

Yipworld-delivering youth services, employability support and community-based initiatives to the community of Southeast Ayrshire.



How-to Guide

This guide offers more detailed information and advice for those who may be interested in adopting or adapting the initiative in their local area.

This document comprises the following sections (click hyperlink to skip to that section)

- [Initial Idea](#)
- [Early Development of the Project](#)
- [Accessing the Service and Engaging with Service Users](#)
- [Working with People with Lived Experience of Poverty](#)
- [Leadership, Governance and Partnership Working](#)
- [Links to Wider Policies, Strategies and Statutory Requirements](#)
- [Funding](#)
- [Staffing and Resources](#)
- [Monitoring and Evaluation](#)
- [Reach and Impact](#)
- [Learning from Experience](#)

Yipworld-delivering youth services, employability support and community-based initiatives to the community of Southeast Ayrshire.



Title	Yipworld-delivering youth services, employability support and community-based initiatives to the community of Southeast Ayrshire.
Lead Organisation	yipworld
All Organisations	yipworld
Category	Fully Validated.
Poverty Impact	Prevent. Reduce. Mitigate. Awareness.
Introduction to the Project	
Young Informed People of the World (yipworld) delivers youth services, employability support and community-based initiatives, with the support of work funding from charitable trusts, national partners and programme-specific funds. yipworld operates a mix of drop-in services and projects targeted at specific groups of young people. It offers relationship-based programmes that strengthen connections for young people. yipworld's blended funding model helps the organisation sustain both its day-to-day services and innovative projects that support young people's wellbeing, skills and long-term opportunities.	

Yipworld-delivering youth services, employability support and community-based initiatives to the community of Southeast Ayrshire.



Initial Idea

Who had the initial idea?	Cumnock and Doon Valley Youth Panel – the community worker at that time was the late Nigel Pimm.
How did the idea for the project come about?	
In 1991 a youth inquiry service was created by the Cumnock and Doon Youth Panel. Staff met young people on the streets, collected their questions, and sent answers by mail (years before widespread internet use). The pilot project was successful and three years later the funding became available and enabled the establishment of yipworld. In 2000, a new building was opened, which was scheduled to run for three years, but due to its continued success the organisation is still operating from this building in 2025.	
Were plans informed by any published reports / papers / research evidence or practice from elsewhere?	Yes
A Scotland wide research and development study was carried out by the Development Worker (now the Chief Executive) to establish the success of other organisations and to understand their knowledge and practices for success.	
Was anyone else involved in developing the initial idea of the project?	Yes
East Ayrshire Social Inclusion Partnership identified the need and worked with the original Youth Information Project to support the vision for a youth centre.	
Were those with lived experience of poverty involved in developing the initial idea of the project?	Yes
A few young people with lived experience were involved in a young people's consultation group, they named the organisation 'Young Informed People of the World' (YipWorld).	

Yipworld-delivering youth services, employability support and community-based initiatives to the community of Southeast Ayrshire.



Was funding required to support the development of the initial idea of the project?		Yes
Which organisation provided funding?	East Ayrshire Council Social Inclusion Partnership.	
How much was required?	Social Inclusion Partnership monies from the Scottish Government labour administration.	
What was the specific source of funding?	Not specified.	
Were specific resources – other than funding - needed when developing the initial idea of the project?		Yes
Staff/Volunteer Time	Cumnock and Doon Youth Panel initiated and collected data from community members for their youth inquiry service pre 2000.	
Facilities / Workspace	Not specified.	
Equipment	Not specified.	
Local Knowledge	Residents informed the initial idea for the Project through qualitative field research carried out by members of, Cumnock and Doon Youth Panel.	
Food and Drink	No.	

Yipworld-delivering youth services, employability support and community-based initiatives to the community of Southeast Ayrshire.



Did any barriers have to be overcome when developing the initial idea of the project?	Yes
Janice experienced various barriers when developing yipworld. Janice holds a business management degree (rather than a community work degree) and reported that some parties felt made her feel unsuitable to lead yipworld. Janice's desire to foster community spirit and the knowledge she acquired from her business management degree overcame this barrier.	
Did anything in particular enable development of the initial idea of the project?	No
Cathy Jamieson, who was MSP for Cumnock, Carrick and Doon Valley, supported the idea of the project by raising awareness for the need for such a project and providing political backing. The local voluntary steering group, parents and carers helped the development of the project by contributing ideas, supporting planning and decision-making, and ensuring that the needs of children and young people were reflected in the projects' activity and service provision.	
How long did it take between having the initial idea and starting the project?	Eight months.
Who made the decision to introduce the project?	The Social Inclusion Partnership and then the Steering Group which later became the Board of Directors.

[Return to Introduction](#)

Yipworld-delivering youth services, employability support and community-based initiatives to the community of Southeast Ayrshire.



Early Development

Was there a pilot project or feasibility study or test of change?	Yes, had a pilot project.
What did the Pilot study. involve?	
yipworld conducted a four-month research and development study. Staff supported and connected with local communities through street work, meeting young people in their environments and asking them if they were looking for information about services. This led to staff helping young people look for work and access health advice.	
Who was responsible for the Pilot study.?	
Janice Hendry.	
Were those with lived experience of poverty among those involved in the design or delivery?	Yes
A few young people with lived experience were involved in a young people's consultation group. They named the organisation 'Young Informed People of the World' (yipworld).	
Was funding required to support the Pilot study.?	Yes
Which organisation provided funding?	East Ayrshire Social Inclusion Partnership.
How much was required?	Scottish Government Social Inclusion Grant.
What was the specific source of funding?	180000
Were specific resources – other than funding - needed for the Pilot study.?	No
Was the Pilot study. evaluated?	No
Was there evidence from the Pilot study. that confirmed that it was working / it would work?	Yes
People from the community were continuing to use the services provided and service numbers did not decline.	

Yipworld-delivering youth services, employability support and community-based initiatives to the community of Southeast Ayrshire.



Who made the decision to continue with the project beyond the project?	
Not specified.	
Was the design of the project proper modified following the Pilot study.?	No

[Return to Introduction](#)

Yipworld-delivering youth services, employability support and community-based initiatives to the community of Southeast Ayrshire.



Accessing the Service and Engaging with Service Users

Are potential users referred to your Initiative.?	Yes
Referred by other agencies, e.g. schools.	
Are there ways, other than referral, that are used to make potential users aware of your Initiative.?	Yes
Self-referral; drop-ins; short term community projects etc.	
What is the most common way through which users typically access your Initiative?	
There is no common referral system, as all carry equal weight.	
Do you take steps to keep in touch / reach out to users?	Yes
Continual marketing and promotion through social media, and active and engaged community presence.	

[Return to Introduction](#)

Yipworld-delivering youth services, employability support and community-based initiatives to the community of Southeast Ayrshire.



Working with People with Lived Experience of Poverty

Are those with lived experience of poverty involved in <u>delivering</u> the project?	No
Are people with lived experience of poverty involved in <u>managing</u> the project or in project <u>governance</u> ?	No
Are people with lived experience of poverty involved <u>in any other aspect</u> of the project?	No

[Return to Introduction](#)

Yipworld-delivering youth services, employability support and community-based initiatives to the community of Southeast Ayrshire.



Leadership, Governance and Partnership Working

Who is responsible for managing the project?	
Janice Hendry.	
Is this the only responsibility of the person managing the project?	Yes
What proportion of the manager's overall workload is given over to this project?	
Not specified.	
Is there a Project Steering or Advisory Group?	Yes
Who is involved?	• Board of Directors representing business. • HMRC. • Consultancy agencies. • Retail agencies. • Parents and carers.
How does it work?	The board meet every six weeks to discuss the Project in detail. No further details are available related to this at the present time.
Are any other governance arrangements in place to review strategy and performance?	Yes
There is a memorandum and articles of association in place to review the project strategy and performance.	

[Return to Introduction](#)

Yipworld-delivering youth services, employability support and community-based initiatives to the community of Southeast Ayrshire.



Links to Wider Policies, Strategies and Statutory Requirements

To the best of your knowledge, is the project aligned with national and/or local anti-poverty strategies and priorities (e.g., local authority or health board priorities)?	Yes
The project is aligned with such Scottish Government anti-poverty strategies as: Community Planning, Getting It Right For Every Child (GIRFEC), and No Child Left Behind.	
In your opinion, has the project benefitted from being part of this anti-poverty strategy?	Yes
Not specified.	
Is the project part of any other strategy?	Yes
Inspiring Scotland Our Future Now.	
In your opinion, has the project benefitted from being part of this anti-poverty strategy?	Yes
By being a part of the Our Future Now strategy, yipworld has benefited from long-term financial stability, reputation and a growth in clients and funding which has exceeded normative grant funding routes. The projects ten-year investment model has allowed the charity to move away from short-term planning to gain the financial security it needed to scale to outreach services across rural East Ayrshire. yipworld has also gained access to dedicated performance advisors and a specialist volunteer network, which have strengthened its internal governance, enhanced its strategic planning, and increased its credibility with other major investors such as the Scottish government.	
Is the project delivering a service that is a statutory commitment?	No

[Return to Introduction](#)

Yipworld-delivering youth services, employability support and community-based initiatives to the community of Southeast Ayrshire.



Funding

Is funding used to support the work?	Yes
Has external funding been secured to support the work?	Yes
Which organisation provided funding?	• National Lottery. • Inspiring Scotland. • BBC. Children In Need. • Fairer Scotland. Scottish Government. • East Ayrshire Council. • Scottish Government Partnership. • Europe & Scotland European Social Fund.
What was the specific funding stream/source/scheme?	• National Lottery Community Fund – Young Start Fund. • Inspiring Scotland – Inspiring Scotland Fund. • BBC. Children In Need – The Curiosity Fund - Bit Boss. • Fairer Scotland. Scottish Government - Fairer Future Partnership. • East Ayrshire Council - Core Services Friday Fun & Other Youth Groups. • Scottish Government Partnership – No Knives. Better Lives. • Europe & Scotland European Social Fund - Strong Connections.

Yipworld-delivering youth services, employability support and community-based initiatives to the community of Southeast Ayrshire.



How much funding was secured?	• National Lottery Community Fund – Young Start Fund. • Inspiring Scotland – Inspiring Scotland Fund. • BBC. Children In Need – The Curiosity Fund - Bit Boss. • Fairer Scotland. Scottish Government - Fairer Future Partnership. • East Ayrshire Council - Core Services Friday Fun & Other Youth Groups. • Scottish Government Partnership – No Knives. Better Lives. • Europe & Scotland European Social Fund - Strong Connections.	
For how long has funding been secured?	Not specified.	
Is future funding from the same external source a possibility?	Yes.	
Is future funding dependent on achieving pre-agreed outcomes or outputs?	Not specified.	
What are these conditions?	Not specified.	
Has a specific sum been secured from your organisation to support this work?	No.	
How much funding was secured?		
For how long has funding been secured?		
Is future funding from your organisation a possibility?	N/A	
Is future funding dependent on achieving pre-agreed outcomes or outputs?		
What are these conditions?		

Yipworld-delivering youth services, employability support and community-based initiatives to the community of Southeast Ayrshire.



What are the future - longer-term - prospects for this work if existing funding sources were no longer available?

Not specified.

[Return to Introduction](#)

Yipworld-delivering youth services, employability support and community-based initiatives to the community of Southeast Ayrshire.



Staffing and Resources

Do existing staff from your organisation contribute toward the work of this project?	Yes
Role: Senior management contribute to the overall running of the Project through provision of organisation management, safeguarding service users' rights, reporting of funding outcomes and quality assurance. Administrative staff support Project and funding coordination, accounts and data recording, monitoring and evaluation of Project implementation and outcomes, internal and external communications, and financial administration. Youth work, Outreach staff, and associated partner staff, deliver sessions, outreach, mentoring, employability support, and community building events such as group work and school initiatives.	
Are existing staff from the host organisation paid extra (for example, taking on extra hours) to contribute toward the work of this project?	Yes.
Extra hours worked: Where additional hours are required, such as planned excursions.	
Have additional paid staff been employed to contribute toward the work of this project?	Not specified.
Role:	
Is the post permanent or fixed term?	N/A
Duration:	
Are volunteers involved in delivering the project??	Not specified.
Role:	
Are specific resources – other than staff/volunteer time and money - needed to support the delivery of the project?	No.

Yipworld-delivering youth services, employability support and community-based initiatives to the community of Southeast Ayrshire.



Facilities / Workspace	
Equipment	
Local Knowledge	
Food and Drink	
Are any of the resources needed to deliver the project provided in-kind, rather than budgeted from project funds?	Not specified.
Who provides:	
Were new IT systems, additional software, or upgrades existing software (databases, Apps) required to deliver this project?	Not specified.
Was additional training – for staff or volunteers - required to deliver this project?	Yes.
Training is provided to develop the individual skills of staff members and strengthen the overall capacity of the organisation under adopted models such as 'Our Future Now'.	

[Return to Introduction](#)

Yipworld-delivering youth services, employability support and community-based initiatives to the community of Southeast Ayrshire.



Monitoring and Evaluation

Do you – or other organisations - collect data on the project for monitoring or evaluation purposes?		Yes.
Is there baseline data to describe what things were like before the start of the project?		Not specified.
Is the difference that the project is making measured or monitored by the host organisation?		Yes.
Who within the host organisation is responsible for monitoring the impact of the project	An assigned Performance Advisor from Inspiring Scotland works with the yipworld leadership team to oversee project delivery and impact as part of the requirement so of the Inspiring Scotland fund award requirements.	
How often is the impact of the project monitored or measured by the host organisation	Quarterly reports.	
What methods, techniques or strategies are used by the host organisation to impact of the project	Dual methodology, qualitative and quantitative data is collected and reported on.	
What information is collected by the host organisation about the project?		
Number of users		Yes.
Profile of users		Yes.
Experience of users		Yes.
Outcomes for users		Yes.
Anything else		Unspecified.
Has the data that has been collected by the host organisation been used to adapt the way the project works?		Unspecified.

Yipworld-delivering youth services, employability support and community-based initiatives to the community of Southeast Ayrshire.



Has an external organisation been employed to formally evaluate the project?		Yes.
Who conducted the evaluation	Community Enterprise.	
Details of the evaluation	yipworld Evaluation - Community Enterprise https://communityenterprise.co.uk/case-studies/yipworld-evaluation-of-strong-connections	
What were the key findings from the evaluation	The 2020 evaluation was carried out for one service provided by yipworld and not the organisation as a whole. Little is reported from the evaluation online other than three key points which are: • Life stories show change to people. • Families are made stronger through the projects flexible approach. • High success rate.	
Has the data that has been collected from this evaluation been used to adapt the way the project works?		
Not specified.		
Is there an intention to employ an external organisation to evaluate the impact of the project in the future?		Not specified.
Is there an intention to undertake your own formal evaluation in the future to estimate the impact of the project?		Not specified.

[Return to Introduction](#)

Yipworld-delivering youth services, employability support and community-based initiatives to the community of Southeast Ayrshire.



Impact

To what extent have the aims of the project been achieved?		Fully met.
What difference has the project made?		
Not specified.		
Have conditions or demand changed since the project was introduced?		Not specified.
Has the project had the capacity to meet these changing conditions and demand?		Not specified.
Has the project changed through time?		Not specified.
What changed		
Why has it changed		
Has the project had any unexpected or unintended outcomes?		Not specified.
In your opinion, is the project having an impact on tackling poverty?		Not specified.

[Return to Introduction](#)

Yipworld-delivering youth services, employability support and community-based initiatives to the community of Southeast Ayrshire.



Learning from Experience

What is working well?	
Not specified.	
What, if anything, is working less well?	
Not specified.	
What are the key learning points that you'd like to share with other practitioners?	
Not specified.	
Are there plans to develop or expand the project in the future?	Not specified.
Not specified.	
How easily do you think this project could be replicated in another setting?	
Although the work of yipworld is built form 25 year of work, if someone had their business plan, with a vison as well as the passion and belief to drive an organisation, as well and the funding and skills, it could be replicated over time to make it successful elsewhere.	

[Return to Introduction](#)