

Evaluation of Media Academy Cymru's Cerridwen Programme

Information sheet for parents/carers

1. What are we doing?

We are doing a study of young people taking part in Media Academy Cymru's (MAC) Cerridwen programme. This is to find out how it might help young people with their wellbeing and behaviour, and to prevent involvement in violent behaviours. The study is being funded by the Youth Endowment Fund (YEF). For more information, please see: <https://youthendowmentfund.org.uk/>.



This information sheet contains details about who we are, what we are doing and why we are doing it. It also explains how we will use your child/the child in your care's personal information if you agree for them to take part in this study.

2. Who are we?

This study is being organised by an independent research organisation called Cordis Bright. You can find out more about Cordis Bright by visiting our website: <https://www.cordisbright.co.uk/>.

When we collect and use your child/the child in your care's personal information as part of the study, we are the **controllers** of the personal information. This means we decide what personal information to collect and how it is used. Contact details of research team members are:

Contact details:



Project Manager: Suzie Clements
Email: Cerridwen@cordisbright.co.uk / Telephone: 020 7330 9170



Data Protection Officer: Colin Horswell
Email: ColinHorswell@cordisbright.co.uk / Telephone: 020 7330 9170

3. Why has your child/the child in your care been invited to take part?

Your child/the child in your care has been asked to take part in this study because they are eligible to take part in the Cerridwen programme.

4. What happens if your child/the child in your care takes part?

If you agree that your child/the child in your care can take part in the study, they will fill out a questionnaire which includes questions about their experiences and wellbeing. A Cerridwen case manager will support your child/the child in your care to answer the questions where appropriate. The questionnaire will take around 30-40 minutes to complete.



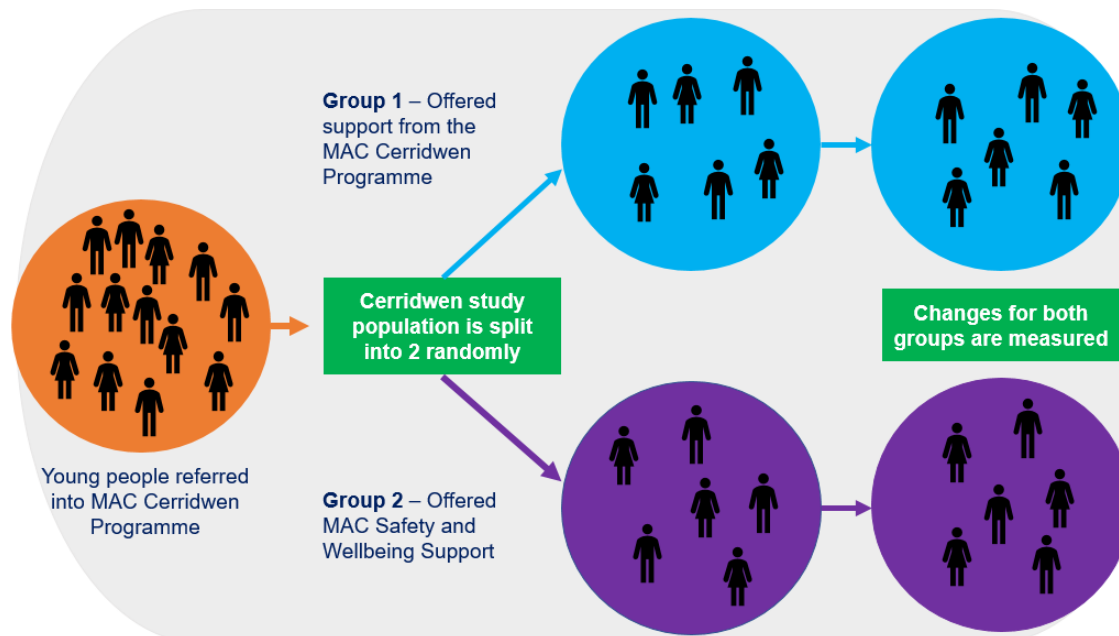
Once they have answered these questions, they will **either be offered:**

- 1) **MAC Cerridwen Programme.** Young people will be offered support from a Cerridwen case manager who will meet up with them and offer advice.

Or:

- 2) **MAC Safety and Wellbeing support.** Young people will be offered support from a MAC youth worker who will meet up with them and offer wellbeing support.

Whether they receive (1) or (2) will be based on random allocation. This is so that we can compare the benefits of the different support. The picture explains this:



Your child/the child you care for will then be asked to fill out a second questionnaire around 5 months after they completed the first one to see if anything has changed. This will help us to understand the difference the support is making to young peoples' lives. These questionnaires will be administered by members of the MAC team.

If you agree that your child/the child you care for can take part in the study, we will also access records collected by MAC. This may include information about their background and what support they have received. We may also collect data from organisations that hold data about your child, for example, local authorities and the police.

5. Who has confirmed that this study is ethical?

This study has been reviewed and has achieved ethical approval by the Royal Holloway, University of London Research Ethics Committee. The approval ID is 4052.

6. Do they have to take part in the Cerridwen study?

If you do not want your child/the child you care for to take part in the study, they do not have to. It is a decision you may wish to take together.

We would like as many eligible young people as possible to take part to improve our understanding about what makes a difference for young people.

If your child/the child you care for chooses not to take part in the study, all the usual services will continue to be available. However, **Cerridwen will not be available** to them.

7. How do we keep your child/the child in your care safe?

Occasionally, someone may feel upset about a question or issue that arises during the study. If you or your child/the child in your care feels upset by any of the questions they are asked as part of this study, you should tell their case manager, our study manager Suzie (see box above for contact details) or our safeguarding lead Kam Kaur, who is contactable at KamKaur@cordisbright.co.uk or on 020 7330 9170.

If you or your child/the child in your care do not feel able to ask us for help, we encourage you to make contact with an external support service such as the Samaritans (Tel. 116 123, www.samaritans.org) or Childline (Tel. 0800 1111, www.childline.org.uk).

We will keep the information that you/the child in your care shares with us confidential. However, if they tell us something that makes us think they or others might be at risk of harm we will report this to the relevant authorities. If this happens then we will try to discuss it with them first.

You can find more information in our Safeguarding Policy. This can be viewed here: <https://www.cordisbright.co.uk/news/safeguarding-and-protecting-children-young-people-and-adults-at-risk>.

8. How will we use the personal information that we collect?

We will use the information that your child/the child in your care gives us to find out how well the Cerridwen programme has worked and to write a report about our findings.

The **Privacy Notice** provided along with this information sheet provides more information about what will happen to this information after the study. This is also summarised in a diagram on page 5 of this information sheet.



9. What happens if you change your mind?

You and your child/the child in your care can change your minds about whether they take part in the study (and have their information sent to the YEF archive) at any time before the study comes to an end in April 2026.



To withdraw from the study, please contact Suzie, the Project Manager, using the details provided in the box at the start of this information sheet. You do not have to give a reason and your child/the child in your care will still be allowed to work with a Cerridwen case manager if they have already started working together.

If you change your mind, please tell us as soon as possible. Two weeks after completion of the second questionnaire (at around 5 months), it may no longer be possible to delete the information already collected from your child/the child in your care. This is because we will have used their information and those of other participants to carry out part of our study and to write a research report. If it is too late to delete the information already collected from your child/the

child in your care from the study, they can still withdraw from the rest of the study (that is, not answering any more questions) and from the YEF archive.

Once information goes to the YEF archive after August 2026, it can no longer be deleted because that would affect the quality of the archived data for use in future research.

10. Feedback, queries and complaints

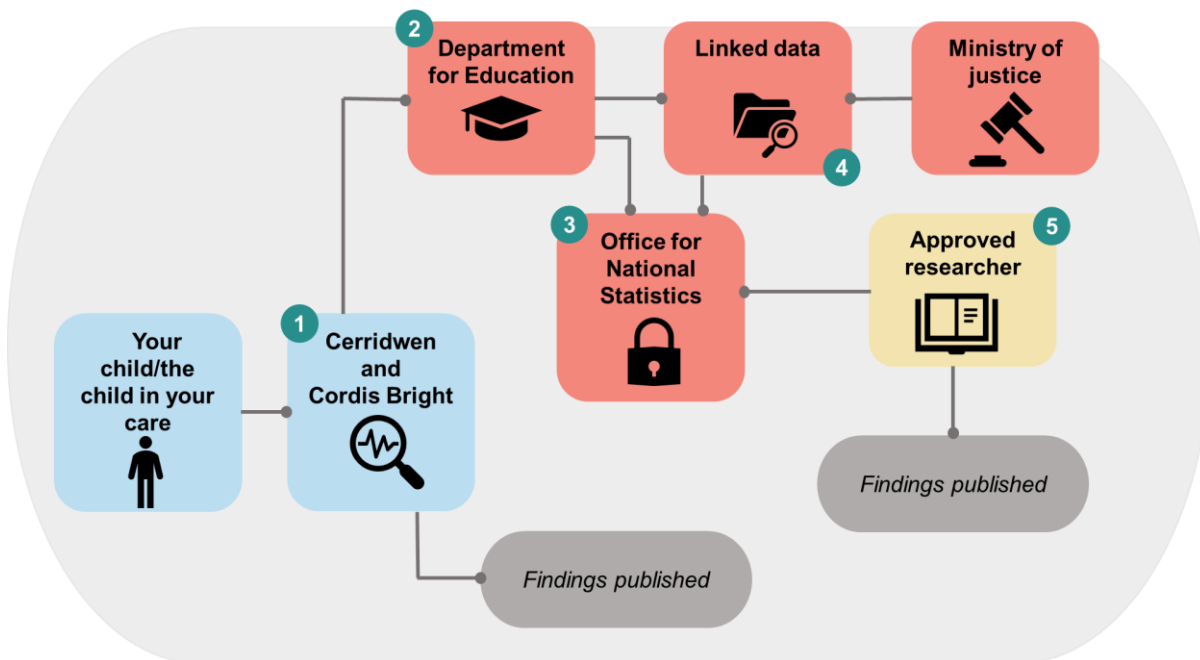
If you have any questions about anything to do with the study, you can contact the Cerridwen practitioner who has talked about this with you, or Suzie, the study project manager. Her details are in the box on the first page of this sheet.

If you have any feedback or questions about how we use personal information, or if you want to make a complaint, you can contact Colin, our Data Protection Officer, using the details provided in the box at the start of this information sheet.



We always encourage you to speak to us first, but if you remain unsatisfied you also have the right to make a complaint at any time to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues: <https://ico.org.uk/make-a-complaint/>.

How information will be used



1. Information is collected from your child/the child you care for and other young people as part of the study to see if the support is helping them.
2. Personal information (like their name or date of birth) is removed from your child/the child in your care's records and they are assigned a unique identification number. After this, no one will be able to know who they are when looking at the information.
3. The information will then be held in a safe place called the YEF archive by the Office for National Statistics (ONS). No one can access it without approval.
4. The Department for Education and the Ministry of Justice will link together information on education and crime records that they hold. It will be possible to send information such as this to the ONS to safely match to your child/the child in your care's information in the YEF archive.
5. Only approved researchers will be allowed to safely access your child/the child in your care's information to see if the Cerridwen programme helped people in the long term.

Confirmation statement for parents and carers on behalf of the children in their care

I confirm that:

- I understand the information sheet.
- I have had an opportunity to ask questions about how personal information is used in the study.
- I have enough information to make a decision about whether my child/the child in my care can take part in the study.
- I understand that they are free to withdraw from the study at any point.

I agree that my child/the child in my care can take part in this study

Yes ☐ No ☐

Name of child (block capitals)

Signed (parent/carer)

Date

Signature of Cerridwen case manager

Date

Case manager details:

Name in block capitals:

Tel:

Email:

One copy for parent/carer to keep and one copy for case manager to return to Media Academy Cymru offices.