



Regional, Innovation, Inclusion and Growth [RIIG] Project Overview

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Growing Together Commissioners Conference

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Regional Innovation Inclusion and Growth

RIIG project

Funded by Garfield Western, for the past 18 months we have been engaging with communities we are not yet reaching to find the wants and needs of their young people. We've been working in:

- The western counties of Northern Ireland
- The northern counties of Cymru [Caernarfonshire & Clwyd]
- Ayrshire, south-west Scotland.

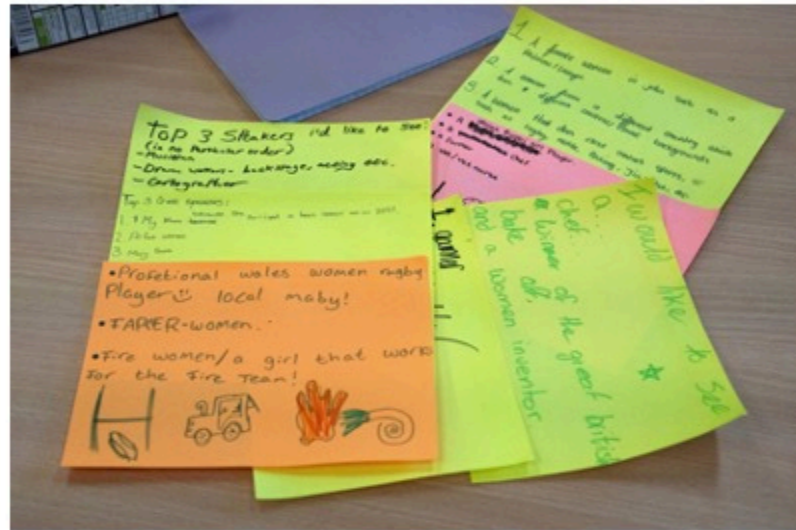
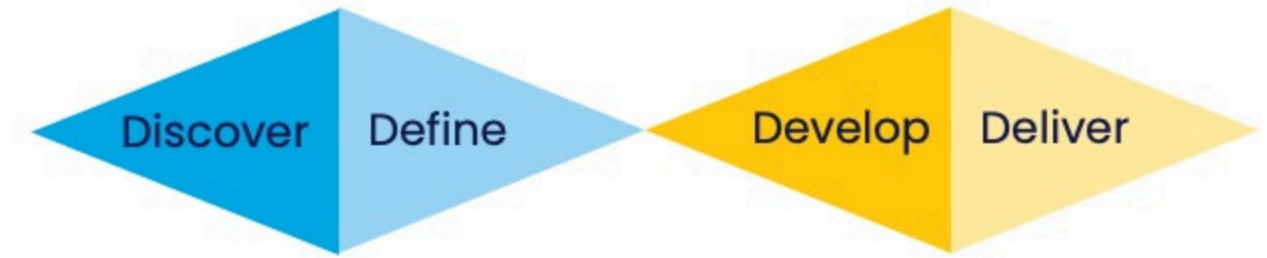
We have been following a service design process, involving the young people every step of the way in the aim to put the voices of underrepresented communities at the heart of what we have created.

Collectively, we have worked with over 30 community partners and reached 2000 girls [external to Girlguiding]



Human centred design approach

Involving our young people



How might we empower girls and young people to come together and use their voice, to understand and reach their full potential?



Discover

Researching – Identifying local communities and potential partners. Visiting local guiding units, as well as carrying out user research with non-members about their hopes and dreams and the challenges and barriers they face.

Define

Analysing and synthesising insights – helping us form clear and specific opportunity statements for each pilot

Develop

Ideating – generating lots of ideas to form concepts
Prototyping – cocreating prototypes based on favourite concepts
Testing and iterating – developing and improving on prototypes based on feedback from young people

Deliver

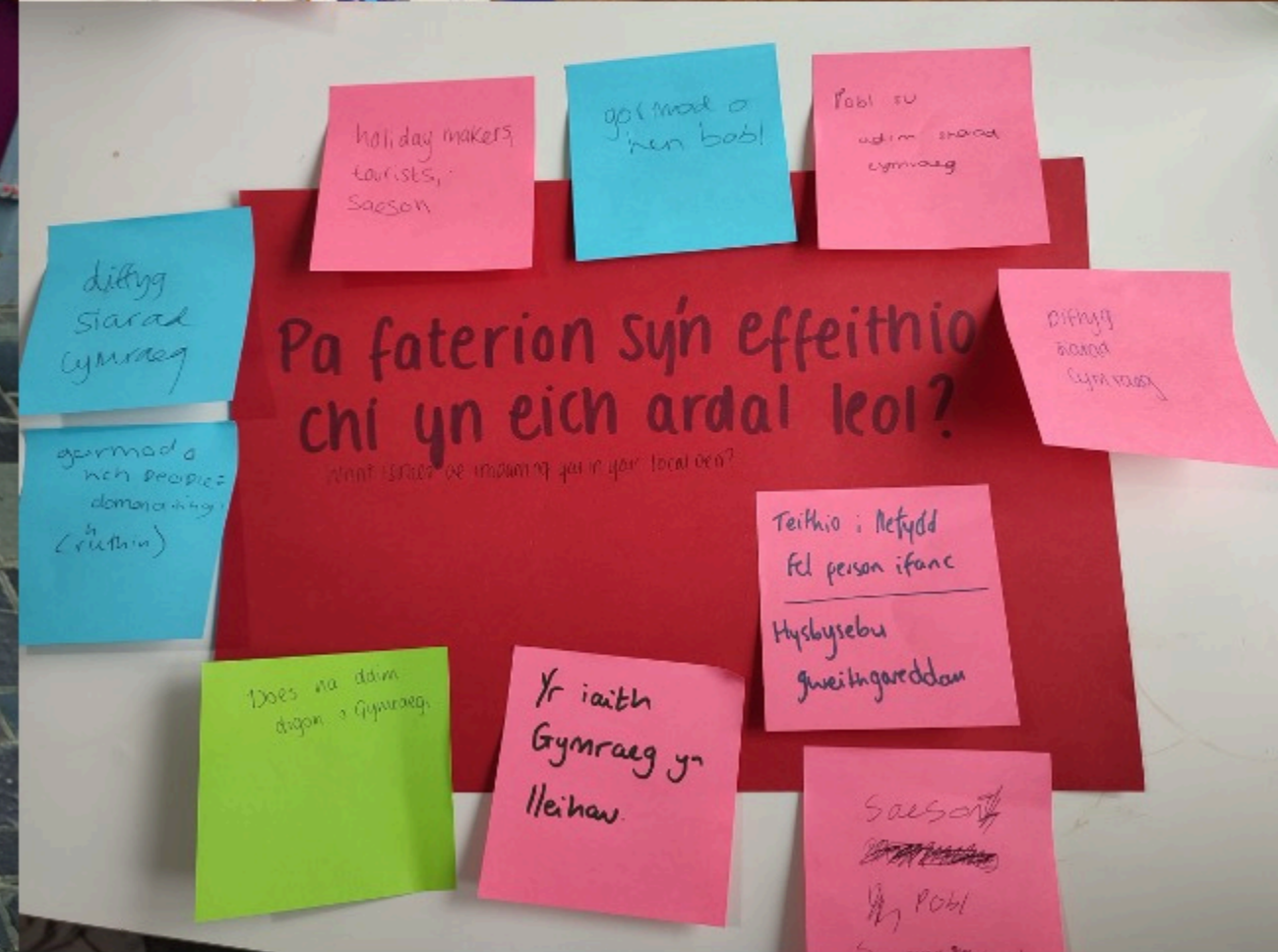
Piloting – larger scale testing with young people
Iterating – gathering feedback to improve further still, refining and retesting
Upscaling – national rollout once fully tested

Girl-Led Co-creation

Integral part of the design of pilots

Working collaboratively with external girls and young people to design and create the 3 pilots through fun sessions and workshops.

I attended various events and festivals including North Wales Pride & Eisteddfod Yr Urdd alongside running workshops at local community groups and schools to make sure I could hear from a diverse range of young people.



Key Insights:

What is important to young people and what is impacting them?

Interests:



Identity and Culture



Community and connection



Confidence and speaking out

Barriers:



Awareness



Cost



Being heard





Pilot 1

Discovery

Worksheet

A bilingual leaflet with a variety of challenges to help young people discover more about themselves and the world around them



Pilot 1: Discovery Worksheet

How did we get here?

Discovering Barriers:

- Lack of fun activities at festivals/ events for young people to do
- Limited amount of Cymraeg resources
- Low perception of Girlguiding at festivals/events

This led to initial idea of **'scavenger hunt'**

Defining the idea:

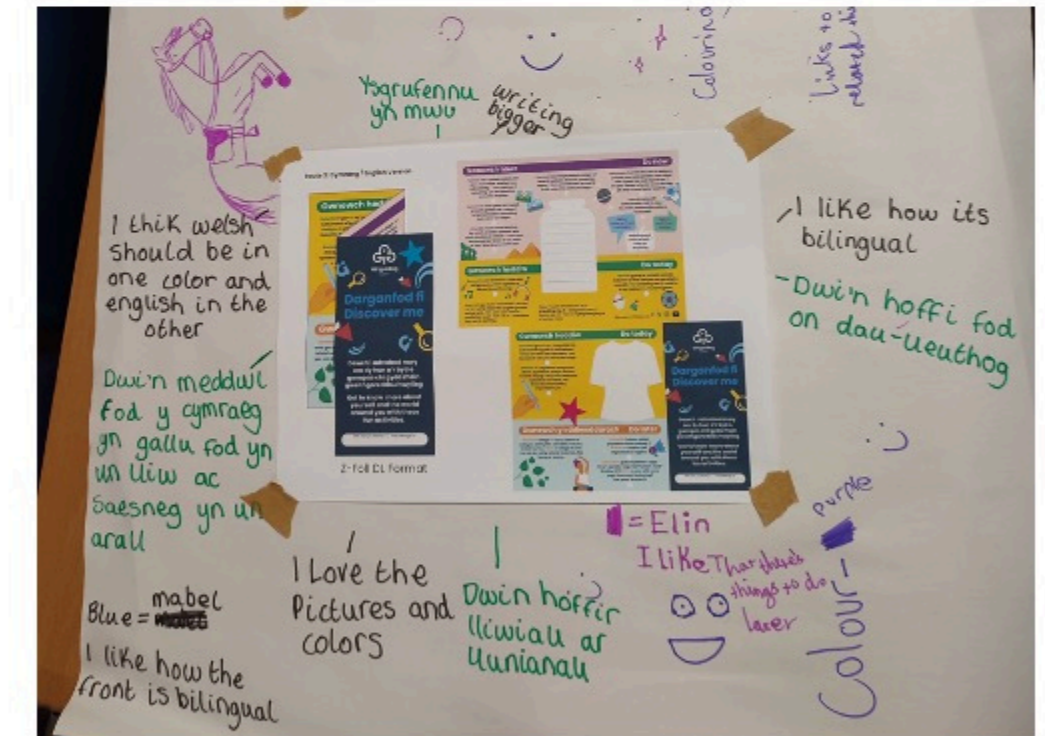
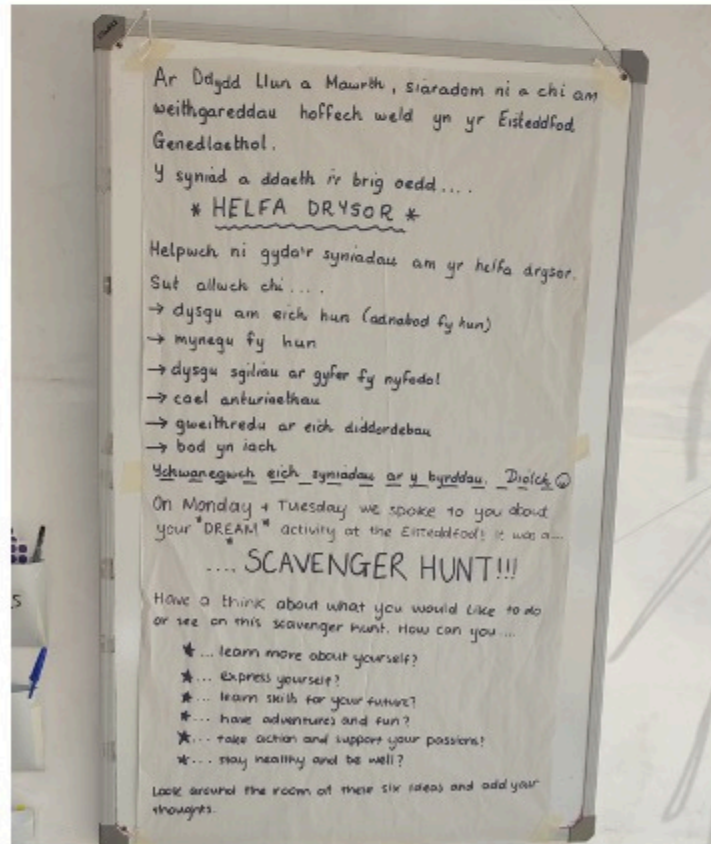
Understanding the opportunity to combat the barriers:

Create a **bilingual resource** that allows external groups of young people [who have never heard of Girlguiding] to try these fun activities and learn more about what we do as an organisation!

Develop & Deliver the Pilot:

Working closely with girls and young people, particularly from Urdd Gobaith youth clubs to develop this resource. They choose the layout, colour scheme, name/title and all the activities etc.

This resource was developed and designed by young people for other young people.



Pilot 1: Discovery Worksheet – Final Designs



Gatefold A5 format



Layout 2



Z-fold DL format



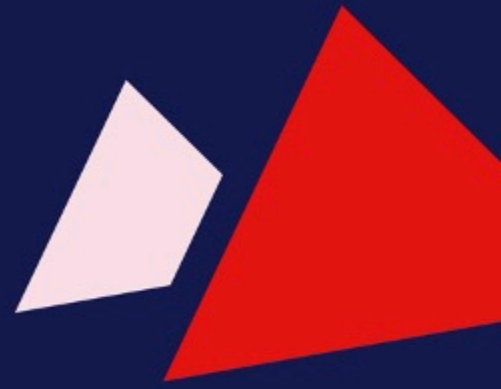
English Version

Bilingual Version [Cymraeg & English]

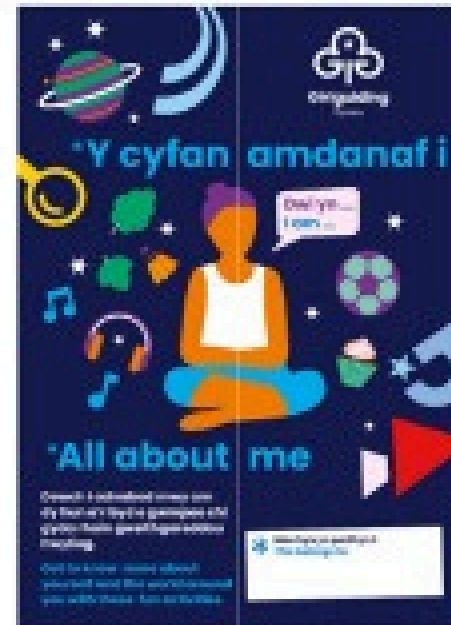


Pilot 2 Badge Kit

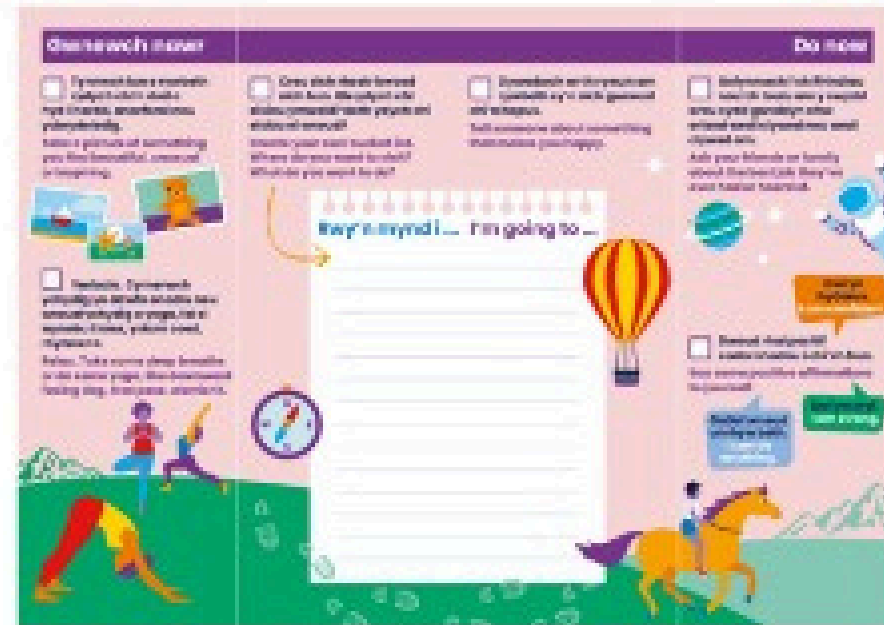
A kit to help young people speak out about the things they're passionate about through the design and creation of a badge



Pilot 1: Discovery Worksheet – Final Designs



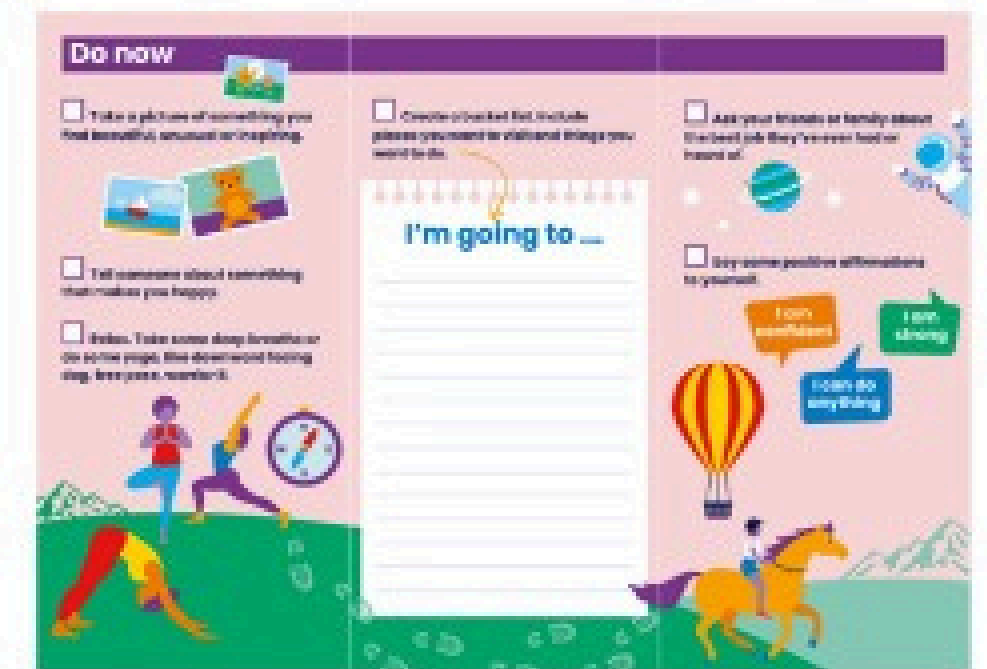
Gatefold A5 format



Layout 2



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**Bilingual Version
[Cymraeg & English]**

English Version

Pilot 2: Make & Sell Badge Kit

How did we get here?

Badges are often something guiding is most known for from external groups

Creating a pick-up and go resource that can be utilised by external groups to speak out about something they are passionate about and raise funds for that cause.

Young people was voted most popular as it was:

- Fun to do
- Interactive and customisable
- Like creating things
- Helpful for communities
- Aspires new interest in children
- allows them to 'raise money for things that matter' to them



Pilot 3: Confidence Workshops

How did we get here?

Discovering Barriers:

Girls and young people in local schools are heavily impacted by misogyny and lack of confidence

What barriers do you think you faced?

“Just boys talking over me in class and don't respect anything that women do, and they honestly just think boys are better.”

How does that make you feel?

“Well, kind of sad because like, there's a lot of women that have sacrificed a lot of stuff and some boys don't respect anything like that.”

Define – Understanding the Opportunity:

After gathering the insights, we put these into themes, and formed this into our opportunity statement.

How might we empower girls and young people to come together and use their voice, to understand and reach their full potential?





Pilot 3

Confidence Workshops

Sessions to empower girls to use their voice, so they can better understand and reach their potential

Pilot 3: Confidence Workshops

How did we get here?

Develop

We ran several workshops with the planning team to co-create, visualise and ideate the design.

We used many ideation tools including creating posters, Lego plans, role play and lots and lots of post-it notes!

The group came up with the idea of running a **confidence workshop** for the whole school. Hearing from role models, who were inspiring women from a range of backgrounds, experience and careers.



Pilot 3: Confidence Workshops

How did we get here?

Deliver – Testing the Idea:

On International Women's Day we held the confidence workshop.

Each year group had the opportunity to speak to a range of role models, do some interactive activities and submit questions into a question box.

They then all sat down for a Q&A which was hosted by the planning team.

“It's helped my confidence so now I can be who I want to be. No one can tell me that I can't be my myself.”

- Gracie, 11, Planning Team



RIIG next steps

What's happening until end of April

Confidence workshops happening in Northern Ireland and Wales

We have a few more opportunities to test the idea with the following groups

- Clanrye- focussing on self-confidence through creativity
- Ysgol Dinas Brân, Cymraeg speaking school in Llangollen
- Fermanagh Muslim Community

Facilitator Guide being created to ensure and enable further use of these workshops.

Testing discovery worksheet with waiting lists and at events

We want to better understand how this resource might be used.

We are going to be testing with waiting lists and at events to see if is a successful tool for young people to get a taste of what Girlguiding is all about.

We are going to be speaking to country and region teams to see how they might use it locally.

Project evaluation and legacy

We are working with our external evaluator, Miriam, to capture the challenges, successes and project learnings from the past 18 months.

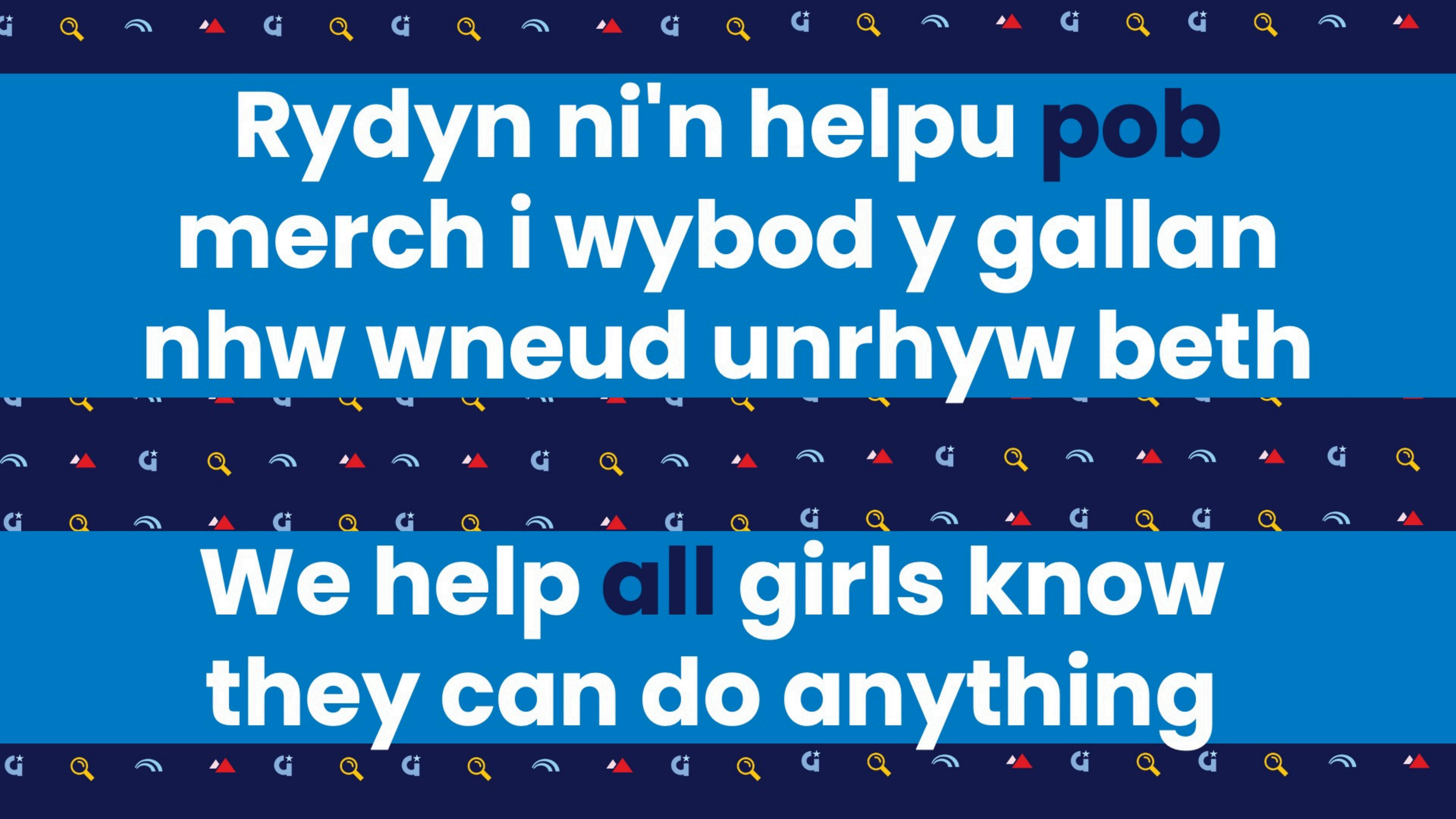
We are going to be gathering case studies of those involved in the project, in particular the young people who have worked through the service design process.



It was such a great idea to get different people from the local community together, but what I loved most was that the girls designed the whole day – that's when I decided I had to come!

Amy, North Wales Fire & Rescue





Rydyn ni'n helpu **pob**
merch i wybod y gallan
nhw wneud unrhyw beth

We help **all** girls know
they can do anything

Diolch yn fawr! (thank you)
**Any ideas or
questions?**

