



Worth of Mouth Annual Report

2016/2017
Annual Performance Report

worthofmouth.co.uk

OUR GOAL

Inspire. Celebrate, Educate.

1

To provide young people in the UK with the highest quality hub for community thinking and social cohesion.

2

To provide the largest collection of original and impactful youth orientated success stories, alongside expert advice and information.

3

To build close working relationships with partners in the local area including, schools, charities and businesses to provide workshops and projects



OUR WORK



100+

articles posted online

Over 70,000 words



160

countries where we have readers in.

Every continent in the world



200,000

**page hits in a month
(highest this year)**

65,000 + UK Users



6,000,000

**weekly impressions
on social media
across our page and
partner influencers**

'When I am bit stressed about exams I go on Worth of Mouth to motivate me to revise more'

Year 11 student 2016

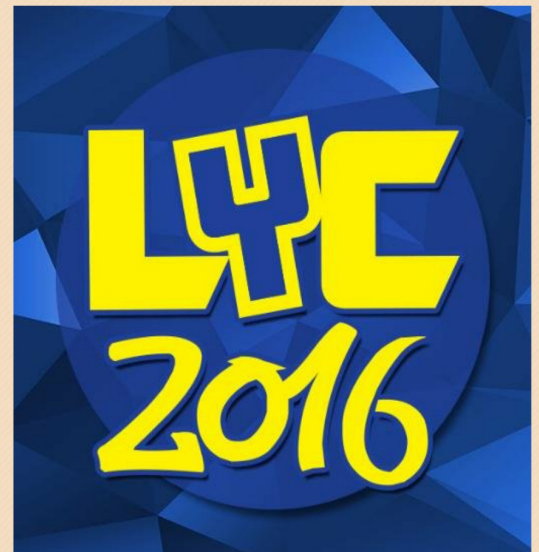
2016/2017 - OUR HIGHLIGHTS



GLOBE TV

Created and managed an original project at Globe Academy show-casing the various hidden talents in the school through a video series

Led a workshop at Lewisham Youth Conference in front of 30 young people and spoke on main stage in front of over 500 people



Led a workshop for Charity Beddazzle at Harris Aspire about challenging the impossible and knowing your worth.



They had such great energy and thought processes which is essential for success



The people who work here are very approachable and helpful...I am pleased I used the service and recommend them to anyone who needs support



The feedback from the young people was fantastic and your speech seemed to be one of the most popular things of the day



Before I came I was worried that my grades could affect me...I got great advice in what other direction to go to



Parents and Young People, from various talks and workshops

Co-production

Co-production plays a significant role in helping young people access useful content. By working with organisations that are in contact with young people, we are able to guide 14-21 year old students through the environments they work, study and live in. Here are some of the organisations we have worked with in the past:

Southwark Council

Presented the council with social media strategies to improve their appeal to young people and liaised with council members in order to make youth targeted opportunities more available and accessible to 14-24 yr olds.

Sports on Screen direct/choreograph all sports related adverts by Nike & Adidas. We partnered on a project aimed to increase the exposure of sports related media opportunities for young people. Opportunities included:

- Casting to play roles in adverts
- Helping to increase endorsement for young talented individuals

Sports on Screen

Lambeth Council

Led a project with the council to create a student friendly weekly planner, which helped pupils organise their time and revise more effectively, a event was co-created to introduce future opportunities for year 11's and explaining the importance of goal setting.

The council shared it in their newsletters with a reach of over 17,500 students

Outcomes



Things that can happen as a result of WOM intervention in schools, for community, and organisations.

SCHOOLS	COMMUNITY	ORGANISATION
Reduction of exclusions and social exclusions from schools by increasing motivation through talks and workshops.	A reduction in age driven stereotypes using the community voice as a measure.	Increase in the engagement between young people and organisations
Facilitate career fairs to guide YEAR 11 into opportunities academic, and non-academic and increasing their awareness of the chances they have to further careers.	An increase in personal development within young people.	Helping to meet corporate social responsibility commitments (aiding to create projects)
Medium for inter-school programs & projects relating to student interests, which eventually leads to opportunities outside school.	Improving attainment through personalised revision tools.	Help businesses to reach their objectives
Tailored PSHE material from Worth of Mouth, which allows students to effectively discuss social issues to help build confidence and self-awareness.		

Future thinking....2017

INTEGRATION

Further integration of WOM principles and content into schools and administration.

Release a student friendly app that means our content can be accessed from everywhere at any time.

INNOVATION

SERVICES

Offer our media, advertising and consultancy services to a wide range of organisations to further improve their ability to appeal to young people.



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