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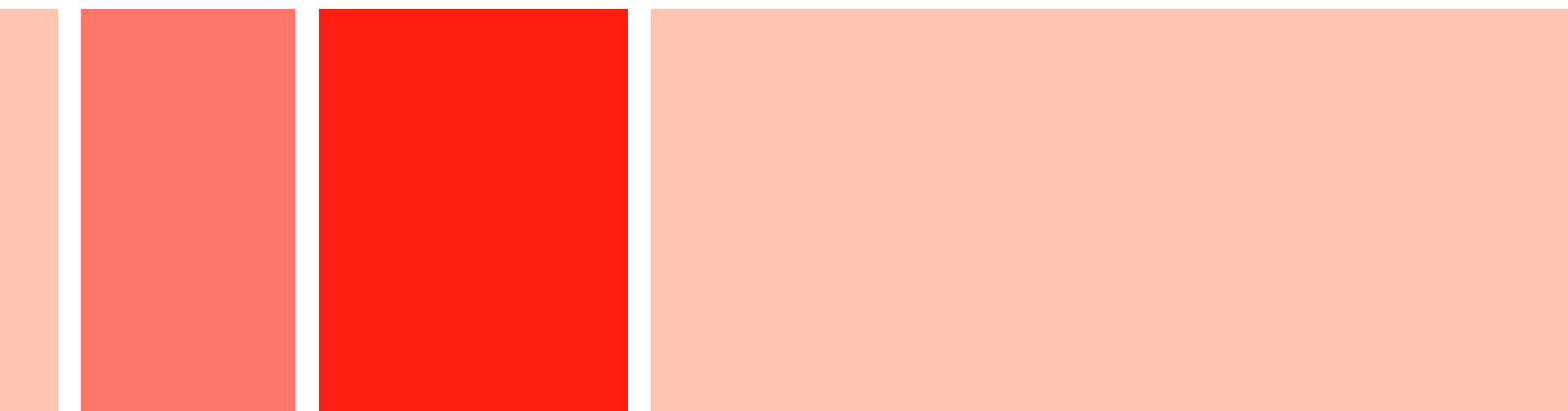
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Evaluation of CLIC



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Views expressed in this report are those of the researcher and not necessarily those of the Welsh Government

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1 Introduction

1.1 Background to the study

In February 2012 the Welsh Government commissioned GHK to undertake an independent evaluation of CLIC.

CLIC Online (www.cliconline.co.uk) is a universal information, news and advice website for young people in Wales aged 11-25 years. It is provided in a multi-media and bilingual format and is free of charge. It follows a social media model, with interactive elements allowing for direct comments and inputs from young people as well as organisations and practitioners working with, and providing services for, young people. CLIC Online has been designed so that each local authority area in Wales hosts a site which is developed locally and contains a standard set of national information and advice and locally generated content. A standard template is provided. Different models of delivery have been developed across Wales, with some local authorities acting as the hosts, and others commissioning the service from independent providers. Young people are also involved in the design and delivery of CLIC Online both nationally and locally. National and local youth-led editorial groups, supported by professional CLIC Online editors, discuss and update the content. As part of this, young people have opportunities to develop practical skills, such as creative writing, editing, and film making. While all young people are able to access CLIC Online, those who register as users provide their details to the site manager and have rights to submit replies, questions and content.

1.2 Evaluation

The five year contract for the delivery of CLIC Online was awarded to ProMo Cymru¹ in 2008. As the current contracting period will be completed in 2013, the evaluation was commissioned to provide a timely and comprehensive review of the CLIC service, and its associated support activities, in order to

¹ Formerly it was provided by Careers Wales.

shape the future direction and inform decisions regarding funding and delivery approaches.

1.2.1 Aims and objectives of this evaluation

The main aim of the evaluation is to: **“inform the future delivery of a National Information and Advice service for Young People aged 11-25 in Wales within the context of reduced funding”** and specifically to:

- Assess the effectiveness of the CLIC delivery model;
- Assess the effectiveness of CLIC in achieving its objectives and the extent to which CLIC is contributing to Welsh Government policy objectives and priorities;
- Assess the effectiveness of the use of resources and current support to local sites;

1.2.2 The Evaluation Framework

Underpinning the study is an evaluation framework, designed to provide a clear structure to the approach. A theory of change logic model has been used to provide an evaluation framework for this evaluation. Because the information and advice provided by CLIC Online is of many different kinds, but with an expected standard range of outputs and outcomes, we have adapted the Kirkpatrick model² to shape the logic model. The Kirkpatrick model provides four levels of outcomes to distinguish what are generally considered to be: immediate; short term; intermediate; and longer term outcomes and impacts expected from information, advice and guidance in a chronological sequence. The expectation is that recipients should initially:

- Increase their knowledge and understanding, then...
- Identify where and how they can apply this if appropriate, then...
- Take a decision and action, and....
- Finally see personal benefits when the action has been taken and implemented.

² See [http://businessballs.com/humanresources/kirkpatrick's learning and training evaluation theory](http://businessballs.com/humanresources/kirkpatrick's%20learning%20and%20training%20evaluation%20theory)

The logic model used for the evaluation consists of the following elements:

- The rationale – the problem, need or opportunity to be addressed through the programme (e.g. the need to meet young people’s rights of information and advice to improve their decision making).
- Inputs – the resources needed in order to implement and deliver the programme.
- Activities – the activities which have been delivered (i.e. a detailed breakdown of the contracted work streams).
- Outputs – the direct ‘products’ which will occur as a result of the programme (i.e. such as certificates awarded for qualifications achieved, local websites developed and up and running).
- Outcomes - the specific changes for those participating in editorial groups and those who use the information and advice, either in the short-term or medium-term (e.g. such as choices of course or social activities or new sources of advice about a problem).
- Impacts – the long-term sustainable changes to individuals and organisations which the outcomes could be expected to affect (e.g. course of study, career path, new outside interest).

The logic model for CLIC Online used in the evaluation can be found on the next page.

Figure 1.1 Logic model used for CLIC Online evaluation

Rationale : <i>Provide high quality information and advice to young people across Wales in accessible formats as and when they need it [...] which is essential in helping them to be in a position to make informed choices about their lives</i>					
⇒Inputs⇒	⇒Activities⇒	⇒ Outputs⇒	⇒ Results or Immediate Outcomes	⇒Intermediate Outcomes	⇒Impacts⇒
<p>Programme management and administration costs £2.4 million core funding Time, expertise and knowledge of partners contributing to development and maintenance of national and local information Time of young people</p>	<p>Lot 1 – Producing, updating and providing information for young people aged 11-25 (i.e. establishment of national and local young people editorial groups) Lot 2 – Working with and supporting partners (i.e. working with LAs to development local CLIC websites; accredited training for professionals) Lot 3 – Involving and working with young people (i.e. supporting nation/local young people editorial groups; delivering residential courses; accredited training for young people) Lot 4 – Using new technology (i.e. promoting and supporting use of CLIC websites; exploring technology for best engaging with target groups) Lot 5 – CLIC coordinating hub centre (i.e. coordinating and training CLIC development officers)</p>	<p>Functioning up to date and accessible national service Local information services (in 17 local authority areas) National and local sites have 30,000 visitors a month and 20,000 unique visitors 300 young people engaged nationally and locally in development and management with 17 local editorial groups and a national editorial group functioning Young people engaged in work towards achievement of qualifications and recognition of skills gained (11 residential courses, 700 young people engaged, 155 achieving an accreditation for skills, 200 improving soft skills) Youth information workers with ability to develop and maintain local sites (162 qualified)</p>	<p>Young people using CLIC believe they have acquired new knowledge and understanding to make decisions and intend to use this Young people use CLIC in preference to other sources Practitioners using CLIC believe they have acquired knowledge and understanding to advise young people or signpost them Sign-posters believe they have improved the information and advice available to young people in their area Engaged young people have acquired skills of wider use in their learning and employment</p>	<p>Young people have used knowledge and understanding gained from CLIC to take action Practitioners have used CLIC to advise young people or provide sign-posting or guidance Practitioners find information more quickly and easily Sign-posters have a more reliable source of national information and support to maintain local information for young people Engaged young people believe they have made a difference to the quality of information and advice available and use the skills they have acquired</p>	<p>Young people use the information to take positive action around employment, learning, leisure activities and health Information and advice is more easily available for young people and readily sought Practitioners and sign-posters have improved efficiency and effectiveness Local and national information for young people is more streamlined and economies identified</p>

1.2.3 Evaluation methodology

The research had five key components:

- **Scoping** - to establish the background and context for the programme, the information available and the information to be gathered. This included a review of key documents to establish the strategic, policy and delivery context; scoping interviews with strategic partners and key national policy stakeholders within Welsh Government. This stage also included a literature review to identify other countries' models of provision for information and advice services to young people and the range of other information, advice and guidance for young people in Wales.
- **Analysis of management information (MI)** - to map CLIC implementation and progress, beneficiaries, outputs and outcomes (expected and achieved), and areas of focus (impact and geography).
- **Interviews of national stakeholders** – to explore the rationale for CLIC Online, implementation to date, future development and delivery until the end of the current contract. National stakeholders included Welsh Government staff responsible for policies relating to information and advice for young people; Welsh Government staff responsible for managing the contract and funding; and key staff in agencies and organisations in Wales with a close interest in the development and oversight of CLIC Online.
- **Interviews with young people and practitioners working with young people in local authority areas** - five local authority (LA) case studies were undertaken, which included: qualitative interviews and discussions with young people (both users and non-users of CLIC Online), practitioners, and LA staff responsible for the development and implementation of the local CLIC Online template. To ensure coverage of the range of experience in Wales and engagement with developing local sites the five LAs included: two which had an established local site; two in development/recently established; and one not under development/just started.
- **Online survey of young people using and not using CLIC Online** - to obtain more structured factual information and comparable views on the effectiveness of CLIC Online from young people who are users and non-

users of it. The CLIC user survey was made available to users via the national and local sites. A combined user and non-user survey was also hosted and accessed from non-CLIC Online websites including Meic, Pupil Voice Wales, and Funky Dragon. The survey was promoted using a £50 prize draw incentive. The response information generated by the survey provided information for the analysis of the usability of the platform, the quality of the information and advice, and the immediate outcomes from using CLIC Online.

1.2.4 Further details on the evaluation methodology

The evidence included in this report draws on the following research activities:

Documentary review

This included a review of key documents to establish the strategic, policy and delivery context: service level agreements for CLIC Online (between ProMo Cymru and the Welsh Government and ProMo Cymru and its sub-contractors), research commissioned by ProMo Cymru to support CLIC Online delivery – undertaken by Arad Research, and the tender documentation. It also included a website search to establish the range of other information, advice and guidance for young people in Wales and a literature review to identify other models of provision and potential comparators. Interviews and documentary material was obtained about two comparable platforms, Young Scot and The Site (Youthnet).

Analysis of management information

An analysis of MI provided material to assess take up and usage of CLIC Online. This drew on detailed data up to the end of March 2012 including:

- Visits to the national and local sites; the extent of use (ratio of unique visitors to the total number of visits) and trends in relation to development of local sites;
- Usage data (up to the end of March 2012) to examine the content which attracts most users;
- The submission of content by registered users and how many have participated inside and outside the editorial groups;

- The characteristics of registered users (age, location) at the end of March 2012, where this information has been provided, and how their characteristics compare to the population;
- The proportions of potential users who are registered users in the most recent three month period (across Wales and by local authority area); and,
- The characteristics of engaged young people (in editorial groups) and practitioners (in training) against the characteristics of the population.

Tables have rounded percentages to one decimal place so totals may not always add up to 100.

Interviews with the contractor and national partners

Face-to-face and telephone interviews were carried out with:

- The staff in the Welsh Government who commissioned and managed the contract with ProMo;
- ProMo's staff and key staff in their sub-contractors, Burning Red (technical sub-contractor) and Arad Research (sub-contractor responsible for research);
- Staff within the Welsh Government with an interest in the current and potential future contract for CLIC Online, including officials from the following policy areas: youth support services, family information services, UNCRC, young people's participation, marketing and communications; and,
- Key staff from agencies and groups involved in the development and oversight of CLIC Online.

A total of 26 interviews were undertaken, more than the target number of 20. The full list of interviewees is provided in Annex 2. The key lines of enquiry for the interviews are provided in Annex 3.

This provided information about the rationale for CLIC Online and strategic context, implementation to date, future development and delivery until the end of the current contract, and potential needs for CLIC Online beyond the current contract period.

Local Authority area case studies

Five LA areas were selected in conjunction with the Welsh Government to reflect the geography of Wales and LA involvement with the CLIC Online delivery model. Table 1.1 below sets out the five case study areas.

Table 1.1 Local authority case study areas

Well established	Cardiff (live for more than 3 yrs) Anglesey (live for more than a 1 yr)
Developing/ established more recently	Wrexham (developed local CLIC site; due to re-launch with young people September 2012) Blaenau Gwent (live for around 1 yr)
Not developed	Denbighshire (early stages of developing local CLIC site)

Each LA case study involved face-to-face, in-depth interviews with:

- *LA managers/staff familiar with the CLIC On-line resources:* particularly those that have been engaged in reviewing, developing and/or implementing the LA CLIC template and had used CLIC Online for sign-posting services for young people in the area.
- *Practitioners working with young people to provide information, advice and guidance:* such as teachers in schools and lecturers in colleges and other training providers, learning coaches and youth workers, careers advisors, youth offender management staff, job centre advisors and other professionals who directly work with young people, such as specialist youth services and organisations providing positive activities for young people who draw on the same sources for one-to-one guidance and help to children and young people; and
- *Focus groups and/or interviews with young people aged 11-25:* young people who are regular 'users' of CLIC Online as well as those that may not have used it at all or very much. They were undertaken with young people in a variety of settings, such as youth clubs, schools, and drop-in information centres; either convened specifically for the evaluation (with the help of either management staff or practitioner contacts in the area)

or ‘tagged on’ to existing events, activities or meetings, such as a local CLIC editorial group meeting.

The case study interviews provided information to triangulate with the results of the survey and the interviews of the contractor’s staff. They also provided responses to questions to help with the assessment of net outcomes, the success of operational activities, and the appropriateness of delivery arrangements. Because the numbers of interviewees are small and participants were largely self-selected, these interviews only provide supplementary qualitative evidence.

Lines of enquiry for each set of interviews are provided in Annex 3.

Table 1.2 Local authority case study interviews

<i>Stakeholder</i>	Management Staff		Practitioners		Young People	
<i>Target /achieved</i>	<u>Target</u>	<u>Achieved</u>	<u>Target</u>	<u>Achieved</u>	<u>Target</u>	<u>Achieved</u>
Total (all case study areas)	20	15 ³	20	20	100	96 ⁴

Survey of young people

On the 18th May 2012 a CLIC user survey was launched on the national and local CLIC sites in English and Welsh. The survey appeared as a ‘pop up’ to all those who accessed the CLIC websites. The ‘user’ survey was designed primarily for young people aged 11-25⁵ who were using CLIC Online – ‘use’ was defined as those who had used the CLIC Online resources at least once or more. The survey explored: awareness of CLIC Online; frequency of site use; CLIC Online resources used; perceived value of CLIC Online; and other online sources of information used by young people.

³ This is because in some LA areas there were only two or three management staff. All LA CLIC Online management staff were consulted across the five case study areas.

⁴ Slightly below target owing to difficulties with access to young people in the Isle of Anglesey. Of the 96 focus group participants, 34 could be categorised as ‘users’ of their local CLIC site and 62 as non-users.

⁵ Although it should be noted that it did not deter any younger or older users from completing the survey.

At the same time, a combined user and non-user survey was launched on Facebook. This was later added to other national information and guidance websites via the Welsh Government including: Careers Wales, Pupil Voice Wales and Children in Wales. The survey was also distributed through email lists to the Council for Wales of Voluntary Youth Services (CWVYS) Practitioner Network and an eZine for youth workers so that practitioners could signpost young people to the survey. The combined 'user and non-user' survey was designed to target young people aged 11-25 who may or may not have heard of CLIC Online and/or used the CLIC Online service. Questions from the 'user' survey were embedded into this survey alongside signposting to additional questions for those young people that had not used CLIC Online; these additional questions explored: use of other online sources of information and guidance; use of sources of face to face information and guidance; and actual/potential barriers for using the CLIC Online resources (i.e. other than lack of awareness of them – issues related to access to online forms of information and guidance, preferences for face-to-face support). A copy of the survey can be found in Annex 4.

The survey was live for a period of seven weeks (closing midnight on the 8th July 2012). Over the course of the survey period a total of 622 responses were received⁶ - exceeding the target number set at 500 responses. Of these, 549 could be categorised as 'users' of CLIC Online and 73 as 'non-users'.

This approach was used because it was not possible to contact registered users directly or to select them to participate in a survey⁷ nor, in the resources available, identify and survey a representative sample of young people who would include both users and non-users. The response places some limitations on the analysis and its interpretation, namely:

- The respondents who are users are only a small proportion of those who were likely to have been unique visitors during the period the survey

⁶ 494 responses were received from the user survey and 128 from the combined user and non user survey.

⁷ This was because they had not been asked their permission to provide their contact details for this purpose.

was open. This is estimated as 2.6%⁸. This means that for a 95% level of confidence the results have an interval of $\pm 3.9\%$ which is large.

- While population age bands are not directly comparable with those used in the survey, it suggests that a higher share of responses to the survey was received from young people aged between 14 and 19 than might have been expected.
- The response from non-users is too small for statistical analysis.

Table 1.3 Comparison of population estimates with age of respondents

Mid Year population estimates (2010)			CLIC Survey responses		
	No.	%		No.	%
Aged 10 - 14	176,400	23%	Aged up to 13	107	17%
Aged 15 - 19	198,600	26%	Aged 14 - 19	279	46%
Aged 20 - 24	213,300	28%	Aged 20 -25	102	17%
Aged 25 - 29	181,300	24%	Aged over 25	124	20%
Total	769,600	100%	Total ⁹	612	100%

Source: Nomis Mid-Year Population Estimates 2010, CLIC Evaluation Survey Responses

As a consequence, this means that the survey results and their interpretation need to be treated with some caution although they represent the views of a large numbers of users.

1.3 This report

The remainder of the report contains the following sections:

- **Chapter 2** - describes the current contract to provide a national information system to young people, what the inputs have been to deliver the contract, and what has been achieved to date and can be expected by the end of the contract.
- **Chapter 3** - presents an analysis of MI which has been provided by the CLIC Online team at ProMo Cymru to assess outputs and outcomes of

⁸ This is based on user survey responses of 549 and an estimated number of unique visitors to CLIC Online of 20,717 – the average number of unique visitors per month for January – March 2012.

⁹ Please note 10 respondents did not provide an indication of their age.

CLIC Online in terms of: service use, beneficiaries, and reach. It also includes comparative data from two other information and advice sites for young people.

- **Chapter 4** - provides an analysis of stakeholders and practitioners views on the development, implementation and added value of CLIC Online.
- **Chapter 5** – provides an analysis of the use of CLIC Online resources based on the findings from the online survey of young people and the qualitative evidence collected from young people as part of the LA case studies.
- **Chapter 6** – provides an analysis of the outcomes and achievements of CLIC

2 CLIC Online Contract and Performance

This chapter describes the current contracted activities to provide a national information system to young people, what the costs of these activities have been, and what has been achieved to date, and what can be expected to be achieved by the end of the contract. As such, it draws on programme management and contractor interviews (with ProMo, Burning Red and Arad Research), documentary material about the contract, performance reporting by ProMo (up to the end of June 2012), and additional data and MI provided by ProMo

2.1 The CLIC Online contract

2.1.1 Origins of the current contract

CLIC Online was initially developed as a web-based information resource aimed at young people aged 11-25. Careers Wales was contracted to provide this from 2004 to 2008. It was principally a static set of web pages in English and Welsh on a range of topics updated centrally. There were relatively few users (800 visitors a month).¹⁰ A review by Estyn highlighted that although the information was easily accessible there was relatively low awareness of CLIC Online among young people, the information was not sufficiently updated or quality assured, young people were not adequately involved in its development or able to provide feedback, and work did not complement or take place alongside young people's partnerships across Wales.¹¹

The current contract was shaped to address these concerns and ensure that the information resource was attractive to the key target users and responsive to their needs.

The contract was also informed by:

¹⁰ ProMo CLIC chronology document.

¹¹ Estyn A review of the management and delivery of the national information and advice project (May 2007).

- The requirement for local authorities to provide, secure or participate in Youth Support Services which encourage, enable and assist young people aged 11-25 to participate effectively in education and training, take advantage of opportunities for employment and participate in the life of their communities.¹²
- The decision by the Welsh Government to adopt the United Nations Convention on the Rights of the Child (UNCRC) as the basis of all its policies for children and young people in 2004 (which was fully incorporated into domestic law in 2011).¹³ In particular, the UNCRC emphasises the importance of the following:

“Children have the right to say what they think should happen, when adults are making decisions that affect them, and to have their opinions taken into account” (Article 12)¹⁴

“Children have the right to get and to share information as long as the information is not damaging to them or to others” (Article 13)¹⁵

“Children have the right to reliable information from the mass media” (Article 17)¹⁶

- The role which information could play in helping young people at different stages of their lives to address personal issues associated with their health, learning, first steps into employment, and social life, for example. Young people in Wales face a number of challenges with relatively high proportions (nearly 15%) living in poverty compared with other parts of the UK;¹⁷ considerable proportions who are not in education, employment or training (NEET), and youth unemployment

¹² Direction under Section 123(2) of the Learning and Skills Act 2000.

¹³ Children in Wales: <http://www.legislation.gov.uk/mwa/2011/2/contents/enacted>

¹⁴ [http://www.uncrcletsgetitright.co.uk/documents/UNCRC%20Poster%20\(English\).pdf](http://www.uncrcletsgetitright.co.uk/documents/UNCRC%20Poster%20(English).pdf) , p1

¹⁵ [http://www.uncrcletsgetitright.co.uk/documents/UNCRC%20Poster%20\(English\).pdf](http://www.uncrcletsgetitright.co.uk/documents/UNCRC%20Poster%20(English).pdf) , p1

¹⁶ [http://www.uncrcletsgetitright.co.uk/documents/UNCRC%20Poster%20\(English\).pdf](http://www.uncrcletsgetitright.co.uk/documents/UNCRC%20Poster%20(English).pdf) , p1

¹⁷ Save the Children UK: <http://www.savethechildren.org.uk/where-we-work/united-kingdom/wales>

rising significantly.¹⁸ The Welsh Government is committed to reducing the number of young people aged 16-18 who are NEET) as published in *Delivering Skills that Work for Wales* (2009).¹⁹

- Evidence that peer learning for young people can be as influential for many as the learning they may obtain from family and teachers, for example.
- Experience in Cardiff and a few other areas where information and advice sites had been developed to engage young people in the process.

As a consequence it was envisaged that CLIC Online should:

- Be led by young people at national and local levels;
- Be tailored to the needs of young people in Wales in their language of choice;
- Use media that is relevant to them;
- Provide a platform for peer sharing of information and support;
- Link to and support local sites providing information under local branding which local authorities/CYPPs should be expected to provide to meet their obligations to young people;
- Provide a national template for information so that local sites have a consistent level of content and can be a one stop shop for information for young people aged 11-25 and for those working with them in the statutory and voluntary sectors; and,
- Draw the statutory and voluntary sector services for young people together in working on CLIC (nationally and locally).

As a consequence the primary purpose of CLIC Online, is to:

¹⁸ Latest available data shows that 12.0 per cent of 16 to 18 year-olds and 22.2 per cent of 19 to 24 year-olds in Wales were estimated to be NEET at the end of 2011. Welsh Government, Young People Not in Education, Employment or Training (NEET), Year to 30 June 2012.

Available at:

<http://wales.gov.uk/topics/statistics/headlines/post16education2012/121010/?jsessionid=76AF4F9ECE589E97E492E514D1F1074E?lang=en>

¹⁹ NSPCC (2011), All Wales Children's NGO Policy Group – National Assembly for Wales Elections 2011 Briefing Paper, Young People Not in Education or Training

“provide high quality information and advice to young people across Wales in accessible formats as and when they need it [...] which is essential in helping them to be in a position to make informed choices about their lives.”²⁰

2.1.2 *Shape of the current contract*

The contract which was tendered in 2008 had five components:

LOT 1 – Producing, Updating and Providing Information for Young People aged 11-25

This is principally providing information for young people aged 11-25 on a national CLIC Online website. This includes engaging young people in the process of producing and updating national information and ensuring all the information is relevant to the age group and up to date. The team which does this also moderates content submitted by young people and manages the registration process. They also enable young people to participate in a national editorial group which advises on the national content and the design of the site.

LOT 2 – Working with and Supporting Partners

This includes working with representatives of Children and Young People’s Partnerships (CYPPs) or the youth support services staff in each local authority area to develop a local site from a template which involves young people in developing the brand, the content and the design. Assistance is given to local site staff to populate the template, develop and launch the local site, and manage it effectively. It also includes building the capacity of local staff to develop and use the local site and raise awareness of it. Qualification training has been developed with an awarding organisation and training provider (Agored and YMCA College) for youth support services practitioners working in youth information. These are qualifications in on-line information services for young people at levels 1-3 and a Y Intro course for those who do

²⁰ Specification for the Evaluation of CLIC, the National Information and Advice Service for Young People 11-25 in Wales

not need such in-depth training. National Youth Information standards have been devised and these are being reflected in the training.

LOT 3 – Involving and Working with Young People

This includes building the skills and competencies of young people participating in editorial groups engaged in the development of national and local sites and recognising the skills they have gained. Activities include residential weekend courses for groups of up to 40 young people brought together from all parts of Wales to discuss aspects of the design and content of CLIC Online. Soft skills gained at residential weekends are tested using Demonstrating Success.²¹ Other skills gained by young people participating in the national and local editorial groups, which help ProMo and local staff to design the sites and tailor content to young people's needs, can be formally accredited through the completion of units of Agored qualifications (ACUs). These include awards for creative writing, photography and producing video stories at level 1. Some young people have also done the level 1 course on online information services and used the experience as part of their Duke of Edinburgh awards.

LOT 4 – Using New Technology

This includes developing new ways for users to access the sites and the information available on them to reflect developments in social media and mobile technology. In addition to promoting the sites through events (CLIC awards, sponsorship) and marketing materials (a magazine), social media have been developed to enable access through the changing means used by young people to obtain information.

LOT 5 – CLIC Hub Coordinating Centre

This includes coordinating the work on each of the lots to ensure that they are working together and composite reporting can be provided to the client on progress with the contract.

²¹ <http://demonstratingsuccess.co.uk/>

2.1.3 Contract award

ProMo won each lot with its designated sub-contractors: Burning Red to provide technical support to developing the national site and the template for local sites and responses to new technology and Arad Research to undertake research to support implementation and ongoing evaluation. As a consequence ProMo has provided the service required as a package so the activities are not necessarily compartmentalised and carried out by separate groups of staff.

The four year contract from September 2008 was extended by six months so that it now terminates at the end of February 2013. This was to allow for a full independent review of CLIC Online in order to provide a sound evidence base to inform decisions on the direction of travel for a national information and advice service for young people.

2.2 Inputs

Up to the end of March this year, just over £2 million has been spent on the contracted activities. This is broadly £1.02 million on direct delivery staff, £416,500 on management and non-staff overheads related to delivery, £209,500 on direct marketing and promotion, and £360,000 on services from sub-contractors.

Expenditure each year reflects the extent and nature of work carried out to develop CLIC Online (see Table 2.1 below). In the first year work was focused on redeveloping the national site '*so there was a product to sell to CYPPs*' (*ProMo interview*) and to begin to engage young people in this process. At this time there was also learning from up to date research on youth web culture and young people's use of information and advice to inform the re-design. In 2009, the engagement of young people was widened and work started on bringing local sites on board. The first weekend residential session for a group of young people from across Wales took place in June 2009. The first local site was launched in October 2009. In 2010 work started on

developing accredited training (the first accredited training was available in October 2010).

Table 2.1 Expenditure on CLIC Online a year

Period	£'000
September 2008-March 2009	241
April 2009-March 2010	499
April 2010-March 2011	575
April 2011-March 2012	728
April 2012-February 2013	674 (estimated)

Source: ProMo

An apportionment of these costs to the different activities (as defined by the lots) over the course of the contract is estimated in the Table 2.3 below.²²

Table 2.2 Apportionment of costs to activities (£'000) 2008-12

Type of cost	Lot 1 Information for young people	Lot 2 Work with partners	Lot 3 Working with young people	Lot 4 Using new technology	Lot 5 Coordination
Salaries	173.1	346.4	213.9	40.7	244.5
Staff overheads and other overheads	53.1	80.6	64.5	12.4	77.9
Marketing				209.5	
Consultancy	7.7	15.3	9.5	395.3	10.8
Specific activity related		25.8	65.5		
Total	233.9	468.1	353.4	657.9	333.2

²² This takes estimates of the proportion of time each member of staff, including management and support staff, and contractors has spent on each activity over the course of the contract up to the end of March 2012.

In addition to the contract funding, when local authority areas sign up to develop a local site hosted by CLIC Online, they are expected to agree that they will provide local information for the template, recruit and continue to support and engage a local editorial group, and resource the updating and maintenance of the local site. Most areas have staff in the local authority or a partner with responsibility for youth information and advice who do this. In some cases, local authorities have contracted ProMo to do some or all of this work.

2.3 What has been achieved so far

Measurable outputs, outcomes and targets for each lot were agreed after the contract started based on an assessment of the contractual requirements and the MI which could be collected by ProMo. Monitoring reports against a more limited set of the indicators and targets were established in early 2011 and agreed with the contract manager to provide more effective monitoring of progress. While a few targets have been reset as a result of negotiation, it is these quarterly reports that show progress against the targets and contractual achievements.

2.3.1 *Outputs and outcomes*

Table 2. below provides an overview of progress and Table 2. describes in brief the key activities, achievements to date and the targets set (for those activities with targets).

Table 2.3 Overview of CLIC Online progress 2008 to 30 June 2012

Local Authority	Service agreement	Editorial group ²³	Local CLIC site
Anglesey	Yes	Yes	Yes 2011
Blaenau Gwent	Yes	Yes	
Bridgend	Yes	Yes	Yes 2011
Caerphilly	Yes		Yes 2012

²³ At least five members

Local Authority	Service agreement	Editorial group ²³	Local CLIC site
Cardiff	Yes	Yes	Yes 2009
Carmarthenshire	Yes		Yes 2011
Ceredigion			
Conwy	Yes	Yes	Yes 2012
Denbighshire	Yes		
Flintshire	Yes	Yes	Yes 2010
Gwynedd		Yes	
Merthyr Tydfil	Yes	Yes	Yes 2012
Monmouthshire	Yes		
Neath Port Talbot	Yes	Yes	
Newport	Yes	Yes	Yes 2010
Pembrokeshire	Yes		
Powys	Yes		Yes 2012
Rhondda Cynon Taf	Yes	Yes	Yes 2010
Swansea			Yes 2010
Torfaen	Yes		
Vale of Glamorgan	Yes	Yes	Yes 2010
Wrexham	Yes	Yes	Yes 2011

Table 2.4 Activities and achievements

Lot	Activities	Achievements (to 30 June 2012) ²⁴	Targets
Lot 1 - producing, updating and providing information to young people aged 11-25	Maintenance of website information and links	New CLIC development site launched December 2008; new site launched October 2009	
	Creation of news, events and photo/video library		
	Creation of active	National editorial	

²⁴ This draws on the Quarterly monitoring report giving the position at the end of June 2012 unless otherwise stated.

Lot	Activities	Achievements (to 30 June 2012)²⁴	Targets
	national editorial group to comment on existing and proposed design and content and to draft new content	group active since June 2009; 103 young people engaged in it	
	Engagement of young people of all ages including young people who are considered to be hard to reach in commenting on the existing design and content	305 young people engaged ²⁵ 35 young people from specific groups engaged (deaf; lesbian, gay, bisexual and transgender (LGBT))	300 young people to be involved in developing design and content of information by August 2012 At least 100 of the young people to be 'hard to reach'
Lot 2 - working with and supporting partners	Work with local authority areas to develop local sites using template	Service level agreements with 19 local authority areas ²⁶	17 service level agreements to be signed by September 2012
	Local sites launched and operational	Local sites operational in 15 local authorities Local editorial groups functioning in 14 local authority areas ²⁷	17 local sites to be operational by February 2012 17 local editorial groups to be functioning by February 2012
	Training and assistance to youth information workers	Accredited training available for professionals in June 2011	162 practitioners to have achieved accredited training by September 2012
	Development and provision of accredited training for youth information	61 practitioners have achieved accredited training ²⁸	

²⁵ This figure includes those engaged in the national editorial group (103) and some who participated in a conference (25) and a survey (47).

²⁶ There is no agreement with one of the local authorities with the earlier local sites (Swansea) and Pembrokeshire have agreed to work with CLIC and establish a local editorial group while continuing to develop its own local site.

²⁷ Although two, Swansea and Neath Port Talbot, have fewer than five members. This may not represent the actual membership.

²⁸ This information differed from the MI provided by the CLIC team for the analysis in chapter 3, which indicated that 46 practitioners had achieved accredited training.

Lot	Activities	Achievements (to 30 June 2012) ²⁴	Targets
	work		
	Development of national information and quality standards	Information quality standards launched in April 2012 by national steering group	
Lot 3 - involving and working with young people aged 11-25	Residential weekend courses organised for young people to come together and contribute to the development of CLIC Online	Virtual planning group established for planning the residential weekend courses 8 residential weekend courses run with 182 participants (103 unique participants); core group of 18 young people	11 residential weekend courses to be run by September 2012 with a core group of 20
	Young people encouraged to gain skills in creative writing editing film making etc	464 young people engaged Accredited training developed and identified with Agored and YMCA College in October 2010	700 young people to be engaged in an activity (training, sessions to consider the design and content), including 200 hard to reach young people, by September 2012
	Developed and applied tests/ accredited qualifications	64 young people have achieved accreditation of skills ²⁹	155 young people to achieve accreditation for skills gained by September 2012
		105 young people have shown an improvement in soft skills	200 young people participating to have improved their soft skills (measured by the Demonstrating Success tool) by September 2012
Lot 4 - using new technology to engage young	Interactive features developed (comments, stories,	30,652 visits a month (April to June 2012) ³⁰	30,000 visits a month by September 2012

²⁹ This shows a discrepancy with the MI provided by the CLIC team for the analysis in chapter 3, which stated that 59 young people have achieved accreditation of skills. Other young people are working towards an accreditation.

³⁰ This is visits to national and local sites; not all of this can be attributed to the contractor since some of the local sites existed previously and had some users just as the CLIC site did.

Lot	Activities	Achievements (to 30 June 2012) ²⁴	Targets
people	CLIC play)	24,314 unique visitors a month (April to June 2012)	
	Registered users enabled to comment and post stories, pictures and videos	628 new registered users (January – March 2012)	
	Moderation of user material	850 articles uploaded, 1,316 comments made (January – March 2012)	
		Availability through social media	
Lot 5 - coordination of CLIC Online	Marketing CLIC Online	Development of Personal and Social Education (PSE) lesson materials for key stages 3 and 4 which require use of CLIC Online (June 2011)	
		Youth Information Workers Network supported with annual conference	
		CLICzine issued since November 2009 (six editions)	
	Monitoring and reporting to the Welsh Government	Research into local partner working and local editorial groups	
	Research to improve implementation and monitor performance		

This shows that:

- Since the re-launch of CLIC Online, the number of visits a month to the national and local sites has climbed from around 8,800 to around 30,000.³¹
- Fifteen sites have been launched with five others in the pipeline;

³¹ Based on three month averages from January to March 2011 and April to June 2012.

- Over 300 young people have been engaged in some way in the development of the national site with over 350 engaged in local groups.
- A national editorial group has flourished and local editorial groups have been established in 14 areas; over 100 young people have contributed to the national editorial group.
- New qualifications have been developed with an awarding organisation/provider, Agored Cymru and YMCA College; over 50 practitioners have gained qualifications at levels 1-3 in on-line information services for young people.
- Over a hundred young people have attended at least one of eight weekend residential courses.
- Over 60 young people have gained an award to recognise the learning they have gained from participating in the national and local editorial groups, such as in creative writing, video storytelling and photography.

Targets for local sites, young people's participation, and the recognition of training for young people and practitioners have yet to be met.

2.3.2 *Factors affecting progress*

ProMo staff believe that what has substantially increased usage of CLIC Online is the engagement of young people in the redesign and its development over the last four years. *'The major sea change has been involving young people'* and *'making the site interactive and available in ways which respond to what young people tell us they want'* (ProMo staff member). There have been challenges reported by ProMo to achieving their goals and targets.

In relation to working with and supporting local authority partners there was initially *'some resistance to being associated with CLIC because it was not a brand worth linking up with'* and *'there was no incentive to work with us'* (ProMo staff). Once resistance has been overcome and they have seen the product, local authorities have not always been ready to participate even if willing. Progress has depended on timing, opportunity and ability to provide local information in the form required to populate the template. Even with

support and some flexibility, the pace has been determined by local factors. For example, several local authorities have changed their staffing and resourcing for youth services which has meant intermittent progress while some have had difficulties extracting information from their existing IT and paper based information and advice systems to populate the local site template. In a few cases, local authorities have paid ProMo to undertake this work for them.

While work has gone forward on developing the national information quality standards for youth information, ProMo recognise their focus has been on engaging the local authority area partners. They acknowledge that they have done less work with national partners (such as policy officials in parts of the Welsh Government needing to communicate with young people, organisations and agencies funded by the Welsh Government who provide information and advice to young people in Wales, and charities working with young people). This is because they have prioritised developing and launching local CLIC Online sites and faced difficulties in gaining local agreements to take these forward. They also acknowledge that they have not made much progress to ensure schools are partners in promoting CLIC Online. The PSE lesson materials which they have developed are a start because they introduce the use of CLIC Online with a curricular learning requirement.³²

Equally, while work has gone forward successfully to develop tailored qualifications for practitioners (including volunteers) working in the field of youth information, this could not start until a suitable member of staff was recruited.

ProMo believe that the following have assisted with achieving the outputs and outcomes attained so far:

- The weekend residential courses have helped to recruit and sustain the interest of national and local editorial group members. Some who had not been involved *'have become really motivated to take part and promote CLIC'* after being away while those who are involved tend to be

³² As yet their take up is not yet known.

incentivised and *'go back to their local group with ideas for improvement and promotion'* (ProMo staff).

- Developing the practitioner training with Agored Cymru should assure its future availability and development, while engaging the YMCA Community College and Agored in the provision of units to accredit young people's learning provides accredited learning that can be accumulated and used in achieving larger qualifications.
- Making a financial contribution to practitioners' accreditation costs to help them to take up the training.
- Marketing to increase brand awareness of CLIC among young people and practitioners which *'has been cautious in choosing activities, events and promotional materials to reach the target groups'* (ProMo staff), although the impacts of specific activities are not known. Promotional activities have been used to coincide with launches of local CLIC Online sites.

2.3.3 Unit Costs

A good deal of the contract has been allocated to development activities which could be one off items of expenditure which should not be included in unit cost comparisons of running costs. It is difficult to strip these out but nor is it possible to include the running costs of LAs who maintain the local sites. At a fairly crude level taking the figures summarised in Table 2.2 and 2.3 it could be estimated that:

- The cost per visit to CLIC Online is £3.74.³³
- The cost of developing local sites is running at a little under £32,000 although this will fall as the remaining sites are launched.³⁴
- The direct cost per participating young person is nearly £2,700. The direct cost of the residential weekends is £218 per attendee.³⁵

³³ This value is calculated using the total number of visits to the national and local sites (546,500) since the re-launch in October 2009 up to the end of March 2012, and a total cost of just over £2m spent on the CLIC contract up to the end of March 2012.

³⁴ This excludes some costs linked to local site development within Burning Red's fee which cannot be separated.

³⁵ The cost per participating young person is taken from the expenditure apportioned to Lots 1 and 3 on the CLIC contract divided by the number of participating young people (attending residential weekends, participating in national and local editorial groups) reported by ProMo up to the end of March 2012.

Compared to face-to-face information services which cost £25-50 an hour the costs are, as would be expected, small.³⁶ These unit costs will also fall if visitor numbers increase and start up development costs are taken out.

2.4 Expected achievements

It is anticipated that most of the targets will be achieved by February 2013. Although there will not be 22 local sites there should be 19 or 20 plus Pembrokeshire's existing local site so the revised target of 17 local sites, 17 service level agreements and 17 local editorial groups should therefore be achieved. More practitioners and young people have completed training but have yet to have this accredited so the numbers achieving an accreditation should grow significantly over the next few months. However, it is not clear if the target number achieving an accreditation will be reached from the numbers in the pipeline. Engaging 700 young people will depend on progress with new local groups and attendance at the remaining weekend residential courses by young people who have yet to attend one. This may fall a little short of the target. Even so, if current usage trends continue the number of visitors to CLIC Online should consistently rise above the 30,000 mark.

2.5 Key summary points

For a little over £2 million, the contractor has re-launched CLIC Online, including new features and means of access. In the process it has also:

- Made significant progress towards establishing a network of functioning local sites with local editorial groups - over two thirds of the local authority areas in Wales have a local CLIC site - and set standards for youth information and up-skilling the workforce involved in youth information through the training and accreditation available.
- Engaged over 300 young people in the development of the brand, content and design of the national website with over 100 engaged at some time in the national editorial group.

³⁶ This is based on a careers advisor salary range with the addition of overheads and an assumed annual level of contact.

- In doing so, obtained the views of young people from a range of backgrounds and interests and the active participation of a small number of practitioners involved in both national and local developments of youth information.
- Increased the use of CLIC Online to around 30,000 visits a month.
- Promoted CLIC to young people and practitioners working with young people throughout Wales.

While progress towards the targets set has not been as planned, most targets should be achieved or nearly achieved by the revised end of the contract in February 2013.

Some reasons for this include:

- With the inheritance of the former CLIC Online site, ProMo had to focus on the national site in the first instance as well as establishing a means to engage young people from scratch.
- In some instances, resistance from local authorities to participate, this had to be overcome with additional work to explain how the local site would work.
- Difficulties in maintaining momentum with a reliance on local authority resources and priorities to make the transition.

These delayed progress with other activities, such as building capacity and working with national partners, to develop CLIC Online.

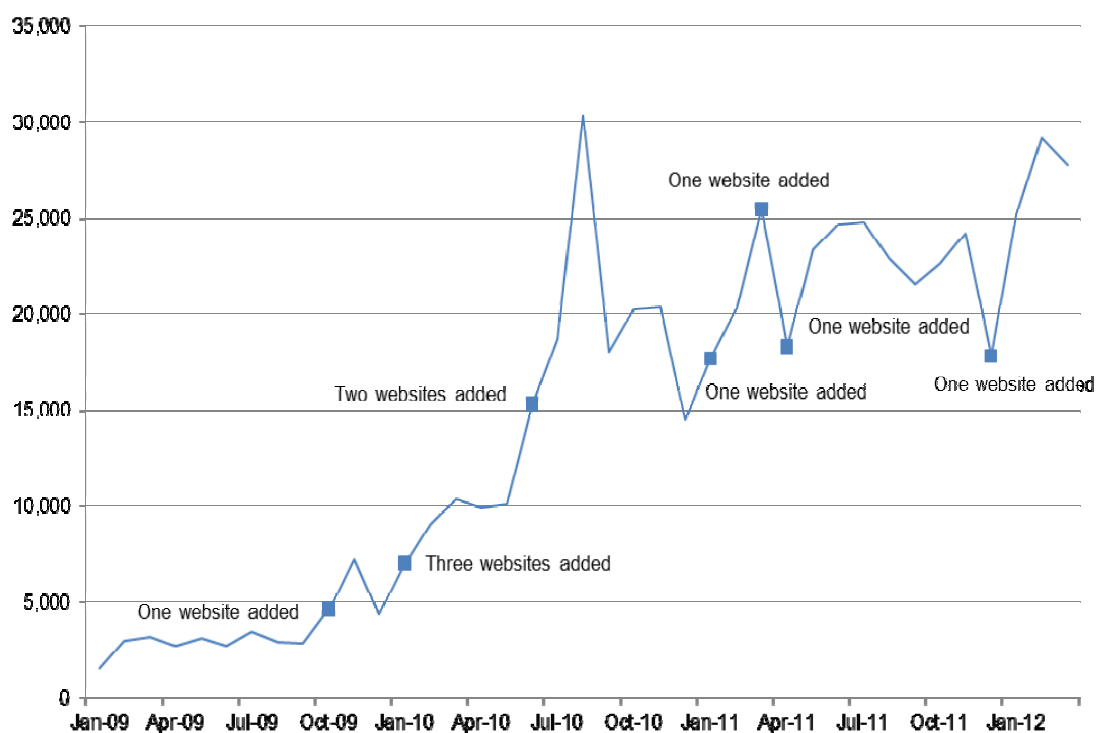
3 Output and Outcomes Management Information

This chapter presents an analysis of MI which has been provided by ProMo to assess outputs and outcomes of CLIC in terms of: service use, beneficiaries, and reach. It then describes the characteristics of two similar services: Young Scot and The Site (Youthnet) to enable some comparisons with the delivery model and achievements of CLIC Online.

3.1 Use of CLIC web resources

The use of CLIC Online has been increasing since the beginning of 2009 although there have been fluctuations from month to month as shown in Figure 3.1. In March 2009, there were 3,193 visits to CLIC Online, which had increased to 27,835 visits in March 2012. Fluctuations are explained by specific promotions of CLIC nationally and locally and school holidays. The peak number of visits in August 2010 (30,443) was driven by a large increase in the number of people visiting The Sprout site (Cardiff's local site). The Sprout editor suggests this was as a result of an article posted on the site "going viral". Young people who accessed and liked the story then shared it with their friends and this increased the number of hits. In total, there were 572,134 visits to CLIC Online between January 2009 and March 2012.

Figure 3.1 Number of visits to CLIC Online, January 2009 – March 2012

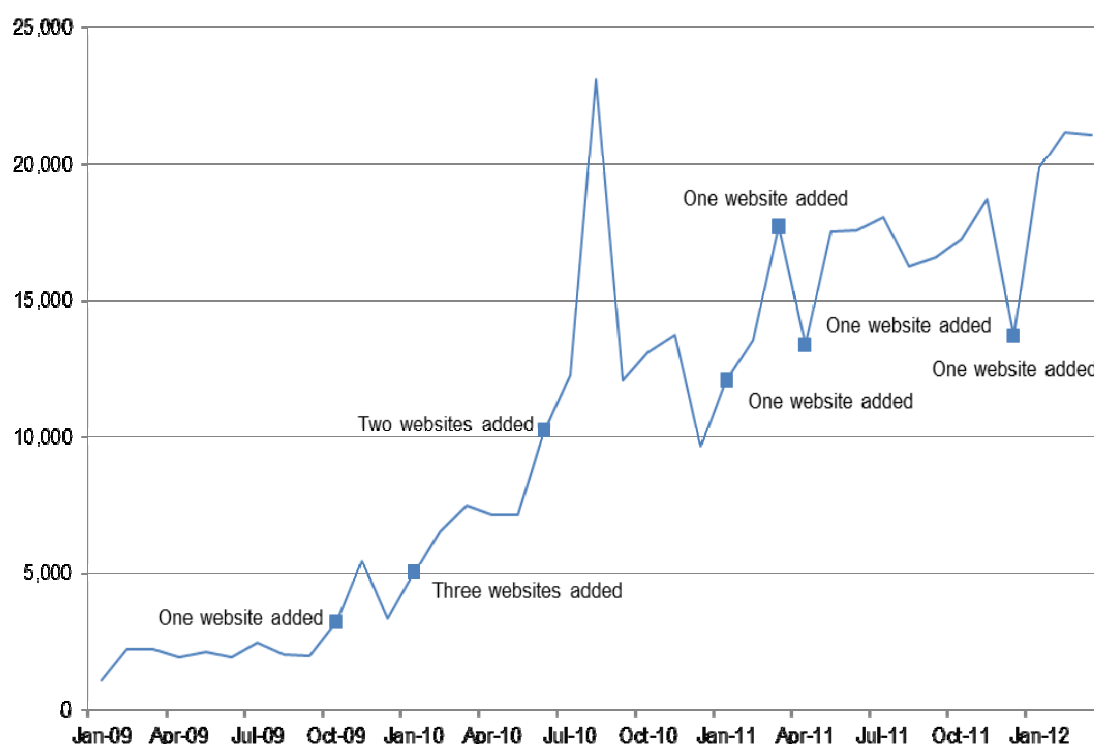


Source: Management information provided by the CLIC team

The number of unique visitors to CLIC Online has increased since the beginning of 2009 (see Figure 3.2). In the first three months of 2010, for example, around 11 people in every 1,000 aged 11-25 in Wales visited CLIC Online, whereas in the first three months of 2012 this had increased to 35 in every 1,000.³⁷ Much of this increase can be linked to the launch of local sites with growth occurring in line with the increasing number of these available.

³⁷ This is based on an average number of unique visitors for January, February and March 2010 and 2012, and the population estimates of the age range in Wales from StatsWales (Mid-year population estimates 2010).

Figure 3.2 Number of unique visitors to CLIC Online, January 2009 - March 2012



Source: Management information provided by the CLIC team

The CLIC Online system expanded over this period, from one local website (The Sprout) in January 2009 to 10 local websites in February 2012.³⁸ The chronology of websites launching is shown in Table 3.1. A further five have since become operational.

Table 3.1 Chronology of website launches up to end of March 2012³⁹

Month of launch	Website	Local Authority
January 2009	The Sprout (already in existence)	Cardiff
October 2009	CLIC Online	National
January 2010	Wikid	Rhondda Cynon Taf (RCT)
January 2010	Shouttawe	Swansea
January 2010	Swoosh	Vale of Glamorgan
June 2010	Young Flintshire	Flintshire

³⁸ One website did not report any information for March 2012

³⁹ With the addition of Powys in April 2012, Ceredigion in May 2012, Neath Port Talbot in May 2012 and Merthyr Tydfil in June 2012.

Month of launch	Website	Local Authority
June 2010	Young Newport	Newport
January 2011	Defaid	Anglesey
March 2011	Carmarthenshire Youth	Carmarthenshire
April 2011	Bwsted	Bridgend
December 2011	Young Wrexham	Wrexham

Source: CLIC chronology document

There has been an increase in the number of visitors to CLIC Online in the period after local websites have been launched. The average number of visitors in the three months prior to a website being launched is always significantly lower than the average number of visitors in the three months after a website has been launched. Table 3.2 shows the change in the number of visitors following the launch of local sites.

Table 3.2 Change in the number of visits to the CLIC network following local site launches

Launch month	Network visits in month of launch	Average traffic in 3 months prior to launch	Average traffic 3 months post launch⁴⁰	% change in traffic
January 2010 (3 sites)	7,048	5,417	9,787	81%
June 2010 (2 sites)	15,330	10,141	22,418	121%
January 2011 (1 site)	17,705	18,363	21,377	16%
March 2011 (1 site)	25,489	17,494	22,115	26%
April 2011 (1 site)	18,345	21,164	24,260	15%
January 2012 (1 site)	25,172	21,584	28,505	32%

Source: Management information provided by the CLIC team

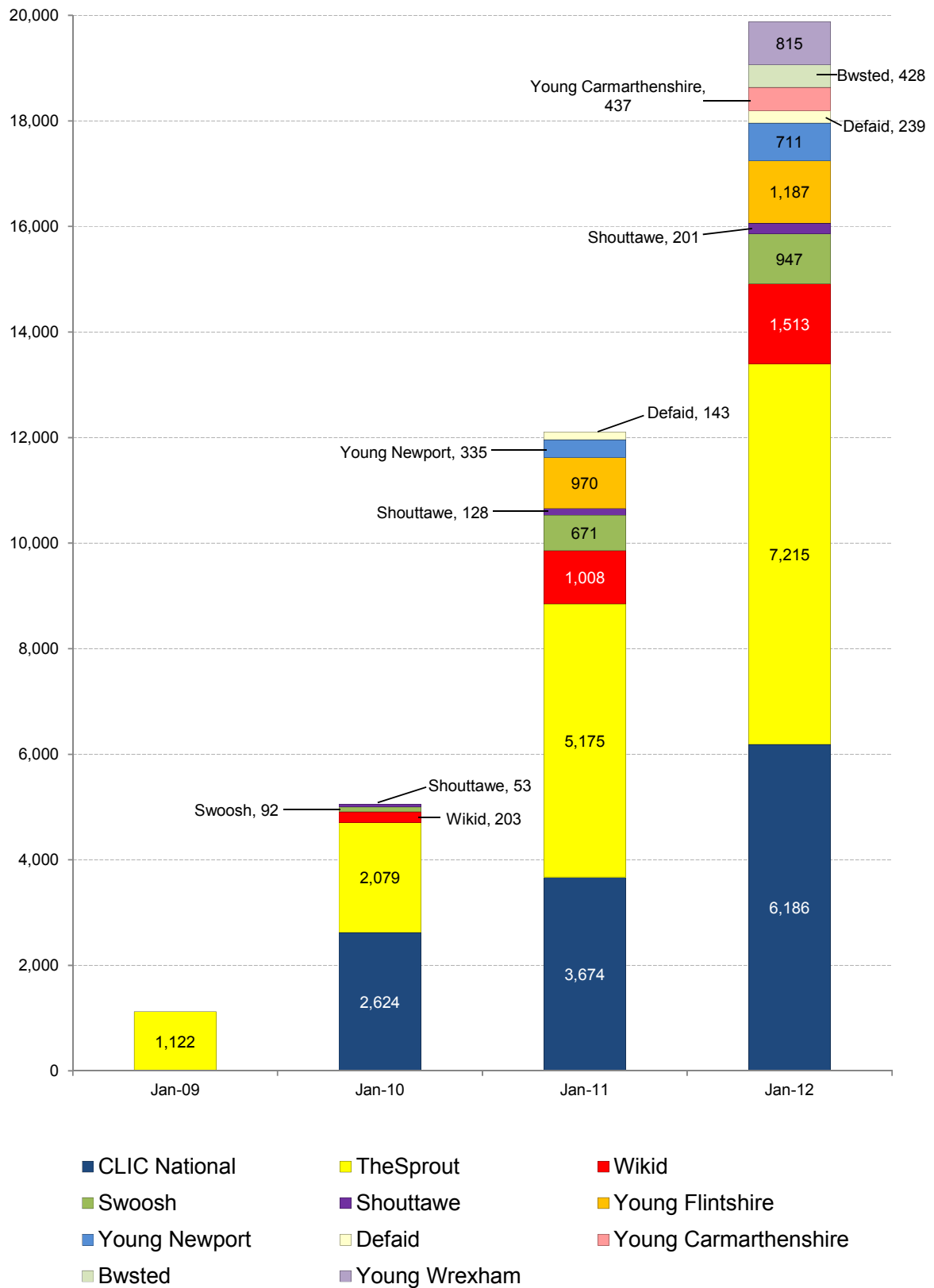
It should be expected that there will be more visits made to CLIC Online as more local sites are launched but the increase in the number of unique visitors for individual sites after they have launched, suggests that awareness of the

⁴⁰ This is taken as the three months following the launch. For example, if the website was launched in January 2010, then the cell represents the average number of visitors in the months of February, March and April 2010. This is to allow for local websites being launched at different times during a month.

local and national sites is increasing in most LA areas. For example, the CLIC national site had just over 2,600 unique visitors in January 2010, which increased to over 6,100 in January 2012; Wikid, the local site for RCT, had just over 200 unique visitors in January 2010 and over 1,500 in January 2012. This varies between sites though, with some sites (for example Shouttawe in Swansea) seeing no increases in unique visitors up to the beginning of 2012.

Figure 3.3 shows the number of unique visitors to the national and each of the local sites. Generally, the first four local sites and the national site account for most of the unique visitors in January 2012 (81%), although some of the new local sites, such as Young Wrexham, have made a good start.

Figure 3.3 Unique visitors to CLIC Online by site, January 2009 – January 2012



Source: Management information provided by the CLIC team

Although the number of visits to CLIC Online has increased, the average time each visitor spends on it has decreased. In the first quarter of 2010, the average time a visitor spent on CLIC was just under four minutes, which had reduced to just under three minutes in the first quarter of 2012. This is mirrored by the number of pages viewed per visit, which has fallen from 4.6 in the first quarter of 2010 to 3.0 in the first quarter of 2012. However, it is difficult to judge if this is a positive or negative development. Visitors may not be finding the information they need and leaving the website, or they may be finding the information they need in less time because of better navigation and familiarity.

3.2 Producing, updating and providing information for young people aged 11-25

The content of CLIC Online covers news, information, events and organisations. This content is available in both English and Welsh. The proportion of pages viewed in Welsh seems to have remained fairly consistent, with 5.9% of page views being in the Welsh language in 2010 quarter one and 5.0% in 2012 quarter one.⁴¹

The most popular type of content in both English and Welsh is news, with over 78,000 page views in the first quarter of 2012. The number of page views of news has grown more than any other type of content between 2010 and 2012. The number of page views by type of content is shown in Table 3.3.

Table 3.3 Number of page views by type of content

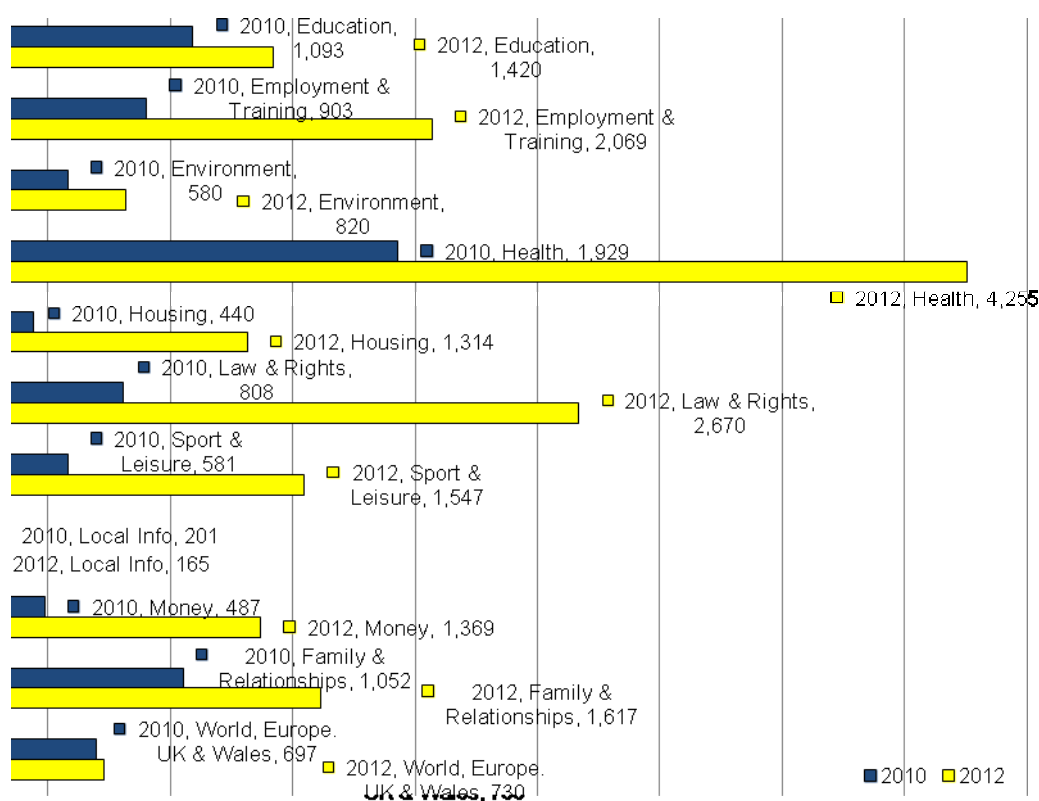
Content	Page views Q1 2010	Page views Q1 2012
News	26,004	78,400
Information	12,206	22,416
Organisation	15,144	34,163
Events	9,675	15,207

Source: Management information provided by the CLIC team in broad categories

⁴¹ This cannot be readily compared to the proportion of young people aged 11-25 for whom Welsh is a first language since there is no up to date information available

There are 11 information subjects on CLIC Online. The most common information subject people access is health, with over 20% of all information page views being for health in both 2010 and 2012. The number of page views of all information subjects increased between 2010 and 2012, except for information about local information. Figure 3.4 shows the information subjects viewed on the CLIC network for quarter one in 2010 and 2012.

Figure 3.4 Information subjects accessed on CLIC Online in quarter one 2010 and 2012



Source: Management information provided by the CLIC team, quarter 1 2010 and 2012

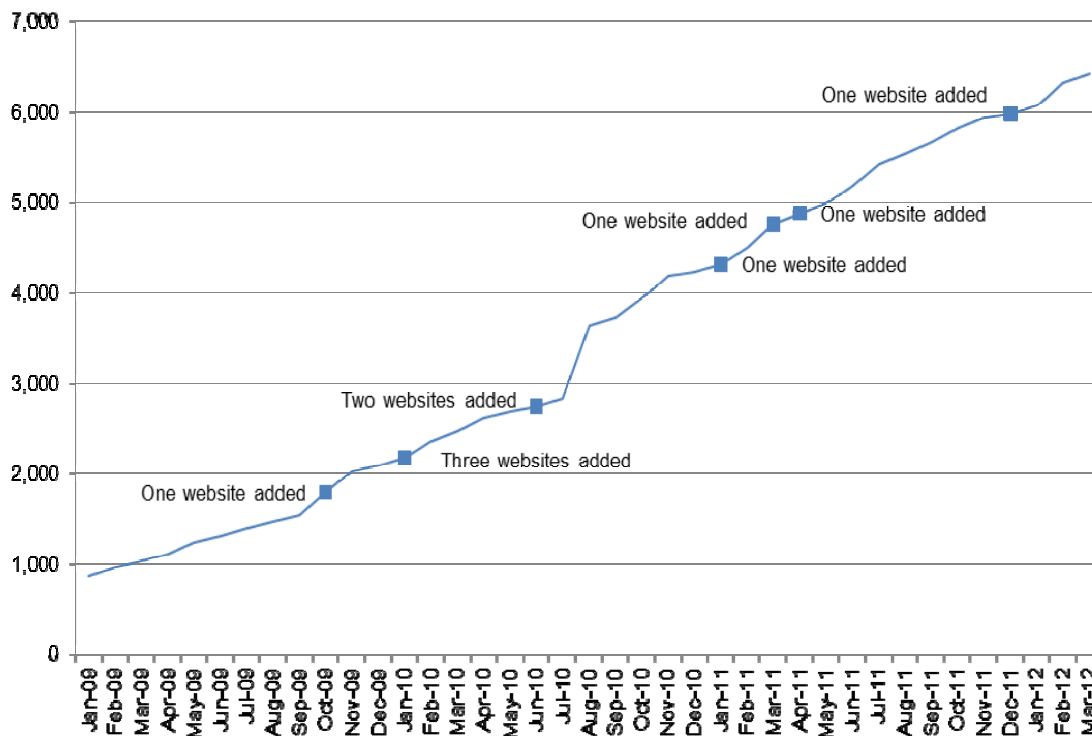
3.3 Involving and working with young people

3.3.1 Registered users

The participation of young people is an important aspect of the CLIC network. The number of registered users has increased continuously since January

2009 (see Figure 3.5), with a large rise in registered users in August 2010 (the same month as the increase in the number of visits to the CLIC network).

Figure 3.5 Registered users of the CLIC network, January 2009 – March 2012



Source: Management information provided by the CLIC team

There are registered users from all 22 LAs (with a few users whose location is classified currently as CLIC national). The number of registered users from each LA in March 2012 is shown in Table 3.4. Nearly two thirds of the registered users come from two LAs: Cardiff and RCT. These were two of the first LAs to have local CLIC sites. The two other LAs which launched local sites at about the same time as RCT were the Vale of Glamorgan and Swansea, which have the fourth and fifth highest number of registered users respectively.

Three of the LAs (Cardiff, RCT and Vale of Glamorgan) have a relatively high number of registered users for their population of young people. Bridgend also has a relatively high proportion of registered users even though the local CLIC site was only launched in April 2011. In contrast, Swansea, Newport and

Carmarthenshire have smaller proportions of registered users than some areas without local CLIC sites, such as Neath Port Talbot and Powys.

Table 3.4 Registered users of CLIC Online by Local Authority

Local Authority	Quarter website launched	Number of registered users	Number of registered users per 1,000 11-25 year olds	% of total registered users
Cardiff	2009 Q1	3,050	34.2	47.4%
CLIC National	2009 Q4	11		0.2%
Rhondda Cynon Taf	2010 Q1	1,123	24.0	17.5%
Swansea	2010 Q1	223	4.4	3.5%
Vale of Glamorgan	2010 Q1	401	17.1	6.2%
Flintshire	2010 Q2	113	4.3	1.8%
Newport	2010 Q2	129	4.3	2.0%
Anglesey	2011 Q1	92	7.8	1.4%
Carmarthenshire	2011 Q1	60	1.9	0.9%
Bridgend	2011 Q2	519	21.7	8.1%
Wrexham	2011 Q4	62	2.6	1.0%
Conwy	2012 Q1	39	2.2	0.6%
Blaenau Gwent	Site not yet live	28	2.0	0.4%
Caerphilly	Site not yet live	91	2.8	1.4%
Ceredigion	Site not yet live	40	2.1	0.6%
Denbighshire	Site not yet live	31	1.8	0.5%
Merthyr Tydfil	Site not yet live	65	6.0	1.0%
Monmouthshire	Site not yet live	34	2.3	0.5%

Local Authority	Quarter website launched	Number of registered users	Number of registered users per 1,000 11-25 year olds	% of total registered users
Neath Port Talbot	Site not yet live	133	5.3	2.1%
Powys	Site not yet live	104	4.8	1.6%
Torfaen	Site not yet live	44	2.5	0.7%
Gwynedd	Site not yet live	21	0.8	0.3%
Pembrokeshire	Independent local site	22	1.1	0.3%
Total		6,435	10.8	100

Source: Management information provided by the CLIC team

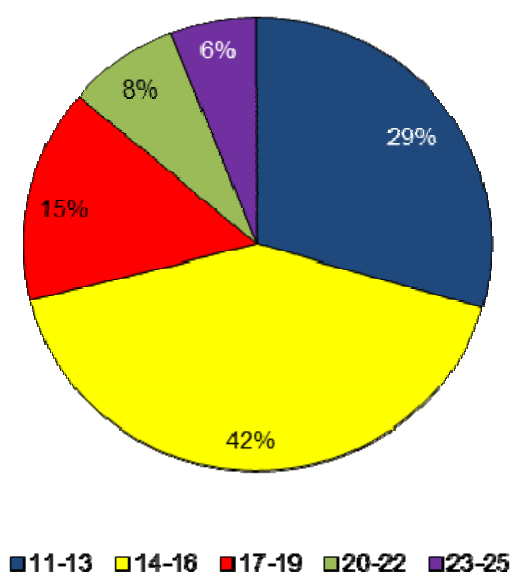
Over half of the registered users (3,676, 57%) did not specify their age so some caution is needed in using this data since there may be an age bias in the provision of this information. Of the registered users that did state their age, over half were aged 16 or under (see Figure 3.6). This suggests that younger people may be more likely to register. Within the population of 11-25 year olds in Wales, 37% are aged 11-16⁴², whereas 71% of registered users specifying their age are aged 11-16. Conversely, there are a lot fewer registered users in the older age categories than the size of the population would suggest (43% of the 11-25 population are aged 20 or over,⁴³ yet only 14% of registered users are aged 20 or over).

Registered users have much the same age distribution in the majority of LAs, with 19 of the 22 LAs having users aged 16 or under representing at least half of the registered users who provided their age. Two of the three LAs which do not follow this pattern (Denbighshire and Pembrokeshire) have few registered users (30 and 21 registered users respectively) while Swansea has 79% of registered users who have not provided their age.

⁴² StatsWales, Mid-Year Population Estimates, 2010 (accessed 15/05/2012)

⁴³ Ibid

Figure 3.6 Percentage of registered users who specified their age



Source: Management information provided by the CLIC team

Registered users of CLIC Online can submit content by providing articles, commenting on the site and contributing to discussions. Submissions indicate that on a monthly basis:

- 4.5% of registered users (283) provided articles;
- 4.8% of registered users (300) attended events and provided reports on these; and,
- 7.0% of registered users (439) commented on the websites.

3.3.2 Editorial group members

Young people can also participate by joining an editorial group organised by the youth information service responsible for a local site. There are 139 young people who are members of an editorial group, coming from 16 LA areas, with the most coming from Cardiff and RCT (Table 3.5) although some of these groups are small (fewer than five members) and are not thought to be active. Swansea, despite being an area with a large population and launching its local site fairly early, has relatively few editorial group members reported (two)

while Bridgend, whose local site was launched in April 2011, has 13 editorial group members reported. Conwy, Neath Port Talbot and Blaenau Gwent all have eight editorial group members or more, despite not having a live local site at the end of March 2012 because the LA has actively engaged them.

Table 3.5 Editorial group members in Local Authority areas

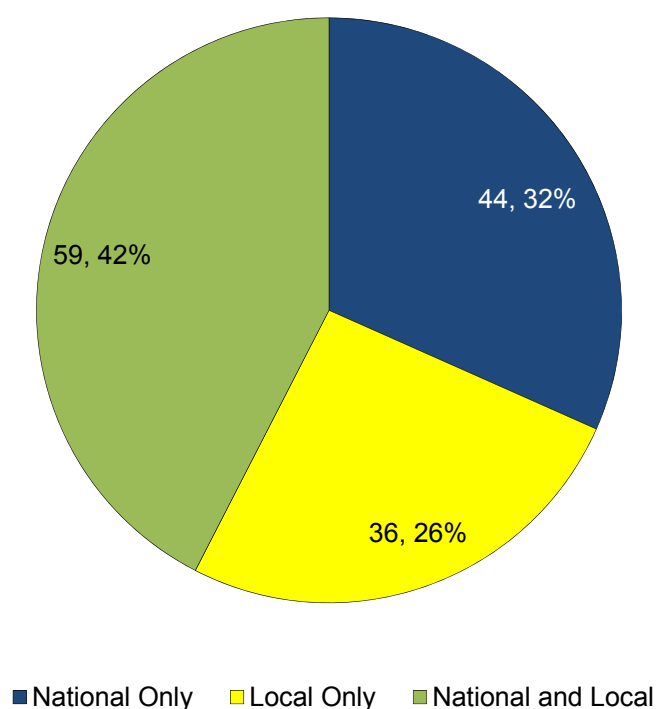
Local Authority	Editorial group members	Editorial group members per 10,000 11-25 year olds	% of total editorial group members per LA
Anglesey	8	6.8	5.8%
Blaenau Gwent	8	5.8	5.8%
Bridgend	13	5.4	9.4%
Cardiff	19	2.1	13.7%
Carmarthenshire	3	0.9	2.2%
Conwy	12	6.7	8.6%
Flintshire	10	3.8	7.2%
Gwynedd	5	1.9	3.6%
Merthyr Tydfil	5	4.6	3.6%
Neath Port Talbot	10	4.0	7.2%
Newport	11	3.7	7.9%
Rhondda Cynon Taf	16	3.4	11.5%
Swansea	2	0.4	1.4%
Torfaen	2	1.1	1.4%
Vale of Glamorgan	10	4.3	7.2%
Wrexham	5	2.1	3.6%
Total	139		100%
Average per Local Authority⁴⁴	6.3	0.2	4.5%

Source: Management Information provided by CLIC team

Figure 3.7 shows that 42% of editorial group members took part in both local and national editorial groups.

⁴⁴ This average includes Local Authorities which do not have any editorial group members.

Figure 3.7 Editorial group members by type of editorial group



Source: Management information provided by the CLIC team

3.3.3 Weekend residential course attendance

Table 3.6 shows the number of participants in weekend residential courses from each LA. Young people from 16 LAs have attended these, with the highest number of young people coming from RCT. Again, Swansea has relatively few young people participating (two), compared to Neath Port Talbot and Blaenau Gwent which have greater numbers of young people taking part, even though neither has a local CLIC site.

The weekend residential courses have included a wide range of young people.⁴⁵ Nine young people attending had a disability or disorder (9%), and although the majority of attendees were in full time education, 16 stated that

⁴⁵ There is participant information for residential participants, which covers: age, gender, disability, employment status, preferred language and ethnicity (although some of this data is not provided by a few of the participants)

they were NEET (16%).⁴⁶ There were young people from four ethnic groups.⁴⁷ Five participants preferred to communicate in Welsh.⁴⁸ The majority of attendees were aged 16 or under (60%) which is similar to the age distribution of registered users.

Table 3.6 Residential participants by Local Authority

Local Authority	Weekend residential participants	weekend residential participants per 10,000 11-25 year olds	% of total participants
Anglesey	8	6.8	7.8%
Blaenau Gwent	8	5.8	7.8%
Bridgend	4	1.7	3.9%
Cardiff	8	0.9	7.8%
Carmarthenshire	3	0.9	2.9%
Conwy	3	1.7	2.9%
Flintshire	10	3.8	9.7%
Gwynedd	5	1.9	4.9%
Merthyr Tydfil	1	0.9	1.0%
Neath Port Talbot	10	4.0	9.7%
Newport	10	3.3	9.7%
Rhondda Cynon Taf	15	3.2	14.6%
Swansea	2	0.4	1.9%
Torfaen	1	0.6	1.0%
Vale of Glamorgan	10	4.3	9.7%
Wrexham	5	2.1	4.9%

⁴⁶ In Wales, 19% of young people aged 16-24 are NEET (Statistical First Release, 2010). So 16% of weekend residential participants being NEET is broadly representative of the population. The proportion of participants who had a disability cannot be readily compared to the proportion of young people aged 11-25 who have a disability since this information is not available.

⁴⁷ There were 10 different descriptions of ethnicity provided by participants of the weekend residential. However some of these were similar, so have been combined. For example, British, Welsh, White, White British and White English were combined as one ethnic group.

⁴⁸ This cannot be readily compared to the proportion of young people aged 11-25 for whom Welsh is a first language since there is no up-to-date information available.

Local Authority	Weekend residential participants	weekend residential participants per 10,000 11-25 year olds	% of total participants
Total	103		100%
Average per local authority⁴⁹	4.7	0.2	4.5%

Source: Management information provided by the CLIC team

Young people are allowed to attend more than one weekend residential because they provide continuity with the development of the national site though these are the minority. Sixty six per cent of the young people who attended have been on only one weekend residential; seventeen per cent (18 young people) have attended three or more; and three young people have been on seven.

3.3.4 Accredited training

Table 3.8 at the end of the chapter shows the number of people taking part in training and achieving qualifications by LA area.

The majority (55%) of the young people who have been trained towards achieving accredited learning did not specify their age. But of those that did, the largest proportion was aged between 14 and 16 (49%). The young people came from 16 LAs, with the largest proportion of young people coming from Torfaen and Powys. It includes young people from LA areas without local CLIC sites, including Gwynedd and Pembrokeshire.

A total of 59 young people achieved a qualification as a result of the training they received. These young people came from 13 LA areas. A minority of these young people gained a qualification in Youth Information (14% achieving a Youth Information level 2 qualification, and 3% a Youth Information level 1 qualification). The remaining qualifications that were achieved by young people were awards in creative writing, photo diaries and video stories.

⁴⁹ This includes Local Authorities which do not have any editorial group members

Practitioners in Youth Support Services and Youth Services who have received training towards achieving accredited learning came from nine LA areas although Vale of Glamorgan accounts for over a quarter of them. The majority of these (75%) were a Youth Information qualification at level 2.

3.4 Benchmarking

In order to compare the use and impact of CLIC Online, managers of two other similar online information services for a similar age group were interviewed. This was primarily to assess whether CLIC Online is reaching as much of the population as would be expected; and is offering value for money for the services it provides.

3.4.1 Young Scot

Young Scot was launched in 2002. The organisation responsible for the website already provided similar information for young people through booklets and magazines in schools. The website was set up to provide information and guidance to young people aged 11-19, and includes a main site and sub-sections of the site providing local information. Two full-time staff were funded to set up the website, and the design of the website was sub-contracted to a specialist company. The website took around six months to set up and launch. Recently (in the past 18 months), the website has split into two separate websites, one catering for those aged 11-16, and one for young people aged over 16 because it was felt that older group had different needs and a different style of presentation. The new website for young people aged over 16 is still fairly new, and the numbers visiting the site are still growing. The websites do not have registered users because any user can participate in a panels to discuss specific topics (for example a sports panel) and submit (which are moderated).

In the period January to March 2012, the websites together were receiving approximately:

- 24,000 visits a month;
- 20,000 unique visitors a month (approximately 36 visitors per 1,000 of the relevant population); and,
- Visitors were accessing on average 4.5 pages per visit.

The site was recently re-launched (within the last year), with a new portal being built, and a complete redesign of the site. The total cost for this re-launch was £600,000.⁵⁰ The running of the site is split between a digital team, an information team and the communications team. However, no members of staff work on the websites full-time, as they are responsible for three other (unrelated) websites and other content (magazines and booklets for example) as well. Responsibilities are divided as follows:

- The digital team is responsible for the moderation of comments, and the digital content of the website. There are three full-time members of staff on the digital team - one director and two digital coordinators.
- The information team is responsible for all the information that appears on the website, ensuring its accuracy and that it remains up to date. There are four full-time members of staff on the information team – one director and three information officers.
- The communications team is responsible for any consultations with young people (for example the specialist topic panels) and the sites' social media strategy. There are four full-time members of staff on the communications team, one director and three communication officers.
- The development, maintenance and security costs are sub-contracted to a specialist company, on a “pay-as-you-go” model.

3.4.2 *Youth net*

The Site was launched in 1995, and covers the whole of the UK. The organisation responsible for the website is a charity, which offers several websites targeted at different groups. The website was set up to provide online advice and guidance to young people aged 16-25. The website includes considerable information on various topics similar to CLIC Online,

⁵⁰ This does not include the maintenance of the new website, simply the rebuild and redesign costs.

and an interactive 24 hour question and answer service for users of the site. Young people can be involved in the site through commenting, or getting their questions published on the site. Youth net staff are currently consulting young people about the content and look of the site. The website has:

- 41,000 registered users (approximately 5 users per 1,000 of the relevant population); and,
- 91,000 unique visitors a month (approximately 11 visitors per 1,000 of the relevant population).

There is no information around the cost of re-developing the site because it has evolved gradually. For example, at the moment the website is being converted into a format that is suitable for mobile phone access. The content of the website is dynamic, and constantly changing. The design for the website is sub-contracted out to a specialist firm, on a pay-as-you-go style contract. The information and content for the website is provided in-house. The number of staff (FTE) supporting the website is not known.

A summary of the key aspects of the CLIC, Young Scot and Youth net websites is provided in Table 3.7. Unfortunately, it has not been possible to calculate a cost per visit for these sites, as both the Young Scot and Youth net websites have been established for a long time, and it was not possible to estimate the amount of staff time spent working on the websites.

Table 3.7 Key aspects of CLIC Online, Young Scot and Youth net websites

	CLIC Online	Young Scot	Youth net
Date of launch	2008	2002	1995
Age range covered	11-25	11-19	16-25
Geography covered	Wales	Scotland	UK
Number of registered users	6,400 ⁵¹	-	41,000
Number of registered users per 1,000 of	11	-	5

⁵¹ This is an average for the three most recent months (January, February and March 2012), rounded to the nearest 100.

	CLIC Online	Young Scot	Youth net
the population			
Number of unique visitors	24,314 ⁵²	20,000	91,000
Number of visitors per 1,000 of the population	41	36	11
Number of pages viewed per visit	3.0 ⁵³	4.5	-
Members of staff	12.1 FTE (not including staff from Burning Red)	11 FTE (not all working on the website full time)	50 FTE (not all working on the website full time)

Source: CLIC Online, Young Scott, Youth net management information

3.5 Key summary points

CLIC Online has had an increasing number of visits, unique visitors and registered users since January 2009. Some of this increase is because more local websites have become available and the CLIC national site has been re-launched. However, the majority of the local sites have also seen an increase in the number of unique visitors since their launch.

The growth in usage varies significantly between LAs, with some local sites seeing little increase in the number of unique visitors and others experiencing significant rises. Indeed while some areas with local sites have over a fifth of their young people registered (Cardiff, Bridgend and RCT), others have fewer than 5%, similar to many LA areas without local CLIC sites. This appears to be related to the level of activity and support offered by LA Youth Services.

Registered users of CLIC Online and the young people participating in the weekend residential courses were on average younger than would be expected given the age profile of the population of 11-25 year olds in Wales. Seventy one per cent of registered users were aged 11-16 whereas 37% of the population aged 11-25 is aged 11-16. This suggests that CLIC Online is not reaching those aged over 16.

⁵² Ibid.

⁵³ This is an average for April-June 2012.

Young people's engagement in developing and contributing to CLIC Online appears to be linked to the extent of use of the local site and LA Youth Services support. Young people in Cardiff, RCT and Vale of Glamorgan all have relatively high levels of engagement (registered users, weekend residential course attendance and editorial group membership) compared with areas without local CLIC sites and local sites, such as Swansea's, with low usage.

The benchmarking, though limited, suggests that CLIC has achieved a relatively high reach in a short time though it has also attracted the younger age groups among those aged 11-25.

Table 3.8 Training and qualifications/awards achieved⁵⁴

Local Authority	Young people				Practitioners			
	Training	% of total training	Awards	% of total awards	Training	% of total training	Awards	% of total awards
Anglesey	4	2.6%	4	6.8%	0	0.0%	0	0.0%
Blaenau Gwent	3	2.0%	3	5.1%	0	0.0%	0	0.0%
Bridgend	7	4.6%	1	1.7%	2	4.3%	0	0.0%
Cardiff	14	9.2%	11	18.6%	0	0.0%	0	0.0%
Conwy	10	6.6%	0	0.0%	0	0.0%	0	0.0%
Flintshire	10	6.6%	8	13.6%	5	10.9%	0	0.0%
Gwynedd	4	2.6%	4	6.8%	0	0.0%	0	0.0%
Neath Port Talbot	3	2.0%	2	3.4%	1	2.2%	0	0.0%
Newport	2	1.3%	2	3.4%	0	0.0%	0	0.0%
Pembrokeshire	9	5.9%	0	0.0%	7	15.2%	0	0.0%
Powys	20	13.2%	6	10.2%	1	2.2%	0	0.0%
Rhondda Cynon Taf	14	9.2%	13	22.0%	7	15.2%	6	25%
Swansea	1	0.7%	1	1.7%	0	0.0%	0	0.0%
Torfaen	47	30.9%	0	0.0%	0	0.0%	0	0.0%
Vale	2	1.3%	3	5.1%	13	28.3%	13	54.2%
Wrexham	2	1.3%	1	1.7%	2	4.3%	0	0.0%
National					8	17.4%	5	20.8%
Total	152	100	59	100	46	100	24	100

Source: Management information provided by the CLIC team

⁵⁴ The percentages in this table are rounded to one decimal place.

4 Implementation of Contracted Activities

This section provides an overview of the development and implementation of CLIC from the perspectives of national and local stakeholders. This draws on the interviews of youth support services staff and practitioners working with young people, including teachers, careers advisors, college lecturers and youth offending managers, in the five LAs selected as case studies, and the interviews of national stakeholders. It also draws on research at national and local level undertaken by Arad Research for ProMo as part of their contract for providing CLIC Online.

4.1 Profile of the case study areas

The case study LA areas are at different stages of engagement and participation in the CLIC network; the evidence base, therefore, reflects a range of experiences with CLIC across Wales. Where local websites already existed – the focus of development work has been to: establish a common information template under CLIC; provide the infrastructure to link to content on other local CLIC websites, and the national CLIC website; and, more significantly establish the technical infrastructure, knowledge and capacity, to develop and host a website that can support social media as a way of engaging with young people more directly.

LA case study area	Stage of development
Anglesey	The local CLIC site Defaid (www.Defaid.com) was set up and has been running for over a year. There is currently a drive to inform more young people aged 11-25 about it to increase usage, especially to encourage user driven content and to widen participation.
Blaenau Gwent	The existing local website for young people (www.01495.com) is still live. Engaged in developing a local CLIC Online site; service level agreement signed in January 2012; the aim is to launch the local CLIC site later in 2012.
Cardiff	The Sprout (www.thesprout.co.uk) was developed in 2007 then became part of the CLIC network in 2009. It is managed by ProMo-Cymru and is the longest running

	local CLIC site. It has established a high level of usage.
Denbighshire	There is no local CLIC site as yet. Work to develop this is currently in progress. Youth Den (www.youthden.com) is the existing LA website which was developed for young people (0-25 years). It can be accessed through a tab on the Council's website.
Wrexham	Young Wrexham (www.youngwrexham.co.uk) is the local CLIC site launched in late 2011. It replaced a local site.

4.2 Rationale for CLIC

All national and local stakeholders familiar with CLIC recognised the value of an information resource which provides:

- A central source of information and advice for young people – a ‘one stop shop’ – of information and signposting to other sources of information advice and guidance (IAG). As such it is not only an important standalone resource for young people but also a potential tool for practitioners because it provides them with resources they can refer young people to and information they can provide to young people they are advising or guiding.
- A consistent source of such a wide range of information targeted at young people which is relevant to Wales and available in Welsh as well as English. None of the interviewees felt that any other source was available.

For the local stakeholders, CLIC Online also provides:

- A national template for information (i.e. the information pages section of the national site) which ensures a quality of content across Wales which the LAs do not need to update themselves.
- A means to engage with young people and keep up with trends in the use of online information which they would have difficulty doing on their own:

“We have been looking at how to use social media but this remains an ‘unknown’ in terms of public service delivery. Social media is used widely by young people; having a centrally developed template and

support resource means that local resources can be focused on supporting young people directly”

(LA CLIC Project Manager)

- Expertise from ProMo’s team to develop and promote the local site including how to work with young people and build the capacity of those working with young people to provide information and advice.
- A model for involving young people in the design of local CLIC sites which makes the accessibility and presentation of IAG more responsive and relevant for young people and provides a platform for continuous feedback and information sharing.

In a few cases national and local stakeholders were less clear about the value of CLIC because they had limited awareness of CLIC and the delivery model.

In the LA case study areas, while all had (or still have) a local site to support young people, the motivations for signing up to CLIC were strong. In three of the case study areas, the pre-existing sites only had ‘static’ online information (although young people had been involved to varying degrees in the look and feel of the sites). In these cases, the need to engage more effectively with young people was a key driver for developing a local CLIC site. Visits to the pre-existing sites were described as low. In the other two case study areas, the local sites had interactive online information but CLIC Online offered expertise to develop a site which could not be provided in the LA and the maintenance of the national information resources.

4.3 Development of local CLIC sites

Feedback about the process for developing and delivering local CLIC sites was mixed. In all cases, however, the interviewees who had participated in development valued the support from the national CLIC team to provide the local site.

In the best case, the migration of local information to the template for CLIC sites was a relatively straightforward process. Key success factors underpinning the smooth transition included: good compatibility of the pre-existing technical infrastructure of the local site with the CLIC template; and sub-contracting out the work to develop the CLIC template.

In the worst case, differences between the technical infrastructure of the non-CLIC site and CLIC Online made moving over difficult. For example, it was not possible to transfer all the existing information from the old site to the new CLIC site nor to realign the local directory of organisations and services with the national CLIC directory. In this case, while they remain committed to establishing a local CLIC site and working to resolve these, progress has been slower and the existing non-CLIC site continues to be available.

In the other three areas, work to develop the LA CLIC model has been largely straightforward although one noted that local staff changes have affected the development and promotion of the local CLIC site, which are obviously outside the control of ProMo. In two of these areas development of the LA CLIC site continues.

National stakeholders considered that strong links had been established between CLIC Online and other statutory and voluntary organisations delivering services for young people; this was considered to be reflected in the direct signposting to other organisations on the site. However a few national stakeholders felt that improvements could be made to its functionality so that, for example, young people 'searching' CLIC Online for information about a particular topic – like bullying – would get more information about specific services for young people, for example, school-based counselling services with links to these on other sites.

*“More could be done to align CLIC with other **services** specifically for young people rather than simply signposting to other organisations websites or general information about provision. For example if you enter bullying into the CLIC online search function you get a lot of*

articles about bullying and signposting to organisations like Child-line which is good, however there is no direct reference to school-based counselling services”.

(National CLIC Policy Stakeholder, Social Services and Children Department)

In the LA case study areas developing and strengthening links between CLIC Online (national and local) and other local providers of information and advice to young people varied. In Cardiff, where the local CLIC is well established, links with local services and third sector organisations are strong. For instance, theSprout (LA CLIC site in Cardiff) actively engages with a wide range of voluntary sector organisations such as Cardiff Against Bullying, Platform 51, Grassroots. TheSprout staff also attend local network meetings and neighbourhood forums. Where the local CLIC site was continuing to be developed, practitioners and stakeholders had yet to engage fully with the local site. In Anglesey, there is a clear intention to align Defaid (the local CLIC site) with the Youth Information service, Llais Ni to:

“...engage with young people and encourage participation in youth engagement activities”.

(LA CLIC Strategic Partner, Young People Partnership and Education Service)

4.4 Strategies for engaging with young people and practitioners

In the LA case study areas where the CLIC site was live (as of April 2012), local strategies for awareness-raising and promotional activities to promote CLIC have taken place. Various methods have been adopted and their perceived effectiveness as reported by LA managers and practitioners is outlined below.

Raising awareness of young people:

- Peer advocacy is recognised by all the youth support services staff and practitioners working with young people as a key means of promoting awareness and facilitating the engagement of young people. This has commonly included promoting and canvassing young people to join editorial groups:

“...as a tangible method of engendering ownership of the site and marketing by word of mouth to a wider audience”.

(LA CLIC Practitioner, Youth Information Officer)

In one LA the local Young Editors Group has attended youth clubs to talk about CLIC and help raise awareness with local groups:

- Editorial group involvement – a key channel for engaging with young people is through their involvement in the local and national CLIC editorial groups. The importance of young people having a sense of ownership of the sites is crucial to securing and growing their levels of participation.
- Use of social media – the interactive aspect of CLIC Online is considered a key strength with local delivery teams utilising social media channels to engage with young people:

“...most young people are on Facebook, posting a message means you can reach a large number of young people in one go and it's cheaper than texting”.

(LA CLIC Practitioner, Youth and Communities Officer)

It was, however, noted by the youth support staff who manage the local sites that managing the response to any such posts can be resource intensive:

“I have to monitor and make sure I respond to any young people who respond to any posts, which can be time consuming – especially if there have been lots of comments on what has been posted!”.

(LA CLIC Project Manager, Youth Development Officer)

- Other promotional activities and events – for example distributing the national CLIC magazine locally. In one LA case study area they have a local CLIC magazine (based on the national template) which is designed and produced by young people. In another area a consultation exercise is currently taking place with young people on the design, logo and branding of the site. The consultation process has so far engaged 18% of the 11-25 population in the area. LAs also support wider national CLIC marketing locally, for example, displaying posters for the national CLIC site on the side of local phone boxes. However, it was less clear how effective these approaches are – with practitioners noting that ‘posters often get overlooked’ and whether targeting local phone boxes was that useful when many young people have mobiles:

“targeting local bus stops would be better as they tend to become a hangout point in the evenings for many young people”.

(LA CLIC Practitioner, Youth Club Officer)

- Linking with other provision – in Wrexham the local CLIC site is promoted through the InfoShop in the town centre, a well used facility with over 11,000 young people registered with the service. All of the young people spoken to as part of the case study visit were aware of the InfoShop; even where young people had not used the Young Wrexham CLIC site, they were aware of the services offered by the InfoShop - many had used them⁵⁵. In Anglesey the local CLIC site is linked to the Council’s e-democracy web pages to promote more online youth involvement in the Council’s decision making.

Raising awareness of practitioners:

⁵⁵ Although as Table 3.3 shows Wrexham has a relatively low proportion of young people as registered users (2.6%)

- Meetings, workshops and presentations – engaging with practitioners working with young people is considered crucial by practitioners themselves to support the successful implementation of CLIC because:

“it is a potential tool to enhance work with young people”.

(LA CLIC Practitioner, Youth Development Officer)

Examples of good practice include: talks in schools, colleges and groups working with young people (such as youth centres and youth groups). In Anglesey they have employed a full-time Llais Ni officer (‘our voice’ – a youth consultation project) who liaises with schools to promote the local CLIC site.

- Using nationally developed materials to promote CLIC Online – the resources developed by ProMo, such as the national youth information quality standards and the PSE resources, are described by LA staff and practitioners who are familiar with them as ‘high quality’. National stakeholders who were also familiar with these resources endorsed this view. Examples of good practice include: demonstrating to teachers how the skills developed through generating content for the CLIC site can be directly relevant to skills like:

“...democracy, community and voluntary action which are essential parts of the Welsh Baccalaureate; we have a bank of OCN accredited courses we can link in with CLIC”.

(National CLIC Stakeholder, Youth Information Workers)

- Linking CLIC Online with local service provider directories and networks – ensuring that the existing directories with information about services for young people from across Family Information and Youth Support are aligned with CLIC is seen by management staff as crucial both in terms of supporting young people and in promoting the use of CLIC among practitioners. It also provides a means of engaging directly with practitioners within local service delivery organisations. Similarly, all of the local sites are already or are about to have local CLIC

representatives on local networks such as local Information and Advice task groups and Family Information Service groups.

- Participating in the local CLIC site - for example, in Cardiff the Council's Chief Executive is registered with the local CLIC site and comments on relevant news items and stories on the site.

The breadth and depth of engagement activity as described above is considerable, and direct experience has informed the approach taken by youth support services in the case study areas. That said, there are still barriers which prevent wider engagement with particular groups, and these were identified by practitioners and managers during the case study consultation. These include:

- *Engaging with young people who require a more tailored approach:* the breadth of CLIC Online's coverage of information is recognised by practitioners working with young people and national stakeholders. However, some of the practitioners felt that the (necessarily) broad approach can make it difficult for young people who do not necessarily have access to a PC or the basic literacy skills to use the site.
- *Engaging with young people across a wide age spectrum:* the 11-25 age range served by CLIC is a considerable one, and one which spans a wider range of life experiences and issues. Therefore the 'pitch' of the local CLIC model must be generally appealing. Practitioners acknowledged that, as highlighted above, different strategies for engagement are needed for different age ranges. However, feedback from practitioners and managers indicated that engagement was more common among younger people. Generally, it is recognised that engaging with young people in the upper age range for CLIC is more of a challenge, as they may not necessarily be reached through schools, colleges and youth clubs.
- *Engaging with young people via schools and colleges:* identified as vital both in terms of broadening the reach of CLIC locally, and also in terms of engaging institutions in the area to develop and enhance local information networks. The challenge for local CLIC sites is to establish ways to engage with schools locally. In most cases this was reportedly

relatively straightforward, as teachers were often receptive to visits and demonstrations by the local CLIC teams. In Anglesey:

“..we did get a chance to go into schools and promote Defaid and this worked really well, but we need the staff to really push it once we’ve gone or it gets forgotten again”.

(LA CLIC Project Manager, Young People Development Officer)

It was reported that some schools do not allow access to CLIC because they restrict students’ access to the internet.

4.5 CLIC implementation: taking it forward

National and local stakeholders have identified that there are opportunities to exploit CLIC Online further but also acknowledged there are challenges if CLIC is to meet its key aims. These are summarised below.

Opportunities

- User driven – it is clearly valuable that young people are involved in the design of local CLIC sites and in the editorial boards at local and national level. The frequency with which certain subjects (mental health, relationships, LGBT) appear either through articles or comments posted on CLIC Online provides to some extent an indication of how important they are to the user group as a whole. Incorporating a user-driven approach to content, was seen not only as a way to engage directly with young people, but also to ensure that the content reflected the priorities and concerns of young people:

“[the CLIC site] is about what is important to young people”.

(LA CLIC Project Manager, Young People Development Officer)

- Interactive format of CLIC - the use of social networking sites to communicate directly with young people and the facility for young people to

interact directly with content on the CLIC site (by posting comments, questions and articles) was described by almost all stakeholders as an important feature of CLIC in helping to promote 'ownership of the site' and thereby helping to 'drive it's use'. More generally, the chance to post material online was seen as a valuable chance for young people to develop their written skills, and this was often taken further through following a training course or becoming involved in the editorial group;

- Real-time feedback loop for policy priorities and initiatives – some stakeholders believed that CLIC offers a platform for continuous feedback about services and information which could provide a loop back into local (and potentially national) decision-making and policy:

“The interactive elements of CLIC have the potential to provide a vehicle for getting direct – real-time – feedback from young people about specific initiatives, events and support that are being made available for them; this could be used to inform the planning of future activity locally as well as provide important feedback for local and national decision-makers in terms of policy priorities and strategies”.

(National CLIC Policy Stakeholder, Youth Support Services)

- Coordinating statutory and voluntary services to enhance the information and support available for young people - there are further opportunities to coordinate local and national information and services for young people through CLIC Online which have not been fully exploited to date. This needs to be carried out by the national as well as local sites working with other agencies.

Challenges

- Balancing the ethos of a user driven site with national and local requirements to deliver information content that is current and fit for purpose – this is not being consistently achieved across all CLIC sites. Some national stakeholders were concerned that information was out of

date in some places and links to sign-posted information are in some cases missing. For example, Employment and Training information about apprenticeships is out of date and while there is a reference to 'check out the new minimum wage for your age' there is no link present to enable users to quickly access this information from the CLIC site. Information filters linked to the 'search' facility on CLIC could also be improved, for example, using the general search facility to find information and advice about 'divorce' results in links to organisations like Relate, and general information about divorce but not to links to services, such as Meic, or specific services available for young people in schools, such as school counselling. The youth support staff interviewed also highlighted that:

"It is important to draw young people in with the 'fun' stuff and then give them the right information; information is the key business of CLIC but some elements of the site could be seen as more participation than information – striking the right balance between the two is important".

(LA CLIC Practitioner, Youth Information Officer)

- Getting strategic buy-in and embedding CLIC Online in service delivery – in all the LA area case study areas most practitioners working with young people tend to refer to existing knowledge and contacts and use general web searches to find information rather than use CLIC. Awareness of CLIC's content (services and information) among the practitioners consulted in LA areas was low. Staff responsible for local CLIC implementation, in the main, identified the need to raise the profile of CLIC at practitioner level – although a few noted that this would need to be backed up by CLIC training to support those who 'don't get' the delivery model;
- Developing links between Youth Support Services and other information services provided by the local authority and by voluntary groups working with young people – in all the LA case study areas, there has been work to coordinate existing youth information services to ensure that information is made available through the LA CLIC site. For example,

- ensuring that existing LA youth information service directories are integrated with the CLIC website directory. However, technical differences with the CLIC website format has in some cases slowed this process down. More broadly, all of the LA case studies recognised that there is a bigger job to ensure that services for young people being provided by the third sector are accessible through the LA CLIC site. This would be the case if there was not a local CLIC site – in fact the development of a LA CLIC site has often acted as a catalyst for this; and
- Ensuring central and local governance protocols keep pace with social media delivery models - a key challenge considered by many of the local stakeholders. One of the LA case studies that had sub-contracted out the management of CLIC reported this had provided advantages in terms of developing a local CLIC template that is responsive to changing technologies as well as giving the site a ‘pioneering’ and forward-thinking feel. Other case study areas highlighted that IT and governance protocols had prevented some local CLIC content from being viewed from public computers, for example, school IT server systems ‘blocking’ some of the CLIC video content which is likely to deter re-visits – and ultimately use of – the CLIC site.

4.6 Future delivery

In the context of future delivery the following were highlighted by local and national stakeholders as important for shaping the future CLIC Online contract:

- Balancing the need to develop information content, ensuring it is current and fit for purpose, with the ethos of continuing to support a user driven site.
- Helping local authorities to get strategic buy-in and embed CLIC in service delivery to young people which could include supporting practitioner use of CLIC, gaining national organisations’ support for CLIC, such as the Welsh Council for Voluntary Action (WCVA), and working through other parts of the Welsh Government to join up CLIC with other policy areas’ information needs, such as family information.

- Thinking through how the nationally developed CLIC materials can be used to support young people – in part this is linked to the point above also, demonstrating to practitioners how the skills developed through generating content for the CLIC site can be directly relevant to skills like democracy, community and voluntary action which are essential parts of the Welsh Baccalaureate.
- Utilising the CLIC social media delivery model to communicate directly with young people and provide a ‘feedback loop’ for policy makers and service delivery – this could be done directly or indirectly (monitoring trends and flagging up live data under particular themes). This was flagged up by national stakeholders and some management staff.
- Supporting greater information sharing among the CLIC partners – having a portal for sharing information and resources being developed by LA sites that could benefit the whole CLIC network. For example, a (non-case study) LA area⁵⁶ has developed a protocol around the use of social media.
- Securing more local authority funding to sustain young people’s participation – to ensure CLIC is effective and sustainable locally by embedding it in local service delivery arrangements for young people, there was the sense that LA funding has yet to follow this to maintain the local site and engage young people. For example, in one LA area they had secured funding through WCVA to enhance support for the local CLIC editorial group.
- Increasing the proportion of practitioners working in youth support services who have achieved the qualification which has been developed.

4.7 Key summary points

Engaging with ProMo to develop CLIC Online at a local and national level has been driven by the desire to improve the quality and consistency of information and advice to young people and engage young people in the process. The national information content and the social media delivery model underpinning CLIC are seen as important for achieving this by most of the

⁵⁶ This is Bridgend.

stakeholders. For all stakeholders the rationale for CLIC and the national delivery service currently provided by ProMo remains strong.

While the development of local CLIC sites has not always gone smoothly where there has not been a good fit between the technical infrastructure of pre-existing sites and the CLIC template, the contractor's staff have enabled local authorities to provide local sites and engage young people.

Successfully engaging young people in using CLIC has included peer advocacy, involving young people in national and local editorial groups, and promoting the interactive features of the CLIC site. It is recognised that local action is required to build up use by young people. One stumbling block is the relatively low awareness, and use, of CLIC among practitioners; more could be done to promote CLIC in schools and colleges and among teachers which could be linked in to the Welsh Baccalaureate and PSE. More could be done to align CLIC with the work of practitioners in other services working with young people and their families. This needs to happen at Welsh Government as well as local authority levels to get buy-in from gatekeepers as well as practitioners.

A key challenge for implementing CLIC is maintaining the balance between the need to develop information content which is up to date, accurate and relevant with supporting a user driven site which engages young people and those who work with young people.

Future development of CLIC could also include:

- Exploiting CLIC to communicate directly with young people and provide a 'feedback loop' for policy makers and service delivery;
- Sharing information and resources; and,
- Securing more sustainable funding within local authority areas for all the work needed to maintain and develop local CLIC sites.

5 Use of CLIC Online Resources

This chapter brings together the findings from an online survey of young people and the views of young people who participated in discussions about CLIC in the LA case study areas. The survey and discussion questions explored both awareness and use of CLIC Online resources and the use of other sources for information and advice. The findings are based on research with 718 young people: 622 through the online survey and a further 96 through focus groups in five LA areas. Of these, a total of 583 are categorised as 'users' of CLIC Online and 135 as 'non-users'.⁵⁷

It also draws on the interviews with practitioners in the LA case study areas which touched upon the use of CLIC and recent research undertaken by Arad (2011) with CLIC local partners.⁵⁸

5.1 Headline findings: young people

Key overall findings are:

- The online survey responses suggest that a large majority (94%) have heard of the national and/or local CLIC sites whereas in the focus groups a smaller proportion of the total number of young people who participated said they had heard of CLIC. This suggests that there may be better awareness of CLIC among young people in Wales than in 2007, when a previous survey found that 47% of young people had heard about CLIC.⁵⁹
- The survey responses show that 88% (549 young people) said they had used the CLIC websites – with the remainder (73 young people) being non-users.
- Non-use of CLIC Online was generally linked to lack of awareness about the service entirely; in a few cases young people reported that they had

⁵⁷ Some of the non-users are familiar with CLIC but do not use it.

⁵⁸ Arad Research - CLIC Local Partners Feedback Survey Report, for the Welsh Government, May 2011.

⁵⁹ Estyn (2007) 'A review of the management and delivery of the national information and advice project – CLIC Online by Careers Wales Association' May 2007.

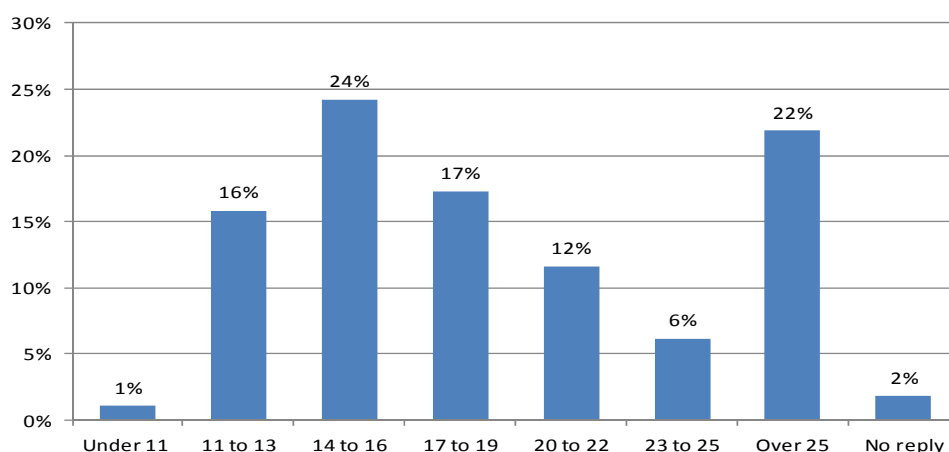
'heard' about CLIC but were 'not sure what it was'. Contextually, it is important to note here that qualitative fieldwork with young people included two LA areas that did not have a local CLIC service up and running (see section 1.2.4 for fuller details of the evaluation method). In these areas, young people consulted through the focus groups had less awareness of CLIC Online.

5.2 Young people using CLIC online

5.2.1 Profile of users

Responses to the survey suggest that the service is reaching the targeted age range overall (see Figure 5.1). In particular the 14 to 16 age range was well represented in the survey (with almost one in four responses from this age range) with responses from the age range 23 to 25 much lower than other age groups (6% of respondents). This reflects the age distribution of registered users. The survey also identified that CLIC Online is being accessed by those outside the target service age range; 22% of respondents were over 25 years of age who may include some practitioners working with young people and a small proportion of respondents were under the age of 11 (1%).

Figure 5.1 Age profile of CLIC users responding to the survey



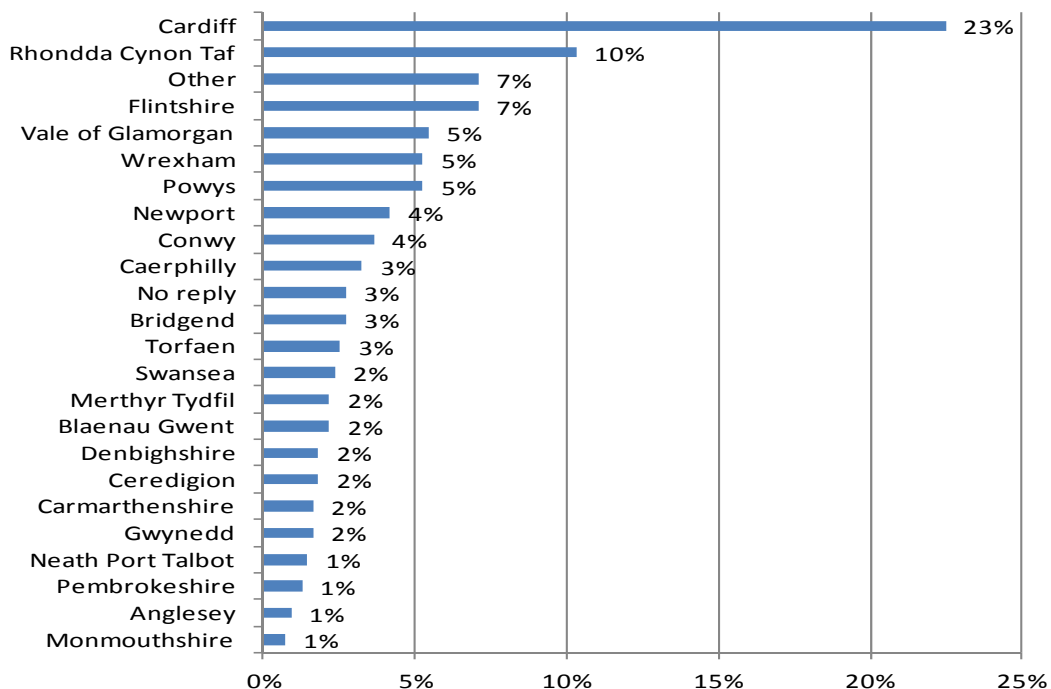
Base: All users (549). Source: CLIC Online Survey (June 2012).

More females than males responded to the survey; with nearly two responses received from female users to every one male response received (62%

female: 36% male). A small number of respondents did not disclose their gender (2%). Most users described their ethnicity as either Welsh, English, Scottish, Northern Irish or British (83%). A further 2% of respondents were African and 2% were from 'another white background'. Gypsy or Irish travellers, Irish and White and Asian were also represented in the sample (less than 2% of responses in all cases).

Responses were received from young people from all 22 Local Authority areas (see Figure 5.2). However, the majority of those who were users lived in the Cardiff area (23%) with 10% from Rhondda Cynon Taf. Users in Monmouthshire, Anglesey, Pembrokeshire and Neath Port Talbot were least represented (1% of responses respectively). Only a small proportion of users (7%) were based outside Wales – this included those who resided in England (4%) and users from the United Arab Emirates and the United States (who both originated from Wales) and Scotland.

Figure 5.2 CLIC users' location of residence



Base: All users (549). Source: CLIC Online Survey (June 2012).

It is perhaps unsurprising that a large proportion of those using CLIC Online are based in the Cardiff area; the local CLIC site (theSprout) is the longest established of all the local sites (operational since 2007). Similarly, the local

site in Rhondda Cynon Taf is well established and well used. In terms of the other LA areas represented by a small number of respondents it is worth noting that:

- In Pembrokeshire there is no local CLIC site (although they do host their own independent local site), Neath Port Talbot and Monmouthshire are both in the process of developing their local CLIC site but at the time of writing these were not operational.
- The low level of responses from Anglesey is perhaps more surprising, given that a local CLIC site (Defaid) has been established and operational for more than a year.

5.2.2 Awareness and usage of CLIC Online

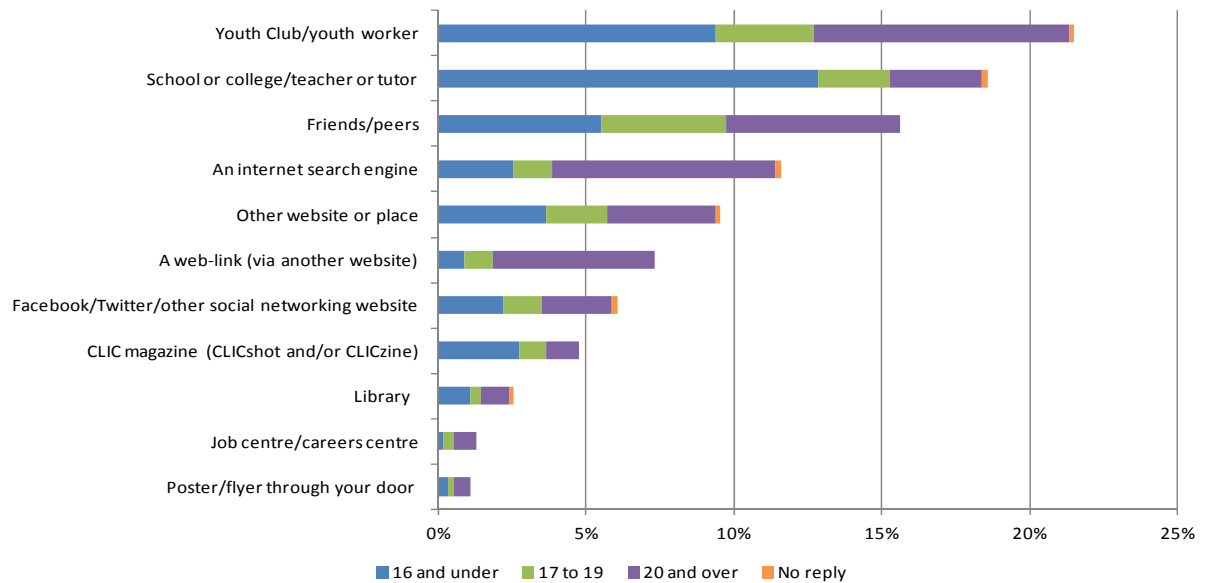
Young People becoming aware of CLIC Online

According to survey responses (see Figure 5.3), CLIC users who were:

- Aged 16 years or under - had primarily heard of the website through their school or tutor or their youth club or youth worker.
- Aged between 17 and 19 years - were more likely to have heard of CLIC through their friends or peers; although some also reported hearing about CLIC Online through youth workers and youth clubs.
- Aged 20 years or more - were most likely to have heard of CLIC through a youth worker; although, again, friends and peers were an important referrer, and for this age group also links from other websites and general internet searches were also identified as important.

Other means of hearing about CLIC noted by young people included: summer fairs and camps they had attended, local promotion (i.e. flyers), direct email contact and work experience that young people had undertaken.

Figure 5.3 Means through which users had heard of the CLIC websites



Base: All users 549. Source: CLIC Online Survey (June 2012).

Awareness of CLIC is consistent with the qualitative information gathered through the LA focus groups with young people, which identified that key promotion routes for raising awareness about CLIC Online are organisations and practitioners working with young people. So, for example, young people who had heard about CLIC in Wrexham had learnt about the service through the local InfoShop (an established drop-in information and advice centre in Wrexham town centre). In Cardiff, young people reported they had heard about CLIC either through school or through a local youth club/worker (in Cardiff a local CLIC magazine, Sproutzine, is used to help promote the service with local statutory and voluntary organisations working with young people).

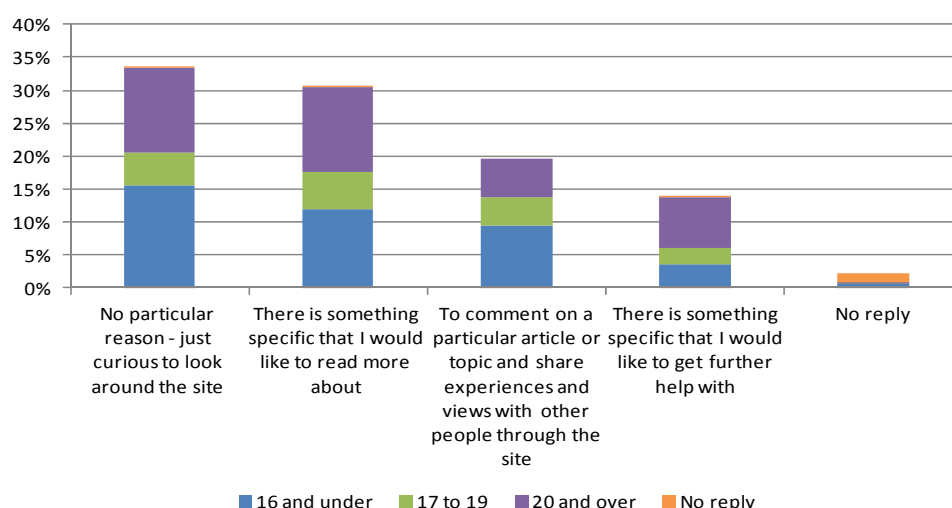
Reasons for accessing CLIC Online

The survey found that young people had accessed CLIC Online for various reasons. One third of young people (33%) reported they had visited CLIC for no particular reason other than curiosity; a further one third (31%) reported they had wanted to read information about a specific issue (see Figure 5.4).

A smaller proportion (14%) reported they had accessed CLIC to get further help with a specific issue. When analysed by age, those aged 20 years or over were more likely to access CLIC to get further help with a specific issue (20%) than younger age groups (only 9% of under 16s).

One in five young people (20%) stated they wanted to use the interactive features of CLIC Online, by commenting or sharing experiences. Users aged 17-19 years or 16 years and under were marginally more likely to want to interact on the site through commenting or sharing experiences (23% and 24% respectively) than those aged 20 years and over (15%).

Figure 5.4 Reasons for visiting the CLIC website



Base: All users 549. Source: CLIC Online Survey (June 2012).

Feedback from the focus groups with young people is broadly consistent with the survey findings. In many cases, as is reflected in the survey responses, young people were not necessarily using the site to acquire specific information or to identify something in particular to help them. Those using CLIC often said they visit the website in order to ‘keep up to date’ with content – in particular to see what news items or articles have been posted:

‘..[CLIC Online] is a good way of finding out about local events and activities; recently I found out about the DofE [Duke of Edinburgh Awards] through CLIC and where to go to get on the programme’.

'I really like the articles in the news bit, I read one recently about arguments and how to put your view across and win arguments which was really good – and useful!'

"I associate [the local CLIC site] with articles rather than help".

5.2.3 Views about CLIC Online

In the survey, young people were asked how useful they thought CLIC Online is. Overall, 61% of respondents said they felt the CLIC Online resources were 'really helpful' and a further 35% felt they were 'a bit helpful'. A minority of users (4%) felt that CLIC was 'not at all helpful'. These findings are consistent with the earlier Estyn Review (2007), which reported that those using the online resources found them 'useful' and 'helpful' owing to its relevance to the lives of young people in Wales.

Of the young people that stated they found CLIC Online a 'helpful' resource, over half stated the value was in having a central point of information for a range of topics (57%). This was also a clear message identified across the LA focus groups, as one typical response noted:

'..the site has lots of information and news articles about a range of stuff; what's good about [CLIC Online] is that it's all in one place and you can look at different things as you want'.

The ability to read other users' articles and comments was also viewed positively (37%). Again this was consistent with the evidence from the LA focus groups with young people; when asked what they liked about CLIC online, most young people focussed on the interactive nature of the site; this was talked most about in terms of a mechanism for enabling peer support, through shared experiences:

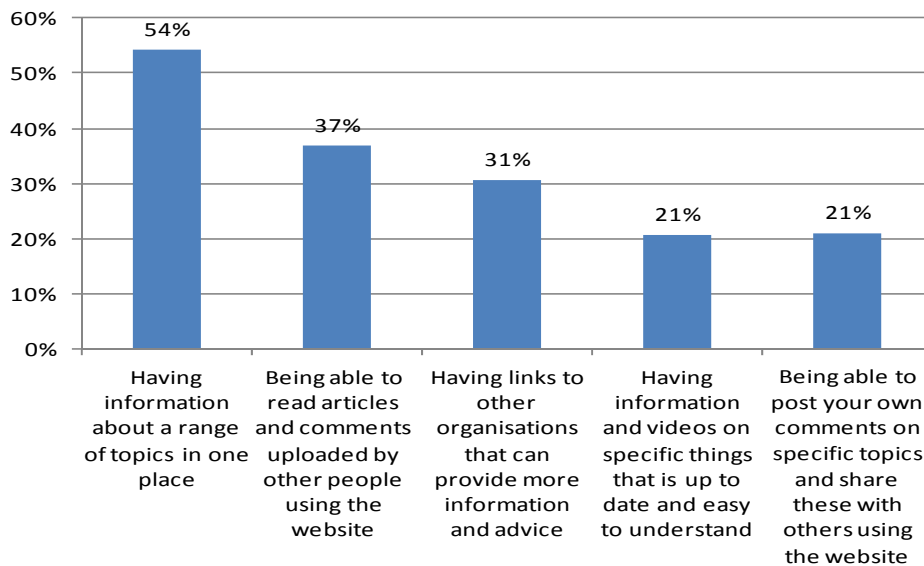
'..reading the comments posted by other people of a similar age, going through similar things'.

'..being able to read articles about a particular subject especially where it has been written by someone who has experienced them - like bullying'

'Being able to read articles about sensitive issues that are difficult to talk about, like the articles around LGBT awareness and read other people's comments on them is really helpful'

The focus groups identified that the ability to add content, and to upload articles was helpful – particularly by young people who were involved in developing a local CLIC site *"I think if we can make better use of video and interactive tools then it would be easier and more attractive for people to use and contribute"* – although to a lesser extent than other features. This is a view backed up by the responses to the user survey, with respondents less likely to consider posting comments on specific topics as being 'helpful' than having up-to-date information (21% compared to 54%).

Figure 5.5 Reasons for the CLIC websites being 'helpful'



Base: Users who found CLIC 'really' or 'a bit' helpful (507); each respondent could provide up to two reasons. Source: CLIC Online Survey (June 2012).

Analysis of the findings by age identifies that those aged 20 years and over were marginally more likely to say that CLIC Online was 'not at all helpful' at providing information on the issues that mattered most (5% compared to 3%

of younger users). Those aged 16 years and under were the most likely to state that the websites were 'really helpful' (62%), compared with those aged 20 years and over (51%).

Of the small proportion of young people (21; 4%) who responded to the survey and reported that they did not consider CLIC Online a 'helpful' resource, the most common reason related to being unable to find enough information about a specific issue – either as a result of available information being too generic or as a result of poor site functionality:

'I wanted to find out more about depression but when I looked on [CLIC Online] it was really hard to find information about this'.

'The information is too general, too brief, sparse and uninformative'.

'When you try and use the 'search' button on the site it takes ages to work and then brings up lots of results that are not that relevant in some cases'.

In one case CLIC Online was described as being 'too young' (respondent was aged over 20 years).

Frequency of use of the CLIC site

Almost half of the 549 young people using CLIC Online that responded to the survey were using it for the first time (45%). Although one in ten reported using CLIC daily with a further one in five reporting they used CLIC weekly; just over one in ten had used CLIC less than once a month.

In terms of duration of use 19% had been using CLIC Online for over a year; and 16% had been using it for between six and 12 months.

Table 5.1 shows that many of those that responded to the survey reported using CLIC Online regularly – at least once a month (40%); half of these users had been using CLIC for over six months (20% of the total respondees).

Table 5.1 Frequency of use by length of time engaged with CLIC

Length of time engaged with CLIC	Less than 1 month	1 - 3 months	4 - 6 months	7 - 12 months	Over a year	No reply	Total
Frequency of use							
New user	42%	0%	0%	0%	0%	3%	45%
Frequent user (at least monthly)	5%	9%	6%	6%	14%	0%	40%
Infrequent user (less than monthly)	4%	2%	1%	1%	4%	0%	13%
No reply	0%	0%	0%	0%	0%	3%	2%
Total	52%	11%	8%	8%	19%	6%	100%

Base: All users (549). Source: CLIC Online Survey (June 2012).

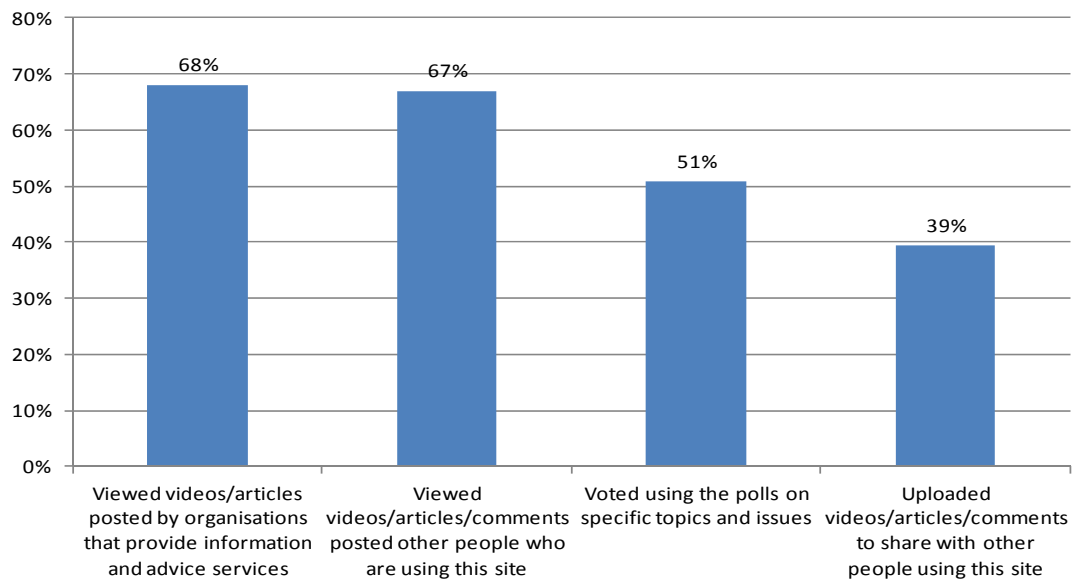
Accessing CLIC Online

The majority of young people using CLIC Online reported accessing the service through their own computer (66%) with a further 12% using a family computer. Just under one in five (18%) accessed CLIC through a public computer, such as at school or in a library; 4% used a smart phone or mobile phone.

Use of and engagement with the interactive features of CLIC Online

More generally, 68% of all users had viewed material on the website uploaded by organisations providing information and advice and 67% had viewed material posted by young people using the service that are registered to do so (Figure 5.). All users that had 'registered' with CLIC online reported they had uploaded comments, videos or comments.

Figure 5.6 Use of interactive content by CLIC users

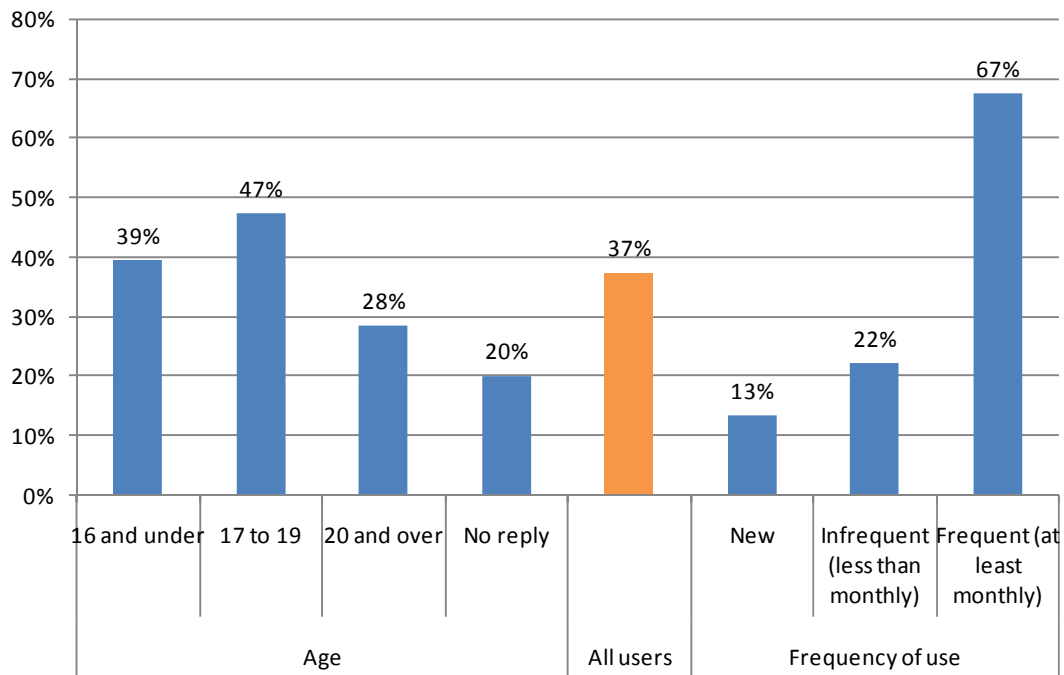


Base: All users (549). Source: CLIC Online Survey (June 2012).

Figure 5.6 shows that users aged between 17 and 19 years were most likely to be a 'registered user' (47%), compared to just over a quarter of those aged 20 or over (28%). When the frequency of use is considered, 67% of frequent CLIC users were registered compared to just 13% of new users and 22% of infrequent users. Evidence from the LA focus groups with young people also identified that those young people who used CLIC regularly are more likely to be registered with the service.

This would suggest that the interactive features available on CLIC provide a useful way of encouraging frequent use as well as driving traffic and meeting the demand for relevant content.

Figure 5.6 Share of users that were registered on CLIC websites by age and frequency of use

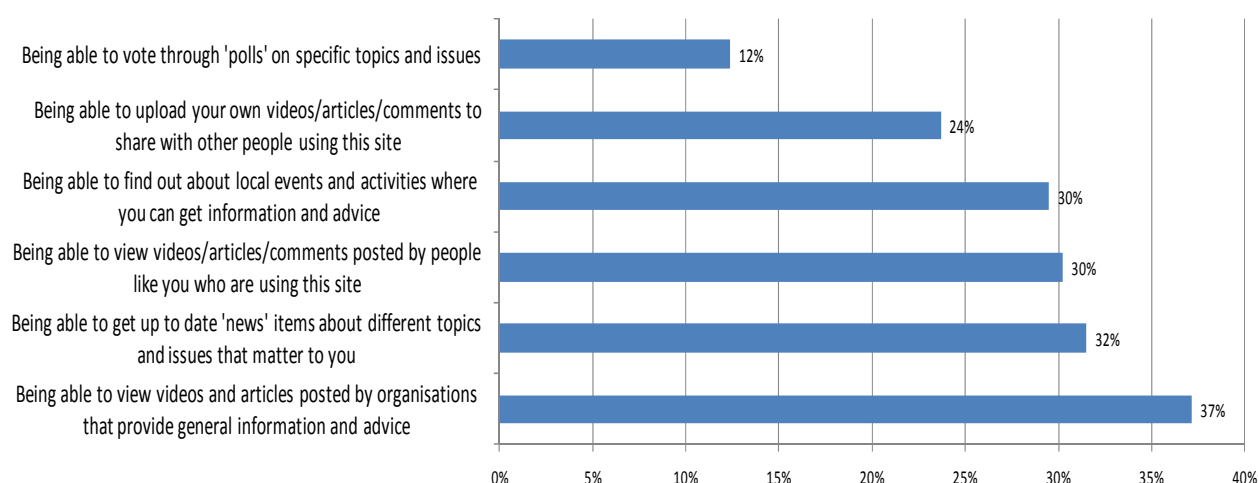


Base: All users (549). Percentages represent the share of the age group or frequency of user that were registered on CLIC; figures therefore do not add up to 100%.

Source: CLIC Online Survey (June 2012).

The survey asked young people what they considered to be the two most appealing features of the CLIC website (Figure 5.7). The facility to view videos and articles from organisations providing general advice and guidance was important to many (37%) as well as up to date news (32%), finding out about local events (30%) and viewing videos created by other young people (30%). The least appealing feature was the ability to vote through online polls (12%).

Figure 5.7 The most appealing features of the CLIC website



Base: All users (549); figures represent 903 responses as each 'user' could provide two answers for this question. Source: CLIC Online Survey (June 2012).

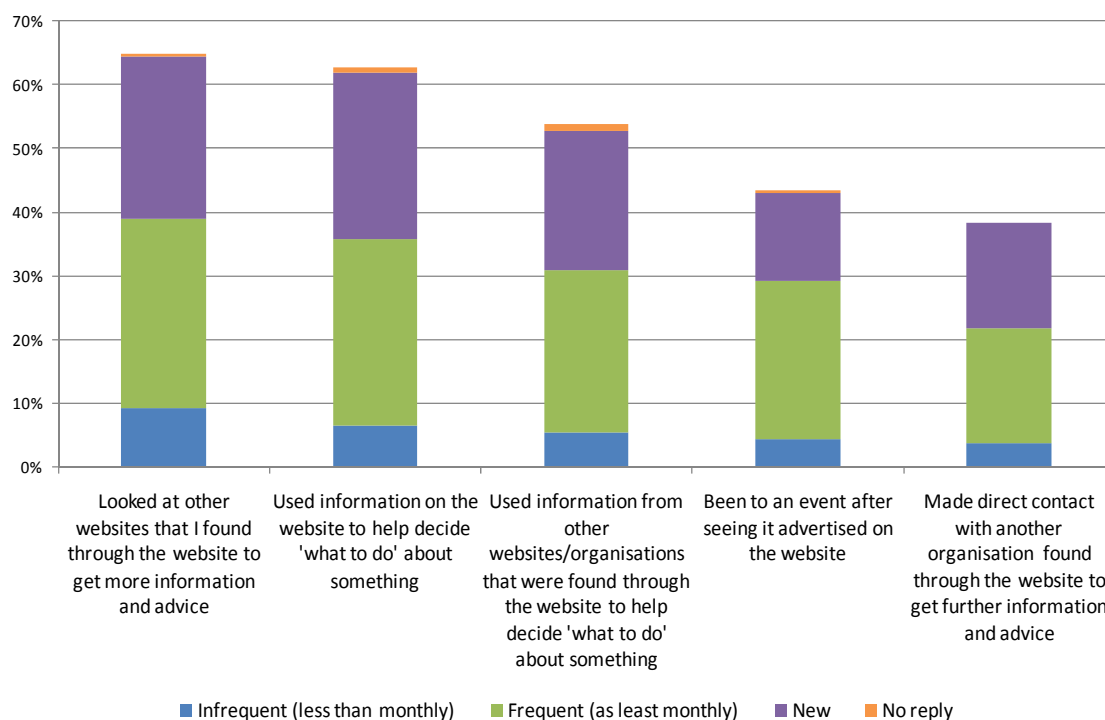
5.2.4 Using CLIC Online: outcomes for young people

Overall, 61% of young people using CLIC Online reported they had undertaken some type of further action after accessing it (Figure 5.8).

The survey asked young people to confirm what type of further action they had taken by indicating whether they had done any of the following:

- Used information on CLIC to help them 'decide what to do' about something (63%).
- Been to an event after seeing it advertised on CLIC (43%).
- Looked at another website they had been signposted to through CLIC (65%).
- Used information from another website they had been signposted to through CLIC to help them 'make a decision' about something (54%).
- Made direct contact with another organisation they had been signposted to through CLIC online to get further information and advice (38%).

Figure 5.8 Actions taken by young people following use of CLIC online (data shown by frequency of use)



Base: All users 549. Source: CLIC Online Survey (June 2012).

Frequent users were most likely to have taken action after accessing CLIC. More specifically, 61% of frequent users reported they had attended an event compared with 31% of new users and 34% of infrequent users. One third of new users made contact with another organisation following use of CLIC online.

Analysis of responses by age reveals minor variances (Table 5.2). Younger users were most likely to have used information on CLIC to help them to decide 'what to do' about something (70% of under 16s compared with 54% of over 20s). Those aged 19 years or under were most likely to have attended an event they had seen advertised on CLIC (48%). No differentiation in terms of age was identified in terms of respondents indicating they had made contact with another organisation after using CLIC Online (around 38-39% for each age group).

Table 5.2 Actions taken by young people following use of CLIC Online (by age and frequency of use)

	User Age			All users	Frequency of Use			
	Under 16	17 to 19	Over 20		Infrequent (less than monthly)	Frequent (as least monthly)	New	Frequency of use (no)
Used information on the website to help decide 'what to do' about something	70%	66%	54%	63%	51%	72%	58%	40%
Looked at other websites identified on CLIC to get more information and advice	60%	67%	72%	65%	73%	73%	57%	20%
Used information from other websites/ organisations that were found through the website to help decide 'what to do' about something	58%	58%	50%	54%	43%	63%	49%	50%
Been to an event after seeing it advertised on the website	48%	48%	37%	43%	34%	61%	31%	20%
Made direct contact with another organisation found through the website to get further information and advice	39%	39%	38%	38%	29%	45%	37%	0%

Base: 549 responses to user survey. Source: CLIC Online Survey (June 2012).

Feedback gathered from young people through the LA focus groups also identified CLIC Online's use as a source of information or as signposting facility. For example, one respondent who had contacted Meic after finding their details through CLIC which had proved to be "*really good, really helpful and helped me move forward*".

However, qualitative feedback through the focus groups identified that many viewed the interactive and user-generated content available through CLIC – and particularly the news items and articles - as being more important than the information directories themselves. Although, inevitably there is a risk with face-to-face research of this kind that some young people may be reluctant to divulge information about further services accessed particularly in relation to potentially sensitive issues, for example, mental health and bullying.

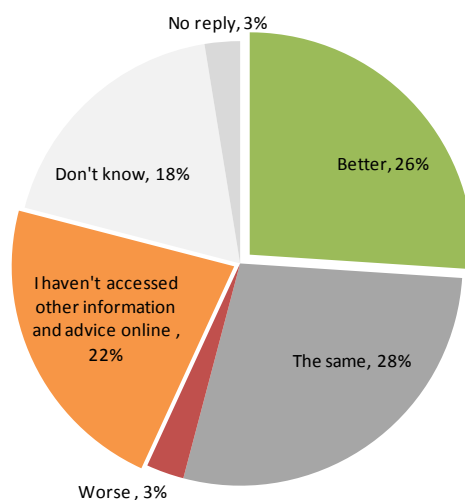
Use of, and views about, other sources of information and guidance

Overall, 9% of users reported using CLIC Online as their sole source of information and guidance. More often, respondents used personal contacts to help make decisions about future plans and issues affecting their daily lives. The most frequent 'source' reported was friends and peers (45% of responses), parents/ guardians and schools (30% of respondents). Unsurprisingly, face-to-face contact with a trusted adult and/or peer remains an important means of obtaining information and advice.

Key messages from the LA focus groups with young people are consistent with the survey findings. Moreover, they highlighted that while online searches are useful for 'looking up' information about a topic or issue, face-to-face information and advice remain important when it comes to resolving or making decisions.

Young people were asked to consider the CLIC Online resources in comparison to other forms of online information and advice available they had used. Figure 5.9 shows that 22% had not accessed other online information and advice to be able make comparisons. Twenty six per cent stated that CLIC was 'better' than other sources. Those aged 16 years and under were more likely to say CLIC Online was better than other online information and guidance websites they had accessed (37%) compared with those aged 20 years or over (18%).

Figure 5.9 Comparison of CLIC website with other forms of online information and guidance accessed



Base: All users (549). Source: CLIC Online Survey (June 2012).

Young people responding to the survey aged 16 years or under who reported that CLIC Online was better than other *online* sources of information, advice and guidance highlighted the following:

- Accessibility: *"...because, although all the key information is given, there are also links to other websites where I can find even more detailed information about a specific topic"*.
- User-friendly format: *"Everything is easy to use and isn't confusing when reading an article"; "It is more understandable for all types of people including people who have difficulties reading"; "I like the colours, it attracts me"; "It's more informal and personal, making one feel more comfortable"; "There is not heaps upon heaps of writing"*.
- User-led: *"It's posted by only teens and everything gets published plus there's a giant range of help and cool things"; "It's got lots of things for young kids"; "It's easier to use and isn't repetitive, the content is made by people for people not by drone journalists..."; "More colloquial and helpful. I feel like it's not belittling also, like some other help websites for young people"; "The website includes videos that have been made by other young people to raise awareness and information which makes it more personal"*.

- A safe interactive environment: *“It is better because you can speak for yourself and other people don’t tease you, sometimes they may even help you”*.
- A central point of local information: *“It is like a book online”; “It’s all in one place and local to my area”*.

Users aged between 17 and 19 years of age highlighted the following:

- The ability to interact: *“You can upload articles/review events listed and build up friendships with other users”; “I can add my own stuff”, “...by allowing other people to comment and post their own views I feel it is much more valuable to the reader”*.
- User-led: *“It is better as it is written by younger writers like myself, therefore easier to relate to”, “It’s more of a young-person’s perspective rather than an older person trying to remember how they felt when they were my age”*.
- Breadth of information: *“...allows a range of views to be voiced on a wide variety of issues”*.

Users aged 20 years old and over highlighted the following:

- User-led: *“The articles aren’t just from ‘professionals’ but also individuals that have experienced the topic(s), which gives you a feeling of ‘I’m not the only one then’”; “...young people friendly – it can make situations less stressful [than] what they seem, hearing other people’s experiences”*.
- Locally relevant: *“Being that it is based in a smaller town I feel like I can connect and relate to the articles and others on the site more personally rather than not knowing anyone at all”*.
- User-friendly format and presentation: *“...quick access to information”; “Clear and concise with not too many ‘widgets’”; “It is bright and modern”*.

A few (3%) reported they felt that CLIC online was 'worse' than other online sources of information, advice and guidance they had accessed. Reasons for this related to:

- Information being out of date: *"...info pages seem to [have] needed updating for a long time"*.
- Poor navigability: *"I sometimes feel that information is harder to access, direct links aren't as easy to find without going through others and some don't work at all"*
- Lack of local information: *"Too many gaps in local info, too much info from the national site or other areas; needs to be more local to be relevant and be able to find this info easily"*.

This was also a common concern of respondents to the Estyn survey in 2007, which noted that:

*"...there is not enough local information for some young people and some topics of information are not available at all on the national site. The local co-ordinators are establishing good links with service providers in their areas to develop the local information pages; however, the pace of progress of this work varies too much across Wales".*⁶⁰

Promoting CLIC online

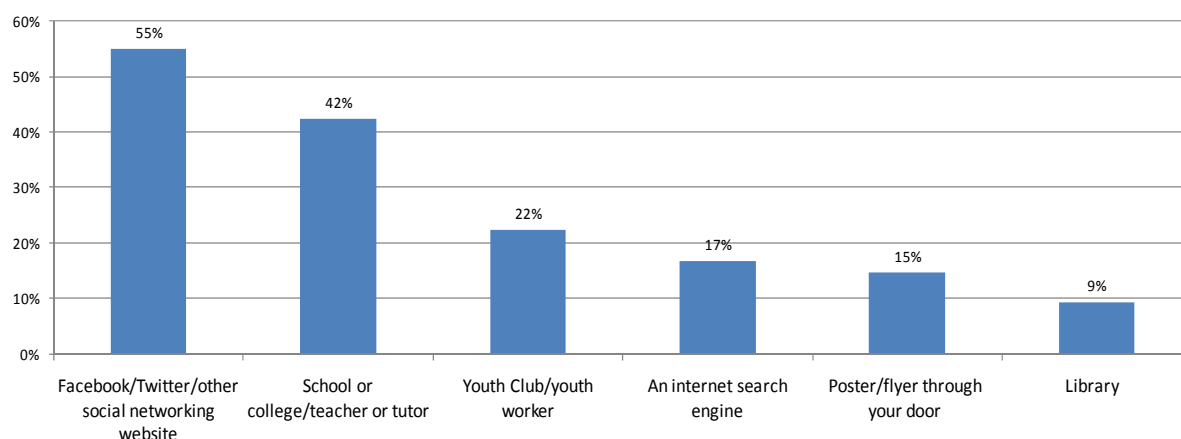
The survey asked young people to highlight the best ways of promoting a service like CLIC Online (Figure 5.10). Respondents considered Facebook or other social networking sites (55%) as the best way of doing this, followed by promotion through school and college (42%). Youth clubs and youth workers were also identified by 22% of users as an important means of promoting services. Relatively few users felt that job and careers centres (7%) or the CLIC magazine (7%) were good ways to promote CLIC Online.

Analysis by age identified that, as would be expected, those of school age were more likely to think the school would be a good route to promote the websites. Over half of all age ranges thought Facebook, Twitter or other social

⁶⁰ Estyn, A review of the management and delivery of the national information and advice project - CLIC Online by Careers Wales Association, (May 2007), p12

networking sites would be a good means of promoting a service like CLIC online.

Figure 5.10 Young people’s perspectives on the best way to promote the CLIC websites



Base: All users 549. 656 responses as each could choose more than one answer. Source: CLIC Online Survey (June 2012).

Evidence from the young people’s focus group discussions is consistent with the survey findings. When asked about their views on the most effective means of promoting CLIC, the most common responses were through social media, through schools and youth clubs. Social media, in particular, were viewed by most young people as essential, especially for an online service aimed at young people such as CLIC – *“our [local CLIC site] would definitely benefit from people being able to post video and photos to and from Facebook, Twitter and Youtube”*. However, the appetite for accessing CLIC through social media was not universal. One focus group’s participants said that they used Facebook to communicate with their friends, but would use CLIC as an information source, therefore they viewed the two as separate.

Schools and youth clubs were also seen as a key way to engage with young people. For some members of editorial groups, promoting the local sites through attending events was also seen as effective *“we had loads of people coming up to us at the Anglesey show last year and there was a lot of interest, we really want to be able to do that again this year and drum up support”*.

The effectiveness of promoting CLIC through flyers, magazines, and poster campaigns, was not considered to be effective. Few young people in the focus groups were aware of these or been encouraged to use CLIC Online by these methods.

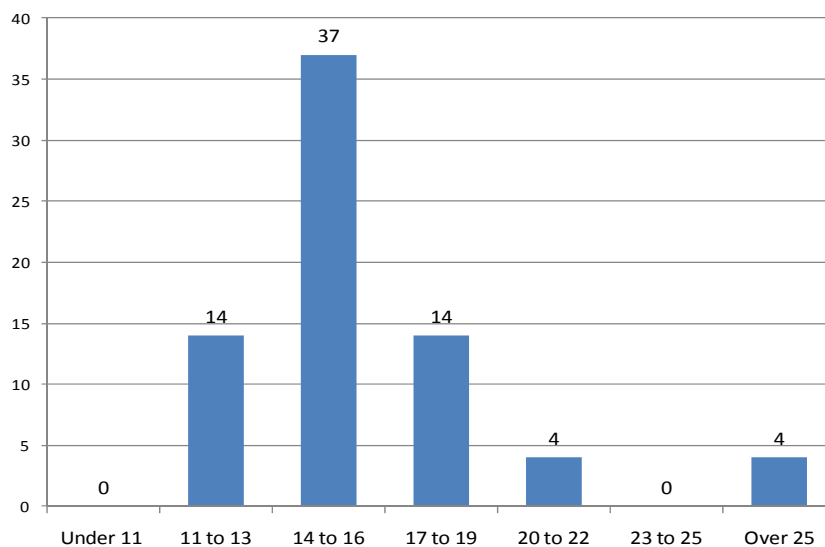
5.3 Young people that do not use CLIC Online

There were 73 young people (12% of the responses) completing the CLIC survey that could be categorised as non-users; of these, around half were unaware of CLIC Online. Because of the small numbers these are not generally reported as percentages and the results are combined with the feedback from focus group participants who were non-users of CLIC.

5.3.1 Profile of non-users

Half of non-users were aged between 14 and 16 years, with a further fifth aged between 11 and 13 years; and a fifth aged 17-19. Almost all of the non-users described themselves as British.

Figure 5.11 Age of non-CLIC Online users

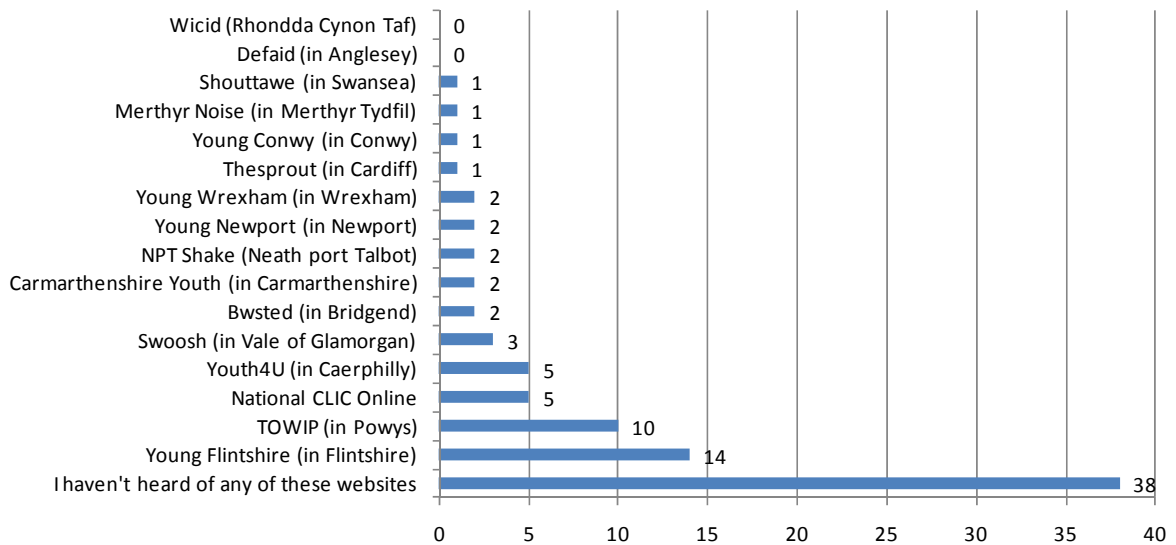


Base: All non-users 73. Source: CLIC Online Survey (June 2012).

5.3.2 Awareness about CLIC online

Over half of non-users had not heard about the national CLIC site or any of the other local CLIC sites. The most frequently heard of local sites were Young Flintshire and TOWIP, largely due to a higher share of responses from non-users living in these local authority areas (Flintshire and Powys). Only a few non-users had heard of the national CLIC site.

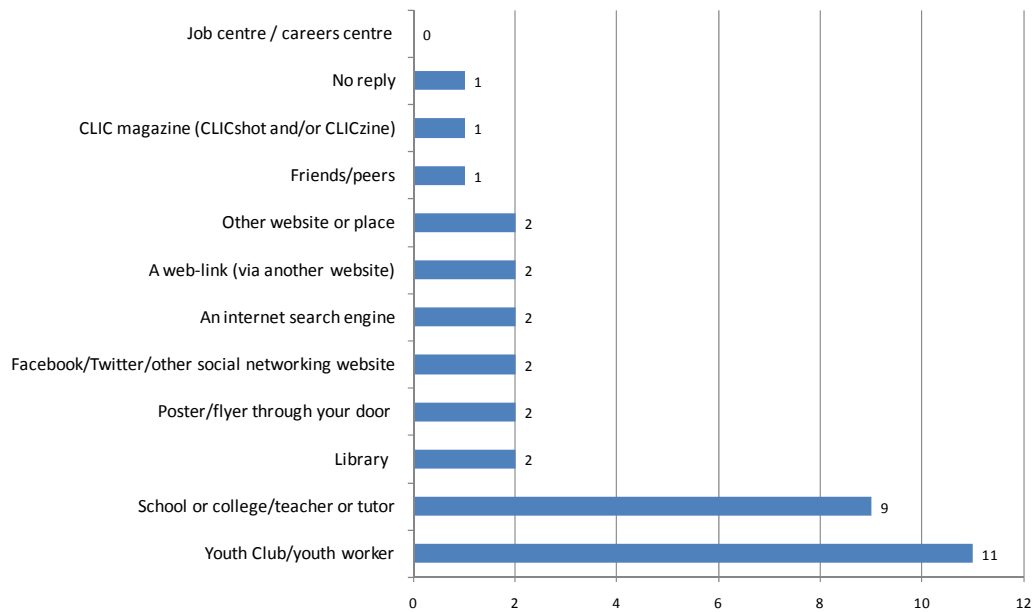
Figure 5.12 CLIC websites that non-users had heard about



*Base: All non-users (73); respondents could provide multiple responses to this question.
Source: CLIC Online Survey (June 2012).*

Where non-users had heard about CLIC Online, they had primarily heard about the service through a youth club or school.

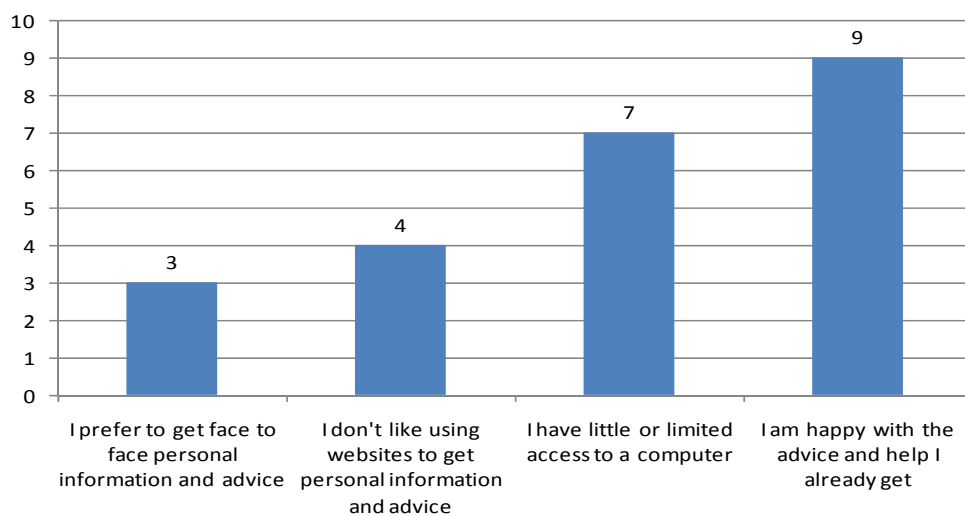
Figure 5.13 Means through which non-users had heard of the CLIC sites



Base: 35 non-users. Source: CLIC Online Survey (June 2012).

Where young people had heard of the CLIC websites but chosen not to utilise them, around a quarter stated that they were *'happy with the advice and help they already get'*. For some of these, access to a computer was limited which meant use of online support was problematic.

Figure 5.14 Reasons for not using the CLIC websites

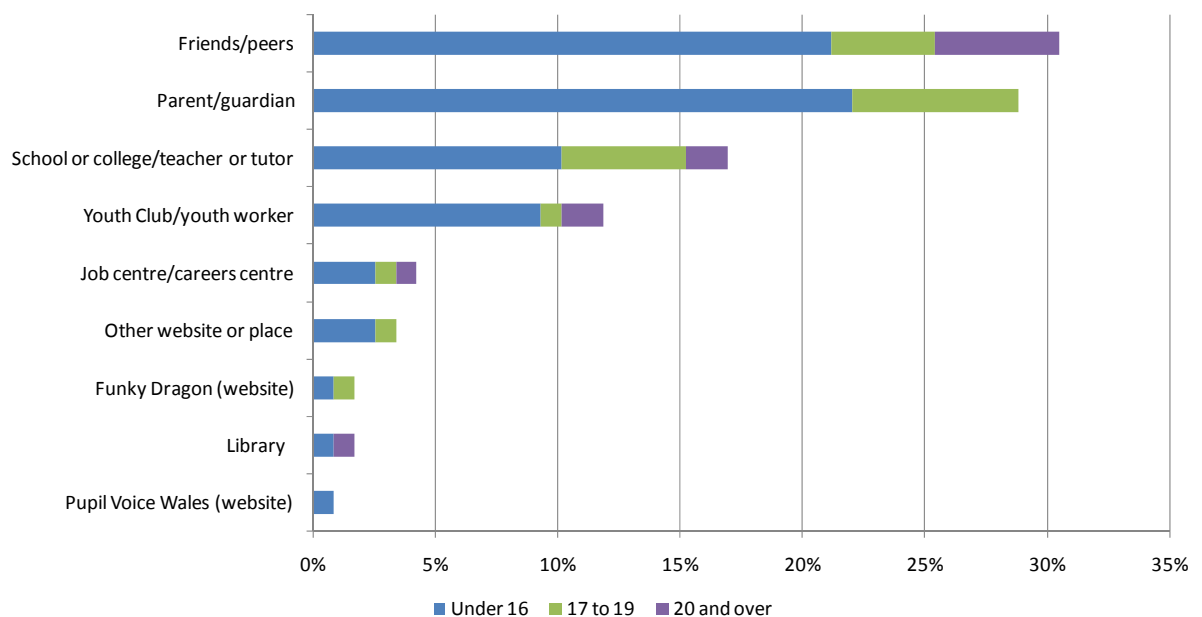


Base: 23 responses (where non-user had heard of the CLIC websites but not used them). Source: CLIC Online Survey (June 2012).

5.3.3 Use of information and guidance by non-users

The majority of non-users sought information and advice from their friends and peers or parents; this was followed by school or college or a youth club. None of the young people aged 20 years or over went to their parents for advice or guidance compared to about half of those aged 19 years or under. Young people aged 20 years or over were more likely to use their friends or peers as sources of information and guidance than those who were younger.

Figure 5.15 Source of information and guidance for non-users



Base: All 73 non-users (118 responses as respondents could provide up to 2 responses).

Source: CLIC Online Survey (June 2012).

Those focus group participants who were non-users of the CLIC site were also asked to describe the sources of information and advice they would use. The most common responses were parents and friends, teachers, and youth club leaders. In relation to on-line sources of information, responses included Google, Wikipedia and Yahoo but not specific websites. Most were users of Facebook and Youtube.

5.3.4 Views about CLIC Online features and functionality

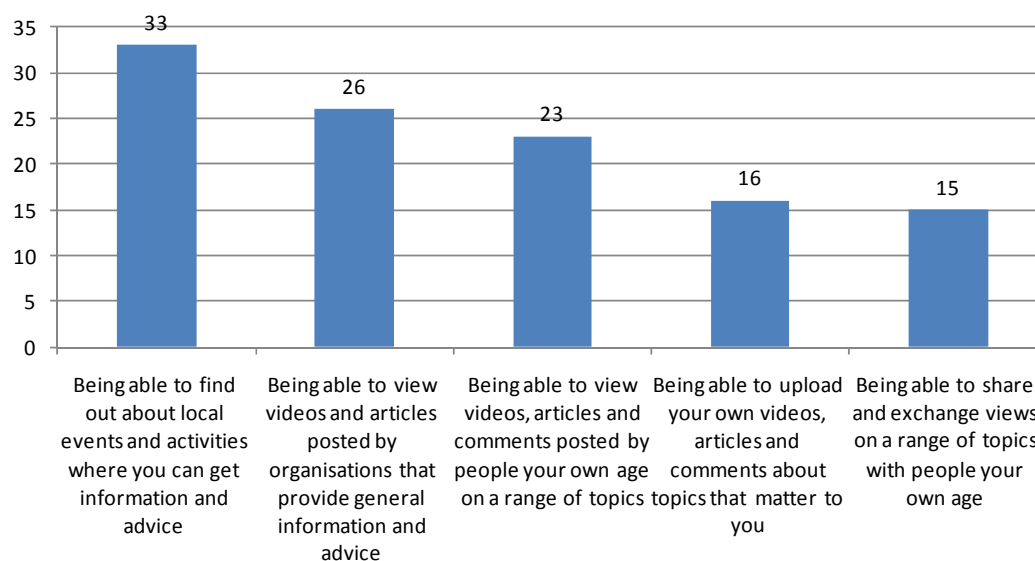
The survey asked non-users to consider some of the key features and elements supported by CLIC Online, namely:

- Being able to view videos and articles posted by organisations that provide general information and advice.
- Being able to view videos, articles and comments posted by people your own age on a range of topics.
- Being able to upload your own videos, articles and comments about topics that matter to you.
- Being able to share and exchange views on a range of topics with people your own age.
- Being able to find out about local events and activities where you can get information and advice.

Non-users were then asked to consider which, in their view, was the **most useful** in terms of accessing information, advice and guidance and which of the features would be **more likely** to encourage their use of a service like CLIC Online.

Figure 5.16 shows that the 'most useful' feature to non-users would be the ability to find out about local events and activities to gain information and advice. About a third of the non-users considered the ability to view videos and articles created by organisations and young people to be 'most useful' (broadly consistent with the views of users). Young people who did not use CLIC were less likely to view the ability to share views or to upload their own videos as useful.

Figure 5.16 Non-users views on the CLIC features that would be 'most useful' to them



Base: All non-users 73 (113 responses as respondents could provide up to two responses).

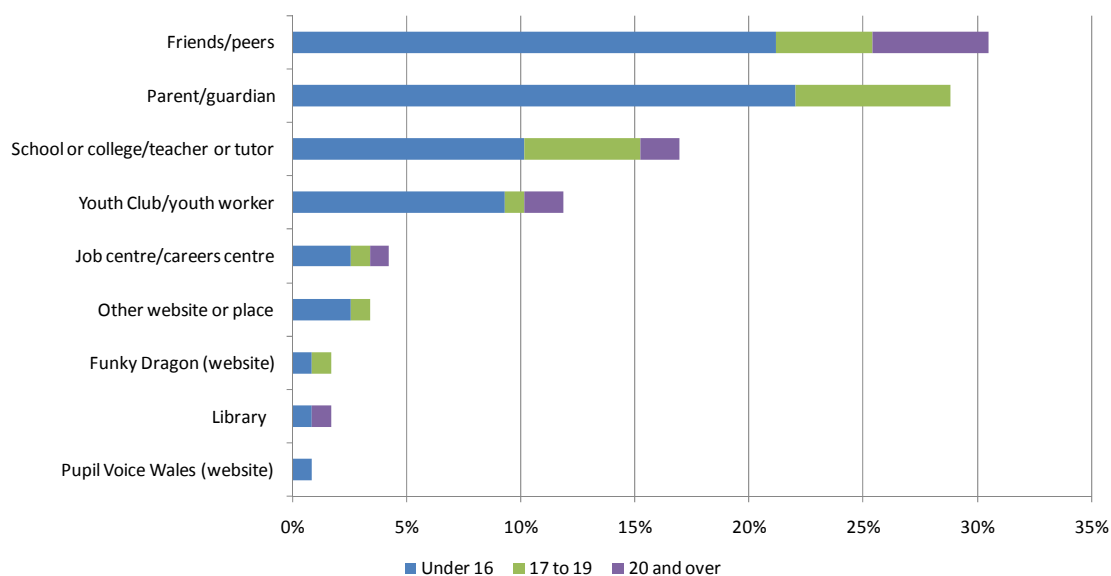
Source: CLIC Online Survey (June 2012).

In the survey, many non-users indicated that viewing videos and articles providing general information and advice and finding out about local events and activities could encourage them to become users.

This was consistent with non-users in the young people's focus groups where fewer were interested in the facility to add or upload personal content or comments than the information content. Some were less sure of the value of uploading material because of uncertainty about any repercussions from this "I wouldn't add an article in case someone said something nasty about me". This may reflect existing use of social networking sites such as Facebook and Twitter which are unregulated.

Non-users considered that Facebook, Twitter and other social networking, school and college were the best routes of promoting CLIC (which is consistent with the views of users). Young people aged over 20 were more likely to think that job centres or careers centres were a good way to promote CLIC Online.

Figure 5.17 Perceptions of best routes of promotion to engage young people



Base: All 73 non-users (142 responses as more than one answer could be provided to this question). Source: CLIC Online Survey (June 2012).

5.4 Practitioner use of CLIC Online

Arad’s research with CLIC local partners identified that:

- Awareness of CLIC was well established, with 14 local area partnerships having received information or heard of the current CLIC project by at least 2009.
- The majority of respondents agreed or strongly agreed that the information relating to CLIC that they had received was clear and easy to understand. However, about a third of respondents (six in total) were uncertain whether the information they had received had enabled them to understand how CLIC could help meet their local youth information needs. A further three respondents were certain that information relating to CLIC had not enabled them to reach an understanding of how CLIC could help them to meet their local youth information needs.
- A key point for practitioners was that, in some cases, local partners needed more support to understand how CLIC can contribute to broader aspects of their local youth information needs. To illustrate, one respondent noted that in their view, CLIC places too much emphasis on web-based solutions when the emphasis should be placed on

supporting front-line services to offer more face-to-face information advice and guidance.

Practitioners working with young people in the LA case study evaluation areas highlighted that:

- While awareness in the sense of having heard about or being aware of CLIC Online was in many cases high (with the exception of the LA case study area which had not developed a local CLIC website at the time of the research), awareness at practitioner level about how to make use of CLIC as a resource for their work with young people was low.
- Levels of practitioner use of CLIC Online varied greatly across the LA case study areas, and a small number of practitioners did not use the site at all.
- Some practitioners explained their low use as a result of two factors: first, that practitioners already had an 'established and trusted source of information' they were familiar with and which they tended to use in their work with young people; and second the characteristics of the young people they are working with can also have a bearing on the kind of information and support required. While CLIC provision aims to be universal in its scope, and its remit is inclusivity, some practitioners felt that CLIC was not always the most appropriate source of information, for example for young people with needs around a particular health issue.
- Where practitioners used CLIC Online regularly in their work with young people, CLIC was used not only as a source of information for themselves, but also as a tool to work with young people, showing them how to use the site to find the information they wanted and enabling young people to use it by themselves afterwards.

5.5 Key summary points

Young People

- 94% of the survey respondents had heard about the national and/or local CLIC sites. This indicates that there may be better awareness of CLIC among young people in Wales than in 2007. Over half of non-

users (53%) had not heard about the National CLIC website or any of the other local CLIC sites.

- In the focus groups with young people, a smaller proportion described themselves as active users of CLIC Online. Non-use of CLIC in these cases was generally linked to lack of awareness about the service entirely; in a few cases young people reported that they had heard about CLIC but were not sure what it was.
- CLIC users aged 16 years or under - had primarily heard of the website through their school or tutor or their youth club or youth worker; those aged between 17 and 19 years - were more likely to have heard of CLIC through their friends or peers; although some also reported hearing about CLIC online through youth workers and youth clubs. Those aged 20 years or more were most likely to have heard of CLIC through a youth worker; although again, friends and peers were an important referrer, and for this age group links from other websites and general internet searches were also identified as important. Findings from the LA case studies were consistent with this.
- Young people had accessed CLIC Online for various reasons. One third of young people reported they had visited CLIC for no particular reason other than curiosity; a further third (31%) reported they had wanted to read information about a specific issue. Findings from the LA case studies were consistent with this.
- The majority (over 90%) of users felt that the CLIC Online resources were 'helpful'. Over half stated the value was in having a central point of information for a range of topics.
- Where young people had heard of the CLIC sites but chosen not to use them, 26% stated that they were 'happy with the advice and help [!] already get'. For one in five, access to a computer was limited which meant use of online support was problematic. One in 10 however did not like using online resources to get personal information and advice with a similar level preferring face-to-face support.
- Almost half of the young people using CLIC Online that responded to the survey were using it for the first time; although one in ten reported using CLIC daily with a further one in five reporting they used CLIC weekly. In

terms of duration, just over half of respondents had been using CLIC for less than one month; one in five had been using it for over a year.

- The majority of young people using CLIC Online reported accessing the service through a personal computer (66%) with a further 12% using a family computer. Just 19% accessed CLIC through a public computer, such as at school or in a library; 4% used a smart phone or mobile phone.
- The facility to view videos and articles from organisations providing general advice and guidance was important to many users. A third of users also felt that up to date news, finding out about local events and viewing videos created by other young people was important. The least appealing feature was the ability to vote through online polls.
- Users of CLIC Online were more likely to have viewed interactive content available through the service rather than having uploaded their own content or voted using polls. This may be explained by the fact that a relatively small proportion of those who responded to the survey had registered with CLIC. Registered users were generally more regular users.
- Non-users reported they would be more likely to use CLIC Online if they could view videos and articles providing general information and advice and find out about local events and activities. Three-quarters also liked the idea of videos and content put online by people of their own age. Although many non-users did not feel that the facility to add their own content (through exchanging views or uploading content) would make them more likely to use CLIC, participants in the LA focus groups indicated this may be because of experience of using social networking sites such as Facebook and Twitter which are unregulated.
- Over two thirds of young people reported they had looked at another website to get further information and advice after being signposted through CLIC Online; and two thirds also reported they had used information on the CLIC website itself to decide 'what to do' about an issue they were facing. One in two users said they had attended an event after seeing it advertised on the CLIC websites; while two in five users said they had made direct contact with an organisation to gain

further support as a result of using CLIC. Frequent users were most likely to have taken action after accessing the CLIC websites.

- One in 10 users reported using CLIC Online as their sole source of information and guidance. More often, young people reported using personal contacts to help make decisions about future plans and issues affecting their daily lives. The most frequent 'source' reported was friends and peers, followed by parents/guardians and schools. Unsurprisingly, face-to-face contact with a trusted adult and/or peer remains an important means of obtaining information and advice.
- Young people identified Facebook or other social networking sites as primarily the best way of promoting a service like CLIC Online, followed by promotion through school and college. Youth clubs and youth workers were also identified as an important means of promoting services. Few users felt that job /careers centres or the CLIC magazine were good ways to promote the service.

Practitioners

- Awareness of CLIC is not universal among practitioners working with young people although it is clear that practitioners are often the 'gateway' for young people to access information and support.
- For practitioners working with young people who are aware of and have used CLIC, there is insufficient knowledge about how CLIC can help them in their information provision and support to young people. Many of them also tend to carry on using the tried and tested sources of information and guidance they are familiar with even when they are aware of CLIC's potential.
- Practitioners who are regular users of CLIC find the site and related support to be very useful in carrying out their roles in signposting young people and in providing sources of information and guidance they can use in their one to one work with young people.

6 Considerations and Conclusions

This chapter draws on the previous chapters to summarise the outcomes and performance of CLIC as set out in the aims of the evaluation in section 1.2.1. It then goes on to establish the value of CLIC and the extent it is providing an efficient and effective response to meeting the information and advice needs of young people aged 11-25 before going on to consider the future costs and arrangements for providing the service.

6.1 Outcomes and performance

The table below sets out the findings from the analysis about the achievements of the programme against its expectations, the quality of the service, the added value of the programme, its sustained impact and legacy, and its relative cost effectiveness.

Table 6.1 Assessment of outcomes and performance of CLIC contract

	Doing well	Challenges
Achievements against expectations	<p>Growing use and meeting overall target.</p> <p>Local site network growing which should be completed in 2013.</p> <p>Engagement of young people in development above target</p> <p>Responding to young people's preferences for access.</p>	<p>Equalising the geographical spread of users; increasing use in all areas to levels being achieved in Cardiff and RCT.</p> <p>Equalising the age range of users so that young people aged 20 and over in particular are greater users.</p> <p>Speeding up local site development and local authority action to raise awareness of young people and practitioners.</p>
Quality of the service	<p>High level of satisfaction of CLIC Online from most users.</p> <p>Recognised as useful by many practitioners and being much improved over previous local online</p>	<p>Some concerns of practitioners about quality and accuracy of information.</p> <p>Some local sites not available or under development; teething</p>

	Doing well	Challenges
	<p>information and advice.</p> <p>Users are assisted in gaining information and advice which they use.</p>	<p>problems in some areas.</p>
Added value	<p>Gaining new users with development of local sites to new template.</p> <p>Reinvigorating local sites with consistent national information and participation features.</p> <p>Recognition of young people's learning and personal development.</p> <p>Drawing in young people to national participative activities with spin off to local activities.</p>	<p>Keeping information up to date and providing customer support to the network of local sites.</p> <p>Enabling local areas to increase awareness and use among young people and practitioners.</p>
Legacy	<p>Developing standards and qualifications for youth information.</p> <p>Building a community of youth information services.</p>	<p>Increasing take up of qualification training.</p> <p>Maintaining local area investment and support.</p>
Cost effectiveness and value for money	<p>Single site for whole age range.</p> <p>Reduced development costs for local areas.</p> <p>Development costs which appear reasonable against costs of Young Scot.</p> <p>Cost effective compared to telephone or face to face information and advice.</p>	<p>Increasing use by young people aged over 20.</p> <p>Bringing down unit cost of use with much higher utilisation.</p> <p>Paying back investment with other uses.</p> <p>Making better use of marketing to support local sites to increase awareness and use.</p>

6.2 Future considerations

The following factors are each considered below to assess the future direction of the CLIC programme and contract: the strategic fit of CLIC with current and expected policy; the additionality provided by CLIC in relation to the current contractual components; the appropriateness and cost effectiveness of development and delivery within the current contract; and the progress made towards the development and operational goals set for CLIC.

6.2.1 *Strategic fit*

It is evident that:

- The Welsh Government has made a commitment to meet young people's information needs as part of its commitment to the UNCRC which also has a commitment to enabling young people to participate in the development of services for them.⁶¹
- There is a clear mandatory requirement for local authorities to provide such a service to its young people.⁶²
- Information and advice can be expected to support other policies and strategies in particular those working towards improving the well being of young people in Wales as well as underpinning young people's entitlements to personal support and information, advice and guidance on learning, careers and employment and a range of other matters.
- On-line information and advice can reduce some demand for face-to-face and personal services so that these can be focused on information, advice and guidance which require one-to-one support.

As a consequence, young people across Wales should expect high quality on-line information and advice tailored to their needs, based on national as well as local information and effective signposting to services, and to be aware of its availability.

6.2.2 *Additionality*

⁶¹ Children in Wales:
<http://www.childreninwales.org.uk/policy/legislation/draftassemblymeasures/15857.html>

⁶² Direction under Section 123(2) of the Learning and Skills Act 2000.

It is evident that:

- A branded national site and local sites has attracted new users and a wider range of users although the use of pre-existing local sites has provided a proportion of the recorded growth. The extent of growth in use at a local level is highly dependent on the quality and depth of work carried out by local area youth services.
- The national site ensures consistent information is available in areas without local CLIC sites.
- Young people actively participate in the development of local sites through national as well as local activities to engage them, such as the editorial groups; some young people are engaged through the weekend residential courses.
- The model employed by ProMo to engage young people, along with the focus on user driven content, offers something different compared to other online information and advice (nationally and to some extent locally in Wales).
- The national site is a comprehensive, centralised source and sign-poster of relevant information for young people that is specific to Wales; this is not duplicated by any other source.
- Many of the surveyed users find CLIC to be helpful (90%) with 65% reporting that it helps them to decide what to do about something and 41% using the information to access information and advice from elsewhere.

As a consequence, the national coordination of information and a national website has increased CLIC's reach and active participation. It provides a brand which can be identified among a wealth of competing sources of information. It also offers, as expected, an entry point to other services which young people are entitled to and may reduce demand on them for some types of enquiry.

6.2.3 Cost effectiveness and appropriateness

It is evident that:

- Providing a national site and a core set of national information, which is updated, eliminates any duplication that would occur if it were left to each local authority to provide this themselves and maintain it.
- Equally, local authorities do not bear the technical development costs to establish local sites nor the ongoing costs of this, only the running costs. This has helped to gain cooperation with most local authorities and ensure their participation.
- Engaging young people is time intensive when it takes place face to face, although this has brought young people into the design and development of the national site and local sites.
- Virtual editorial groups can effectively participate if they are regularly stimulated and managed.
- While marketing may have increased brand awareness, it is clear that the local sites and their promotion have been the main catalysts which have brought in more users.
- The value of promoting CLIC through flyers, advertising and magazines is not clear with many young people identifying social networking sites as one of the best ways to target new services for them (as well as via practitioners such as youth workers and teachers) and users largely made aware of CLIC through their peers, teachers and youth workers.
- Use by young people aged 16 and over (and their participation too) is less than for those aged under 16 and over are equally positive about CLIC.
- Use by young people compares well with two other sites (Young Scot, Youthnet) as does the growth in use; this may also reflect the partnership with local authorities and local sites.
- Bottom up awareness-raising of CLIC through practitioners working with young people has not yet reached all practitioners.

As a consequence, there are cost benefits to local authorities in the current arrangements for providing national information and benefits to the Welsh Government with an assurance of cost effectiveness and quality of information. Different ways to engage young people in the design and content review of the sites and to promote use might be more cost effective in the future as might attracting new users, especially those aged over 20, through bottom up approaches in local areas instead of so much national marketing.

Engaging schools and colleges in promoting access to the national and local sites ought to be a future focus of partnership work as well as engaging teachers and others who work with young people about the site and its content.

6.2.4 Progress and outstanding development

It is evident that:

- The initial development of local sites should be largely completed by February 2013 with 20 expected to be in place.
- There has been substantial growth in the use of CLIC; the upward trend is largely linked to new local sites although some LA sites have achieved deeper penetration after they have been established than others.
- There are still significant gaps in the reach and penetration of CLIC in terms of specific age groups (those aged over 16), gender (males), and areas (all except Cardiff and RCT).
- The extent of use and involvement of young people in some areas suggests that its use should potentially grow substantially. If at least 20 per 1,000 young people in all areas were registered, the expected level of visitor numbers should be around 57,000 a month, for example.⁶³ This could be the type of target needed for the next contract period.
- Much depends on the commitment and engagement of local authority and voluntary sector youth support service practitioners to develop and promote local sites and actively involve young people and other practitioners working with young people. There is a long way to go in most local authority areas to increase engagement and use.
- Much also depends on the activity and engagement of young people in local editorial groups; where these are strong there tends to be greater use of CLIC by young people.
- Various approaches have been used to engage a relatively small number of young people in one off activities and in continuing

⁶³ At least 20 per 1,000 young people would be 13,392 registered. At the current level of use, 6,435 registered users equates to 27,394 visits (three monthly average January to March 2012), so 13,392 registered users should generate 57,058 visits a month.

participation; these have to be built upon to increase the numbers and be developed into a clear strategy underpinning future development.

- Only this evaluation has brought about a wider survey of young people; more regular feedback from a range of users needs to be built into the engagement work to inform both development and promotion.
- While a start has been made to build the capacity of youth workers and other practitioners to provide information and engage young people in the process, this would need to be continued over several years to up-skill a larger proportion of the workforce and be built into the training of new entrants.
- While developments have kept pace with changes in means to access on-line information and to use interactive features, this can be expected to continue to change.

As a consequence, there is further work to maintain momentum and evidence that some aspects of the contract should change to make further progress towards the aims set for CLIC cost effectively in relation to the extent and equality of access, awareness and use.

6.3 Future requirements

Taking account of the factors discussed above, future requirements are considered for the key elements of the current contract below, along with any different arrangements for meeting them.

6.3.1 Producing, updating and providing information for young people (Lot1)

For the future there are cost benefits to local authorities in having a national site with a national team responsible for updating and quality assuring the information provided. It is important that they understand the needs of all young people and the usability of the site. To this end, it is important to involve young people and to have a turnover of the young people involved. This can be assisted by having national and local editorial groups (see 6.3.3 below), although costs to maintain a national group can be kept down through it being

a virtual community. It is important that this activity engages young people of all ages, uses surveys to extend reach, and regularly involves specific interest groups. The extent and nature of involvement should be an output target.

Continuing to provide opportunities for young people to contribute requires moderation which takes up staff time. Given the benefits of this to making the site owned by young people and a source of peer advice, this should be continued by the national team.

As a site that is first and foremost an information resource the information content must be kept up to date and must be accurately sign-posting other sources of advice and guidance. This must be a priority and has to be balanced against having user driven content and material which draws target users to the information.

There is no strong evidence to suggest that developing a separate site for the older age group of young people would increase their use and participation. Older young people have similar negative and positive views about CLIC as the younger age groups.

6.3.2 Working with partners (Lot 2)

For the future, less work should be needed to broker partnerships with lead organisations in local authority areas, although there will be some outstanding work with a few local authorities after February 2013 and a continuing need for relationship management and customer support across Wales. This work must also factor in some of the risks inherent in maintaining local sites (which is dependent on local authorities' commitment and resourcing to both the local site but also the engagement of users and practitioners) but responsibility rests with the local authorities to ensure and secure provision so the future contract should not provide a supplementary resource. Local authorities can obtain support from the CLIC contractor or elsewhere in return for a fee.

However, supporting practitioners to identify where, and how, CLIC can help in their information provision and support activities with young people emerged as an important factor for practitioners and the implementation and use of CLIC in the future. The contractor should focus on providing advice and guidance to local authorities on raising awareness and engaging young people and, particularly, practitioners working with young people through spreading good practice. It is evident that work carried out by the local authority level underpins this. The Welsh Government could also support this through its guidance on local authorities' and schools' responsibilities to young people.

Further work is needed to develop partnerships with national organisations and to explore opportunities for streamlining information collected and provided by local authorities for CLIC. For example the template approach to information and advice to young people could be extended to family information services since the family information service in each local authority already draws on some of the same local information as CLIC. Equally the interactive capabilities offered by CLIC provide a potential platform for direct, real-time, feedback from young people. Call-off contracts could be used to explore these opportunities to streamline information services and save money for the Welsh Government and local authorities.

Capacity building the workforce of practitioners working with young people needs to continue and this will build up the use of CLIC and the resilience of local sites. Higher level qualifications ought to be developed beyond the end of the current contract to provide pathways for youth workers specialising in information and advice while new and existing members of the paid and unpaid workforce should be encouraged to take up the existing qualifications (or for them to be units in the training of new entrants). ProMo estimates that at least another 600 people ought to be trained as well as replacement staff.⁶⁴ Paying for accreditation should not necessarily fall on the contract although the national contractor can assist by continuing to train up its staff and staff in local authorities to support training and act as internal verifiers.

⁶⁴ The estimates provided by ProMo seem to be a reasonable basis.

6.3.3 Involving and working with young people (Lot 3)

For the future, it remains important to involve young people through national and local editorial groups, although building on the foundations and learning from the current contract about how to do this effectively. It needs to be continuous because participants need to be replaced and re-energised. While local authorities should be responsible for local groups, the national contractor should be expected to maintain a national group.

It is debatable whether young people are engaged through the provision of weekend residential courses and the accreditation of the learning they have gained. Local authorities should have means to recruit young people to local editorial groups through schools councils, youth councils and youth groups, although this needs to be considerably broadened to engage those aged over 20. Weekend residential courses would provide some support to local authorities' efforts and help to maintain a national editorial group. However this would not require as many weekend residential courses as have taken place over the last two years. The awards are welcomed by a few young people but they are not their main motivation for participating in local editorial groups.

It will be important to ensure the young people engaged are representative of the target group and reflect its diversity. For the national contractor it is necessary to engage groups that represent special interest groups for young people. These could be broadly defined, and include LGBT, unemployed young people, young parents, physically disabled etc.

6.3.4 Using new technology to engage young people (Lot 4)

For the future, telecommunication technology is likely to become the main means for the target age groups to access online information and use CLIC. Setting visitor and site usage targets which should be expected from an established national site and a near complete network of local sites should

continue to be the best means to monitor a contractor's ability to make the site accessible and relevant to young people.

A higher level of awareness and a greater level of reach ought to be achieved to justify the public expenditure. It would not be unreasonable to expect a registration level of at least 20 per 1,000 in all local authority areas in Wales within four years since such a level has been achieved in two local authority areas. This would equate at current rates to a monthly use of CLIC by over 57,000 visitors. If local sites which exceed this also grew then the monthly use should be greater than this. The alternative would be to set an average number of young people per 1,000 across Wales at the end of each of year of any new contract.

6.4 Conclusions

There is a strong case for the Welsh Government continuing to support CLIC on the basis:

- It provides information and advice to young people which is a mandatory requirement for local authorities and a longstanding commitment of the Government's;
- Information and advice can support many other government strategies including engaging young people in education and training as well as positive activities, supporting their transition to employment, and enhancing their health and safety;
- It has the potential to be a cost effective route for government departments and local authorities to provide information to young people if it were accessed regularly by a large proportion of young people (though this has yet to be achieved);
- It has increased numbers of young people using the online information and advice (now over 30,000 a month) and is generally liked by users; and,
- It is more cost effective to provide national information through a national website which potentially supports all local authority areas' services.

But after February 2013, it should build on what has happened during the current contract to:

- Support local authorities to substantially increase awareness, engagement and use by young people at least to the levels achieved in three local authority areas;
- Ensure that it attracts all young people so that users are representative of the age, gender, and ethnicity of those aged 11-25;
- Build awareness of CLIC by practitioners working with young people and the capacity of youth support services to maintain information and engage young people and practitioners effectively by providing advice and guidance on how to do this effectively and access to appropriate training, including qualifications; and,
- Obtain feedback from a wider range of users and non-users to help develop and maintain the relevance and quality of the content and appeal of CLIC.

ANNEXES

Annex 1 CLIC Management Staff and National Stakeholders

Contractor Management Staff (x 8 interviews)

ProMo Cymru (CLIC contractor)	Marco Gil Cervantes (CEO – CLIC lead)) Kath Allen (Senior Participation Officer – CLIC) John McKernan (Deputy CEO – Finance) Rachel Burton (Training officer) Geoff Moore (Counties partnership officer)
Burning Red (CLIC technical sub-contractor)	Alex Mills, Technical Director Gareth Green, Account Manager
Arad Research Ltd	Stuart Harries

CLIC National Stakeholders

Welsh Government (x 9 interviews)	
WG CLIC Contract Manager	Michelle Playle – Supporting Young People, Schools and Young People Group
Youth Work	Tanis Cunnick - Head of Youth Work Strategy Branch
Youth Support	Jane Peffers - Senior Manager, Youth Support Services
<u>Meic</u>	Elin Gwynedd - Head of Empowering Children and Young People, Children, Young People and Families Division, Health, Social Services and Children's Department
Family Information Services	Helen Freese - Programme, Implementation and Engagement Manager, Supporting Children and Families, Department for Health, Social Services and Children, Social Services and Children's Directorate
UNCRC	Nick Keating – national lead for UNCRC policy and legislation
Participation of Young People	Jane Harries – national lead for participation of young people
Marketing and Communications	Sharon Doleman – oversees CLIC contract manager Jacqui O'Donnell
Agencies and groups (x 2 interviews)	
Council for Wales of Voluntary Youth Services	Paul Glaze – Policy lead for young people
Welsh Local Government Association	Tim Opei - Lifelong Learning Policy Officer (Youth)
Representatives of partner groups (x 7 interviews):	
Youth Information Worker	David Holtham (Cardiff)

Council - National Leads	Rose Davies (Pembrokeshire)
YMCA Wales Community College	Margaret Jones - involved with CLIC Training Developments
Loud and Proud – Cardiff Youth Service	John Bond – Youth Provision Involved in CLIC Information Development
Save the Children	Trudy Aspinall – Children’s Rights Policy Officer Involved with CLIC UNCRC Information and Quality Information Standards
Newport Youth Council/Information Shop	Nazia Ali Involved in CLIC information development – sections on youth forums and communication; previously attended residential as support worker for young people
Blaenau Gwent Youth Information Officer	Gavin Townsend Involved in CLIC information development; previously attended residential as support worker for young people

Annex 2 Key Lines of Enquiry: Commissioning and Management Staff, National Stakeholders, LA Case Studies

Interviews with CLIC commissioning staff, contractor and national stakeholders

These interviews sought further information about the:

- structure of the programme and activities within it; how they are delivered and how the contract management arrangements are working;
- achievement and outcomes of the programme to date against expectations; reasons for any slower than expected progress; barriers and challenges; expected achievement by the end of the programme;
- the deployment of resources and staff to different activities; how CLIC is maintained and kept up-to-date;
- their understanding of the programme's effectiveness in engaging young people and delivering the expected outputs and outcomes for young people, as well as for practitioners;
- lessons learned so far, what is working well and what not so well and why, including any emerging examples of where it has worked well and why;
- the wider policy context and the needs of young people, how it has changed and expected changes in the future; and,
- their understanding of any gaps in provision in terms of information, the functionality of the website/local template, and non-users which would inform future development and delivery.

Local Authority Case Studies - key lines of enquiry for each set of interviews is summarised in the box below.

Managers and staff familiar with the on-line resources used for sign-posting services particularly those engaged in consideration and implementation of the CLIC local template.

These interviews sought information on:

- views on the national on-line resources; their coverage, their functionality, their currency; the gap they fill; how they compare with other sources identified;
- how far CLIC fulfils their requirements to provide information and advice for young people aged 11-25;

- other sources used and reasons for this;
- rationale for participating or not in developing the local template;
- how they have worked with the contractor and how well this has gone to achieve a local site; progress for those without local sites completed; involvement of young people
- views on the quality and functionality of the local site and the role of the contractor in responding to problems and providing consultancy support;
- what has been achieved and what evidence there is of greater use or new uses by young people and practitioners of national/local information and advice as a result of CLIC; and,
- what is their own experience of using the resources to provide help to young people, parents and practitioners.

Interviews with practitioners

These interviews sought:

- their knowledge and understanding of CLIC and any local improvements of information and advice to young people;
- their awareness of CLIC and the extent CLIC is promoted and used;
- their view on its comparability to other sources and the extent that other sources are used;
- their use of CLIC and their experience of content and functions in relation to their needs; their use of other sources/websites and the gap filled by/value of CLIC;
- evidence of the knowledge and understanding they have gained and with what benefits to the quality of their work; and,
- evidence of any positive effect this has had on beneficiaries.

Focus groups and interviews with young people

Focus groups were presented as a “chat with [...] who want to find out...”. The discussion topics included: participants’ use of information and advice, purposes/needs met; knowledge and awareness of CLIC and other on-line resources, how they became aware of CLIC, their uses of CLIC, the value of information to them in taking action or making a decision, the extent that this enabled them to act or added to other information and guidance they had received, their satisfaction with different content and functions.

Researchers tailored questions and discussion topics depending on the age group and situation.

Annex 3 CLIC Online Survey - users and non-users (young people)

1. CLIC is the national information, advice and guidance service for young people aged 11-25 in Wales. The focal point of **CLIC** is interactive websites which publicise events and provide articles, pictures, and videos across a range of topics.

Have you heard of any of the following CLIC websites:

	YES	NO
National CLIC Online		
Defaid (in Anglesey)		
Bwsted (in Bridgend)		
Youth4U (in Caerphilly)		
TheSprout (in Cardiff)		
Carmarthenshire Youth (in Carmarthenshire)		
Young Conwy (in Conwy)		
Young Flintshire (in Flintshire)		
Merthyr Noise (in Merthyr Tydfil)		
NPT Shake (Neath Port Talbot)		
Young Newport (in Newport)		
TOWIP (in Powys)		
Wicid (Rhondda Cynon Taf)		
Shouttawe (in Swansea)		
Swoosh (in Vale of Glamorgan)		
Young Wrexham (in Wrexham)		

YES to any of the above **ROUTED TO Q2**

NO to all of the above **ROUTED TO Q5**

2. Have you used any of the CLIC websites?

YES – **ROUTED TO QXX**

NO – **ROUTED TO Q3**

3. How did you first hear about the CLIC website(s)? **PLEASE TICK ONE**

Friends/peers

School or college/teacher or tutor

Youth club/youth worker

Library

Job centre/careers centre

Poster/flyer through your door

CLIC magazine (CLICshot and/or CLICzine)

Facebook/Twitter/other social networking website

An internet search engine

A web-link (via another website)

Other website or place – please say _____

4. If you have heard about the CLIC websites but not used them, why is this? **PLEASE TICK ALL THAT APPLY**

I don't like using websites to get personal information and advice

I have little or limited access to a computer

I prefer to get face-to-face personal information and advice

I am happy with the advice and help I already get

Other reason – please say why _____

5. Where do you generally go to find information to help you make decisions about future plans and things affecting your daily life?

PLEASE TICK MAXIMUM OF TWO

Friends/peers

Parent/guardian

School or college/teacher or tutor

Youth club/youth worker

Library

Job centre/careers centre

Funky Dragon (website)

Pupil Voice Wales (website)

Meic (advice line)

Other website or place – please say: _____

6. The CLIC websites have been designed to allow people like you, as well as organisations providing services for people like you, to upload articles, pictures, videos and to publicise events and activities. Which of

the following do you think you would find **most** useful? **PLEASE TICK A MAXIMUM OF TWO**

Being able to view videos and articles posted by **organisations** that provide general information and advice

Being able to view videos, articles and comments posted **by people your own age** on a range of topics

Being able to upload **your own** videos, articles and comments about topics that matter to you

Being able to share and exchange views on a range of topics with **people your own age**

Being able to find out about local events and activities where you can get information and advice

7. Would any of the features listed below make you **more likely** to use the CLIC websites?

	YES	NO
Being able to view videos and articles that provide general information and advice		
Being able to view videos, articles and comments posted by people your own age on a range of topics		
Being able to upload your own videos, articles and comments about topics that matter to you		
Being able to share and exchange views on a range of topics with people your own age		
Being able to find out about local events and activities where you can get information and advice		

8. What is the **best way** to promote information and advice to people like you? **PLEASE TICK MAXIMUM OF TWO**

School or college/teacher or tutor

Youth club/youth worker

Library

Job centre/careers centre

Poster/flyer through your door

CLIC magazine (CLICshot and/or CLICzine)

Facebook/Twitter/other social networking website

An internet search engine

Other website or place – please say: _____

QXX How did you first hear about the CLIC website(s)? **PLEASE TICK ONE**

Friends / peers

School or college / teacher or tutor

Youth Club / Youth worker

Library

Job centre / careers centre

Poster / Flyer through your door

CLIC magazine (CLICshot and/or CLICzine)

Facebook / Twitter / other social networking website

An internet search engine

Other website or place – please say _____

QXX Why have you used the CLIC website(s)? **PLEASE TICK ONE**

Nothing in particular - just curious to look around the site(s)

To read more about something specific

To get further help with something specific

To comment on a particular article or topic and share experiences and views with other people through the site(s)

QXX How helpful do you think the CLIC website(s) is in terms of providing information and advice on the issues that matter most to you? **PLEASE TICK ONE**

Not at all helpful – POP UP Qa – Please explain why

A bit helpful – POP UP Qb (see below)

Really helpful – POP UP Qb (see below)

*POP UP Qb – What, if any, elements of the CLIC website(s) have you found most helpful? **PLEASE TICK MAXIMUM OF TWO***

- Having information about a range of topics in one place

- *Having information and videos on specific things that is up to date and easy to understand*
- *Having links to other organisations that can provide more information and advice*
- *Being able to read articles and comments uploaded by other people using the website*
- *Being able to post your own comments on specific topics and share these with others using the website*

QXX How often do you use the CLIC website(s)? **PLEASE TICK ONE**

- First time
- Every day
- Once a week
- Once a month
- Less than once a month

QXX How long have you been using the CLIC website(s)? **PLEASE TICK ONE**

- Less than 1 month
- 1 – 3 months
- 4 – 6 months
- 7 – 12 months
- Over a year

QXX Where do you generally access the CLIC website(s) from? **PLEASE TICK ONE**

- My own computer
- My family computer
- A public computer (for example at a school, library, jobcentre, careers centre)
- A mobile or smartphone

QXX Where else do you go to find out information to help you make decisions about future plans and things affecting your daily life?

PLEASE TICK MAXIMUM OF TWO

- Nowhere else
- Friends/peers
- Parent/guardian
- School or college / teacher or tutor
- Youth Club / Youth worker
- Library
- Job centre / careers centre
- Funky Dragon (website)
- Pupil Voice Wales (website)
- Meic (advice line)
- Other website or place – please say: _____

QXX What is the **best way** to promote the CLIC website(s) to people like you? **PLEASE TICK MAXIMUM OF TWO**

- School or college / teacher or tutor
- Youth Club / Youth worker
- Library
- Job centre / careers centre
- Poster / Flyer through your door
- CLIC magazine (CLICshot and/or CLICzine)
- Facebook / Twitter / other social networking website
- An internet search engine
- Other website or place – please say: _____

QXX After using the CLIC website(s) have you ever:

	Yes	No
Used information on this website to help you decide what to do about something?		
Looked at other websites that you found through this site to get more information and advice?		
Made direct contact with another organisation you found through this website to get further information and advice?		

Used information from other websites/organisations that you found through this website to help you decide <i>'what to do'</i> about something?		
Been to an event after seeing it advertised on this website?		

QXX How does the CLIC website(s) compare to other information and advice online that you have used before? **PLEASE TICK ONE**

I haven't accessed other information and advice online

Don't know

Worse – POP UP Q8b: In what way is this website not as good as those you have used before?

The same

Better – POP UP Q8a: In what way is this website better than those you have used before?

QXX The CLIC website(s) has been designed to allow people like you, as well as organisations providing services for people like you, to upload articles, pictures, videos and to publicise events and activities. Which of the following features do you find **most** appealing? **PLEASE TICK A MAXIMUM OF TWO**

Being able to view videos and articles posted by organisations that provide general information and advice

Being able to view videos / articles / comments posted by people like you who are using this site

Being able to get up to date 'news' items about different topics and issues that matter to you

Being able to upload your own videos / articles / comments to share with other people using this site

Being able to vote through 'polls' on specific topics and issues

Being able to find out about local events and activities where you can get information and advice

QXX Have you done any of the following while on the CLIC website(s):

	Yes	No
--	-----	----

Viewed videos / articles posted by organisations that provide information and advice services?		
Viewed videos / articles / comments posted by people like you who are using the site(s)?		
Uploaded your own videos / articles / comments to share with other people using the site(s)?		
Voted using the 'polls' on specific topics and issues?		

QXX Have you 'registered' to be a member of the CLIC website(s)?

YES

NO

Every user routed to complete demographic questions 9-12

9. Are you:

Male / Boy

Female / Girl

10. How old are you?

Under 11

11-13

14-16

17-19

20-22

23-25

Over 25

11. Please tick the area in which you live:

Anglesey	Carmarthenshire	Gwynedd	Pembrokeshire	Vale of Glamorgan
Blaenau Gwent	Ceredigion	Merthyr Tydfil	Powys	Wrexham
Bridgend	Conwy	Monmouthshire	Rhondda Cynon Taf	Other (please say)
Caerphilly	Denbighshire	Neath Port Talbot	Swansea	
Cardiff	Flintshire	Newport	Torfaen	

12. What best describes your ethnicity?

Welsh/ English/ Scottish/ Northern Irish/ British

Irish
Gypsy or Irish Traveller
Any other White background – please describe
White and Black Caribbean
White and Black African
White and Asian
Any other mixed/multiple ethnic background – please describe
Indian
Pakistani
Bangladeshi
Chinese
Any other Asian background – please describe
African
Caribbean
Any other Black/African/Caribbean background – please describe
Arab
Any other ethnic group – please describe
Don't know
Refused