

WORLD HERITAGE **YOUTH** AMBASSADORS



The vision of the award winning World Heritage Youth Ambassador program is to empower Young People to learn about and have an active and powerful voice in their own lives, their local communities and World Heritage

EMPOWERED

SUPPORTED

PARTICIPATIVE

INFLUENTIAL

ACTIVE



Why did we do this?

WORLD HERITAGE
YOUTH
AMBASSADORS

Young people are major human resource for development and key agents for sector change and innovation

NATIONALLY

- Lack of national youth representation in WHS.
- WHS struggle to engage teenagers
- WHS wanted to be upskilled in working with teenagers
- Lack of qualification in World Heritage
- Mainly formal learning to engage

LOCALLY

- Young people had a bad reputation locally
- Inter-generational intolerance (increased since COVID).
- No youth representation in Blaenavon, and no vehicle to enable it.
- Industrial heritage was a 'hard sell' to young people. Not cool!
- Lots of social issues faced by young people – heritage was not important.



WHY SHOULD YP ENGAGE?!

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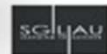
QUESTION: WHATS IMPORTANT TO
YOU???

QUESTION:
WHATS
IMPORTANT TO
**YOUNG
PEOPLE??**



What are the most important things in a young persons life?

WORLD HERITAGE
YOUTH
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How did we engage?

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- The right skills and personalities
- The right recruitment
- Small numbers
- Meaningful
- Fun
- Youth led
- Adult training
- THE RIGHT ENVIRONMENT**



"the experiences will last a life time" Ruth. Age 17



The Model of Engagement

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A youth work approach

Voluntary engagement
Building relationships
informal educators
Conversation

Youth led activity

Focus on the needs of the
young person to be
relevant
Focus on enjoyable
activity
Make it about the young
person rather than
heritage
Review the approach as

Adult engagement

Combining heritage and
youth professional staff
Up-skilling adults to have
teh riht skill set
Resourcing and supporting
young people
appropriately
Changing adult
perceptions of young



The Model of Engagement

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1. Youth work Values and Principals

Voluntary Engagement

BUILD RELATIONSHIPS

INFORMAL EDUCATORS

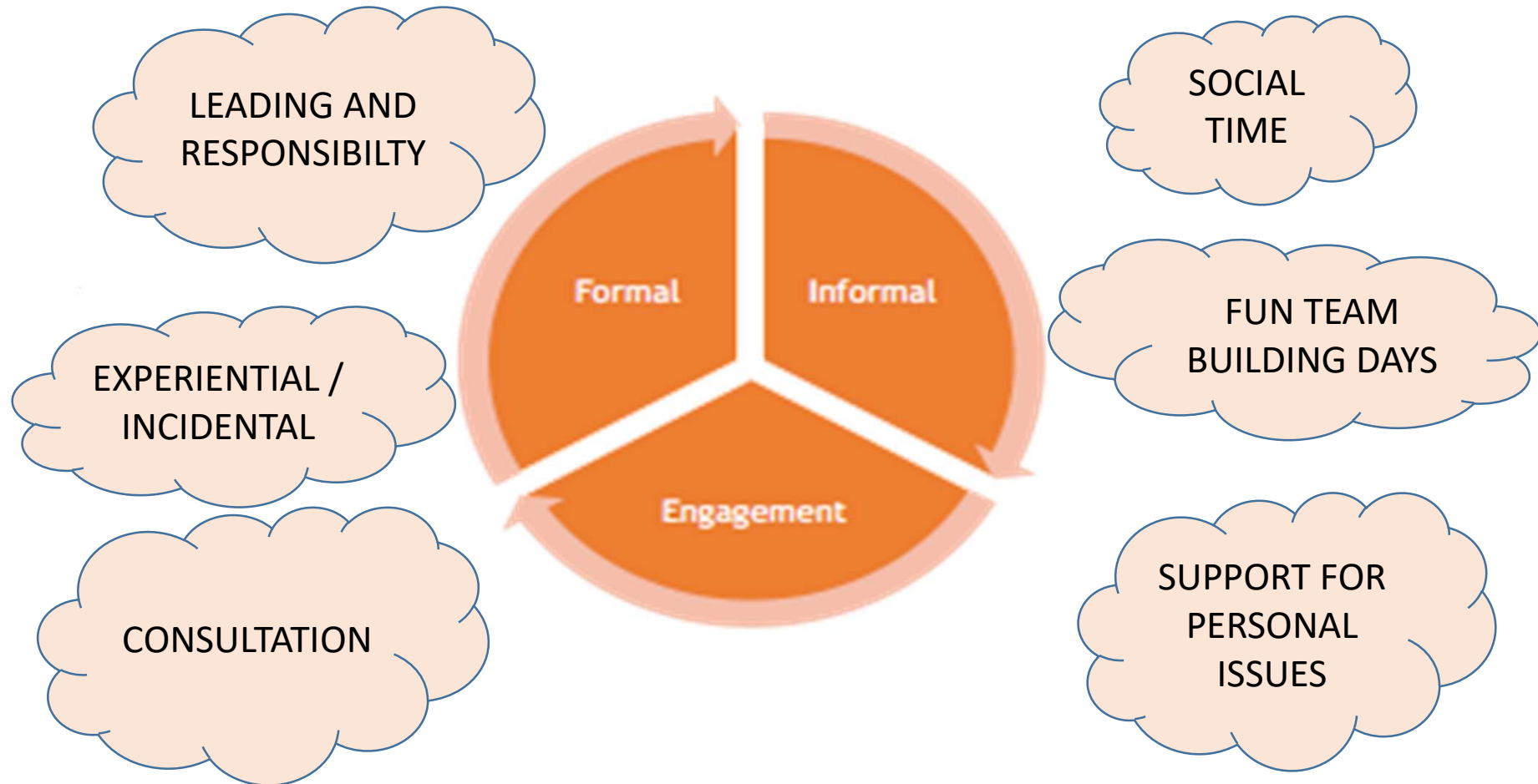
Conversation



The Model of Engagement

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2. Focus on the needs of the young person, NOT THE HERITAGE!



The Model of Engagement

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3. ADULT SKILL

TRAINED AND
UPSKILLED!

SUPPORTIVE AND
CARING

TRUSTWORTHY



CAN HAVE A LAUGH

HAVE A PERSONALITY!

EMPATHY



DOES IT WORK?

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- 200 + young people engaged
- 3000 volunteering hours
- 40+ accreditations
- 5 World Heritage Sites
- Life skills gained
- Influencing decisions
- Valued community involvement
- Recognition across the UK
- WON VOLUNTEER GROUP OF THE YEAR

YES!



The Impact of our work

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AMBASSADORS

Kieran. Age 16.

- Looked after Child
- Difficulties in school
- Hyperactive!

DURING YAMS

- 200+ volunteer hours
- 1x Qualification
- Social Skills
- Learned about heritage
- Confidence
- Public speaking

Post YAMS

BBC Rickshaw challenge
Employed
Living independently
Applying to University



I liked the residential the most as I got to learn a lot of new things and exciting things about the heritage and spent time with the group”

“My time in YAMS has been absolutely amazing, I have made new friends...developed new skills and I’m feeling more confident in public speaking”



WHERE CAN I FIND YP?

WORLD HERITAGE
YOUTH
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Where can I find YP to recruit?

- FAMILY
- FRIENDS
- WORD OF MOUTH
- YOUTH CLUBS
- FAYRES
- SCHOOLS

- WHAT TECHNIQUES SHOULD I USE TO RECRUIT?

- SOCIAL MEDIA
- WORD OF MOUTH
- POSTERS





“My time in YAMS has been absolutely amazing, I have made new friends...developed new skills and I’m feeling more confident”

