

## SUMMARY OF FINDINGS: OUTCOMES FLOWER QUESTIONNAIRE

FEBRUARY 2019

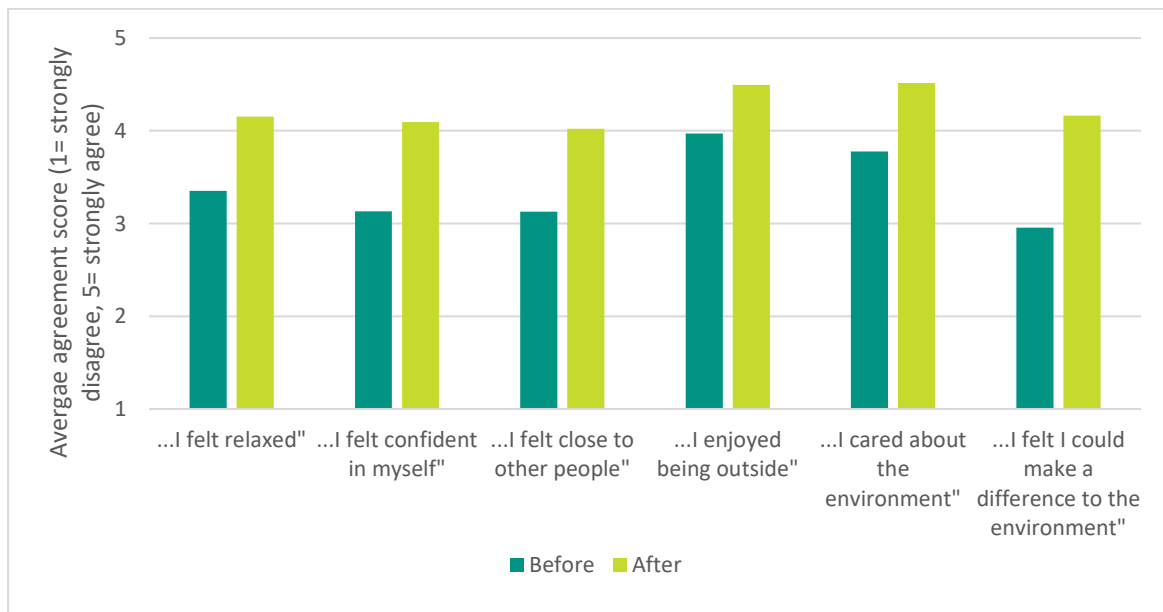
### Introduction

- 1.1 The “Outcomes Flower” is a visual data collection tool created by ERS for use in the evaluation of the Our Bright Future Programme. It uses selected well-being statements from the Warwick-Edinburgh Mental Well-being Scale<sup>1</sup> but also includes questions to capture pro-environmental behaviour change outcomes expected of the Our Bright Future Programme. The simple design and visual nature of the tool is intended to facilitate self-assessment of behaviour change and well-being by children and young people. It captures consistent participant outcome data from across the portfolio of Our Bright Future projects. A copy of the questionnaire used is included at the end of this report. There are six rating-scale statements (scoring from one to five) and one open question. Data was gathered from 455 project participants from across the majority of the portfolio (26 out of 31 projects).

### Headline findings

- 1.2 Figure 1 below shows the average score that participants gave each rating-scale statement, before participating (rated retrospectively) and after participating. It can be seen that following participation there is an increase in agreement for all statements. This is most notable for the statements “I felt I could make a difference to the environment” and “I felt confident in myself”.

**Figure 1: The average scores for all rating scale statements, before and after participating in an Our Bright Future project**



<sup>1</sup> <https://warwick.ac.uk/fac/sci/med/research/platform/wemwbs/>

### 1.3 Further analysis reveals that:

Participating in an Our Bright Future project has **helped many young people to feel more relaxed:**

- Just under half of respondents agreed or strongly agreed that they felt relaxed before their participation in an Our Bright Future project. This increased to almost 80 per cent after participating.
- Participants in projects involving face to face engagement (including residential) were more likely to report an increase in feeling relaxed after participating, compared with participants of remotely delivered projects.

Participating in an Our Bright Future project **helped young people to feel more confident:**

- While just 41 per cent agreed or strongly agreed that they felt confident in themselves before participating, almost double did afterwards (80 per cent).
- Participants of projects with some element of campaigning and residential projects showed the greatest growth in participants feeling confident in themselves.

Participating in an Our Bright Future project has **helped young people to feel close to other people:**

- A third of young people said they did not feel close to others before the project, which dropped to below 10 per cent afterwards. This change is not as notable as in other some other rating-scales, but this is likely to be a result of two-thirds feeling that they were already close to others to begin with.

Participating in Our Bright Future has **furthered young people's enjoyment of being outside:**

- Almost three quarters of respondents agreed or strongly agreed that they enjoyed being outside before taking part in Our Bright Future. This rose further after participating, to almost 90 per cent.
- Participants of practical or vocational projects and those with regular face to face contact saw the biggest increases in those agreeing or strongly agreeing that they enjoyed being outside after participating.

Participating in Our Bright Future has **increased how much young people care for the environment:**

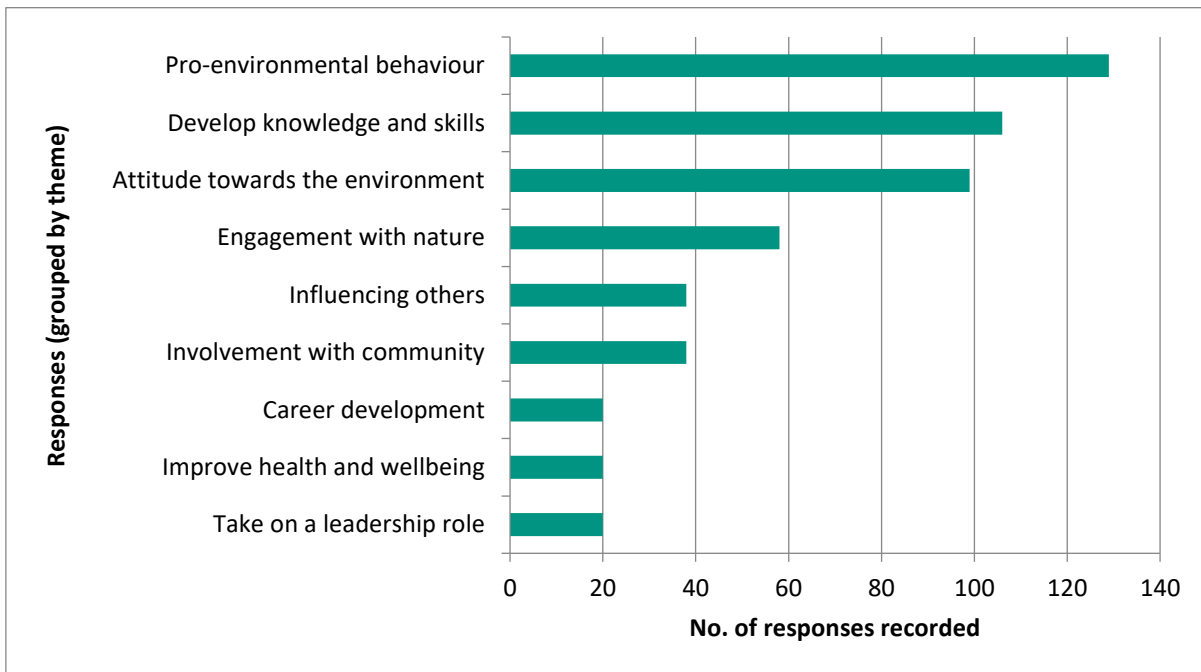
- There was a significant change in how young people felt about the environment. After the programme, the majority of young people (66 per cent) strongly agreed that they cared, which was more than twice as high as before they had participated (31 per cent).
- There was a particularly large change in the proportion of participants who agreed or strongly agreed that they cared about the environment on projects with a practical or vocational focus (from 62 per cent before to 90 per cent afterwards) and indoor projects (because they started from a lower base from 51 per cent before to 81 per cent afterwards).

Participating in Our Bright Future **has helped young people feel they can make a difference to the environment:**

- After participating in Our Bright Future, over 80 per cent of participants agreed or strongly agreed that they felt that they could make a difference to the environment. This compares to less than 38 per cent of participants before participating.
- Participants of projects involving face to face engagement (including residential) were more likely to report that they felt they could make a difference to the environment, compared with those that engaged remotely.

1.4 Participants were also asked an open question about what they would do differently as a result of taking part in the programme. This helps identify specific changes that can be attributed to the programme. These open responses were analysed and coded by theme. The frequency by which these themes were reported can be seen in Figure 2 below. The most common thematic outcome of the programme self-reported by participants was a shift towards pro-environmental behaviour, followed by developing knowledge and skills, having a change in attitude towards the environment and increasing their engagement with nature.

**Figure 2: Our Bright Future participant responses on what they would do differently as a result of their involvement**



## METHODOLOGY

- 1.5 The Outcomes Flower questionnaire was distributed to all projects. Each project was tasked with completing the questionnaire with 20 participants, between 13<sup>th</sup> September and 9<sup>th</sup> November 2018. Limitations in terms of the collection methods include:
- To ensure that data collection was easy for projects, no particular sampling approach was required by projects. This means that the participants who completed the questionnaire were not randomly selected and therefore the results cannot be considered fully representative of the programme, although demographic data indicates a very close alignment to overall Programme in terms of gender and age. However, by not sampling randomly there may be bias in the results due to selection of more ‘engaged’ participants and/or those most able to complete such a questionnaire, and the results are only able to provide a ‘snapshot’ of the current cohort of participants.
  - Data was not collected about the length and frequency of participant engagement with projects. These are likely to affect the outcomes for individuals, but it was not practical to collect this information. It would be useful to be able to compare outcomes across length/frequency of engagement in the future if possible.
- 1.6 Data submitted by projects was collated and cleaned to omit entries by respondents above the age of 26, or where the project reference was ambiguous (i.e. an entry could not be attributed to a project). Respondents aged 25 and 26 (outside of the programme’s age range) were included in the analysis as previous participants who have since left projects were included within the distribution. Quantitative analysis of participant demographics and outcomes scores was conducted, producing key descriptive statistics. Analysis then examined the change in the distribution of responses over rating scales e.g. looking at the proportion who agreed (rated 4 or 5) with a statement and how that differed before and after participation. Analysis also looked at the differences in changes between the participants of different types of project (typologies), namely by: location (inside/outside); activity focus; and type of engagement.
- 1.7 The statistical significance of the differences over time and between the different project typologies were tested using Chi-square tests (95% sig. level). The significance of the difference between selected specific proportions (outcomes summary metrics) was tested using a Z score test for two population proportions (95% significance level). A full discussion of the statistical analysis is available upon request. Qualitative analysis of self-reported participant outcomes was conducted using a deductive thematic coding approach.
- 1.8 Limitations of the approach include the fact that impact was captured through comparing reflections of before and after participation which were gathered at the same time and retrospectively. In addition, analysis does not extend to regression or counterfactual analysis and so is not able to precisely identify attribution and scale.
- 1.9 Collection and approach to the analysis of the Outcomes Flower will be reviewed and an improved approach put forward for data collection in 2019.

### Summary of responses

- 1.10 The outcomes dataset includes responses from participants from the majority (26) of the 31 projects. Responses are relatively evenly spread across the portfolio of projects (each providing between 0-5% of total entries), with an average of 14 entries per project.
- 1.11 In order to aid analysis by project type, the projects were categorised into project typologies, which are listed in Table 1.

Table 1: Project typologies			
Location	Inside	Outside	Both
No. of responses:	60	287	108
Type	Campaigning*	Entrepreneurial/grant giving	Practical/vocational
No. of responses:	23	46	386
Contact	Regular face to face contact	Remote/distance	Residential**
No. of responses:	380	24	51
*One project had multiple classifications – campaigning was prioritised			
**One project had multiple contact classifications – residential was prioritised			
Note: for a small selection of responses (6) there is no project information. These have been included in overall statistics but not the breakdowns by project type.			

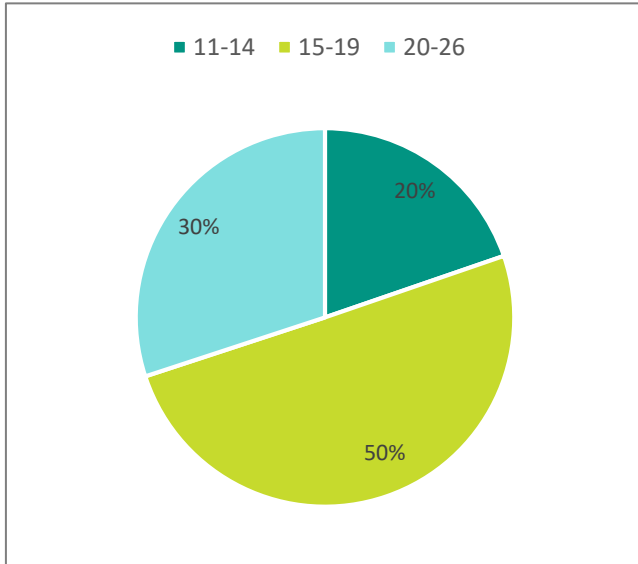
### Respondent demographics

- 1.12 Figures 3 and 4 below show the age and gender profile of respondents who responded to the Outcomes Flower questionnaire. As can be seen in Figure 3, a spread of participants completed the outcomes flowers in terms of ages, with the majority being within the teenage bracket (between 15-19 years old). Figure 4 shows a relatively balanced spread of participant responses by gender.
- 1.13 The spread of respondents is more or less in line with programme participants in terms of gender<sup>2</sup>. The ages of respondents were not reflective of the programme as a whole. There were more respondents in the 20+ age category and fewer in the 11-14 category compared to those participating in the programme overall<sup>3</sup>.

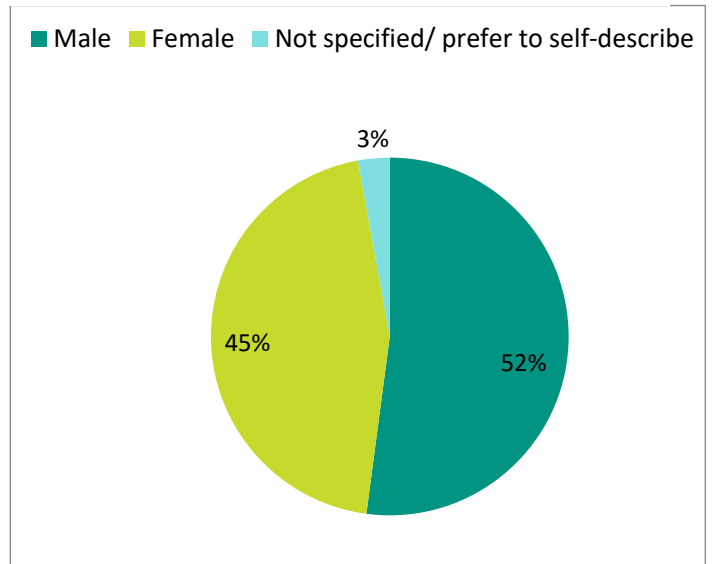
<sup>2</sup> Annual reporting data for 2018 report gender of participants at 52% Male, 44% female, 4% prefer not to say

<sup>3</sup> Annual reporting data for 2018 report age of participants at 60% 11-14, 30% 15-19, 10% 20-24

**Figure 3: Age profile of respondents**



**Figure 4: Gender profile of respondents**

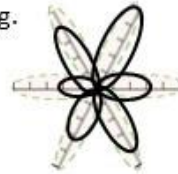


**Outcomes flower:** Mark on each petal below how much you agree with each sentence on a scale of 1 to 5. 1 is strongly disagree and 5 is strongly agree.



Date completed: \_\_\_\_\_

1. **Before** taking part in ..... *Insert project name* ..... e.g.



Date completed: \_\_\_\_\_

2. **After** taking part in ..... *Insert project name* .....

3. What will you do differently because of being involved in ..... *Insert project name* .....

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4. How old are you?

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5. Gender?

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*Thank you for your response!*