

## **Attachment 1**

### **Reputational risk**

**Unfavourable media coverage** The volume of media & public interest will be high so we will invest in dedicated PR capacity. Our PR manager will build a rapid response process to allow quick reaction to coverage. We'll also proactively engage with journalists & the sector to change the terms of the conversation about youth crime, amplifying our public health approach

### **Negative sector response when evaluations find no evidence of impact**

Drawing on the experience of the Education Endowment Foundation, whose comms team has helped increase understanding of evidence, in particular the rationale for trial findings, we'll run a communications plan that involves the sector in the generation & dissemination of evidence & prepares the ground for a high early failure rate

**Delivery risk i.e. Home Office unhappy with performance** We'll build a strong relationship with the Home Office through regular communication, transparency & trust, so that they're aware of challenges as they arise & have confidence in our ability to handle them. Our monthly reports & regular meetings will underpin this approach & provide a forum for support & collaboration to enhance our delivery & performance

**Safeguarding incident** We've outlined our approach to safeguarding policy, process, people & publicity in our answer to C12. YEF will initiate a comprehensive safeguarding approach applying to delivery partners & grantees, which will allow us to respond quickly & effectively to safeguarding incidents & to put in place mechanisms to prevent their occurrence in the first place

**Contextual factors, e.g. youth crime continues to rise & we get blamed** YEF's primary aim is to prevent a cohort of children aged 10-14 at risk of involvement in crime from being involved in crime & so the impact of our work will take time to show up in crime statistics, whereas the public want to see quick results. Through our brand strategy & messaging we'll communicate what YEF is set up to do. Our focus will be on conveying positive messaging about diverting vulnerable children away from crime & the huge benefits to them & to society of doing so.