

#BeeWell

Progress Report 2

April 2022



About #BeeWell

#BeeWell is a programme led by the University of Manchester, the Anna Freud National Centre for Children and Families, and the Greater Manchester Combined Authority. It combines academic expertise with youth-led change to make the wellbeing of young people everybody's business. #BeeWell is surveying the wellbeing of YP across Greater Manchester (GM) for at least three years, and will use the results, in collaboration with schools and partner organisations, to deliver positive change in all our communities.

This is the second #BeeWell Funder's Report. The first is available [here](#).

This report is divided into the following sections:

- Leadership of #BeeWell by Young People
- Research
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- The #BeeWell Coalition
- #BeeWell Comms, Media and Engagement
- Early Impact of the BeeWell Survey Findings
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Leadership of #BeeWell by Young People

Co-creation with young people has continued to lead the direction of the #BeeWell programme. Since our last report, the #BeeWell Youth Steering Group (managed through Youth Focus North West) has provided vital leadership to the programme. They were the first group to see the findings from the #BeeWell survey and identified the five most important findings for our publication campaign. In their most recent sessions, the group has begun initial discussions on how to spend their £10,000 commissioning budget to respond to the findings. Soon, they will be planning for #BeeWell Day 2022.

The #BeeWell Young Researchers Programme was piloted with 19 young people from 7 pathfinder schools in January to March 2022. The pupils joined five sessions led by the #BeeWell research team to learn about academic research, with a focus on wellbeing. They selected domains and drivers of wellbeing to focus on and developed research questions and hypotheses that could then be addressed through data analysis. The programme will culminate with a trip to the University of Manchester's data visualisation observatory in the summer term of 2022, and with the presentation of their research findings in a creative mode of their choice. The #BeeWell research team are also working with the #BeeWell Young Researchers to develop an evidence briefing based on the analyses undertaken across the five sessions.

In March 2022, #BeeWell Young Researchers and Steering Group members joined #BeeWell for a media training event with BBC Children in Need and BBC Young Reporters. Over ten young people received training in speaking to camera and with journalists. Several of them then went on to feature in national coverage on the release of the findings or produce content to be featured on #BeeWell channels.

Research

The first annual wave of data collection took place in the autumn term of 2021. Thanks to the amazing efforts of more than 160 participating schools across Greater Manchester (GM), survey data were provided by nearly 40,000 young people. This included more than 450 surveys from those attending special schools, pupil referral units and alternative provision settings. These young people were given the choice to complete either the standard version of the #BeeWell survey, a shortened version which

included visual anchors to aid interpretation, or a very brief symbol-based version designed specifically for those with severe learning difficulties or profound and multiple learning disabilities.

We compared our survey sample to published GM-level statistics via the government’s education statistics tool. Our survey sample was extremely close to the GM population of young people aged 11-16 for available demographic variables (e.g. sex, ethnicity, special educational needs, age, language). This gives us confidence that our survey findings can be applied to this population.

At the time of writing, the #BeeWell research team have published four outputs using the first wave of survey data

- [Headline Findings Overview](#), available [here](#).
- [Inequalities Evidence Briefing](#), available [here](#).
- [Neighbourhood Data Dashboard](#), available [here](#).
- [Schools Data Dashboards and Reports](#) (see ‘Support for Schools’ below)

In the period since the first funder’s report in October 2021, a Research Advisory Group (RAG) comprised of academics and other stakeholders has been formed. The purpose of the RAG is to support and provide strategic advice on the development of a well planned and executed research plan for #BeeWell; to act as a critical friend to the #BeeWell research team; and, to make that team aware of relevant existing research, methods and analyses that may be relevant to the project. The RAG meets approximately once per quarter; the first meeting took place in December 2021 and the second in April 2022.

Support for Schools

In January 2022, all schools that provided at least 10 surveys¹ received bespoke aggregated feedback via online interactive data dashboards and/or (in the case of schools where young people completed the short and/or symbol survey) summary PDF reports. The dashboards provide schools with customisable reports, offering insights into areas of strength and need, with the ability to explore trends by sex, free school meal eligibility, age, and special educational needs status. As can be seen in Figures 1 and 2 below, schools are able to compare their results for a given measure with those of comparable schools (statistical neighbours of a similar size, ethnic composition, and levels of free school meal eligibility) and all participating schools across GM.

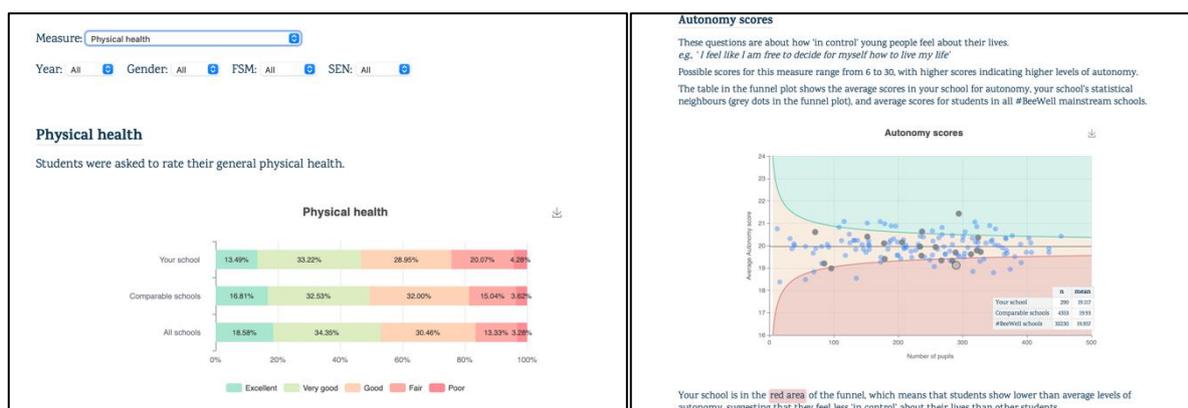


Figure 1. #BeeWell schools dashboard example: stacked bar chart. Figure 2. #BeeWell schools dashboard example: funnel plot.

¹ At least 10 surveys were required for the research team to provide aggregated feedback reports as this is the disclosure threshold recommended by the Office for National Statistics.

Follow-up support has been provided to schools by The Child Outcomes Research Consortium (CORC). Two webinars were held in February: Understanding Your Data Dashboard and Responding to Your Data, and a [resource pack](#) to support schools' response to the survey was provided. Between February and May 2022, CORC is also holding one-to-one sessions to enable school teams to meet with a member of their team, unpack the dashboard data, and answer any questions about their results. Over 60 schools have signed up for the support sessions for far, with bookings remaining open.

In the 2022 summer term, The Politics Project is running a free programme in partnership with #BeeWell to support schools to discuss the strengths and challenges that emerge from #Beewell findings with their local politicians. The programme includes three tailored preparatory lessons to support Year 8 students to explore the #BeeWell data, learn about local democracy, and prepare for their engagements with politicians. There will be teacher training to support teachers to deliver the programme in their classrooms. After these sessions, there will be opportunities for students to engage in a “digital surgery” with a range of local leaders on issues that matter to them. Three schools from each of the ten local authorities will take part in these sessions in summer 2022.

The #BeeWell Coalition

The #BeeWell Coalition has continued to grow and now numbers close to 100 partners. A number of new names have joined in the last 6 months, including Save the Children and BBC Children in Need. Save the Children are supporting a delivery partner in Tameside and providing wider systemic contextual advice and support, while BBC Children in Need has agreed to fund certain elements of our work in the coming years.

Our partners meet three times a year and in the most recent meeting (in March), they provided clear feedback and guidance on key topics including how best to use the data for funding bids, place-based working, and the new GM strategy. At the end of March, two of our partners – The Duke of Edinburgh's Award and Greater Sport – announced new programmes specifically informed by #BeeWell data (see 'Early Impact' below). We will continue to focus energy in supporting partners to use the data to guide and inform their delivery efforts in neighbourhoods across GM over the coming months.

#BeeWell Comms, Media and Engagement

As #BeeWell has celebrated multiple milestones in the past six months, our engagement efforts have focused on building channels to successfully communicate our work and ensure young people are at the forefront of these conversations. This included:

- Media training for young people involved in #BeeWell activities
- Media coverage and responses led by young people (for example [BBC online coverage](#), [BBC radio coverage](#), and on [#BeeWell channels](#))
- Establishing a #BeeWell strategic comms group during the months of January to March, to prepare for the release of the findings and seek external expert guidance on risks and opportunities present
- The continued development of our [social media channels and website](#), which saw a significant peak in activity (almost 70,000 impressions on Twitter throughout March, and 2,700 new users of the #BeeWell website)
- Engagement with our Coalition of Partners through our update calls; the most recent of which provided advance sight of the Neighbourhood Dashboard and asked for their support in celebrating the headline findings

Early Impact of the #BeeWell Survey Findings

GreaterSport (on behalf of GM Moving) have announced that they will be launching a youth-led campaign on physical activity and mental health. This is in response to the finding in the #BeeWell data that only 1 in 3 young people in GM are currently meeting the recommended daily physical activity recommendation set by the Government's Chief Medical Officer. The campaign will draw in partners from across GM to celebrate the benefits of physical activity and increase engagement across the city region. The campaign will be designed and led by young people, to ensure physical activity is advocated for in an inclusive, accessible and exciting way. It will also give specific focus to girls, building on the #BeeWell findings uncovering the extent of the gender gap in physical activity coming out of the pandemic.

The Duke of Edinburgh's Award have also committed their response to the #BeeWell data. #BeeWell found that, across Greater Manchester, 58% of young people feel like people in their community support their wellbeing. The DofE Award will work with #BeeWell to use the neighbourhood data to identify where young people feel that community support for their wellbeing is not as strong. After identifying these neighbourhoods, the DofE Award will then use dedicated resources to licence voluntary sector organisations to run DofE programmes within these neighbourhoods.

Reform Radio have announced a new monthly radio show that will support young people to respond creatively to the #BeeWell data and focus on the issues that matter to them. Young Manchester will be launching a new youth-led commissioning pot of £50,000 for young people to spend on mental health and wellbeing activities in their local area in response to the findings.

Finally, the Greater Manchester Health and Social Care Partnership are launching a youth-led commissioning pot worth £50,000 for LGBTQ+ young people to spend on activities that will support and promote mental wellbeing of the LGBTQ+ community.

Upcoming Milestones

- The #BeeWell team will ramp up our school engagement efforts from May 2022 in preparation for the second annual survey. We are particularly keen to bring new schools on board (especially pupil referral units and alternative provision settings), in addition to retaining those who participated in the first survey
- The Anna Freud Centre and Child Outcomes Research Consortium will be facilitating Targeted Learning Sets with small groups of schools to focus on specific challenges identified by teachers through the survey results. These Learning Sets will explore physical activity, school connection and presenting #BeeWell findings back to the school community.
- We will launch a "You Said We Did" campaign in June 2022, aimed at communicating with young people to demonstrate the impact of their voices so far and how their participation in the #BeeWell survey has led to change in their communities.
- Our Youth Steering Group is starting to set its sights on #BeeWell Day 2.0, scheduled in September 2022 as a key milestone to celebrate young people's wellbeing and launch the second year of the survey.