

LONDON VRU: 'MY ENDS'

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PROCESS & IMPACT EVALUATION

PROGRAMME OVERVIEW

The award-winning 'MyEnds' programme brings networks of local people together to deliver meaningful change where they live and work. Evidence shows that a community-led approach, by those who know their area and its challenges best, is the most effective way to prevent violence.

MyEnds provides communities with the tools and resources to deliver their own prevention measures. This includes support networks for parents and carers, after-school activities, youth work in neighbourhoods and youth clubs, as well as sport, music, arts and drama activities.



Since it was set up in April 2021, MyEnds has:

- Supported more than 50,000 young people and community members.
- Delivered targeted interventions and activities to more than 48,000 young people.
- Held nearly 600 community events each year.
- Provided small pots of funding for almost 70 grassroots organisations to carry out youth work and prevention measures.

PUBLISHED EVALUATION (2021 - 2023)

The below section highlights key learning from an independent impact evaluation of MyEnds by Cordis Bright, which reflects on the first two years of the programme. The full evaluation report was published in September 2023.

OBJECTIVES

Community Response to Violence: Are local networks strengthened, equipped, and empowered to lead and adapt to reduce violence?

Inclusivity and Decision-Making: Are stakeholders and communities collaboratively leading violence reduction?

Community and Youth Empowerment: Are young people and communities shaping plans, feeling empowered, and actively participating in initiatives?

Community Participation: Are communities and young people aware of and engaged in local initiatives?

Programme Benefits: What benefits do participants gain from the programme?



METHODOLOGY

- 1 Stakeholder consultation**
Semi structured interviews with 100 stakeholders
- 2 Document review**
Review of available site and programme level documents / data
- 3 Systems change survey**
Anonymous online survey about the impacts, strengths and challenges in MyEnds sites
- 4 Case study research**
Mixed-methods research into the approach and impact of eight MyEnds funded activities / interventions; included document review, data analysis, observation, and consultation.
- 5 Meeting observation**
Observation of one key strategic meeting per site
- 6 Monitoring data analysis**
Analysis of qualitative and quantitative monitoring data. Including reach, activity data, and narrative data / reflections.

RESULTS

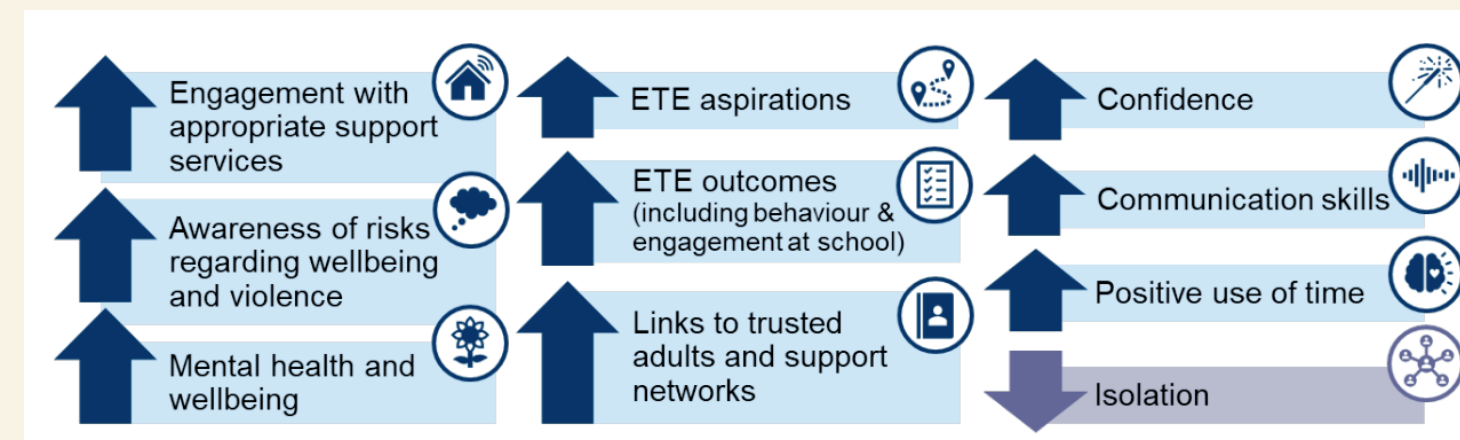
MyEnds evidenced impact through:

Contributing to stronger local networks, including those within the VCS and between the VCS and statutory organisations

Providing a foundation for violence reduction efforts and have enabled more joined-up working and collective approaches.

Promoting stronger grassroots organisations which are supporting local communities

MyEnds contributed to a range of benefits for young people and community members who have been supported:



Key recommendations for MyEnds 2.0:

- Strategically assess needs and target groups.
- Build capacity to measure impact effectively.
- Strengthen VCS-statutory partnerships.
- Identify useful local pre-conditions.

MyEnds has been recommissioned for another two years, expanding from 8 to 11 consortiums across London.

DYNAMIC PROCESS EVALUATION (LIVE)

OBJECTIVES

The VRU have commissioned Innovation Unit and ResPeo to deliver a dynamic process evaluation. Aims:

- Capture the process of mobilisation and implementation to understand key strengths and challenges
- Support sites to identify 'Theories of Change' at various levels of the MyEnds programme
- Share progress and promising practice amongst MyEnds Network leaders and with the wider local communities
- Update the VRU's understanding of the 'MyEnds' model and developing a toolkit to support the implementation of the model in other locations.

May 2024



July 2026



METHODOLOGY

A community-led evaluation using an appreciative inquiry methodology.

Involving: Desk review, co-design annual cycles, Theories of Change workshops, quarterly monitoring analysis, peer-led interviews, community reflection workshops, most significant change workshops, capacity-building sessions, case studies, learning events.

LONG-TERM IMPACT EVALUATION (LIVE)



OBJECTIVES

Assess MyEnds long-term impact on violence reduction and community well-being in London.

Seeks to inform future iterations and support sustainable, safer, and more resilient communities.

METHODOLOGY

Using existing open-data sources, police data and programme data; this work is currently scoping potential analytical methods - including:

Synthetic Control Methodology (SCM): Combines comparison areas to simulate outcomes without the intervention, providing a counterfactual for impact assessment.

Time Series Decomposition: Isolates the intervention's direct impact from other factors, helping to answer: did MyEnds directly reduce violent crime?