

Promote Your Youth Opportunities on the London Village Network One-stop Digital App



About London Village Network

LVN is a high impact, grassroots charity. Our mission is to tackle what LVN Founder, Rachael Box, coins “network poverty” among disadvantaged 16-24 year olds in Islington, London and beyond.

The LVN theory of change is that a young person’s progression is heavily dependent on having access to positive networks. Young people are less likely to get involved in criminal behaviour, including knife crime, if they have access to better networks and knowhow.

Our delivery model **combines front-line engagement** through the LVN Power of An Hour 1:2:1 sessions and group programmes (including Be Your Own Boss and Industry Insight Pizza Nights) **with the LVN app for social change**. LVN draws on the experience and knowledge of volunteers across the community to give just one hour to support young people expand their horizons, shift their mindset and plan for their futures. On its own an hour does not seem much but several hours can have a transformative impact. Every hour counts. The LVN app empowers young people, putting them in control and provides a volunteer management tool that supports youth workers in their frontline delivery. Combined, the two provide a positive platform to help young people identify their interests and choose positive pathways.

The App

The London Village Network (LVN) app brings together business, community and statutory youth services and opportunities in one, simple, easily accessible place for the benefit of 16-24 year olds.

Through our work on the ground, LVN has identified a significant disconnect between the providers of many youth services and the audiences they are trying to reach. The reasons for this are many and varied. Traditional methods of engagement are becoming less effective. The LVN app bridges the gap between agency and young people. The LVN app:

- Is an in-the-hand, real-time outreach tool for frontline staff
- Brings all youth provisions across London together in one place
- Has been developed, designed, tested and marketed in partnership with 250+ young Londoners (including students at City&Islington College).
- Is available free on i-tunes and Google Play

HOW IT WORKS FOR YOUNG PEOPLE	HOW IT WORKS FOR YOUTH SERVICE PROVIDERS
<ul style="list-style-type: none"> ▪ Free to use 24/7 ▪ Access to information on the go ▪ Ability to search by interest and/or area ▪ Simple one-click expression of interest 'I'd like to go' button ▪ Easy to share and invite friends ▪ Entry into monthly incentive prize draws ▪ Low mobile data usage and storage 	<ul style="list-style-type: none"> ▪ Dedicated log-in gives control of: ▪ up-loading information about events & opportunities in either a specific area or London-wide ▪ Notification of a young person's interest in attending an event through a referral email ▪ Time and cost saving: ▪ Upload each opportunity in under 3 minutes ▪ Save on print and distribution costs ▪ Ability to post information and updates in real-time on everything including: youth centre activities; intervention programmes; apprenticeships; work experience and employment opportunities; skills and development sessions; sports; arts and other ▪ Ability to measure take up and interest levels ▪ A GDPR-compliant contact tool.

MARKETING

LVN is a grassroots organisation and our passion is to ensure that the most vulnerable are aware of the diverse range of support available to them. We strive to do this by promoting the LVN app across the following channels:

- Cross Promotion with provisions using the app – Posters and content provided
- Further Education colleges and secondary schools (City & Islington college)
- Social media instagram, facebook and twitter
- LVN website
- LVN community and promotional events with brand ambassador rapper Maxwell D and other well-known artists
- Local partnerships with business, third sector groups, community groups and statutory services.

GDPR Compliance

On registration on the LVN app, young people agree to allow our external partners to contact them if they express an interest in attending an event or taking up an opportunity. A young person can unsubscribe from the service or delete the LVN app at any time. All LVN partners are required to guarantee that they will not use data generated via the LVN app for any purposes other than that for which it is intended.

To find out more visit www.londonvillagenetwork.com