



Gloucestershire - A Magnet County

4,214 completed surveys and 78 focus groups over 8 weeks. In total, we listened to 5,261 young people's voices!

On behalf of Gfirst LEP; Participation People and Young Gloucestershire we researched the lived experiences, perceptions and aspirations of 14-25 year olds across Gloucestershire. We helped young people think about what would be needed to make their county a magnet for all young people.

This is our full report and it's screen reader friendly!



Funded by GfirstLEP • Delivered by Participation People & Young Gloucestershire



Over 8 weeks, we listened to 5,261 young people, aged 14-25. This is 5.12% of Gloucestershire's 14-25 population! Young people told us their experiences, perceptions and aspirations for Gloucestershire.

GFirst LEP asked Participation People and Young Gloucestershire to help them find out what young people thought about Gloucestershire - the good stuff and the bad stuff. We wanted to know:

- Young people's perceptions of living, studying and work in Gloucestershire.
- Young people's lived experiences of Gloucestershire's infrastructure.
- What the best and worst things are for young people living in Gloucestershire.
- What "successful" looks like to young people as individuals.
- What a successful Gloucestershire would look like to young people.

Over 8 weeks:

- 4,214 young people completed a short survey, usually hearing about it through school, college or our paid for social media campaign or at the National Citizen Service programme (NCS) delivered by Young Gloucestershire (YG).
- 1,047 young people took part in 78 focus groups that were run across Gloucestershire - creating [short videos](#) on their priorities.

Young people told us lots of things, including their aspirations for their future. We wanted to speak to young people of different ages, genders, backgrounds, rural and urban locations and those less likely to engage in community decision making.

Our "HEADLINE" findings include:

1. Support young people to improve their mental health and emotional wellness, getting them ready for employment.
2. Bullying is an issue for young people in Gloucestershire and affects their aspirations.
3. Employment opportunities for younger people should be supported by businesses.
4. Consider making different sectors welcoming for all genders.
5. Creative Industry, Health, Education, Social Care are the sectors young people want to go into. Young people also expressed a preference for being self employed.
6. Clean and safe streets are really important for young people.
7. Owning a home and spending time with family were considered a sign of success from young people.
8. Easy access of health services were important for young people living in rural locations.
9. Future innovations will impact young people but not as much as adults might think.
10. 4 in 10 young people plan on staying in Gloucestershire for between 2-5 years. 1 in 10 plan on staying forever.
11. Jobs, higher education opportunities and to be with family or loved ones are the main reasons why young people would leave Gloucestershire.
12. Recycling and improving public transport would help Gloucestershire play their part to combat climate change according to young people.

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The future of Gloucestershire is in technology. Tech will take over everyday life in every way, from the home to work and travel. It will transform people's habits and the way people live although not necessarily for the best. I've grown up with it, so it doesn't bother me as much as my Mum or Dad.

Male, aged 19

Who are GFirst LEP?

We are the Local Enterprise Partnership (LEP) for Gloucestershire. We drive sustainable economic growth throughout the county - creating jobs and business opportunities for thousands of people.

GFirst LEP is leading the development of a Local Industrial Strategy (LIS).

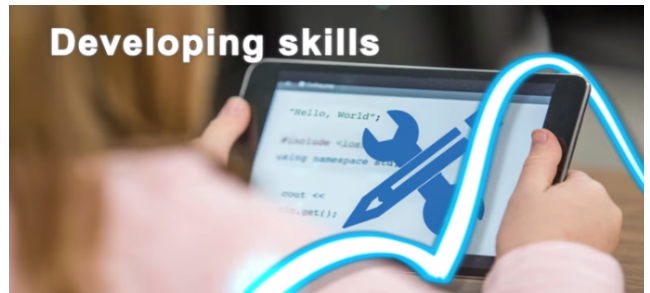
In the Industrial Strategy White Paper, the Government sets out expectations that each area in England will produce a LIS and states that it will work in partnership with places to develop them. They will be developed locally and agreed with the Government.

These strategies will help identify priorities to improve skills, increase innovation and enhance infrastructure and business growth. This will guide the use of local funding streams and any spending from national schemes. What will this mean for Gloucestershire?

The Government's Industrial Strategy White Paper identified five foundations to drive productivity.

They are:

- Place
- Ideas and Innovation
- People
- Business Environment



Gloucestershire's Local Industrial Strategy will set the direction for the future of Gloucestershire's economy.

It will help to inform local choices, prioritise local action and where appropriate help to inform decisions at a national level.

It will guide local investment alongside funding which is granted to Local Enterprise Partnerships by central government and other national schemes.



Who are Participation People?

Simply, we empower and enable young people to improve services they use.

Participation People believe services improve when you work creatively with the people who use them!

We care about IMPACT and the difference made to peoples' everyday lives.

We want to help everyone:

- Improve service performance.
- Be responsive and agile to the changing needs of young people.
- Increase or repurpose resources to effectively meet the needs of young people.
- Improve service reputation.
- Improve satisfaction of your service amongst children, young people and families.

”
Participation People are the most innovative and young person focused organisation we have had the pleasure to work with and commission repeatedly.

Rebecca White,
Director Your Own Place



We are **playful in practice** and **serious about solutions**.

Our values are central to how we do our work:

- Have fun.
- Empower young people to develop a strong voice.
- Work with services to develop actionable plans.
- Challenge the views and perceptions of all those engaged.
- Build projects that are self-sustaining through building capacity and securing funding.



Who are Young Gloucestershire?

We are a countywide charity that supports disadvantaged young people (aged 11-25) who are facing challenges in their lives.

Young Gloucestershire (YG) supports young people who are facing some very difficult times; whether it be a disruptive home life, caring for a family member or coping with a mental health issue.

Young people turn to us for help and we offer them practical ways to find confidence and develop the skills they need to get on track and to move into a job, education or training.

YG's vision is for young people to have the confidence motivation and skills to improve their lives. We work to achieve this vision by creating opportunities that educate, inform and inspire.

**”
I have gone from angry, messed up and lost to positive, excited and proud. I have a place at college in September and cannot wait. Before YG I would always say I can't do it. Now I say go for it!”**

Laura, Female, Young Person



Training and Development

YG offer a range of programmes designed to help young people gain confidence and increase their skills and knowledge so that they can take the next step in their lives.

Practical Support

YG work with young people to deal with the challenges they face in everyday life. From advice on employment and housing to budgeting and relationships; we support young people to make informed choices.

Community Involvement

YG support young people to engage in the local area and work with communities to provide opportunities for young people. YG believe that we need to work together in order to achieve the best for young people.



Method

"Teamwork makes the dream work"

GFirst LEP, Participation People and Young Gloucestershire worked together to listen to and value young people's voices, aged 14-25 across Gloucestershire.

Methodology

Participation People designed and together with YG delivered a Gloucestershire wide survey and series of focus groups with young people aged 14-25.

We recruited young people to take part using 3 methods:

1. Paid for social media campaign, targeting areas and groups of young people Participation People and YG weren't working in or with.
2. Inviting schools, colleges and learning settings to take part in the survey or focus group.
3. Running 78 focus groups with vulnerable groups of young people, young people hanging out in town centres and at skate parks and those accessing the NCS programme delivered by YG.

We based the survey questions on:

- What's working well in Gloucestershire for young people.
- What's not working so well.
- Young people's aspirations for their and Gloucestershire's future.

We wrote letters and emails to Head Teachers and Pastoral Leads, followed this up with a phone call and social media tag to remind them about the opportunity to be involved.

The survey was open for 5 weeks.
Focus groups took place over 8 weeks.



We ran focus groups with young people:

- Accessing supported housing
- LGBTQ+ community
- Christian youth group
- Care Leavers
- Detached work on high streets

We promised schools that if they got over 100 students to complete the survey, we would send them their school's data to inform their policies and career strategy, a now statutory duty. We offered young people who completed the survey entry to a £50 prize draw if they took part, with 3 winners.

This method has been developed over 7 years in partnership with university academics and Participation People's Young Researcher Team.

All of this data will inform Gloucestershire's Industrial Strategy and ensure young people's voice is included meaningfully.

Population data



Our respondents

Overall, we heard from 5.12% of Gloucestershire's 14-25 year old population.

A high number of respondents on pupil premium* replied and those who are not in education, training or employment. We have used their data and compared it with young people who aren't on pupil premium or who are in education, training and employment to check they aren't getting a poorer service. We have also done this for those with a learning difficulty or disability and gender - to help us analyse if their answers are significantly different from the overall picture.

We had a few silly answers to our survey too. Where young people might have written swear words or not answered the question or completed the survey. We cleaned those up.

We compared and contrasted respondent answers from the following categories:

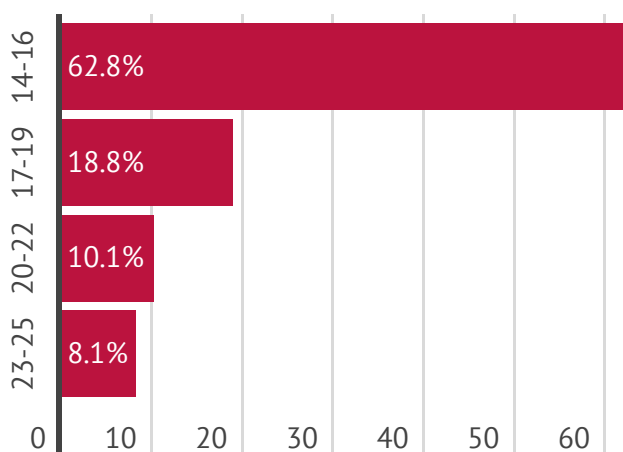
- Aged 14-19
- Aged 20 -25
- Living rurally vs an urban setting
- In care or have experiences of being in care
- Gender
- Young people with and young people without a mental health condition
- Young people with a disabilities

We do this to check our findings across different groups AND come up with recommendations where groups seem adversely affected.

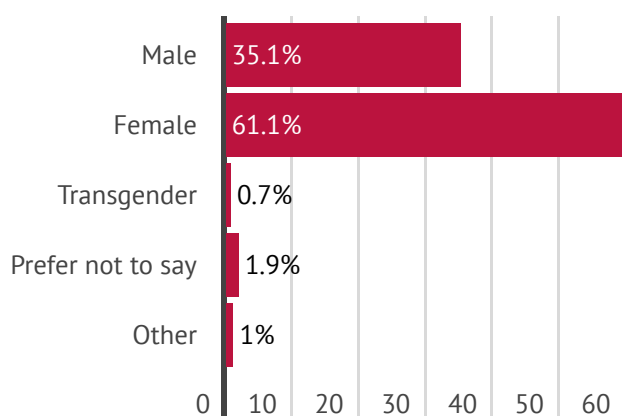
Table showing the number of responses from pupils receiving pupil premium.

Do you receive pupil premium OR free school meals?	%
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Graph showing % survey respondents by age



Graph showing % survey respondents by gender



*Introduced in 2011, the pupil premium is a sum of money given to schools each year by the Government to improve the attainment of disadvantaged children.

Who answered our questions?

We asked young people in Schools, Colleges, Learning Centres, Youth Groups and those accessing the NCS programme delivered by YG. We wanted to make sure as many young people as possible could take part and have their say!

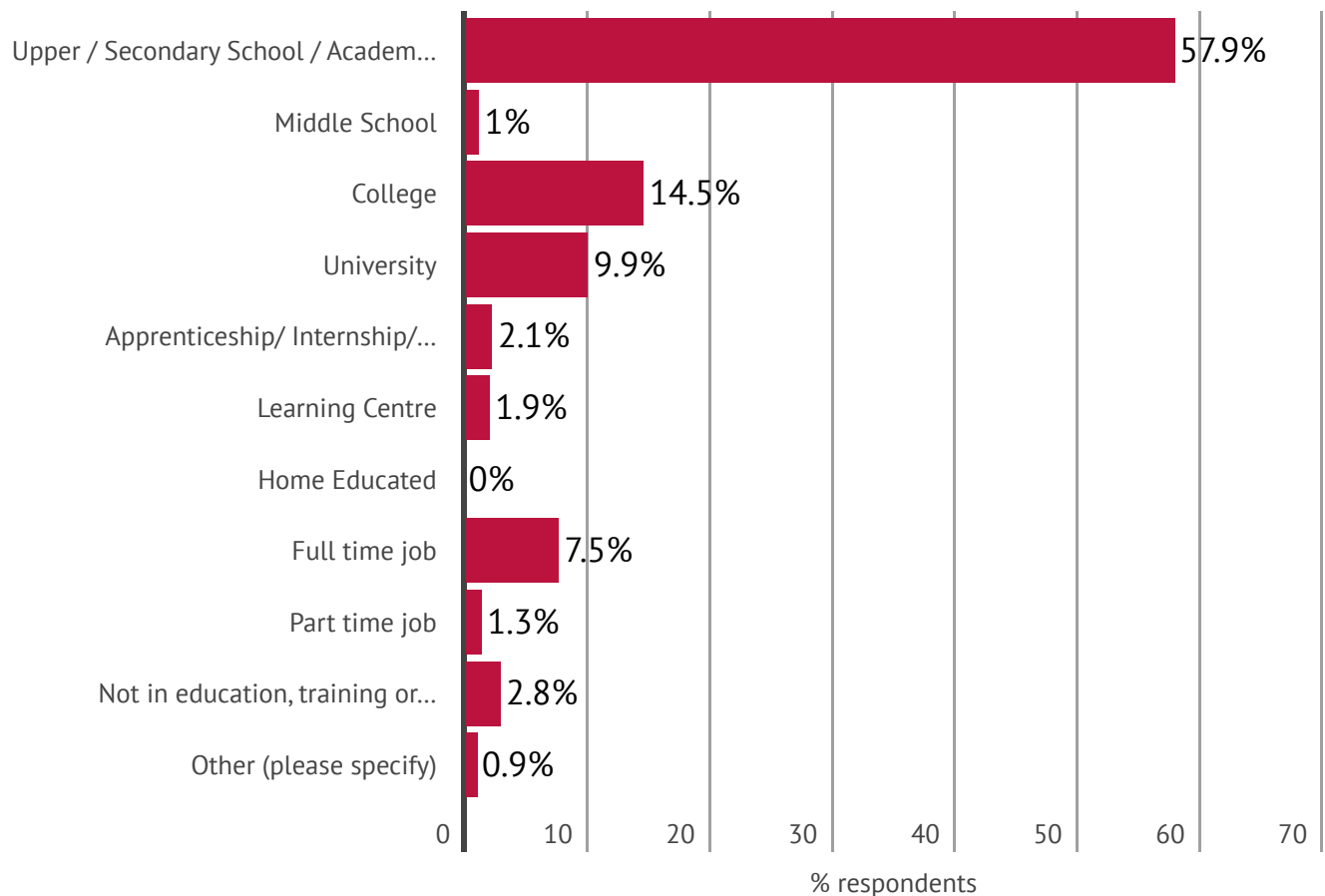
4,214 young people completed the survey; 1,046 young people took part in 78 focus groups.

NB: Where percentages do not add up to 100% this is for 3 reasons:

1. Young people skipped the question.
2. Participants could tick multiple answers.
3. Young people have ticked "something else". These comments have been taken into account within the data analysis sections.

We have added explanations under each question where relevant.

Graph showing % survey participants from learner / employment settings



Survey data

4,214 young people aged 14-25 answered a short survey. The survey had a 93.2% completion rate and took on average 9.3 minutes to complete.

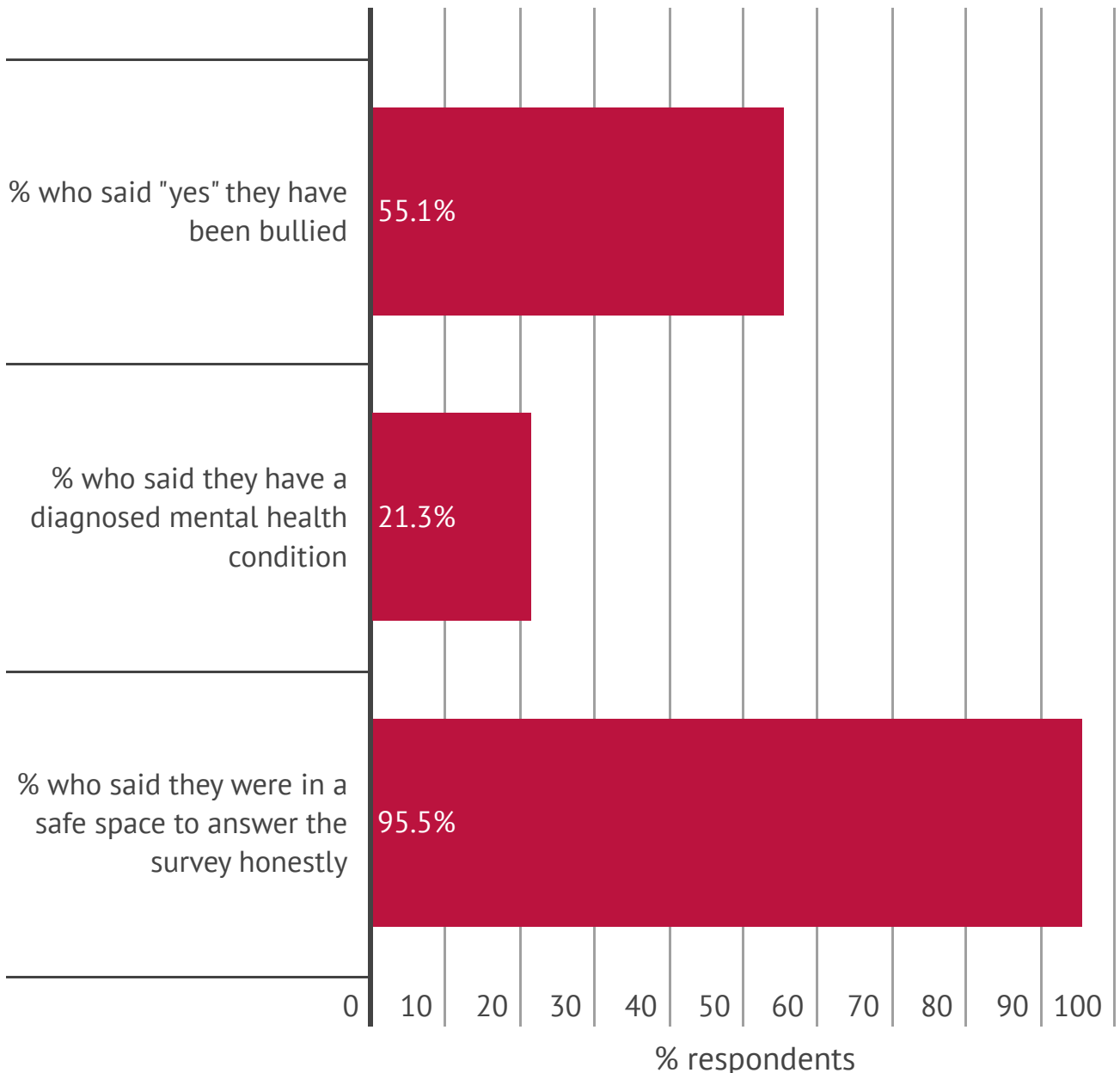
Baseline questions

For every survey Participation People run with young people we ask 3 baseline questions.

This helps us look at and track these issues over time. It also helps us identify trends and help our partners plan for the future.

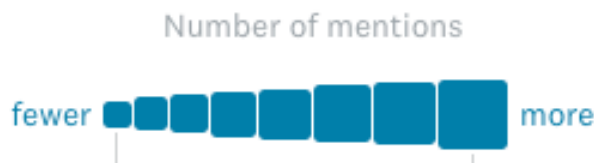
This is what young people told us...

Respondents answering the question "have you been bullied?"
And "do you have a mental health condition?"
And "are you in a safe space to answer this survey?"



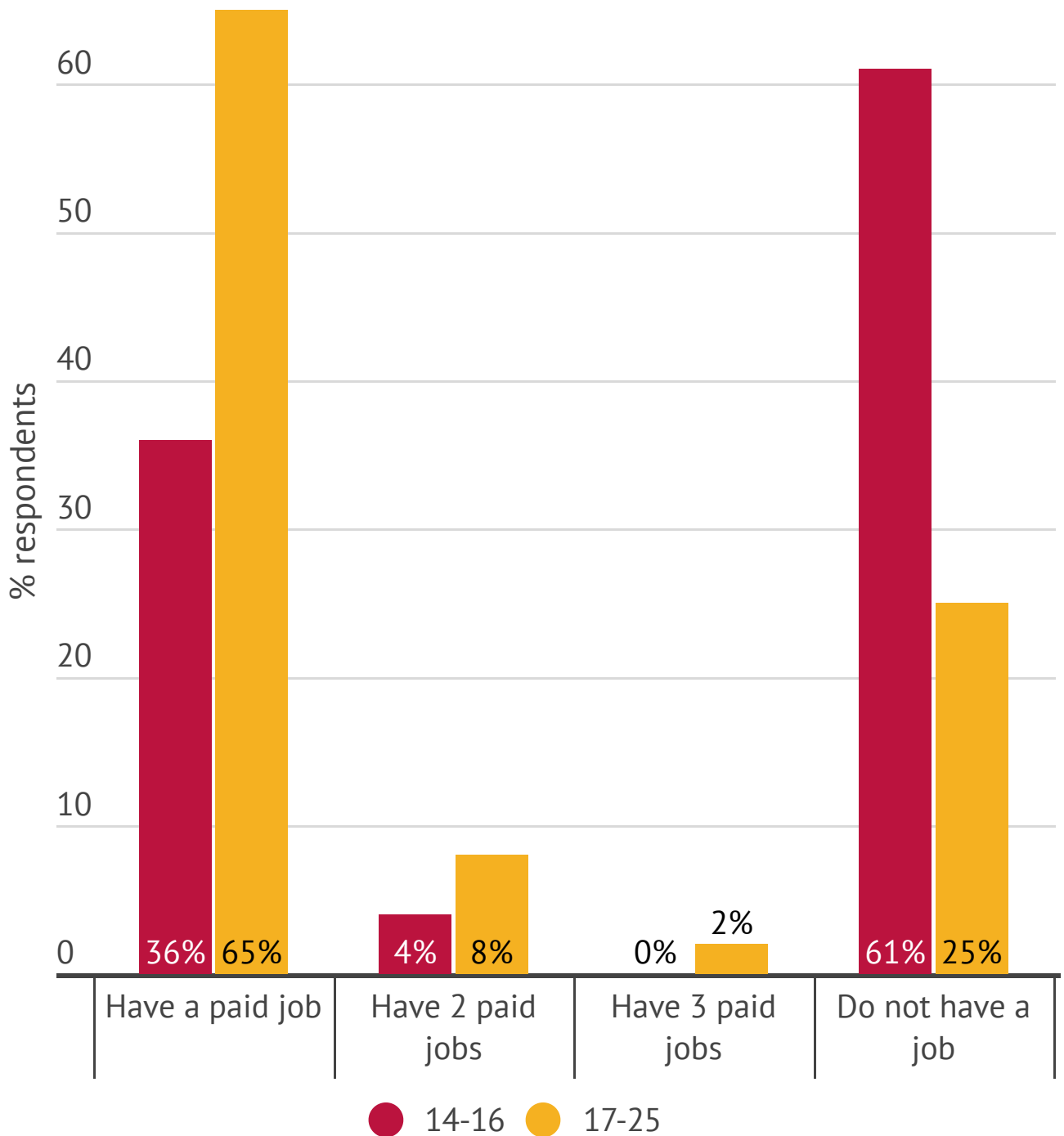
What is the best thing about living in Gloucestershire?

We wanted to know in only 7 words, what young people loved best about living in Gloucestershire. This is what they said overall.



Jobs and careers

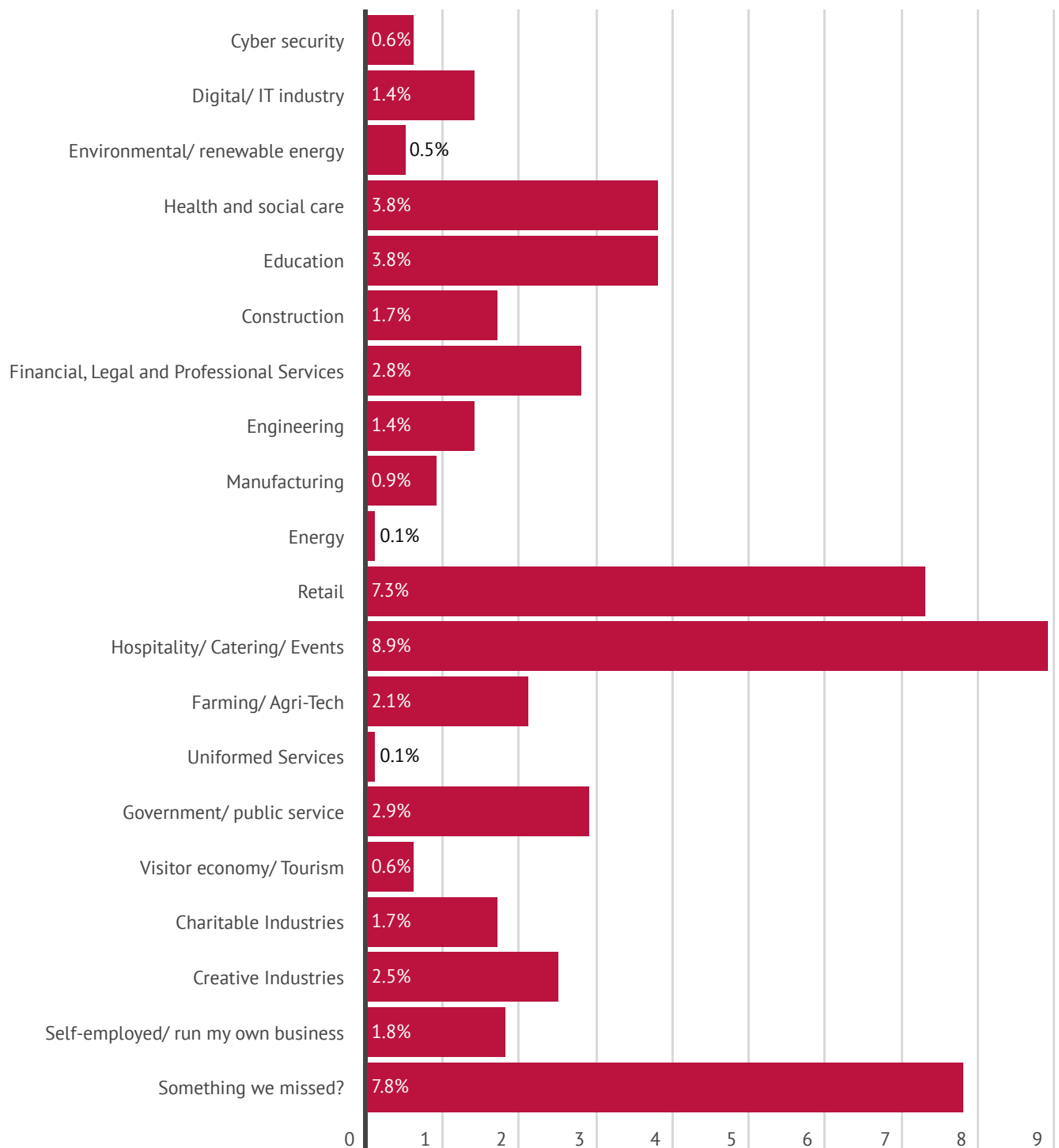
Graph showing respondents answers to the question, "Do you have a paid job?..." split by age of respondent



There were 108 comments to this question including young people telling us they worked in: a yard, taught first aid, delivered magazines, worked in fast food restaurants or cafes, provided child care, tutoring and sports coaching.

Jobs and careers

Graph showing respondents answers to the question, "If you are already working what sector do you work in?" Participants could tick multiple options

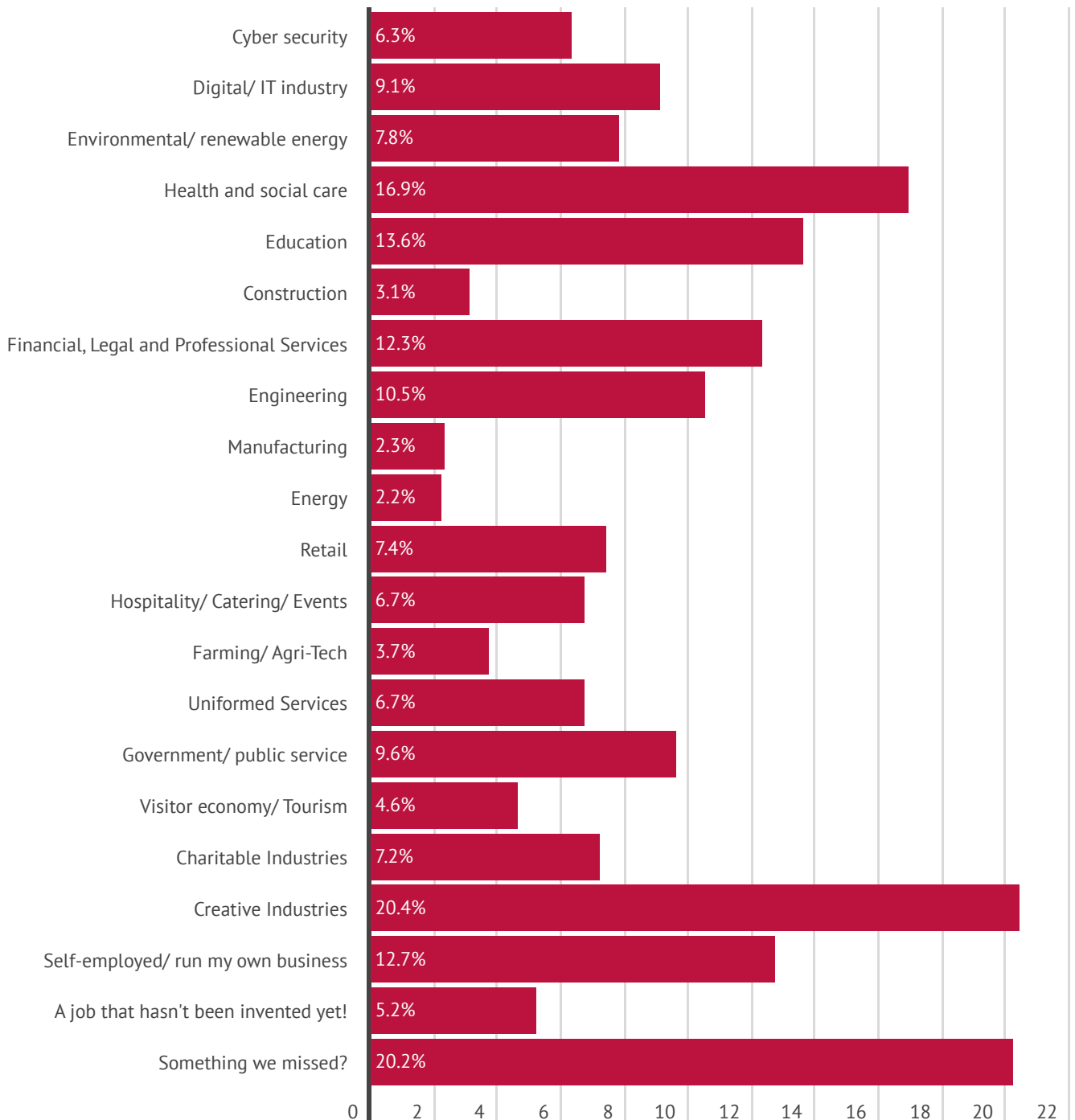


56% of young people said this question didn't apply to them. Participants answering the "something we missed" gave answers such as: babysitting, being a lifeguard, working in fast food, hair and beauty, trainee, sports coaching, waitressing, cleaning, paper round, chores at home, animal care and marketing.

Jobs and careers

Graph showing respondents answers to the question, "If you aren't currently working or want to move sector(s) would you like to work in...?"

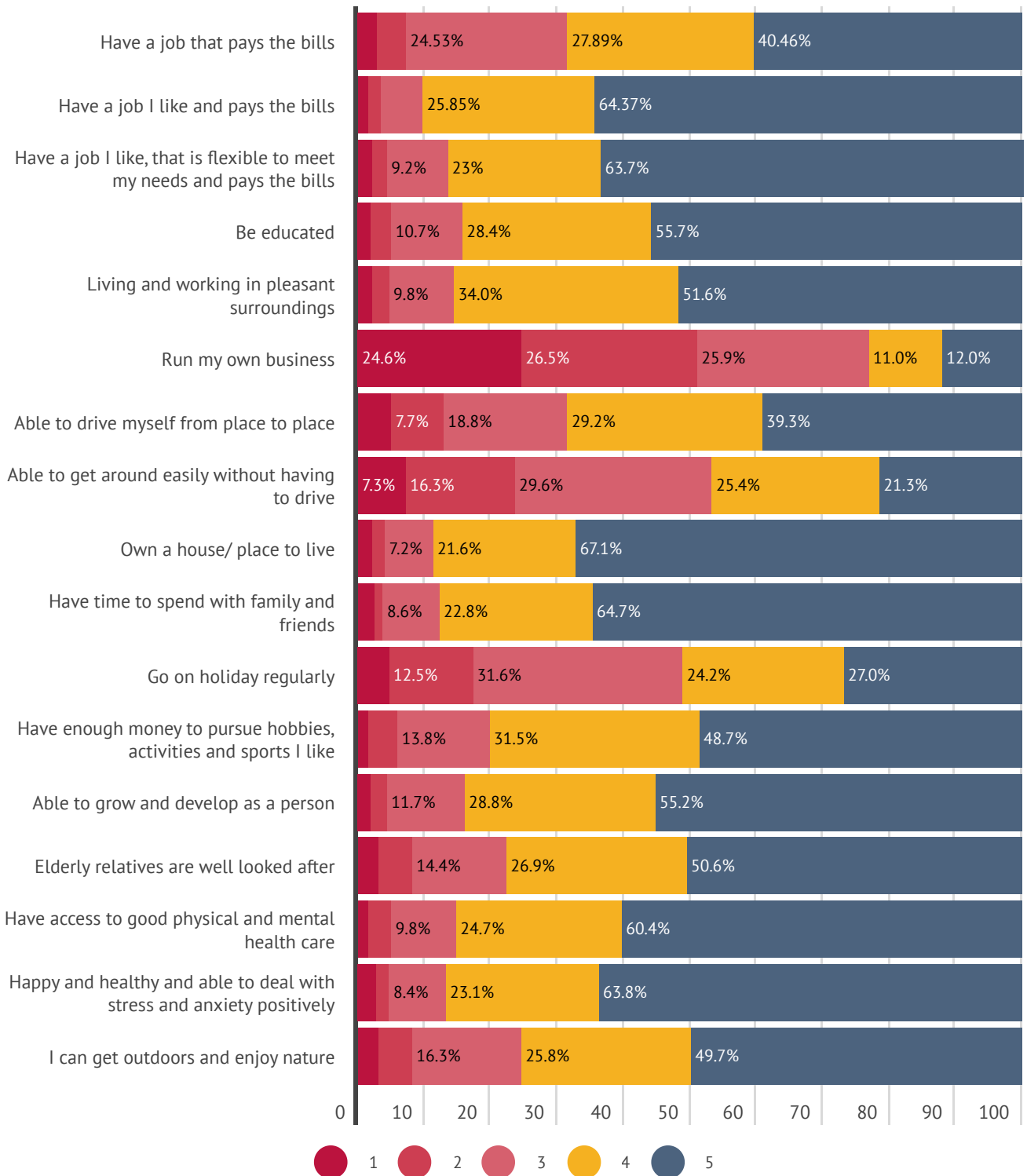
Participants could tick multiple options



Participants answering the "something we missed" gave answers such as: aviation, economics, "no clue", game design, forensic science, medicine, languages, sports coaching, law, photography, fine art, journalism, hair and beauty, theatre, conservation, marine biology, music industry, animal care, police, and social media influencer etc.

What does "success" look like?

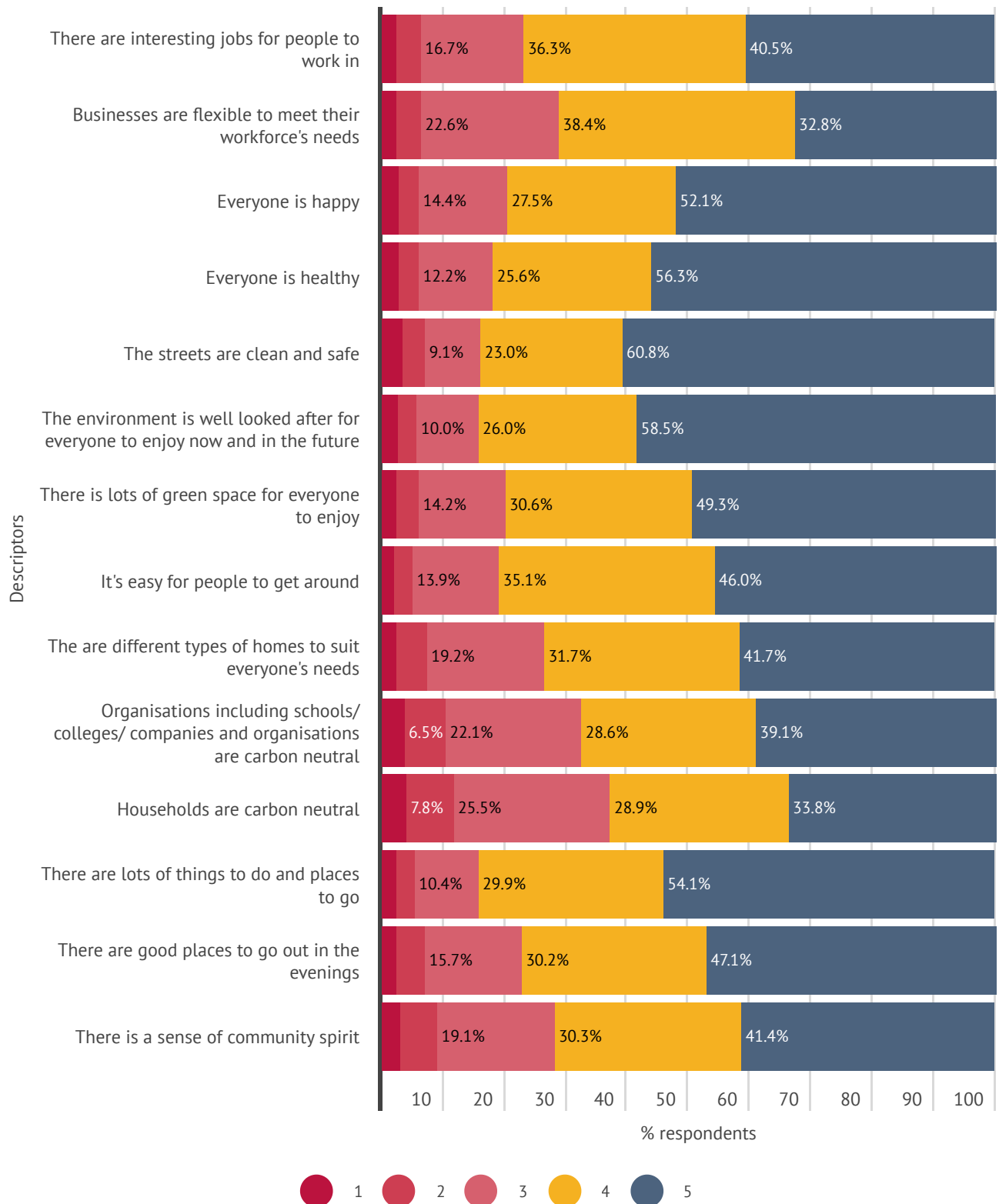
Graph showing respondents answers to the question, "If YOU were successful, what would that look like?" 1 was least important; 5 was most important.



63 young people left comments to this question. They added things like: nice place to work, influencing change, work/ life balance, more shops and variety, having a job purpose/ meaning, being in a loving relationship and having a family.

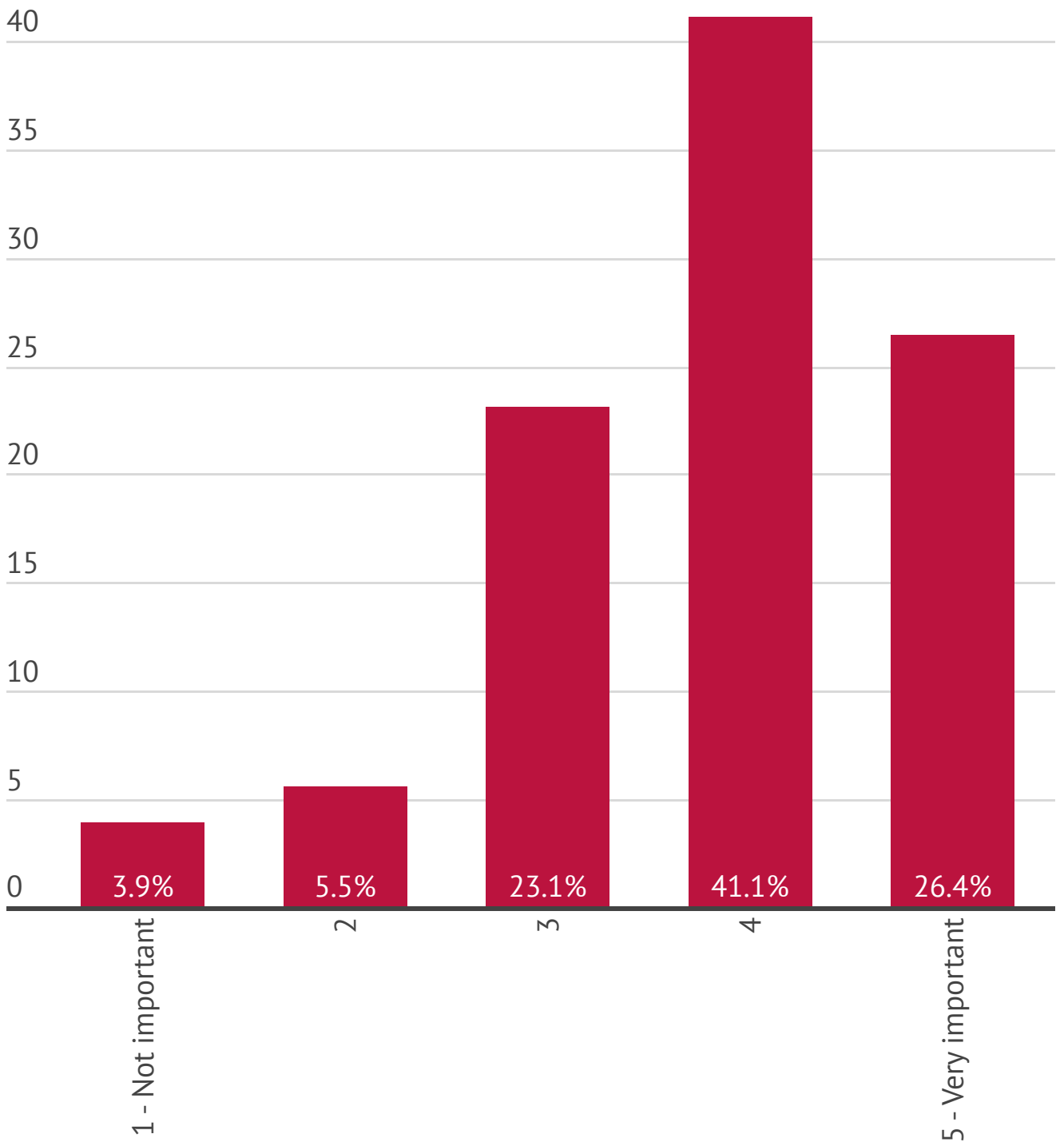
What would it take for Gloucestershire to be a "magnet county" for young people?

Graph showing respondents answers to the question, "If Gloucestershire was a magnet for young people, what would that look like?" 1 was least important; 5 was most important.



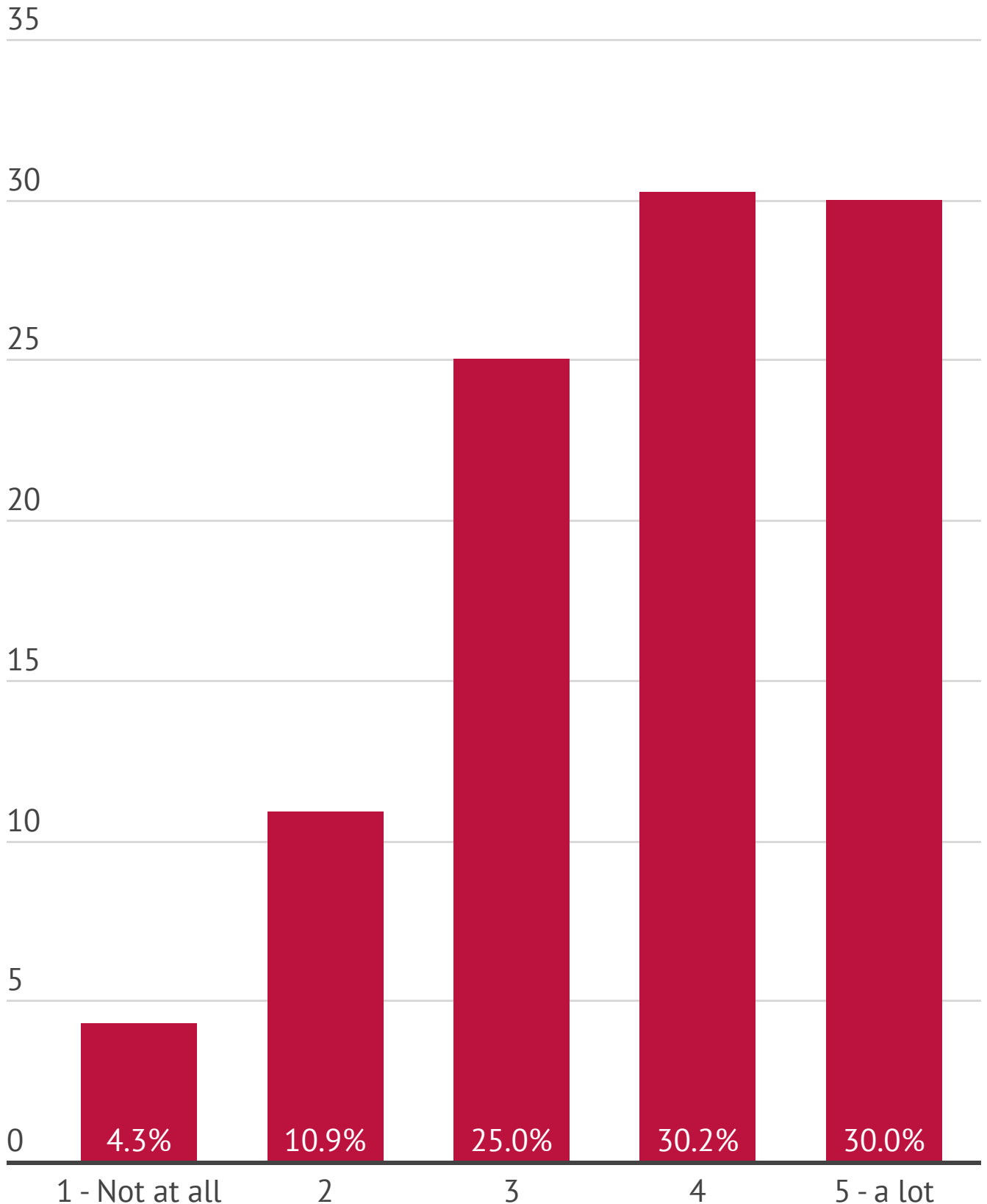
Flexible working

Graph showing respondents answers to the question, "Do you think flexible working (e.g. having multiple jobs, working from home, varied working hours) will be important to you in the future?" 1 was least important; 5 was most important.



Gloucestershire - the future

Graph showing respondents answers to the question, "How much do you think future innovations e.g. driverless cars, drones, artificial intelligence will have an impact on your future?" 1 was not at all; 5 was a lot.



Gloucestershire - the future... *continued*

We asked young people to tell us a bit about their answer.
This is what they said...

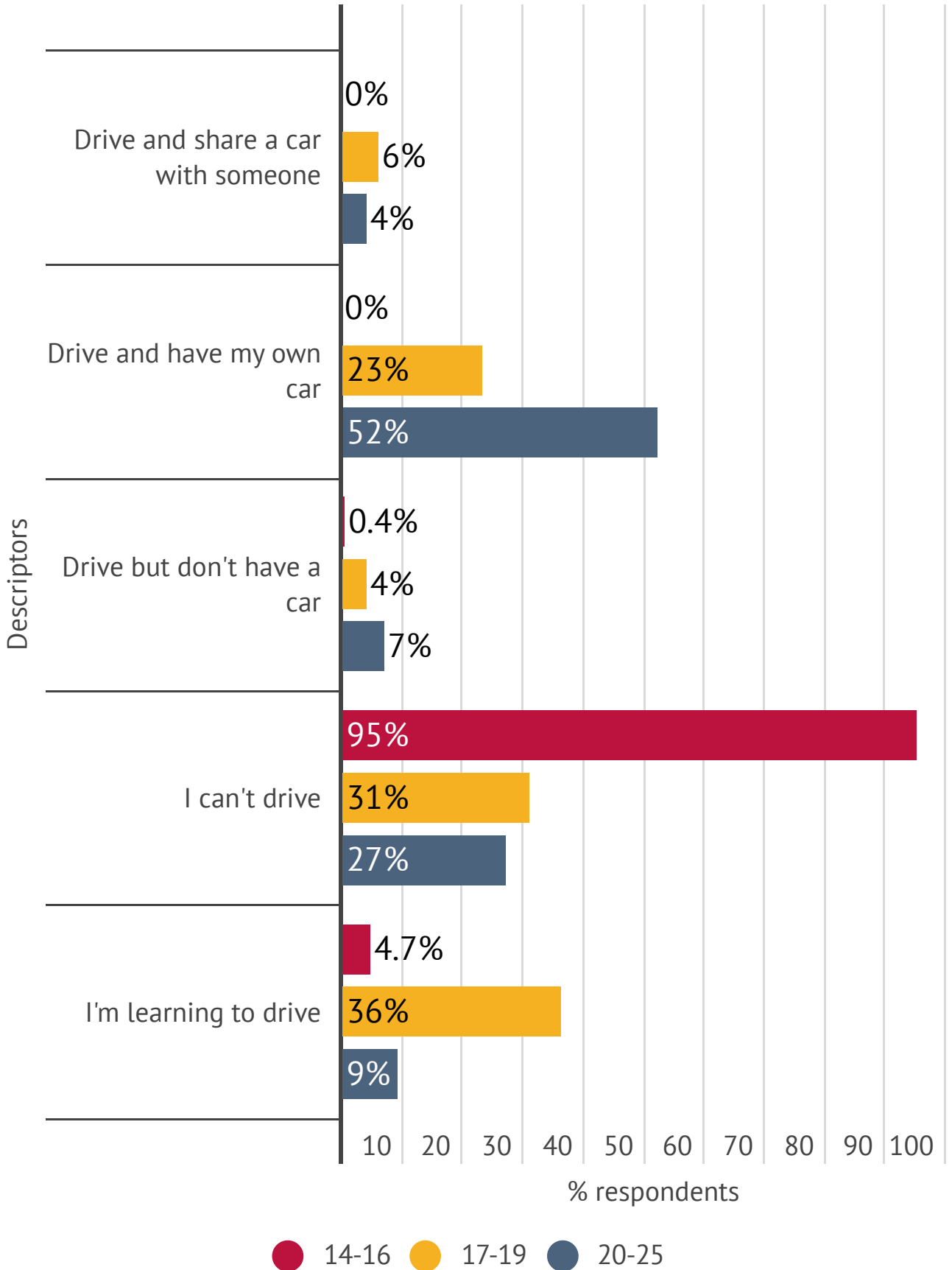
Not really as things may not change that fast.

Gloucestershire - the future... *continued*

I feel it will have an effect on groups of people e.g. background processes and efficiency, but will not have an effect on individuals.

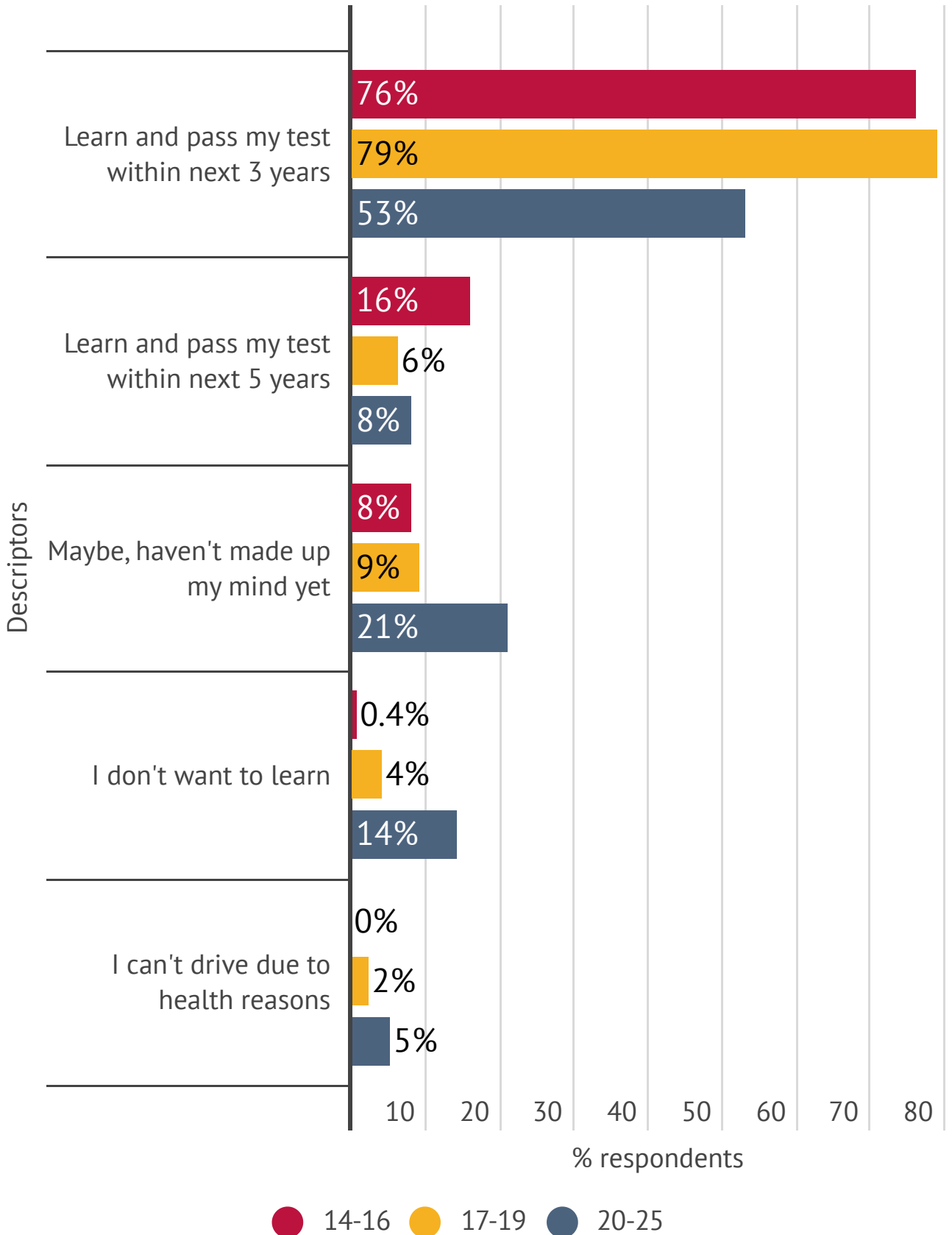
Driving in Gloucestershire

Graph showing respondents answers to the question, "Do you ..?" split by age



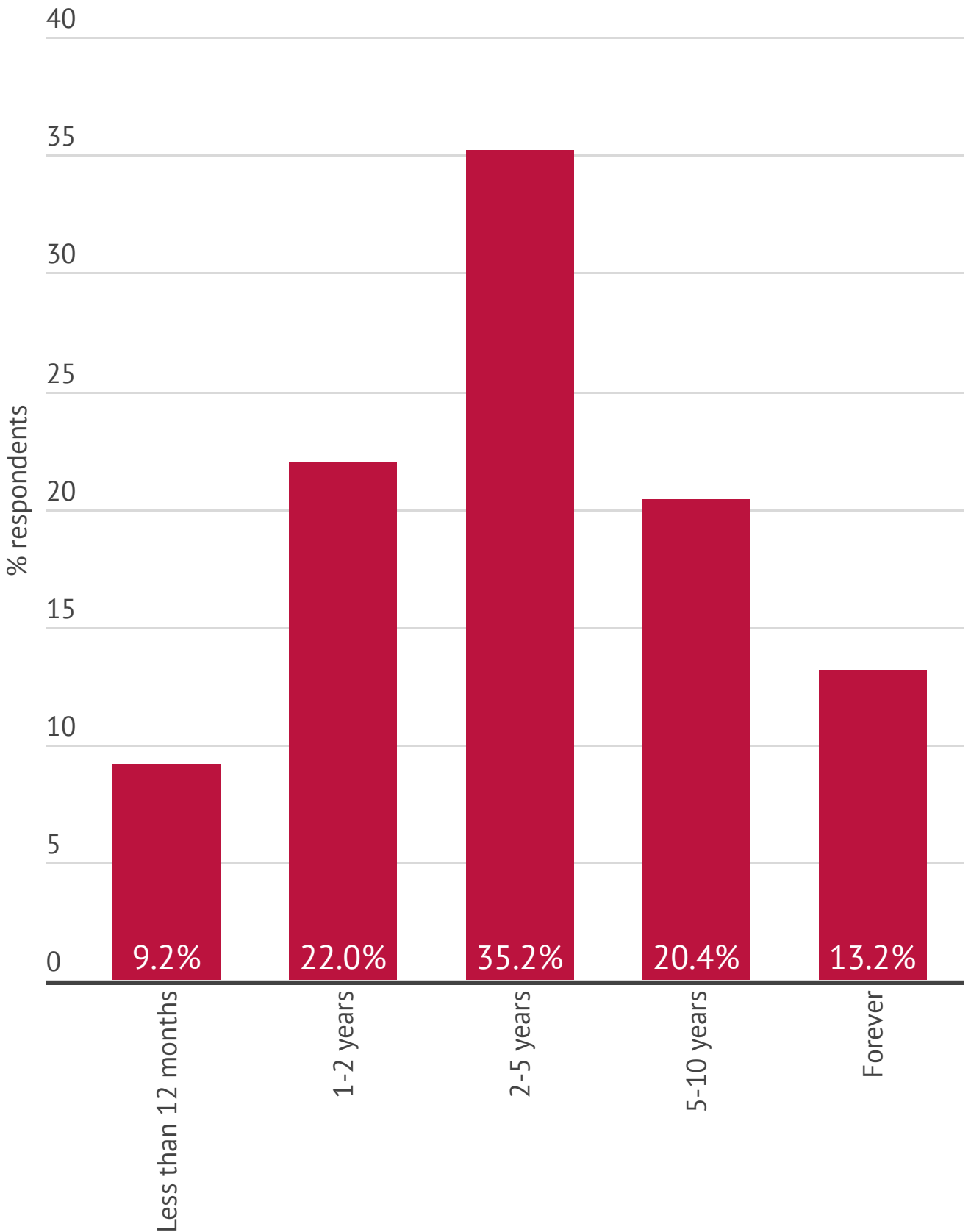
Driving in Gloucestershire... *continued*

Graph showing respondents answers to the question, "If you don't drive do you intend to?..." split by age



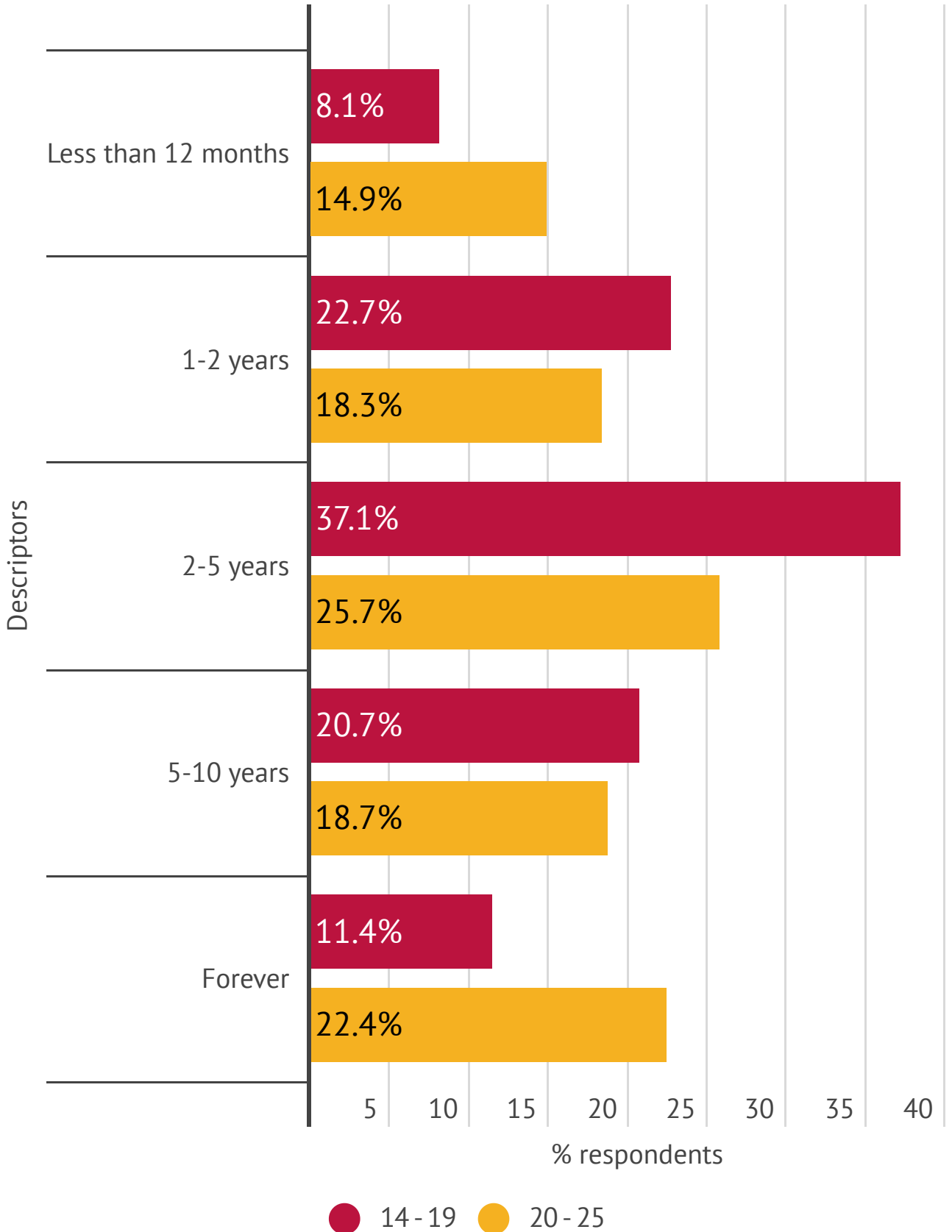
Staying in Gloucestershire

Graph showing respondents answers to the question, "Do you see yourself living in Gloucestershire for...?"



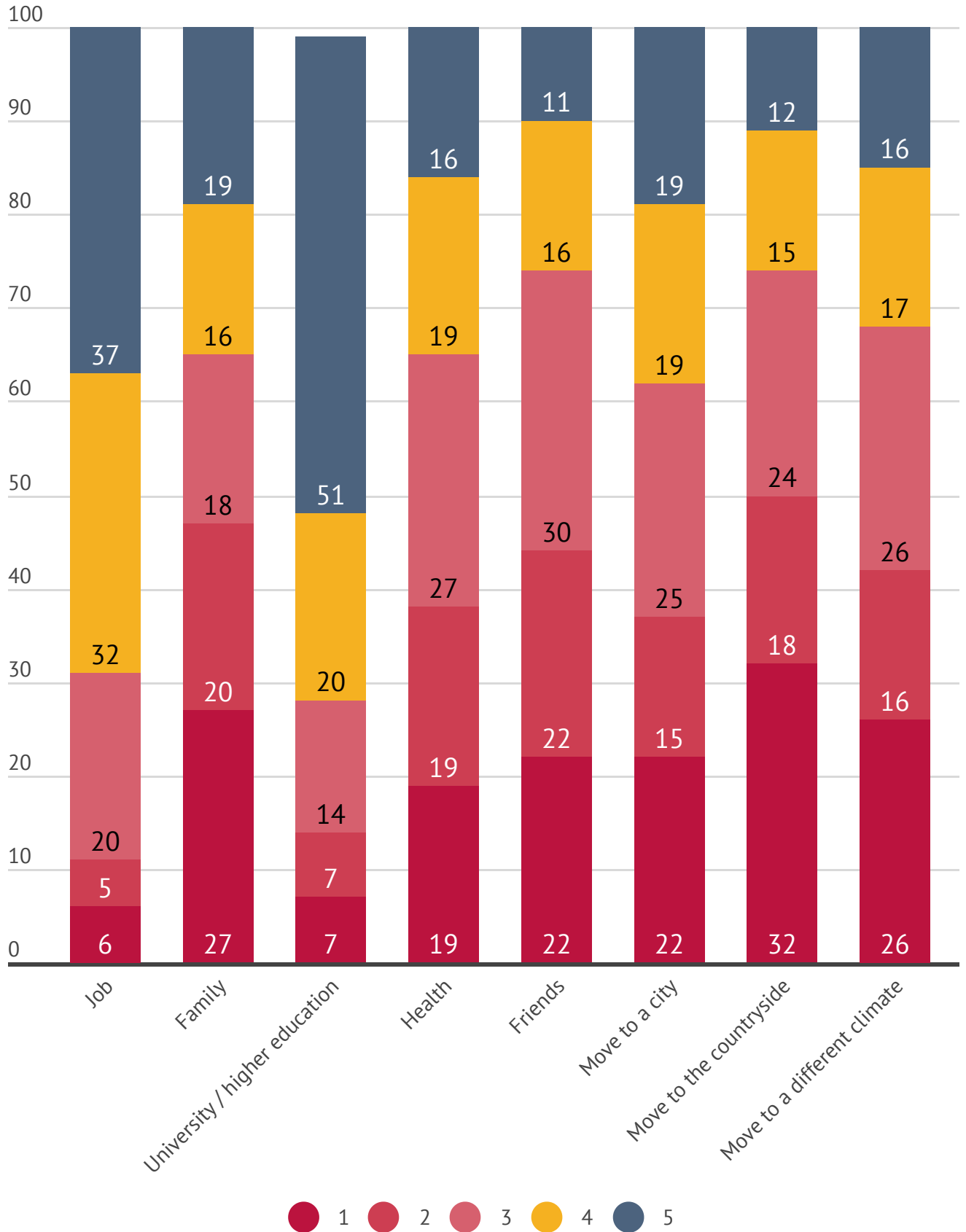
Staying in Gloucestershire... *continued*

Graph showing respondents answers to the question, "Do you see yourself living in Gloucestershire for...?" broken down by age



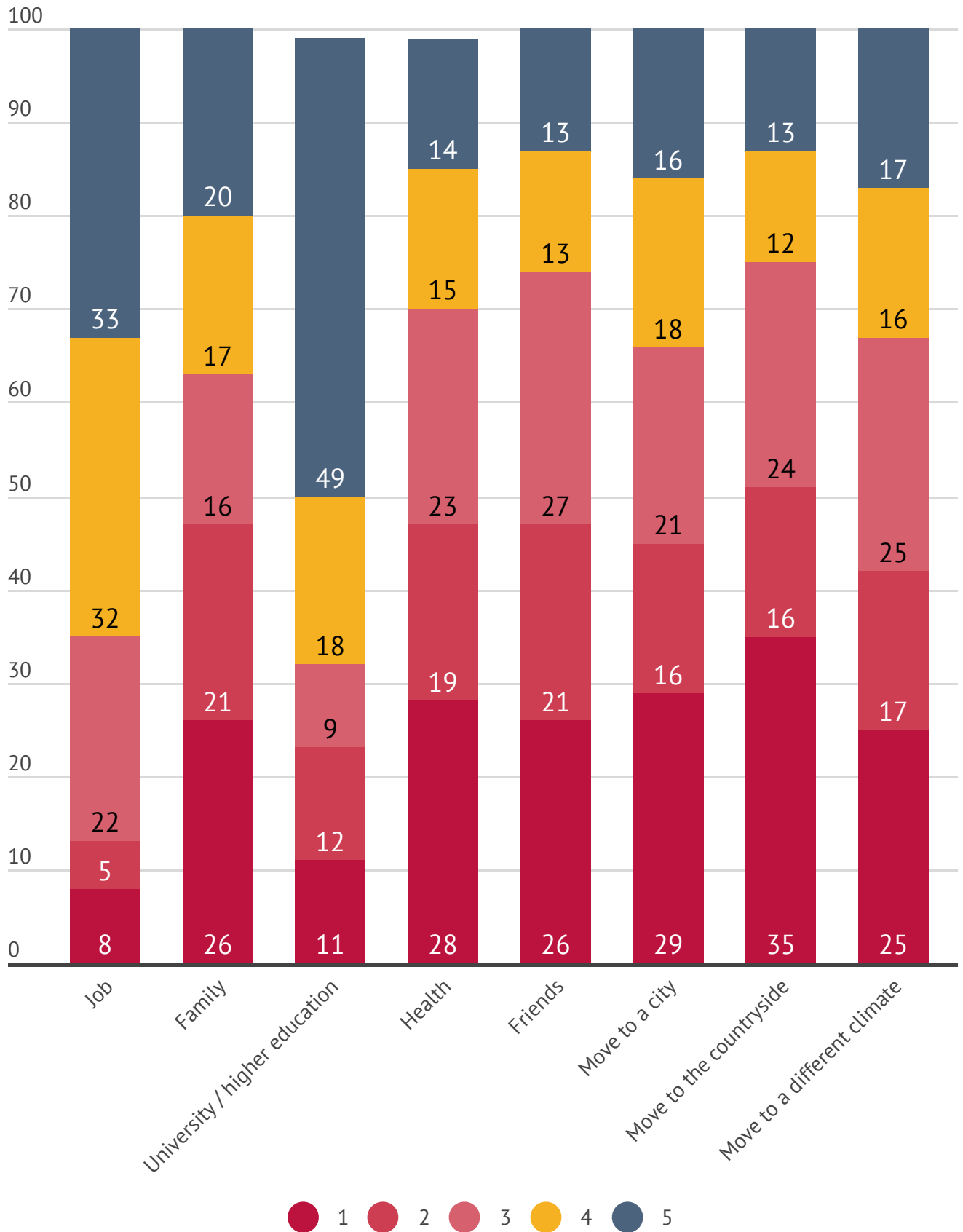
Staying in Gloucestershire... *continued*

Graph showing % respondents aged 14-16 answers to the question, "If you were to leave Gloucestershire, why would you leave?" 1 doesn't apply, 5 really applies



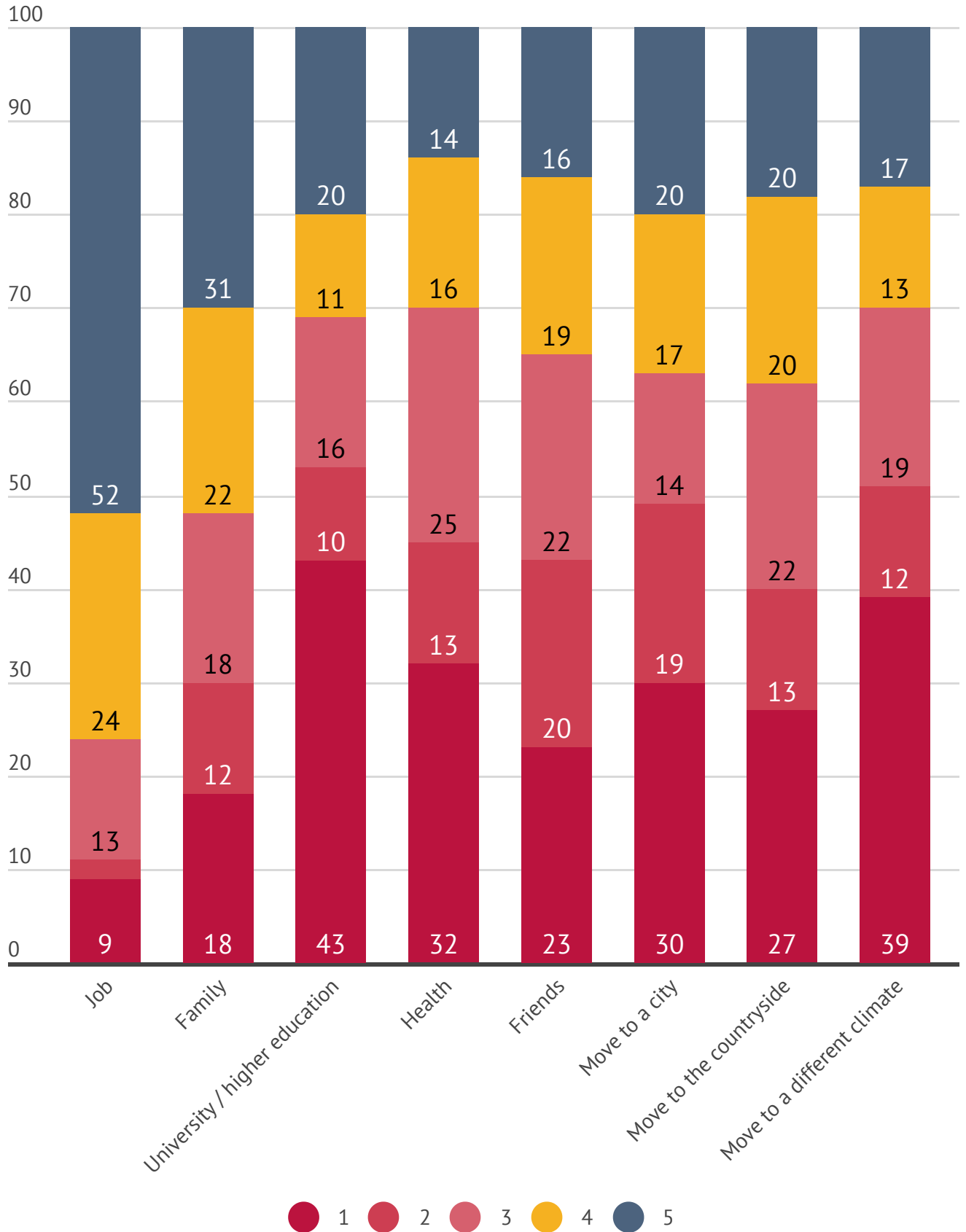
Staying in Gloucestershire... *continued*

Graph showing % respondents aged 17 - 19 answers to the question, "If you were to leave Gloucestershire, why would you leave?" 1 doesn't apply, 5 really applies



Staying in Gloucestershire... *continued*

Graph showing % respondents answers aged 20-25 to the question, "If you were to leave Gloucestershire, why would you leave?" 1 doesn't apply, 5 really applies



Staying in Gloucestershire... *continued*

We asked young people if we had missed anything in the options they could pick. Here are a selection of their comments.

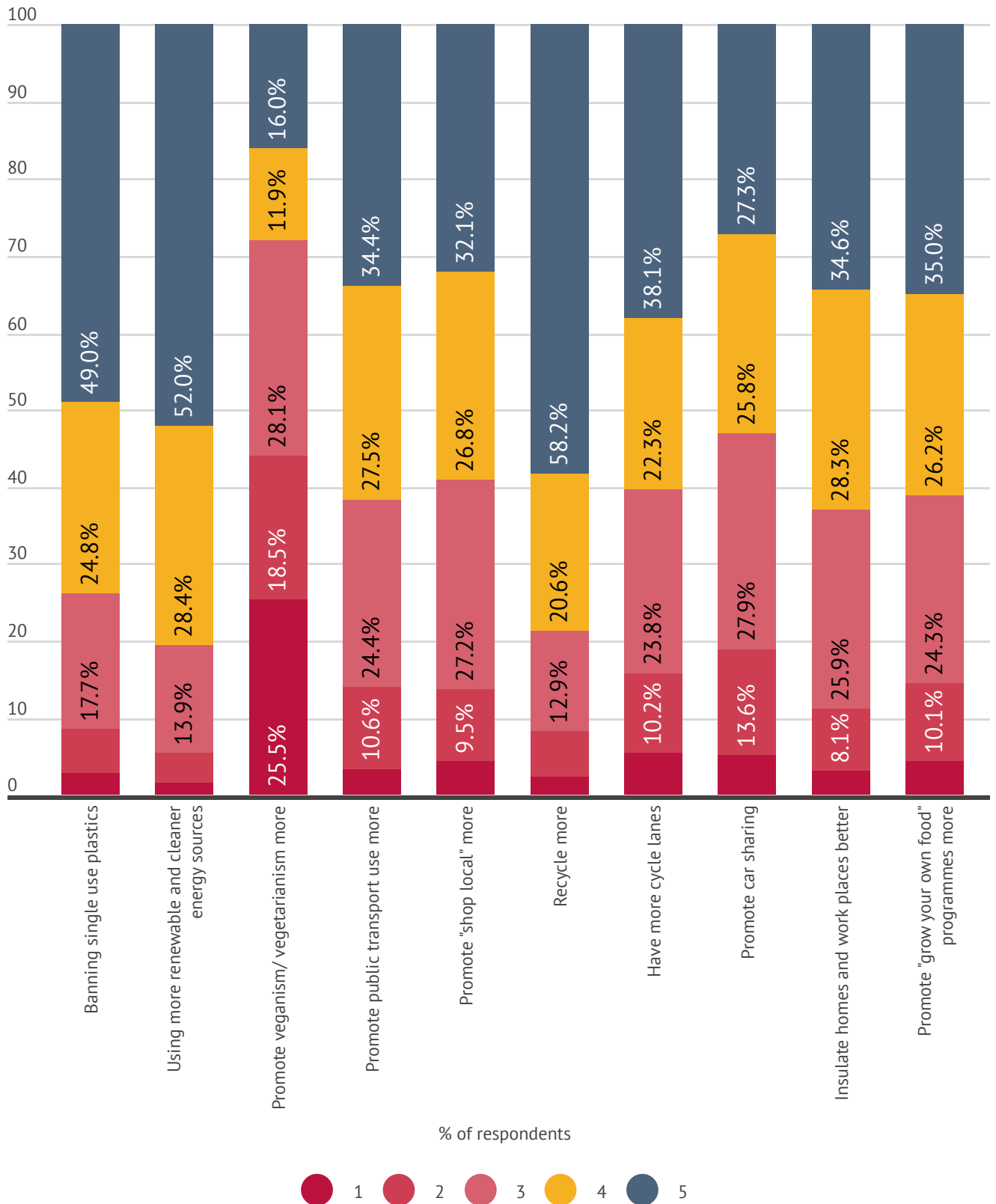
Move to a bigger city (e.g. Cheltenham to London); also Mental health more specifically

Gloucestershire's role in climate change

Graph showing young people who answered the question,

"To combat climate change, Gloucestershire could be doing more..." 1

Gloucestershire is already doing enough; 5 Gloucestershire needs to do this now!"



Gloucestershire's role in climate change... *continued*

We asked young people if we had missed anything in the options they could pick. Here are a selection of their comments.

If you're going to promote something, make sure it actually works. The public transport in Cheltenham especially is a joke, the park and ride service in particular.

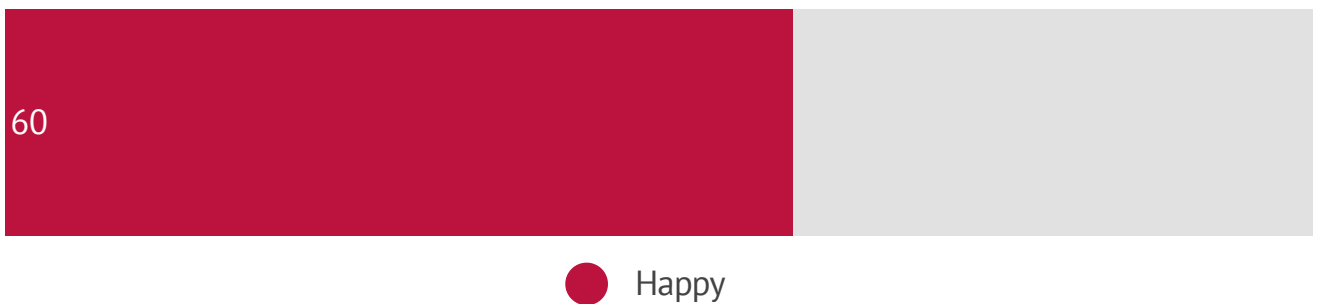
Gloucestershire's role in climate change... *continued*

Gloucestershire's - young people's happiness pulse

Graph showing average scores for young people who answered the question, "How satisfied are you with your life?" 0 is not satisfied, 100 is very satisfied.



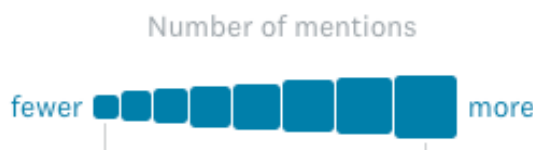
Graph showing average scores for young people who answered the question, "How happy are you today?" 0 is not happy, 100 is very happy.



Gloucestershire's - young people's happiness pulse...

continued

We wanted to know what worried young people about their future. This is what young people told us...



Gloucestershire's - young people's happiness pulse...

continued

We wanted to know one thing young people would change about Gloucestershire to make it a magnet for young people. This is what they said.



Number of mentions





Focus Groups

78 focus groups, delivered to 1,046 young people to delve more into the detail or in adult speak, find out the "qualitative data".

Focus group overview

We ran 78 focus groups across Gloucestershire with 1,046 young people from a range of backgrounds and lived experiences.

A BIG thanks to youth centres, clubs, local charities and after school enrichment programmes that hosted our facilitation teams!

We worked with young people from

- Supported housing
- LGBTQ+ community
- Christian youth group
- Care Leavers
- Young people hanging out in town centres

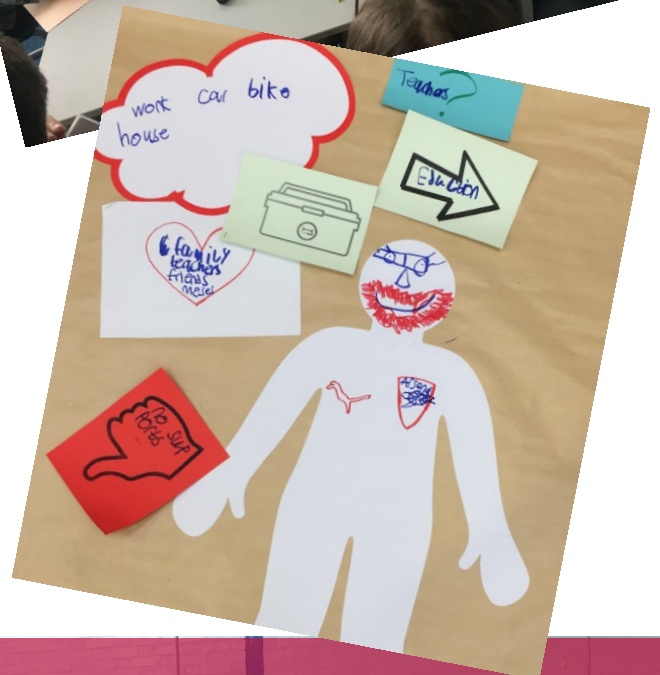
The focus groups were run in the same way across all 78 groups.

Their aim was to create a film on what Gloucestershire could look like if it were a magnet for young people.

There were strong opinions and fantastic ideas from lots of different young people. We created a film mash up to summarise what young people said, thought and felt. This has been shared with GFirst LEP only, as we do not have everyone's consent to share the video publicly.

Please note the film is **NOT** for public distribution, but for internal GFirst LEP meetings only.

We have consolidated feedback from focus groups on the data analysis pages too.



If only we could help be part of the solution. Adults still speak down to us. We have some good ideas, listen to us! It's our future!

Female, aged 18 from Gloucester

Data analysis

What does this all mean to young people, to Gloucestershire as a community and for Gloucestershire's Industrial Strategy?

Read on...

Bullying and mental health and its impact on young people in Gloucestershire

54% of young people aged 19 and under have been bullied. 61% of young people aged 20 and over have been bullied.

55% of young people aged 14-25 in Gloucestershire reported they had experienced bullying.

The impact of being bullied is very real for young people. It impacts their mental health and emotional resilience (60%).

21% of our survey respondents told us they have a diagnosed mental health condition.

Understanding our survey respondent's emotional and mental health gives us a greater insight into young people's aspirations. It helps unpick individual and community blockers to social mobility.

Social mobility (Collins dictionary)

A person's ability to move to a different social class, usually from a lower to a higher social class.

In times of economic recession, there is less social mobility.

Gloucestershire's Industrial Strategy aims to empower and enable all communities to create good jobs and increase the earning power of people throughout Gloucestershire. It aims to direct investment in skills, industries and infrastructure.



Finding 1

The emotional resilience and mental health of the young people in Gloucestershire who answered our survey appears to be worse than the national average, although we have specifically sought to engage with with a broad cross-section of young people, including those from vulnerable communities, which may be reflected in the results.

Nevertheless, the well-being of Gloucestershire's young people should be an important consideration when developing the Local Industrial Strategy.

Employment - comparison by age and location

64% of young people aged 14 - 19 didn't have a job. 73% of respondents aged 20 - 25 reported they have a job with 8% having 2 jobs.

Young people aged 14-19

93.4% of respondents aged 14-19 were in full time education - either school, learning centre, college or university.

4.1% said they were accessing an apprenticeship/ traineeship / internship or were full or part time employed.

2.3% of this age group reported not being in education, training or employment.

1.5% of this age group, living in a village or hamlet were not in employment, training or education compared to 2.8% living in a town or city.

Young people aged 20-25

49.8% of respondents aged 20-25 were in full time education - either school, learning centre, college or university.

41% said they were accessing an apprenticeship/ traineeship / internship or were full or part time employed.

4.8% of this age group reported not being in education, training or employment.

4.2% of this age group, living in a village or hamlet were not in employment, training or education. This was the same for those living in a town or city.

Finding 2

These results reflect the schooling system and the ages at which people are able to leave full-time education and access other training or employment. There is a slightly higher proportion of under 20's in urban areas reporting as not in employment, education or training compared to rural areas, which may be something to look at.



Employment aspirations - comparison by age and gender

Young people aged 14-19 have aspirations to move into the creative industry and health and social care or be self employed. Those over the age of 20-25 want to move to, or remain in creative industries, education and financial service sectors or be self employed.

Young people aged 14-19

23.2% of respondents aged 14-19 told us in the comments section, that they didn't know or weren't sure what they wanted to do.

22% of males said they wanted to go into engineering roles. 16% said they wanted to go into the digital / IT sector.

26% of females said they wanted to go into creative industries. 25% said they wanted to go into health and social care. 15% said they wanted to go into the education sector.

Transgender/ non binary/ gender fluid young people said they wanted to go into the health and social care sector (22%) and engineering (22%) followed by the creative industry (20%).

Young people aged 20-25

8% of respondents aged 20-25 told us in the comments section, that they didn't know or weren't sure what they wanted to do.

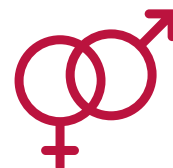
20% of males said they wanted to go into the digital / IT sector. 16.8% said they wanted to be self employed.

23% of females said they wanted to go into the education sector. 22% said they wanted to go into creative industries. 17% said they wanted to go into health and social care.

Transgender/ non binary/ gender fluid young people said they wanted to go into creative industries (46%) and government / public service (23%) followed by a job that had yet to be invented (23%).

Finding 3

We looked at the difference of young people's employment aspirations comparative to rural vs urban living. The difference was slight. Gender played the biggest difference in terms of employment aspirations for young people.



What would it take for Gloucestershire to be a magnet county for young people?

61% of young people said that having clean and safe streets was very important to them.

Young people aged 14-19

Young people aged 14-19 prioritised the following when thinking about Gloucestershire as a "magnet county for young people":

- Clean and safe streets (61%)
- Being in an environment that is well looked after for everyone to enjoy, now and in the future (58%)
- Everyone is healthy (57%)
- There are lots of things to do and places to go (54%)

Young people who said they had a learning disability or difficulty said that having clean and safe streets were important for them (83%) and everyone being "healthy" was important (50%) to them.

Young people aged 20-25

Young people aged 20-25 prioritised the following when thinking about Gloucestershire as a "magnet county for young people":

- Clean and safe streets (61%)
- Being in an environment that is well looked after for everyone to enjoy, now and in the future (61%)
- There are lots of things to do and places to go (57%)
- There is lots of green space for everyone to enjoy (54%)

Young people who said they had a learning disability or difficulty said that having clean and safe streets was important to them (69%) and looking after the environment (69%).

Finding 4

Overwhelming, young people said that having clean and safe streets would improve their perception of Gloucestershire. Young people referred to this theme repeatedly in focus groups saying litter, pollution and crime needed to be tackled.



What does success look like for young people?

Owning a house (67%), being able to spend time with family and friends (64%) and having a job that young people like and pays the bills (64%) comes up trumps for young people.

Young people aged 14-19

Young people aged 14-19 prioritised the following when thinking about what success meant to them:

- Owning a house / place to live (67%)
- Having a job they like that pays the bills (64%)
- Having time to spend with family and friends (63%)
- Being happy and healthy, able to deal with stress and anxiety positively (62%)

Females prioritised spending time with family and friends (68%) compared to males (57%). Males wanted to own a house / place to live (67%).

Transgender/ non binary/ gender fluid young people wanted to be happy and healthy, able to deal with stress and anxiety positively.

Young people aged 20-25

Young people aged 20-25 prioritised the following when thinking about what success meant to them:

- Having time to spend with family and friends (71%)
- Owning a house / place to live (68%)
- Being happy and healthy, able to deal with stress and anxiety positively (67%)
- Have a job they like and pays the bills (66%)

Females prioritised spending time with family and friends (72%) compared to males (70%). Males wanted enough money to pursue hobbies and activities they liked (70%). Transgender/ non binary/ gender fluid young people said they wanted a job that pays the bills (80%).

Finding 5

We looked at the difference of young people's employment aspirations comparative to rural vs urban living. The biggest difference was for young people aged 20-25 living in a rural setting. They said that success for them was good access to physical and mental health services was important for success (72%).



Flexible working and the impact of future innovations

Flexible working is important to young people aged 20-25. 1:4 young people thought that future innovations would have a big impact on their future.

Young people aged 14-19

24% of young people aged 14-19 said flexible working including having multiple jobs, being able to work from home and having varied working hours was important to them.

16% of young people with learning difficulties or disabilities said that flexible working was important to them.

24% said that future innovations for example, driverless cars, drones and artificial intelligence would have an impact on their future.

33% of young people with learning difficulties or disabilities said that future innovations would have a big impact on them.

Young people aged 20-25

38% of young people aged 20-25 said flexible working including having multiple jobs, being able to work from home and having varied working hours was important to them.

13% of young people with learning difficulties or disabilities said that flexible working was important to them.

25% said that future innovations, for example, driverless cars, drones, artificial intelligence would have an impact on their future.

19% of young people with learning difficulties or disabilities said that future innovations would have a big impact on them.

Finding 6

Young people aged 14-25 (Gen Z) have grown up with flexible working and new technologies that become integrated into daily life. They have not known a time without technology at their fingertips. This had led to an expectation of seamless on-demand innovation and flexibility.



How long will young people stay in Gloucestershire?

Overall 66% of young people plan to leave Gloucestershire within 5 years. 13% plan to stay forever.

Young people aged 14-19

70% of young people plan to leave Gloucestershire within 5 years.

37% of young people aged 14-19 said they would stay in Gloucestershire between 2-5 years.

55% of males said they planned to stay in Gloucestershire between 2-10 years; compared to 57% of females.

84% of young people with learning difficulties or disabilities said they planned to stay in Gloucestershire between 2-10 years.

Young people aged 20-25

59% of young people plan to leave Gloucestershire within 5 years.

26% of young people aged 20-25 said they would stay in Gloucestershire between 2-5 years.

39% of males said they planned to stay in Gloucestershire between 2-10 years; compared to 46% of females and 50% of transgender/ non binary/ gender fluid young people.

44% of young people with learning difficulties or disabilities said they planned to stay in Gloucestershire between 2-10 years. 31% said they would stay forever.

Finding 7

66% of young people plan to leave Gloucestershire within 5 years. Young people with learning difficulties or disabilities are the most likely to want to stay in Gloucestershire for the long term. Men are more likely than women to leave the county.



Why do young people want to leave Gloucestershire?

Young people want to go to university (46%) relocate for a job (39%) or move to be with family (21%).

Young people aged 14-19

51% of young people aged 14-19 said they wanted to go to university or higher education and that would be the main reason they would leave Gloucestershire.

47% of males said they would leave Gloucestershire to go to university, followed by a job (39%) and wanting to move to a city (20%).

53% of females said they would leave Gloucestershire to go to university, followed by a job (34%) and moving to be with family (19%).

33% of young people with learning difficulties or disabilities said they would leave to go to university or for health reasons (33%).

Young people aged 20-25

52% of young people aged 20-25 said they would leave Gloucestershire for a job, followed by leaving to be with family (31%).

49% of males said they would leave Gloucestershire for a job; followed by moving to be with family (23%) and wanting to move to the countryside (20%).

51% of females said they would leave Gloucestershire for a job; followed by moving to be with family (36%) and going to university (20%).

33% of young people with learning difficulties or disabilities said they would leave for a job (56%) or to be with family (53%).

Finding 8

Jobs, further education and moving to be with family are the main reasons young people would leave Gloucestershire. A number of young people also quoted moving to be in a relationship with a partner as another reason to leave Gloucestershire, as well as leaving the UK for political reasons.



Young people's perceptions on climate change and Gloucestershire's responsibility within it

58% of young people wanted Gloucestershire to recycle more; use more renewable and cleaner energy sources (52%); and ban single use plastics (49%).

Young people aged 14-19

58% of young people aged 14-19 said they wanted Gloucestershire as a community to recycle more. They said that using cleaner energy sources was important to them (51%) and banning single use plastics was also important (48%).

Having cycle lanes (38%) and promoting grow your own food programmes were also important to them (35%).

Young people aged 20-25

58% of young people aged 20-25 said they wanted Gloucestershire as a community to recycle more. They said that using cleaner energy sources was important to them (55%) and banning single use plastics was also important (54%).

Insulating homes and work places (42%) and promoting public transport use (38%) was also important to them.

Finding 9

Recycling was what young people thought Gloucestershire should do more of. Having attractive and more available recycling bins were ideas young people thought Gloucestershire should consider. Incentivising communities to recycle was also a common idea, with [Norway's bottle recycling scheme](#) mentioned 12 times individually and [Sweden's tax breaks](#) for shops, that repair everything from bicycles to washing machines.



Finding 10

Comments from young people from both age groups concerning public transport were very emotive both in the survey and in focus groups. Inconsistency of services, cost and extending to rural areas were regularly commented on negatively. Young people were clear that the public transport system needs to be improved, not just promoted.





Next steps

What will GFirst LEP and their partners do now?
How will young people know that their voice
has affected change?

Read on...

What will GFirst LEP do with this data and how will young people know that their voice has affected change?

Listen, learn and inform

GFirst LEP are very grateful for such a fantastic response from young people in Gloucestershire.

GFirst Commitments

- The views of the young people have and will continue to inform the draft Local Industrial Strategy. This can be read and commented [here](#).
- GFirst LEP will agree a final Local Industrial Strategy with Government, spring 2020.
- The final Local Industrial Strategy will influence investment decisions across the county for years to come.
- GFirst LEP have promised to share regular updates on their progress. This will help everyone know what's happening and get involved if they choose to.
- GFirst LEP will share this report with their partners. This will ensure young people's views and lived experiences inform community wide decision making.
- Young people should contact LIS@gfirstlep.com if they have questions or want to know more.

Like all decision making, change doesn't happen overnight!

Everything GFirst LEP does from today to 2030 will have the goal of making Gloucestershire the place young people want to live, study and work.

GFirst LEP's vision for Gloucestershire is to become a magnet county that attracts young talent and supports all its residents to thrive.



Equalities data

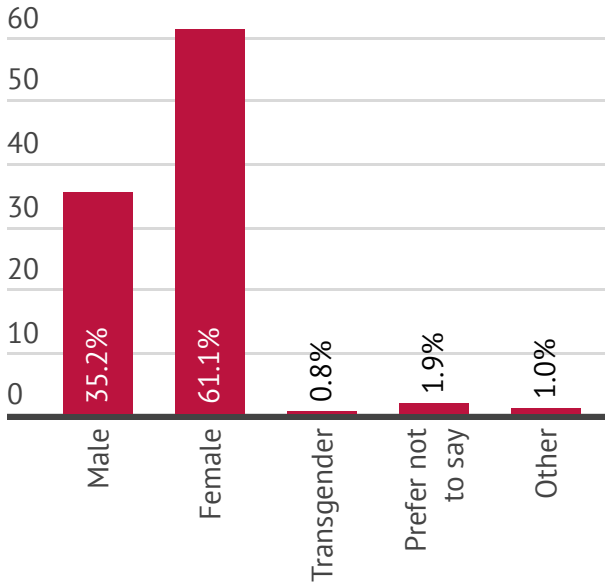
Who answered the survey questions?

Find out...

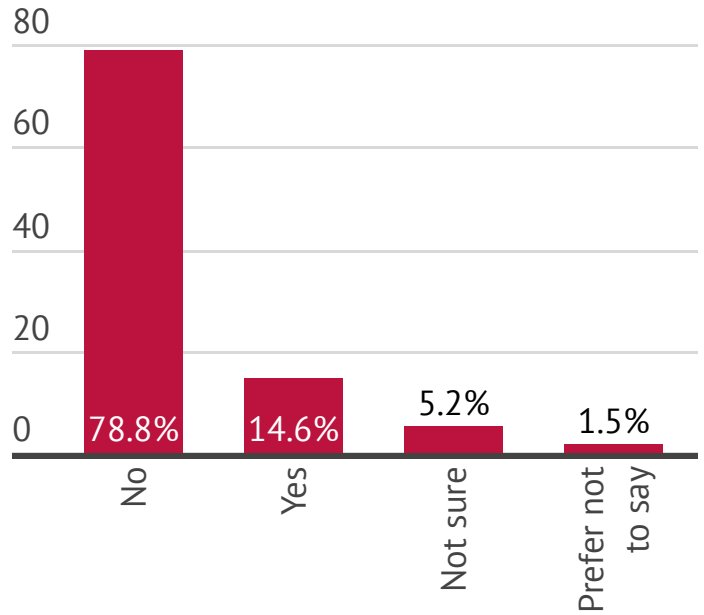
Equality data

An in depth look at who answered our questions.

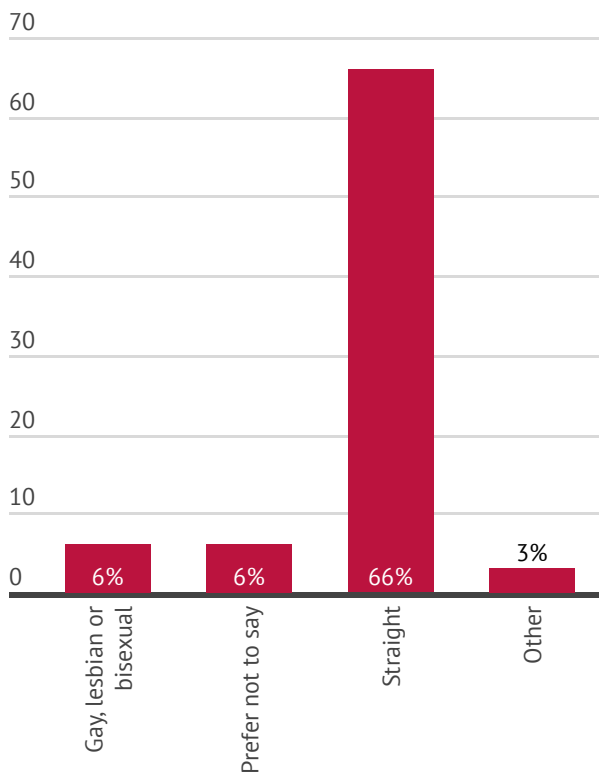
Graph showing number of survey respondents by gender



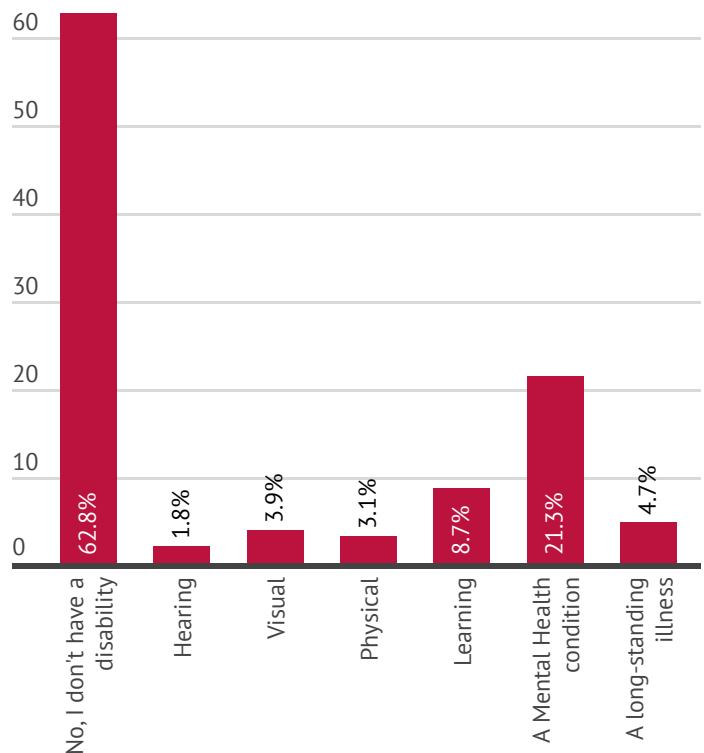
Graph showing number of survey respondents accessing pupil premium or free school meals



Graph showing number survey respondents by sexual orientation

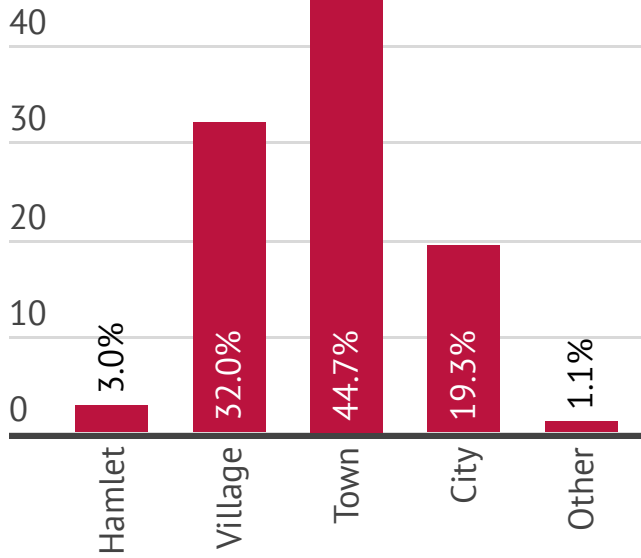


Graph showing number of survey respondents by learning difficulty or disability

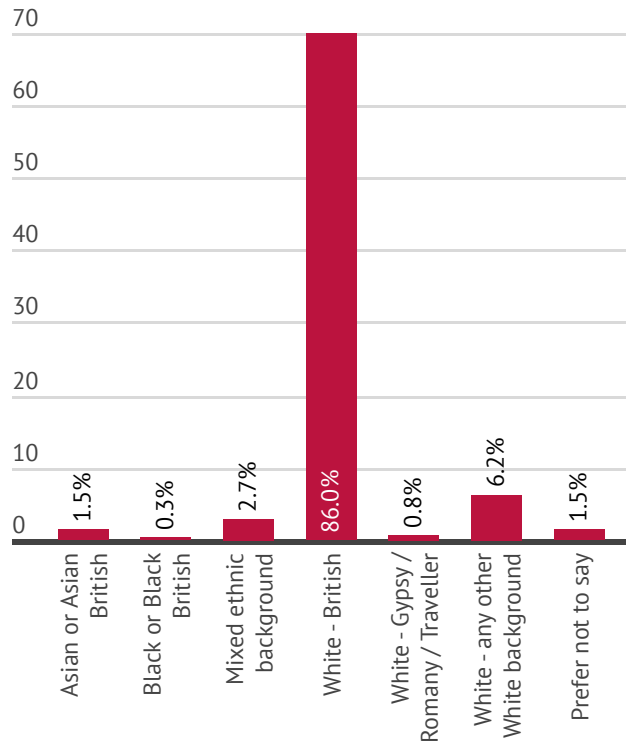


Equality data

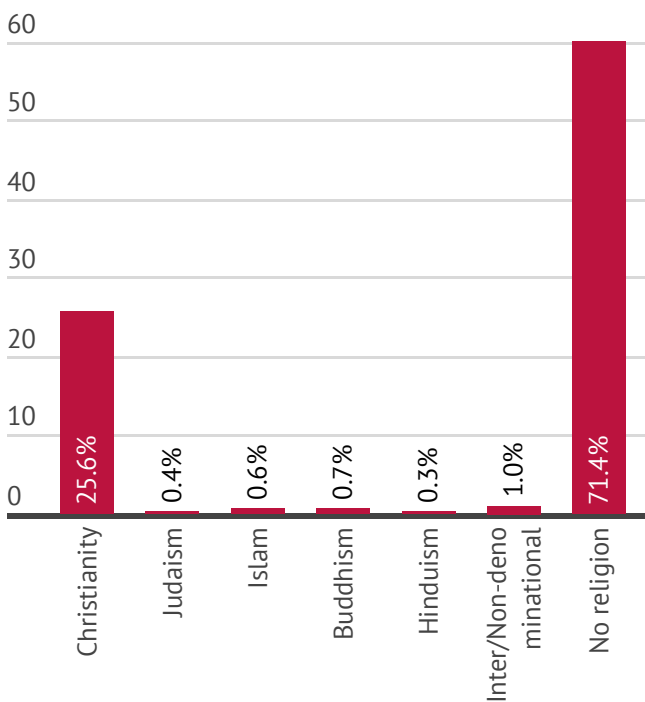
Graph showing number of survey respondents by type of area they live in



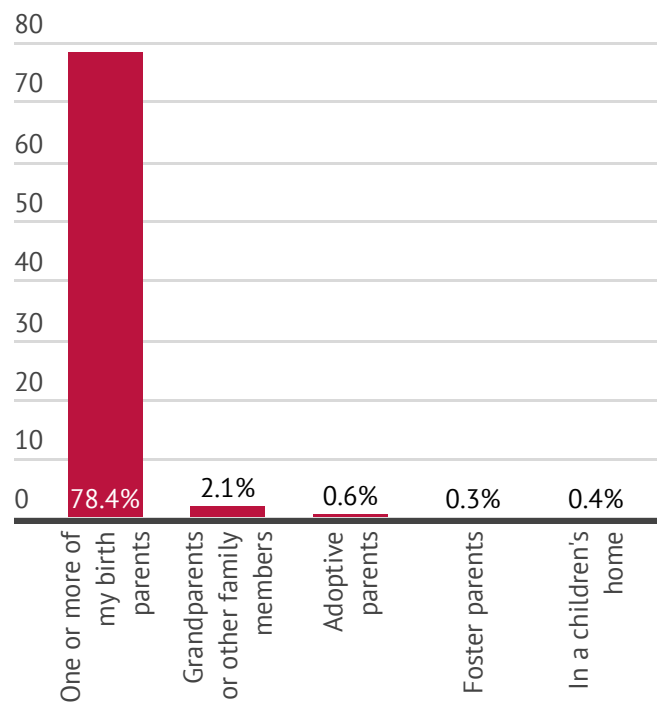
Graph showing number of survey respondents by race ethnicity



Graph showing number of survey respondents by religion.



Graph showing number of survey respondents by who they live with.



Fair and Equal Data?

HEALTH WARNING!

When we conduct research, the point is to draw conclusions about the population, rather than just our sample.

Weighting is used to adjust the results to bring them more in line with what is known about a population. Weighting has been used to correct for this discrepancy in some questions where it made a marked difference.

At times, we have weighted the data in this survey.

We have rounded up numbers to the nearest decimal report.

Where we have added extra narrative, this comes from survey comments from the open ended questions and information from the focus groups.

We wanted our report to change with: regular updates; actions agreed; and pledges from decision makers after presentations and meetings.

Where those of you are reading this through your browser, you are guaranteed to read the latest version! Congrats!

If you have downloaded this report, click here for the latest one:

<http://bit.ly/GlosMagREPORT19>

Contact

For more information contact:

Antonia Dixey, Chief Executive Officer

E | antonia@participationpeople.com

M | 07921 907210