

Recruitment

Reaching the 'right' young people



Why is this area important?

- Youth Voice must include young people from diverse backgrounds and with different experiences.
- We need to prioritise young people who are under-represented or less engaged in PE, sport and physical activity to redress inequalities.

It is essential that the young people are representative of our society."

**Young Person,
Co-production Group**

Recruitment strategies

Recruitment includes a wide range of approaches, depending on the type and depth of Youth Voice.

- **Expectation** – a whole cohort is asked or expected to respond, e.g., end-of-session post-its, year group survey, participant evaluation form.
- **Invitation** – a general invitation is issued and young people may respond if they wish, e.g., suggestion box, drop-in discussion, video/audio booth at an event.
- **Selection** – specific groups or individuals are invited to contribute, e.g., one-to-one conversation, focus group, peer-led interviews, topic-specific panel.
- **Application** – interested and eligible young people apply but only some may be selected, e.g., project development group, campaign team, youth board.
- **Election** – young people are nominated and voted for by their peers, e.g., sports council, ambassador.

It is not enough to have an 'open' process if we are to **redress inequalities**.

For all of these strategies, we need to **actively reach out** to and support young people who are **under-represented** and who bring different experiences and perspectives to Youth Voice. Ask yourself:

- **Content and presentation** – How can we present the opportunities so they reflect and resonate with these young people? Think about language, imagery and the medium.
- **Methods** – What additional or combination of strategies can we use to reach them? Think about prompting and following up.
- **Location** – Where can we promote the opportunities so they are seen by different young people? Think about non-sport spaces – real and virtual.
- **Supporters and role models** – Who else can help us to reach them? Think about other adults – and young people – in and out of school.
- **Response** – How can we support them to take a first step? Think about how and through whom they can gather more information and express an interest.

Examples

Evaluations are text-light and include visual prompts and easy-to-use response features (emojis, thumbs etc.). Young people are given extra time or a buddy to complete them or may give audio feedback.

Allies (peers, staff, family), who reflect or have a good relationship with under-represented groups, personally encourage targeted young people to volunteer for a project group.

Publicity about panel vacancies features diverse imagery and flags that young people from diverse backgrounds are sought. Adverts are posted in additional 'non-sport' places.

Depth of Youth Voice

Practical steps

Our co-production group suggests:

- Produce recruitment materials that explicitly invite and appeal to the targeted groups.
- Work through other partners and organisations to reach under-represented young people.
- Provide clear and succinct information about:
 - roles and responsibilities
 - levels of commitment
 - desired (lived) experience and skills
 - support and training provided
 - benefits and compensation (see Compensation).
- Enable young people to find out more before applying.
- Highlight relatable role models or similar examples.
- Offer a variety of application methods, e.g., written, audio, video, interview, group activity.
- For interviews/group activities, issue questions or guidance before the day.
- Use adapted or additional resources to involve young people with specific needs (see Communication).
- Give sufficient time between deadlines; provide reminders and encouragement.



Young People's Top Tips

1. Don't underestimate the power of personal encouragement – it builds our confidence and trust.
2. Don't worry about appearing tokenistic – but be open to learning and changing as you go.
3. Be aware of your unconscious bias and preconceptions!

Tools

(these provide insights, tips, examples and templates to support recruitment)



Inclusion 2020 Youth Voice Toolkit – a toolkit for inclusive focus groups (Youth Sport Trust)

[Inclusion 2020 Youth Voice Toolkit](#) – Youth Sport Trust Tips and examples for involving young people with additional needs (SEND).



Girls Active – GLAMS recruitment tool (Youth Sport Trust)

[GLAMS Recruitment Tool](#) Example of a presentation (with video links) for recruiting influencers/project developers.



Girls Activate Steering Group – advert to recruit a national panel (Youth Sport Trust)

[About the Girls Active Steering Group](#) Example of an advert for recruiting a young people (girls') panel.



National Young Ambassador Panel – advert to recruit a national panel (Sport Wales/YST)

[YA Panel Recruitment Poster](#) Example of an advert for recruiting a young people panel.



Making the Team Work – a toolkit for building a young people's sports panel (sportscotland)

[Toolkit](#) – create your own panel – [sportscotland](#) Section 2: recruitment and selection could apply to sports panels and other Youth Voice groups. The website offers examples and templates for adverts, applications and interviews.



Unified Action – a framework for diversifying sport governance (Youth Sport Trust)

[a-framework-for-diversifying-sport-governance.pdf](#) (youthsporttrust.org) Guidance on how to increase diversity on sports board.