MAYOR OF LONDON
SHARED
ENDEAVOUR
FUND
Call Two
Evaluation
Report
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MAYOR OF LONDON
OFFICE FOR POLICING AND CRIME
GROUNDWORK
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Executive Summary

Executive Summary

The Mayor of London's Shared Endeavour Fund is a civil society grant funding scheme that supports initiatives designed to build Londoners' resilience to radicalisation and extremist recruitment, and reduce racism, intolerance, hate and extremism in the capital. The Fund fills an increasingly recognised gap in the delivery of holistic efforts to prevent and counter violent extremism (P/CVE): a lack of 'investment in local actors, frameworks and programmes', [1] particularly those led by civil society organisations and groups, entities which tend to have stronger ties to and traction in local communities than national or local governments.[2]

Following the successful delivery of Call One, which ended in June 2021, the Mayor of London, Sadiq Khan, launched a new round of funding later that month. Led by the Mayor's Office for Policing and Crime (MOPAC) and administered by Groundwork London, Call Two awarded £600,000 worth of grants to 19 civil society and community-based organisations delivering activities throughout London. Running from October 2021 to June 2022, Shared Endeavour Fund projects addressed a range of recognised harms related to hate and extremism from across the ideological spectrum; these included racism, antisemitism, anti-Muslim hate, misinformation / disinformation, polarisation and radicalisation. For Call Two, supported organisations were expected to contribute to one or more of the Shared Endeavour Fund's new strategic objectives:

1. Fewer Londoners developing, embracing or acting upon racist, intolerant, hateful and/or extremist views
2. More Londoners actively, confidently and safely challenging racist, intolerant hateful and/or extremist views and content
3. Fewer Londoners radicalised into supporting hateful or extremist ideologies and/or being recruited into extremist groups
4. More Londoners resilient to online harms, including online misinformation / disinformation and radicalisation

To understand the impact of Call Two of the Shared Endeavour Fund, the Institute for Strategic Dialogue (ISD) conducted an independent evaluation of the projects supported by the scheme. This report presents ISD's findings from the evaluation and provides a series of recommendations for future iterations of the Shared Endeavour Fund, as well as other initiatives operating in this space.

Evaluation Aims and Approach

In May 2021, MOPAC commissioned ISD to conduct an independent evaluation of Call Two of the Shared Endeavour Fund. The aims of the evaluation were threefold:

- Assess the outcomes of the Shared Endeavour Fund portfolio with respect to the scheme's strategic objectives
- Showcase the achievements of supported projects
- Generate learning and recommendations to improve future iterations of the Fund and inform grant-making decisions

Underpinned by the Call Two Theory of Change, the evaluation incorporated a mixed methods approach (qualitative and quantitative) to assess both the project fidelity of Shared Endeavour Fund initiatives and their effectiveness in contributing to the strategic objectives of the scheme. The full methodology for this evaluation can be found in Annex A. The Theory of Change for the Shared Endeavour Fund is depicted in Annex B. Finally, a complete list of projects funded under Call Two, including a summary of their activities and outputs, is available in Annex C.

Project Fidelity

The fidelity of Shared Endeavour Fund projects, as defined by their quality of implementation and consistency with planned outputs, was assessed according to the following three criteria:

- Did projects reach the number of beneficiaries outlined in their applications?
- Were the beneficiaries selected by grantees clearly defined, justified and appropriate to the aims of the Fund?
- Were the data collection tools administered as planned to a robust sample of project beneficiaries?

Effectiveness of Funded Projects

The centrepiece of the evaluation was an assessment of the extent to which each of the Shared Endeavour Fund's strategic objectives were achieved. This was accomplished by using a set of 12 attitudinal survey measures, which were sourced from the available academic literature (hereafter referred to as the "common measures"); each of these was aligned with a given Shared Endeavour Fund objective.

The common measures were designed in a pre-post format to assess changes in beneficiaries' knowledge, attitudes and behaviours as a result of their participation in a given Shared Endeavour Fund project. The appropriate scales from the suite of common measures were selected and distributed to each grantee based on the aims and content of their projects (as described in their proposals). All grantees were required to administer the survey to a reasonably large cross-section of their beneficiaries. Therefore, each of the strategic objectives could be assessed by testing for statistically significant pre-post changes according to the common measures aligned to that objective.

Key Findings from the Evaluation

The Shared Endeavour Fund

- **The Shared Endeavour Fund supported civil society in London to become more involved in building resilience to radicalisation and extremist recruitment, and reducing racism, intolerance, hate and extremism in the capital.**
  The Shared Endeavour Fund empowered 19 grassroots, civil society and community-based organisations in London to implement projects that tackled a range of themes including prejudice / discrimination (89% of projects), racism (58%), far-right extremism (47%), Islamist extremism (42%), encouraging prosocial behaviours (47%), and digital literacy and misinformation / disinformation (21%).

- **Shared Endeavour Fund projects engaged over 33,000 Londoners, particularly young people, in activities designed to tackle racism, intolerance, hate and extremism.**
  Grantees targeted a range of overlapping communities and population groups with their projects. In total, the Shared Endeavour Fund reached 33,132 individuals in 29 London boroughs, including 31,707 students aged 5–18; 1,127 adults from the general public; and 298 practitioners, teachers, youth workers and community leaders.

Project Fidelity

- **Under Call Two of the Shared Endeavour Fund, 79% of projects met or exceeded their reach targets, up from 61% in Call One.**
  For Call Two, 42% of supported initiatives met their reach targets, with a further 37% exceeding them, often by a wide margin. This represented a sizeable improvement over Call One in which only 61% of projects met or exceeded their targets.

- **In Call Two, 63% of projects were awarded a strong rating for their beneficiary targeting and selection; this is compared with only 45% in Call One.**
  Grantees' beneficiary targeting improved markedly between Call One and Call Two of the Shared Endeavour Fund. Only 37% of projects were assessed as possessing moderate (26%) or weak (11%) selection criteria in Call Two, down from 55% in Call One. Moderate or weak ratings were awarded to projects where the justifications given for beneficiary targeting, the quantity of supporting evidence provided and/or the relevance of selected participants could be improved.

Project Effectiveness

The evaluation found that the Shared Endeavour Fund was successful in building Londoners' resilience to radicalisation and extremist recruitment, and reducing racism, intolerance, hate and extremism in the capital. Funded projects made statistically significant contributions to all of the scheme's strategic objectives, with the majority of outcomes measured revealing large effect sizes. A large effect size denotes that a 'grossly perceptible' difference was found between beneficiaries' pre and post scores, which is of practical significance for the outcomes of the Shared Endeavour Fund.[i] For each outcome in this evaluation, both the effect size and percentage change are listed.

- **Strategic objective one:** Londoners successfully developed protective factors associated with resilience to racism, intolerance, hate and extremism. Beneficiaries' capacity to cope with stress adaptively increased by 53.2% and their self-esteem by 25.8% between the pre and post surveys. In both cases, this translated to a very large effect size
- **Strategic objective two:** Londoners consistently reported being more likely to adopt prosocial behaviours that contest racism, intolerance, hate and extremism. Between the pre and post surveys, beneficiaries' awareness of the existence and impact of racism, intolerance, hate and extremism increased by 26.0%; their capacity to challenge hateful views increased by 26.3%; and their sense of civic and community engagement increased by 20.4%. Again, this translated to a very large effect size for all measures
- **Strategic objective three:** Shared Endeavour Fund projects helped to mitigate psychosocial risk factors associated with vulnerability to radicalisation and extremist recruitment. Beneficiaries' tolerance for others increased by 12.3% over the course of the projects, which equated to a large effect size.
- **Strategic objective four:** Londoners reported being better able to recognise and manage the risks they encounter online. Beneficiaries' habits when assessing the accuracy of information on social media improved by 62.8% between the pre and post surveys. Similarly, beneficiaries also stated that they would be more likely to reject extremist narratives they encounter.
- **Negative unintended outcomes:** No negative or unintended consequences were identified with respect to the attitudes and behaviours assessed by the common measures, indicating that the Fund conformed with the principles of a "do no harm" approach.

Key Recommendations for the Shared Endeavour Fund

The evaluation provided several relevant insights for future iterations of the Shared Endeavour Fund. A more detailed explanation of these recommendations can be found in Chapter 5.2.

[i] Effect size is a quantitative measure that assesses the magnitude of change attributable to an intervention once random noise and naturally occurring variability have been excluded. Consequently, effect size is considered a more accurate measure of observed outcomes than percentage change. By convention, effect sizes are grouped into three categories: small, medium and large. The statistician Jacob Cohen describes a small effect size as the average difference in heights between 15- and 16-year-old women, a difference so small that the age of any given women would be almost impossible to ascertain based solely on their height. In contrast, a large effect size would be 'grossly perceptible' even to the naked eye, such as the average difference in heights between 13- and 18-year-old women. See Cohen, J. (1988). Statistical Power Analysis for the Behavioral Sciences (2nd ed.). Lawrence Erlbaum Associates Publishers, pp. 26–27.

Fund Design

1. **Provide the Shared Endeavour Fund's Theory of Change to prospective grantees during the call for proposals in order to improve their application's relevance to the scheme and alignment with its strategic objectives.**
   Distributing the Theory of Change to funding applicants as part of the request for proposals would help prospective grantees tailor their programming to the aims of the Fund and better identify the strategic objectives to which their projects are aligned Furthermore, it would promote a shared understanding of language and concepts among all parties, aiding applicants to describe the specific resilience factors they plan to address and link them with wider counter-extremism outcomes.
2. **Require (more) highly-specified beneficiary targeting and selection.**
   Although the majority of projects in Call Two were awarded strong (63%) or moderate (26%) ratings for their beneficiary selection, this could be improved. Future calls for proposals should more explicitly require grantees to justify their choice of beneficiaries; for example, why are these individuals in particular need and how would engaging them further the strategic objectives of the Fund.

Project Selection

3. **Expand the age range of Shared Endeavour Fund beneficiaries.**
   The average age of Shared Endeavour Fund beneficiaries that completed the surveys was 15 years old, with 50% of respondents aged 12–15. While there are clear advantages of targeting this age range, vulnerability to radicalisation and extremist recruitment is also a concern in older age groups. Expanding beneficiary targeting to include Londoners of all ages, but particularly 16- to 18-year-olds in further education, would allow the Fund to encompass a far wider cohort of potentially at-risk individuals without causing significant access challenges for grantees.

4. **Refine the balance of project types within the Shared Endeavour Fund Portfolio.**
   Call Two included a range of high-reach awareness-raising projects that performed very well and served to improve Londoners' tolerance for others. Nevertheless, broadening the scope of the portfolio, particularly by prioritising high-intensity psychosocial-resilience-building initiatives, would deepen the range of vulnerabilities addressed by the Fund.

Grant Management

5. **Maintain a flexible, adaptive approach to funding timelines and grant management processes.**
   For both Call One and Call Two, the flexible grant management approach adopted by MOPAC and Groundwork London was essential in allowing grantees to navigate the COVID-19 pandemic and associated government restrictions. Maintaining this adaptive approach would ensure that future iterations of the Fund are similarly resilient to external factors that might otherwise undermine their impact.

Evaluation Procedures

6. **Revise, replace or omit poor-performing measures.**
   Some of the common measures used in the evaluation proved to be statistically unreliable with the sample of respondents surveyed under Call Two. The question items comprising these scales were found to be insufficiently correlated and thus were not measuring a common theme. All of the measures that suffered from this issue included a combination of positively and negatively worded and scored items, which may have confused beneficiaries. Therefore, these poorly performing measures should be revised, replaced or omitted in future evaluations of the Shared Endeavour Fund.

7. **Insert a formal consultation stage into the evaluation to ensure that the common measures are sufficiently tailored to the projects which administer them.**
   Involving grantees in the evaluation process proved to be very beneficial during Call Two and should be continued in future iterations of the Fund. Formalising this process by adding a specific consultation stage into the evaluation would allow for more consistent dialogue between evaluators and grantees, encourage buy-in to the evaluation process and ensure that the common measures provided to each project accurately reflect their aims and content.

8. **Require grantees to survey a larger sample of their beneficiaries.**
   While a sufficient sample of Shared Endeavour Fund beneficiaries were surveyed to robustly assess change at the portfolio and project levels, the number of survey responses collected by some grantees could be improved. Requiring grantees to collect a sample of responses equating to a roughly +/- 5.00% margin of error for their results would increase the precision of future evaluation findings and more easily facilitate comparisons between funded initiatives.

9. **Share the findings and methodology of the evaluation with other civil society funding schemes focused on preventing extremism.**
   The development of a common core of survey measures rooted in the academic literature mitigates the limitations in monitoring and evaluation (M&E) capacity and expertise present among many grassroots implementers while also enabling robust data collection that is aggregable and comparable at the portfolio-level. Sharing this approach and the common measures with counterpart funding schemes would similarly help those programmes to overcome these challenges and could facilitate equivalent comparisons of P/CVE outcomes across localities. By facilitating events with partners in other geographies and contexts, ISD's Strong Cities Network could assist in disseminating the learnings and approach piloted by the Shared Endeavour Fund to cities across the world.

Chapter
One

Introduction

1 Introduction

On 22 June 2021, the Mayor of London launched Call Two of the Shared Endeavour Fund. For Call Two, £600,000 was made available by City Hall for civil society and community-based organisations in order to support them in challenging racism, intolerance, hate and extremism in London. Led by the Mayor's Office for Policing and Crime (MOPAC) and administered by Groundwork London, Call Two projects ran from October 2021 to June 2022.

In May 2021, MOPAC commissioned the Institute for Strategic Dialogue (ISD) to conduct an independent evaluation of Call Two of the Shared Endeavour Fund. This report outlines the findings of that evaluation.

1.1 Strategic Objectives of the Shared Endeavour Fund

The Shared Endeavour Fund was developed to build the resilience of Londoners to radicalisation and extremist recruitment, and reduce racism, intolerance, hate and extremism in the capital. Under Call Two, the Fund provided grants to 19 civil society and community-based organisations for projects designed to contribute to one or more of the following strategic objectives:

1. Fewer Londoners developing, embracing or acting upon racist, intolerant, hateful and/or extremist views
2. More Londoners actively, confidently and safely challenging racist, intolerant hateful and/or extremist views and content
3. Fewer Londoners radicalised into supporting hateful or extremist ideologies and/or being recruited into extremist groups
4. More Londoners resilient to online harms, including online misinformation / disinformation and radicalisation

1.2 Evaluation Aims

ISD's independent evaluation of the Shared Endeavour Fund had the following aims:

- Assess the outcomes of the Shared Endeavour Fund portfolio with respect to the scheme's strategic objectives
- Showcase the achievements of supported projects
- Generate learning and recommendations to improve future iterations of the Fund and inform grant-making decisions

To meet the evaluation aims, a mixed methods approach was employed to assess both project fidelity and the effectiveness of Shared Endeavour Fund initiatives in contributing to the strategic objectives of the scheme.

Chapter
Two

Programme Design

2 Programme Design

2.1 Context

The Shared Endeavour Fund was initially conceived in the wake of the upsurge in terrorist violence that struck the capital in 2017. London experienced at least four major attacks that year, resulting in the deaths of 14 individuals and the injury of another 138.[3] Over the course of 2017, several other plots were foiled by security services, with some reports stating that more than 400 terrorism-related arrests were made that year, a 50% increase on 2016.[4] Police also reported a pronounced spike in 'racially or religiously aggravated offences' following the 2017 attacks, a phenomenon which was also observed after the EU Referendum in June 2016 and the Black Lives Matter protests in 2020.[5]

In response to the violence of 2017, the UK's Counter Terrorism Police (or CTP) and MI5 launched an investigation into the attacks and how future incidents could be prevented. Their subsequent report repeatedly underscored the importance of providing resources for local-level efforts to prevent and counter violent extremism (P/CVE), recommending that the UK government commit to 'build[ing] stronger partnerships with communities, civil society groups, public sector institutions and industry'.[6] Their findings also reflected global developments in the field that increasingly recognise 'invest[ing] in local actors, frameworks and programmes' as P/CVE best practice.[7] In response to these recommendations, the Mayor of London, Sadiq Khan, launched the Countering Violent Extremism (CVE) Programme at MOPAC in December 2017 and ultimately the Shared Endeavour Fund in January 2020.

Since the creation of the Fund, the context surrounding efforts to address racism, intolerance, hate and extremism have further shifted. The COVID-19 pandemic spurred a range of harmful activity online and offline, most notably a mass proliferation of misleading information that the World Health Organisation has dubbed the "infodemic". This spread of misinformation / disinformation and conspiracy theories has undermined public health responses, as well as fuelled anti-vaccine movements and anti-minority hatred.[8]

The COVID-19 pandemic has also provided fertile ground for extremist movements to advance their existing agendas while mobilising the public against COVID restrictions. The crisis accelerated many of the trends in extremism that have emerged over the last decade. The online dimension of radicalisation has only become more important as a 'growing number of young people' were exposed to and consumed 'hateful ideologies online' due to pandemic-related isolation.[9] Similarly, as the online ecosystem has become more complex, the 'boundaries between disinformation, hate speech and harassment, conspiracy theories and extremist mobilisation have become increasingly blurred.'[10] This was reflected in the protest movements that mobilised against COVID restrictions, which connected anti-vaccine conspiracy theorists, anti-government actors and the far-right. It is also apparent in the rise of referrals for individuals with 'mixed, unclear and unstable' ideologies to the UK government's Prevent programme, which, as of 2021, represent 30% of all cases, a 64% increase on the previous year.[11]

2.2 What is the Shared Endeavour Fund?

> We must all stand together to tackle intolerance, hatred and extremism to ensure that we keep Londoners safe and uphold and cherish the values that extremists so hate – democracy, justice, equality and our openness to others. To truly defeat extremism, this must be a shared endeavour and we all have an important role to play.
>
> – Mayor of London, Sadiq Khan

In June 2019, the CVE Programme at MOPAC published A Shared Endeavour, a comprehensive report on P/CVE in London based on in-depth, city-wide consultations with practitioners, public safety stakeholders and members of the general public. The report investigated a broad range of extremism-related harms and reviewed London's existing P/CVE programming, including the UK government's Prevent programme. Ultimately, it identified five areas of action that should be pursued to support the city's counter-extremism objectives:

- Strengthen communities by building resilience to extremism
- Encourage communities to stand up to extremism
- Safeguard vulnerable Londoners from radicalisation
- Stop the spread of extremist ideologies
- Strengthen City Hall leadership, coordination and collaboration to keep Londoners safe from extremism[12]

These five areas of action shared a need to empower civil society and local communities to engage with P/CVE in order to leverage their unique ability to address extremism; however, the consultative process also revealed that 'a lack of support, resources and information' was impeding attempts to include civil society organisations in delivering sustained community-based P/CVE efforts.[13] London's grassroots organisations reported that existing funding opportunities were often restrictive or entailed too many administrative obstacles; therefore, they were inaccessible to small organisations delivering hyper-local programming.[14] To address this gap, the Mayor of London, in partnership with Google.org, launched the Shared Endeavour Fund: a small-grants initiative capable of supporting local responses to racism, intolerance, hate and extremism.

Call One of the Shared Endeavour Fund was launched at Google's headquarters in London by Sadiq Khan on 14 January 2020. The £800,000 joint investment supported 31 projects to deliver P/CVE programming across all 32 London boroughs between July 2020 and June 2021. Despite the spread of the COVID-19 pandemic and associated government restrictions, Call One projects directly benefited over 28,000 Londoners.

The Call One evaluation found that the majority of funded projects successfully raised awareness of the existence, impact and counter-arguments to intolerance, hate and extremism; built resilience against radicalisation and extremist recruitment; and encouraged Londoners to stand up to hateful views and ideologies. A comprehensive review of grantees' project reporting showed that about two-thirds of initiatives demonstrated a positive contribution to the strategic objectives of the Shared Endeavour Fund. Moreover, the case studies developed for the evaluation found that beneficiaries from selected projects improved a range of psychosocial factors associated with resilience to violent extremism, including a 25% increase in tolerance for others, a 27% increase in civic engagement, a 13% increase in support for democracy and a 23% increase in support for the rule of law.[15]

Satisfied with the results of Call One and concerned that the threats presented by hate, extremism and terrorism had not declined, the Mayor of London decided in 2021 to not only continue but strengthen City Hall's support for the Shared Endeavour Fund.

2.3 Call Two of the Fund

Call Two was launched online through the City Hall and Groundwork London websites on 22 June 2021. This was followed by a press release from the Mayor of London and a series of social media posts in the subsequent weeks and months. While Google.org was not involved in the second round of the Shared Endeavour Fund, the Mayor of London raised City Hall's support for the scheme, increasing its investment from £400,000 in Call One to £600,000 in Call Two. Project delivery under the second round of the Fund ran from October 2021 to June 2022.

Changes to Fund Design between Call One and Call Two

To pave the way for Call Two of the Shared Endeavour Fund, MOPAC made a range of changes to the scheme based on the recommendations of the Call One evaluation. These recommendations focused on various aspects of the scheme and included improvements to the Fund's design, project selection, grant management and evaluation procedures. MOPAC accepted all eight of the recommendations proposed by the first evaluation and addressed each of them in the design of Call Two.[ii]

In addition to the formal recommendations submitted under the Call One evaluation, the MOPAC and Groundwork London teams also made a range of improvements to the scheme's grant management and selection processes in preparation for Call Two.

Call Two Application and Review Process

Call Two of the Shared Endeavour Fund was made into a two-tiered grant opportunity, categorised by the maximum amount of funding available and the geographic scope of prospective projects (Table 1). Organisations were invited to apply for funding from one tier only.

Table 1: Funding tiers and associated stipulations

Tier	Funding available	Scale of delivery
One	Up to £22,500	At least two boroughs
Two	£22,500 - £45,000	At least four boroughs

The Fund received 45 applications – 17 in Tier One and 28 in Tier Two. These were reviewed by a moderation panel comprised of staff from MOPAC, Groundwork London and ISD. Applicants were required to demonstrate that their projects contributed to one or more of the Fund's strategic objectives and were assessed on their project plans, beneficiary selection, ability to access and engage target communities, safeguarding procedures and financial planning. The moderation panel also factored in the results achieved by Call One projects into their decision making. Finally, where possible, the moderation panel made efforts to prioritise organisations and boroughs that had not received significant support or funding for P/CVE programming in the past.

In total, 19 projects were funded under Call Two of the Shared Endeavour Fund – 6 projects were awarded Tier One funding and 13 received Tier Two funding. Of the 19 successful applicants, 16 had received funding under Call One of the Shared Endeavour Fund. These grantees largely built on their previous initiatives, enhancing either the scope or depth of their programming.

Overview of Call Two Projects

The 19 projects supported by the Shared Endeavour Fund varied significantly in the strategic objectives toward which they contributed; the type of programming they delivered; the beneficiaries they targeted; the themes they addressed; and the geographic scope of their activities.

[ii] A summary of the recommendations and the steps taken to implement them can be found on the Shared Endeavour Fund website at Greater London Authority (2022). Countering Violent Extremism: Shared Endeavour Fund - Call 1 Evaluation. Available at: https://www.london.gov.uk/programmes-strategies/mayors-office-policing-and-crime/countering-violent-extremism?ac-45990=45988

A full list of the projects funded under Call Two of the Shared Endeavour Fund, including a summary of their activities and outputs, can be found in Annex C.

Project delivery models

Funded projects employed a variety of delivery models based on their specific objectives, activities and targeted beneficiaries. Delivery models fell into four broad categories, with many projects adopting elements from multiple delivery models (Table 2).[iii]

Table 2: Primary delivery models of projects supported by the Shared Endeavour Fund (N=19)

Category	Definition	Number of projects
Community action	Raising awareness within local communities and empowering them to challenge racism, intolerance, hate and extremism	2
Education	Delivering activities to students or in schools, including teacher training initiatives	13
Creative and performing arts	Delivering activities through drama, theatre, traditional arts and role-playing	3
Sports	Delivering activities through sports and physical exercise	5

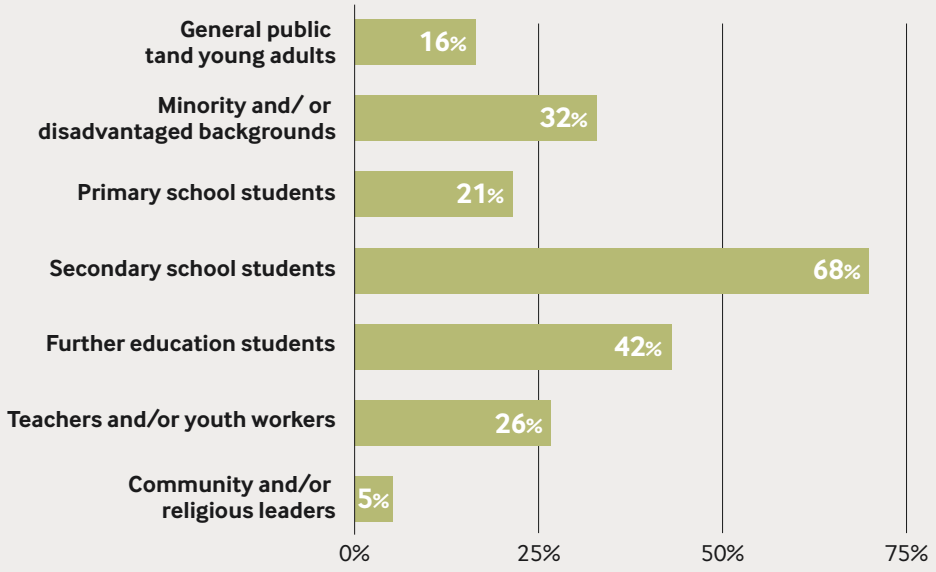
Beyond these broad delivery models, project activities also varied extensively in scope and depth. Grantees' activities ranged from one-off awareness-raising sessions delivered through school assemblies, to more intensive training courses delivered over the course of weeks and months, to highly intensive six-month mentoring programmes targeting small cohorts of potentially vulnerable individuals.

Project beneficiaries

Overall, Shared Endeavour Fund projects reached 33,132 beneficiaries in London, specifically 3,891 in Tier One and 29,241 in Tier Two. Beneficiaries came from a range of overlapping communities and population groups, with students in primary, secondary or further education the principal audience for most initiatives (Figure 1). Projects frequently included activities targeting different population groups; for example, many education projects also included a smaller teacher-training component to sustain emerging outcomes among the students.[iv] In total, Shared Endeavour Fund projects reached 3,376 children aged 5–11; 28,331 young people aged 12–18; 1,127 members of the general public; and 298 practitioners, teachers, youth workers, and community and religious leaders.

[iii] Some projects fell into more than one category. Consequently, these figures do not add up to 19.
[iv] Projects targeted multiple and sometimes overlapping populations. Consequently, these figures do not add up to 100%.

Figure 1: Audience type by the percentage of projects servicing them (N=19)



The number of beneficiaries reached by Shared Endeavour Fund initiatives and the intensity with which they engaged in project activities (average number of contact hours per individual) was highly dependent on their aims and delivery model. In general, awareness-raising projects tended to be high reach (i.e. higher participant numbers) and low intensity (i.e. lower contact hours), while psychosocial-resilience-building projects were low reach (i.e. lower participant numbers) and high intensity (i.e. higher contact hours). To provide an overview of reach and intensity across the portfolio, projects were categorised using a three-point low-medium-high scale; the thresholds, in terms of number of individuals and hours per category, can be found in Table 3 below. The three projects that utilised a training-of-trainers (or ToT) model were excluded from this overview due to their dual beneficiary populations. In all three cases, the cohort of trainers was small and received medium- to high-intensity programming, while the ultimate beneficiary population was comprised of about 200 to 1,000 individuals receiving 5–10 hours of programming.

Table 3: Project reach and intensity (contact hours) of Shared Endeavour Fund initiatives (*n*=16; missing=3)

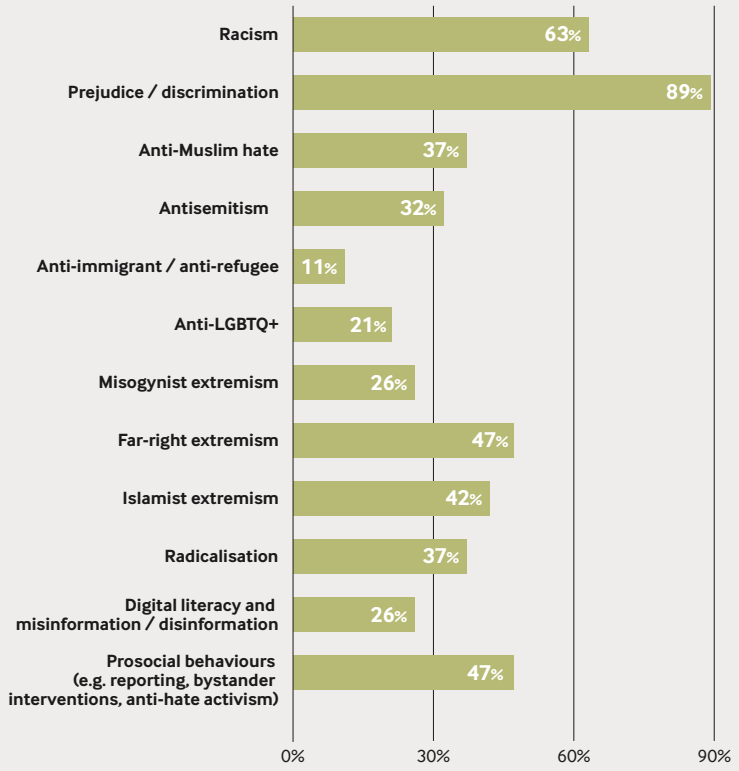
	Project reach			Project intensity		
	Low (0–200)	Medium (200–1,000)	High (1,000+)	Low (0–3 hours)	Medium (3–10 hours)	High (10+ hours)
Number of projects	5	5	6	5	5	6
Percentage of projects	31%	31%	38%	31%	31%	38%

Themes addressed by the projects

Where possible, projects were selected to ensure that the widest range of racist, intolerant, hateful and extremist views was challenged by the Shared Endeavour Fund portfolio. Grantees largely opted to address multiple themes with their activities. In certain cases, ideologies and target groups were explicitly defined, while other projects focused on hate and extremism more broadly. Ultimately, "prejudice / discrimination" proved the most popular topic addressed (89% of all projects), followed by "racism" (58%), and "far-right extremism" and "prosocial behaviours" (47% each) (Figure 2).[v]

[v] Most projects sought to address more than one theme. Consequently, these figures do not add up to 100%.

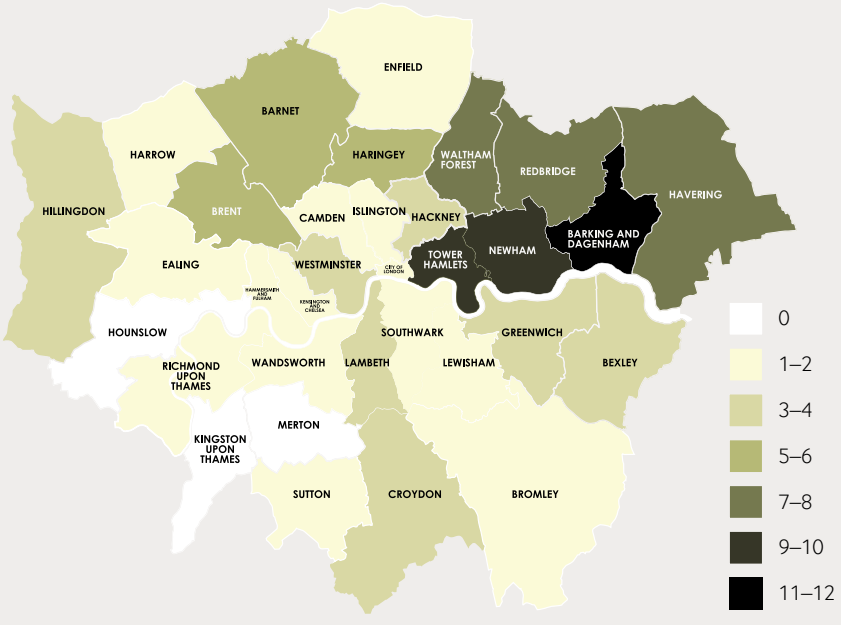
Figure 2: Themes addressed by the percentage of projects (N=19)



Geographic scope of the projects

Collectively, Shared Endeavour Fund grantees delivered activities in 29 of London's 32 boroughs, reaching a wide variety of local communities (Figure 3). Alongside in-person delivery, some projects also offered online participation to pan-London audiences.

Figure 3: Number of projects implementing activities in each London borough (N=19)



2.4 Impact of COVID-19 on the Funding Scheme

As with Call One, the COVID-19 pandemic continued to have a significant impact on project delivery for Shared Endeavour Fund grantees in Call Two. While primary schools in London reopened on 8 March 2021, with secondary schools following shortly behind, they were again pressured in December due to the spread of the Omicron variant of COVID-19. In the face of a resurgent pandemic and major staff shortages, school leaders were cautious about allowing external organisations to deliver programming to classes and year-group assemblies.[16] Given the high volume of Shared Endeavour Fund projects targeting primary and secondary schools, this posed a challenge for grantees and severely disrupted their activity plans. Difficulty accessing schools over the winter period was repeatedly flagged by grantees during the midline monitoring calls carried out by Groundwork London in December 2021. As a result, MOPAC offered three-month extensions to all Shared Endeavour Fund grantees on 26 January 2022, delaying the planned end date for project delivery from 28 February to 29 May. In turn, this pushed the deadline for final reporting to 20 June 2022. While not all grantees made use of the full three-month extension, the vast majority choose to continue delivery past the original end of the performance period.
MOPAC's flexibility in offering delivery extensions for Call Two, as they had in Call One, was essential for the successful implementation of many Shared Endeavour Fund projects. Otherwise, for large portions of the performance period, these initiatives would have been unable to reach their target audiences in person or, in some cases, at all. This would have significantly curtailed the overall reach and impact of the Fund's portfolio.

Chapter
Three

Evaluation Aims, Approach and Methods

3 Evaluation Aims, Approach and Methods

3.1 Evaluation Aims

There were three primary aims for ISD's evaluation of the Shared Endeavour Fund:

- Assess the outcomes of the Shared Endeavour Fund portfolio with respect to the scheme's strategic objectives
- Showcase the achievements of supported projects
- Generate learning and recommendations to improve future iterations of the Fund and inform grant-making decisions

To meet the evaluation aims, Shared Endeavour Fund projects were assessed under two broad themes: project fidelity and effectiveness.

3.2 Evaluation Approach and Methods

Underpinned by the Call Two Theory of Change, the evaluation incorporated a mixed methods approach (qualitative and quantitative) to assess project fidelity and effectiveness in contributing to the strategic objectives of the scheme. The full methodology for this evaluation can be found in Annex A, and the Shared Endeavour Fund's Theory of Change is outlined in Annex B.[17]

Project Fidelity

The project fidelity of Shared Endeavour Fund initiatives, as defined by their quality of implementation and consistency with planned outputs, was assessed according to the following three criteria:

- Did projects reach the number of beneficiaries outlined in their applications?
- Were the beneficiaries selected by grantees clearly defined, justified and appropriate to the aims of the Fund?
- Were the data collection tools administered as planned to a robust sample of project beneficiaries?

Effectiveness of Funded Projects

The centrepiece of the evaluation was an assessment of the extent to which each of the Shared Endeavour Fund's strategic objectives were achieved. This was accomplished using a set of 12 attitudinal survey measures, which were sourced from the available academic literature (the "common measures"). Each of these measures were aligned with a given Shared Endeavour Fund strategic objective.

The common measures were designed in a pre-post format to assess changes in beneficiaries' knowledge, attitudes and behaviours as a result of their participation in a given project. The appropriate scales from the suite of common measures were selected and distributed to each grantee based on the aims and content of their projects and were agreed between MOPAC, the implementing organisations and the evaluators. All grantees were required to administer the survey to a reasonably large cross-section of their beneficiaries.[vi] Therefore, each of the strategic objectives could be assessed by testing for statistically significant pre-post changes according to the common measures aligned to that objective. In total, 2,935 survey responses were collected from across the Shared Endeavour Fund portfolio.

[vi] Samples were expected to be as large as practical, with no fewer than 125 participants or 10% of project beneficiaries, whichever was greater.

Chapter
Four

Evaluation Findings

4 Evaluation Findings

The evaluation findings outlined in this chapter are of two types: project fidelity (Chapter 4.1) and effectiveness (Chapters 4.2–4.5). The findings are based on data collected through the common measures surveys as well as a review of grantees applications and reporting.

4.1 Project Fidelity

The project fidelity of Shared Endeavour Fund initiatives was assessed according to three criteria: project reach, beneficiary targeting and selection, and quality of data collection.

Project Reach

In their project proposals, grantees specified the number of beneficiaries whom they intended to reach during the grant performance period. Table 4 lists their performance, comparing the expected to actual reach. Projects were considered to have met their reach targets "As planned" if the number of beneficiaries was within 10% of the figure projected in their application. As noted, 79% of projects met or exceeded their intended reach.

Table 4: Projects by planned to actual reach rating (N=19)

Rating	Number of projects	Percentage of projects
More than planned	7	37%
As planned	8	42%
Fewer than planned	4	21%

The following demographic profile of survey respondents is based upon the samples of data obtained by grantees. Given that such samples cannot be assumed to be a true random sample, these demographics, although suggestive of the portfolio as a whole, should not be understood as verifiably representative of it.

Age

The age of respondents ranged from 9–71, with the upper end generally representing members of the general public or professionals (e.g. teachers, youth workers and practitioners) involved in training-of-trainers projects. The average age of respondents was 15 years old, with 50% of all respondents aged 12–15.

Gender

As displayed in Table 5, the sample was nearly gender balanced. Excluding those individuals who selected "Other preferred description", the obtained sample of male and female respondents was almost equal.

Table 5: Gender of surveyed Shared Endeavour Fund beneficiaries (*n*=2,716; missing=219)

Gender	Number of respondents	Percentage of respondents
Male	1,429	52.6%
Female	1,246	45.9%
Other preferred description	41	1.5%

Ethnicity

Survey respondents from Shared Endeavour Fund projects came from a diverse array of ethnic backgrounds. The largest primary ethnic grouping reached by the survey was "Asian / Asian British" at 39%, followed by "White" at 20% and "Black / African / Caribbean / Black British" at 20%. The response options for this demographic came from the agreed list of ethnic groups for England and Wales as listed in the 2021 census.

Table 6: Ethnic background of surveyed Shared Endeavour Fund beneficiaries (*n*=2,633; missing=302)

Ethnic background		Number of respondents	Percentage of respondents
Asian / Asian British	Indian	311	10.9%
	Pakistani	292	10.2%
	Bangladeshi	266	9.3%
	Chinese	38	1.3%
	Any other Asian background	198	6.9%
Black / African / Caribbean / Black British	African	365	12.7%
	Caribbean	145	5.1%
	Any other Black / African / Caribbean background	56	2.0%
Mixed / Multiple ethnic groups	White and Black Caribbean	38	1.3%
	White and Black African	47	1.6%
	White and Asian	41	1.4%
	Any other Mixed / Multiple ethnic background	70	2.4%
Other ethnic groups	Arab	101	3.5%
	Any other ethnic group	87	3.0%
White	English / Welsh / Scottish / Northern Irish / British	352	12.3%
	Irish	11	0.4%
	Gypsy or Irish Traveller	4	0.1%
	Any other White background	211	7.4%

Current level of education

Secondary schools were the primary target for 68% of Shared Endeavour projects, particularly those employing high-reach, low-intensity delivery models. Consequently, this audience also represented the dominant group of survey respondents, with 81% of individuals stating that they were currently in secondary education (Table 7).

Table 7: Current level of education of surveyed Shared Endeavour Fund beneficiaries (*n*=2,902; missing=34)

Level of education	Number of respondents	Percentage of respondents
Primary education	256	8.8%
Secondary education	2,348	80.9%
Further education (Sixth form / college)	159	5.5%
Higher education (University)	91	3.1%
University postgraduate	48	1.7%

Beneficiary Targeting and Selection

Beneficiary targeting and selection was assessed according to three criteria:

- Did grantees reach the beneficiary groups outlined in their applications?
- Did grantees provide an evidence-based justification for the selection of their beneficiaries (i.e. with respect to their vulnerability and/or needs)?
- Were the beneficiaries reached appropriate for the aims of the project and the Fund?

The evaluators independently reviewed grantees' project applications and reporting against these criteria and rated them on a three-category strong-medium-weak rubric. Grantees were assigned a rating based on the number of criteria met by their project. A strong rating was awarded to projects that met all three criteria, moderate to projects meeting two criteria and weak to projects meeting one or no criteria. The scores of the two evaluators were then subjected to reliability analysis, which demonstrated that their average-level agreement did not significantly differ (p>.05). This indicates that if another evaluator were to apply this rubric, they would likely reach the same substantive conclusions based on the available evidence.

As displayed in Table 8, 63% of the projects were rated as having strong selection criteria.

Table 8: Projects by strength of beneficiary selection (N=19)

Rating	Number of projects	Percentage of projects
Strong beneficiary selection (i.e. met three criteria)	12	63%
Moderate beneficiary selection (i.e. met two criteria)	5	26%
Weak beneficiary selection (i.e. met one or no criteria)	2	11%

Where grantees were awarded moderate (26%) or weak (11%) ratings for their beneficiary targeting, this was largely due their applications and reporting containing one or both of the following issues. The first was a reliance on overly broad justifications for participant selection; for example, some initiatives designed to service young people targeted London boroughs with higher rates of hate crime but did not outline why specific schools were in greater need than others and so had been selected as a delivery site. Second, a small proportion of grantees did not appear to select beneficiaries that were most appropriate to the aims of their project or the Shared Endeavour Fund. In most instances, these projects reported a desire to service individuals vulnerable to radicalisation and extremist recruitment but did not have a clear plan for accessing these people. Instead, beneficiaries were selected and characterised as at-risk due to their age, location and/or the socio-demographic groups to which they belonged.

Quality of Data Collection

To assess whether the surveys were administered to a robust sample of beneficiaries, projects were ranked by the margin of error of their results. This figure is largely determined by the number of individuals in a sample compared with the total population of a project; lower margins of error indicate more precise research findings.[vii]

The margin of error for funded projects ranged from +/- 0.00% (i.e. all participants were surveyed, and so the results from the sample are identical to the population) to +/- 11.93% (i.e. results in the population fall within +/- 11.93% of the

[vii] Margin of error is a statistical measurement that indicates how many percentage points a result may differ from a real population value. It is expressed as a range and denotes the potential difference between results based on a sample of respondents versus the population from which they were sampled (in the present case, all of the beneficiaries of a Shared Endeavour Fund project). For example, a mean of 50% in a sample of respondents with a margin of error of +/- 5% would indicate that the actual mean in the population could be any value between 45% and 55%.

sample). The mean margin of error was +/- 5.51%. Once ranked, projects were grouped into three tiers: top, middle and lower. Where data collection and recording issues were found, projects were demoted one tier. These issues included entering data in an incorrect format, excluding required survey questions and modifying response options.

Table 9: Projects ranked by margin of error of their obtained sample sizes (N=19)

Rating	Number of projects	Percentage of projects
Top tier of projects (i.e. more accurate)	4	21%
Middle tier of projects	6	32%
Lower tier of projects (i.e. less accurate)	6	32%
Not subject to evaluation[viii]	3	16%

While a sufficient volume of responses was collected to robustly assess change at the portfolio and project level, the sample sizes for some individual projects were lower than intended. Of the 16 projects that implemented the surveys, 10 had a margin of error greater than +/- 5.00%. While this did not prevent the evaluators from identifying statistically significant outcomes among these initiatives, even at an individual project level, the precision of the evaluation findings could be improved by encouraging grantees to survey a wider pool of their beneficiaries.

Summary: Project Fidelity

- The majority (79%) of Shared Endeavour Fund grantees either met their planned reach targets or exceeded them.
- Almost two-thirds of the projects had a strong grounding for their choice of beneficiaries, which was based in established research, and clearly linked with the aims of the Shared Endeavour Fund.
- Grantees collected a sufficient sample of responses to assess change at both the portfolio and individual project levels.

[viii] These projects worked with primary school children aged 5–11, and so they could not be reliably assessed using the common measures surveys as the tools were not appropriate for this age group. Consequently, they were excluded from analysis for this criterion.

4.2 Results Achieved Under Strategic Objective One

Strategic objective one: Fewer Londoners developing, embracing or acting upon racist, intolerant, hateful and/or extremist views

Strategic objective one of the Shared Endeavour Fund focused on developing protective factors associated with resilience against developing, embracing or acting upon racist, intolerant, hateful and/or extremist views. To assess progress against this objective, the evaluation measured four outcomes that have been empirically shown to serve as protective factors against developing ideological or hate-based aggression. These included beneficiaries' resilient coping skills; sense of meaning and purpose in life; self-esteem; and perspective-taking. These outcomes were measured in 14 projects. The rationale for their inclusion is outlined in more detail in the descriptions below.

Resilient Coping

The Brief Resilient Coping Scale (BRCS) is a four-item measure designed to assess respondents' capacity to cope with stress in a highly adaptive manner. It is a protective factor associated with a variety of positive psychological and physical outcomes,[18] and in P/CVE contexts, represents a protective factor against the link between frustration and ideological or hate-based aggression.[19] Example items included: "Regardless of what happens to me, I believe I can control my reaction to it" and "I believe I can grow in positive ways by dealing with difficult situations". For each item statement, respondents were asked to indicate their agreement on a six-point scale, ranging from "Strongly disagree" to "Strongly agree". It was administered as part of four projects to 423 participants and had sufficient measurement reliability (α=.79).[ix]

Resilient coping was significantly improved, showing a very large effect size (η_p^2=.72),[x] which is about five times the conventional standard for a large effect (η_p^2=.14).[20] Rounding to the nearest response option, this translated to an average change from "Somewhat disagree" to "Agree", which equates to a 53.2% improvement in beneficiaries' capacity to cope with stress in an adaptive manner.

Table 10: Resilient coping of Shared Endeavour Fund beneficiaries before and after project activities (*n*=423; F[1, 400]=1028.99; *p*<.01)

Pre-score	Post-score	Change score	Percentage change	Effect size
2.97	4.55	+1.58	53.2%	Very large (η_p^2=.72)

Sense of Meaning in Life

The Meaning in Life Questionnaire (MLQ) is a four-item measure designed to assess respondents' sense of meaning and purpose in life. Over two decades of research have found a strong and consistent link between a threatened sense of purpose and an individual's willingness to aggress against out-group members such as those of different nationalities or religions.[21]

[ix] Cronbach's Alpha (α) can range from 0.00 to 1.00. By convention, a value greater than α=0.70 is indicative of acceptable reliability, meaning that the items (i.e. question statements) comprising a survey scale are highly correlated and presumably measure a single, coherent construct (e.g. an attitude or phenomenon).

[x] The effect size statistic (η_p^2), known as partial eta-squared, represents the magnitude of change attributable to an intervention once random noise and naturally occurring variability in the data have been excluded. Consequently, effect size is considered a more accurate measure of observed outcomes than percentage change. Partial eta-squared runs from 0.00 to 1.00 and is the most commonly accepted means of judging the effect sizes revealed by the present analysis. Effect size conventions are such that ≤.05 indicates a small effect size, 0.6 to 0.13 indicates a medium effect size and ≥0.14 indicates a large effect size. To illustrate the difference between these levels, the statistician Jacob Cohen describes a small effect size as the average difference in heights between 15- and 16-year-old women, a difference so small that the age of any given women would be almost impossible to ascertain based solely on their height. In contrast, a large effect size would be 'grossly perceptible' even to the naked eye, such as the average difference in heights between 13- and 18-year-old women. See Cohen, J. (1988). Statistical Power Analysis for the Behavioral Sciences (2nd ed.). Lawrence Erlbaum Associates Publishers, pp. 26–27.

Accordingly, a sense of meaning and purpose can be a protective factor against engaging in such hostilities and has been found to promote prosocial behaviours.[22] Example items included: "My life has a clear sense of purpose" and "I do not have a good sense of what makes my life meaningful". The MLQ was adapted by the evaluators and administered by two grantees to 327 participants.

Sense of meaning was significantly improved, showing a large effect size (η_p^2=.25). Rounding to the nearest response option, this translated to an average change from "Somewhat disagree" to "Somewhat agree" with respect to respondents' self-reported sense of meaning, which equates to a 16.9% improvement between beneficiaries' pre and post responses. The sense of meaning scale, however, demonstrated unacceptable measurement reliability with the present sample of respondents (α=.31). This means that the survey questions comprising the scale were not sufficiently correlated, which indicates that they were not measuring a common theme. Consequently, while a positive pre-post change was observed among individual questions a wider shift in respondents' overall sense of meaning and purpose in life cannot be definitively shown to have occurred. Thus, these results may not replicate with future waves of Shared Endeavour Fund beneficiaries.

Table 11: Sense of meaning in life of Shared Endeavour Fund beneficiaries before and after project activities (n=327; F[1, 304]=102.16; p<.01)

Pre-score	Post-score	Change score	Percentage change	Effect size
3.38	3.95	+0.57	16.9%	Large (η_p^2=.25)

Self-Esteem

The Self-Esteem Subscale is a four-item measure adapted by the evaluators, which assesses an individual's self-respect and confidence in their own worth and abilities. As with a sense of meaning, decades of research have found that self-esteem is an important protective factor in an individual's resilience to perceived threats against their group-based identities and thus their willingness to aggress against outgroup members.[23] Example items included: "I feel good about myself" and "My self-esteem is high". It was administered by five grantees to 791 participants and had sufficient measurement reliable (α=.76).

Self-esteem was significantly improved, showing a very large effect size (η_p^2=.49). Rounding to the nearest response option, this translated to an average change from "Somewhat agree" to "Agree" regarding respondents' self-esteem, which equates to a 25.8% improvement between beneficiaries' pre and post responses.

Table 12: Self-esteem of Shared Endeavour Fund beneficiaries before and after project activities (n=791; F[1, 769]=725.67; p<.01)

Pre-score	Post-score	Change score	Percentage change	Effect size
3.88	4.88	+1.00	25.8%	Very large (η_p^2=.49)

Perspective-Taking

The Perspective-Taking Scale is a four-item measure of respondents' tendency to take another person's point of view. The tendency toward perspective-taking has been associated with a relative lack of verbal aggression.[24] Furthermore, in so far as perspective-taking is associated with empathy, higher self-reports of empathy are correlated with less positive attitudes toward ideology-based violence.[25] Example items included: "When I am upset at someone, I usually try to put myself in their shoes for a while" and "Before criticising somebody, I try to imagine how I would feel if I were in their place". The perspective-taking measure was adapted by the evaluators and administered by eight grantees to 1,703 participants.

Perspective-taking was significantly improved, showing a very large effect size (η_p^2=.34). This translated to an average change from slightly below "Somewhat agree" to well within "Somewhat agree" on a six-point scale. This equates to a 15.7% improvement in beneficiaries' tendency towards perspective-taking.

The Perspective-Taking Scale, however, demonstrated unacceptable measurement reliability with the present sample of respondents (α=.55). Like the MLQ measure, positive pre-post change was observed among individual questions, but the scale as a whole was not sufficiently correlated, indicating that it was not measuring a common theme. Thus, this outcome might not replicate with future waves of Shared Endeavour Fund beneficiaries, and any change in respondents' tendency towards perspective-taking cannot be definitively shown to have occurred.

Table 13: Perspective-taking of Shared Endeavour Fund beneficiaries before and after project activities (*n*=1,703; F[1, 1577]=812.6; *p*<.01)

Pre-score	Post-score	Change score	Percentage change	Effect size
3.63	4.20	+0.57	15.7%	Very large (η_p^2=.34)

Summary: Strategic Objective One

- Shared Endeavour Fund beneficiaries experienced a very large improvement in their capacity to cope with stress in an adaptive manner (η_p^2=.72). Funded projects encouraged a 53.2% increase in resilient coping over the course of the performance period.
- Shared Endeavour Fund projects also had a very large effect on Londoners' self-esteem (η_p^2=.49), which increased by 25.8% between the pre and post surveys.

4.3 Results Achieved Under Strategic Objective Two

Strategic objective two: More Londoners actively, confidently and safely challenging racist, intolerant, hateful and/or extremist views and content

Strategic objective two of the Shared Endeavour Fund centred on encouraging Londoners to adopt prosocial behaviours that challenge racism, intolerance, hate and extremism. To assess progress against this objective, the evaluation measured three outcomes linked with acting in a prosocial manner: beneficiaries' awareness of the existence and impact of racism, intolerance, hate and extremism; their capacity to challenge hateful views; and the extent to which they are actively engaged with their communities. These outcomes were measured in 15 projects. The rationale for their inclusion is outlined in more detail in the descriptions below.

Awareness Raising

Raising Londoners' awareness of the existence and impact of racism, intolerance, hate and extremism was the most popular objective pursued by Shared Endeavour Fund grantees. Consequently, an awareness-raising measure based on Ajzen's theory of planned behaviour was developed by the evaluators to assess this outcome.[26] The bespoke, four-item measure assessed respondents' awareness, motivation, and ability (i.e. sense of self-efficacy) to challenge the social problems addressed by a given project. Example items included: "I am aware of the problem of [inserted name of social problem]" and "I want to prevent [inserted name of social problem]". It was administered by ten grantees to 2,918 participants and had sufficient measurement reliability (α=.77).

Awareness was significantly improved, showing a very large effect size (η_p^2=.44). Rounding to the nearest response option, this translated to an average change from "Somewhat agree" to "Agree", a 26.0% improvement in beneficiaries' self-reported awareness of the issue(s) addressed by a given project.

Table 14: Awareness of Shared Endeavour Fund beneficiaries before and after project activities (n=2,918; F[1, 2543]=1958.42; p<.01)

Pre-score	Post-score	Change score	Percentage change	Effect size
4.08	5.14	+1.06	26.0%	Very large (η_p^2=.44)

Challenging Hateful Views

The challenging hateful views measure was a three-item scale, developed for Call One by ISD to assess respondents' confidence, motivation and ability to challenge a close friend if they were to express a hateful view. Example items included: "If a close friend expressed a hateful view, I would feel confident challenging them about it" and "If a close friend expressed a hateful view, I would know where to seek additional help for them". It was administered by nine grantees to 2,715 participants and had sufficient measurement reliability (α=.74).

Beneficiaries' capacity to challenge hateful views was significantly improved, showing a very large effect size (η_p^2=.43). Rounding to the nearest response option, this translated to an average change from "Somewhat agree" to "Agree" in beneficiaries pre-post responses. Overall, this equated to a 26.3% improvement in beneficiaries' willingness, motivation and ability to challenge hateful views they encounter.

Table 15: Capacity and motivation to challenge hateful views of Shared Endeavour Fund beneficiaries before and after project activities (*n*=2,715; F[1, 2383]=1769.86; *p*<.01)

Pre-score	Post-score	Change score	Percentage change	Effect size
3.99	5.04	+1.05	26.3%	Very large (η^2_p=.43)

Community and Civic Engagement

A number of Shared Endeavour Fund grantees implemented projects intended to promote civic engagement and a sense of responsibility toward one's community. The Civic Engagement Scale is a five-item measure, assessing respondents' sense of responsibility toward, and commitment to serve, their community. Example items included: "I am committed to serve in my community" and "I believe that all citizens have a responsibility to their community". The measure was adapted by the evaluators for the Shared Endeavour Fund and administered by six grantees to 930 participants. It demonstrated good measurement reliability (a=.89).

Community and civic engagement were significantly improved, showing a very large effect size (η^2_p=.38). Rounding to the nearest response option, this translated to an average change from "Somewhat agree" to "Agree" with respect to respondents' self-reported civic and community engagement, which is a 20.4% improvement between beneficiaries' pre and post responses.

Table 16: Community and civic engagement of Shared Endeavour Fund beneficiaries before and after project activities (*n*=930; F[1, 735]=449.55; *p*<.01)

Pre-score	Post-score	Change score	Percentage change	Effect size
4.21	5.07	+0.86	20.4%	Very large (η^2_p=.38)

Summary: Strategic Objective Two

- Relevant Shared Endeavour Fund projects had a very large effect on Londoners' awareness of the existence and impact of racism, intolerance, hate and extremism (η^2_p=.44), which increased by 26.0% over the course of the performance period.
- Beneficiaries experienced a very large improvement in their capacity to challenge the hateful views they encountered (η^2_p=.43), which increased by 26.3% between the pre and post surveys.
- Funded projects also encouraged a significant improvement in Londoner's community and civic engagement (η^2_p=.38). Targeted beneficiaries reported increasing their civic engagement by 20.4%.

4.4 Results Achieved Under Strategic Objective Three

Strategic objective three: Fewer Londoners radicalised into supporting hateful or extremist ideologies and/or being recruited into extremist groups

Strategic objective three of the Shared Endeavour Fund focused on reducing psychosocial risk factors associated with vulnerability to radicalisation and extremist recruitment. To assess progress against this objective, the evaluation measured three outcomes empirically shown to constitute risk factors for supporting hateful or extremist ideologies. These included beneficiaries' tolerance for others; support for social hierarchies that view in-groups as superior to out-groups; and prejudice towards others based on race. These outcomes were measured in 13 projects. The rationale for their inclusion is outlined in more detail in the descriptions below.

Tolerance

Tolerance of Difference is an eight-item scale that assesses beneficiaries' acceptance, respect and appreciation for difference and diversity. Example items included: "It is okay for people to live as they wish as long as they do not harm other people" and "I respect other people's opinions even when I do not agree". It was administered by eight grantees to 2,317 participants and demonstrated excellent measurement reliability (α=.91).

Tolerance was significantly improved, showing a large effect size (η_p^2=.28). This translated to an average change from slightly below "Agree" to well within "Agree" on a six-point scale. This equated to a 12.3% increase in beneficiaries' tolerance for others.

Table 17: Tolerance of Shared Endeavour Fund beneficiaries before and after project activities (n=2,317; F[1, 2273]=898.65; p<.01)

Pre-score	Post-score	Change score	Percentage change	Effect size
4.54	5.10	+0.56	12.3%	Large (η_p^2=.28)

Sense of In-Group Superiority

The Social Dominance Orientation (SDO) scale is a four-item measure assessing respondents' sense that their in-group is superior to other out-groups in society (these groupings may be racial, religious, national etc.). Social dominance orientation is the extent to which an individual believes in the "rightness" of social hierarchies and is a measure of prejudice.[27] Lower scores on this scale are indicative of less prejudicial attitudes and vice versa. Example items included: "We should not push for ethnic group equality" and "Superior ethnic groups should dominate inferior groups". It was administered by four grantees to 537 participants.

Beneficiaries' support for social hierarchies was significantly reduced, showing a very large effect size (η_p^2=.46). Rounding to the nearest response option, this translated to an average change from "Somewhat agree" to "Somewhat disagree", which is a 34.2% reduction in respondents' endorsement of social dominance hierarchies. For this outcome, lower scores on the measure were more desirable than higher scores as they denoted reduced support for social hierarchies after participating in a Shared Endeavour Fund project.

The SDO scale, however, demonstrated unacceptable measurement reliability with the present sample of respondents (α=.04). Although positive pre-post change was observed among the individual questions comprising this measure, the scale as a whole was not sufficiently correlated, indicating that it was not measuring a common theme. Consequently, this outcome might not replicate with future waves of Shared Endeavour Fund beneficiaries, and the findings from this

measure cannot definitively prove that respondents were less inclined to endorse social dominance hierarchies.

Table 18: Sense of in-group superiority among Shared Endeavour Fund beneficiaries before and after project activities (n=537; F[1, 531]=443.31; p<.01)

Pre-score	Post-score	Change score	Percentage change	Effect size
3.86	2.54	-1.32	34.2%	Very large (η_p^2=.46)

Modern Racism

The Modern Racism Scale is a six-item measure designed to assess a component of racial attitudes. "Modern racism" does not deal with gross stereotypes and blatant discrimination ("old fashioned" racism) but with racial attitudes focused on group-based self-interest and sense of subjective threat.[28] This reflects the changing nature of racism; since overt racism has become less socially acceptable, prejudiced attitudes are often expressed in more subtle and nuanced ways. Lower scores on this scale are indicative of less racist attitudes and vice versa. Example items included: "Ethnic groups different from mine should not push themselves where they are not wanted" and "The government and news media have shown more respect for ethnic groups different from mine than they deserve". The Modern Racism Scale was adapted by the evaluators for the Shared Endeavour Fund and administered by five grantees to 423 participants.

"Modern racism" was significantly reduced but showed only a small effect size (η_p^2=.03). On average, Shared Endeavour Fund beneficiaries did not report endorsing racial bias; however, there was very little difference between their pre and post scores, which both hovered around the "Somewhat disagree" level. Only a 3.9% reduction in racist attitudes was observed among respondents. As with the SDO scale, lower scores on this measure were more desirable than higher scores as they denoted less prejudicial attitudes to other racial and ethnic groups.

Nonetheless, the Modern Racism Scale demonstrated unacceptable measurement reliability with the present sample of respondents (α=.52). While positive pre-post change was observed among the individual questions comprising this measure, the scale as a whole was not sufficiently correlated, indicating that it was not measuring a common theme. Consequently, this outcome might not replicate with future waves of Shared Endeavour Fund beneficiaries, and a change in respondents' racial attitudes cannot be definitively shown to have occurred.

Table 19: "Modern racism" of Shared Endeavour Fund beneficiaries before and after project activities (n=423; F[1, 1171] = 37.68; p<.01)

Pre-score	Post-score	Change score	Percentage change	Effect size
3.33	3.20	-0.13	3.9%	Small (η_p^2=.03)

Summary: Strategic Objective Three

- Shared Endeavour Fund beneficiaries reported a large improvement in their tolerance (η_p^2=.28) over the course of the projects, with a 12.3% increase observed between their pre and post scores.

4.5 Results Achieved Under Strategic Objective Four

Strategic objective four: More Londoners resilient to online harms, including online misinformation / disinformation and radicalisation

Strategic objective four of the Shared Endeavour Fund centred on helping Londoners to recognise and manage the risks they encounter online, particularly exposure to misinformation / disinformation and extremist messaging. To assess progress against this objective, the evaluation measured two outcomes linked with resilience to online harms: the extent to which beneficiaries had been inoculated against extremist narratives that they might encounter, and their ability to recognise misinformation overall (i.e. their digital literacy). These outcomes were measured in seven projects. The rationale for their inclusion is outlined in more detail in the descriptions below.

Message Inoculation

Attitudinal inoculation is a technique for mitigating the persuasive power of an undesirable message and is analogous to receiving an inoculation against a virus. Inoculation theory asserts that if it is likely people will be the target of an attempt to change their beliefs or attitudes, they can be made resistant to that attempt by learning a weak form of its content in advance.[29] This process simultaneously puts individuals on guard against impending attempts to influence them and reduces the persuasiveness of the undesirable message should it be encountered. Subsequently, individuals may also be presented with a preferred counter message.

Message inoculation was assessed using a bespoke, three-item measure developed by the evaluators based on the three components of attitudinal inoculation and counter-messaging. Specifically, this measure asked a) "How clear and specific was the warning that others might be trying to persuade you about [inserted description of message to be countered]"; b) "How convincing were the reasons in favour of [inserted description of message to be countered]"; and c) "How convincing were the reasons in favour of [inserted description of preferred counter-message]". This measure was administered by five grantees to 1,083 participants.

A significant degree of message inoculation was accomplished, showing a strong curvilinear (V-shaped) relationship and a large overall effect size (η_p^2=.23).[xi] As displayed in Figure 4, on average, beneficiaries reported that they "Agree" the warning was clear and specific; they only "Somewhat agree" that the socially undesirable messages were convincing; and they "Agree" that the preferred counter-message was convincing.

[xi] The effect size for message inoculation was measured using the averaged distance between the peaks and the trough of the curvilinear function.

Figure 4: Inoculation to extremist messaging of Shared Endeavour Fund beneficiaries after project activities (*n*=1,083; F[1, 993]=307.27; *p*<.01)

Digital Literacy

Online disinformation has been increasingly used as a recruitment tool by extremist groups and a weapon to target and harass individuals, communities and organisations.[30] In this new online ecosystem, it has become ever more important to foster "digital literacy" to enable individuals, particularly young people, to manage the risks that they face online and better recognise false or misleading information. For the Shared Endeavour Fund evaluation, beneficiaries' habits for assessing the veracity of online social media content were measured using a five-item scale. Example items included: "I first read online articles before liking, commenting, or sharing them" and "If I am not sure whether statements made in an online post are true, I try to verify them, for example, by searching the internet". It was administered by one grantee to 581 participants and demonstrated sufficient measurement reliability (α=.76).

Digital literacy was significantly improved, showing a very large effect size (η_p^2=.66), almost five times the conventional standard for a large effect (0.14).[31] Rounding to the nearest response option, this translated to an average change from "Somewhat disagree" to "Agree" or a 62.8% improvement in respondents' self-reported habits for assessing the veracity of content on social media.

Table 20: Digital literacy of Shared Endeavour Fund beneficiaries before and after project activities (*n*=581; F[1, 505]=969.13; *p*<.01)

Pre-score	Post-score	Change score	Percentage change	Effect size
3.04	4.95	+1.91	62.8%	Very large (η_p^2=.66)

Summary: Strategic Objective Four

- The Shared Endeavour Fund had a large effect on Londoners' resistance to extremist messaging and increased their support for the counter-messages to which they were exposed (η_p^2=.23). This suggests that they were successfully inoculated against these harms.
- Beneficiaries reported a very large improvement in their habits when assessing the veracity of information on social media (η_p^2=.66). Their digital literacy scores increased by 62.8% between the pre and post surveys.

Chapter
Five

Evaluation Conclusions and Recommendations

5 Evaluation Conclusions and Recommendations

5.1 Conclusions

Project Fidelity

Call Two of the Shared Endeavour Fund saw a marked improvement in the quality of project implementation from the first phase of the scheme in 2020–2021. Grantees provided stronger justifications for their selection of beneficiaries, they were more likely to meet or exceed their reach targets, and they submitted better evidence for the impact of their projects.

Project reach

Under Call Two of the Shared Endeavour Fund, 42% of supported initiatives met their reach targets, with a further 37% exceeding them, often by a wide margin. Given the challenging and dynamic environments in which the grantees operated, for example, beginning delivery during the tail end of COVID restrictions in the UK, these results are commendable. They also represent a marked improvement on Call One in which only 61% of projects were able to meet or surpass their projected reach targets. While the scale of this change is partially due to the improving state of the COVID-19 pandemic, it also speaks to the increasing capacity of Shared Endeavour Fund grantees, many of whom were funded under Call One, to manage and deliver their projects effectively.

Beneficiary targeting and selection

The evaluation found that 63% of projects had a strong grounding for their choice of beneficiaries with a further 26% receiving a moderate rating. This again represents an improvement on Call One, with the percentage of projects awarded a "Strong" rating increasing by 18 percentage points between the two phases of the funding scheme. Where projects were assessed as having weak or moderate beneficiary selection, the reasoning was largely comparable for Call One and Call Two, namely a poor justification for beneficiary targeting based on insufficient evidence.

Quality of data collection

The margins of error for projects in the portfolio ranged from +/- 0.00% (i.e. all participants were surveyed, and so the results observed in the sample are identical to the total population of beneficiaries) to +/- 11.93% (i.e. results in the population are within 11.93% of the sample); the mean was +/- 5.51%. While this fractionally impacted the reliability of some of the findings at the project-level, in the aggregate, it afforded 100% statistical power to conduct the present analyses. In other words, the aggregate sample size was sufficient to detect changes between pre-post survey responses with near-certainty that the results could not have been obtained by chance.[xii] Therefore, the overall sample size and, by extension, grantees' level of cooperation with the data collection process were generally quite good.

Furthermore, the application of the common measures represented a marked improvement over the methodology employed for the evaluation of Call One of the Shared Endeavour Fund. The previous evaluation, which largely relied on the evaluation systems and reporting of grantees, found that 42% of projects provided weak evidence of their outcomes, 29% provided moderate evidence and only 29% provided strong evidence.

[xii] Statistical power or sensitivity is the likelihood that a significance test detects a true effect should there actually be one. By convention, statistical tests are considered sufficiently sensitive if they achieve at least 80% power, which equates to tolerating no more than a 20% chance of failing to detect significant effects.

The use of the common measures helped to overcome two significant challenges that undermined the Call One evaluation: how to aggregate the findings from multiple implementers and how to improve the quality of evidence submitted by grantees, many of whom have limited monitoring and evaluation (M&E) capacity and expertise. The development of a common core of survey measures rooted in the academic literature both mitigated the limited M&E capacity and expertise of participating grantees and enabled robust data collection aggregable at the portfolio-level.

Effectiveness of Funded Projects

The centrepiece of the evaluation was an assessment of the extent to which Shared Endeavour Fund projects contributed to the strategic objectives of the scheme. All of the outcomes assessed by the common measures revealed statistically significant improvements, the majority of which also demonstrated very large effect sizes. These results demonstrate that the Shared Endeavour Fund was successful in building Londoners' resilience to radicalisation and extremist recruitment, and in reducing racism, intolerance, hate and extremism in the capital.

Results achieved against the strategic objectives

- **Strategic objective one:** The evaluation found that all of the projects contributing to this objective were able to develop protective factors among their beneficiaries associated with resilience to racism, intolerance, hate and extremism. A very large effect was observed in both beneficiaries' capacity to cope with stress adaptively and their self-esteem; these increased by 53.2% and 25.8% respectively.
- **Strategic objective two:** Outcomes related to this objective, which centred on encouraging Londoners to adopt prosocial behaviours that challenge racism, intolerance, hate and extremism, were similarly positive, again revealing very large effect sizes in all incidences. On average, beneficiaries increased their awareness by 26.0%, their capacity to challenge hateful views by 26.3% and their sense of civic and community engagement by 20.4%.
- **Strategic objective three:** A large effect was observed among the projects that focused on reducing psychosocial risk factors associated with vulnerability to radicalisation and extremist recruitment. Beneficiaries' tolerance (in terms of their acceptance, respect and appreciation for diversity) improved by 12.3% over the funding period.
- **Strategic objective four:** Finally, the evaluation found that all of the grantees that contributed to objective four were successful in helping Londoners recognise and manage the risks they encounter online. Beneficiaries reported a very large improvement in their digital literacy, which increased by 62.8%, and a large improvement in their resistance to extremist messaging.

Absence of negative unintended outcomes

The findings from the evaluation demonstrate not only that grantees robustly advanced the strategic objectives of the Shared Endeavour Fund, but also that the scheme conformed with the principles of a "do no harm" approach. All of the beneficiary outcomes evaluated showed positive growth, and no unintended negative consequences were identified with respect to the attitudes and behaviours assessed by the common measures.[32]

Reliability of the common measures

Unacceptable measurement reliability was found in 4 of the 12 scales adopted for the evaluation, namely those assessing perspective-taking, sense of meaning and purpose in life, support for social hierarchies and "modern racism". While a positive change was observed in all four cases, often with a large effect size, the survey items comprising each scale were not sufficiently correlated and thus could not be shown to be measuring a common theme in the present sample of respondents. Consequently, it is not possible to make any strong claims about whether Shared Endeavour Fund projects had a positive impact on beneficiaries' sense of meaning, perspective-taking, support for social hierarchies or racial attitudes; however, conceptually related scales like Tolerance of Difference did demonstrate excellent measurement

reliability and desirable outcomes. For future iterations of the Fund, the four underperforming scales would need to be revised or substituted because they each measure key psychosocial outcomes linked with resilience to extremism.

5.2 Recommendations

The following list of recommendations has been formulated based on the findings from the evaluation.

Fund Design

1. **Provide the Shared Endeavour Fund's Theory of Change to grantees during the call for proposals in order to improve their application's relevance to the scheme and alignment with its strategic objectives.**
   One of the purposes of the Theory of Change is to provide grantees with an in-depth understanding of the types of projects that the Shared Endeavour Fund is looking to support. Sharing the Theory of Change with applicants as early as possible (i.e. concurrent with the call for proposals) would afford them the greatest opportunity to tailor their programming to the requirements of the Fund. Similarly, building out the narrative Theory of Change to include a list of prospective activities associated with each of the strategic objectives would aid applicants in identifying which objectives are most closely aligned with their projects, something which many organisations struggled with in Call One and Call Two. Finally, distributing the Theory of Change would help to promote a shared understanding of language and concepts related to counter extremism among all parties involved. This would allow grantees to better and more easily identify and describe the specific resilience factors they plan to address and link them with wider counter-extremism outcomes. These factors were not always clearly explained in grantees' applications and reports; for example, "building resilience" was listed as a key objective for most projects, but the exact risk and protective factors constituting resilience were rarely defined (e.g. perspective-taking, self-esteem, sense of belonging and inoculation against extremist messages).

2. **Require (more) highly-specified beneficiary targeting and selection.**
   The majority of the projects in Call Two were awarded a strong (63%) or moderate (26%) rating for their beneficiary selection, which was an improvement on Call One. Although positive, this could be appreciably improved by future waves of Shared Endeavour Fund grantees, notably at the stages where grantees' proposals are submitted to MOPAC and, where applicable, revised. In short, the Shared Endeavour Fund call for proposals could more explicitly emphasise the importance of grantees specifying and justifying the beneficiaries whom they intend to reach; for example, why are those beneficiaries particularly in need of the type of programming provided by a given grantee, and how does working with these individuals serves one or more of the Shared Endeavour Fund's strategic objectives.

Project Selection

3. **Expand the age range of Shared Endeavour Fund beneficiaries.**
   The average age of Shared Endeavour Fund beneficiaries that completed the surveys was 15 years old, with 50% of respondents aged 12–15 and 81% reporting that they are currently in secondary education. Targeting that demographic is valuable as young people tend to be more impressionable and thus more in need of appropriate socialisation with respect to the outcomes advanced by the Shared Endeavour Fund (e.g. tolerance and inoculation against extremist messaging).[33] Nevertheless, it would be advantageous for future waves of Shared Endeavour Fund grantees to include a broader age range of beneficiaries, particularly 16- to 18-year-olds in further education. This age group was targeted by a minority of projects and made up only 5.5% of survey respondents, but they share all of the same vulnerabilities as the younger cohorts reached by the Fund. In fact, contemporary research on developmental psychology highlights that the brain's executive functioning and self-regulatory processes are not fully developed until individuals are in their early to mid-twenties and so would be usefully served by Shared Endeavour Fund programming.[34] While reaching individuals in their early twenties poses various access challenges for grantees, 16- to 18-year-olds could be more achievably targeted by supported projects and would help to broaden the impact of the Fund.

4. **Refine the balance of project types within the Shared Endeavour Fund Portfolio.**
   Awareness-raising projects designed to inoculate young people against racist, intolerant, hateful and/or extremist narratives were the primary form of programming supported under Call Two of the Shared Endeavour Fund. While this work is important as it reaches a large number of Londoners and was often found to have a beneficial impact on tolerance-related outcomes, further broadening the scope of the portfolio would deepen the range of vulnerabilities addressed by the Fund. Where possible, future iterations of the Shared Endeavour Fund should therefore aim to prioritise funding for high-intensity projects designed to build psychosocial resilience among particularly at-risk individuals and groups.

Grant Management

5. **Maintain a flexible, adaptive approach to funding timelines and grant management processes.**
   As with Call One, the adaptive grant management approach adopted by MOPAC and Groundwork London was essential in allowing grantees to deliver their projects as planned. The three-month extensions offered to participating grantees meant that they could postpone their activities until after the Christmas period (when school restrictions were at their tightest due to the spread of the Omicron variant of COVID-19). Maintaining this flexible approach will ensure that future iterations of the Fund are also resilient to external shocks that might otherwise curtail the impact of supported projects.

Evaluation Procedures

6. **Revise, replace or omit poor-performing survey scales.**
   Some of the common measures demonstrated insufficient measurement reliability with the present sample of respondents. This meant that the survey items comprising the unreliable scales were not sufficiently correlated, which indicated that they were not measuring a common theme (i.e. an intended, unitary construct). The poorly performing measures should be revised, replaced or omitted in future evaluations of the Shared Endeavour Fund. The following are more specific recommendations with respect to the poor-performing measures.

- **Meaning in Life Questionnaire (MLQ):** Respondents' sense of meaning and purpose in life remains a theoretically important construct with respect to building psychosocial resilience and preventing violent extremism.35 There is not another widely accepted substitute for this scale, so it should be revised rather than omitted. One of the reasons for the poor performance of this scale might have been because some of its items are reverse-scored (i.e. some of the questions require affirmative responses whereas other items require negative responses). Responding to these opposing items might have been confusing to beneficiaries, which could explain the unacceptably low correlations among the items comprising this scale. This could be easily remedied by omitting or rewording the reverse-scored items to be framed in the affirmative.
- **Perspective-Taking Scale:** Like the MLQ, there is no adequate substitute for this measure, so it should be revised rather than omitted. Furthermore, many grantees' projects are explicitly oriented toward improving beneficiaries' tendencies toward perspective-taking, which underscores the importance of evaluating this construct. As with the MLQ, this scale might have performed poorly, at least in part, due to its reverse-scored items. Once again, this could be easily remedied by omitting or rewording the reverse-scored items.
- **Modern Racism Scale:** This scale also might have suffered due to its reverse-scored items; however, given that this measure has considerable conceptual overlap with the well-performing Tolerance of Difference scale, it could be safely omitted in future evaluations of the Shared Endeavour Fund.
- **Social Dominance Orientation (SDO):** Once again, this scale might have suffered due to its reverse-scored items; however, rather than revising this measure, there are two other conceptually related scales that have been widely used in research on vulnerability toward extremism. These prospective substitutes are Adorno's F-Scale36 or Altemeyer's Right-Wing Authoritarianism Scale.[37]

7. **Insert a formal consultation stage into the evaluation to ensure that the common measures are sufficiently tailored to the projects which administer them.**
   When allocating scales from the common measures to a given project, the evaluation team must work with grantees to confirm that the scales provided are appropriate to the aims and content of their programming. Likewise, where the language in a survey question is intended to be tailored to fit the programming of a given project, this activity should be conducted in consultation with that grantee (i.e. the awareness-raising and message-inoculation scales). While grantees were involved in both these activities during the Call Two evaluation, the procedure was carried out in an ad hoc manner and could be improved by formalising these discussions and holding them earlier in the funding process.

   The value of these consultations is twofold. First, it affords a level of quality control by providing evaluators with an opportunity to further investigate whether selected scales are really applicable to a given project. Second, meeting with the evaluators on a one-to-one basis offers another opportunity to ensure grantees' buy-in to the evaluation process by enabling them to have a say in how their project is evaluated.

8. **Require grantees to survey a larger sample of their beneficiaries.**
   Of the 16 projects that implemented the common measures surveys, ten had a margin of error greater than +/- 5.00% and four a margin of error greater than +/- 8.00%. The most commonly accepted thresholds for margin of error used by survey researchers fall between 4.00% and 8.00%, with 5.00% considered a robust margin of error in most cases. While this did not prevent the evaluators from identifying statistically significant outcomes at either the portfolio or project levels, the precision of evaluation findings could be appreciably improved by requiring grantees to collect a larger sample of survey responses.

9. **Share the findings and methodology of the evaluation with other civil society funding schemes focused on preventing extremism.**
   The last decade has seen an exponential growth in the adoption and implementation of P/CVE policies and programmes. Studies have shown that 'these efforts have often been based on untested programmes and assumptions and have rarely been evaluated.'[38] In part, this is because there exist few practices, methods or approaches that have been standardised for assessing the impact of P/CVE interventions.[39] This poses a challenge for evaluating civil society funding schemes like the Shared Endeavour Fund that focus on evaluating multiple (local and grassroots) implementers, many of which have limited M&E capacity and expertise. The development of a common core of survey measures rooted in the academic literature mitigates the capacity and expertise issues present among many grassroots implementers while also enabling robust data collection that is aggregable and comparable at the portfolio-level. Sharing this approach and the common measures with counterpart funding schemes would help them to similarly overcome these challenges and could facilitate equivalent comparisons of P/CVE outcomes across localities. Utilising the facilitation functions of ISD's Strong Cities Network would be an effective means of disseminating the learnings and approach piloted by the Shared Endeavour Fund evaluation to other contexts and geographies.

Annexes

Annex A: Evaluation Methodolgy

A.1 Purpose and Scope of the Evaluation

In May 2021, ISD was commissioned to conduct an independent evaluation of Call Two of the Shared Endeavour Fund, with a primary focus on assessing the impact of supported projects against the scheme's strategic objectives. As part of the evaluation, ISD was also contracted to develop a Theory of Change for the Shared Endeavour Fund, provide grantees with data collection tools, and support MOPAC and Groundwork London in refining the management and reporting processes for the funding scheme.

The purpose of the evaluation was threefold: to ensure the accountability and transparency of the Shared Endeavour Fund by independently assessing its impact on racism, intolerance, hate and extremism in London; to draw out learning and recommendations that can be applied to future iterations of the Fund; and to inform decision-making on Call Three applications.

This evaluation is primarily intended to service the needs of MOPAC; however, it may also be of value to other civil society funding schemes focused on P/CVE, as well as grantees supported under Call Two and Call Three of the Shared Endeavour Fund and other civil society and community-based organisations implementing P/CVE programmes.

A.2 Evaluation Framework

There were three aims for ISD's evaluation of the Shared Endeavour Fund:

- Assess the outcomes of the Shared Endeavour Fund portfolio with respect to the scheme's strategic objectives
- Showcase the achievements of supported projects
- Generate learning and recommendations to improve future iterations of the Fund and inform grant-making decisions

To meet the evaluation aims, Shared Endeavour Fund projects were assessed under two broad themes: project fidelity and effectiveness (Table 21).

Table 21: Evaluation framework for the Shared Endeavour Fund

Theme	Key evaluation questions
Project fidelity	• Did the projects reach the number of beneficiaries outlined in their applications? • Were the beneficiaries selected by grantees clearly defined, justified and appropriate to the aims of the Fund? • Did grantees collect sufficiently reliable data to demonstrate the impact of their projects?
Effectiveness of funded projects	• To what extent did grantees achieve statistically significant results according to the common measures aligned with each of the Shared Endeavour Fund's strategic objectives?

A.3 Evaluation Approach and Methods

Underpinned by the Theory of Change for Call Two of the Shared Endeavour Fund (see Annex B),[40] the evaluation incorporated a mixed methods approach (qualitative and quantitative) to assess both project fidelity and the results achieved against each of the scheme's strategic objectives.

Project Fidelity

The fidelity of Shared Endeavour Fund initiatives, as defined by their quality of implementation and consistency with planned outputs, was assessed according to three criteria.

Criterion 1: Reach

The reach of funded projects was assessed objectively, comparing the number of intended beneficiaries (as stated in grantees' project applications) with the actual number of beneficiaries engaged. Consequently, projects' reach (the number of participating beneficiaries) was rated on the following three-point scale: "More than planned", "As planned" or "Fewer than planned". To score the criterion, projects were assigned an "As planned" rating if their reach figures were within 10% of their projections. Initiatives that reached a number of individuals outside of this threshold were ascribed either a lower or higher rating accordingly.

Criterion 2: Beneficiary targeting and selection

The second criterion was assessed using a three-point strong-moderate-weak rubric. The two evaluators independently reviewed grantees' project proposals and reporting against three sub-criteria:

- Did grantees reach the beneficiary groups outlined in their applications?
- Did grantees provide an evidence-based justification for the selection of their beneficiaries (i.e. with respect to their vulnerability and/or needs)?
- Were the beneficiaries reached appropriate for the aims of the project and the Fund?

Grantees were then assigned a score on the three-point rubric based on the number of sub-criteria met by their project. A strong rating was awarded to projects that met all three sub-criteria, a moderate rating to projects meeting two sub-criteria and a weak rating to projects meeting one or no sub-criteria.

Once independently rated by the evaluators, the two sets of scores were then subjected to reliability analysis, which demonstrated that the raters' average level agreement did not significantly differ ($p>.05$). This demonstrated that the rubric was sufficiently reliable; in other words, if other evaluators were to apply the rubric, they would likely reach the same substantive conclusions based on the sub-criteria definitions and available evidence.[xiii]

Criterion 3: Quality of Data Collection

This criterion focused on the extent to which grantees collected a sufficiently large sample of responses to support statistically reliable analysis of their initiatives. Projects were ranked by the margin of error associated with their survey results. This figure is largely determined by the number of individuals in a sample compared with the total population of a project, with lower margins of error indicating more precise research findings. The margins of error for funded projects ranged from +/- 0.00% (i.e. all participants were surveyed) to +/- 11.93%. The mean margin of error was +/- 5.51%. Once ranked, projects fell within three tiers (top, middle and lower).

Where data collection problems were found, projects were demoted one tier. These issues included entering data in an incorrect format, excluding required survey questions and modifying response options.

[xiii] Due to the relatively low sample size of rated grantees (N=19), the intraclass correlation coefficient (a preferred means of assessing inter-rater reliability) could not be reliably calculated. Therefore, the average ratings were assessed using analysis of variance (F-test).

The scales selected for the common measures had not been previously validated, or otherwise pilot tested for use with children under the age of 12. Consequently, the three projects that worked with young people under that age were not assessed under this criterion.

Effectiveness of Funded Projects

As mentioned, the centrepiece of the evaluation was an assessment of the extent to which Shared Endeavour Fund projects contributed to the strategic objectives of the Fund. This was accomplished through a set of 12 self-report attitudinal survey measures (the "common measures"), each of which was aligned with a given Shared Endeavour Fund objective.

As the programming of Shared Endeavour Fund grantees differed (i.e. aligned with one or more, but not all four strategic objectives), not all of the twelve scales employed in the common measures were pertinent to each grantee. Consequently, the appropriate scales from the suite of common measures were selected and distributed to each grantee based on the aims of their projects as described in their proposals. The parsing was conducted through a consensus process among the evaluators, reviewed and approved by MOPAC and then confirmed by the grantees.

Research design

The common measures were administered using a retrospective pre-post research design. In traditional pre-post designs, respondents answer questions before taking part in an activity or project, and they then answer the same questions again after their engagement ends. Conversely, in retrospective pre-post designs, both before and after information is collected at the same time once the activity or project is completed.

The primary advantages of retrospective pre-post research designs are threefold. First, they only require one survey to capture both pre and post data, reducing the collection burden on enumerators. Second, data can be analysed with repeated-measures (within-group) inferential statistical techniques, which are exponentially more powerful in their ability to detect statistically significant effects than between-group research designs. Third, retrospective designs mitigate response shift bias; this is the extent to which respondents' pre-post responses differ because their understanding of the question and/or themselves changes over the course of an intervention.[41]

All grantees were required to administer the survey to a reasonably wide cross-section of their beneficiaries.[xiv] This was intended to provide a sufficiently large sample to test for statistically significant pre-post changes using the common measures. Data was then aggregated at the portfolio-level to assess impact against the strategic objectives of the Shared Endeavour Fund. In total, 2,935 survey responses were collected from across the Shared Endeavour Fund portfolio.

Survey instruments

When responding to the question items in the common measures, beneficiaries were asked to indicate their level of agreement on a six-point Likert-type scale, which ran from "Strongly disagree" to "Strongly agree". For each question item, respondents were simultaneously asked to consider their views at two points in time: before and after the project.

For the bespoke measure on message inoculation, respondents were only asked to report their views after the project (i.e. after they encountered the content of the counter-messages).

[xiv] Samples were encouraged to be as large as practical, with no fewer than 125 participants or 10% of project beneficiaries, whichever was greater.

Common measures aligned with strategic objective one: Fewer Londoners developing, embracing or acting upon racist, intolerant, hateful and/or extremist views.

- **Brief Resilient Coping Scale (BRCS)** is a four-item measure designed to assess respondents' capacity to cope with stress in a highly adaptive manner.[42] It was administered by four grantees to 423 participants and demonstrated sufficient measurement reliability (α=.79).[xv]
- **Meaning in Life Questionnaire (MLQ)** is a four-item measure that assesses respondents' sense of meaning and purpose in life adapted by the evaluators from a pre-existing scale.[43] It was administered by two grantees to 327 participants and demonstrated unacceptable measurement reliability with the present sample (α=.31).
- **Self-Esteem Subscale** is a four-item measure that assesses respondents' self-respect and confidence in their own worth and abilities. It was adapted by the evaluators from a pre-existing scale.[44] It was administered by five grantees to 791 participants and demonstrated sufficient measurement reliability (α=.76).
- **Perspective-Taking Scale** is a four-item measure of respondents' tendency to take another person's point of view. It was adapted by the evaluators from a pre-existing scale.[45] It was administered by eight grantees to 1,703 participants and demonstrated unacceptable measurement reliability with the present sample (α=.55).

Common measures aligned with strategic objective two: More Londoners actively, confidently and safely challenging racist, intolerant hateful and/or extremist views and content.

- **Awareness raising** is a bespoke, four-item measure based on Ajzen's theory of planned behaviour.[46] It measures respondents' awareness, motivation and ability (i.e. sense of self-efficacy) to challenge the social problems addressed by a given project. It was administered by ten grantees to 2,918 participants and had sufficient measurement reliability (α=.77).
- **Challenging hateful views** is a bespoke, three-item measure created by ISD to assess respondents' confidence, motivation and ability to challenge a close friend or family member if they were to express a hateful view. It was administered by nine grantees to 2,715 participants and had sufficient measurement reliability (α=.74).
- **Civic Engagement Scale** is a five-item measure that assesses respondents' sense of responsibility toward (and commitment to serve) their community.[47] It was adapted by the evaluators and reduced from the original eight-item scale.[xvi] It was administered by six grantees to 930 participants and demonstrated good measurement reliability (α=.89).

Common measures aligned with strategic objective three: Fewer Londoners radicalised into supporting hateful or extremist ideologies and/or being recruited into extremist groups.

- **Tolerance of Difference** is an eight-item measure that assesses respondents' acceptance, respect and appreciation for diversity.[48] It was administered by eight grantees to 2,317 participants and demonstrated excellent measurement reliability (α=.91).
- **Social Dominance Orientation (SDO) short form** is a four-item measure that assesses respondents' support for social hierarchies and belief that their in-group is superior to out-groups.[49] It was administered by four grantees to 537 participants and demonstrated unacceptable measurement reliability with the present sample (α=.04).
- **Modern Racism Scale** is a six-item measure designed to assess a component of racial attitudes adapted by the evaluators from a pre-existing scale.[50] It was administered by five grantees to 423 participants and demonstrated unacceptable measurement reliability with the present sample (α=.52).

[xv] Cronbach's Alpha (α) can range from 0.00 to 1.00. By convention, a value greater than α=0.70 is indicative of acceptable reliability, meaning that the items (i.e. question statements) comprising a survey scale are highly correlated and presumably measure a single, coherent construct (e.g. an attitude or phenomenon).

[xvi] Three items were excluded from this measure because they demonstrated poor correlations (<.70) in the original measure and/or were not well-worded for use with the present beneficiaries comprised predominantly of youth (e.g. "I believe that it is important to financially support charitable organisations").

Common measures aligned with strategic objective four: More Londoners resilient to online harms, including online misinformation / disinformation and radicalisation.

- **Message inoculation** is a bespoke, three-item measure that assesses the three key components of effective counter-messaging according to inoculation theory.[51] Specifically, this includes: a) how clear and specific was a given warning that one would be exposed to an opposing message, b) how convincing were the reasons in favour of the opposing message, and c) how convincing were the reasons in favour of the counter-message. It was administered by five grantees to 1,083 participants.
- **Digital literacy scale** is a five-item measure of respondents' habits for assessing the veracity of online social media content.[52] It was administered by one grantee to 581 participants and demonstrated sufficient measurement reliability (α=.76).

Inattentive responding checks: Additionally, the collected data was screened for careless responding by three inattentive responding checks. These items were interspersed throughout the survey and were designed to assess whether beneficiaries considered their responses to the survey's questions as opposed to speeding through them carelessly.[53] The items read as follows:

a. "I read instructions carefully. To show that you are reading these instructions, please leave this question blank."
b. "Please skip this question."
c. "This is a control question. Leave this question blank."

Respondents who failed more than one of the inattentive responding checks were excluded from the analysis. This resulted in the removal of 6% of respondents from the data set, a remarkably low number compared to surveys administered by computer that have commonly found inattentive responding near 35%.[54] The final sample included 2,935 respondents.

A.4 Limitations of the Evaluation Approach

There are limitations inherent in any given research design, and the approach adopted to evaluate Call Two of the Shared Endeavour Fund is no exception. The primary limitations of the evaluation are shown in Table 22 along with the actions taken to mitigate them.

Table 22: Limitations and mitigations for the Call Two Shared Endeavour Fund evaluation

Factor	Limitation(s)	Mitigation(s)
Misreporting of project results	Evaluation based on self-reported responses of beneficiaries, which may be biased.	• The common measures survey was anonymous, which minimised respondents' motivation for acquiescence, desirability and/or self-presentation bias. • Respondents were not paid, which further minimised any incentive for them to tell enumerators what they want to hear. • The survey included three inattentive responding checks so that careless responders (i.e. those who sped through the survey inattentively) could be screened from the dataset.
Sampling approach	Data samples were obtained by grantees and are not assumed to be true random samples; thus, their representativeness cannot be guaranteed.	• Presently, there is no mitigation for this issue because it would have required grantees to implement systematic sampling procedures unique to each project to ensure random selection.

Factor	Limitation(s)	Mitigation(s)
Timeline for evaluating impact	Respondents completed the survey immediately following their participation in a project; thus, the longer-term sustainability of project effects are unknown.	• Presently, there is no mitigation for this issue because it would have required longitudinal data collection (i.e. over months or years).
Attribution of outcomes	Without a control or comparison group, it is impossible to preclude that observed effects could have been produced by a "placebo" effect, other interventions or environmental factors.	• Presently, there is no mitigation for this issue, which would have required approximately twice as many respondents (half of whom would not be able to participate in Shared Endeavour Fund programming). • For ethical reasons, it would have been improper to waste the time of Londoners (predominantly London youth) by asking them to participate in a "placebo" (i.e. likely ineffective) project merely in order to rule out this minor, dubious threat to the evaluation's internal validity.

Annex B: Theory of Change

IMPACT

Empowered London's civil society to challenge racism, intolerance, hate and extremism, and foster local communities that are more resilient to radicalisation and extremist recruitment

INPUTS

Capable grantees who operate in good faith and have sufficient:

- Technical expertise
- Human capital

"At-risk" populations who are potentially vulnerable to formulating or increasing racist, hateful and extremist sentiment or being radicalised

Community stakeholders that include:

- Specialised and/or self-identified stakeholders who work with beneficiaries to empower them beyond the project lifespan, such as teachers, community leaders and practitioners
- General public / bystanderswho appropriately intervene

ACTIVITIES

Grantees employ interventions that target the mechanisms underpinning radicalisation and extremist recruitment. These include:

Psychosocial risk factors:

- Lack of purpose / opportunity
- Ostracism
- Sense of cultural threat
- Low self-esteem
- Lack of empathy / perspective-taking

Awareness-based resilience factors:

- Sensitised / inoculated against racism, intolerance, hate and extremism
- Awareness of counter / alternative-narratives
- Digital and media literacy to counter online harms

Community stakeholders and/or at-risk populations:

- Equipped and trained to challenge, pushback and/or pre-empt racism, intolerance, hate, extremism and misinformation / disinformation

OUTCOMES

Psychosocial resilience outcomes: At-risk beneficiaries increase one or more of the following:

- Sense of (nonviolent) purpose / opportunity
- Sense of belonging
- Reduce their sense of cultural threat
- Self-esteem
- Empathy/perspective-taking

Awareness-based resilience outcomes: Beneficiaries are trained, sensitised, inoculated and motivated against racism, intolerance, hate and extremism through acombination of the following:

- Understanding of the existence, impact and threat toindividuals and society
- Familiarity and support for counter / alternative narratives
- Critical thinking and ability to identify online harms

Community stakeholder outcomes: Beneficiaries become trained, equipped and motivated to carry out their own activities countering racism, intolerance, hate and extremism in their schools and local communities by improving their ability to:

- Identify potential warning signs of extremism
- Have "difficult conversations" on the above topics
- Disseminate counter / alternative narratives

STRATEGIC OBJECTIVES

1. Fewer Londoners developing, embracing or acting upon racist, intolerant, hateful and/or extremist views

2. More Londoners actively, confidently and safely challenging racist, intolerant hateful and/or extremist views and content

3. Fewer Londoners radicalised into supporting hateful or extremist ideologies and/or being recruited into extremist groups

4. More Londoners resilient to online harms including online misinformation / disinformation and radicalisation

ASSUMPTIONS

- Capable grantees apply for and are awarded funding by the Shared Endeavour Fund
- Beneficiaries are sufficiently incentivised (and able) to participate
- Scale of the funded projects and time for their delivery are sufficient for projects to contribute meaningfully to the
- Shared Endeavor Fund's strategic objectives

EXTERNAL FACTORS

- **COVID-19 pandemic:** whether it adversely affects grantees' intended activities
- **Public perception:** whether hostile or favorable to grantees' activities and outcomes

Annex C: Shared Endeavour Fund Projects

Project Summaries

ARC Theatre Ensemble
Future M.O.L.D.S Communities
Heartstone
Manorfield Charitable Foundation
Shout Out UK
Solutions Not Sides

Tier One

ARC Theatre Ensemble
Unlimited

Unlimited delivers a combination of live theatre performance and educational lessons to primary school students. The initiative is also designed to assist teachers in running their own counter-hate sessions beyond the project delivery period. The theatre piece and lesson plans aim to improve empathy and understanding of how it feels to be on the receiving end of hate in order to increase awareness of intolerance and extremism, and encourage participants to become active up-standers against prejudice. The workshops also assist young people in understanding the dangers of misinformation / disinformation in an age-appropriate way.

ACTIVITIES

22 interactive performance workshops

4 teacher-training sessions

BENEFICIARIES

1,576 primary school students

97 teachers

BOROUGHS

THEMES

P/D Prejudice / discrimination

RC Racism

DL Digital literacy and misinformation /disinformation

TESTIMONIALS

The play told me a message to never be mean online and offline. You should never judge a book by its cover.

– Beneficiary

I really liked the moral of the play, which is never to make assumptions about a person even if a crisis is happening.

– Beneficiary

The students understood the dangers of following others without properly thinking through the consequences. They have made links between their own experiences and those in history and the wider world today. They understand what extremism is at a deeper level. They have been prompted to think more carefully about fake news and fake images that they might see online.

– Teacher

I admired that the story had many morals like don't judge a book by its cover; get your facts straight; if you don't have something nice to say, don't say it.

– Beneficiary

Future M.O.L.D.S Communities

Footie 4 Us

This project supplements football and boxing sessions for young people with workshops and one-to-one interventions on intolerance, hate, extremism and radicalisation. Young people are consulted in the design and delivery of Footie 4 Us to ensure it resonates with their personal experiences, and a small number of participants are offered accreditation to become youth sports coaches.

ACTIVITIES

40 football and boxing sessions

10 workshop sessions

BENEFICIARIES

76 young people

BOROUGHS

Barking and Dagenham

THEMES

- **P/D** — Prejudice / discrimination
- **RC** — Racism
- **RD** — Radicalisation

TESTIMONIALS

Girl B is 17 years old. Participating in Footie 4 Us helped Girl B to identify her own intolerant views and eventually change her frame of reference. She has since become more involved in youth safety initiatives in general and is developing into a successful peer leader. Being involved in this project has allowed her to use her skills and talents and create activities for herself that she enjoys. Subsequently, this has helped her to communicate better with her peers and make new friends who can "keep her out of trouble". Since taking part in the project, she has become a lot more positive in her attitudes and behaviours towards others.

Heartstone

Heartstone Story Circles

Heartstone provides a practical, innovative and positive environment for 9–12-year-olds to challenge prejudice, intolerance and hate. The Story Circles centre on reading a book, The Heartstone Odyssey, through which young people can safely and sensitively discuss all aspects of hateful and intolerant messaging, as well as learn what hate crimes are and develop practical methods to deal with these issues. The Story Circles support victims, challenge perpetrators, raise awareness and reduce isolation while deconstructing hateful narratives.

ACTIVITIES

2 training sessions for Story Circle leaders

18 Story Circles established

252 sessions delivered over 14 weeks

18 local and borough-wide exhibitions

BENEFICIARIES

36 teachers trained as Story Circle leaders

540 primary school children

BOROUGHS

THEMES

P/D Prejudice / discrimination

RC Racism

PB Prosocial behaviours

TESTIMONIALS

It is important to respect others however different they are from you.

– Beneficiary

The dedication and hard work were a testament to the engagement and enthusiasm the children showed when reflecting on the themes in The Heartstone Odyssey. I would definitely like to continue this project with a new group of Year 7s and be a point of contact for other Story Circle facilitators.

– Teacher

Words we say can sometimes hurt others.

– Beneficiary, discussing what they learnt from the project

Manorfield Charitable Foundation

Building Resilience to Extremism through Enquiry

This project enables teachers to use the "Philosophy for Children" (P4C) method in order to teach young people to think critically and independently about hate, intolerance, extremism and radicalisation. Over an intensive, 14-week programme, the project creates a safe space for students and teachers to explore and challenge issues related to extremism and radicalisation in an age-appropriate way, thereby encouraging them to reject hateful views. The project also empowers teachers by building their professional expertise and enabling participating schools to embed teaching about extremism into their own curricula, thereby providing longer-term sustainability.

ACTIVITIES

3 P4C training courses

10 online mentoring and development sessions for teachers

140 sessions delivered by teachers

BENEFICIARIES

15 teachers

420 primary school students

BOROUGHS

THEMES

- **P/D** — Prejudice / discrimination
- **RC** — Racism
- **AMH** — Anti-Muslim hate
- **FRE** — Far-right extremism
- **IE** — Islamist extremism
- **RD** — Radicalisation

TESTIMONIALS

The children were able to engage and empathise with challenging ideas of state responsibility and care for vulnerable people. The supporting resources were fantastic because they were age-appropriate and supported the children to reach balanced, well-thought-out conclusions over a series of lessons

– Teacher

The trainer's expertise and knowledge about facilitating difficult discussions were amazing and allowed us to adapt the planning and lessons to our context. As a school, we found the BREE training very beneficial and hope to continue teaching lessons using the P4C method for years to come.

– Teacher

Shout Out UK

Media Literacy and Countering the Far-Right

Shout Out UK works with young people in Pupil Referral Units (PRU) and secondary schools to improve their media literacy, emotional resilience and critical thinking skills while showing beneficiaries how to protect themselves against harmful and extremist content online. The project also conducts media literacy training sessions with teachers and other practitioners to help them embed these topics into their lessons after the project ends.

ACTIVITIES

6 training courses (3 workshops per course)

3 online CPD courses for teachers and other practitioners

BENEFICIARIES

146 PRU and secondary school students

60 teachers and other practitioners

BOROUGHS

THEMES

- **AI/AR** — Anti-immigrant / anti-refugee
- **AMH** — Anti-Muslim hate
- **AS** — Antisemitism
- **FRE** — Far-right extremism
- **ME** — Misogynist extremism
- **RD** — Radicalisation
- **DL** — Digital literacy and misinformation /disinformation

TESTIMONIALS

Before delivery at School X, the facilitator was told by the teacher that the students were very disengaged and apathetic but that they did spend a lot of time playing online games. The facilitator adapted the training to link it to these interests and prompt discussion around radicalisation and online gaming.

While the students were initially wary of the facilitator, they eventually got involved in the activities, were talking to each other and were even able to discuss and debate topics around media literacy, online gaming and how to prevent online radicalisation.

At the end of the course, the teacher noted that, while it initially seemed the students were very isolated and apathetic about the world, talking about real-world problems and engaging them about the online world, including social media and online forums, was a great idea and had helped the teachers and students to engage with each other in a new way.

Solutions Not Sides
Youth Education Programme

This youth education Programme helps young Londoners aged 14–19 to engage with the conflict in Israel and the Occupied Palestinian Territories. This project provides a safe space for young people to discuss their views of the conflict and learn about Israel and the Occupied Palestinian Territories in a way that avoids hatred towards people with different backgrounds or positions to themselves. Beneficiaries engage with diverse historical narratives from Israeli and Palestinian perspectives, hear personal stories and have humanising dialogue with Israeli and Palestinian speakers, culminating in a solutions-focused workshop that uses conflict resolution and critical thinking skills.

ACTIVITIES

17 training sessions

2 online teacher training sessions

BENEFICIARIES

875 secondary and further education students

50 teachers

BOROUGHS

THEMES

P/D Prejudice / discrimination

AMH Anti-Muslim hate

AS Antisemitism

TESTIMONIALS

The two students I monitored during and after the training have greatly improved their understanding of the Israel–Palestine conflict as a result of the SNS workshops. They are passionate about continuing to work on human rights issues and want to engage in activities that present a balanced view of the conflict to our school community. We are currently working on our next steps with this as a class; for example, designing notice boards and PowerPoints to send to form tutors to use in form time. It has created for most students a more tolerant understanding of the conflict rather than the polarised view that some of them had. I would very much like to repeat this experience again with other year groups.

– Teacher

One of my students had a question the day after the training which I would normally have struggled with, but now I felt able to answer. We ended up having a really positive discussion about it with the whole class.

– Teacher

Tier Two

Chelsea FC Foundation
Eastside Community Heritage
EXIT UK
Faith Associates CIC
Groundswell Project
Integrity UK
JAN Trust
Maccabi GB
Naz Legacy Foundation
Salaam Peace
The Anne Frank Trust UK
Tomorrow's Leaders
West Ham United Foundation

Chelsea FC Foundation
Standing Together

Standing Together delivers assemblies to secondary school students and supports teachers to discuss racism, intolerance and hate within their classes. Assemblies are followed by more-focused online workshops, which expand the content of the project to include modules on critical thinking, media prejudice and allyship. Selected students are also invited to attend a day of thematic workshops and games at Stamford Bridge stadium to celebrate the project's conclusion and share what they learnt with their peers.

ACTIVITIES

Core training programme:

8	1	4	16
school assemblies	immersion day at Stamford Bridge	online modules	sessions on designing youth-led campaigns

Community training programme:

8 community workshops

BENEFICIARIES

180	49
secondary and further education students (core training programme)	young people (community training programme)

BOROUGHS

THEMES

P/D Prejudice / discrimination

RC Racism

TESTIMONIALS

Beneficiary X was identified by their school as a potential concern due to a worrying change in their behaviour and language towards others. The beneficiary was invited to participate in Standing Together as an opportunity to raise their awareness and challenge their core values.

The participant embraced the opportunity to attend the immersion day at Stamford Bridge and commented that, although they were not a football fan, listening to the guest speakers made them understand the values of others and how we should respect them.

The change in Beneficiary X's confidence between the immersion day and the campaign-building session in school was phenomenal. They quickly became a leader within their group, coming up with innovative ideas on how to tackle discrimination, stereotyping and online hate. One of Beneficiary X's teachers commented that they have seen a real improvement in Beneficiary X's attitude, which has not only been reflected in their schoolwork but more importantly in their language towards teachers and other students.

Eastside Community Heritage
Whose Chair?

The Whose Chair? project encourages and empowers primary school students to reject hateful views and stand up to intolerance, particularly regarding migrants and refugees. The project relies on interactive, connective storytelling based on the book The Boy at the Back of the Classroom by Onjali Rauf, which speaks to the experiences of a refugee pupil in a school.

ACTIVITIES

6 teacher training workshops

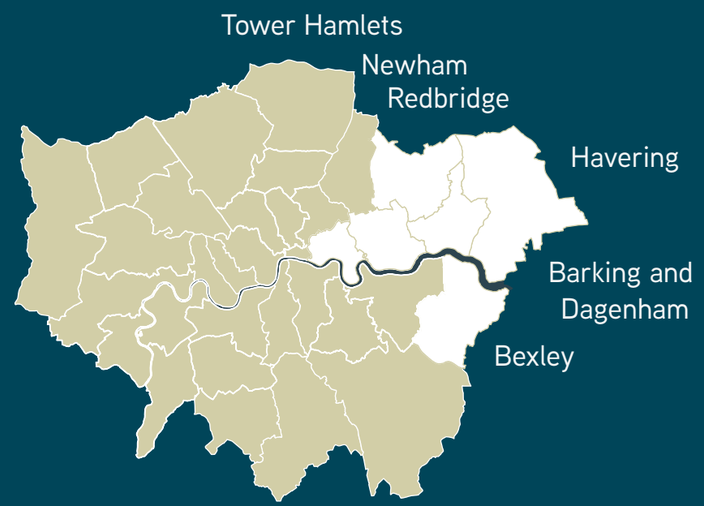
– Follow-up support delivered where required

BENEFICIARIES

15 teachers

840 primary school students approximately

BOROUGHS



THEMES

- **P/D** — Prejudice / discrimination
- **RC** — Racism
- **AI/AR** — Anti-immigrant / anti-refugee

TESTIMONIALS

One school served by Whose Chair? mentioned that they were looking for a means to increase understanding between different communities because they were very aware of far-right extremism in the area. They also stated that they felt the project would help them with supporting refugee children and their families. The thought trains and diary discussions enabled some children in the school to speak about their experiences of being a refugee, which led to an increase in peer acceptance and support. The diary discussions also enabled the class to reflect on how they developed their opinions of others as well as how these opinions affected the way they were able to relate to others. This culminated with a reflection on how sometimes a lack of awareness and feelings of being left out can lead to hostile actions towards others. By the end of the project, many of the class changed their behaviour to be more inclusive of others, including how they played at break time. Members of the class said it also gave them confidence to start conversations and make friends with children who were different to them even at external sporting clubs and scouting organisations.

EXIT UK

1 London Community Champions

EXIT UK works with members of the general public to empower a core of local, anti-hate activists who live and work in areas targeted by far-right extremism. Beneficiaries receive training from facilitators with lived experience of extremism, who work to build their awareness of the far-right, how it operates, how it influences people's opinions and common recruitment strategies. The project is designed to enable beneficiaries to challenge hateful ideologies by engaging with people who may be vulnerable to far-right narratives or even have far-right sympathies.

ACTIVITIES

17
online training sessions

16
in-person training sessions

–
Provided access to an online portal of resources

BENEFICIARIES

873
members of the general public

BOROUGHS

THEMES

- **RC** – Racism
- **AI/AR** – Anti-immigrant / anti-refugee
- **AMH** – Anti-Muslim hate
- **AS** – Antisemitism
- **FRE** – Far-right extremism
- **ME** – Misogynist extremism
- **RD** – Radicalisation
- **PB** – Prosocial behaviours

TESTIMONIALS

After the training, Beneficiary X privately reached out to Exit UK to say that they had a family member whom they suspected was involved in a far-right extremist group. The Exit UK team explained that it was important for them to reach out and provide support to their family member and offered to coach them through this process. With the support of Exit UK and another family member, Beneficiary X began discussions with this individual and discovered that they were involved with Patriotic Alternative because they felt that they were the only group standing up for people. With Exit UKs assistance, the individual was shown evidence that Patriotic Alternative activists were supportive of Nazism, an ideology with which the individual did not agree. Within a month, they had left the movement.

Faith Associates CIC

Muslim Digital Safety Ambassadors and Citizens Programme

Faith Associates provides young Muslims with interactive mentoring, peer-led support and classroom-based training sessions to build their resilience against radicalisation and empower them to challenge hate online. The project is carried out online, in classrooms, and in mosques and madrassahs. Beneficiaries explore "real life" situations, which include background stories, character development and engaging scenarios, and are taken on a journey to become model digital citizens motivated to stand up to hate.

ACTIVITIES

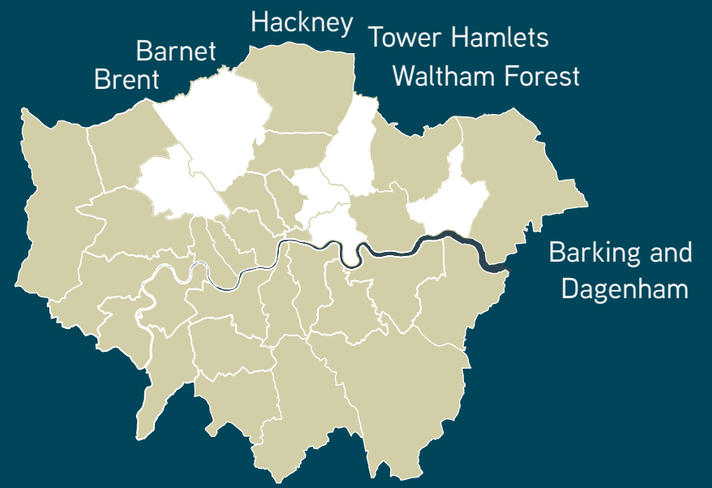
32 training courses (4 workshops per course)

3 assemblies

BENEFICIARIES

842 secondary and further education students from Muslim backgrounds

BOROUGHS



THEMES

- **P/D** — Prejudice / discrimination
- **DL** — Digital literacy and misinformation /disinformation
- **PB** — Prosocial behaviours

TESTIMONIALS

I thought the Muslim Digital Safety Programme was very helpful as it demonstrated the types of problems or challenges you can face online, along with potential solutions depending on the situation.

– Beneficiary

I think that this is a really good way to teach students about how to be safe online and how to be more confident in the face of challenges. I am grateful that I can share what I have learned about fake news and countering hate speech, and I feel more responsible now to make sure I am a good digital citizen.

– Beneficiary

Groundswell Project
Communities Countering Hate

Communities Countering Hate raises awareness of the dangers of radicalisation and extremism among students at secondary schools and colleges. Classroom-based lessons are supplemented with tailor-made videos based on the personal testimonies of credible and engaging speakers who have been affected by extremism, including former far-right extremist Ivan Humble and the sister of terrorism-victim Jo Cox MP, Kim Leadbeater MP.

Groundswell also run an online mapping tool to find, connect and amplify the efforts of local community-based organisations and activists working to prevent hate and extremism in London.

ACTIVITIES

8 classroom-based workshop sessions

2 assemblies

BENEFICIARIES

865 secondary and further education students

15 teachers

BOROUGHS

THEMES

- **FRE** — Far-right extremism
- **IE** — Islamist extremism
- **RD** — Radicalisation
- **PB** — Prosocial behaviours

TESTIMONIALS

After the session, a young student came to meet the speakers. They were quite keen to learn more and asked to join Groundswell Project. The student explained that they were interested in human rights law as they had personally experienced a hate crime due to being from a refugee background.

The individual was encouraged to join the Groundswell movement to challenge hate as they understood that civic participation would help to build more resilient communities. Groundswell Project directed them to their online Kindness Mapper tool and asked them to search for local community organisations that they felt they could support. The beneficiary ultimately decided to volunteer at a refugee organisation, which they are still supporting. This beneficiary is also still engaged with Groundswell Project and keeps in regular contact via social media.

Integrity UK
Beyond Dialogue

Beyond Dialogue equips faith and community leaders from diverse Muslim backgrounds to lead targeted interventions with individuals vulnerable to radicalisation as well as those espousing hateful views. The project adds a new dimension to these leaders' skills and enhances their existing work in the community by strengthening their ability to dissuade people from embracing extremism and violence.

ACTIVITIES

1
3-day training course for mentors

5-8
hours of mentoring per beneficiary

BENEFICIARIES

10
community and faith leaders

254
members of the general public

BOROUGHS

THEMES

- **P/D** — Prejudice / discrimination
- **IE** — Islamist extremism
- **RD** — Radicalisation
- **RS** — Religious sectarianism

TESTIMONIALS

One of the individuals, Beneficiary X, that participated in the mentoring scheme had had run-ins with extremism and had been previously reported to Prevent but released from the programme. The individual was referred to our mentor through their network in the community. One of the main challenges was to arrange a first meeting as Beneficiary X had significant trust issues and did not want to be involved in further counter-extremism initiatives. The mentor needed a lot of patience to convince Beneficiary X to engage with the process but kept emphasising that they were only there to help and support them. Furthermore, the mentor, who is of British Bengali heritage, used this facet of their identity to slowly build trust with Beneficiary X, who is also part of this community. Eventually, the mentor was able to start unpacking some of the issues that Beneficiary X had faced both at school and home, including that they generally felt disengaged and disillusioned with life. The focus of the mentoring centred on how to deal with Beneficiary X's anger issues and how to set purpose and direction in their life. The mentorship lasted 11 sessions and the mentor reported that the individual felt a much greater purpose in life, even indicating a willingness to help others who had experienced similar situations.

JAN Trust
Another Way Forward

JAN Trust's Another Way Forward project delivers awareness-raising sessions to young people, with a focus on women and those from minority ethnic or marginalised backgrounds. Through the SAFE workshops, beneficiaries are exposed to counter / alternative narratives in order to inoculate them against extremist messaging, to learn digital and media literacy skills and to find out how to respond if they feel a friend or family member is being affected or radicalised by extremist content online.

ACTIVITIES

20
classroom-based workshop sessions

–
Provided access to an online portal of resources

BENEFICIARIES

1,932
secondary and further education students

BOROUGHS

THEMES

- **P/D** — Prejudice / discrimination
- **RC** — Racism
- **FRE** — Far-right extremism
- **IE** — Islamist extremism
- **ME** — Misogynist extremism
- **DL** — Digital literacy and misinformation /disinformation

TESTIMONIALS

During the workshop, one of the students asked whether extremism could ever be a good thing. The facilitator responded with an explanation on how extremism, by definition, is a deviation from mainstream tolerant views, so an extremely tolerant person would not be considered an extremist. Through a series of follow-up questions, the student finally seemed to be grasping the dangerous, destructive characteristics of extremism, and they were more certain about what extremism is and why it is such an issue for society. Following the workshop, the student's teacher disclosed that the boy had been struggling with this question in classes. The teacher therefore expressed her gratitude for JAN Trust's presence at the school and the facilitators' in-depth answer to the student's question as it provided a factual, well-informed basis for his understanding of extremism.

Maccabi GB

Stand Up! Education Against Discrimination

Stand Up! is an interfaith project, which brings facilitators from Jewish and Muslim backgrounds into schools, creating a safe space for young people to explore issues of discrimination and racism, and providing expert advice on antisemitism and anti-Muslim hate. Every Stand Up! Workshop is unique and is tailored to the specific needs of the local area through collaborations with leading counter-hate organisations, such as Tell MAMA and the Community Security Trust (CST).

ACTIVITIES

332 classroom-based workshop sessions

1 Alan Senitt Upstanders Leadership course

BENEFICIARIES

7,888 secondary and further education students

40 secondary and further education students (leadership course)

BOROUGHS

THEMES

- **P/D** — Prejudice / discrimination
- **AMH** — Anti-Muslim hate
- **AS** — Antisemitism
- **A-L** — Anti-LGBTQ+
- **DL** — Digital literacy and misinformation /disinformation
- **PB** — Prosocial behaviours

TESTIMONIALS

The team was approached by a young Muslim girl at a school in Barnet who shared that she had recently transferred from a "tough" school. Being of Palestinian heritage, she was dealing with feelings of frustration and sadness as she felt unsure where the line was between advocating for the Palestinian cause and steering into antisemitic rhetoric. The student expressed that she felt empowered following the workshop to make a positive difference by channelling her emotions in a responsible manner without fear of using prejudicial or discriminatory language.

Another student contacted the Maccabi GB team via LinkedIn four months after taking part in the Stand Up! training. The student expressed that they had been subject to discrimination and were appreciative to see that their community was being represented. They also felt inspired by the training and expressed an interest to join the Maccabi GB team in the future to help make a difference.

Naz Legacy Foundation
Diversity Programme

The Diversity Programme delivers awareness raising workshops to marginalised and disadvantaged young people. The workshops are led by a former far-right extremist and an Imam who stopped members of his congregation from retaliating against a terrorist who attacked worshippers in Finsbury Park during Ramadan 2017. The workshops challenge hateful ideologies through lived experience and theology. In addition to the workshops, the project includes civic participation sessions and "Diversity Days" to give beneficiaries an opportunity to learn about the UK's rich heritage of diversity and to showcase positive pathways to successful participation in society. By the end of the project, beneficiaries are expected to be empowered and motivated to stand up to intolerance and hate when they encounter it.

ACTIVITIES

5	5	6	1
community cohesion workshops	civic-participation workshops	"Diversity Days"	interfaith dialogue seminar

BENEFICIARIES

1,164

secondary school students from minority and/or disadvantaged backgrounds

BOROUGHS

THEMES

- **P/D** — Prejudice / discrimination
- **FRE** — Far-right extremism
- **IE** — Islamist extremism
- **PB** — Prosocial behaviours

TESTIMONIALS

> *I had the opportunity to go to the community cohesion workshop and meet two very inspiring individuals who spoke about their experiences. Imam Mahmoud's engaging presentation talked about the importance of working together as a community, and one thing that really inspired me was that, no matter who you are, there is always a way to make a difference and to make your voice heard. A presentation from a former member of the far-right, John, gave me an insight into extremism and factors that could lead to it, such as misleading information or influence from peers. It also gave me a comprehensive understanding of how to voice my opinion and create change. This experience undoubtedly gave me the confidence and determination to get more involved and help to make a change in my community.*
>
> *– Beneficiary*

> *I really enjoyed being part of the Diversity Programme as it gave me an opportunity to broaden my knowledge and look at topics from a different perspective. I loved how diverse the trips were, which benefited my character as I got to meet people my age from different backgrounds to my own.*
>
> *– Beneficiary*

Salaam Peace
Positive Routes

Positive Routes engages vulnerable young people through physical activities like football while gradually integrating mentoring and workshop sessions into their sports curriculum. Once trust is built between beneficiaries and mentors, Salaam Peace runs workshops on key incidents of hate and extremism in London, discussing the circumstances and narratives that led to these events and how beneficiaries can inspire their own communities to ensure that history is not repeated. Over the course of the project, beneficiaries are encouraged to become active, positive citizens and critical thinkers that give back to their communities and challenge hate.

ACTIVITIES

44 sports sessions

6 workshop sessions

12 one-to-one mentoring engagements

BENEFICIARIES

60 young people from minority and/or disadvantaged backgrounds

BOROUGHS

THEMES

- **P/D** — Prejudice / discrimination
- **RC** — Racism
- **FRE** — Far-right extremism
- **IE** — Islamist extremism
- **RD** — Radicalisation

TESTIMONIALS

I started attending Salaam Peace projects in the summer of 2021 after being referred by the Hackney Police. I had been through several challenges in my life, including being excluded from school and being arrested by the police. The police officer who referred me inspired me to begin my journey towards positive change. This was taken further by Salaam Peace. Ever since I joined, my sporting abilities have improved vastly. I was welcomed by the Salaam Peace team in all the weekly activities. I developed new friendships and gained confidence to mix with people who are different from me. I began taking a bit more responsibility and was offered volunteering opportunities on one of the other Salaam Peace projects. When I complete Positive Routes, my aim is to join Salaam Peace part-time and follow the example of the other staff members that have been through the programme. I am currently completing my A-levels and aim to be at university from October 2022. Salaam Peace and the Positive Routes project has allowed me to develop key skills such as how to put forward an argument or opinion as well as respectfully challenge different points of view while maintaining good conduct throughout.

– Beneficiary

The Anne Frank Trust UK
Young Voices for Equality

This project provides an opportunity for secondary school students to learn about Anne Frank's life and the Holocaust, linking Anne's story with their own experiences while also including modern manifestations of genocide and hate. Young Voices for Equality also trains and empowers small, dedicated cohorts of young people to act as peer educators and Anne Frank Ambassadors to further spread awareness of the impact of intolerance and hate on society.

ACTIVITIES

10	22	–	2
peer-educator workshops	schools-based workshops	Peer educators supported to run structured events and share their learnings with classmates	online learning events

BENEFICIARIES

195	720	2,275	6,708
secondary school students **(peer educators)**	secondary school students **(school-based workshops)**	secondary school students reached by peer educators approximately	primary and secondary school students **(online events)**

BOROUGHS

THEMES

- **P/D** — Prejudice / discrimination
- **RC** — Racism
- **AS** — Antisemitism
- **AMH** — Anti-Muslim hate
- **A-L** — Anti-LGBTQ+
- **PB** — Prosocial behaviours

TESTIMONIALS

School X is an alternative provision school for children with a range of complex needs. The pupils there were very anxious to get involved at first, with some refusing to come into the classroom and others refusing to speak, but they quickly engaged with Anne's story. They began to ask questions, sharing their own knowledge and discussing why Anne's story is an important reminder of what happens when prejudice and discrimination is accepted in society.

From being unable to define discrimination at the start of the session, by the end, the students were sharing their own experiences and connecting what happened to Anne Frank with prejudice they had experienced or witnessed. They were more aware of different forms of discrimination and the impact this has on society.

Those young people then went on to host a public exhibition to share their learnings with the wider community, including with the Mayor of Haringey.

One attendee commented that 'these young people are capable of so much when given the opportunity. They left us all with a greater understanding of how dangerous it is to let prejudice and discrimination go unchallenged.'

Tomorrow's Leaders
Future Leaders Programme

This is a 26-week, award-winning capacity-building and leadership programme that works with college-age young people in East London. Participants receive comprehensive training, as well as awareness-raising and capacity-building content to empower them to stand up for diversity and speak out against hate, thereby driving positive change in their local communities and educational organisations. Beneficiaries of this project engage with several high-profile key speakers, ranging from former extremists to leading politicians to industry-leading experts. The project instils self-belonging and supports the participants to flourish in wider society while becoming active upstanders on challenging discrimination and hate.

ACTIVITIES

25 weekly workshops

1 "Empowerment Conference" and workshop day

6 enrichment and university visits

BENEFICIARIES

100 young people from minority and/or disadvantaged backgrounds

BOROUGHS

THEMES

- **P/D** — Prejudice / discrimination
- **RC** — Racism
- **AMH** — Anti-Muslim hate
- **AS** — Antisemitism
- **A-L** — Anti-LGBTQ+
- **FRE** — Far-right extremism
- **IE** — Islamist extremism
- **ME** — Misogynist extremism
- **PB** — Prosocial behaviours

TESTIMONIALS

Tomorrow's Leaders had several boys on the programme this year who held very anti-LGBTQ+ views. They were open about this and said that their culture and religion was against it. There were a number of instances where they made homophobic remarks to other young people, including saying that one could not be both Muslim and LGBTQ+.

Tomorrow's Leaders met with the boys separately from the larger group several times and provided them with additional support. They were helped to see things from a different perspective, and shared in the lived experiences and challenges of growing up LGBTQ+.

Over the course of the project, the Tomorrow's Leaders team helped them to separate culture from religion and exposed them to positive LGBTQ+ role models. Over time, the boys become much more tolerant in their views. They stopped making homophobic remarks at the sessions and engaged with LGBTQ+ speakers.

By the end of the project, the boys made a point of thanking the Tomorrow's Leaders team for helping them to see LGBTQ+ people in a different light. They also said that because of the project, they had met their first LGBTQ+ friends. They said meeting people so different from them helped them understand that we all have more similarities than differences.

West Ham United Foundation

Stop the Hate

Stop the Hate is run by West Ham United Foundation in partnership with the award-winning anti-racism organisation Show Racism the Red Card. The project delivers assemblies to secondary school students, which are facilitated by a footballing legend who speaks about their own experience of racism and prejudice. Group assemblies are supplemented by workshops on racism, unconscious bias, radicalisation and extremism. Over the course of the project, beneficiaries explore different manifestations of intolerance and hate in order to build their awareness of these phenomena while encouraging them to challenge bigoted views they may encounter in their daily lives.

ACTIVITIES

94

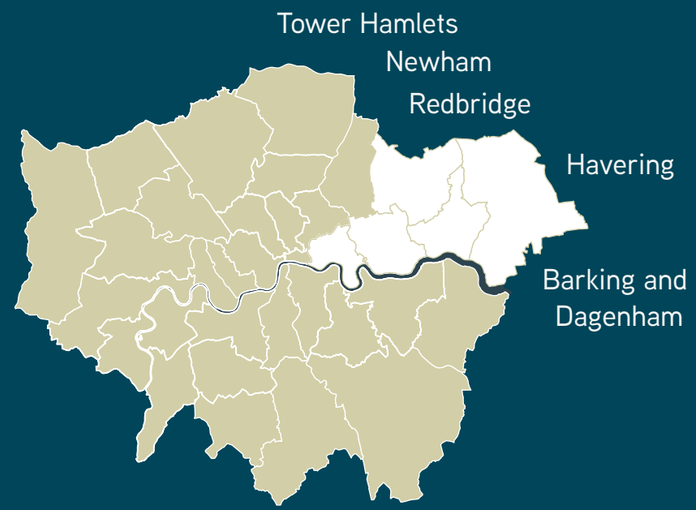
training courses
(5 sessions per course)

BENEFICIARIES

4,256

secondary and further education students

BOROUGHS



THEMES

- **P/D** — Prejudice / discrimination
- **RC** — Racism
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- **FRE** — Far-right extremism
- **IE** — Islamist extremism
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TESTIMONIALS

Stop the Hate worked with students with special educational needs and disabilities (SEND) at a school in Havering. The school noted that there was a small cohort of pupils that regularly made discriminatory comments without fully understanding their meaning. Two pupils were highlighted that were regularly making anti-LGBTQ+ and racist comments. The school informed the team that they were having little success in explaining why these views were wrong and in getting these pupils to change their behaviour.

Due to the pupils' SEND needs, the Stop the Hate team decided that, for this school, they would combine their delivery of the anti-racism and unconscious bias workshops with sports sessions, which the pupils enjoyed. The team organised various activities, adding in unfair and biased conditions to the game to provide the beneficiaries with real-life examples of how it feels to be treated unfairly. By the end of the session, the two pupils were able to explain why the unfair and biased conditions in the activities were wrong, and how the language that they use is important in ensuring everyone feels included. West Ham United Foundation plans on working with these pupils again in the next academic year to build on this positive engagement.

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