  **Media ambassadors**
Photos / case studies collected; regional media sell-in around Leaders' week (cuttings below)
-  **School ambassadors**
School engagement session held. Survey shows 93% want to promote NCS in their school
-  **Recommend to a friend: 90% from survey of NCS Leaders**
Survey shows 9.72 out of 10
-  **VIPs interacting with NCS Leaders**
45 MPs, 1 Minister and Lily Cole attended Parliament reception; Sir Jeremy Heywood hosted Downing St visit
-  **NCS Leaders' high-profile speaking opportunities**
2 speakers at Parliament reception; Speaker confirmed for Campaign for Youth Social Action

LEADERS WEEK – TWITTER



David Lammy @DavidLammy

31 Oct

Thank you the to Young people who volunteered for @NCS. Others talked you guys got on and did. Well done.



lily cole @lilycole

1 Nov

Thank you @mwslynas and congratulations on all you have achieved so far with @NCS ! It was great to see you



Minister Civ Soc @minforcivsoc

31 Oct

So good to see the @ncsleaders from all over the country in House of Commons today sharing their experiences with MPS. Great Ambassadors



Mary Daniels @thelifechef

3 Nov

What a week! Just got back from a week away working on NCS Leaders with future foundations, amazing to work with...
fb.me/2mdBBRpT8



BOOMjade @JadeWright_96

4 Nov

In a really positive mood, mind focused on my learning and ways to help the community all thanks to @NCS after the eye opening leaders week

Expand



Nil Hithgodapitiye @NilHithgoda

31 Oct

@NCS... great event, great venue and what a brilliant group of young people!



Angie Novell @AngieWarde

31 Oct

Great to meet so many @NCS leaders @HouseofCommons today!
#spooky @MKDonsNCS @ncsfit
📍 from Milton Keynes, Milton Keynes



Bob Blackman @BobBlackmanMP

1 Nov

Pleased to welcome Denique Brown & Mary Senganda at NCS Leader's reception at HoC. Outstanding new youth leaders.
pic.twitter.com/xQQIUWyLuu



Mark Lancaster MP @MarkLancasterMP

31 Oct

Great to meet Evie Aspinall from MK @NCS leader inspiring other young people with @lilycole pic.twitter.com/lcEnkFVCKk



Charlotte Leslie MP @CLeslieMP

2 Nov

Great to join great @NCS young ppl w' @DavidLammy . This lot make 'Action, not Words' real! pic.twitter.com/ROzQJKwkPi



Tinks @Evie_Bethan

3 Nov

I have 81 "recently added" facebook friends thanks to NCS leaders
:O

Expand



Philly @joeyp153

2 Nov

@NCS Completing the NCS leaders programme was great! Fun and useful and I've meet the most amazing people #NCSYes

Expand



Ben Wackley @BDWackley

1h

NCS Leaders! Great week, great memories, great leaders! #ncsyes
pic.twitter.com/H4sYq4zric

📷 View photo



It's Marcus @backsideofwat3r

1h

@NCS Leaders, easily the best week of my life! Say #NCSYes!
pic.twitter.com/tbMUCRG5uK

Favorited by NCS

MEDIA / ONLINE

Anna Soubry welcomes National Citizenship Scheme leaders to Parliament



Friday, 1 November, 2013

Anna Soubry has, this week, met with Broxtowe leaders from the National Citizenship Scheme, in Parliament. The leaders, Dan Grishin, Freya Corner and Maddie Powell had been taking part in a week long course in Parliament, before spending most of Thursday at a Parliamentary Reception.

Speaking of the meeting, Anna said:

Grimsby Telegraph

A couple of weeks ago I met Abigail Heywood, a Franklin College student who had been invited to become a Leader in the National Citizens Service (NCS) and attend a reception in the Houses of Parliament.

When Abigail wrote to me she said she went on NCS with Grimsby Town FC – a life changing social programme. She helped with maintenance and made up 'veg boxes', cleared a waste area in Cleethorpes, ran a sports and crafts workshop at Nunsthorpe School and helped out at the Firemen's Fete. It was a pleasure to meet her. Full details of the scheme are at <https://www.gov.uk/government/get-involved/take-part/national-citizen-service>

BIRMINGHAM Mail

Your Communities: Cannock MP praises teens for community service

Cannock Chase MP Aidan Burley praises thirty young people who volunteered their summers to make a difference to their communities in Staffordshire.

Thirty young people who volunteered their summers to make a difference to their communities in Staffordshire were praised by Cannock Chase MP Aidan Burley.

The 16- and 17 year-olds participated in the National Citizenship Service, launched three years ago and aimed at inspiring teenagers to contribute positively back to society.

"NCS is an excellent opportunity for young people to build valuable skills and broaden their horizons whilst making new friends," said Mr Burley.

"I've been honoured to be part of this year's programme having worked closely with the group and experienced the results of their endeavours."

Steve Binns, of Pertemps Coachright, part of employment and training specialists Pertemps People Development Group which has an office in Cannock, helped design and deliver the course which included residential and team building elements in addition to undertaking a project that benefits the community.

He said: "One group raised money for a homeless charity; another helped refurbish apparatus for children with special needs whilst a third settled on helping to renovate a play area in Chadsmoor. Working in partnership with the council and local schoolchildren, this particular group has given the equipment a new lease of life."

Cumbria Crack

MP meets National Citizen Service Leader Joe

By Admin on 06/11/2013



John Stevenson MP with Joe Philipson

Carlisle MP John Stevenson met Trinity 6th Form pupil Joe Philipson last week in Westminster at a National Citizen Service Leaders reception.

John has supported the NCS initiative since he was elected and has visited a number of groups of young people during their NCS.

LEADERS WEEK – LEADERS' VIEWS



“I think that it was amazing and the staff and people I met were so inspirational that now all I want to do is spread the word about NCS and go and help people! “

“Brilliant! The programme was so well run and geared towards the young people, it was also great fun!”

“Thanks for an amazing experience it has made me a better person and I will continue to advertise NCS to others because I know it's a life changing experience.”

“I cannot thank you enough. The coaches, staff and NCS Trust members really are amazing. I hope to stay involved in NCS”

“I have had the experience of a lifetime, and really want to help NCS with advertising and promoting them in any way, shape or form I can”

“I had the best week, and am much more confident after doing NCS Leaders.”

“An absolutely amazing programme I'll never forget I gained so much from just 5 nights away from home. I want to carry on my NCS journey for as long as I can as NCS is what I'm interested in and an amazing programme”

“I can't explain how much I learnt or the confidence I gained. I can't suggest anything to improve because it was run so well.”

“It was the Greatest Experience Ever. Period.”

LEADERS WEEK – PARENT'S VIEW



I just wanted to take a few minutes to send my heartfelt thanks to you and your team. I feel that the 100 students who attended the leadership programme had an incredible experience that they will never forget.

I did not have a clue what Joy was getting involved with in the summer but soon saw first hand how she benefited from her experience.

I have no doubt that this more recent opportunity will impact on her whole life. She is only just coming back down to reality after saying it was the best thing she has ever done. I read some of the notes in her envelope and could tell that Joy was not alone in her enjoyment.

Joy is now thinking about others a lot more - she has actually asked us as a family to participate in some volunteering over the Xmas period, perhaps with the homeless, probably as a direct result of the programme?

Anyway, I want to say THANK YOU ALL from her mum and I want to say THANK YOU ALL for what you have done for every child. I admire the workers and value what you, as an organisation are striving to achieve.

With best wishes, Debra Gingell