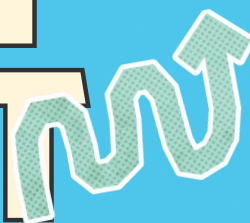


AMPLIFY YEAR 1 IMPACT REPORT



2025-2026



OUR PARTNERS & FUNDER



ABOUT

AMPLIFY: REGIONAL VOICES IN ACTION



Amplify aims to build an inclusive and equitable approach to youth voice and youth engagement.

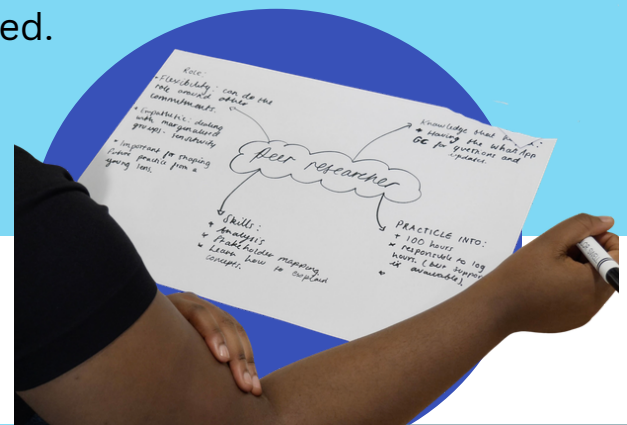
The project has a particular focus on ensuring the most marginalised and under-represented young people have their voices heard and acted upon across the nine English regions.

Through Amplify, we will build a consistent approach, increasing the impact on services designed with, and for, young people.

A PEER RESEARCH APPROACH

Amplify uses a peer research model, a participatory method where individuals with lived experience lead the research.

16 young people have been trained to be research experts across the year. They have made key decisions from how the data is collated, who is involved, and what outputs will be used.



Year 1 overview



Year 1 has looked at youth voice in 4 main regions: London, the North East, the South West and Yorkshire and Humber.

Peer researchers have designed a series of resources and trainings based on Year 1 findings.

YEAR 1 IN NUMBERS



16

**YOUNG PEOPLE TRAINED AS PEER
RESEARCHERS**

5

**VIDEOS CREATED
AS A PART OF THE
PROJECT**

2

**SEMINARS
DELIVERED**

4

**REGIONS
COVERED**

84%

**OF SEMINAR ATTENDEES REPORTED
A POSITIVE SHIFT IN KNOWLEDGE
AND CONFIDENCE**

450

**PEOPLE ACCESSED
TOOLKITS**

290+

**YOUTH SECTOR WORKERS
ENGAGED**

50+

**YOUNG PEOPLE
ENGAGED IN FOCUS
GROUPS**

IMPACT

YOUNG PEOPLE



16 peer researchers were recruited in July 2025, across the four regions to form the first Amplify cohort. They received regular training in peer research methodology, data collection, ethics, safeguarding, and creative outputs. Their development is tracked through an evaluation framework covering essential skills, research skills, and voice and influence, scored at start, mid, and end points and supported by self-reflective journey mapping.

SHAPING THE PROJECT

Young people shaped project delivery throughout Year 1. Feedback loops at the end of every session told us what was landing and what was still uncertain, and we ran follow-up training in response. Sessions were also planned around their schedules, with informal drop-ins during busy periods like exams.



Tracking growth

See below an example of a young person's journey:

D.D	Essential skills	4.5	4.7	5
	Research skills	4.6	4.7	5
	Voice and influence	4	4	5



The coding process was very insightful, as I was able to look back at an interview and pick out key topics that link to the wider project aims.



Co-designing and facilitating the stakeholder mapping session was a success. It also helped me learn more about stakeholders, while sharing it with other .



When doing focus groups or running sessions. Sometimes the engagement of the participants was a barrier. For example, maybe the silence or people are not so confident to answer.

YOUTH SECTOR ORGANISATIONS



Scaling impact for organisations has been driven through tailored training, co-produced resources, and seminars. 290 individuals have been engaged through seminars and wider sessions to date.

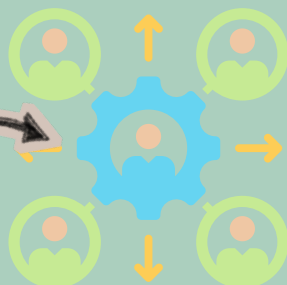
Youth Matters (the National Youth Strategy) provides a supporting policy framework. Its focus on young people at the heart of policymaking, and its pledge that 500,000 more young people will have access to a trusted adult by 2035, connect directly to Amplify's own workforce upskilling.

Building capacity through training



**Click here to
access our
icebreaker
toolkit**

**Click here to
access our
stakeholder
toolkit**



CO-PRODUCED RESOURCES

Through their fieldwork, peer researchers identified areas that they created resources for.

Training session 1 Stakeholder mapping toolkit: a free Miro template that explored stakeholder mapping with young people to drive impact. This seminar drew 40 attendees; 69% reported significantly increased confidence, 85% said they would use the tool with their young people or team, and the toolkit has had 392 visitors since launch.

Training session 2 'Embedding Youth Voice' seminar: This seminar looked at challenges and assets that organisations faced when embedding youth voice. The session addressed safe spaces, feedback, and trusted adults and drew 65 attendees; 84% reported a positive shift in knowledge and confidence.

Across July and August we will be delivering our final 2 seminars:

- Intersectionality and belonging
- Year 1 key findings

IMPACT

WIDER COMMUNITIES



Cross-sector regional collaboration is now in place, driving up the quality and impact of co-production with young people.

Amplify was profiled at the Centre for Youth Voice relaunch to over 290 cross-sector leads, and 522 individuals are signed up to the CYV monthly newsletter, spanning youth and community organisations, local government, funders and regional youth work networks, with reach across all English regions.

Wider partnerships:

A key aspect of Amplify is working with the Devolved Nations to share learning and best practice. Over the next 5 years we will be working alongside Northern Ireland, Wales and Scotland to drive impact.

Planning sessions mapped shared ambitions, laying groundwork for their formal involvement.

Children in Wales will be our first partner from the Devolved Nations, coming on board in Year 2.

Reaching underserved communities

Amplify focuses on prioritising young people whose voices are least often heard. Focus groups were used deliberately as a way of reaching underrepresented groups. Across the year we have worked with over 50 young people, with each region leading focused engagement with a different community:

London- Care-experienced young people and those in Alternative Provision

North East- Young people with disabilities and those in rural areas.

Yorkshire and Humber- Young people with SEND

South West- Marginalised young people in rural communities.

These conversations deepened the research and directly shaped regional findings. We will be publishing a separate report on our key findings later this year.



ABOUT

CO-PRODUCTION IN PRACTICE



Peer researchers have shaped Amplify at every level, from the project logo and research tools to resources for the wider sector.

“Since the beginning of the Amplify project, I have been able to be a part of planning and decision-making. A key example of this was the design of the research questions.” - Peer researcher

YEAR 2 PLANNING

A two-day residential in June brought peer researchers together to reflect on Year 1 and shape Year 2. Some decisions include:

- A peer-researcher-run Amplify social media page
- An in-person meet-up six months into Year 2
- Peer researcher involvement in interview panels for Year 2 recruitment.

Evaluation

Politics In Action's Young Evaluators, a group of 16 to 20 year olds in Northern Ireland, independently evaluated Year 1.

They recommended more in-person connection, clearer expectations and a review of recruitment routes, and Amplify has already begun acting on this, including a recruitment video designed and filmed by peer researchers.

Visit our websites for updates, resources and reports throughout the programme, including our toolkits, the monthly Amplify newsletter and our Year 1 key findings report coming later this year.

