



#BeeWell Progress Report 1
October 2021

Introduction

This is the first #BeeWell progress report. Our intention is to produce these on a six-monthly basis to document the achievements of programme as it is implemented across Greater Manchester. Each report will be made publicly available on the #BeeWell website.

#BeeWell is a new wellbeing programme led by the University of Manchester, the Anna Freud Centre and the Greater Manchester Combined Authority, that combines academic expertise with youth-led change to make the wellbeing of young people everybody's business. Designed by young people, #BeeWell will survey the wellbeing of pupils in secondary schools across Greater Manchester from Autumn 2021, for at least three years, and use the results to deliver positive change in all our communities.

We plan to:

- Listen to young people's voices
- Act together for change
- Celebrate young people's wellbeing

This report is divided into the following sections:

1. Involvement of Young People in #BeeWell
2. The #BeeWell Survey
3. #BeeWell Schools and Young People
4. #BeeWell Day
5. #BeeWell Partners
6. #BeeWell Comms
7. Upcoming Milestones

1. Involvement of Young People in #BeeWell

The voice and agency of young people is at the heart of everything we do in #BeeWell. Co-creation is therefore at the forefront of all programme activities. The following are just a few examples of the ways in which we have involved young people to date:

What?	How?
Name of the programme (#BeeWell)	Options generated by our youth steering group, voted on by Manchester Communication Academy
Programme logo	Options generated by a young artist based at 42 nd Street, voted on by pupils at Bury Church of England High School
Theory of change	Theory of change co-designed at an embryonic meeting of our Youth Steering Group (including representatives from the Greater Manchester Youth Combined Authority)
#BeeWell Day	Designed by our Youth Steering Group, right down to our #BeeWell Bus
#BeeWell Survey	150 young people engaged in workshops across 15 pathfinder schools to provide input on what the survey should cover, in addition to later providing feedback on preference, accessibility and meaningfulness of different scale options; 2 young people served on the Questionnaire Advisory Group that helped to shape the development of the survey; 3 young peer reviewers provided feedback on the final draft of the survey.

2. The #BeeWell Survey

Over the course of 5 months, more than 150 young people were engaged in a series of workshops across Greater Manchester to understand what wellbeing means to young people, what factors influence their wellbeing, and what makes them thrive. These workshops, conducted in 15 Pathfinder schools, were combined with inputs from a Questionnaire Advisory Group of mental health professionals, healthcare representatives, education experts, parents, teachers, and young people, amongst others, to inform the themes covered by the questionnaire. With young peoples' perspectives integral to our approach, #BeeWell has utilised an alliance of school workshops, professional knowledge and academic literature to develop an effective tool for monitoring and assessing the wellbeing of young people and the factors that influence their wellbeing. The items and scales used in the survey were mapped along a range of academic literature, existing programmes, and UK cohort studies to arrive at a short list of options. These were then presented to and verified by an alliance of young people, expert consultants, and researchers, to arrive at our final questionnaire. The #BeeWell questionnaire is divided into two sections that together encompass the different aspects of wellbeing that matter most to young people. These are the Domains of Wellbeing and the Drivers of Wellbeing. The final items and scales in the questionnaire were chosen, in collaboration with our Questionnaire Advisory Group, to reflect and measure these key aspects of wellbeing. Consideration was given to psychometrics as well as ease of reading and accessibility, in order to ensure that the questionnaire was appropriate for secondary school students.

Domains of wellbeing

1. Meaning, purpose and control
2. Understanding yourself
3. Emotions

Drivers of wellbeing

1. Health and routines
2. Hobbies and entertainment
3. Relationships
4. School
5. Environment and society
6. Future

Young people completing the #BeeWell survey will also provide information about their residential postcode (so that we can see how responses vary across different neighbourhoods in Greater

Manchester), gender identity, and sexuality. These data will be matched to socio-demographic information provided by the 10 Greater Manchester Local Authorities and/or individual schools (e.g. sex, ethnicity, free school meal eligibility, special educational needs).

In addition to the 115-item Standard version of the #BeeWell survey that will be used in mainstream schools, a 31-item Short version (with visual anchors to support interpretation of response options) and a 10-item Symbol version (using Widgit symbols to support interpretation of items and response options) have been made available for use in non-mainstream settings.

#BeeWell will use young people's responses to the survey to provide bespoke, aggregated feedback to schools using an online data dashboard. This feedback will:

- Provide schools with valuable insights into the strengths and needs of their pupils
- Aid in the evaluation of pre-existing interventions
- Inform the selection, development, and implementation of new, targeted wellbeing interventions.
- Ensure the wellbeing of pupils is at the forefront of school ethos

Young people's data will also be linked with numerous databases to generate a comprehensive understanding of young people's wellbeing and the factors that influence their wellbeing.

Read a blog written about the survey design by two of our Youth Steering Group members [here](#), and find out more about how the #BeeWell survey was developed and view it in full [here](#).

3. #BeeWell Schools and Young People

Recruitment began in May 2021 when the Mayor of Greater Manchester, Andy Burnham, wrote to every secondary school in the city-region to encourage them to sign-up to the programme. This was followed by an extensive campaign that utilised social media, partner relationships, direct approaches, pitches at headteachers' network meetings, webinars, and support from local authority partners, before concluding in September 2021. At the time of writing, 210 schools are participating in #BeeWell. This represents 80% of all secondary schools in Greater Manchester (with a capacity of 50 pupils or more), and 93% of mainstream secondary schools. At least 75% of mainstream secondary schools in each of the 10 Local Authorities are taking part.

#BeeWell Schools: Breakdown by Location and School Type

The map below depicts the geographic spread of #BeeWell schools across Greater Manchester:

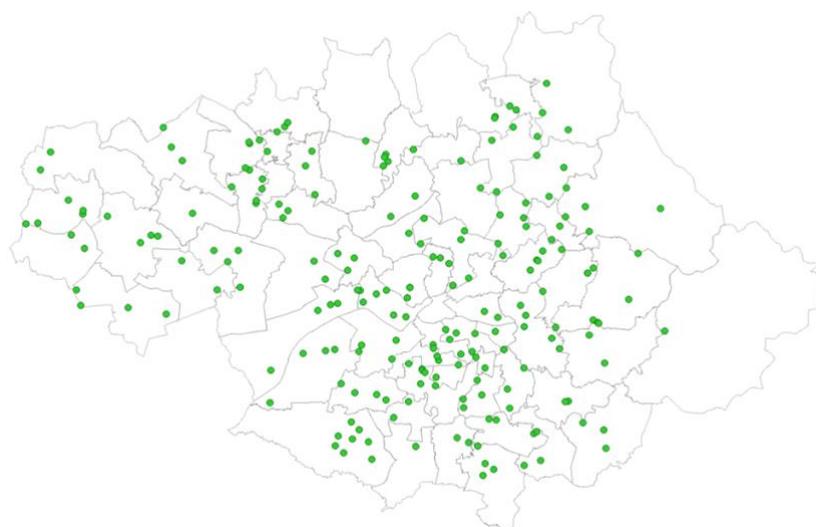
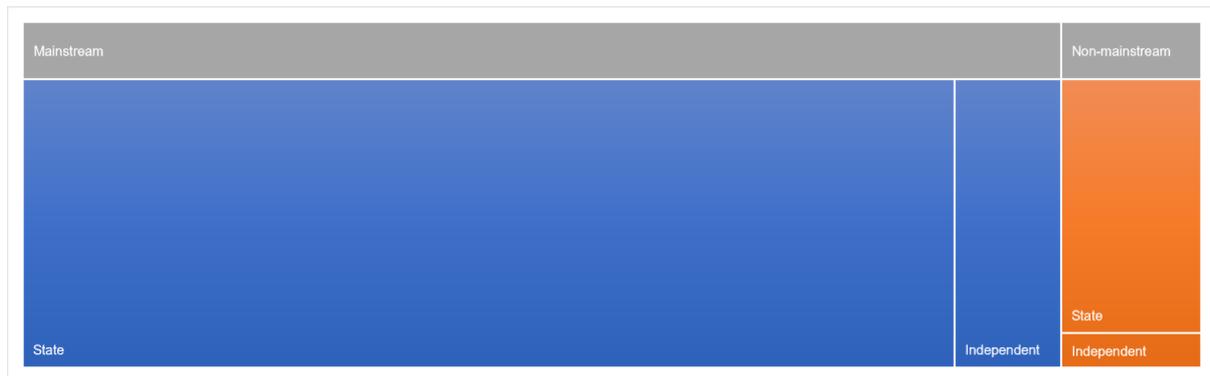


Figure 1. Geographic spread of schools in the #BeeWell programme.

The figure below provides a breakdown of #BeeWell schools by school type, focusing on the major designations of mainstream vs non-mainstream and independent vs state.



Note: 166 mainstream state schools (79%), 19 mainstream independent schools (9%) 22 non-mainstream state schools (10.5%), 3 non-mainstream independent schools (1.5%).

Figure 2. Tree map of #BeeWell schools depicting breakdown by school type.

#BeeWell Young People: Breakdown by Socio-Demographic Characteristics

Our initial estimate, based on information provided by Local Authorities and/or individual schools at the time of writing, is that up to 66,585 young people are eligible to participate in the first #BeeWell survey. Below we provide a breakdown by some key socio-demographic characteristics (sex; year group; free school meal eligibility, FSM; special educational needs and disabilities, SEND; ethnicity):

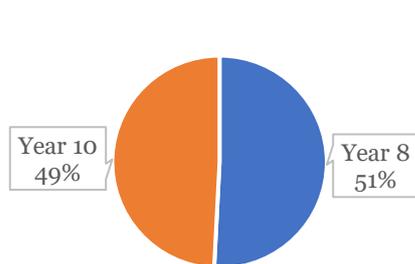
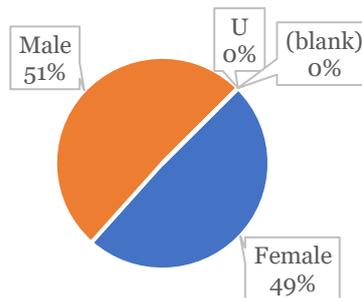


Figure 3. #BeeWell initial sample by year group.



Note: U=unclassified (N=1); (blank)=data missing (N=7).

Figure 4. #BeeWell initial sample by sex.

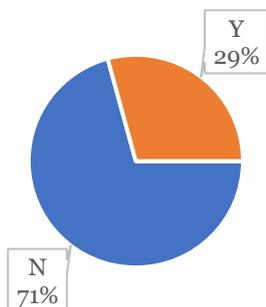
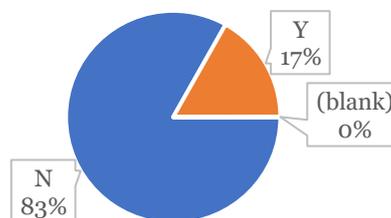
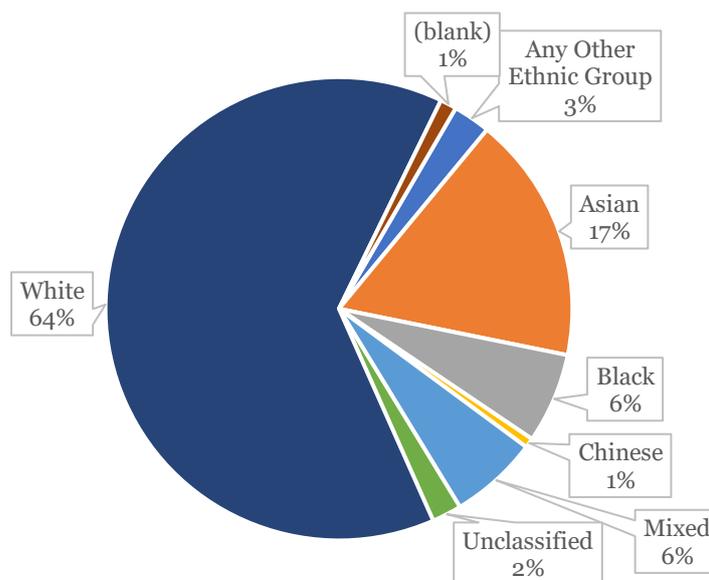


Figure 5. #BeeWell initial sample by FSM.



Note: (blank)=data missing (N=34).

Figure 6. #BeeWell initial sample by SEND.



Note: (blank)=missing (N=490).

Figure 7. #BeeWell initial sample by ethnicity.

4. #BeeWell Day

The first ever #BeeWell Day took place on Thursday 23rd September at Archive in Mayfield Depot with programmed online content continuing into Friday 24th September. More than 200 young people attended from schools and youth organisations from across Greater Manchester.

We aimed to:

- celebrate the wellbeing of young people
- amplify the amazing response of young people to the pandemic over the past year
- ensure #BeeWell feels accessible, inclusive and positive for all young people in Greater Manchester

In the run up to the event, #BeeWell invited four organisations to create commissions to be showcased as part of #BeeWell Day. The brief was for their community of young people to answer the question, ‘What Makes Me Happy’. We received three commissions that were shown online (available [here](#)) and one that was performed at the venue on the day (see below). We now have a set of unique creative pieces and relationships that we plan to nurture and build upon for future collaborations.

We created a physical event experience that was complemented by a programme of online content for those who were not able to attend the day in person. We created zones of activity including a Creative Zone, Get Moving Zone and Workshop Zone.

The Creative Zone featured a space where young people could relax and hang out as well as the Wellbeing Gallery where we had lots of artwork showcased, including our creative competition winner. Mono-printing workshops and banner decorating also ran in this space.

Get Moving featured most of the day’s physical activity, including skateboarding and dance workshops, a kayak simulator, and soft archery. Late in the afternoon this area also saw the fantastic performance from one of our #BeeWell Day creative commissions, KYSO, a group of young people who performed a poem and song they had written for the event.

The Workshop Zone held a quiet room for those who needed to get away from it all, wellbeing coping workshops, and a Sound Bath – both were oversubscribed, particularly when schools were onsite.

Finally, after securing a decommissioned school bus from Transport for Greater Manchester, we went on a tour of schools around Greater Manchester in the run up to #BeeWell Day. Young people were

invited to paint the #BeeWell bus with messages of what wellbeing means to them. It concluded its journey at Mayfield Depot, parking inside the venue where attendees were encouraged to add their messages as well.

As the young people left we invited them to feedback via a ‘Tell us what you thought’ board. Here are some of the comments:

“I could do whatever I wanted, I felt free”

“I really needed this, thank you”

Although there was a lot of positive feedback, we also received feedback that will enable us to build on and improve what was delivered at this year’s #BeeWell Day when the event runs again in 2022.

5. #BeeWell Partners

The wellbeing of young people is not solely the concern of schools. That is why a core element of #BeeWell is using the data produced by the survey to instigate a place-based approach to young people’s wellbeing. This involves building a coalition of actors who are committed to acting on the results of the surveys. It will entail providing the data at neighbourhood level to committed partners from across the system. For example, this will:

- empower speech and language therapists in Middleton, or early help workers in Little Hulton, to unpick the data generated about their communities and use it to inform their practice
- give Education Directors insights into the neighbourhoods most in need of additional mental health and wellbeing support
- draw on Sir Michael Marmot’s work around health inequalities to sharpen the focus of all actors in Greater Manchester to create the best conditions for thriving young people in every community, regardless of their background

A place-based approach flourishes because of the strengths of its communities. We intend for #BeeWell to provide the insights and data for communities to take ownership of wellbeing as a local objective and help create the conditions for young people to thrive. We see placing the voluntary sector at the heart of our programme as crucial to this aspiration. It is why we hope to support voluntary organisations to benefit from the insights of the work, both through communities of practice around what works and our co-creation work from Autumn 2021 onwards. We also expect physical activity and art and culture programmes to be key additional areas that engage with the programme.

We currently anticipate that aggregated young people’s wellbeing data will be published for each of the 66 neighbourhoods of Greater Manchester towards the end of the first quarter of 2022. In anticipation of this, we are hosting quarterly partners’ meetings to ensure that we maximise their insights regarding the content and functionality of our neighbourhood data dashboard.

We are continuing to broaden the scope and breadth of #BeeWell’s Coalition of Partners but our current partners include:

Service delivery partners

42nd Street, Barnardo’s, BeeHeard Mental Health, Bright Futures Educational Trust, Centre for Social Justice (“CSJ”), City in the Community, Duke of Edinburgh’s Award, Fair Education Alliance (“FEA”), FirstGive, Football Beyond Borders, Greater Manchester Combined Authority and the ten districts, Greater Manchester Health and Social Care Partnership, Greater Manchester Youth Combined Authority, GreaterSport, Hubbub, Leap, Magic Breakfast, Manchester United Foundation, Manchester Youth Zone, Mind, National Children’s Bureau (“NCB”), Place2Be, Power2, Smallshaw-Hurst Children’s Community, Speakers for Schools, Sported Foundation, Teach First, The Children’s Society, The Difference, The Lowry, The Prince’s Trust, The Scouts, The Tutor Trust, ukactive, Whole Education, Young Manchester, Youth Alliance GM, Youth Focus North West, Youth Sport Trust.

Business partners

Manchester Airport Group, North West Business Leadership Team (“NWBLT”), Northern Powerhouse Partnership (“NPP”), Timpson Group

Funding partners

Greater Manchester Combined Authority, The Gregson Family Foundation, Holroyd Foundation, The National Lottery Community Fund, The Oglesby Charitable Trust, The Paul Hamlyn Foundation, The Peter Cundill Foundation, The University of Manchester.

Two new funding partners have recently been secured and will be announced soon. It is anticipated that, as #BeeWell develops, there may well be other modules of work for which funding will be sought.

Research partners

The Anna Freud Centre, Child Outcomes Research Consortium (“CORC”), Education Policy Institute (“EPI”), Institute for Fiscal Studies (“IFS”), Institute for Health Equity at UCL, Policy@Manchester, Pro Bono Economics, The University of Manchester, What Works Centre for Wellbeing

Evaluation partner

We are also pleased to confirm that we have just appointed Renaisi as our independent evaluation partner for Year 1 of the #BeeWell programme (with the option to extend for Years 2 and 3 subject to the approval of both parties). We are delighted to be working with an evaluation team that brings such focus on place-based change and will share the outline evaluation plan with interested parties as soon as it is available.

6. #BeeWell Comms

Alongside all of the progress above, the team have been working hard to consider how we communicate our progress and how we engage new audiences in what we are trying to achieve to get them behind our collective work. This has included:

- The development of the #BeeWell logo and visual identity – with the logo being designed by a young person from 42nd Street in GM to ensure it is youth-led (you can see the logo and visual identity throughout the website below)
- The creation of a new #BeeWell website ([here](#)) that we continue to build and develop as the programme grows
- The establishment of our own social media channels across Twitter, LinkedIn, Instagram & TikTok (you can link to these [here](#)). While our Twitter and LinkedIn presence is managed within the #BeeWell team, we have commissioned Youth Leads UK to run our Instagram and TikTok accounts and recruit micro-influencers across GM so that they are genuinely led by young people
- The creation of a monthly newsletter which goes to all partners and supporters, and which people can sign up to on the website.
- Regular meetings for all of our Coalition Partners where they can hear the latest progress and help shape how we will collectively respond to the data from young people.

7. Upcoming milestones

Our survey window is now open and the efforts of the #BeeWell team are focused on supporting schools with survey rollout and preparing stakeholders for the arrival of the first wave of data.

Our upcoming milestones are as follows:

- Survey window opened October 4th 2021 and closes December 3rd 2021
- Confidential data reports to be sent to participating schools by end of January 2022
- Full neighbourhood data to be published by end of March 2022
- Thematic and inequalities reports published throughout 2022