

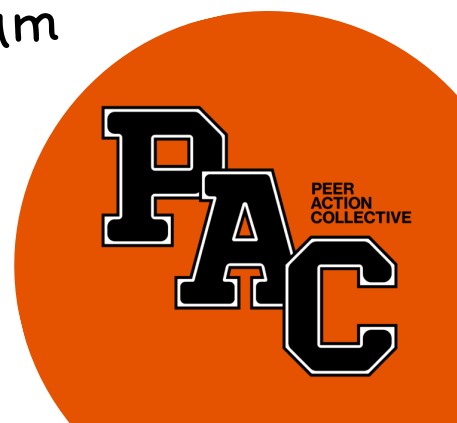
AUGUST 2023 - SEPTEMBER 2025

**BRINGING
HOPE**
20^{Years} CELEBRATING 20 YEARS
2004-2024

UNPACKING WITH PAC: THE POWER OF PROGRESS



West Midlands PAC Team



Proudly supporting
youth social action



Department
for Culture,
Media & Sport



COMMUNITY
FUND



YOUTH
ENDOWMENT
FUND



Table Of Content

Introduction- Background & Context	3
Recommendations	5
Equipping the team and Identifying Our Research Focus	7
Findings: Young people's voices on social media and violence affecting them	8
Responding to findings: our social action	15
Summary Reflections	17
Reflections from our PAC team	18
Building on our foundations: our aspirations	20
Appendix	21

Introduction

Background and Context

For over 21 years, Bringing Hope has stood in the heart of Birmingham, working with individuals and families impacted by crime, violence and other community safety concerns. We are not outsiders looking in.

As a grassroots, community-led, faith-based charity, we work independently and in partnership with other organisations across Birmingham to support young people we engage. Our work has involved **walking alongside and with families through some of the hardest moments of their lives**. This has included officiating at funerals for young people who were victims of violence. Sadly, we have sat in living rooms heavy with grief, mediated in times of conflict between feuding groups or individuals, being advocates for peace and safety. These moments have shaped us and fuelled our **determination to break cycles of harm and bring real hope where it's needed most**.

Bringing Hope is trusted by local people, respected by statutory agencies, and **credible with the young men and women whose voices are too often ignored**. Our work is culturally competent, trauma-informed, and rooted in public health principles, allowing us to **build bridges between communities and systems that rarely meet as equals**.



In 2023, we were honoured to be chosen as a Delivery Partner for the national Peer Action Collective (PAC) programme. PAC is a youth-led programme tackling violence affecting young people through research and social action, funded by the Youth Endowment Fund, the #iwill Fund (a joint investment between The National Lottery Community Fund and the Department for Culture, Media and Sport), and the Co-op Group.

The programme's aim is clear: to place young people at the centre of research, social action, and influencing change on issues of violence affecting them and the communities they live in.

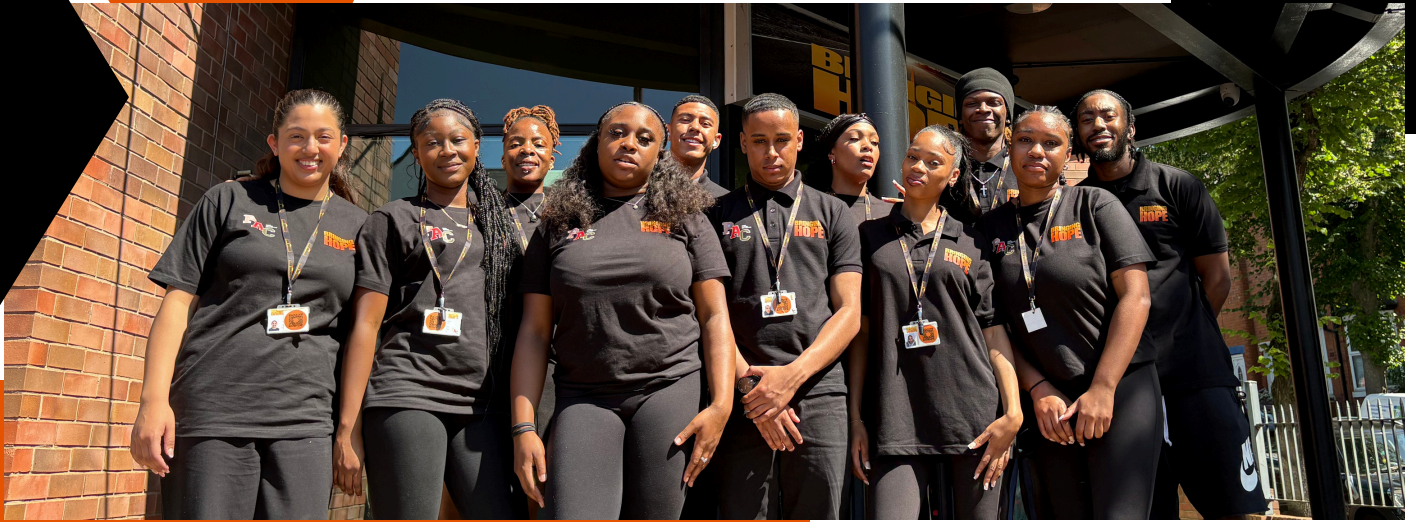
As one of seven delivery partners across England and Wales, we recruited two dedicated coordinators who, together with our team, trained and supported 17 young people (aged 16–22) to lead as peer researchers and social action leaders.

Our team reflected the diversity and struggles of Birmingham:

- Ethnicity: 53% Black, 35% Mixed Heritage, 6% Asian, 6% White
- Gender: 47% male, 53% female

Many brought lived experience: care leavers finding their way to independence, young people grieving friends lost to violence, others navigating neurodiversity or living with parents caught up in the criminal justice system. For 92%, PAC was their first paid job. We didn't just employ them, we walked with them, supporting them through the ups and downs of working together (Forming, Storming, Norming, Performing), giving access to an independent counsellor, group coach, and our wider Bringing Hope team. They worked up to 16 hours a week, building confidence, skills, and purpose. For those who had to leave before the end of the programme, we ensured they were supported, whether it was to enter university, employment, or their next steps.

This Research and Impact Report has been codesigned and produced by our PAC team, presenting the findings and social action activities of our project. It shines a light on the realities young people face, especially the influence of social media on violence and conflict, while showing the positive change that happens when young people are trusted, trained, and supported to lead.



Across the UK, communities are grappling with issues associated with violence, criminality, devastating losses of young lives, and some neighbourhoods becoming “no-go zones” for young people. Too often, responses are shaped without the voices of those most affected. Our young researchers captured this truth:

“

“It’s tough where I live, and sometimes it feels like no one really sees what we’re going through. If people would listen to us and take what we say seriously, they’d understand better and know how to help.”

— 12-year-old boy

”

“People think they know what’s going on, but it’s harder than they realise. If they really understood and took our voices seriously, they’d see what’s pushing young people toward negative influences and how to help us change.” — *19-year-old young woman*

This report is our call for continued action from funders, policymakers, faith leaders, and community partners. We hope the voices of the young people echoes the seriousness of their situation and the need for solution- focused support. Importantly, we acknowledge the need to build on the amazing work of the PAC team as our phase of the programme comes to an end in September 2025.

Recommendations



1. Online safety interventions should ideally be designed and delivered with young people

Rationale: Research participants shared that **social media can amplify harmful content, normalising and glamorising it** through music, influencers, and viral videos. They also highlighted how online disputes, particularly in group chats, can spill over into real-world or real-life conflicts, increasing risks for young people to be harmed. **They wanted more support to navigate social media and these potential harms.**

Call to Action: Bringing Hope recommends investing in young people to co-design and deliver digital literacy and online safety programmes across schools, colleges, youth centres, faith-based settings, and wider community spaces. **Through our leadership, these initiatives place young people at the heart of programme design, ensuring relevance and impact while equipping their peers to critically evaluate online content, navigate digital spaces safely, and challenge harmful narratives**

2. We need to strengthen and expand youth spaces, using a flexible 'pick and mix' framework

Rationale: Young people in our research emphasised the **need for safe, accessible, and engaging youth clubs and community spaces**, offering activities like creative arts, trips, sports, social media gaming, cooking, and work experience. Expanding and better promoting these spaces provides positive alternatives to harmful environments while building skills, confidence, and future opportunities, including pathways to volunteering or employment.

Call to Action: Bringing Hope seeks support from Birmingham City Council, partner organisations, private investors, and faith- and community-aligned supporters to **fund and scale a youth-led 'Pick & Mix' model**. Successfully piloted by Bringing Hope, this approach has shown that young people engage best in opportunities that are relevant, visible, co-designed, and both inspiring and empowering. With investment, this model can be expanded to deliver lasting impact across Birmingham.

3. We need to amplify youth voice through youth-led forums and creative platforms

Rationale: Many of the young people we spoke to shared they felt ignored by decision-makers and silenced by social media algorithms, yet they speak thoughtfully and creatively when given space. **Peer-led podcasts, campaigns, and safe spaces provide opportunities for young people to be heard, build leadership, and act as positive role models.** We acknowledge that the West Midlands Violence Reduction Partnership and West Midlands Combined Authority continue to seek authentic responses from young people categorised as 'hard to access.' Our research clearly connected with this cohort and offers insights into effective ways to engage young people and address their concerns.

Call to Action: Bringing Hope seeks support from Birmingham City Council, partner organisations, private investors, and faith- and community-based supporters **to invest in youth-led spaces shaped and driven** through our leadership. By partnering with Bringing Hope to develop and deliver youth-informed solutions, we can create sustainable offers that address root causes, strengthen wellbeing, and empower young people to thrive.

4. Young people need to be involved in developing effective early interventions

Rationale: Young people in our research highlighted the challenges of navigating conflicts, gang-associated violence, stereotypes, unequal treatment, poverty, and other lifestyle pressures as drivers of harm. They called for **early intervention** with children, young people, families, and schools, **supported by systems that acknowledge and respond to their complex realities.**

Call to Action: Funders, policymakers, and partners **should invest in youth-informed early intervention and advocacy.** By backing organisations like Bringing Hope to co-design mentoring, life skills, and systemic reforms, Birmingham can address root causes and empower young people to shape solutions that support their welfare and wellbeing. Bringing Hope stands ready to explore funding opportunities, commissioning, and partnerships to advance the recommendations in this report.



Equipping the team and identifying our research focus



To support our team to deliver inclusive research and impactful social action, training was provided by The Young Foundation, the Bringing Hope Executive, and an independent research consultant. These sessions deepened the team's understanding of research methods, social action, safeguarding, and steps they could take to support their own development.

Through this process, our young people became active peer researchers and advocates, turning lived experience into action that contributed to policy conversations, challenged systems, and inspired their peers to consider safer ways to live and engage in their communities.

Right from the start, the PAC team threw themselves into conversations and some positively heated debates, about where their research should land. **Through this process, they agreed serious attention needed to be given to the negative effects of social media** and the way it shapes crime, violence, and conflict in our communities. **They were equally determined to search for solutions to whatever challenges and findings might emerge.**

Drawing on their own lived experiences, the team recognised the many pressures young people face: peer pressure, self-esteem struggles, education and employment barriers, mental health challenges, poverty, community safety issues, and inequality. Early discussions made clear how quickly online interactions can escalate, fuelling tensions, sparking conflicts, and, in some cases, leading to real-life violence. For some on the team, this reality was painfully personal, they had lost friends.

At the same time, the group wanted to spotlight the potential for social media to do good: to build connections, inspire creativity, within a positive activities' framework. By choosing this focus, they ensured the research would speak directly to one of the most urgent issues shaping young people's daily lives, and point toward positive, practical ways forward.

In line with the above, the team has engaged more than 600 young people across Birmingham and countless partners through one-to-one interviews, focus groups, surveys, school visits, summer camps, workshops, social action events, youth networking events and countless informal conversations. The following sections of this report present some of the key findings, social action activities, and legacy aspirations emerging from the work of the team.



Findings: Young people's voices on social media and violence affecting them



Young people we engaged have grown up with smartphones and social media. They shared that they use social media a lot, but reported that it is often used to perpetuate conflict, violence, intimidation, and feuds. While not identified as the root cause of violence, it was felt that **platforms and their algorithms frequently amplify and glamorise harmful content, escalating online disputes into real-world conflicts.**

Our research, conducted by peer researchers through interviews, focus groups and workshops (further detail available in the appendix) explored these dynamics through four guiding questions:

1. How influential and impactful are online presences that glorify being involved in violence affecting young people?
2. Is there a link between the increased use of social media amongst young people and the rise in violence in communities?
3. What are the deeper root causes behind social media's negative impact on violence?
4. What can be done by everyone to utilise social media's capacity to positively impact how young people respond to conflict and violence?

Through a youth-led approach, the team sought authentic insights directly from young people's lived experiences and to take practical steps to address these through social action. The data gathered was rich and revealing, but five key themes capture the heart and essence of what we heard:

1. **Young people's environments draw them into violence.**
2. **Positive activities aren't always seen as visible, accessible and relevant.**
3. **Young people feel they don't have a voice.**
4. **Social media is both a positive and negative tool.**
5. **Digital triggers, real-life consequences: social media can fuel conflict.**

As the drivers of violence and conflict are deep rooted, some of our practical solutions and actions remain a work in progress beyond PAC and highlight the need for sustainable, long-term responses.

Theme 1

Young people's environments draw them into violence

Young people we spoke to highlighted how easy it was in their world to gain access to negative information and material relating to violence, sexual content and other vices. For some, seeing or hearing about violence was now normal, with some of their peers being instigators. With all those engaged having access to social media, they spoke about how they can partake in watching some real, brutal incidents relating to young people, as well as seeing money, sex and gang affiliation glamorised. The volume and ease of accessing this material was seen as impacting their choices and behaviour.

“If you see a lot of people doing bad, you’re going to think, all of these guys are doing it, why can’t I?”

Within this context, most young people spoke about the risks and their fears around travelling or navigating through certain areas of Birmingham. Some spoke about areas and environments to avoid because of the risk of conflict and acts of violence towards them or their peers, which can so easily erupt and escalate. Young people also spoke to us about how they felt that social media could be used in ways to escalate in-person conflict.

“If there’s a fight, people will record the video, post the people in the fight. They’re going to be embarrassed. Then it’ll turn into online beef.”

Young people we spoke to also shared what they felt the drivers behind violence were, with many reflecting on the challenges that young people were going through being key factors.

“People might feel a certain type of feeling from all the bullying, and it’s abuse to them. And they’re obviously reaching a certain type of stress.”

Theme 2

Positive activities aren't always seen as visible, accessible, and relevant

Young people across the research wanted to access positive activities and environments more, but felt there was a lack of these available to them. They often associated recent cutbacks and closures to youth services in Birmingham with the government. Without access to these positive activities, spaces and relationships, young people shared that they were often instead drawn to crime to find other ways to occupy their time and earn a living.

“If you are living in a black area, you will find that people in power, like the government don't treat us with care and respect, so we create our own ways of occupying ourselves, and it is not always positive.”

Even when young people were engaged in a positive activity, like a local youth club, we were surprised to hear that they often reported being unaware of other positive activities in their area.

“I don't know what's out there for me; no one tells us about things we can actually do, so I spend a lot of time on social media.”

Alongside this, a number of young people reported that they felt that positive activities offered didn't meet what they wanted and needed.

“Sometimes there's stuff to do, but it's not for people like me, it's not what I'm interested in.”

Theme 3

Young people feel they don't have a voice

A consistent theme across the research was that young people didn't often feel listened to, respected and understood by adults working with them. They often expressed frustration at feeling overlooked and that they didn't have a voice in key decisions about their lives and communities. For some, they felt they were treated as a problem or burden which impacted how they saw themselves, in a negative light.

"I think we are treated as another problem to deal with and the love and care we need isn't there."

Whilst young people we spoke to often felt their views, perspectives and lived realities were often misrepresented or misunderstood, they also shared lots of ideas for how their lives and communities can be made better, with more or a different type of support. The frustration commonly shared was that they didn't feel they had a platform to share these ideas, and even if they did, they didn't feel that they would be treated with respect and as partners in making things better. There was a strong sense that young people wanted more and more authentic youth engagement programmes from adults and stakeholders, so that they could showcase what they could offer.

"We're always told what to do, but no one asks us what we think would help. I don't think adults remember they were young once and what it felt like for people to ignore you. That's what those people in power are doing to us youngers."

"People think they know what's going on, but it's harder than they realise. If they really understood and took our voices seriously, they'd see what's pushing young people toward making bad choices."

Theme 4

Digital triggers, real-life consequences: social media can fuel conflict

Most young people we spoke to felt that social media played a role in fuelling or escalating conflict. Some described how conflict that started offline, could be re-ignited when shared on social media.

“If there’s a fight, people will record the video, post it online...then it turns into online beef.”

It was strongly felt that this conflict was re-ignited as young people felt pressure to protect their reputation, and to some extent their online persona as someone who was tough.

“People feel pressure to act tough online, even if they wouldn’t normally.”

When young people felt this online identity or persona was questioned, young people described how this could quickly escalate into real-world violence. Posts, videos, and group chats don’t just stay online, they often intensify embarrassment, rivalry, and stress, creating real-life flashpoints for confrontation and violence to erupt, whether in schools, colleges, in the city centre or in local neighbourhoods.

Young people spoke about people visiting their homes because of an online taunt and shaming. Young people made clear that what begins as “online beef” can quickly erupt on the streets, amplifying community tensions and putting lives at risk.

“With social media, things can blow up so quickly; people start fighting over stuff they saw online.”

“My friend had a big fight where a knife was pulled in the city centre, after he saw his ops (someone he was in conflict with on social media) showing him major disrespect”

Theme 5

Social media is both a positive and negative tool

Young people across the research shared how social media plays a powerful but double-edged role in their lives, fostering connection, creativity, and opportunity whilst at the same time fuelling conflict and influencing young people to consider riskier behaviours. Young people felt that social media could be a force for good or harm, and often was both at once.

“Social media is there 24/7, if I want good or bad energy, it’s there for me to choose and connect with.”

Some young people shared they used social media for positive purposes, to gain support for building their business, for sharing positive messages with others, or finding and connecting with support.

“Social media has helped be to develop creative content for my clothing business, also supported me to connect with other likeminded young people.”

For others, they felt social media drew them towards negative and harmful people, messages and influences. Commonly, young people shared how they had witnessed violence online or experienced social media being used to incite violence or encourage involvement in crime, with role models seen as glamorising crime, dangerous trends and re-sharing graphic violence content that desensitised and traumatised the person engaging with this content. Some felt they were more in control of the content they consumed and could make decisions to disengage when they felt they were being drawn into negative headspace.

“With social media, there's group chats that can be so mad at times, to a point I have to jump off some conversations because it’s doing my head in.”

Theme 5

Social media is both a positive and negative tool

Others felt there were times when they or another young person they knew didn't have this choice and got stuck in a negative headspace, engaged in reels and reels of negative content and influences. A lack of consequences for social media posts was seen as driving the proliferation of harmful content, with many young people reporting that risky, harmful or inappropriate content when reported wasn't removed quickly, leaving young people vulnerable to embarrassment, threats or even real-life danger.

"I believe young people don't care about what they put out there on social media because they are in cyberspace."

These findings indicate that social media is not just a backdrop to young people's lives, it actively shapes their choices, relationships, and even their sense of identity. The same platform that can nurture creativity and connection can just as easily amplify harm or escalate conflict, leading to violence. We argue here that without strong, youth-led interventions, like digital literacy training, safe online spaces, and relatable role models, the risks will continue to outweigh the benefits for many. Young people often understand social media best and we should create opportunities for young people to play a key role in developing the support, guidance and mechanisms to help young people to critically navigate complex and double-edged social media spaces, if we are to transform social media from a source of harm into a powerful tool for positive empowering change.

Responding to research findings: our social action

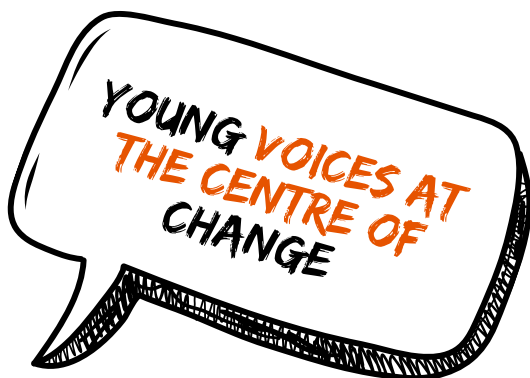
Responses from the diverse group of young people we engaged in our research reveal deeply challenging trends shaping their choices, fears, and behaviours around social media. Addressing these issues demands not only reshaping digital and community spaces that normalise harm, but also valuing young people's input and leadership. Their voices are essential if we are to create real and lasting change. A key part of our team's work has been to listen (through research) but also to do something about the issues raised through social action. You can find a summary of our social action work below.

Engaging the media

Our team took part in interviews with The Guardian newspaper and the BBC to draw attention to the role social media can play in escalating offline conflicts, and potential solutions for breaking this link.

Engaging policymakers

Our team worked with Ofcom to feed into ongoing national policy discussions around the implementation of the Online Safety Act. We also facilitated a workshop with the Home Office to feed into the development of comms materials to more effectively reach young people involved in knife crime.



Responding to research findings: our social action

Developing positive interventions

Our team co-designed media assets for a campaign – ‘BringingHope2Brum’, with young people from across Birmingham that we are looking to further develop and showcase beyond PAC. Young people have also designed assets to promote positive people, places and projects, and have started to think about toolkits to support young people and parents in navigating online safety.

Our team developed workshops using role-play techniques to support young people to navigate how they could de-escalate online conflict for themselves, and other young people they know. A key part of the workshop is also to identify wider solutions, and we are currently exploring opportunities with regional stakeholders to roll out this workshop and model.

Other engagements

Our team has contributed to a wide range of other initiatives addressing youth safety, violence and digital harm. These engagements, detailed in the appendix, include participation in workshops, conferences, and national events such as the IOPC Youth Panel, UK Youth Summit, Brando's Youth Workshop, and West Midlands VRP Conference. They also included submitting evidence to national enquiries, including by the Youth Parliament on social media and violence.



▼ Summary Reflections



Taken together, these five themes expose a stark reality: young people are navigating a digital and physical world where **risk, violence, and harmful influences are often more visible and accessible than positive alternatives**. Yet within these same environments, their **voices, creativity, and resilience shine through** as vital resources for change. The findings show clearly that social media is not a neutral backdrop, it actively shapes identity, choices, and community dynamics, sometimes escalating conflict and harm. At the same time, it can be a powerful tool for connection, enterprise, and **hope when young people are supported to use it safely and critically**.

The PAC team's work underscores that solutions cannot be imposed from the outside. **Sustainable change depends on valuing young people as co-creators** of responses, amplifying their experiences, investing in their leadership, and making positive opportunities visible, trusted, and relevant. Without this, harmful cycles will persist: online beef spilling into streets, fear shaping behaviour, and potential being lost to violence. But with authentic youth engagement, grassroots partnerships like Bringing Hope, and committed social action, **the same forces driving harm can be redirected to empower and protect**.



Crucially, several PAC-inspired initiatives, such as BringingHope2Brum, digital safety toolkits, and ongoing social action projects, remain works in progress. To build on this pioneering work and realise the aspirations still to come, sustained long-term investment are essential. **This report is therefore not just a record of findings, it is a call to action for partners, funders, and communities to embed young people's insights at the heart of future strategies, ensuring their voices drive lasting change and safer, more hopeful communities.**

Reflections from our PAC team

When young people are guided and trusted to lead and participate in key conversations affecting their lives, they can achieve greatness. Through PAC, the team has grown in confidence, skills, and resilience. This is represented in the snapshot of their reflections below.



“

Finding Voice and Confidence

"When I started, I didn't realise my voice—or the voices of other young people—could make a difference. Through PAC, I've grown in confidence, learned to lead conversations, and helped bring forward views that are often unheard."

National Impact and Opportunities

"My journey has been a rollercoaster—from speaking with The Guardian to engaging with the Home Office and Ofcom. This role has given me skills I'll carry for life."

Collaboration and Perseverance

"Working on PAC has been eye-opening. I've learned that consistency and teamwork are key to tackling problems bigger than us all."

Overcoming Barriers and Building Resilience

"I started out lacking confidence and struggling to share my ideas. With time and support, I grew into someone who can connect, lead, and trust that my voice matters. PAC has transformed me personally and professionally."

”

Reflections from our PAC team

When young people are guided and trusted to lead and participate in key conversations affecting their lives, they can achieve greatness. Through PAC, the team has grown in confidence, skills, and resilience. This is represented in the snapshot of their reflections below.



“

Diverse journeys, shared growth

“Coming from care, I never thought I’d get a chance like this. Having 16 hours a week gave me structure and showed me I can handle responsibility.”

“I’ve lost friends to violence, so this work really hit home. Turning pain into something positive was powerful.”

“I thought I’d stand out as I’m from a different culture and faith, but our diversity made me proud of my background.”

“This was my first ever job and it showed me that my voice matters. Now I feel ready for more opportunities.”

“PAC helped me build skills like public speaking and teamwork, and I’m grateful to Bringing Hope for believing in me and investing in my growth.”

“As someone who has challenges with my attention span, I was accepted for who I am and learned my strengths are valuable.”

”

Building on strong foundations: our aspirations ▼

Over the past two years, the Bringing Hope PAC team has had the privilege of **engaging nearly 800 young people** in Birmingham and a powerful network of statutory, faith, and community partners. Through peer-led research, workshops, surveys, social action projects, and changemaker initiatives, we've listened deeply to the rich array of voices, some anxious and fearful, whilst others were engaging and aspirational. What is unmistakably clear is the real pain and daily challenges young people face as they navigate the complex mix of positive and negative forces shaping their lives. Yet, **even amid these challenges, their capacity to offer insight, courage, and innovative solutions has been nothing short of inspirational** – directly informing the recommendations within this report.

Young people have told us that offering insight is not enough, **they want to be partners in creating and driving solutions**. They seek to be at the centre of strategies that protect their welfare, wellbeing, and future opportunities. Whilst young people are sometimes labelled 'hard to engage' or 'challenging', our team is testament that with flexibility, meeting young people where they are at and trusting young people, **every young person can be reached**. Our work engaging more than 550 young people in research and 200 young people in social action demonstrates this.



This report highlights what is possible when youth-led research is combined with trusted community action. Through PAC, our team of young people were employed to lead on research, campaigns and delivering social action. This has resulted in them challenging and influencing systems, and shaping practical solutions to violence, digital harm, and mental health.

Bringing Hope's Social Action and Changemaker initiatives has and continues to develop ways to respond to the key issues highlighted in our research. Guided by lived experience, interventions have been co-created by young people themselves.

This groundwork is strong, and we welcome conversations around investment and partnership to build on this. Together, we can embed these to support long-term impact for communities most affected by violence and exclusion.



Appendix

Methodology

Our team in Birmingham used a mixed-methods approach, combining qualitative and quantitative techniques to capture the authentic voices of young people. Core to our approach were peer researchers, young people with lived experience, who led on designing, conducting, and analysing the research.

Training and Ethics:

Peer researchers received training in semi-structured interview and focus group techniques, safeguarding insights, risk management, and interactive engagement methods. All research proposals were approved by The Young Foundation's ethics process, ensuring the highest ethical standards. To safeguard wellbeing, a counsellor-coach was available throughout the process for any emotional triggers or flashbacks, and coordinators provided regular check-ins.

Data Collection:

Peer researchers led interviews, focus groups, and surveys in schools, youth groups, and community settings, using interactive and creative methods (visual prompts, scenario-based exercises, and digital tools) to make sessions accessible and engaging. To be included in the research participants under 16 need to provide parental or guardian consent.

Survey Design and Analysis:

Young people from Birmingham supported the development of a national PAC survey coordinated by staff from the Young Foundation and reported on elsewhere, feeding in to survey question design to ensure relevance and authenticity. Young people also led on sharing the survey, working with partners to support us in exceeding our target.

Youth-led and Trauma-Informed:

This methodology reflects Bringing Hope's youth-led, trauma-informed approach, ensuring trust, ownership, and relevance. Young people were not merely subjects of study but co-creators of knowledge and change, reinforcing that the most effective solutions emerge from those closest to the challenges.

Appendix

Research Questions

Our interviews and focus groups were semi-structured, guided by the following themes and questions. These questions and topics for conversation were developed by young people as areas they identified as most urgent and relevant.

Social media impact - exploring how online spaces shape young people's choices, conflicts and wellbeing.

- How influential and impactful are online presences that glorify youth violence?
- Is there a link between the increased use of social media among young people and the rise in youth violence?
- What are the deeper root causes behind social media's negative impact on youth violence?
- Do you think social media can escalate real-life problems or conflicts?
- Have you ever seen violent or harmful content on social media?
- How important is social media in your everyday life, and what do you use it for?
- Who are the people or influencers who impact you the most on social media?
- What would you change about social media to make it more positive or useful?

Community needs and positive influences - understand what support, spaces and role models can break cycles of violence and build resilience.

- What do you think is needed in Birmingham to help young people escape violence?
- What people, organisations, or activities in Birmingham do you find most positive or supportive?

Policy and leadership perspectives - capturing youth-led insights for decision-makers and systems change.

- If you had five minutes with the Prime Minister to tackle youth violence in Birmingham, what would you say?
- What can be done by everyone—young people, communities, and decision-makers—to use social media positively to reduce violence?

Appendix

A summary of our engagement

Research projects

- Supported the development of the PAC survey and helped 302 young people to engage.
- Delivered workshops in schools and youth clubs, engaging 151 young people.

Policy, Advocacy & Consultation

- Contributed to a submission of evidence around youth violence and social media to the Youth Select Committee.
- Developed conflict resolution workshops (Just See Me) that we have started to test and deliver.
- Took part in a workshop with Ofcom to feed into ongoing discussions around the implementation of the Online Safety Act.
- Facilitated a workshop with the Home Office to feed into the design of knife crime comms materials.
- Took part in published interviews for the Guardian and BBC News on online violence, centring young people's experiences.

National & Regional Networking

- Played a key role in two national PAC events, supporting young people to share their findings and insights.
- Took part in workshops with the IOPC, Barnardo's, Millennium Point Race, and a Hope Hack in Coventry.
- Delivered presentations at the West Midlands VRP conference and UK Youth summit.



88 SOHO ROAD
B21 9DP



Proudly supporting
youth social action



Department
for Culture,
Media & Sport



COMMUNITY
FUND



YOUTH
ENDOWMENT
FUND