



GROSVENOR

Young people, their neighbourhoods and trust

What is this for?

Grosvenor is a property company. We make and manage neighbourhoods and have been doing this for over 340 years. Our heartland is in London's West End, where we support about 9,000 residents, 870 businesses and 50,000 workers and look after 147 acres of public realm every single day. We also create sustainable new neighbourhoods in London and across the South of England. We try to think long-term and give equal weight to the social and commercial impact of everything we do.

We want to understand how young people, aged 11 to 21, feel about the future of the places, buildings, and streets in their neighbourhood. Do they feel like they get a say in what happens? What would they like to change? And who do they trust to listen to them?

It's really important that we hear from young people themselves – not just have other people speaking on their behalf - and so we are producing a short video containing young people's direct response to these three questions. We would like to hear what members of the Young Urban Panel have to say.

This is part of a campaign to ensure young people have a greater influence in the future of their neighbourhood and the way that places are created and managed. The main part of this project is a national youth engagement toolkit designed to help professionals better involve young people in planning and development. This is being produced in partnership with:

- Sport England
- The Town and Country Planning Association
- ZCD Architects

The submitted clips would be edited together into a 2/3-minute video and shorter 15-30 second snippets. These will be shared on Grosvenor's social media channels in the autumn and by other partners involved in the campaign (including you, we hope!).

Permissions required

To take part in this activity, young people (and their parents if under 16) will need to read this information and sign a release form giving their permission to use the clips by Friday 18th August.

Individual names would not be included in the final video and we will specifically check the release forms against the submitted clips to ensure the relevant permissions are given.

Prizes for the videos

There are 2 individual prizes (a £50 JD Sports Voucher) for the best videos and most compelling answers, which will be awarded the autumn when the campaign launches.

Submitting the clips

Please send the videos and signed release forms to Nicola Wood (nicola.wood@grosvenor.com) via WeTransfer by Friday 28th August.



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Activity brief

What is this for?

We want to understand how you feel about the future of the places, buildings, and streets in your neighbourhood. Do you feel like you get a say in what happens, what would you like to change, and who do you trust to listen to you?

We are producing a short video with your responses to these questions. This is part of a campaign to ensure young people like you have more of a say in the future of your neighbourhood and the way places are created and managed.

There are also 2 x £50 JD Sports Voucher's up for grabs for the best videos and most compelling answers, which will be awarded the Autumn. So, think creatively about the filming and your answers.

What do you need to do?

Working in pairs, we'd like you to film each other answering three questions. Each person's video (including responses to each of the questions) should be no more than **30 seconds long** so try and answer each question as simply as possible.

Record the videos in **landscape** using a **phone camera** with your partner's face clearly in shot. If you'd prefer to film the video yourself, you can use the front camera - like a selfie.

We want to hear about things you might change in your neighbourhood, so **filming outside** near to places you would change is great. If you are filming inside, then **an interesting or colourful background** would work well too.

Try to **film your answers in one continuous take**. Your partner can remind you of the questions between each answer if helpful. **Use full sentences** in your responses rather than yes/no answers so that the clips make sense on their own as shown in the example responses. For example, with question 2 you might start by saying *"I think that young people like me are listened to a lot because..."*

So that we can hear you clearly, make sure there isn't lots of background noise or other people talking. Please also **turn off any filters** or extra effects.

When you are finished recording, you can send the videos to **[Hattie Webb]**. The files will be quite large so make sure you are connected to WIFI and use WhatsApp or Airdrop. We'll share the final video with you before it is published.

Questions

- 1. Start the video by telling us your name and how to spell it** – this is so we can get your permission to use the video. Your name won't be used in the final film.
- 2. How much do think young people are listened to?** *"Young people are never listened to because..."*
OR *"I think that young people are listened to a lot because..."*
- 3. Would you like a say over the future of buildings and streets in your neighbourhood? If you were in charge, what would you change?** *"I wish I had a say in the future of my neighbourhood. If I was given the chance, I would make sure there that there were more [...] because [...]"*
- 4. Who do you trust to listen to you and why?** *"I trust people like [xx] because..."*