

UK YOUTH

**GENERATION
CODE </>
ACCELERATOR**

Programme Handbook



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Welcome

UK Youth

UK Youth is a leading national charity committed to ensuring all young people are empowered to build bright futures, regardless of their background or circumstances.

It's our mission to provide all young people with access to appropriate, high quality services in their local community or online.

We sit at the heart of a national movement for change of Changemakers and Innovators, to support an estimated **one and a half million young people** across the UK. Together with our network, we offer support, advice and training to equip young people with the vital life skills needed to engage in education, volunteering and employment.

Our Nation Partners are: Youth Scotland, Youth Cymru and Youth Action Northern Ireland.

The Current Situation

At least 300,000 young adults aged 15–24 lack the fundamental digital skills needed in today's 'digital-by-default' society. In the UK it's estimated the 90% of all jobs now require digital skills to some degree.

Many young people are digital consumers rather than the digital creators making the technology. As the world around us changes to a digital landscape, we need to empower young people with the digital skills and awareness to make the most of the opportunity technology could bring to their lives. Read about this in more detail [here](#).

Barriers to tech could include a lack of access to up-to-date hardware, software and WIFI. It could include personal or parental fear of cyberbullying and online safety. It could be that young people have not had the chance to practise digital skills in school or at home and may not be aware of the opportunities which digital skills can provide.

Our Solution

We want to make digital learning a priority for young people and provide the skills and knowledge they need to flourish in our digital world. To have the access, skills and support they need to build bright futures, regardless of their background or circumstance.

We want to create long-term impact across the youth sector by helping youth workers to upskill, build partnerships and embed digital into their youth work through a sustainable model of provision.

This will be achieved through a programme structured into four challenges. Each of these challenges is designed to generate new ideas and develop skills in order to create sustainable ecosystems of change within each organisation.



Definitions

- **Digital:** *using a system that can be used by a computer and other electronic equipment, in which information is sent and received in electronic form as a series of the numbers 1 and 0:*
- **Tech:** *a company, system, area of work, etc. that does or makes something involving technology*

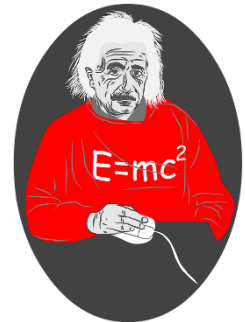


Busting tech career myths

Common misconceptions disproved (by [TechUK](#))

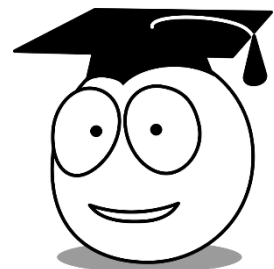
#1 The tech sector is only for maths/technologically inclined geniuses

You don't have to be a tech genius to work in the sector. What if technology just isn't your thing? Well, the sector needs more than developers and programmers. It needs people with skills from across the board, for instance, creativity, critical thinking – meaning that there is something for everyone. Despite the skill and gender stereotypes around the types of roles that exist in the tech sector, it's clear that whatever you've studied or trained for, there is a place for you to grow.



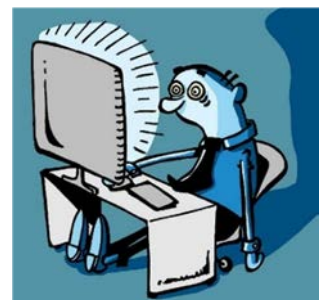
#2 Tech jobs need a university level education

It's possible for anyone to get into tech – a university education is not a must have. There are numerous vocational and academic pathways, as well as specific initiatives to ensure we are fishing in the widest pool possible. The tech sector aims to be as diverse as possible, and so there are many avenues you can take to get there. It's never too late to join the fastest growing industry.



#3 A tech career means being stuck at a desk

If your worst fears include being stuck behind a desk and fluorescent lights, your worries stop here. The UK's tech sector is fast outpacing the rest of the UK in terms of economic growth. In 2018, the industry expanded [2.6 times faster](#) than the rest of the UK economy. With the number of job opportunities on the rise, the types of careers and working styles have never been higher. This could be anything from working at home to being on project sites. Being on the cutting edge



of tech means that anything is possible. There's never been a better time to get involved.



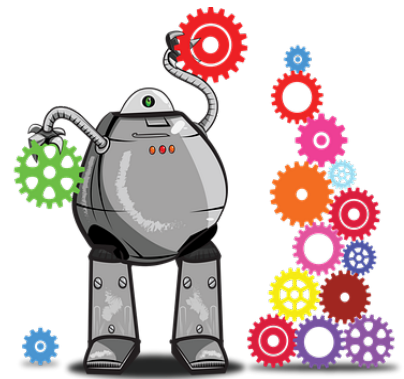
#4 Women are not interested in working in tech

Women are interested in tech. They just don't make up a large enough part of the workforce. Currently only 19% of all workers in the tech sector are female. With greater awareness and the rise of organisations such as [The Tech Talent Charter](#), [WISE campaign](#) and [Tech She Can](#), working towards better access and promotion of STEM to young girls, we can change this. The tech industry aims to support campaigns for gender balance in STEM from the earlier years of classroom to the boardroom. From this, girls can get greater access to STEM careers education, and foster a culture of feeling welcome in the process.



#5 Automation will make jobs in tech obsolete

As new technologies emerge and parts of jobs are more likely to be automated, the nature of work will change. New industries and roles will be created so steps need to be taken to prepare the UK's workforce to adapt to this change. While some people will be able to ride the wave of change without much support – by continuing to update their skills and knowledge – many will find this much more difficult and will need active support to re-skill. It's true that automation will redefine key areas of work but that it will also create new areas of work. We don't know exactly how automation is going to continue to shape the world of work, but by upskilling and retraining, we can remain ready for new opportunities.



Programme Snapshot

The Generation Code Accelerator aims to address the lack of embedded, sustainable digital provision in the youth sector by inspiring and upskilling youth workers to become Digital Changemakers.

The programme will provide access to expert technical training, resources, digital skills workshops, grant opportunities, mentorship and a network of partnerships to enable Digital Changemakers to create a sustainable eco-system of digital provision in local communities across the UK. The accelerator has three strands which can be accessed by any youth organisation in UK Youth's movement.

ACCELERATOR

The Accelerator strand will take **16 youth organisations** through an intense 6 months accelerator programme, recruiting **48 youth workers** from across the UK to become Digital Changemakers and learn what it takes to **build sustainable digital provision** in the youth sector.

Youth workers will be inspired, upskilled and connect with tech experts to enable the planning, building and nurturing of local digital ecosystems, supporting young people across the UK.

Training & Resources

- Inspiration Day
- Design Thinking
- Online resources

Mentoring

- Tech experts
- F2F & online
- Guidance & support



Sustainability

- Local eco-system
- Proof of concept
- Test & Learn

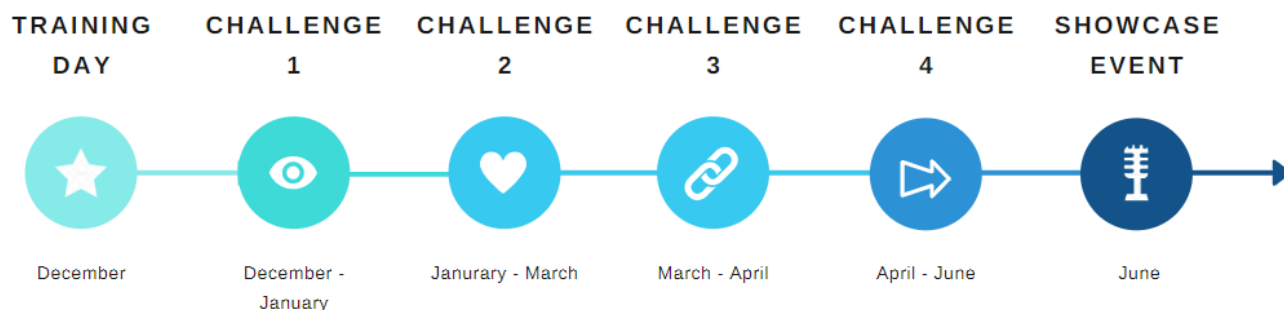
Partnerships

- National & local partnerships
- Unlock local support/ funding

Timeline

Key dates:

- **Training Day:** Friday 6th December 2019
- **Challenge 1**
 - Start: Monday 9th December
 - End: Monday 20th January
- **Challenge 2**
 - Start: Tuesday 28th January
 - End: Friday 13th March
 - **Report Due: Friday 20th March**
- **Challenge 3**
 - Start: Saturday 21st March
 - End: Monday 20th April
- **Challenge 4**
 - Start: Tuesday 28th April
 - End: Friday 12th June
 - **Report Due: Friday 19th June**
- **Accelerator Showcase Event:** W/C 22nd June 2020



Roles and Responsibilities

Challenge Lead

- Main contact with UK Youth
- Main contact with your Digital Champion
- Overall decision maker for delivery plan
- Ensure timelines are kept and reports submitted on time

Challenge Coordinator

- Assist in the set up and delivery of challenges
- Leading delivery sessions to young people

Digital Champion

Our Digital Champions are volunteers from the tech sector who are keen to share their knowledge and experience in order to benefit the lives of young people. We will connect you to one of our Digital Champions after the training day.

Each month they will dedicate time to support with each of your challenges. You will be able to decide on how best to use this time, whether you want to schedule weekly phone calls, or meeting in person for a planning session. It will be up to you to utilise our volunteers as an excellent resource and to involve them in the project as much as possible.

Examples of topics which a digital champion could provide advice with:

- Sourcing hardware – computers/ laptops
- Updating or installing the right software
- Careers in technology, and pathways for young people to take
- Coding for beginners, how to get started
- Artificial Intelligence
- Data security and safety on your devices
- Setting up similar projects

If you know that your organisation will have specific needs or topics which you will require support with, please let us know so that we can match you to the most appropriate Digital Champion. Please do invite your digital champion to your organisation to see what you do and meet some young people you work with. You could even incorporate this into one of your challenges.

Challenge 1 – What’s missing?

Something to think about...

How can we ensure the next generation become creators of tech and not just consumers?

Consumers: Most people do have basic digital skills which they use to interact with technology in order to access information or a service. This could include watching videos, listening to music, playing games, researching online, using social media platforms, online banking, using apps.

Creators: Young people who become creators can be empowered to build their own solutions to problems. These involve building up more mid and advanced digital skills, which can lead to roles in digital marketing, web design, app development, video game creation, artificial intelligence work and entrepreneurial roles. How can you facilitate young people to become creators?

Read more about this [here](#).

Task: Run a needs assessment event of the issue of tech exclusion in your own community and find out how you could effectively engage your young people in technology.

These steps can be done in any order, repeated or gone back to.

Step 1: Find out what already exists in your area

(Thinking about what already exists will help you think about what is missing and what young people might be open to learning)

- Research your local area for any digital clubs or opportunities for young people
- Research small and medium businesses
- Contact schools/colleges and find out what they are teaching in the curriculum
- Connect with local universities, what courses do they offer?
- What are the top digital skills for the future of work? Check out this [video](#).
- Learn about coding clubs - what do they do & how do they work?
- Look through [this website](#) which lists many websites where charities can order free or discounted tech equipment.

Step 2: Ideas for discussions about technology

- Have a discussion around products which use technology, do they know about any products which they find exciting or interesting?
 - What's good about it? How could it be improved?
- Ask them to pick an everyday object and apply technology to it, to make it better – they could be as inventive as they like! Ask them to explain what they have chosen and why.
- Ask them to think about digital marketing
 - do they notice adverts online?
 - do they click on them?
 - do they know much about how online ads work? Would they be interested?
- Talk about coding - you could show this [video](#)
 - What is coding? Why is it important? Who can code? What are the stereotypes?
 - Do they know any coding already, what do they think?

Step 3: Assess (use your discussions to assess the need)

- What level of knowledge do your young people have?
- Do they have any programming or coding experience already?
- Do they have any experience with digital media or digital design?
- What skills would you like them to learn?
- What opportunities are you looking to open up?
- What would engage them the most?

Example: Coding clubs for inspiration and advice:

- Girls Who Code - uk.girlswhocode.com
 - Code Camp - www.codecamp.co.uk
 - CoderDojo – www.coderdojo.com
 - Digilab – www.digilabtooting.com/
 - Code Club – www.codeclub.org/en/
 - Micro:Bit - <https://microbit.org/teach/>
- (Let us know if you need micro:bits)



Challenge 2 – Learn a new tech skill

Task: Run at least one session with a tech industry person, learn new digital skills as a group.

Step 1: Identify

Thinking about one or more skill identified in Challenge 1

- How can you engage young people who are entry level, with little interest in digital skills?
 - Identify the level of skill and the need – what is the skill level that exists already
 - You want to create a challenge but also accomplish something by the end of the session
 - What can you do with the equipment you have, how can you utilise the resources you have already?
- There are [offline coding activities](#) which don't require a computer to get you started.

Ideas for topics:

- Digital Music
- Podcasting
- Digital Illustration
- Amazon (Alexa)
- Hacking
- Gaming
- Cybersecurity
- Digital Media Marketing

Step 2: Invite

- Reach out to individuals who work in the tech industry to come in and run a workshop for you
- Think about those who work in the tech departments of local businesses or start-ups – use this as an opportunity to showcase the talent of your young people to these businesses
- Post about your need on your social platforms
- Ask the young people if they have anyone they look up to who they would like to learn from, can they reach out to them with your support?

Step 3: Learn

- These Taster sessions could be used to encourage careers in technology or just an interest in how technology is used in the world today
- Encourage peer-to-peer learning in these sessions as much as possible
- Listen to the feedback you get from these sessions, are they interesting/ boring/ too easy/ too hard?
- If possible, run another session based on the feedback you have received.

Example 1.

Real life example from Creative Computing Club -

Creative Computing Club ran a Digital Skills Week, in which they invited people from the tech industry to come and present a session to their young people. They spoke about what their own role was, and then the young people had a go at a practical activity in this area. They found this was a great way to engage with local businesses, and for the teachers and young people to learn about more areas that technology is used in the workplace.

Read more about this on their blog, from May 2019 - <http://ccc.creativecomputerclub.com/blog/>

Example 2.

The need: Young people expressed an interest in watching video content on YouTube

Planning: Do some research into the topic, what hardware and software can you use to create content, can you do any tutorials online in advance around the subject. Can you invite anyone in who use YouTube for work or started careers through YouTube?

Sessions: Set up a group which runs your organisations YouTube channel. As a team develop a plan, create some content and edit the video for your channel. Does your digital champion know lots about media? Could they give any tips and tricks to making professional looking videos?

Example 3.

- The need: Young people want to start learning to code
- Planning: Do some research into coding clubs, find out what equipment you need, order some Micro:bits to use during the session. Invite a tech expert (this could be your digital champion) to support with the session, plan a day where they can come in and help.
- Sessions: Facilitate a session where young people can use start off coding, helping each other learn and making something happen. Using Micro:bits, follow the simple start guide to set this up, with support from your mentor where needed:
<https://microbit.org/guide/quick/>

Challenge 3 – Your digital network

Task: Build your digital provision network through partnerships with other organisations in order to address one or more of your identified tech needs.

NOTE: Remember the panel discussions during the Accelerator Training day and how important partnership and link building and harnessing connections has been to other tech-focused youth clubs.

Step 1: The need

- Think about your projects PURPOSE, the clearer you can be on this, the easier it will be to get what you really need.
- *What is it you are trying to achieve? Why are you doing it?*
- Research who you need to talk to, and how you could do this most effectively.

What do you need?

- ➔ Laptops, tablets or other equipment?
- ➔ Help with running coding sessions?
- ➔ More young people?
- ➔ Better WIFI and connectivity?
- ➔ IT support to fix technical issues or support with maintenance?

Who do you need to reach out to?

- Small or big businesses
- IT companies
- Local council
- Local boards
- CEO's
- Decision makers

Step 2: Telling the story

- This is only the starting point of your journey, you want this project to become sustainable.
- Document everything so you have evidence and results to show to anyone who will be able to support you. Sharing the work you do and your vision will help with engaging the right companies, donors and partnership opportunities.
- Utilise social media, platforms having a good social media presence will help your organisation's brand creation. You could [watch this video](#) if you need ideas.
- Use powerful [story telling techniques](#) used by businesses.
- Get young people involved in this process, how can you showcase their talent?

Step 3: Reaching out

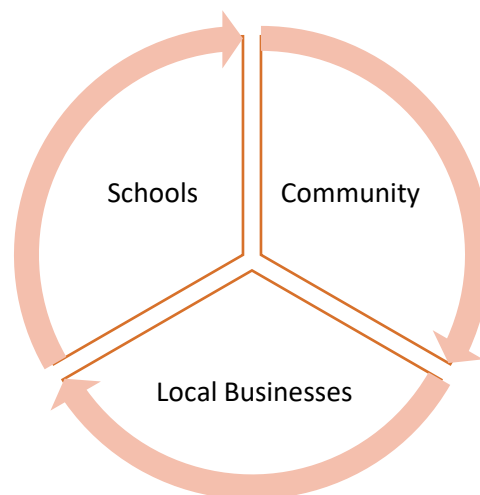
- Ask for small favours, this will raise awareness of who you are and what you are doing.
- Encourage speakers to post about their experience on their social media – if they have a large networks or fans you can expand your reach quickly, and some may also want to help support your project.
- Attend events where you can connect with people face-to-face and explain your need. Get them to follow you on social media.
- How to attract corporate partners – [a guide](#)

NOTE: Challenge 1 & 2 are very important for Challenge 3 → Challenge 1 & 2 begin to build your evidence of what you are doing and why.

Challenge 4 – The future of tech

This will be your last challenge on the programme and is the most ‘strategic’ challenge. It is primarily to be done by yourself and your colleagues (with input by young people where required). The aim of this challenge is for it serve as the strategic work of this project, drawing on and including all of the learnings, activities and experiences gained in the previous 1-3 challenges with the end goal of finding a way to create a sustainable ecosystem of tech provision in your community.

How that will look like and work is up to you! Draw on all of your learnings, work with and get support from your digital champion, and connect and include the new partnerships and connections you have made over the last months. Think about opportunities collaborating and working with local businesses, the community, councils, schools etc. and include your ideas on your project report or how we call it ‘prototype’.



Your tasks

Step 1: Produce a report about your project/‘prototype’ idea –

“What will a sustainable ecosystem of tech provision look like in your community?”

Use challenges 1-3 to proof the need and what your solution is. This will include your knowledge and research on:

- This is the need (Challenge 1 reflections and learnings)
- This is our idea/solution/goal (Challenge 2 reflections and learnings)
- These will be our stakeholders, partners and supporters (Challenge 3 reflections and learnings)
- This is the funding needed
- This is our action plan

Step 2: Present your report and findings

You will present your project (challenge 1-3) at the showcase in June as well as to a new partnership opportunity you have identified (e.g. to the council, at a conference, another charity, a local business etc.)

- ➔ Include your young people in this process to help produce materials and delivery of pitches

Points to think about and include in proposal:

- How to make it sustainable
- How to share knowledge with others
- How to expand networks
- How to get other organisations on-board, learn best practice
- Any Tech for good ideas?

Reporting and Communication

- General Communication and updating

All Challenge Leads are required to keep the coordinator (different coordinators, deepening on your nation e.g. Coordinator for all the English delivery partners is Jessica Peacock at UK Youth) of the programme up to date on programme after finalising each of the four challenges. This is meant to occur within two weeks after finalisation of each of the four challenges.

- Delivery Plan:

All participating organisations will be asked to produce and submit a delivery plan as well. The Delivery Plan should be produced between Monday, 9th December and 10th of January and submitted to UK Youth no later than 10th January. It should entail ideas and a rough plan of how the programme will be delivered after attending the training, outlining the Delivery Partner’s delivery plans to achieve the target delivery number and deliverables as outlined in SLA.

- Impact Reporting:

To see the impact of the programme and learn about ways of improving the Generation Code Accelerator, you’ll be asked to complete impact and evaluation surveys, records and reports. This is a key element of the programme and mandatory for every youth worker and organisation taking part in the programme.

This will be the impact and evaluation documents and corresponding finalisation deadlines:

What	Deadline
Pre-Programme Survey	Finalised by or on Training Day, 6 th December 2020
Delivery Challenge 1 and 2	
Delivery Plan	Friday, 10 th January 2020
Mid-Programme Report	Friday, 20 th March 2020
Young People Participant Records challenge 1&2	
Delivery Challenge 3 and 4	
End of Programme Report	Friday, 19 th June 2020
Young People Participant Records challenge 3&4	
Post-Programme Survey	

If you have any questions or queries about the above or struggle to make the deadline, PLEASE REACH OUT AND LET US KNOW IN ADVANCE!

Resources

Articles/ Research

- Young adults and the digital skills gap - <https://www.goodthingsfoundation.org/news-and-blogs/blogs/Young-adults-and-the-digital-skills-gap>
- Busting tech career myths - https://www.techuk.org/your-journey-into-tech/why_tech
- Tech pathways for women - <https://www.techtalentcharter.co.uk/>, <https://www.wisecampaign.org.uk/>, <https://www.pwc.co.uk/who-we-are/women-in-technology/tech-she-can-charter.html>
- Digital skills toolkit - <https://www.itu.int/en/ITU-D/Digital-Inclusion/Documents/ITU%20Digital%20Skills%20Toolkit.pdf>
- Creators not consumers - <https://www.wired.com/insights/2014/12/future-made-by-creators-not-consumers/>
- Story telling - <https://www.qgiv.com/blog/storytelling-makes-donors-want-give/>
- Attracting corporate partners - <https://www.cafonline.org/about-us/blog-home/charities-blog/small-charities-a-guide-to-attracting-corporate-partners>
- Tech4good awards - <https://www.tech4goodawards.com/finalists-2019/>

Videos

- Story telling - <https://www.youtube.com/watch?v=EdZ-KY2PYEw>
- Top digital skills - <https://www.youtube.com/watch?v=5mXPdAurF1w>
- Code Stars - <https://www.youtube.com/watch?v=dU1xS07N-FA>

Coding clubs & other resources

- Girls Who Code - uk.girlswhocode.com
- Code Camp - www.codecamp.co.uk
- CoderDojo – www.coderdojo.com
- Shapeways.io - <https://www.shapeways.io/>
- Code Club – www.codeclub.org/en/
- Creative Computer Club - <http://ccc.creativecomputerclub.com/blog/>
- Micro:Bit - <https://microbit.org/teach/> (Let us know if you need micro:bits!)
- Online and face-to-face workshops - [Google Digital Garage](https://www.google.com/digitalgarage/)
- Recycled and discounted equipment - <https://itforcharities.co.uk/it-services/recycled-pcs/>
- Offline activities - <http://info.thinkfun.com/stem-education/5-super-cool-offline-coding-activities>
- Relatively cheap gadget for learning - <https://makeymakey.com/>
- Free workshop resources - <https://www.digitalschoolhouse.org.uk/resources>



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Contact

We will be using a Slack Workspace for us all to keep in touch, ask questions and share good ideas throughout this programme – we will email you an invite link to join. ([What is Slack??](#))

If you need us for anything else:

Jessica, Programme Coordinator – jessica.peacock@ukyouth.org

Veronika, Programme Manager – veronika.hofmann@ukyouth.org

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