



Images: Mark Alexander for Falkland Stewardship Trust



Our Bright Future

ourbrightfuture.co.uk

What is Our Bright Future?

Our Bright Future is an ambitious and innovative partnership led by The Wildlife Trusts which brings together the youth and environmental sectors.

This £33 million programme funded by the National Lottery Community Fund is formed of 31 projects across the UK which are running for up to five years. Each project is helping young people aged 11-24 gain vital

skills and experience and improve their wellbeing. At the same time, they act as catalysts for delivering change for their local environment and community; whilst contributing to a greener economy.



Image: Yorkshire Dales National Park Authority



Image: Mark Alexander for Folkland Stewardship Trust

What is our vision?

Our vision is for young people to take ownership of what they deserve: a healthy planet, a thriving greener economy and a bright future.

The underlying goal of all our activities is to empower and inspire 100,000 young people to make their

future brighter and lead progressive change in their communities and local environment.

We want to see:

- continual fresh opportunities for young people to develop new skills and experience, increase their employability and improve their wellbeing in their local environment
- a resource-efficient 'greener' economy being the favoured employment and education area for young people
- natural local spaces that are well-used and nurtured by the whole community
- positive lasting change so that young people have a voice in the decisions made on the environment both at a local and national level

What is different about this programme?



Image: Anna Maggs

The Youth Forum: young people are at the heart of the programme

The Youth Forum is made up of two young people from each of the 31 Our Bright Future projects. Youth Forum members act as representatives for the projects, share and discuss ideas, experiences with other members and work together to steer and advocate for the Our Bright Future programme.

The Youth Forum members meet in person once a year. This is a great opportunity for them to know other like-minded young people from across the country, learn new skills

and discuss campaign plans and ideas. In addition, the Youth Forum members take part in training, activities, discussions and keep in contact via social media through the year.

Being part of the Youth Forum gives the young people the opportunity to create a network of like-minded young people, gain life skills and improve their CV. They advocate for other young people and the environment. They are the voice of the next generation!

Portfolio approach: the sum is bigger than its parts

Knowledge sharing and learning across Our Bright Future is actively promoted. The projects come together face-to-face and 'virtually' to share best practice and contribute to the overall programme's direction, in particular its evaluation and policy influencing work.



Image: Ellie Wintle for National Youth Agency

Robust evidence: programme learning and best practice

An ongoing independently commissioned evaluation is collecting evidence of the collective impact of the 31 projects and how young people can act as catalysts for delivering change for the environment and their local communities. The good practice and lessons learnt will form the evidence base to challenge decision makers across the UK and stimulate new thinking and dialogue on young people and environment.



Image: Jane Warman

Our Bright Future projects

Ranging in scale, from a local focus to a national level, the Our Bright Future projects are based around the following key themes:

- Environmental action
- Environmental campaigning
- Vocational training
- Sustainable enterprises
- Youth leadership and influencing opportunities

The projects are hugely diverse and address multiple issues and challenges faced by young people. Young people are developing knowledge, skills, resilience and confidence to increase their employability and wellbeing.

At the same time, they are supported to have influence in shaping their local environment. From community orchards to environmental arts and developing local campaigns, each project is driving positive change in its local environment and local community.

What young people in Our Bright Future projects told us...

"I have always had an interest in all things marine and have dreamed of a career in the research and conservation of cetaceans but have struggled to learn in an academic environment. This led to severe self-doubt that began to hinder me and my desire to succeed. From my first meeting at the Yorkshire Wildlife Trust (YWT) I felt empowered. Within the first month I was assisting on events, teaching the general public, schools and children about the incredible diversity of species we can find on our local rocky shores!

So far, the experience has been nothing short of amazing, I have completed my ORCA marine mammal surveying qualification, taking me one step closer to my dream career. Not only have I had

the chance to use and expand my marine knowledge whilst on the placement, I have also had amazing opportunities to try new things and experience things I'd never have considered before!

I joined this project unsure of how to achieve my goals, but whilst working with YWT I've gained an unconditional offer to study Marine Science at the Scottish Association of Marine Science in Oban, Scotland and proven to myself that I can do it!

**Georgia-Elizabeth Harris, 19,
Tomorrow's Natural Leaders**

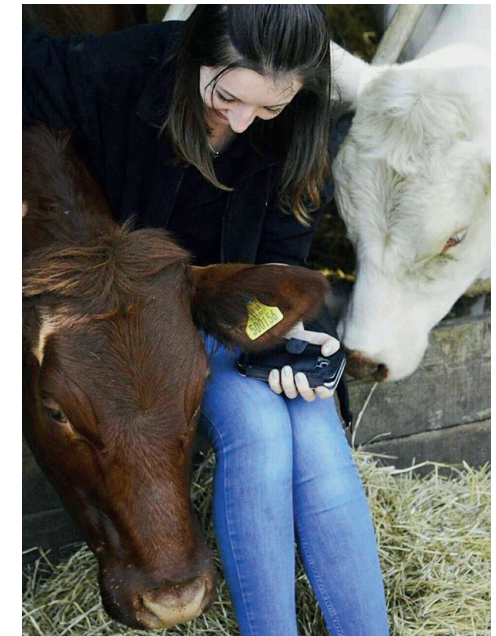


Image: Matt Evans for Yorkshire Wildlife Trust



What young people in Our Bright Future projects told us...

Adnan was not in education, employment or training when he came to Building Sustainable Communities. He was born in Iraq and had only been in the UK for four years so English was not his first language. He threw himself into the project and always had a smile on his face as he learnt to use tools and gained a qualification in cob wall construction. Being at the project improved his confidence and English. Cultural barriers were broken down in the group. At the end of their training the group decided to all write their names in Arabic on a wooden plaque and Adnan showed them how to do this.

Adnan, 17, Building Sustainable Communities



Image: Down to Earth



The three key changes young people want to see

We have been collecting more than 700 ideas from young people and youth workers during eight events and youth-led research, involving more than 300 people across the UK.

We asked them:
“If you could change one thing for you and the environment, what would this be?”

Young people replied that they wanted three key changes around the following key themes:

Ask 1

More time spent learning in and about nature. We call for Government to produce guidance to schools stating that at least an hour of lesson time per day should be spent outdoors.

Ask 2

Support to get into environmental jobs. We call for Government to fund a new Future Jobs scheme that would allow the environmental sector to support young people into environmental, conservation, horticulture and other careers.

Ask 3

Government, employers, businesses, schools and charities to pay more attention to the needs of young people and the environment. We call on Government to create space for young people to be heard and play an active role in society. Therefore, we urge Government to:

- appoint a Minister for Youth, to coordinate government work to support young people and help them engage with politics
- introduce a youth advisory board in every Government Department
- remove barriers to youth engagement, for example by increasing accessibility of consultations (eg plain English and reduce length)

Meet the Our Bright Future projects:

Lead delivery organisation (project name)

Down to Earth
(Building Sustainable Communities)

Probe
(Youth In Nature)

Belfast Hills Partnership Trust
(Belfast Hills Bright Future)

Cornwall Wildlife Trust
(Your Shore Beach Rangers)

North Wales Wildlife Trust
(Our Wild Coast)

RNIB
(Vision England)

Shropshire Wildlife Trust
(Growing Up Green)

Centre for Sustainable Community
(Bright Green Future)

Groundwork UK
(Green Leaders)

National Trust
(Green Academies Project)

Ulster Wildlife
(Grassroots Challenge)

Feedback and Foodcycle
(From Farm to Fork)

Falkland Stewardship Trust
(Fife's Our Bright Future)

UnLtd
(Spaces 4 Change)

Yorkshire Dales Millennium Trust
(Green Futures)

Middlebrough Environment City
(One Planet Pioneers)

Hill Holt Wood
(Growing Up Green)

Avon Wildlife Trust
(Avon and Gloucestershire Our Bright Future)

Impact Arts
(Creative Pathways Environmental Design)

Blackburne House
(BEE YOU)

Lancashire Wildlife Trust
(Myplace)

Friends of the Earth
(My World My Home)

UpRising
(Environmental Leadership Programme)

Learning Through Landscapes
(Fruitful Communities)

Yorkshire Wildlife Trust
(Tomorrow's Natural Leaders)

National Youth Agency
(The Environment Now)

vInspired
(Eco Talent)

Wiltshire Wildlife Trust
(Milestones)

Groundwork London
(Welcome to the Green Economy)

St Mungo's
(Putting Down Roots for Young People)

National Union of Students
(Student Eats)

Meet the partners

Our Bright Future is run by a partnership of seven organisations which is led by The Wildlife Trusts. The partnership has more than 40 years of combined experience in managing social and environmental grant programmes totalling nearly £300 million.

Our partner organisations are the Centre for Sustainable Energy, The Conservation Volunteers, Field Studies Council, Yorkshire Dales Millennium Trust, Friends of the Earth and UpRising.

"Every generation has what it takes to create real positive change. It is simply a matter of people having the confidence and support to do so. This programme is about just that – fuelling the creativity, inspiration and resilience of our young people. And in the face of escalating environmental challenge it has never been more important."

Stephanie Hilborne OBE, Chief Executive, The Wildlife Trusts

"Our Bright Future is designed to unleash the ambition of young people across the UK to make a personal and collective contribution to making our environment brighter, happier and more resilient to threats like climate change and the waste of natural resources."

Peter Ainsworth, Chair, The National Lottery Community Fund



Image: UpRising

Our partner organisations:



“Young people: They care. They know that this is the world that they’re going to grow up in, that they’re going to spend the rest of their lives in. They actually believe that humanity, human species, has no right to destroy and despoil regardless.”

David Attenborough

Contact the team:

ourbrightfuture.co.uk

ourbrightfuture@wildlifetrusts.org

01636 670000

Social media: @obrightfuture

The Wildlife Trusts, The Kiln, Waterside, Mather Road,
Newark, Nottinghamshire, NG24 1WT

Registered Charity Number: 207238