



North West Media Ltd

Unity Radio

**NHS Salford CCG Funded
I believe Project Evaluation**

Interim Report

26th June 2020



The Voluntary, Community and Social Enterprise Sector Specialists

Commission

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1 Introduction

Pulse Regeneration Ltd was appointed by North West Media Ltd, T/A Unity Radio, to undertake an evaluation of 'I believe' project funded by the NHS Salford CCG Innovation Fund 2018/19.

The project is delivered across four cohorts of young people, this report provides an interim evaluation following delivery for the first three cohorts, with the fourth cohort now in delivery online due to the current Covid-19 situation.

The interim evaluation reports on progress made against the objectives and outcomes set out in the original project funding application.

The report also explores cost savings for NHS Salford CCG through delivery of the project.

2 Background to Unity Radio

2.1 Unity Radio

Unity Radio is an independent, value led, social enterprise community radio station, broadcasting dance and urban music to 15-25-year olds across Greater Manchester.

Unity Radio provides a credible and trusted multi-media and lifestyle brand capable of delivering creative diversionary activities to improve the wellbeing of hard to reach and vulnerable young people.

Public sector commissioned delivery, advertising and campaign promotion generates income and plays an important role in the delivery of targeted messages and the engagement of young people.

Unity Radio are recognised by the public and private sector as an effective vehicle for the communication of information to young people across the Greater Manchester area.

By working in partnership with other agencies, Unity Radio delivers creative activities which are the vehicle young people are signposted to pathways of volunteering, further education, skills and training.

2.2 Previous Projects

Unity Radio has delivered a range of projects.

Unity Radio was also integral to the delivery of GM's fight back against Child Sexual Exploitation. Ann Coffey wrote in her report "I believe our role is supporting young people to lead the fight back against CSE. Intrinsic to this is a well-informed and trusted network where they can exchange knowledge, access useful information, build resilience, and learn from others having the same experiences about keeping themselves safe. My proposal is for a youth led multimedia digital network to spearhead this fight, including a high-profile weekly radio show on CSE-related issues.

This will be done in partnership with youth radio station Unity Radio, linking to social media and online support. This exciting idea came from a 13-year-old girl, taking part in a consultation meeting at the Harpurhey Factory Zone youth centre. The weekly show on CSE-related issues will link to Unity's website, and be 'shouted out' via podcasts, and social media. It could go viral, reaching thousands of Greater Manchester youths".

Unity Radio's promotion of engagement and resilience amongst Manchester's Young People is featured on i-Thrive's website as a case study highlighting how Unity Radio uses radio production as a platform to support young people to express their views and share learning on important topics; the Next Generation Youth project is mentioned which regularly engaged 23 young people in the production of a radio show, supporting them to build hard and soft skills in a peer to peer non-formal environment.

Unity Radio has also been commissioned by GMCA to deliver its 'Changing Self Belief' programme. Project Changing Self Belief (CSB) has been delivered through the Unity Radio brand providing creative activities with a primary emphasis on improving the emotional wellbeing and resilience of hard to reach YP. Through delivering a 12-week issue-based radio production programme, CSB focuses on increasing positive emotions derived from undertaking creative activities in a peer to peer environment, improving self-confidence and self-esteem.

By working in partnership with other agencies, the radio-based activities provide the impetus for young people to engage with other professional 'wraparound' services, leading to re-entry into new pathways of further education, skills and training. The programmes therefore provide a sustainable preventative service for young people. Project CSB specifically aimed to tackle the issue of YP going missing from home (MFH) and the issues associated with this.

The I believe Project builds on the success and learning from previous projects and programmes and focuses on specific health and wellbeing related outcomes for young people.

3 I believe Project

3.1 Project Background

The I believe project utilises North West Media's Unity Radio; a multicultural youth focused community radio station, social and digital platform; broadcasting dance and urban music across Greater Manchester (GM) on FM and DAB, globally online at www.unityradio.fm and on smartphones; to deliver a programme of workshop based activity that brings together young people who are facing different issues in their lives affecting their emotional and mental health and wellbeing.

The funding from NHS Salford CCG has enabled vulnerable Salford young people known to statutory service providers to be referred to Unity Radio, to participate in workshop sessions whereby they can explore and present their own reflections through working with Unity Radio facilitators.

The radio is used as a vehicle to both develop their interests, turning a hobby into a skill for life through working towards an accredited Arts Award, as well as presenting their own reflections in the form of positive debate in a peer to peer environment on key issues.

The young people select content from their group sessions to record and form part of a live radio show called NGY - Next Gen Youths. Workshops include discussion on a variety of challenging issue-based topics delivering peer led messages to develop beliefs and attitudes, raise awareness, and provide peer group support. Sessions are run twice a week, with a live two-hour radio broadcast once a week.

Attendance at workshop sessions provides training in radio skills, as a diversionary vocational activity, interspersed with content designed to tackle underlying issues affecting the young people's emotional well-being; preventing new occurrences, encouraging reporting of incidents where relevant, providing victim support, and how to react.

Unity Radio invites public service representatives, as well as music industry figures to animate and add depth to the sessions; facilitating a holistic response and helping to improve emotional wellbeing through positive intervention and creative engagement in multimedia activities.

Using broadcast and social media to consider real life stories and messages creates a powerful social narrative about the issues young people face in their communities, underpinning grassroots community cohesion. Through recording and podcasting of content on digital platforms there is a lasting digital footprint, providing a source of reference for affected communities to access and to learn from.

The following link provides a promotional video showing the sessions at Unity Radio, The Landing, Media City UK

<https://www.youtube.com/watch?v=AVpbuaJKRgc>

Here is a link showing the promotional video of online sessions

<https://youtu.be/G6cYCOki7Uk>

2.2 Project Need

Need for the project was evidenced through the Knapp et al 2016 report which acknowledged that young people are at an increased risk of mental health problems, which start in adolescence and persist into adulthood, with far reaching impacts in education, social and economic terms. This report estimated that service use costs per young person are £1,778 per year and that young people with mental health problems are less likely to be in employment, education or training and more likely to be in receipt of benefits, and 8 times more likely to have contact with the criminal justice system. This clearly indicates that the actual costs of mental health problems in the young are much greater due to the number of services involved in the associated/ resulting negative consequences.

Unity Radio's 'I believe' project is good vehicle to support Salford in its challenge to better understand and provide for local young people's emotional and mental health and wellbeing, with culturally diverse, information rich content designed and broadcast intrinsically. The NGY platform provides local communities an opportunity to engage in dialogue on various developmental issues that affect their lives, thereby shaping the developmental discourse towards their needs and providing a mouthpiece for those marginalised by society.

2.3 Project Beneficiaries

The I believe Project is aimed at benefiting young people suffering from reduced emotional wellbeing and mental health whatever the root cause (multiple vulnerabilities). Referrals into the project are open to young people borough wide and are made via partner agencies.

The project had evolved from earlier work seeking to help young people protecting themselves from Child Sexual Exploitation, which will continue and expand. Referrals for this project also include young people with episodes of Missing From Home/Care, also Looked After young people/ care leavers. Research shows young people with a background in care are more likely than their peers to have poor social outcomes in later life.

Wider beneficiary groups will also include families of young people participating; other vulnerable young people, school children, and peers; schoolteachers; and local communities.

4 Evaluation Requirements/ Methodology

4.1 Project Objectives

The I believe Project has five agreed objectives which are addressed by the evaluation. These include:

Objective 1: To engage 45 Salford young people over 12 months, and for each young person to set two goals to reach by project end.

Objective 2: To engage all 45 young people in at least 12 project sessions and one live radio show broadcast: for all young people to have the option to remain on project until their goals are achieved.

Objective 3: For 25 young people to achieve bronze / silver Arts Awards.

Objective 4: To develop an individual learning plan with each participant setting out both employability and wellbeing targets by their second session.

Objective 5: Evident improvement in CAMHS outcome tool assessments, when comparing initial assessment to end assessment.

4.2 Achieving a Return on Investment for NHS Salford CCG

Part of the funding requirement relates to how the project has achieved a return on investment for NHS Salford CCG. This includes a Cost Benefit Analysis and the evaluation seeks to identify potential cost savings areas and to explore how these relate to potential cost savings as a result of the project and therefore the extent to which the project has achieved the Return on Investment predicted in the original funding application.

4.3 Evaluation Process/ Methodology

The evaluation includes the collection of quantitative data including referral and attendance records, goals that were set by the young people taking part in the project and their achievement of these, and RCADS wellbeing scores. These were undertaken at week two by the facilitator in 1-1 sessions with the young people and again at week 12. The goals set were also undertaken at the same time and scored 1-5, 1 being not at all and 5 being fully achieved. Arts Award achievements are also included. The young people create a portfolio and notebook, this is then assessed by the facilitator and then externally moderated. The moderator will meet some of the young people as part of this process to see how they have experienced undertaking the Award.

Qualitative feedback has also been provided by referral agencies, parents, and a number of case studies have also been provided for the young people involved by the project facilitator. This information is also used to help explore costs savings information for NHS Salford CCG.

5 Evaluation Results

5.1 Achievement of Project Objectives

Objective 1: To engage 45 Salford young people over 12 months, and for each young person to set two goals to reach by project end.

Project Cohorts

The I believe Project includes four project cohorts of young people. The delivery dates for each cohort is as follows:

Cohort 1: Start – 06/08/19 End – 05/11/19

Cohort 2: Start – 19/11/19 End – 8/02/20

Cohort 3: Start – 03/03/20 End – 29/05/20

Cohort 4: Started on 18/05/20 and is expected to complete on 03/08/20.

This Interim Report provides feedback and data based on the first three cohorts, and a Final Evaluation Report will be produced to include the results of Cohort 4 once this has been completed.

Project Engagement

The number of young people engaging in the project (attending at least one session) is as follows:

Cohort 1: 11

Cohort 2: 13

Cohort 3: 10

Cohort 4: 8 (online Zoom sessions)

Total engaging for Cohorts 1-4 = 42 young people.

8 young people are current attending the online delivery provided to Cohort 4 which will result in 42 young people in total being engaged in the Project. Unity Radio were on track to achieve the target of 45 young people engaged, however, due to Covid-19 situation which occurred mid-way through the Cohort 3 delivery and prior to Cohort 4 starting, the delivery for Cohort 4 needed to be adjusted to online only delivery. which has impacted the number of young people that Unity Radio could effectively engage.

It is considered that the objective has been substantively achieved and successful given the unprecedented circumstances of the Covid-19 situation.

Project Referrals

Prior to the Project commencing, the Unity Radio team visited all social work teams, CAMHS and other local service providers to inform them about the Project and open up referral pathways.

Unfortunately, service providers were not forthcoming with referrals into the Project, one of the main reasons cited was around people's caseloads and not having enough time to offer this opportunity out and complete the referral forms. Following this feedback Unity Radio altered the referral process so that referrers only needed to nominate a young person with minimal details for a home visit to then be arranged by the Unity Radio team. Once this had taken place and a young person agreed to start, a request was made for a full referral form to be completed. Unity Radio also worked with teams to identify nominated people within each service who would lead and promote the project within their own teams. This had a dramatic effect and nominations for young people across Salford started to come into the Project which was then able to commence.

During home visits or drop-in appointments, young people and parents were met by a senior member of Unity Radio team. The aim of these meetings is to provide additional information about the Project and what young people will be participating in, gaining signed consent forms and providing an opportunity to ask any questions or address concerns young people or parents and carers may have.

Unity Radio altered the referral process with CAMHS for Cohort 2, where drop-in appointments were facilitated at CAMHS or Unity Radio for young people and parents to attend. Some families had found it difficult to engage with unknown professionals in their own home, and the drop-ins helped to remove as many barriers to engagement as possible during the recruitment. This was successful as young people were able to come into a building they were already familiar and comfortable with and some CAMHS practitioners were also present to support any young people who were particularly anxious around meeting a new professional. This also demonstrated a young person's level of motivation to attend the project, also as young people who had attended a drop-in session were much more likely to attend the sessions at Unity radio.

Due to the Covid-19 situation at the time of recruitment for Cohort 4, Unity Radio delivered Zoom appointments for young people and parents prior to the sessions commencing due to government restrictions.

A total of 76 young people were referred into the Project. Referrals came from CAHMS, Missing From Home (MFH) or Social Care, as detailed further below.

Referral Sources	Number of Referral's Submitted
CAMHS	39
Missing From Home (MFH)	16
Social Care	21
Total	76

5 young people were referred from multiple sources, this was either social care and CAMHS or social care and MFH. If a young person did not engage in the project their details are kept on file and are revisited and offered the opportunity to engage in future cohorts.

Home visits and drop-in data is also provided below.

Cohort	Home Visits/ Drop in's Booked	Home Visits/ Drop in's Attended
1	24	17
2	23	12
3	14	12
4	8 (online via Zoom)	7

Goal Setting

At the start of the project each young person completed a 1-1 session with staff, as part of this session young people are asked to identify goals they would like to work towards as part of the project and this is documented in their personal files. These goals are reviewed at the mid and end point to ensure progress is being made or also the opportunity to change or amend individual goals as the project progresses.

Objective 2: To engage all 45 young people in at least 12 project sessions and one live radio show broadcast: for all young people to have the option to remain on project until their goals are achieved.

Due to the vulnerable nature of the young people engaged, some were unable to attend every session, but majority did complete the whole 12 weeks achieving their goals, broadcasting live, and completing their arts award portfolios. This demonstrated continued commitment to the project even under difficult circumstances for example family bereavements, illness, or moving home.

All young people were given the option to remain on the Project until their goals were achieved. Goals set and achieved for Cohorts 1 to 3 are detailed below. Each young person was set 2 goals and their achievements were measured at the end of the project on a scale of 1 to 5 (5 = goal fully achieved).

Cohort 1

Young Person	Goals/ Comments	Achievement (Score 1-5)
1	1. Learn about radio 2. Play good tunes and find new music "I loved it at Unity and got to play some mint tunes and meet loads of different people. I didn't think I'd be any good at presenting when I started but I really enjoyed it and I wanna do more"	5 5

2	1. Meet new people 2. Trying something new	5 5
3	1. Something fun to do 2. Build more confidence	5 4
4	1. Go on radio 2. Interview musicians	5 5
5	1. Meet new people 2. Something to do "It was such a good laugh and all the staff were really nice and helped you do the radio and we did loads together which was good"	5 5
6	1. Get out the house 2. Make new friends	4 4
7	1. Learn how radio shows are produced and broadcast 2. Build my confidence around other people	5 5
8	1. Get out more 2. Learn to DJ	4 5
9	1. Making music 2. Getting into radio	3 5

The average score across all goals achieved for Cohort 1 was 4.67 out of 5, with a score of 5 being fully achieved. This shows a high level of goal achievement and satisfaction amongst the project cohort.

Cohort 2

Young Person	Goals/ Comments	Achievement (Score 1-5)
1	1. Meet new people 2. Going on the radio "I was shy at first and wouldn't speak on the radio, but when I did, I was buzzin that I done it and I want to keep doing it."	4 3
2	1. Finding more new music 2. Trying something different	Not able to obtain scores
3	1. More confidence 2. Something new and fun to do, not being stuck in at home	3 5

4	<ol style="list-style-type: none"> 1. Learn new skills 2. Get famous on radio – (this isn't a goal anymore) <p>“It has been the best thing Ive ever done, im so proud of all the new things ive learnt and enjoyed every minuet”</p>	<p>5</p> <p>-</p>
5	<ol style="list-style-type: none"> 1. Build confidence 2. Make new friends <p>“I loved coming to unity radio, I got to do things I never thought I'd get to do and learnt loads of cool stuff like presenting, interviewing and creating reviews.”</p>	<p>4</p> <p>3</p>
6	<ol style="list-style-type: none"> 1. Do something new, fun and different 2. Something to make my mum proud of me 	<p>5</p> <p>4</p>
7	<ol style="list-style-type: none"> 1. Something new to do 2. Learn new skills (radio) 	<p>5</p> <p>5</p>
8	<ol style="list-style-type: none"> 1. to build confidence in myself – 2. try song writing – (only gave a 3 as didn't really enjoy the session when we did it, but was great full for being able to try it) 	<p>4</p> <p>3</p>
9	<ol style="list-style-type: none"> 1. Get out of area more (doesn't like area he lives in) 2. Make new friends from different places 	<p>4</p> <p>4</p>
10	<ol style="list-style-type: none"> 1. Stop me being board at home all the time 2. Getting to go new places and meet different people 	<p>5</p> <p>5</p>
11	<ol style="list-style-type: none"> 1. Meet new people and friends 2. Learn radio and present a show (wants family to listen in to her) 	<p>5</p> <p>5</p>

2 young people dropped out prior to completion of the course. The average score across all goals achieved for Cohort 2 was 4.26 out of 5, with a score of 5 being fully achieved. This shows a good level of goal achievement and satisfaction amongst the project cohort.

Cohort 3

Young Person	Goals/ Comments	Achievement (Score 1-5)
1	<ol style="list-style-type: none"> 1. Get into media or acting 2. Experience something different 	<p>5</p> <p>5</p>
2	<ol style="list-style-type: none"> 1. Meet new people 2. Be more confident 	<p>5</p> <p>4</p>

3	<ol style="list-style-type: none"> 1. Make friends 2. Learn more about music and making it 	<p>5 5</p>
4	<ol style="list-style-type: none"> 1. Something to do for me 2. Help me talk to people more 	<p>5 4</p>
5	<ol style="list-style-type: none"> 1. Build self confidence 2. Help me to consider what I want to do in the future – 3 (still unsure but expressed has more options now than before) 	<p>5 3</p>
6	<ol style="list-style-type: none"> 1. Try out new things 2. More confidence 	<p>5 3</p>

Due to Covid-19 restrictions/ lockdown taking effect during this third cohort Unity Radio experienced a higher number of dropouts than normally expected. A total of 6 young people were able and willing to continue a digital platform with sessions to complete the program and give feedback.

The average score across all goals achieved for Cohort 3 for those completing was 4.5 out of 5, with a score of 5 being fully achieved. This shows a high level of goal achievement and satisfaction amongst the project cohort.

Across all three cohorts so far, the young people who have successfully completed all feedback showed a high level of achievement against their goals. Key achievements included meeting new people, building self-confidence, trying something new, learning about radio and broadcast, and learning new skills for the future.

One young person wanted to continue after the end of his project cohort had completed and was offered an opportunity to volunteer to present show at weekends, to continue his skills development. Another young person was due to complete their work experience via school with Unity Radio but due to the Covid-19 lockdown was unable to complete this.

All of Cohort 3 who engaged with the online sessions was offered the opportunity to continue with online sessions at Unity Radio via an alternative funder. The aim of this was to progress and develop their skills further, but also in response to the difficult situation with Covid-19 and the organisation wanting to offer continued support to young people at a vulnerable time. 5 young people are regularly still engaging in these sessions twice a week.

A video interview was completed with some of the young people online about their goals and comments:

<https://www.youtube.com/watch?v=AVpbuaJKRgc>

The following audio content was also produced from the show:

Stacey Copeland who made history after becoming the first ever British female boxer to win the Commonwealth title:

<http://www.unityradio.fm/pro-boxer-commonwealth-champion-stacey-copeland-caught-up-with-the-nyg-show/>

Baroness Beverley Hughes, Greater Manchester's Deputy Mayor for Policing, Crime, Criminal Justice and Fire:

<http://www.unityradio.fm/baroness-beverley-hughes-deputy-mayor-of-gm-caught-up-with-the-nyg-show/>

Gwen Richards, Founder of Fighting Spirit Wellbeing CIC:

<http://www.unityradio.fm/gwen-richards-with-the-nyg-show-9-skills-of-resilience-workshop-highlights/>

Dr Sandeep Ranote, Consultant Child & Adolescent Psychiatrist, Medical Director Northwest Boroughs Healthcare NHSFT, GM CAMHS Clinical Lead, Visiting Professor in Mental Health - University of Salford & University of Chester:

<http://www.unityradio.fm/the-nyg-show-with-sandeep-ranote-uryouth-2020-05-09/>

Jonny Rathbone, Northcoders

<http://www.unityradio.fm/director-of-northcoders-jonny-rathbone-speaks-with-the-nyg-show/>

Objective 3: For 25 young people to achieve bronze / silver Arts Awards.

Alongside the individual goals, each young person works towards the completion of an Arts Award qualification, which sets out specific learning outcomes that a young person must demonstrate in order to achieve the qualification.

The Bronze Arts Award is made up of 4 parts:

Part A – Explore the arts as a participant

Young people show how they have developed their interest, knowledge, and skills in radio production through active participation and broadcast of their own radio show live on Unity Radio. Young people chose their playlist, features, interview guests and learn how to operate all the technical controllers in the studio.

Part B – Explore the arts as an audience member

Young people experience at least one arts event as an audience member including reflection on the experience. C1 and C2 attended a live music concert in Manchester; C3 experienced a live on-line performance and interview with a local artist. All groups completed group reviews of their experiences, which were broadcast as part of their live radio shows.

Part C – Arts Inspiration

Young people utilise simple research methods to find out about an artist/craftsperson who inspires them and communicate what they have learnt. Individual young people chose and explored an artist who inspired them, some chose local artists who we were

also able to arrange interview with for the young people to complete to create further content for their show and sharing their learning further.

Part D – Arts skill share

Young people pass on a skill/knowledge they have gained to others by leading a short workshop or presentation including an explanation of their skills. Young people have shared a wide variety of skills learnt such as presenter skills, interview skills, programming and scheduling, using myriad, studio production and many more.

Young people's portfolios are made up of audio clips, photos, videos, written work and any another evidence they produce as part of the course. All portfolios are both internally and externally moderated by Arts award, external moderator feedback gained from the last moderation is as follows

Young People Achieving Bronze Award

Cohort 1: 8

Cohort 2: 9 (passed internal moderation, external moderation cancelled due to covid-19)

Cohort 3: 7 (have completed files and will be entered for moderation)

Cohort 4: 7 (are currently in the process of completing)

Total = 31 are expected to achieve bronze arts award

Comments provided by external moderator from Trinity College:

“All sections are good passes and resulted in live radio broadcasts, Part C was particularly strong with young people interviewing their inspirational artists and DJ's with a superb range of questions and questioning styles. It is clear the young people have learnt a great deal from their time at Unity Radio.”

It is expected that this goal will exceed the original objective set of 25 young people achieving Arts Award.

Objective 4: To develop an individual learning plan with each participant setting out both employability and wellbeing targets by their second session.

Individual learning plans consisted of goals set by young people at the start of the project and completion of the Bronze Arts Award.

As part of the project young people had the opportunity to explore and share some of their experiences around issues related topics which were relevant to themselves.

Some of the topics covered included a young man who suffered from Tourette's. From this a feature was created and broadcasted about living with Tourette's, expelling some of the myths and giving an honest insight for a teenager with Tourette's.

Other topics covered included bereavement, bullying, Mental health and exercise including local services available to access and an in depth look at hate crime, what it is, who it impacts, how to address it and local services available.

All topics were broadcast live on Unity radio. Some specific feedback about the impact of the Project from the parent of one young person attending Cohort 1 is provided below:

A Mothers Story

Lee Dinsdale, Unity Radio Interviews (the young person's names has been anonymised using reference YP).

Lee said "I'm here with YP's mum from the NGY show and she's just going to tell us a little bit more about why the project has worked for him, and also some of the other impacts of what the project has had."

She said "So, YP has gone through some issues socially which meant that basically as a mum, I lost my son. YP, always really outgoing, really happy, possibly a pain at times to me because he was that happy and hyper and with the social things that had gone on with YP, we lost him. He was referred to CAHMS and CAHMS worked with him, but YP always had a really, really keen interest in music and that's his outlet and that's what he used uses to calm himself down when he's in positions. YP tried taking his own life multiple times. He hasn't done that since he has been here at the radio. That is a significant difference that we've seen. The biggest thing for me is that he smiles. He will actually leave home now and go out of the home. He is confident enough to do that and he wakes me up to come to the radio. He's never, ever, out of any club that we've ever sent him to, or anything that he's been involved in done that before. But the wider benefits that we have had as a family is amazing. We also have a younger daughter and obviously YP's mental health and the issues that he was having were impacting on her, on me, my husband. It was affecting my actual job as well. But now everything is back to normal. People want to come to our house again now and it had stopped happening at one point. So, YP coming here is the most invaluable thing that we have ever had, far more than any medication, doctors, and everything else. This is an area where he's comfortable and he refers to it as a safe place, and if he feels safe, he is going to grow. He's going to get more confident. I couldn't give any more support to what the NGY do and how important it is. You don't just change that individual's life, you change the family life as well."

The full interview can be viewed here: <https://youtu.be/QP3wF60u51A>

Although there has been a focus on the skills needed for employability, e.g. confidence building and learning new skills, there has been less focus specifically on setting employability targets and collecting data about the opportunities for young people

when their sessions have ended. This could be an area which would benefit from being strengthened for future projects, including developing stronger links with a wider range of education, training and employment agencies and pathways of support, and post project data tracking to understand how young people are progressing.

Case studies are included in Appendix A which demonstrate the journey travelled by young people taking part in the project. It is considered that this objective has been achieved.

Objective 5: Evident improvement in CAMHS outcome tool assessments, when comparing initial assessment to end assessment.

Young people are asked at the beginning of the project to complete the Revised Child Anxiety and Depression Scale (RCADS) tool also utilised by the CAMHS. At the end of the project young people complete this to see if any changes have occurred from participating with the project. When completing the RCADS young people were asked to consider their responses from their experience over the past 7 days.

The Revised Child Anxiety and Depression Scale (RCADS) is a 47-item, youth self-report questionnaire with subscales including: separation anxiety disorder (SAD), social phobia (SP), generalized anxiety disorder (GAD), panic disorder (PD), obsessive compulsive disorder (OCD), and major depressive disorder (MDD). It also yields a Total Anxiety Scale (sum of the 5 anxiety subscales) and a Total Internalizing Scale (sum of all 6 subscales). Items are rated on a 4-point Likert-scale from 0 (“never”) to 3 (“always”).

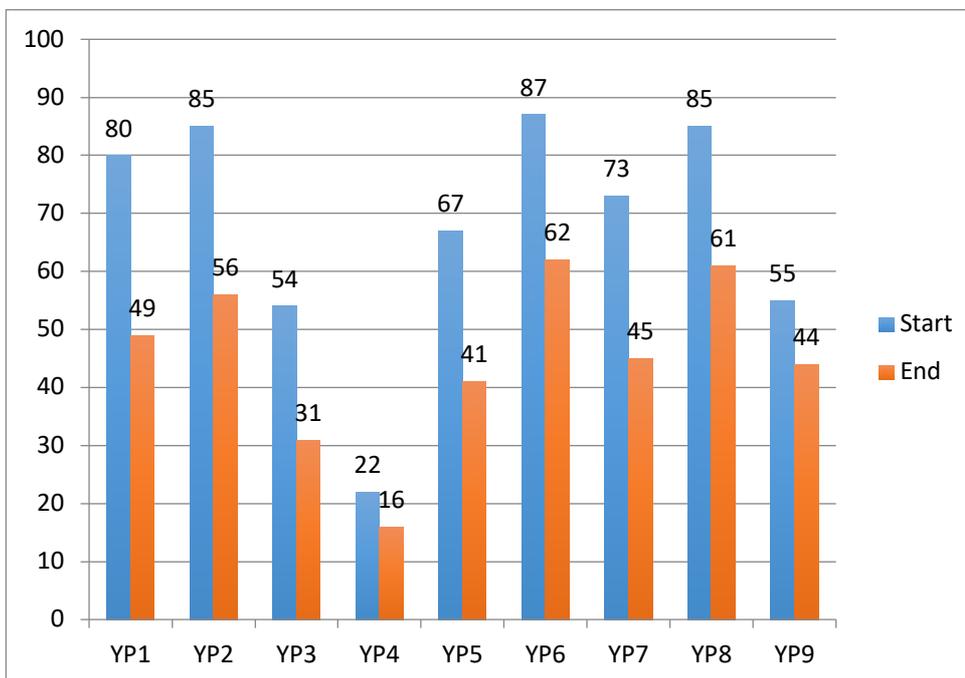
Unity Radio has reported on the total anxiety scale to give a clear picture of the impact the project has had on the young people participating.

Please see below graphs demonstrating the changes that have occurred for the young people attending the Project utilising the RCADS tool.

The following score ranges demonstrate the general severity of a person’s symptoms, a reduction in score showing an improvement.

Range	Symptom Severity
0-64	Low severity
65-70	Medium severity – borderline clinical threshold
>70	High severity – above clinical threshold

Cohort 1



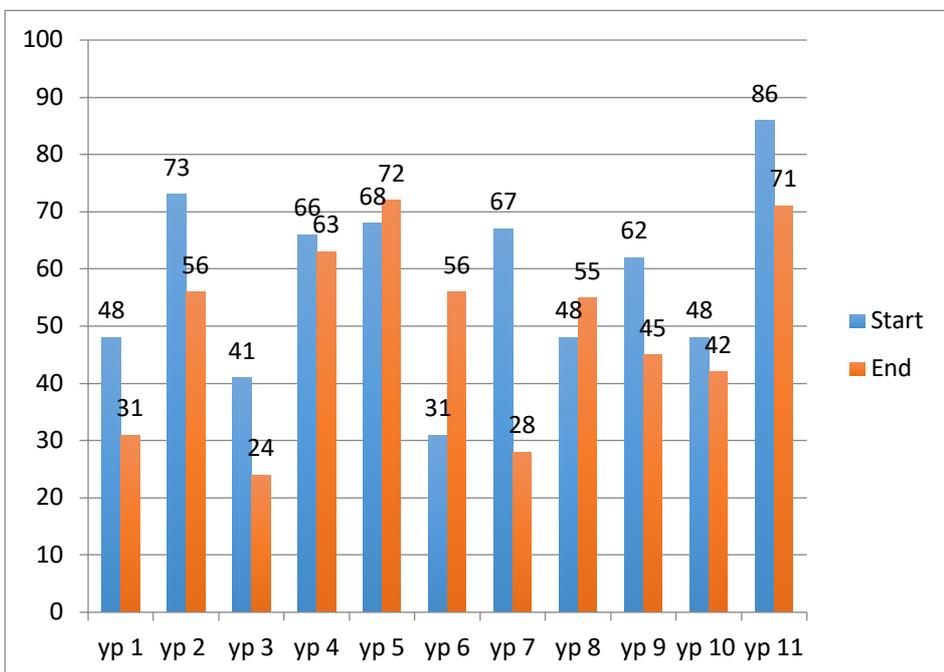
11 young people attended but 2 young people dropped out prior to completion and staffs were unable to make future contact to gain feedback information.

The average starting score across Cohort 1 was 68. This places the cohort into a medium symptom severity – borderline clinical threshold at the start of the project.

The average score on completing the Project across Cohort 1 was 45. This places the cohort into a low symptom severity at the end of the project.

This shows a significant reduction in RCADS scores across Cohort 1 showing an evident improvement when comparing initial assessment to end assessment.

Cohort 2

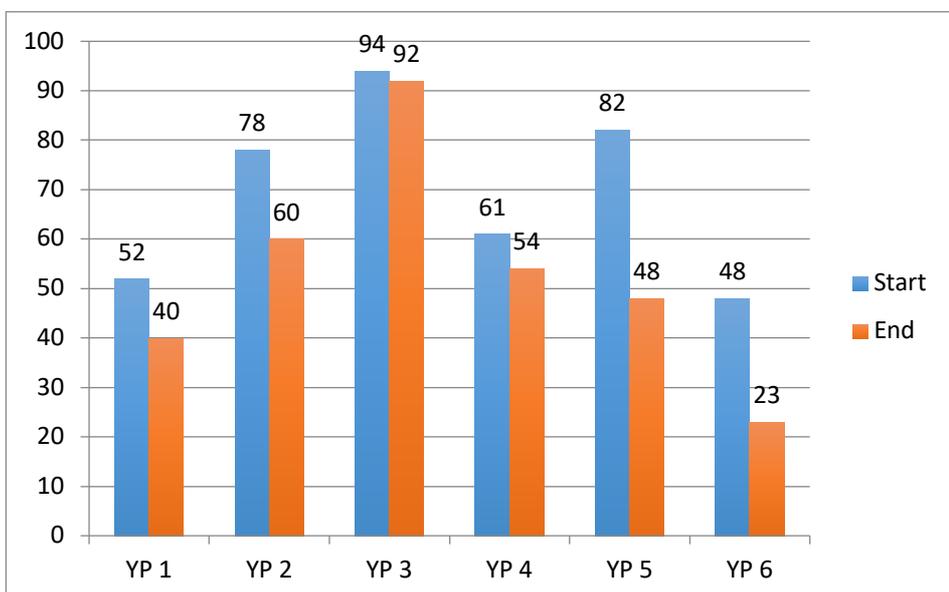


The average starting score across Cohort 2 was 58. This places the cohort at the upper end of low severity at the start of the project.

The average score on completing the Project across Cohort 2 was 49. This places the cohort into a low symptom severity at the end of the project.

This shows a good reduction in RCADS scores across Cohort 2 showing an evident improvement when comparing initial assessment to end assessment.

Cohort 3



The average starting score across Cohort 3 was 69. This places the cohort at the top end of medium symptom severity – borderline clinical threshold, and just 1 point below high severity – above clinical threshold at the start of the project.

The average score on completing the Project across Cohort 3 was 52. This places the cohort into a low symptom severity at the end of the project.

This shows a significant reduction in RCADS scores across Cohort 3 showing an evident improvement when comparing initial assessment to end assessment.

The Project shows a significant and impressive reduction in RCADS scores and symptoms across the first three cohorts. It is considered that this objective has been achieved.

5.2 Return on Investment for NHS Salford CCG

5.2.1 Cost Benefit Analysis

Feedback from CAMHS is that its whole ethos is about reducing long term, severe and enduring mental health difficulties going into adulthood. It is about early intervention and prevention because it is known that the long-term impact of mental health difficulties in adulthood equates to high levels of social deprivation and poor quality of life. It is well known that Adverse Childhood Experiences (ACE) can have negative, lasting effects on health and wellbeing, and increase the risk of developing health harming behaviour.

As the I believe Project is only 12 weeks in duration for the young people participating, CAMHS want to build on the legacy of the young people's achievements with it, ensuring access to further opportunities and transition from the Project.

When exploring the idea of cost savings therefore is difficult as it is a short-term intervention, and part of broader support, with longer term impacts. It is also difficult to equate, for example, a young person who self-harms may not always attend A+E because they have robust care and safety plans in place to ensure they can get the support needed elsewhere. There would more likely be a reduction in how often they access this service rather than attending A+E. There are also wider impacts, for example on the young person's family, for example the economic consequences of the young person's difficulties if say they needed to reduce work hours as a result.

It was therefore recommended by CAMHS to collate feedback from the Case Manager of young people accessing the Project. This narrative can provide evidence, and a background to the type of savings that might be made on health services and other public services.

Case Manager Feedback

All young people's names have been anonymised for confidentiality and data protection purposes using the prefix YP for young person.

“YP1 is really enjoying the project. Accessing CAMHS for social anxiety and so the chance to meet other young people in small, safe space has really increased confidence and boosted mood and helped her challenge negative thoughts. YP1 has not been accessing any therapy under CAMHS but has been doing participation art group which has had similar effect so this is just another great opportunity for her to test boundaries and build a social network and in doing so increase her resilience. Since doing UR has had even less reliance on CAMHS but sadly hasn't been able to engage virtually due to technical issues but would like to do project again in future.”

“YP2 has been accessing CAMHS since 2012 due to ADHD. In December 2019 presented in crisis with CAMHS making several attempts to end life/ hurting self. Several attendances at A+E and police call outs and support from both rapid response team and the home-based treatment team. All practitioners involved identified a lack of meaningful activity with YP2. He was applying for jobs, but his mental state meant he perceived failure easily and didn't always have the confidence to do things. He has had alongside UR an increased level of social support; however, it is the interaction with UR which has boosted his mood and confidence. This has meant that YP2 is more able to engage with weekly therapeutic work with myself because he has more self-belief and resilience in himself. I have weekly contact with YP2, but this is to do a targeted piece of work as opposed to managing crises' which have significantly reduced (although not entirely as there has been one episode involving police during UR project).”

“Unity Radio seems to have made a positive difference for YP3, especially during a period of time when he might have been more vulnerable to a deterioration in his mental health due to the pandemic. He has found it difficult to access school at home, but he has been able to have some engagement with the Unity Radio project. YP3 is very creative, and Unity Radio has allowed him to further develop these skills. Since starting the project, I have been able to reduce my contact with him and yesterday he was discharged from CAMHS! I think it has been great that Unity Radio was quickly able to adapt new virtual ways of delivering the programme to the young people when the lockdown started.”

“I had an appointment with YP4 today (11.6.2020). I was pleased to hear that YP4 has been enjoying the Unity Radio programme. He struggled with anxiety symptoms for the first few sessions but was able to persevere and is now able to engage during the full session. YP4 has felt supported by James from Unity Radio who phones prior to the sessions to see how he is feeling. YP4's self-esteem and confidence really seem to have improved since he started the Unity Radio programme.”

“YP5 has said she did really enjoy it 1:1 but mum told the project to go on without her as YP5 was always asleep when they'd call and would wait for her to log on. But if they start f2f again she'd love to do it!”

“YP6's presentation during the Unity project has been reliable - she's really struggled since lockdown and there have been significant changes re. her family situation. She's reporting a marked increase in anxiety and panic attacks and she self-harmed last week for the first time in months. YP6 has agreed to liaise with Melissa to ensure her

referral for CBT is escalated. However, I watched her Unity Radio Broadcast and she presented as much more confident; and she has told me how much she has enjoyed the project and is happy that it's been extended, so I think that Unity has been a real lifeline for her during the lockdown.”

“Referral made by CAMHS – YP7 had presented at A+E after episode of self-harm but didn't want to engage with harm. Was clear that her presentation at A+E was a result of not having meaningful activities and routine in her life. A discharge plan was made which was about creating meaningful activities – IE Unity Radio. We knew that YP7's emotional wellbeing would be better supported by informal and non-directive interventions than face to face interventions within a CAMHS setting which she had over a number of years.”

“It will be hard to fully see the extent of the impact that Unity Radio has had on YP8 in terms of CAMHS involvement due to COVID. There has been a reduction in contact at CAMHS. I have had a few phone contacts with Mrs YP8 but YP8 has not wanted to interact with me on the phone or video appointment. We can hope that this reduction in contact is not just a result of COVID but his interaction with Unity Radio. HumanKind were planning to complete some work regarding anger management with YP8 but this has been put on hold due to COVID. I know that there are still some difficulties at home with his mother and sister. YP8 cannot be discharged while he takes medication so he will remain under Salford CAMHS. Hopefully, he will be able just have medication reviews at CAMHS in the future. I know that he has not only enjoyed the project, but also really been able to cultivate a passion of his.”

“Decrease in symptoms of anxiety, opportunity for safe socialisation, not policed by parents as supervised with the Unity team leading increased feeling of independence and safety for both YP9 and family increase in self-esteem and generally happier in himself not needing to come to CAMHS for “mental health” issues – less dependency for parents on CAMHS validating the young person and relieving frustration – he looked less like a rabbit in the headlights more like a happy teen cessation of self-harm – cutting stopped previously cut all over arms and legs and suicidal ideation, less feelings of frustration as he had an outlet for fun and to do something he really valued and recognised he was good at less missing from home telling lies to escape parents and smoking cannabis was actively supervised and at unity and did not appear to have the need to sneak off and smoke cannabis replaced a number of trauma experiences with an experiential experience and helped him move forward and demonstrate and develop new skills he was eating and sleeping better and smiled more and described feeling empowered parents were very happy with the changes – previously had been at there wits end with worry due to traumas and maladaptive behaviour as a reduction of worry was able to engage with education and learning plans and gave him hope for the future as he really valued being chosen for the project ultimately able to discharge from CAMHS and did not come back to CAMHS after the project finished.”

“YP10 has been out of hospital since November and no re-admissions to J17. Her self-harm and risky behaviour has significantly reduced. Been no more issues with being vulnerable on social media or being groomed. She has developed an increased issue with cannabis unfortunately which is being worked on by the multi-agency group

supporting her and the family. My contact is still weekly. With Covid she has not really engaged with the tutor provided for her. Her new EHCP is looking for an apprenticeship for her. She told me she was unsure about it at the beginning, but it was good.”

Feedback from the Parent of YP2

“Hi James and the Team. Just want to say a big Thank You for everything you have done for YP2....You have basically given him something to live for. YP2 suffers with mental health to the extent he tries to take his own life which he has attempted a few times, YP2 has had no self-worth and always felt he has nothing to live for, since joining unity radio with you and the team he is like a different kid he is so much happier where he has started to do things and look after himself he looks forward to a Tues and Friday so much no matter where he is or what he is doing he stops so he can talk and engage with you all at unity radio this is the best thing that has happened to YP2 we have tried lots of things with YP2 which he has given up on unity radio is the only thing he has stuck with it is the best thing that has ever happened for YP2 and we really cannot thank you enough and I honestly think YP2 would be in a really dark place if it was not for you and the team. We cannot believe how a scheme like unity radio can be such a brilliant therapy for kids it’s amazing...Once again thank you so much. Thank you J”

CAMHS Practitioner Feedback from a Parent

“I spoke with a parent of a young person who is part of this cohorts Unity Radio project. Young person has a diagnosis of ASD and suffers from low mood, anxiety, and suicidal thoughts. Whilst he attended the face to face sessions, he struggled with his anxiety but the move to online sessions enabled him to engage much better. Mum noticed his mood lift after participating and he was able to share how much he enjoyed it and how it had given him something to look forward to in the future. Having future plans and hope for the future will ultimately be a part of shifting this young man’s mood and helping him find an identity outside of his relationship with CAMHS. I would whole heartedly support more online support from Unity Radio in the hope that it could reach out to other young people in a similar situation, particularly at a time where face to face support is being reduced elsewhere.”

Feedback from a Social Worker

“I stopped working with YP11 around January/ Feb but I can give my observation from then. From the very first session, YP11 spoke positively about the programme and thoroughly enjoyed it; both learning new skills and the social aspect. Previously YP11 would speak negatively of herself and was ‘glass half empty’. Even her body language (head down and crouched over) made me concerned about her wellbeing. Whilst attending Unity Radio, she started to speak more positively about herself and look forward to events. Her body language changed to being more vibrant and animated in her conversations. YP11’s school shared that previously she would seek a lot of comfort and attention from staff, however this reduced and was felt to be linked to her positive experiences at Unity Radio.”

Missing from Home (MFH)

Information was provided by the Practice Manager from the Salford Missing From Home Service. this shows the following:

Cohort 1

Data shows 1 young person had 4 MFH episodes in the 3 months before the project and 2 MFH episodes in the 3 months after the project but had none during the project. 2 young people who did not have MFH episodes before or after the project had 1 MFH episode each during the project.

Cohort 2

Data shows 2 young people had 3 MFH episodes in the 3 months before the project and 2 young people had 10 MFH episodes in the 3 months after the project, but none had any MFH episodes during the project.

Cohort 3

Less data was collected through the Covid-19 situation, however, data that is available showed 1 young person had 1 MFH episodes in the 3 months before the project and none had MFH episodes in the 3 months after the project or during the project.

This information shows a general reduction in MFH episodes during the project and in two cases this was a significant reduction. They then resumed following the project.

5.2.2 Cost Savings Arising as a Result of the Project

As detailed above, it is difficult to put cost savings to the Project for the reasons provided. The feedback from CAMHS, parents, social workers and the Missing from Home team all provide evidence of difficulties experienced by young people and risk-taking behaviour. The project has shown how it can support young people with many of these issues, including:

- Increasing confidence
- Providing a social network
- Building resilience
- Reductions in self-harm
- Reduced suicidal/ negative thoughts/ attempts to end life
- Reduced anxiety
- Reduced panic attacks
- Providing a lifeline and contact during Covid-19 lockdown
- Lower levels of frustration and anger
- Reduced drug taking

Direct costs savings from the Project can be seen in the following areas:

- Reduced contact with CAMHS
- Discharge from CAMHS
- Reduced attendance at A+E
- Reduced number of police call outs
- Less contact with Home Based Treatment Team
- Reduced contact with Rapid Response Team
- Less MFH episodes

Although it is not possible to calculate the specific cost savings from the project, an idea can be gained of potential costs savings from proxies and unit cost data available for similar incidents and support. Some examples of relevant costs savings are provided below:

Economic Cost of a Suicide

The economic cost of suicide in England is estimated at £1.7 million (Knapp M, McDaid D, Parsonage M (editors) (in press) Mental health promotion and mental illness prevention: The economic case. PSSRU, London School of Economics and Political Science). These estimates have been based on 3 sets of cost components: Direct costs i.e. the services used by the individual leading up to and immediately following the suicide. This includes, for example, unsubsidised GP visits, prescribed medication, counselling, funeral costs, court costs, use of emergency services, insurance claims and medical services. Indirect costs i.e. the costs to society of each suicide. These include the time lost from work and lost production from an exit or absence from the workforce. Human costs i.e. lost years of disability free life in addition to the pain and grief experienced by family and friends.

GMCA Cost Benefit Analysis – Unit Cost Database

The database provides the following relevant information:

Drugs misuse – average annual savings resulting from reductions in drug-related offending and health and social care costs as a result of delivery of a structured, effective treatment programme – Estimated cost savings per year on Criminal Justice System and NHS £3,614 (2013/14 estimate).

A&E attendance (all scenarios) – £160 per attendance cost saving on CCG (2017/18 estimate).

Average cost of service provision for children/ adolescents suffering from mental health disorders, per person per year - total fiscal cost (to the NHS) - £230 (2007/08 estimate).

NHS England on publication of model specification for Children and Adolescent Mental Health Services (CAMHS)

Mental health problems in children and young people are associated with excess costs estimated at between £11,030 and £59,130 annually per child. These costs fall to a

variety of agencies (e.g. education, social services, and youth justice) and also include the direct costs to the family of the child's illness.

(<https://www.england.nhs.uk/2015/01/camhs/>)

Missing from Home (MFH) Episodes

Greater Manchester Police estimate the cost of each missing episode to be £2,200 to the public purse.

5.2.3 How the Project has achieved the Return on Investment

Although it is not possible to provide direct costs savings to NHS Salford CCG, due to the short term nature of the project, the limited data, and difficulty in attributing longer term impact, evidence has nevertheless been provided which demonstrates a range of real and tangible cost savings areas, and examples given of proxies and unit cost savings estimates that relate to these.

A key saving relates to CAMHS with the project leading to reduced contact and in a number of cases discharge from the CAMHS service. This saves both costs and time on the service and frees the service up to be responsive to more young people. Reduced risk taking and call outs also provides savings for other services. In at least one case, the Project has directly contributed to a reduced risk of suicide which has a significant cost across the system (with an economic cost estimated at £1.7m)

It is considered that the Project has achieved a good return on investment for NHS Salford CCG. It has also provided savings for other statutory services including Salford City Council Social Services and Greater Manchester Police.

6 Evaluation Summary and Recommendations

6.1 Summary

The evaluation demonstrates that the Project has achieved or substantively achieved the objectives set out in the original funding application.

Objective 1: To engage 45 Salford young people over 12 months, and for each young person to set two goals to reach by project end.

The Project started on 06/08/19 and is expected to complete on 03/08/20. The number of young people engaging in the project (attending at least one session) is 34 at this interim report stage after 3 cohorts of delivery, with 8 young people currently attending the online delivery which will result in 42 young people in total being engaged in the Project. Unity Radio were on track to achieve the target of 45 young people engaged, however, due to Covid-19 situation the delivery for Cohort 4 needed to be adjusted having an impact on the total numbers. It is considered that the objective has been substantively achieved and successful given the unprecedented circumstances of the Covid-19 situation.

Objective 2: To engage all 45 young people in at least 12 project sessions and one live radio show broadcast: for all young people to have the option to remain on project until their goals are achieved.

All cohorts were set two goals at the outset and given the options to remain on the project until these were achieved. Across all three cohorts so far, the young people who have successfully completed all feedback showed a high level of achievement against their goals, averaging between 4.26 and 4.67 out of 5 (5 being goal fully achieved) across these. Key achievements included meeting new people, building self-confidence, trying something new, learning about radio and broadcast, and learning new skills for the future. One young person wanted to continue after the end of his project cohort had completed and was offered an opportunity to volunteer to present show at weekends, to continue his skills development. Another young person was due to complete their work experience via school with Unity Radio but due to the Covid-19 lockdown was unable to complete this. It is considered that the objective has been substantively achieved and highly successful given the unprecedented circumstances of the current Covid-19 situation.

Objective 3: For 25 young people to achieve bronze / silver Arts Awards.

Young people have developed portfolios for Bronze Arts Award made up of audio clips, photos, videos, written work and any another evidence they produce as part of the course. All portfolios are both internally and externally moderated by Arts award, external moderator feedback gained from the last moderation is as follows. A total of 31 young people are expected to achieve Bronze Arts Award, exceeding the original objective set of 25 young people.

Objective 4: To develop an individual learning plan with each participant setting out both employability and wellbeing targets by their second session.

Individual learning plans were developed with each young person and consisted of the goals set by young people at the start of the project and completion of the Bronze Arts Award. As part of the project young people had the opportunity to explore and share some of their experiences around issues related topics which were relevant to themselves. Some of the topics covered included a young man who suffered from. From this a feature was created and broadcasted about living with Tourette's, expelling some of the myths and giving an honest insight for a teenager with Tourette's. Topics covered included Tourette's, bereavement, bullying, mental health and hate crime. All topics were broadcast live on Unity radio. Although there has been a focus on the skills needed for employability, e.g. confidence building and learning new skills, there has been less focus specifically on setting employability targets and collecting data about the opportunities for young people when their sessions have ended. This could be an area which would benefit from being strengthened for future projects, including developing stronger links with a wider range of education, training and employment agencies and pathways of support, and post project data tracking to understand how young people are progressing. A range of case studies and feedback are provided in the report and it is considered that this objective has been achieved.

Objective 5: Evident improvement in CAMHS outcome tool assessments, when comparing initial assessment to end assessment.

Young people are asked at the beginning of the project to complete the Revised Child Anxiety and Depression Scale (RCADS) tool utilised by the CAMHS. At the end of the project young people completed this to see if any changes have occurred from participating with the project. When completing the RCADS young people were asked to consider their responses from their experience over the past 7 days. The Project shows a significant and impressive reduction in RCADS scores and symptoms across the first three cohorts, reducing average starting scores from medium symptom severity – borderline clinical threshold to low symptom severity at the end of the project for two of the cohorts and from the top end of low symptom severity to a much reduced level of low symptom severity for the third. It is considered that this objective has been achieved.

Return on Investment for NHS Salford CCG

Although it is not possible to provide direct costs savings to NHS Salford CCG, due to the short term nature of the project, the limited data, and difficulty in attributing longer term impact, evidence has nevertheless been provided which demonstrates a range of real and tangible cost savings areas, and examples given of proxies and unit cost savings estimates that relate to these. A key saving relates to CAMHS with the project leading to reduced contact and in a number of cases discharge from the CAMHS service. This saves both costs and time on the service and frees the service up to be responsive to more young people. Reduced risk taking and call outs provides savings for other service. In at least one case, the Project has directly contributed to a reduced risk of suicide which has a significant cost across the system. It is considered that the

Project has achieved a good return on investment for NHS Salford CCG and also other agencies.

A letter of support from Salford CAMHS highlighting the impact on clinicians, impact on young people and families, what they consider is working well and why the project works, what could be improved in the future and suggested recommendations, is provided in Appendix B.

6.2 Lessons Learnt

Some key lessons can be learnt from the project delivery include:

- **Importance of Collaboration** – Working with the referral, partner agencies make the project work and it is the individuals within those agencies that can have dramatic impact on success and failure of project.
- **Importance of Rapport** – Between unity radio staff and Young People is also important.
- **Data collection** – There was limited guidance on what to measure, so this has been developed from within Unity Radio.

6.3 Why the Project Works?

As part of this evaluation it is also observed why the project intervention is successful:

- **Safe Environment (The Landing, Media City UK)**

This is a key factor in why the projects starts off so well. Key points include:

- Aspirational, being at the heart of media city
 - The Landing staff are supportive
 - Safe, young people can relax and open up
 - Treats young people like an adult, 'world of work'
 - In real working radio studio
 - Young people enjoy coming and the experience
 - Provides further engagement opportunities
- **Feeling of Belonging**
 - Unity Radio team and young people are supportive of each other
 - Positive relationships.
 - **Learning New Skills**
 - Digital and communication skills which is also accredited
 - Other skills DJing, Music Production, song writing

- **Recognition**
 - The broadcast provides improving confidence and self-esteem
- **Purpose**
 - Peer to Peer support helping other young people with the radio show

6.4 Key Recommendations

The following provides some key recommendations for future project delivery:

1. Employability/ Post Project Support

The project would benefit from further development and investment in the 'what happens next' for young people once their sessions have come to an end. This could involve developing connections with a wider range of support agencies/ partners, to create pathways into education, training, employment, and other activities. The project would also benefit from investment in post project tracking, this is not currently funded but data collected would enable Unity Radio to better assess the lasting impact of the project and opportunity that is provided for young people to 'springboard' onto more opportunities that they could not have accessed before or considered.

2. Project Funding

The project would benefit from being run again and for a longer time period. Several enhancements could be made to the project including the development of a specific project outcomes framework to measure the wider benefits of the project and greater integration with other services, for example the presence of a CAMHS worker at sessions to add value and links with schools to increase the benefit to young people.

3. Investing in a Longer-Term Impact Study

Consideration should be given to understanding the longer-term impacts of the intervention. Additional investment would enable a deeper exploration of potential cost savings to the public sector, longer term impacts, and how this might influence system change/ transformation. This could include longer term post project tracking and a longitudinal evaluation/ study which could be beneficial to a range of key stakeholders.

Appendix A

Case Studies

All young people's names have been anonymised for confidentiality and data protection purposes using the prefix YP for young person.

Cohort 1

Case Study 1

YPA is a 16 year old male referred to the project by the CAMHS. He was receiving support around his emotional and mental health and had been supported by the service since the age of 7. His difficulties included low self-esteem and confidence and repeated suicidal attempts; he was receiving medication alongside counselling services. He lives in a family home with parents and younger siblings and had been excluded from mainstream education provision. These issues were not just effecting YPA individually but also having a major impact within the family, mother having to take reported time off work to support YPA and a breakdown in the family relationships, including between siblings due to the addition strain within the family to effectively meet YPA's needs and keep him safe.

When YPA joined the project, he was very withdrawn, not very vocal and struggled to socialise with some of the other young participants. As the project progressed YPA had the opportunity to learn new skills in and express himself through the music he enjoyed. He began to work with others to achieve group goals such as completing a live broadcast and producing issue-based features around topics both he and the other young people were interested in exploring. These actions grew his confidence but also allowed him an outlet to explore his feelings in a safe and enjoyable manor.

Towards the end of the project YPA had progressed that much he was confident to be a lead presenter on the show broadcasting live across Manchester and supporting other young people in a caring and compassionate manor. Reports regarding the family home were also much improved with a more relaxed and enjoyable atmosphere for all. Mother reported that he due to the intervention with Unity Radio he was in a much-improved state and CAMHS were looking to discharge him from the service.

Even after completion of the project YPA had continued to be involved with Unity Radio volunteering to support another show we have on the station, acting as a studio producer and co-presenter continuing to develop his skills further.

Case Study 2

YPB is a 15 year old male referred to the project by social care but was also currently open to CAMHS. At point of referral YPB had recently (1 week prior) been taken into local authority care for the second time due to difficulties at home and mother being unable to keep him safe within this environment. YPB struggled with low self-esteem, Obsessive compulsive disorder and was involved in anti-social behaviour within the local community and had disengaged from education. Additional to this he suffered a family bereavement in which his aunt and 4 cousins tragically died in difficult circumstances which was widely reported and police investigations on-going.

Initially YPB struggled to focus within sessions, he was excited to participate but found it difficult to maintain focus on any particular aspect and would not discuss any personal issues or difficulties with other young people or staff team. As the weeks progressed YPB engaged more and developed positive relationships with the staff and other young people, this enabled him to build trusting relationships as he would be with us 2-3 times a week and would never miss a session. As these developed he felt able to open up more with everyone within the group and displayed lots of his positive and caring aspects to his personality and he was well liked within the group by both staff and young people alike. One aspect of the radio show which he particularly enjoyed was scheduling the show and driving the desk (technical job), both integral parts which require responsibility and leadership a task he rose to, excelled, and enjoyed. As part of the show he completed a tribute to his lost family members, which was very moving and emotional and a very cathartic process for YPB, assisting him with his grieving process.

Towards the end of the project we were receiving very positive reports for his care home in the changes in his attitude, behaviour, and overall happiness within his placement. He was also completing re-engagement in education and attending on a part time timetable, looking to increase back to full time provision, which he reported for the 1st time he felt comfortable and able to do so after successfully completing the project with Unity Radio.

Cohort 2

Case Study 3

YPC is a 15 yr. old female referred to the project via social care. YPC lives in Salford within an area identified with high levels of social deprivation and unemployment. YPC lives with her mother and 3 siblings (2 younger, 1 older) the whole family are subject to child protection planning due to mother experiences difficulties with her own physical and mental health.

YPC was referred due to concerns around her mental health, including incidents of self-harm, low self-esteem, and confidence levels, which she is currently awaiting, support via CAMHS. YPC is socially isolated and frequently carers for her younger siblings within the family home. She was excited about engaging with the project as she has a keen interest in music and singing, which she wanted to explore further.

When she initially engaged in the project, she struggled to make friends with the other young people and gravitated towards the staff within the sessions, this was predominantly due to her lack of self-confidence and esteem. As the sessions progressed, she became more confident and started to build relationships with other participants. Towards the end of the course we were able to see a real change in her self-esteem and attitude becoming much more vocal part of the group, regularly sharing her ideas and thoughts for the radio show and actually supporting other participants to progress. During sessions that YPC attended with us she really excelled at all tasks put in front of her, even tasks we knew she was originally apprehensive about however always overcame any obstacles in her way.

YPC progressed well in the group regularly bringing new ideas and content for the show and became one of the lead presenters, consistently showing motivation and willingness to try new things and support others. Her communication skills improved, and she was able to articulate

her thoughts, feelings and ideas in much more concise and confident manor. YPC approached every session with a positive pro-active attitude despite some struggles she would be having away from our sessions.

Mother reported that she had seen a noticeable change in YPC demeanour at home, with no further reports of self-harm and an elevation in her mood. Mother also commented that she really appreciated that YPC had something just for her that she enjoyed engaging in and was excited prior to every session. The live broadcast became a positive family activity with all family members regularly listening in to YPC live on the show and giving them a something nice to share in and feel proud of.

Case Study 4

YPD is a 16 year old female referred to the service via social care, due to concerns around her behaviour and issues within the home. YPD lives at home with mum dad and 5 other siblings; YPD was removed from her birth family at an early age, which has resulted in possible attachment issues for YPD. She has also struggled within education, often not engaging in lessons, and struggling to make friends within her peer group.

When she initially attended sessions, she was very quiet and withdrawn, as the sessions progressed, she grew in confidence, made friends and working relationships with all the other young people within the group. The relationships she formed were very positive and even if there was disagreement within the group YPD always remained neutral and worked to assist the entire group to resolve their differences. Her attendance within sessions was excellent with her only missing 2 sessions due to a family bereavement.

She participated in all aspects of the sessions and worked to overcome her anxieties such as working towards live broadcast when she was initially sceptical, she would be able to achieve this. One main turning point for YPD was when the group attended a session at Challenge for Change a high ropes obstacle course based in Salford, she expressed she was scared of heights and was very nervous but wanted to attempt it. With staff support she fully completed the course and her confidence and self-esteem was noticeable higher after this accomplishment.

By completion of the course YPD was one of the most liked young people by young people and staff, her confidence, engagement in activities and voicing her opinions including the creation of her own individual features for broadcast was massively increased.

Reports from the home environment were positive, YPD was able to communicate better with her siblings and parents as she had exciting news to share with them about the activities, she had been participating in at Unity Radio. This cultured a more caring and sharing environment and a reduction in conflict between some of the siblings.

Cohort 3

Case Study 5

YPE is a 15 year old male referred via CAMHS due to concerns around his mental health, predominantly issues with low mood resulting in several attempts to take his own life. He attended a drop-in session with his mother at Unity Radio prior to commencing and presented as nervous but excited about the opportunity.

YPE joined the Unity Radio sessions before Lockdown, he demonstrated a keen interest in DJ'ing and the technical side of Radio Production and would ask a lot of questions about this side of Radio Production. YPE quickly formed a friendship with another young person, and he would engage in every activity and answer every question he could. YPE was very supportive of other young people in the group, encouraging them to give input to the sessions. As Lockdown came into effect, we had to move our sessions to an online based platform. YPE joined in the online sessions from the start and he had some great ideas for shows and showed a very keen interest in creating content for radio and learning how a radio station operates.

YPE came up with idea to create a Radio Drama, write a script and for each other young person to play a role in it. He has shown fantastic individual and team skills and his enthusiasm when it comes to the sessions has been amazing. YPE has attended the sessions on his mobile while out fishing / walking / out with family. YPE has interviewed the Deputy Mayor of Gtr Manchester and posed some questions to her about more activities for the youth of Manchester, showing excellent confidence and understanding.

Reports from home highlights a dramatic improvement in his behaviour at home with mum reporting and increase in his mood , willingness to engage in family activities and assistance within the home also resulting in much improved communication and reduction in conflict between mother and son. Please see below for email received from mum.

Hi Team

Just want to say a big Thank You for everything you have done for YPE....

You have basically given him something to live for. YP suffers with mental health to the extent he tries to take his own life which he has attempted a few times, YPE has had no self-worth and always felt he has nothing to live for, since joining unity radio with you and the team he is like a different kid he is so much happier where he has started to do things and look after himself he looks forward to a Tues and Friday so much no matter where he is or what he is doing he stops so he can talk and engage with you all at unity radio this is the best thing that has happened to YPE we have tried lots of things with YPE which he has given up on unity radio is the only thing he has stuck with it is the best thing that has ever happened for YPE and we really cannot thank you enough and I honestly think YPE would be in a really dark place if it was not for you and the team. We cannot believe how a scheme like unity radio can be such a brilliant therapy for kids it's amazing...

Once again thank you so much.

Thank you

Case Study 6

YPF is a 15 year old male referred to the service via CAMHS and attended a drop in appointment at CAMHS with his mother.

YPF first joined the sessions before lockdown and immediately displayed his excitement for joining the course. He has an extensive knowledge of the music we play, and this was his favourite genre. YPF was very nervous of the upcoming “shows” believing that he couldn’t present a show as he was really scared to talk on air. During the sessions YPF would pay close attention to each subject being discussed and ask lots of questions.

After conducting a couple of interviews, we noticed that YPF’s communication skills were quickly improving, he was offered the opportunity to “host” an interview. He would run the whole section, Introducing the guest, asking questions, and presenting the outro. YPF did this brilliantly.

One interview, the young people were interviewing an Acting Director about how to get into acting. This was content for the NGY show. After the interview had ended the Acting Director requested to have a conversation with YPF and his Mother and YPF is now signed up to a professional acting agency and the guest is his Agent. YPF is very excited about this.

YPF made sure that the sessions were very inclusive, and everybody had a say about what went into the show. YPF also had a lot of empathy for other young people and helped them to overcome any barriers that they may have had. He is very keen to get back into the studio and present a radio show live.

YPF has been a great member of the team and is a pleasure to have on the course. He has developed strong, healthy relationships with young people and staff.

Appendix B
CAMHS Letter of Support

SALFORD CAMHS**1st Floor****Pendleton Gateway****1 Broadwalk****Salford, M6 5FX**

Tel: 0161 2518 5400

To whom it may concern,

I am writing on behalf of the team at Salford CAMHS to share our experience of the collaboration between ourselves and Unity Radio for the next generation project. We are hopeful that this project can continue to be funded so that our collaborative working can continue. We would value the opportunity to move forward with Unity Radio, having invested the time in the last 12 months and our shared learning from this to continue improving outcomes for young people in Salford.

Impact on clinicians;

Feedback from clinicians has been overwhelmingly positive. Throughout the last 12 months we have seen a steady increase in the number of referrals made. Hypotheses for this would include; the time it takes to introduce new ideas/ (trans-theoretical model of change), hearing success stories has increased referrals, the more it has been discussed in meetings has increased awareness (Salford has a team of over 60 staff), staff have adjusted the way it's shared with peers by organising 1:1 meetings as opposed to it just being an agenda item on a meeting which means it can be a much more bespoke discussion about what a young person needs. Our increased awareness of the project has now meant that despite the funding stream ending we still have a waiting list of young people that would like to complete the project.

In line with the thrive model clinicians are also continuing to work in a multi-agency fashion whereby it is not always CAMHS that deliver a therapeutic intervention and it may be outside agencies who are best placed to do this with the support and advice offered by CAMHS. We recognise that some young people are best supported through a non-directive and informal intervention that targets their emotional wellbeing and Unity Radio meet this brief for us. This has helped us discharge some young people from CAMHS who did not want our support but did need support. It has enabled us to respect patient choice in this regard whilst still adhering to our duty of care for young people. Regarding the thrive model some of these young people may fit within the 'getting risk support module' where they do not want to engage with CAMHS. Therefore, being able to support them through another agency can be beneficial.

We have also used Unity Radio to compliment interventions being offered by CAMHS. For example, having contact between therapists offering CBT and staff at Unity Radio to make sure that the young

person is adequately supported within the group to meet any of their therapeutic goals and using this as a space to challenge negative automatic thoughts. This would sit within the 'getting help' thrive module.

Unity Radio, for CAMHS can sit in each thrive module of support. It has being used in getting advice and signposting by the duty and Single point of access team, it compliments CBT in 'getting help' and can compliment the more intensive therapies within 'getting more help' where a need for safe socialisation/ improving self-esteem may be identified and as discussed previously it can also meet a need for 'getting risk support'. This does not negate CAMHS involvement but enables CAMHS to be involved from a consultancy point of view.

Impact on young people/ families

As previously mentioned, some young people benefit from a more nondirective approach for support and so a referral to unity radio can be useful. This can be also be used in the CAPA model as it has been discussed with families about what services/ support they would like moving forward.

We have consistently collated overwhelmingly positive feedback from young people about the project. The importance of Unity Radio for the young people is highlighted through their continued engagement as it went virtual and our ability to continue to receive referrals for a virtual project.

What is working well

1. The best part of the project is the collaboration between our two services. We have clearly evidenced that we can effectively joint work through our referral process and sharing information and using therapies such as CBT to compliment the work being offered by Unity Radio.
2. Young people's mental health and wellbeing improving with a socially inclusive offer.
3. Increased ability from CAMHS for throughput for the service and fast tracking some discharges where Unity Radio has offered an intervention that has improved overall wellbeing. This has meant CAMHS can then offer more assessments and support more young people and agencies that require specialist therapeutic CAMHS interventions. It facilitates the right support at the right time with reduced waiting times for the patients as a result of having wider agency offers.
4. Reducing A+E attendances for several young people.

Why we believe it works?

- It is held outside of CAMHS (sometimes coming to CAMHS can be stigmatising in itself for young people). It facilitates an introduction into supportive agencies or a step down from dependence on specialist services.
- Taxis are funded for young people which increases attendance as it is immediately reducing a barrier – travel.

- It is an opportunity to be with other young people, but with intensive staff support and supervision resulting in it being a space for safe socialisation. This creates a sense of belonging and can result in young people making new friends.
- The groups are small which can mean that this reduces any social anxiety young people have about attending.
- Young people meet the staff at Unity Radio beforehand.
- The staff facilitating the project are engaging, funny and passionate about the project. From personal experience of taking part in the sessions several times the staff create a calm and safe atmosphere and show interest in all young people which supports their engagement.
- Some young people may have family narratives about CAMHS not being helpful, or their own previous experience and so having an option for emotional wellbeing support outside of CAMHS can be more appealing.
- If we can increase young people's sense of self-worth, they may be more engaged in coming to therapy, if hope for their own life increases.
- Educationally the young people are awarded an arts accreditation on completion.
- Learning new skills – will improve emotional wellbeing, and sense of identity. Being able to broadcast on the radio means increased recognition, feedback, Young people supported to do this. Creation of work which young people are able to receive positive feedback on will increase their motivation to try again.
- Extending and upskilling the wider workforce to deliver emotional and mental health skills, under the close supervision of CAMHS specialist services.

What could be improved

- Having more funding will enable us to plan throughout the year with dates for projects which will increase compliance and enable clinicians to plan interventions for young people that co-inside with project to offer complimentary therapy if possible.
- Improve relationships between individual practitioners and Unity Radio. This is currently being managed by a link person in each service.
- Further development of Unity Radio being used as part of CAMHS transformation.
- Increasing length of projects for young people or having ability to extend projects for young people where there may be a need.
- Dedicated CAMHS clinician time to support and enhance all the above pathways and learning for the wider system. (CURRENTLY SUPORTED BY EXISTING CORE CAMHS STAFF)

Recommendations:

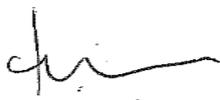
- We want to continue building networks with wider agencies such as connexions and other youth-based agencies to use as a Segway for increasing support to young people. We have identified that for post 16 year olds completing the Unity Radio project that if we can build their confidence and esteem (evidenced through project) this is a good opportunity to support them with finding other opportunities with work and employment.
- We would like to explore having a CAMHS worker consistently at the sessions to see if this can add value however, we recognise this may take away from the project being separate

from CAMHS. This would facilitate a wide opportunity to upskill and enhance the wider system with regards to education of emotional and mental wellbeing.

- To look at a routine outcome measure, separate from the RCADS and SDQ that can be used to measure the benefits of the Unity Radio intervention.
- Fitting in with an asset-based approach, and within the Salford goals for young people and families we would like to be able to say that this project will continue to be funded as is their wish.
- To continue working in a thrive aligned way and to use the positive experiences from Salford to map out collaboration across GM with Unity Radio.
- Completing longitudinal evaluation to see the long-term effects of change from the project. (see above linking in with connexions, there may be further opportunities to link in with schools other agencies too to increase benefit of project for young people).

We do hope this letter is helpful in gaining more financial support for the Unity Radio project so that we can continue to work in collaboration with them.

Best wishes,

A handwritten signature in black ink, appearing to be 'Tayaba' or similar, written in a cursive style.

Tayaba Nicholson and Shelley Bunting on behalf of Salford CAMHS

Senior CAMHS practitioner/ family and systemic psychotherapist and Service Manager of Salford CAMHS

Appendix C

Scheme of Work

Session Number	Week	Activity 1	Activity 2	Activity 3	Learning Outcome
1	Week 1	Team Building	Intro to the course	How to script a drop	YP to meet each other / have a script wrote ready to record
2	Week 1	Icebreaker	Ground Rules	Record/make a drop	to develop rules for the class / to create a drop ready for radio play
3	Week 2	Listen to finished drops	What is a feature?	Come up with ideas for features	start coming up with content ideas for the NGY show
4	Week 2	Revise Feature ideas	Look at interview techniques	Write intro and questions for next week's guest	Interview techniques / Interview prepped
5	Week 3 (Artist Interview)	Revise interview questions	Conduct live interview	ARTS AWARD 2.1	Interview experience / Content for the NGY show
6	Week 3	Quiz / Game	How to write a review	ARTS AWARD 2.2	How to write a review / Part 2 of Arts Award completed
7	Week 4	Who is OFCOM	How to DJ	DJ Session	Ofcom Rules and regulations / DJ basics
8	Week 4	Quiz / Game	Research next guest	Write interview for next guest	Presenter skills
9	Week 5 (Issue based Interview)	Revise interview questions	Conduct live interview	Conduct live interview	Interview experience
10	Week 5	ARTS AWARD 3.1	ARTS AWARD 3.2	ARTS AWARD 3.2	Arts Award
11	Week 6	ARTS AWARD 3.3	Create a feature about your chosen artist / Script and record	ARTS AWARD 3.3	Part 3 of arts award completed
12	Week 6 (Guest Improv Session)	Acting school / Improv class / Fun games	Acting school / Improv class / Fun games	Acting school / Improv class / Fun games	Confidence building
13	Week 7	How to write a review	Write a review for a film, book, game, tv show etc	Record audio for feature	Presenter skills / content creation
14	Week 7 (Guest Artist)	Research Guest	Write intro and questions for guest	Conduct interview	Interview experience / Content for the NGY show
15	Week 8	What is a radio drama?	idea for a story	finalize radio drama story	Confidence building / radio drama skills
16	Week 8	Quiz / Game	Scripting story	Scripting story	Radio Drama script
17	Week 9 (Guest Issue based)	Research Guest	Write intro and questions for guest	Conduct interview	Interview experience / Content for the NGY show
18	Week 9	Quiz / Game	Scripting story	Scripting story	Radio Drama script
19	Week 10	Record Script for Drama	Record Script for Drama	Record Script for Drama	Finish up radio drama
20	Week 10 (Guest Artist)	Research Guest	Write intro and questions for guest	Conduct interview	Interview experience / Content for the NGY show

21	Week 11	Quiz / Game	DJ Session	DJ Mix	DJ Skills / NGY Content
22	Week 11	Come up with ideas for features	Research info for feature	Record audio for feature	NGY Content
23	Week 12 (Guest Issue based)	Research Guest	Write intro and questions for guest	Conduct interview	Interview experience / Content for the NGY show
24	Week 12	quiz / Game	Fun activities	Course completion	Fun Session / end of course
Arts Award 1	Actively Participate in any art form	1.1, A finished NGY show with the YP taking part			
Arts Award 2	At least one arts event and their review of that event	2.1, Watch an artist perform over zoom	2.2, review the performance		
Arts Award 3	Researching the career and work of an artist or craftsperson	3.1, Find out who inspires each YP	3.2, Research and find out 5-10 things about your chosen person	3.3, Record facts for a feature	
Arts Award 4	Passing on an arts skill				