

NatWest Thrive

Findings from Cohort One delivery

An overview of clubs' and young people's participation in the NatWest Thrive programme.



What is NatWest Thrive?

Thrive is part of NatWest's mission to help **one million** young people improve their **financial wellbeing** and reinforce **confidence in their futures**.

Through participation in sessions delivered at their local youth clubs, young people learn about money management, planning for success, and much more.

Evaluation approach

NatWest Thrive sessions were evaluated using three surveys. The data from these is used for the analysis and reporting in this document.

Young people participating in NatWest Thrive completed two surveys – one before and one after taking part. This enabled analysis of the ‘distance travelled’ between these two points. Young people were asked about their feelings about money, their goals and the future.

Youth club staff also completed a survey after NatWest Thrive sessions to provide feedback on their impact.

NYA



Participation

Respondent demographics

The average age of respondents is 13, with over a quarter (27%) aged 14.

91% (287) of respondents are in full-time education and 13% (41) have a disability, impairment, long-term health condition or special educational need.

Participating clubs

The first cohort of NatWest Thrive delivery was between 8th May and 21st July 2023.

Fifteen clubs participated in cohort one, with 12 submitting monitoring information.

Clubs attended a workshop to understand requirements for monitoring and evaluation. However, a lot of resource was used chasing clubs for participation data, three of which have not given data. The number of participants is likely to be higher than we have used for analysis.



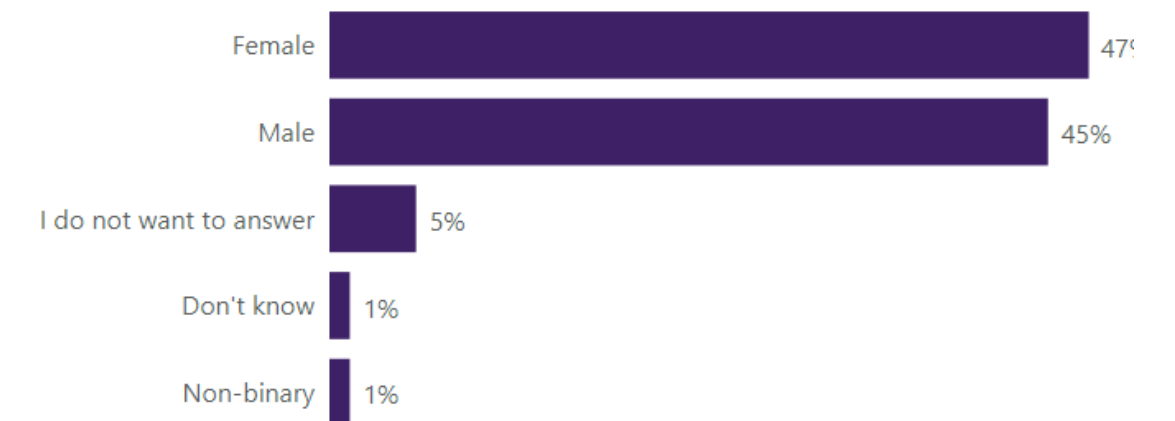
Participating young people

381 young people participated in Thrive, 82% (n=315) of which completed a pre-session survey.

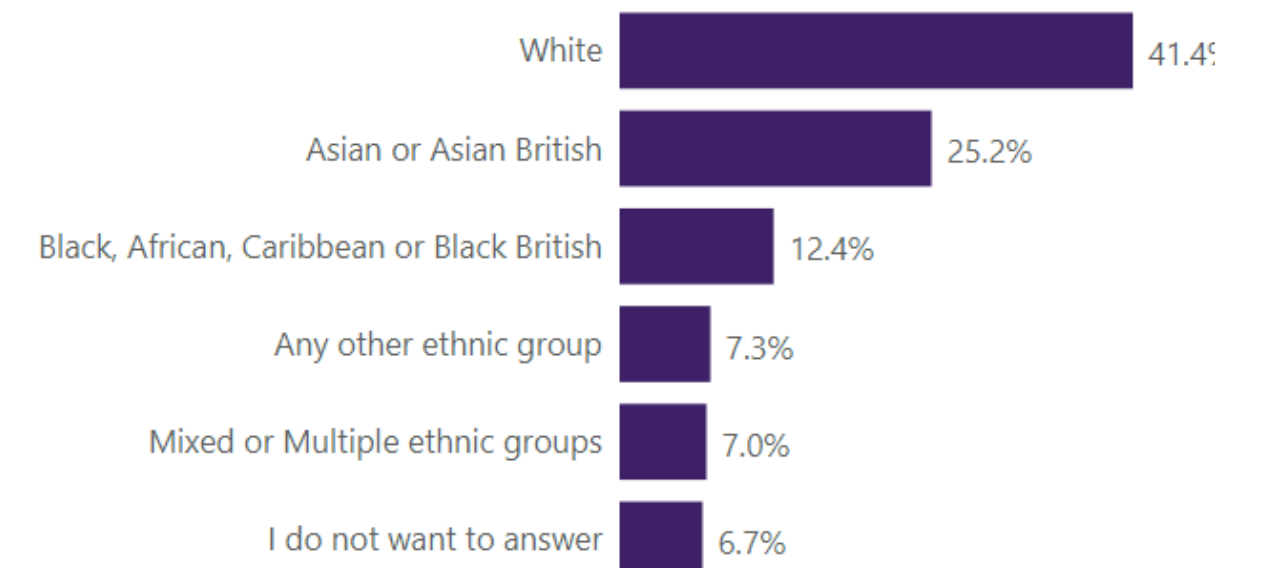
The demographics of the pre-session survey are used for most accurate representation of the whole cohort. Analysis on 'distance travelled' is based on data from young people who completed both surveys.

Stage	Young people
Participated in Thrive	381
Completed pre-session survey	315
Completed post-session survey	238
Completed both surveys	218

Gender balance



Ethnicity breakdown



The impact of NatWest Thrive

Findings after participating in Thrive
sessions – Cohort one

Clarity and confidence for the future

Almost all young people (87%) came out of NatWest Thrive with **new skills to help them build their future.**

Nine in ten (89%) are now ready to plan and take action towards their goals.

Three-quarters (73%) of young people have a **clearer plan for their future**, after taking part in NatWest Thrive.

Following NatWest Thrive, **86%** of young people have **confidence in their future.**

Almost all (94%) NatWest Thrive participants believe they can **improve their skills** through hard work.

Young people have the skills and awareness to find advice and plan for success

Financial awareness and skills are high following participation in NatWest Thrive.

- **85%** of young people understand how to **manage their money** after NatWest Thrive
- **86%** know how to get **financial advice** & **88%** feel they can **talk to someone they trust** about money
- **Four out of five** (82%) NatWest Thrive participants now know how to **plan for their own success**

Optimism is particularly high amongst NatWest Thrive participants

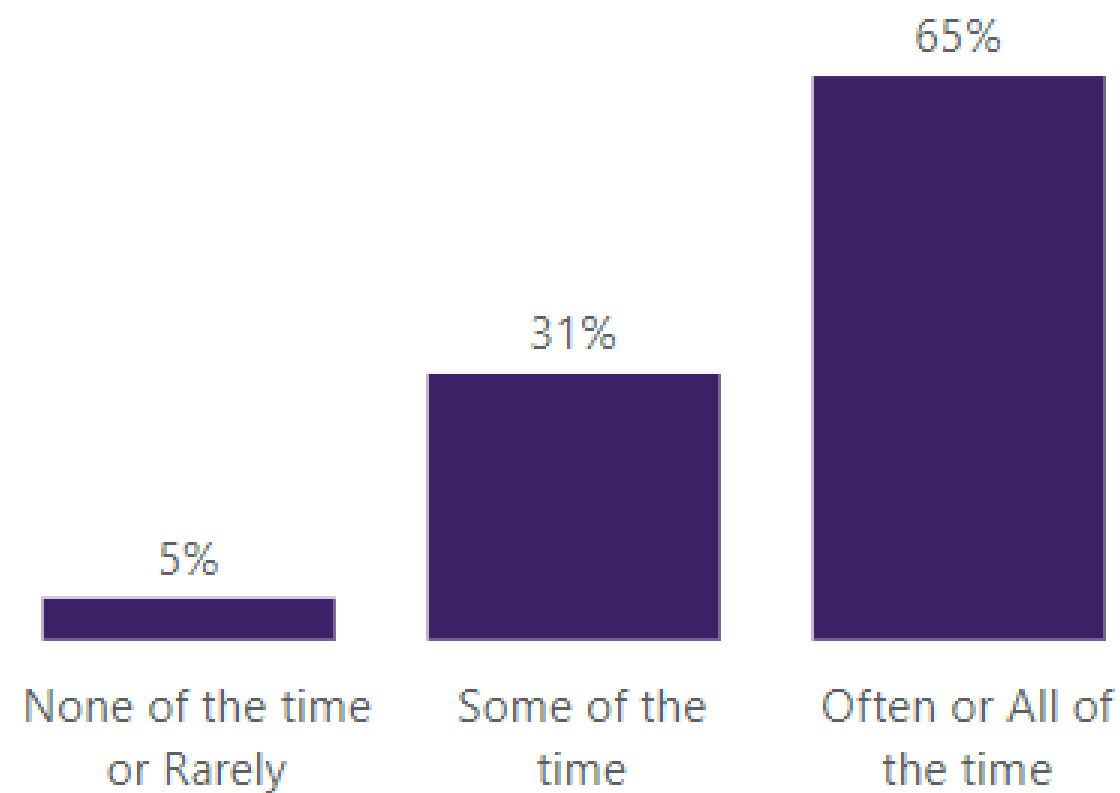
92% of young people told us that they were **feeling useful** following participation in Thrive.

Three-quarters (73%) of young people felt optimistic often or all the time following NatWest Thrive. A further 23% felt optimistic some of the time.

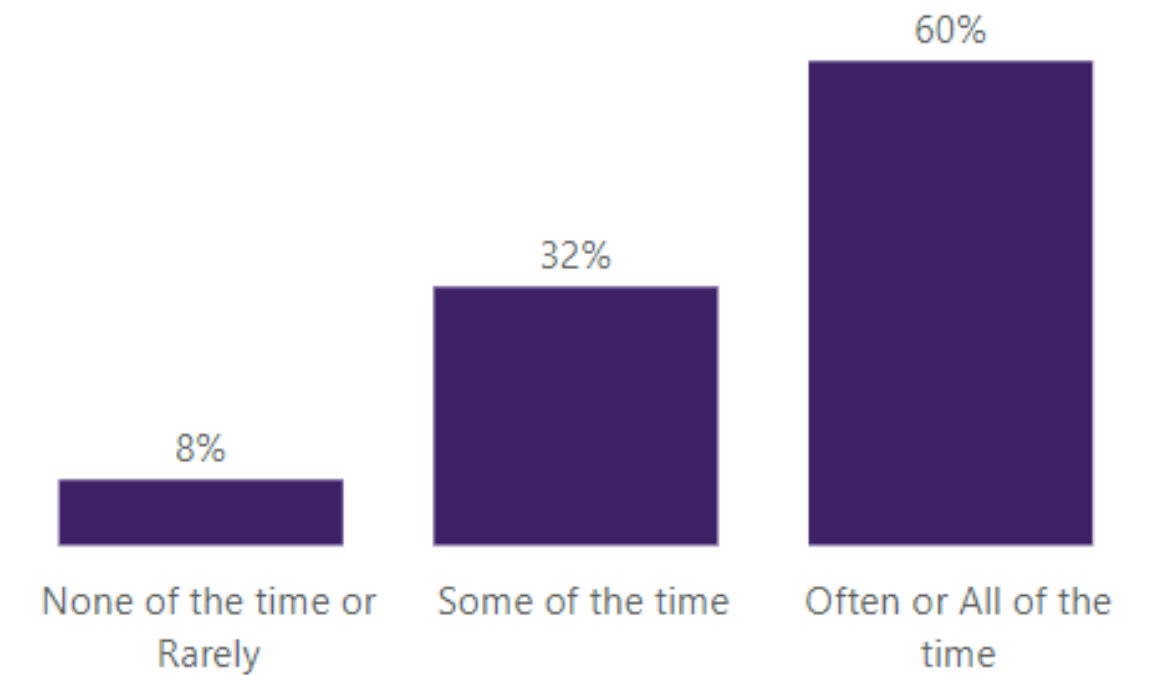
Almost all (96%) of participants said they felt close to people at least some of the time.



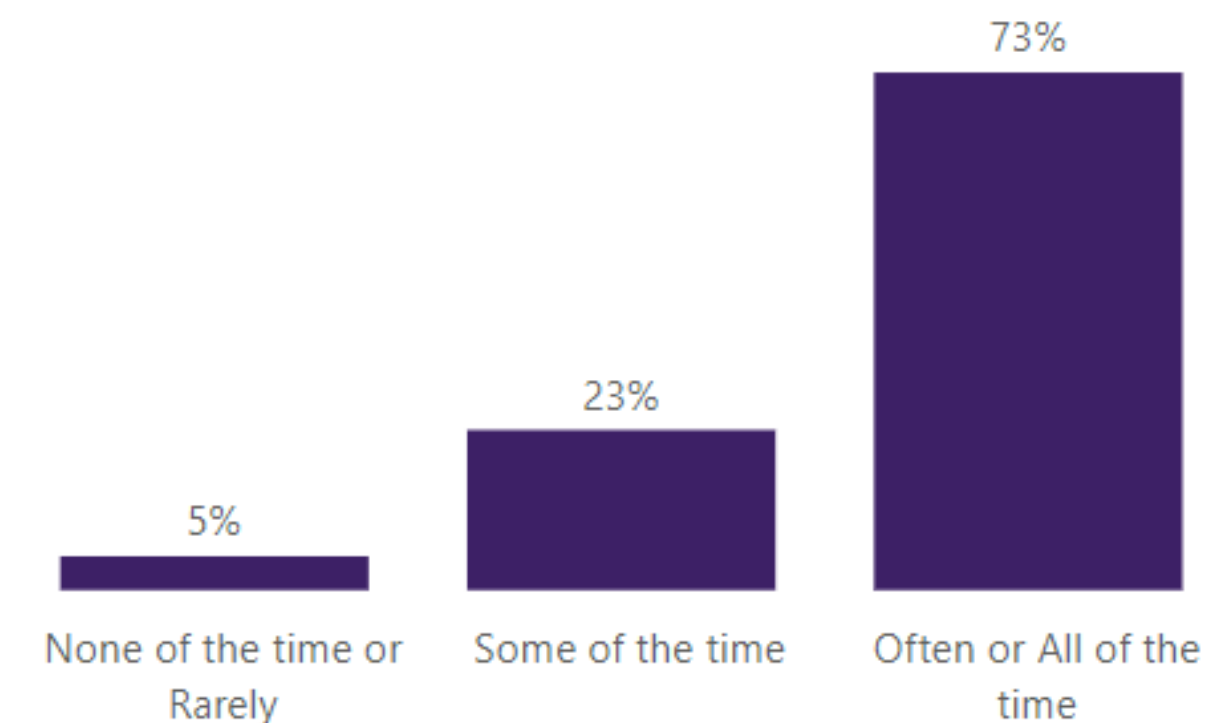
I've been feeling close to other people (n=229)



I've been feeling useful (n=222)



I've been feeling optimistic about the future (n=231)



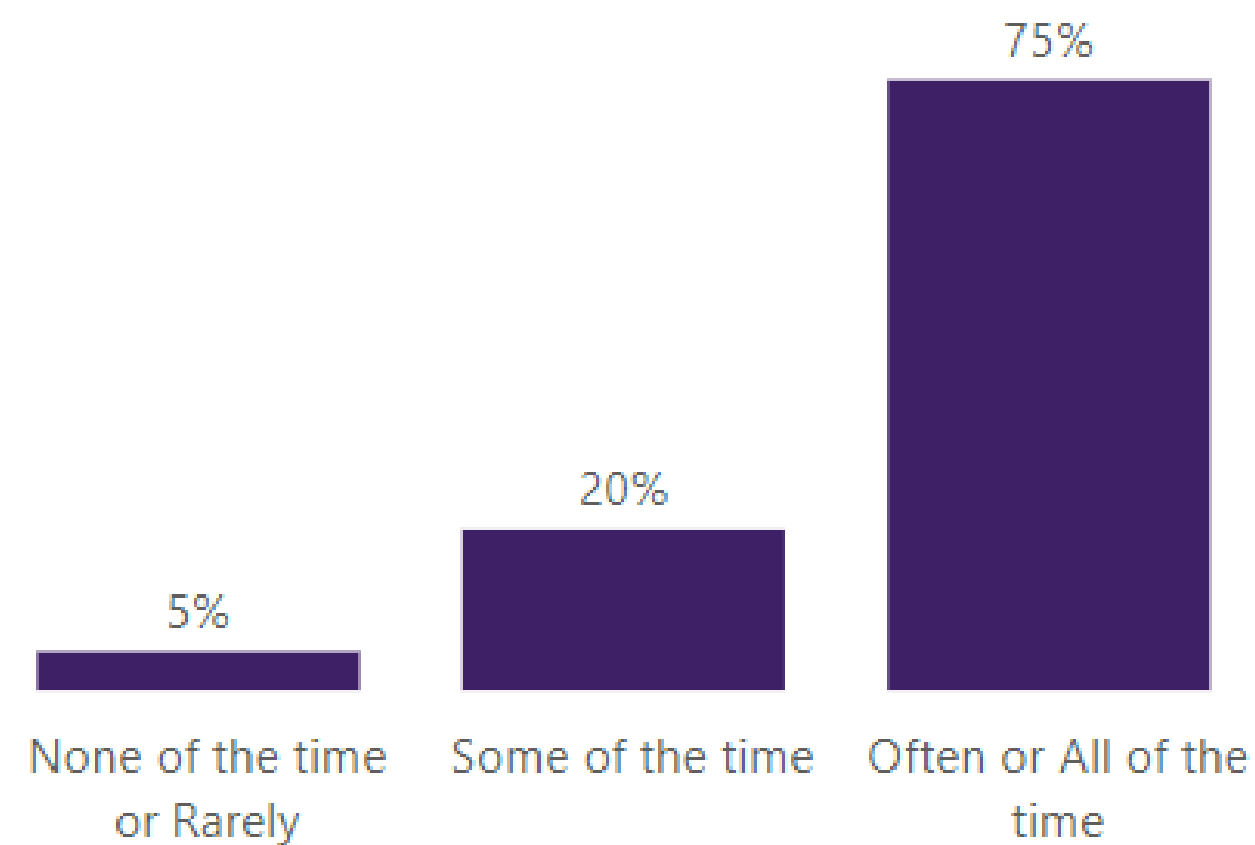
NatWest Thrive participants have belief in their goals

Three-quarters (75%) of participants **believe they can reach their goals, often or all the time.** A further 20% felt this belief some of the time.

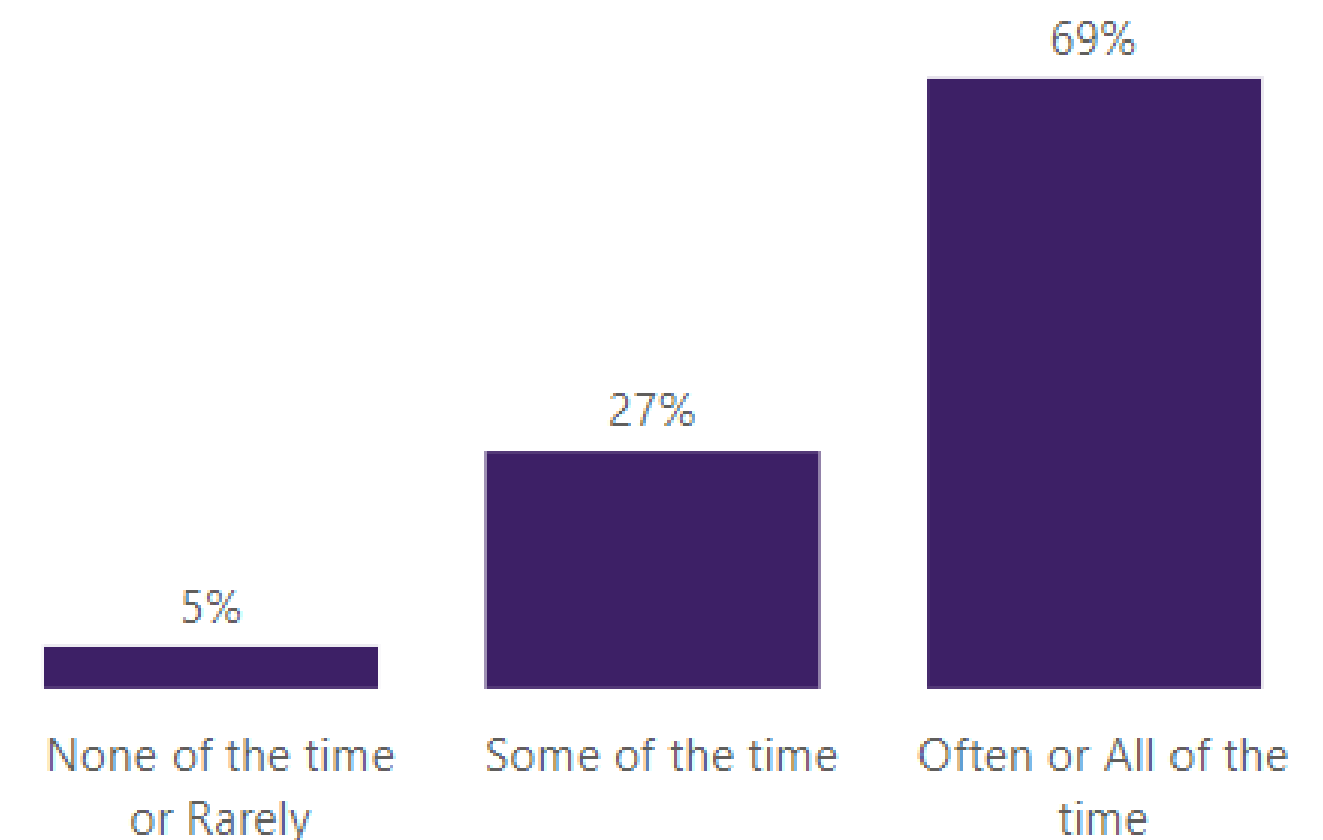
Over two-thirds (69%) of participants reported being able to **think clearly and make decisions** often, or all the time.

Almost two-thirds (64%) of young people said after participation **they could deal with problems** often, or all the time.

I believe I can reach my goals (n=232)



I've been able to make up my mind about things (n=232)



An appetite for more

More than **180 young people** are now more **engaged and interested in programmes like NatWest Thrive** after having taken part

87% of young people enjoyed taking part in NatWest Thrive

84% would recommend NatWest Thrive to their friends

Further impact of NatWest Thrive

‘Distance travelled’ for young people who
took part in sessions from Cohort One

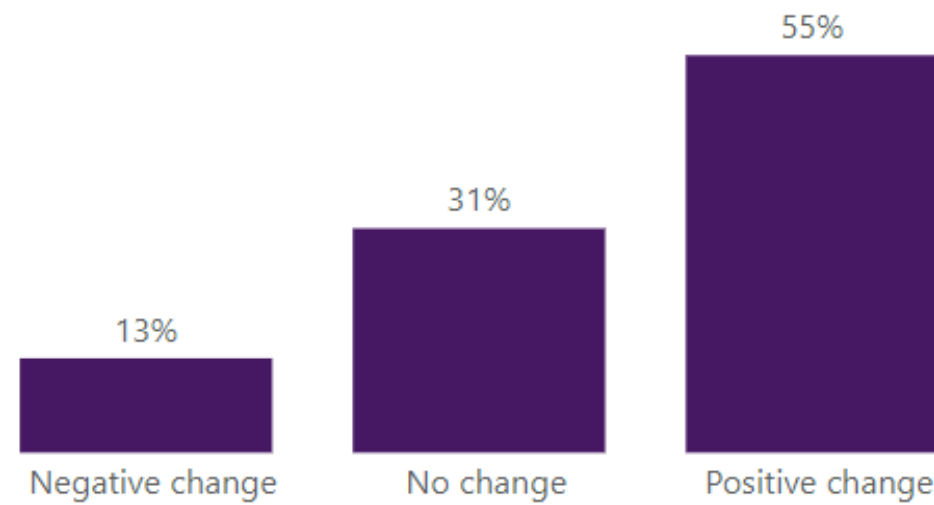
NatWest Thrive helps young people to *manage their money*

Over half of NatWest Thrive participants now feel more able to **manage their own money** (54%) and **plan to help themselves succeed** (55%).

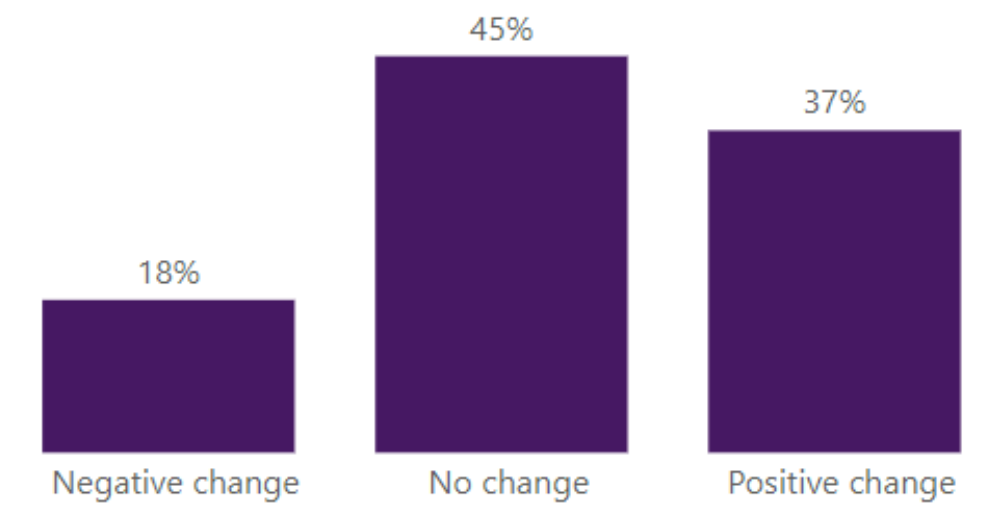
Almost half (48%) are **more confident for their future**. Over a third (37%) reported increased belief in being able to improve their skills through hard work.



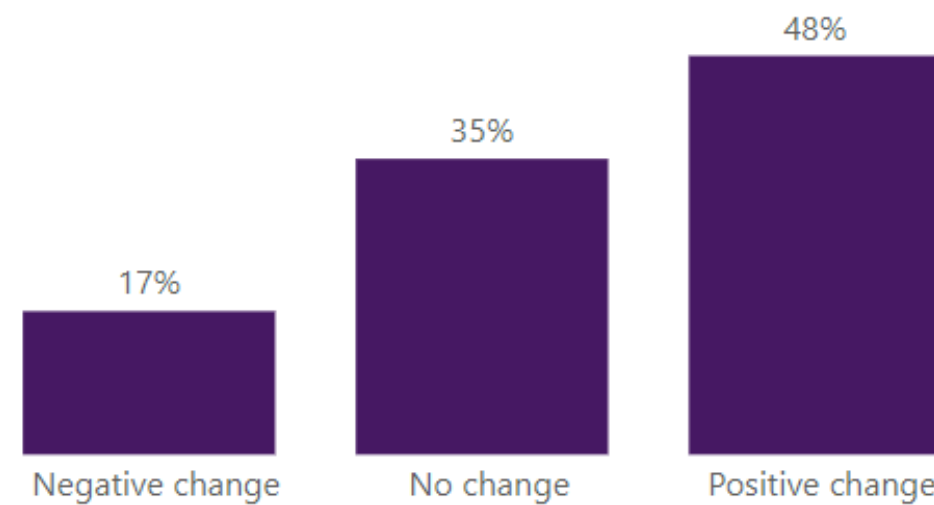
Score change: I know how to plan to help me succeed and achieve (n = 182 at baseline and follow up)



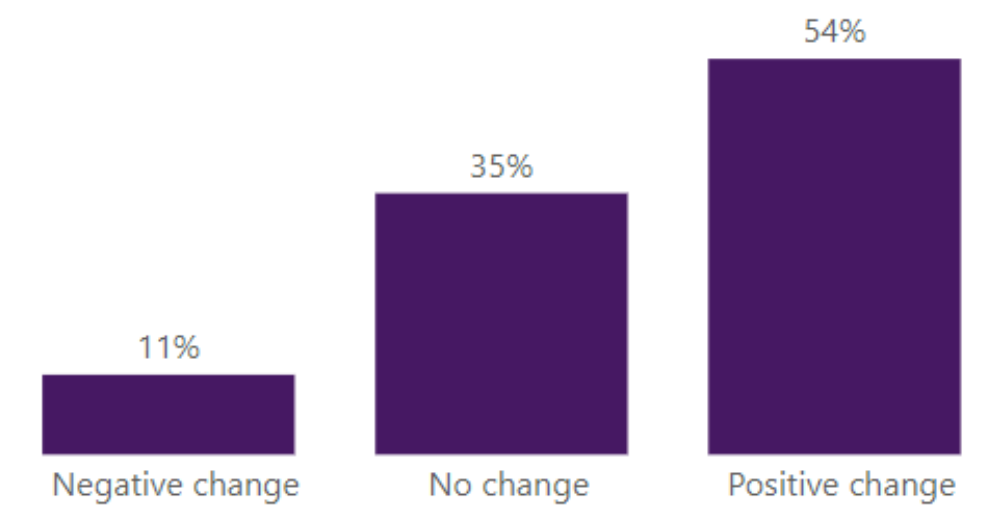
Score change: I believe I can improve my skills by working hard (n = 211 at baseline and follow up)



Score change: I am confident for my future (n = 187 at baseline and follow up)



Score change: I understand how to manage my money (n = 203 at baseline and follow up)

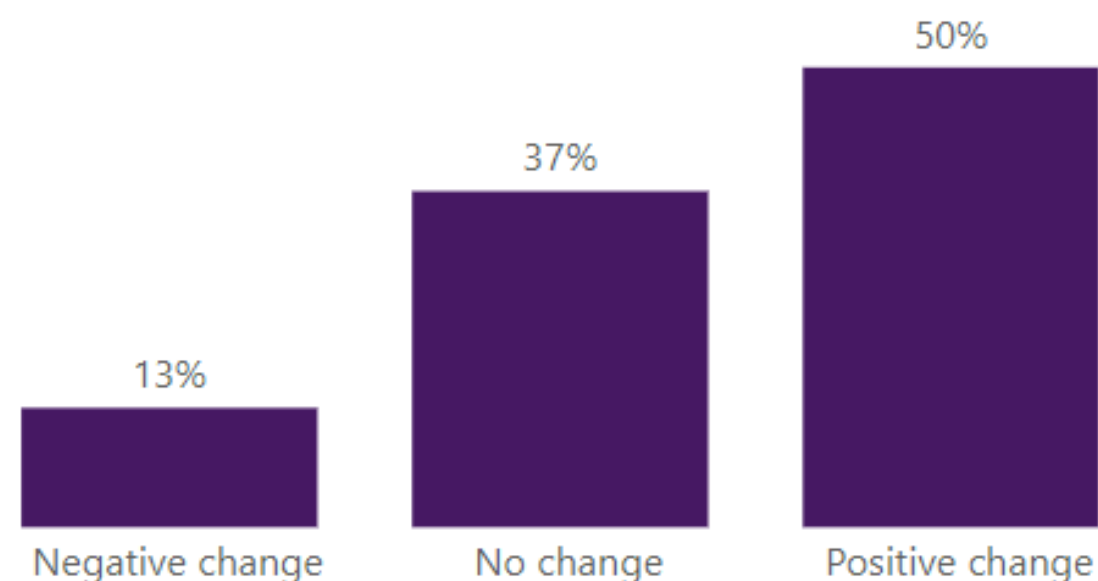


NatWest Thrive positively impacts young people's feelings

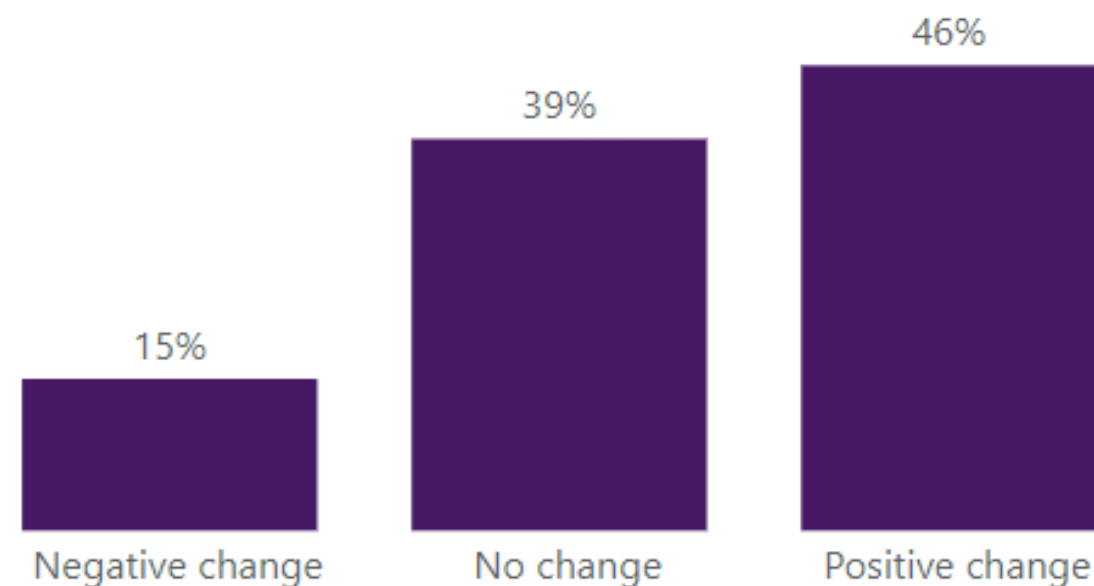
Following participation in Thrive, participants were more likely to feel **close to others, useful and optimistic.**

The three graphs below show that between baseline and follow-up surveys feeling of **closeness to others, usefulness and optimism** all increase in frequency for the majority of respondents.

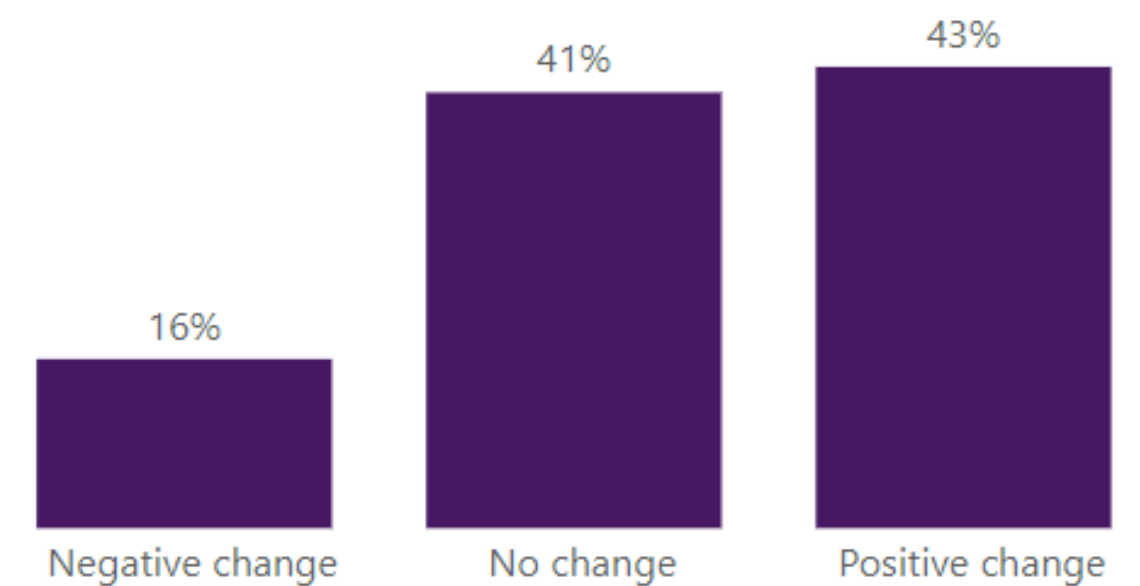
Score change: I've been feeling optimistic about the future (n = 207 at baseline and follow up)



Score change: I've been feeling useful (n = 206 at baseline and follow up)

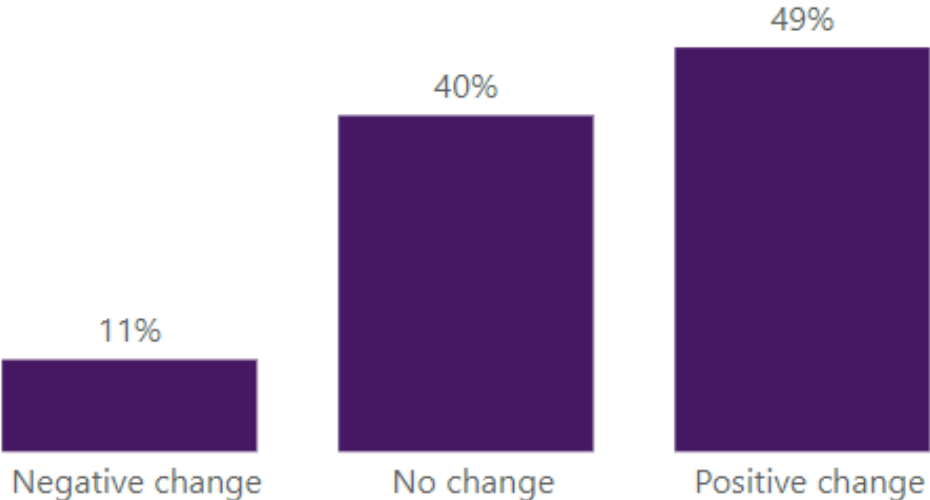


Score change: I've been feeling close to other people (n = 208 at baseline and follow up)

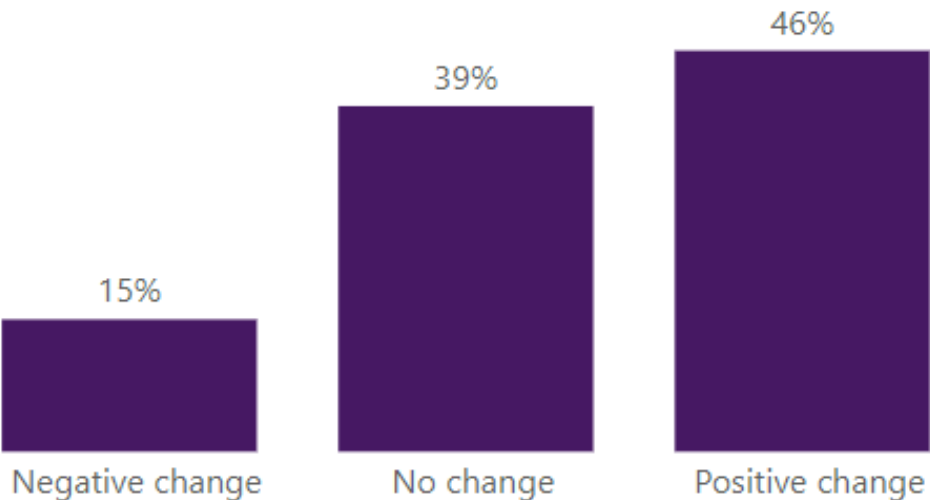


NatWest Thrive positively impacts how young people *make decisions and solve problems*

Score change: I believe I can reach my goals (n = 208 at baseline and follow up)

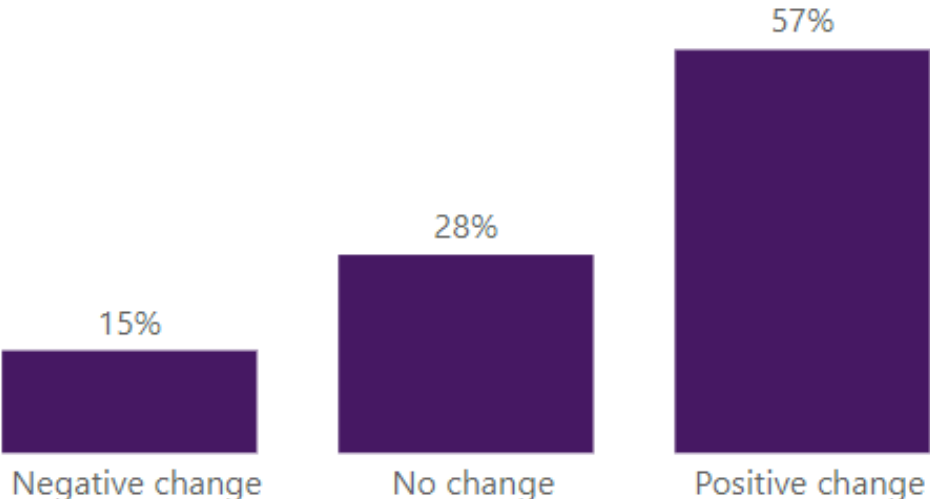


Score change: I've been able to make up my mind about things (n = 206 at baseline and follow up)

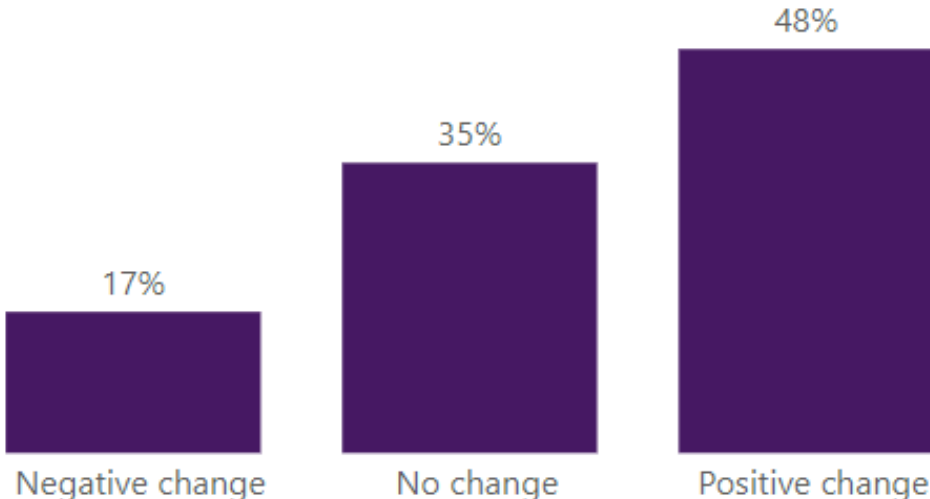


Between baseline and follow-up, young people report having **greater belief in ability to reach their goals.**

Score change: I've been dealing with problems well (n = 206 at baseline and follow up)



Score change: I've been thinking clearly (n = 213 at baseline follow up)



Following participation in NatWest Thrive, participants are also more likely to **think clearly and make decisions.**

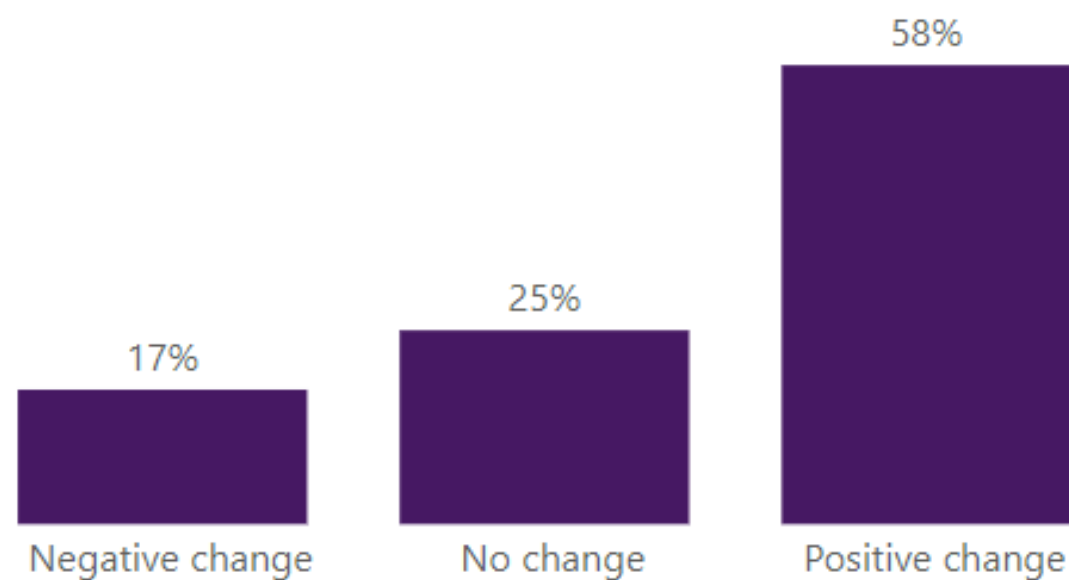
The **biggest impact of NatWest Thrive** is on young people's ability to **deal with problems well – 57%** reported a positive change.

Through NatWest Thrive, young people become more aware of how to get financial advice

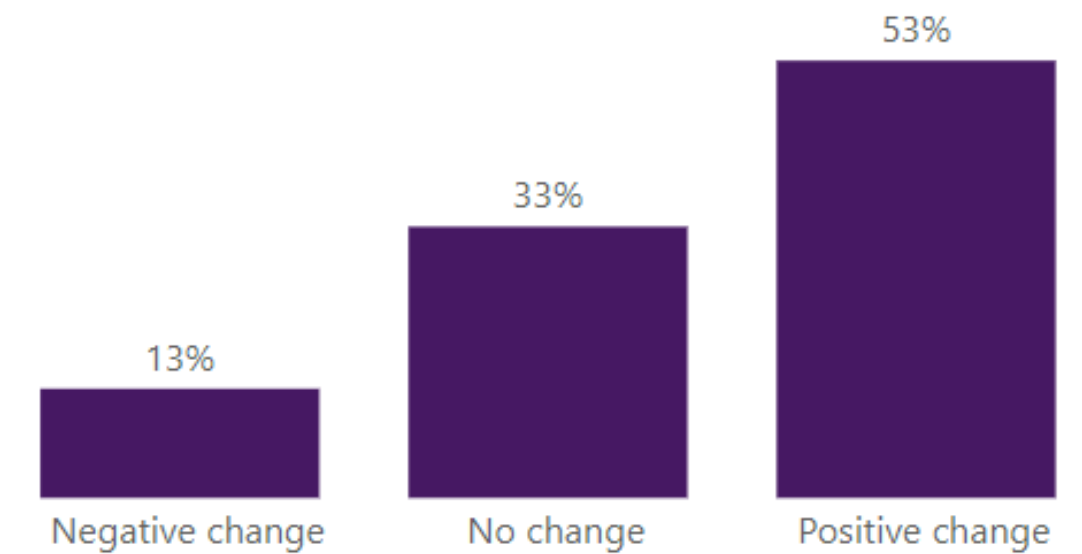
Young people's **understanding of how to find advice about money increased significantly** through participation in Thrive, with 58% reporting an improvement.

Thrive participants **feel more able to talk to a trusted individual** about money and are more aware of how to identify support to further their goals.

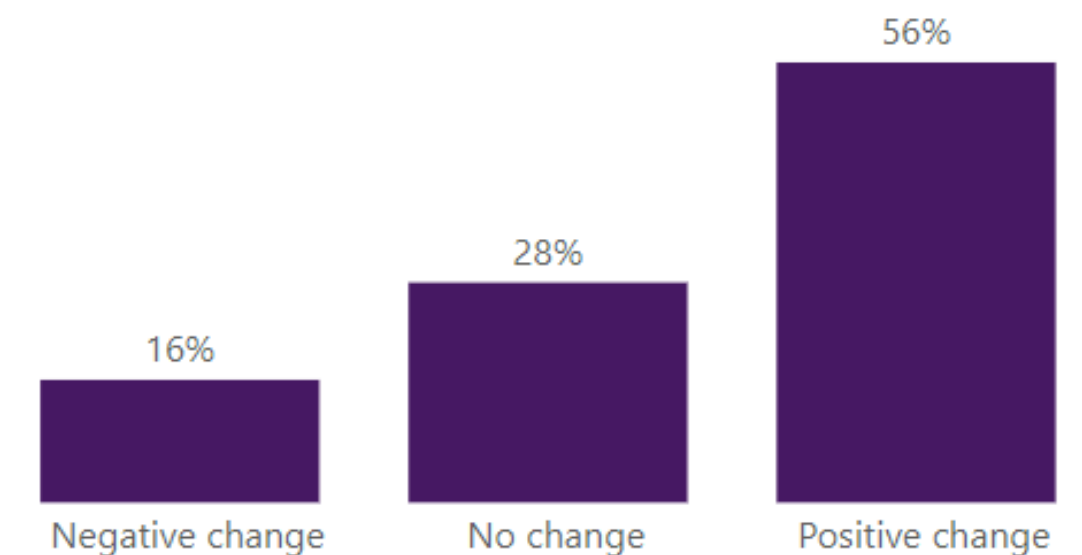
Score change: I understand how to get advice about money (n = 199 at baseline and follow up)



Score change: I can talk to someone I trust about money (n = 202 at baseline and follow up)



Score change: I know how to find help and support to reach my goals (n = 185 at baseline and follow up)



“Feedback” from project staff

- Clubs said that young people had **lots of fun** during NatWest Thrive sessions and were **highly engaged**, which **supported their learning**.
- Delivery partner staff gave excellent feedback on NatWest Thrive sessions, often referring to the **valuable discussions** they instigated amongst young people.
- Clubs found sessions **helped young people conceptualise money**, placing it in relation to success and their own context and goals.
- Staff felt the **interactive, practical delivery** of the sessions were particularly attractive to young people.

“Good feedback from the young people and started some really good discussions. We will continue to do this activity.”

‘Thrive Jar’ session

“The session allowed young people to share their ideas, develop their speaking skills and think beyond what they know.”

‘Debate’ session

“[NatWest Thrive] allowed young people to explore the concept of 'success' and relate it to 'value' & money. The action plans were a great tool in helping the young people align their future goals.

‘What does success look like’ session

“A really engaging first session which allowed the young people to speak about their ideas and understanding of money.”

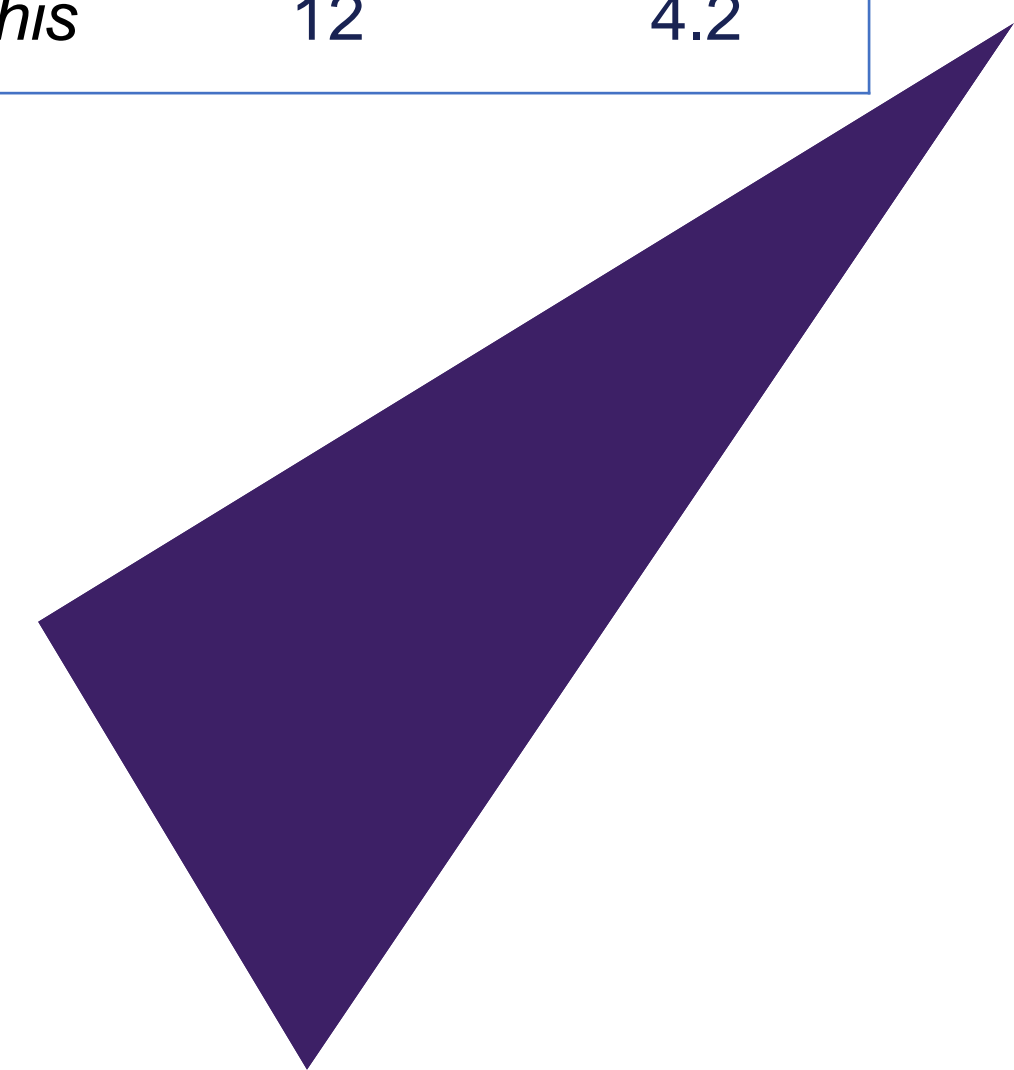
‘Talking to people’ session

Session delivery & reach

- NatWest Thrive sessions reached **381 unique participants**
- **121 NatWest Thrive sessions** were delivered across England through **twelve delivery partners/clubs**
- The most popular session was *'How much does it cost?'*, delivered 17 times
- The average rating across all NatWest Thrive sessions was **4.2 out of 5**
- **Over 84%** of respondents gave NatWest Thrive sessions a score of either 4 or 5

Details on the most delivered sessions are opposite:

Session name	Number delivered	Average rating /5
<i>How much does it cost?</i>	17	4.2
<i>What does success look like?</i>	15	4.5
<i>But I can't afford it</i>	12	4.5
<i>Put a value on this</i>	12	4.2



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