

2021



# BEAM

*Evaluation*

# REPORT



Community  Impact





*Who we are...*

# Beautiful, Empowered And Me

- A 6-week interactive empowerment programme that educates, inspires, and empowers girls with new opportunities and experiences.
- Promotes well-being, and equips the participants in developing leadership and change making competencies.
- Offers a fun and challenging space, which gives girls the opportunity to come together, connect and explore and learn from each other.

*Our Impact*

**WHAT WE ASKED...**



"To what extent does **BEAM** support girls to **build** their self-confidence; self-esteem; self-awareness, and a positive self-image as they explore their educational and career aspirations?"



# Our Impact

## WHAT WE DID



**Two** evaluation surveys were used to establish a baseline and post-programme measure across **8** outcome areas. Observational notes were taken to provide further insight into the change participants went through as they engaged with the programme facilitators and each other.

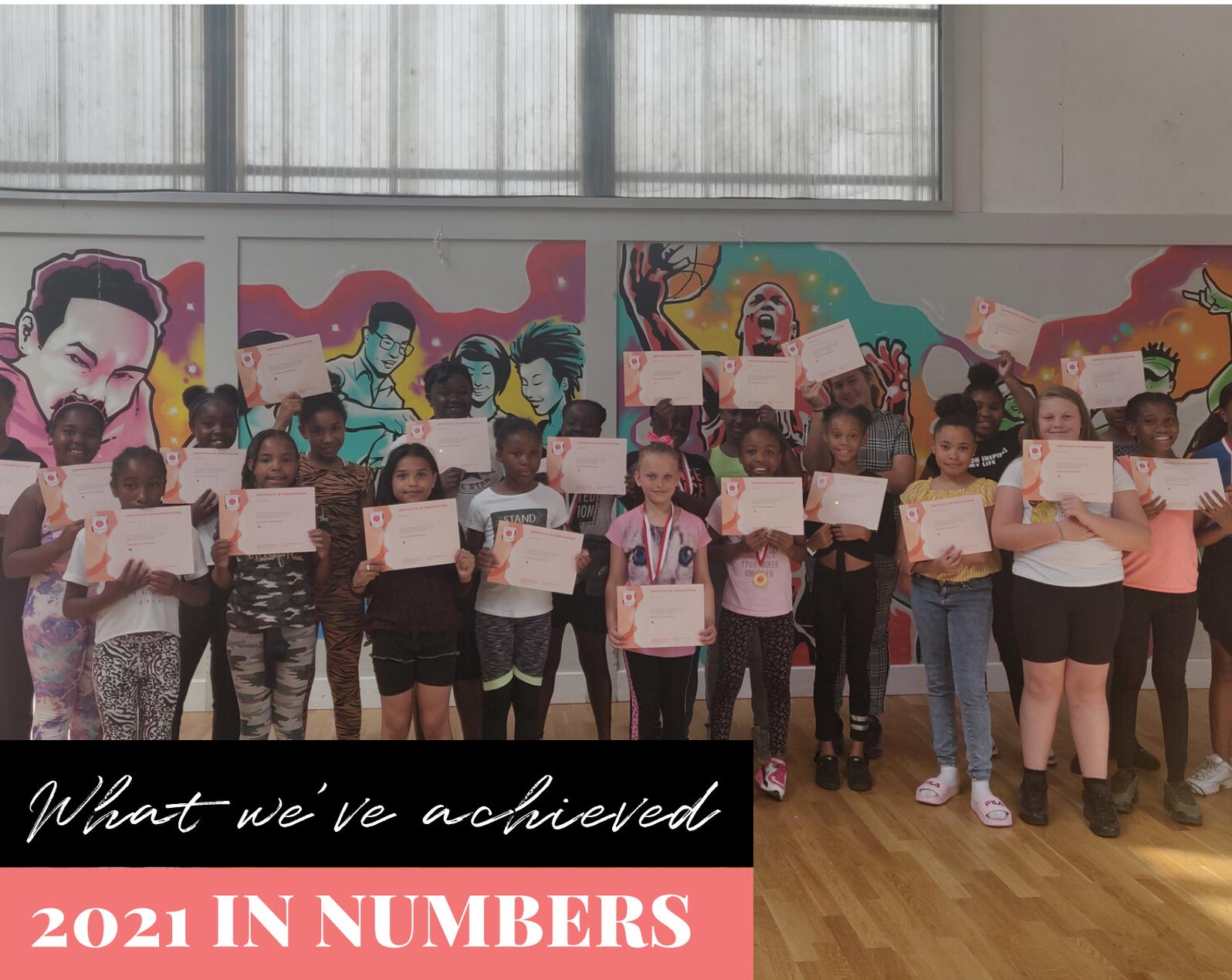


*Our Impact*

**WHY WE DID IT**

We wanted to explore how effective **BEAM** activities are supporting girls and young women to **develop** a range of personal competencies which they can use as they transition through school, form new (and positive) relationships, and recognise their full potential.





- We worked in 3 Schools in South London
- We delivered 18 sessions
- We engaged with 39 young girls
- Girls ages ranged from 8 to 11 (average age was 10)
- 67% of BEAM girls identify as Black, with 5% Asian, 18% Mixed; and 3% White



*Our Results*

## GIRLS AS LEADERS



In BEAM sessions girls were observed to self-reflect on their leadership potential and whether this is an acquired skill, or a quality they are born with. In group discussions some girls weren't aware they can "change into a leader", whilst others told us that leadership is a skill, and that it's possible to become a leader. When we explored girls reflections of themselves as leaders and what this meant to them...

- ... 87% of girls told us they either 'enjoyed', or 'enjoyed a lot' the opportunity to be a leader in the sessions.
- ... 86% of girls told us they either 'enjoyed', or 'enjoyed a lot' the opportunity show other girls how to do something they can't do.
- ... 83% of girls told us they never, or only occasionally (sometimes) get angry when other girls don't do as they say.
- ... 78% of girls told us they never or only occasionally (sometimes) give up when a task gets difficult.

# Our Results

## GIRLS AS INNOVATORS



In BEAM sessions girls are observed whilst they discuss and take on problem solving activities to see how they work together. Examples of being innovative include a girl using her creative abilities to create a colourful project plan (demonstrating her ability to understand how to use creative style to engage others), and use her imagination to give that little bit extra! In group discussions girls agreed that most practical problems can be solved (but not all: "If someone dies, you can't bring them back alive!") and that when a problem is encountered "You would just have to think of a solution". We then asked girls two questions about leaders as innovators...

- ... 65% of girls told us they either 'enjoy' or 'enjoy a lot' telling others about their great Ideas.
- ... 52% told us that they always enjoy the opportunity to do things differently when addressing a problem (48% enjoy doing this 'sometimes').

# Our Results

## GIRLS AS PLANNERS

BEAM sessions task girls with planning group activities, which we then observe to see the approach they take. Group discussions are then held to discuss planning and problem solving. In these, girls reflected on the idea that we cannot solve our problems with the same level of thinking that created them. Some girls disagreed, telling us that "to solve a problem you must have at least a tiny bit of hope. Be positive to solve it and that you can't be angry to solve a problem.". We also asked girls about project planning in our survey...

- ... 78% of girls told us that they 'like', or 'like a lot' the planning of new projects and showing people how they will deliver them



# Our Results

## GIRLS AND RELATIONSHIPS



BEAM facilitators observe girls willingness to work groups and form new relationships. In the sessions girls are encouraged to discuss friendship and self-reflect on what this means to them. We're told by girls that "I enjoyed that I could open up to everyone and I learned that I am confident and that I am talkative", and that "I have enjoyed getting to know myself more and I have learned that I am not fake and am articulate". We asked one survey question on relationships...

- ... 100% of girls said they either 'always' enjoyed meeting new people and making friends (43%) or sometimes enjoyed this (57%)

# BEAM, SELF-WORTH & empowerment

BEAM is about empowerment and self-worth. We observe girls growing and developing through their ability to self-reflect in a safe and positive environment. We asked girls how they felt about themselves, and they told us that "I enjoyed that I was able to express my feelings. I learned that I am not ugly, I am beautiful", that "I enjoyed that everyone could tell their true feelings and I learned that I am beautiful, and I am unique", and that "I have enjoyed seeing the workers every week and the games and activities we do. I have learned that I like myself and don't care what others say about me". We also probed this through our survey...

- ... 38% of girls had a more positive body image (I like the way I look) at the end of the session compared to when they started BEAM
- ... 29% of girls considered themselves as 'pretty as other girls' at the end of the session compared to when they started BEAM
- ... 30% were more 'happy being me' at the end of the session compared to when they started BEAM
- ... 39% of girls either 'disagreed' or 'really disagreed' that girls on TV 'looked better than them'
- ... 87% of girls either 'agreed' or 'really agreed' that it's ok to look different from other girls
- ... 70% of girls either 'agreed' or 'really agreed' that wanting to 'look like someone else if really stressful'

*What we've achieved*

## IN THEIR OWN WORDS

We always ask what girls and young women think of our programmes. It's an opportunity for us to learn about the work we do, and for girls to be open about their BEAM experiences. For our sessions in 2021 we asked, 'What's the BEST thing about BEAM?'. And the BEAM girls said...

- ... "That everybody was truthful about their feelings "
- ... "that you are unique and special. I'm unique in my own way and should be happy with my body"
- ... "We get to share our feelings and we get to feel proud of ourselves"
- ... "That they love girls just the way they are"
- ... "You build confidence by having fun"
- ... "I feel more comfortable with the other girls and I am glad to make more friends with them"
- ... "Enhance your beauty show your skills"
- ... "You meet new people and get to know each other, it is fun to play the games and get more confidence"





# Methodology



# HOW WE DID THIS RESEARCH

**Data collection was carried out using a pre- and post-programme feedback survey administered to collect data at baseline and at the close of the project.**

BEAM Girls completed a 12-question survey containing binary (yes/no) questions and scale questions. We used 5-point 'smiley face' scales to explore how much girls 'enjoyed' and 'liked' aspects of the programme such as activities. Impact was measured using BelEve's outcomes framework of 9 impact measures, reflecting core leadership skills and abilities. Alongside this we asked 6 questions relating to body-confidence and self-image.



# About Community Impact

---

**Community Impact** supports charities to move beyond simply collecting and reporting data to using this to build organisational and community capacity. We do this by:

- Showing charities how to use evaluation data operationally to support service/programme delivery
- Supporting performance and programme improvement
- Using data to support business development and fundraising
- Identifying how service users go on to play active roles in their communities.

[www.communityimpactcic.org](http://www.communityimpactcic.org)

