



Make Your Mark results 2022

Technical Report

Dr Jo Hickman Dunne & Josef Fischer

March 2022



Table of Contents

1. About the technical report.....	3
2. About Make Your Mark 2022.....	3
3. Data collection	3
3.1 Voting via an online platform.....	3
3.2 Voting through schools, colleges, youth groups, or via local authorities.....	5
3.3 Use of postcodes to match to local authority area	5
3.4 Data cleaning	6
4. Limitations in data collection	7
5. The data set	7
Appendix 1: Demographic questions	8

1. About the technical report

This report accompanies the Make Your Mark 2022 results report, published by the British Youth Council (BYC). It provides supplementary information about the data collection and data cleaning process, and should be read in conjunction with the main report. Data collection and cleaning were supported by the Centre for Youth Impact and if you have any questions about content of this report, please contact Jo Hickman Dunne at jo.hickmandunne@youthimpact.uk.

2. About Make Your Mark 2022

Make your Mark is open to all young people in the UK aged 11-18. Run as part of the UK Youth Parliament programme, the ballot enables young people across the UK to determine which topics the UK Youth Parliament will campaign on in the year ahead.

In 2022, young people were invited to vote for one of seven topics that they want Members of Youth Parliament to campaign for on their behalf. The BYC's Steering Group and Members of Youth Parliament worked together, using the 2020 manifesto, to vote on the topics that appeared on the 2022 ballot paper. These were:

- Covid-19 Recovery;
- Education and Learning;
- Environment;
- Health and Wellbeing;
- Jobs, Money, Homes and Opportunities;
- Our Rights and Democracy; and
- Poverty

3. Data collection

Young people could cast their vote in one of three ways:

1. Via an online platform
2. Through their school, college or youth group
3. Through their local authority

3.1 Voting via an online platform

A voting platform was created on an online web-enabled platform hosted by the Centre for Youth Impact and linked from the main BYC website. The platform was open for voting between 1 – 28 February 2022 (Figure 1).

Platform design

In the 2018 and 2020-21 consultations, young people were able to vote in Make Your Mark online. In 2022, we co-designed the online voting platform with young people for the first time. This process was undertaken as part of a wider project on [Maximising Young People's Voice and Power](#), collaboratively funded by Paul Hamlyn Foundation, The National Lottery Community Fund and BBC Children in Need. The purpose of co-designing the platform was to support Make Your Mark to be more accessible to greater range of young people and therefore support increased reach of the initiative.

The platform was designed in consultation with seven young people recruited through the BYC's and the Centre's networks, via two user-needs workshops held in December 2021. These workshops covered:

- Voting pages layout (position of logos, position of text, question format etc.);
- Preferred order of information and questions;
- Wording of questions; and
- Branding and style

The key needs and design features identified through these workshops were:

- Have a plain, non-distractive background;
- Welcoming colours (not just white, grey and black);
- Clearly branded so it is obvious who is asking the questions;
- Not too text heavy;
- An indication of the number of questions/length;
- A 'modern' look;
- Personal (demographic) questions asked at the end; and
- A privacy statement so it is clear where young people's data is going

Data gathered via the online platform

The online platform was comprised of three questions sections, asking young people about:

1. Their age and postcode (mandatory), and youth group or college, where applicable (optional);
2. Their voting choice (mandatory); and
3. Their demographic information (optional)

Sections one and two were supplied in Welsh and English. Section three (demographic information) was supplied in English only.

For the first time in the Make Your Mark programme, it has been possible to collect demographic information about voters, via the individual online voting platform. Individual online voters had the option to share selected demographic information (see Appendix 1), and approximately 60% of those voting online (provisionally 10,393 young people) opted-in to giving demographic information. This demographic data will be published in September 2022 as part of a larger data set collected through our [Maximising Young People's Voice and Power](#) project.

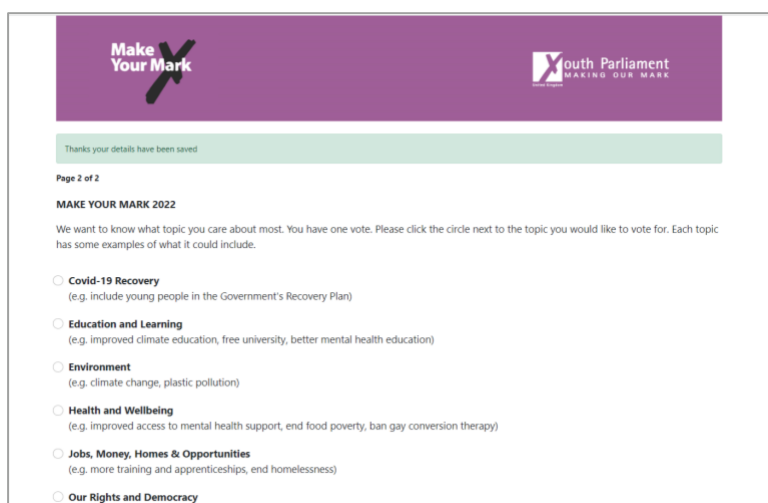


Figure 1: Screen shot of the online voting platform

3.2 Voting through schools, colleges, youth groups, or via local authorities (organisations)

Schools, colleges or youth groups could apply to the BYC to run a Make Your Mark vote, and receive resources and paper ballot papers to facilitate this. Local authorities could also apply to the BYC to run a Make Your Mark vote themselves with ballot papers, or for distribution to schools, colleges and youth groups in their area. Young people were able to vote between 1 – 28 February. No demographic information about voters was gathered via paper ballots.

Previously, organisations had collated their votes in a spreadsheet and shared this with the BYC to tally up. In 2022, a votes submission platform was created on an online web-enabled platform hosted by the Centre for Youth Impact. This was open to organisations to submit their vote totals collected from young people between 7 February – 3 March 2022. To submit votes, organisations (via nominated staff at the local authority, school, college or youth group) needed to register their email address. They then received a personal link through which they could access the submission platform and enter their total votes across each topic. Organisations were also required to enter their organisation name, postcode and staff name. Organisations could re-use this link to edit totals/submit new votes. Local authority users could see who (organisation, member of staff and vote breakdown) had submitted votes within their local authority area. The BYC and the Centre could see all vote submissions (organisation, member of staff and vote breakdown).

3.3 Use of postcodes to match to local authority area

Both online platforms (for individual votes and submitted votes by organisations) were driven by postcodes. Postcodes entered onto the platforms were matched to local authority areas using the Office for National Statistics (ONS) [Postcode Lookup UK](#). The ONS database is the recommended dataset for linking statistics at postcode level to a wide range of higher geographies. This data set was used because it provided a match between postcodes and local authority names. It also

included three common ‘mistyped’ variations of post codes. For example, it would match a postcode typed as “CR41AS” to “CR4 1AS” and then match to local authority.

Postcodes were matched to upper tier local authorities except for Inner and Outer London, Tyne and Wear, Great Manchester, Merseyside, South Yorkshire, West Yorkshire and West Midlands, where they were matched to lower tier local authorities/London boroughs.

In Northern Ireland, postcodes were matched to local government districts. In Scotland, postcodes were matched to council areas. Organisation votes in Scotland were not matched to council areas but given as an overall total for the country, as this data was collected by the Scottish Youth Parliament, separately to England, Wales and Northern Ireland. Individual online votes in Scotland were matched to council areas.

3.4 Data cleaning

Primary data cleaning actions pertained to:

- Allocating unmatched postcodes;
- Identifying incorrectly matched postcodes;
- Identifying multiple votes; and
- Identifying duplicate organisation entries

Unmatched or incorrectly matched postcodes

For organisation submissions, unmatched postcodes were primarily the result of the postcode being incorrectly typed in such a way that the three variations in the matching algorithm could not match them to a local authority. These were identified and allocated manually. There were 14 unmatched organisation postcodes that were assigned manually. For individual online votes, unmatched postcodes were primarily the result of either young people leaving this data field blank or entering an invalid postcode that again could not be automatically matched to a local authority. Given time constraints, incorrect postcodes were not reviewed prior to results publication. There were 2,671 unmatched postcodes from 17,410 online votes (15% of total).

Some postcodes submitted by organisations or individual young people did not align with the Office for National Statistics Postcode Lookup and the local authority tier required for the project. This resulted in the votes being assigned to an incorrect local authority. These were identified manually in the organisational submissions and triangulated with the local authority data set provided by the BYC to match to the correct local authority. The data set was revised to ensure full alignment.

Multiple votes and duplicated organisation entries

The platform was built to only allow one vote per user session. This means that should a young person attempt to vote twice, they would have to register twice. To identify where young people might vote multiple times via the online platform, an alert function was built to identify when more than five submissions per postcode were logged. No data was identified through this rule.

To identify and resolve duplicate entries from organisations in the final data set, the data was manually checked by the Make Your Mark team at the BYC and the Centre once submissions had closed, to identify duplicate entries and correct as appropriate. Where vote totals were identical, the duplicate entry(s) was deleted. There were two occurrences of this in the final data set. Where vote totals were different, duplicate entries were combined to give one overall total for that organisation. There were nine occurrences of this in the final data set.

4. Limitations in data collection

Whilst every effort was made to ensure that the final raw data set was as accurate as possible, there are some known limitations in the data collection process:

- **Multiple votes:** It is a known and existing limitation of the annual Make Your Mark consultation that young people are able to vote more than once if they are motivated to do so. For example, they could vote through their school *and* through their youth group, or - where Make Your Mark has operated an online voting platform in recent years - they could vote multiple times online. It is the responsibility of the school, college, youth group or local authority personnel to deter young people from voting multiple times. The steps outlined above in section 3.4 were undertaken to identify if a young people voted multiple times on the online platform.
- **Duplicate submissions from organisations:** It was possible for organisations to submit their totals multiple times. This was resolved as indicated above in section 3.4.

5. The data set

In previous years, voting topics for Make Your Mark were split out into UK and local topics. Whilst Make Your Mark 2022 looks slightly different, with young people only voting on UK wide topics, the 2022 vote count was significantly higher than in 2020-21, in which 366,463 young people voted across UK and local topics.

Total online individual votes	17,410
Total votes submitted via organisations	417,082
TOTAL votes in Make Your Mark 2022	434,492
Provisional total of voters giving demographic data from online votes	10,393

Appendix 1: Demographic questions

The following questions were optional for young people to complete after they had cast their vote online. They are based on the BYC standard demographic information collected from young people they work with.

1. Which of the following best describes how you think of yourself?

- Male
- Female
- Prefer not to say
- Prefer to self-describe (e.g. non-binary, gender-fluid, agender)

2. What is your ethnicity?

- White
- Asian/Asian British
- Black/Black British
- Mixed/Dual Heritage
- Roma or Traveller
- Other ethnic group (incl. Chinese or Arab)
- Prefer not to say

3. What religion/faith would you describe yourself as?

- No religion or belief
- Christian
- Bhuddist
- Hindu
- Jewish
- Muslim
- Sikh
- Other
- Prefer not to say

4. How would you describe your sexual orientation?

- Heterosexual/straight
- Gay woman/lesbian
- Gay man
- Bisexual
- Other
- Prefer not to say

5. What are you doing in life right now?

- In education/learning (e.g. school or college)
- In training (e.g. an apprenticeship)
- Employed
- Self-employed
- Not in education, training or employment
- Other
- Prefer not to say

6. Do you consider yourself to have a disability?

- Yes
- No
- Prefer not to say



The Centre for Youth Impact is a community of organisations that work together to progress thinking and practice around impact measurement in youth work and services for young people. Our vision is for all young people to have access to high quality programmes and services that improve their life chances, by enabling embedded approaches to impact measurement that directly inform practice. Our work, therefore, is dedicated to three objectives, together with our expanded networks and other organisations from across the youth sector: curating the debate, building the movement and shaping the future.

Find out more about the Centre for Youth Impact at www.youthimpact.uk and follow us on @YouthImpactUK.



The Centre for Youth Impact is a registered charity in England and Wales (No. 1178148)