



The YGAM Education Programme

Understanding YGAM's impact and progress to achieve its social purpose

1. Assessing YGAM Impact – Project Summary

YGAM's vision is that **all young people are safe from gambling and gaming related harm**. We do this by delivering education, information and resources that help young people make informed choices through better understanding of gambling, gaming and their potential risks. We aim to increase digital understanding and resilience to minimise the risk of harm and wider impacts on their wellbeing, livelihood, relationships and esteem.

In 2019, building on their independently successful youth education programmes, YGAM and GamCare developed an extended programme of work to reduce gambling related harm in young people. This work is funded by the Betting & Gaming Council for four years, until March 2024, as part of their Safer Gambling Commitments. The **Young People's Gambling Harm Prevention Programme** centres around four aspirations:

Aspiration 1: Young People's Awareness

All 11-19-year-olds in Britain receive at least one session of gambling awareness education during their secondary/further education over the next 4 years.

Aspiration 2: The Youth Professional Workforce

All teachers, youth workers and other professionals working with young people have access to information about the risks of gambling, how to identify gambling related harm in young people and where help for young people can be sought.

Aspiration 3: Parents and Families

All parents and families have access to information about young people's gambling, how to keep young people safe, and where they can be referred for help and support.

Aspiration 4: Age-appropriate Treatment

All young people (aged 18 and under) who are 'at risk' of or have developed a problem with gambling or are affected by the problem gambling of someone close to them (e.g. a parent), have access to age-appropriate treatment.

Following a successful pilot evaluation programme of YGAM's Education Programme, **The Difference We Make Project (Phase 2)** aims to assess the impact of the YGAM's delivery within the Young People's Gambling Harm Prevention Programme in achieving Aspirations 1 and 2. Through this project YGAM will evaluate its education work to understand its progress towards achieving its social purpose and establish an action plan to further develop its offer and impact.

YGAM delivers assured education programmes for educators, in both the formal and non-formal sectors, through YGAM workshops and the provision of over 450 resources that align with the relevant curricula in England, Wales and Northern Ireland.

The YGAM workshops are highly regarded with exceptional feedback on the content, quality and resources they offer. This alone is not enough for the YGAM trustees and staff team. With a mission 'to inform, educate and safeguard young people' it is how, and how effectively, young people are engaged to better understand gambling, gaming and the potential risks that YGAM wants to evaluate in greater depth.

As YGAM approaches its 7th anniversary in August 2021, and with a new three-year strategy about to be taken forward, the charity is seeking an independent, external partner to evaluate the impact of the YGAM Education Programme. **The Difference We Make** project phase 2 looks beyond our YGAM workshops with education professionals, to assess the real difference this makes to young people after practitioners return to their schools and organisations.

Potential partners are invited to submit proposals to:

- evaluate and review year one of YGAM's work on the Young People's Gambling Harm Prevention Programme and its effectiveness in reaching and engaging young people
- conduct a longitudinal study to evidence the impact and effectiveness of YGAM's work over the next three years.

2. Introducing YGAM

The Young Gamers and Gamblers Education Trust (YGAM) is a national charity with a social purpose to inform, educate and safeguard young and vulnerable people, helping them build the resilience to make informed decisions and understand the consequences around gambling and gaming. This is achieved through the delivery of an evidence-led, evaluated and assured education programme and resources for anyone who works with or cares for young and vulnerable people, including teachers, youth workers and community volunteers, YGAM also works closely with parents and carers, universities and students, to raise awareness of gambling and gaming related harms.

We currently deliver four main services:

- **Education Programme (YGAM Workshops):** YGAM delivers City & Guilds assured training to equip education professionals with the knowledge and resources to inform, educate and safeguard their students. Covering Gaming/Gambling disorder, wellbeing, Digital and Financial Literacy, Advertising and Regulation. All 450 FREE downloadable resources are mapped to the relevant national curriculum with long-term thematic plans, schemes of work and lesson plans from KS2-5.
- **University Student Engagement Programme:** YGAM works in partnership with universities to offer engaging digital content and a series of campaigns direct to students, supplemented by support and guidance to university staff, to increase understanding of gaming and gambling related harm and the support available.
- **Parental Engagement:** Following on from research and working alongside young people, parents and carers, YGAM has developed a parent hub. The hub offers information and support around gaming and gambling for parents and carers, alongside a range of tools and activities for the whole family to build their children's resilience and establish a healthy online/offline balance.
- **Mindful Resilience:** We are leading an alliance of experts from Bournemouth University, Betknowmore and the Responsible Gambling Council to deliver expert training on gambling, gaming and digital behavioural addictions to health professionals. The free-to-access training is specifically tailored to the modern needs of the NHS and is informed by lived experience and academic insight.
- **Research:** YGAM draws extensively on research, insight and case studies on gaming and gambling and their relation to young people to inform and develop its work. Where there are gaps YGAM works to source or commission appropriate research leading to action to improve YGAM's work. In addition, YGAM collaborates with research partners to undertake both qualitative and quantitative research into the effectiveness and impact of the YGAM work.

YGAM aims to measure **The Difference We Make** at three levels, linked to our mission:

INFORM: Young people, parents and practitioners will be able find information to increase their understanding and access help for themselves or others

EDUCATE: Young people, parents and practitioners will be able to discuss the risks they may face from gaming, gambling or related issues and know how to take action to reduce or address them

SAFEGUARD: Young people, parents and practitioners will have taken specific action or make a change in behaviour to reduce or address risks they or others known to them are, or may experience related to gambling or gaming related

3. The Difference We Make Project

Phase 2 aims to build on the pilot evaluation programme, using the Theory of Change for the Young People's Gambling Harm Prevention Programme to:

1. **Review and update the evaluation framework from the YGAM Education Programme using the INFORM, EDUCATE, SAFEGUARD approach**
2. **Use the evaluation framework to assess the impact of YGAM's Education Programme curriculum resources and their effectiveness**
3. **Identify appropriate case studies to evidence the use and impact of YGAM's work**
4. **Provide an evaluation report covering an assessment of effectiveness and the impact of the YGAM Education Programme, which will also inform a longitudinal study**
5. **Make recommendations for revision or enhancements to the Education Programme and associated resources**
6. **Conduct a longitudinal study to further evidence the impact of our work.**

YGAM intends to use the impact assessment to enhance the Education offer, further develop our curriculum resources for practitioners and encourage their use. It will also be used to develop more direct resources to raise awareness, provide support for young people and enable YGAM to continue to assess its impact going forwards.

4. Detailed Scope

Working with a specialist partner, YGAM aims to assess the impact of the Young People's Gambling Harm Prevention Programme on young people of primary and secondary age, understand progress towards achieving its social purpose and establish an action plan to further develop its offer and impact. This will consist of a two-stage evaluation.

YGAM's specialist partner will:

Stage One (to commence 14 June, report 23 August)

7. Review and update the evaluation framework from the YGAM Education Programme using the INFORM, EDUCATE, SAFEGUARD approach
8. Use the evaluation framework to assess the impact of YGAM's Education Programme curriculum resources and their effectiveness.
9. Identify appropriate case studies to evidence the use and impact of YGAM's work.
10. Provide an evaluation report covering an assessment of effectiveness and the impact of the YGAM's Education Programme
11. Make recommendations for revision or enhancements to the Education Programme and associated resources.

Stage Two (to commence 30 August 2021, report 4 September 2023, interim report at least annually)

1. Using the evidence and findings from stage one to conduct a longitudinal study that will focus on:
 - reduction in gambling-related harm, measuring the change in number of 'at risk' young people.
 - Effectiveness against objectives:
 - All teachers, youth workers and other professionals working with young people have access to information about the risks of gambling, how to identify gambling related harm in young people and where help for young people can be sought.
 - Reach every young person aged 11-19 in the UK with a message about gambling related harms.
 - Gambling related harm is reduced amongst young people.

The scope includes:

- Practitioners who have attended a YGAM workshop in 2020 and 2021.
- Children and Young People who have been part of an activity based on the YGAM curriculum following a workshop in 2020 and 2021.
- YGAM's curriculum resources

The scope may also cover:

- YGAM's marketing and social media

The impact evaluation should address:

- How YGAM's training and the use of our curriculum resources supports the finding of information, increasing understanding and awareness of how to access help for practitioners and young people
- The ability of young people and practitioners to discuss the risks that gaming and/or gambling present following the use of YGAM's curriculum.
- The extent to which practitioners and young people can identify the actions to take to reduce or address the risks gaming and/or gambling may present.
- What changes in the understanding and/or behaviour of children and young people result from the use of YGAM's curriculum and resources.

5. Timescales

Stage One

Invitations for Proposal issued	Friday 14 May
Clarification questions submitted	Tuesday 25 May
Responses to questions	Friday 28 May
Proposal submitted	12 noon Thursday 3 June
Providers shortlisted	w/c 7 June
Providers interviewed	w/c 7 June
Selected provider notified	Friday 11 June
Project Initiation Meeting	w/c 14 June
Evaluation	8 weeks
Draft Report	Monday 9 August
Leadership Meeting	Tuesday 17 August
Final Report	Monday 23 August
Trustee Board Meeting	Tuesday 7 September

Stage Two

Longitudinal proposal submitted	w/c 2 August
Meeting to finalise proposal	w/c 9 August
Evaluation Starts	w/c 30 August
Interim Report 1	May 2022
Interim Report 2	March 2023
Draft Report	w/c 4 September 2023

6. Project Parameters

As a small charity YGAM recognises the importance of impact evaluation but has to work with a carefully limited budget. We have secured specific funding to support this work. There is a maximum budget of **£45,000** including VAT and expenses available.

7. Key Contacts

Other YGAM staff involved in the project include our Head of Quality Assurance and Programme Compliance, our Data Manager (Education), and the wider Education Team.

8. How to Apply

Contact for Enquiries: Please submit any questions to Kev Clelland, Operations Director, no later than 5pm Tuesday 25 May
kev@ygam.org 07930 389121

Submission of proposal: A project proposal should be submitted by email to Kev Clelland (kev@ygam.org) by **12 noon on Thursday 3 June**.

Proposal Requirements: Proposals should not exceed 8 pages and should cover:

- Addressing detailed scope as set out in section 4 of this document.
- Proposed plan including methodology, resourcing and clear timescales.
- Risks and how to mitigate these.
- Anticipated challenges and how to tackle these.
- How ethics and safeguarding requirements will be met by the partner.
- The experience of the provider and the key staff in charity impact evaluation

- At least two references YGAM can approach between shortlisting and final appointment.

Shortlisting criteria:

Proposals will be scored against the following criteria:

- Meeting detailed scope requirements
- Proposed approach and project controls
- Ability to complete project within defined timeframes.
- Justification of costs and value for money
- Understanding of YGAM's social purpose, audiences and constraints
- Experience and knowledge of the voluntary sector
- Experience in education evaluation, working with young people and potentially addiction.
- Extensive experience in impact evaluation and reporting

Interviews:

Tuesday 8 or Wednesday 9 June online to include a presentation from potential providers for which a brief will be provided when shortlisted providers are notified.