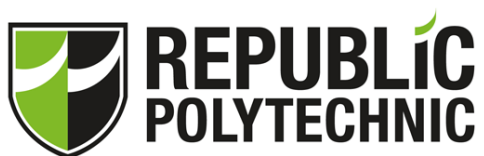




Beyond Social Services Project Research Report

2017



CONTENT		PAGE
I	Background of Project	3
II	Objectives of Project	3
III	Research & Data Analysis	4 - 14
	i. Door-to-door interview	
	ii. In-depth interview	
IV	Conclusion and Recommendations	15
	Appendix	16

I. BACKGROUND OF PROJECT

This is a research project conducted for Beyond Social Services (BSS) by Republic Polytechnic School of Management and Communications comprising the following:

Students:

- TAN KAI BIN, EUNICE, Diploma in Consumer Behaviour and Research
- TAN KANG HUI, MILLIE, Diploma in Consumer Behaviour and Research
- GLADYS CHUA YAN NING, Diploma in Social Enterprise Management
- JANIS LIM XIN PING, Diploma in Social Enterprise Management
- KOH YOKE HWEE, REGINA, Diploma in Social Enterprise Management

Supervisors:

- MS TENG HUI YU, Senior Lecturer
- MS TAN YI WEN, Lecturer

II. OBJECTIVES OF PROJECT

The objectives of the project are to:

- Understand the level of awareness of BSS programmes amongst youth beneficiaries
- Find out the channels through which youths get information about BSS
- Analyse the motivations and barriers towards participating in the programmes

III. RESEARCH & DATA ANALYSIS

The research was carried out via the following two methods:

- i. Door-to-door interviews
- ii. In-depth interviews

Interviewees:

- Youths aged 7 – 15 years old under the care of BSS
- Parents/Guardians of the youths

Period:

- 11 January 2017 to 23 January 2017

Location:

- Blocks 91 - 93, Henderson Road

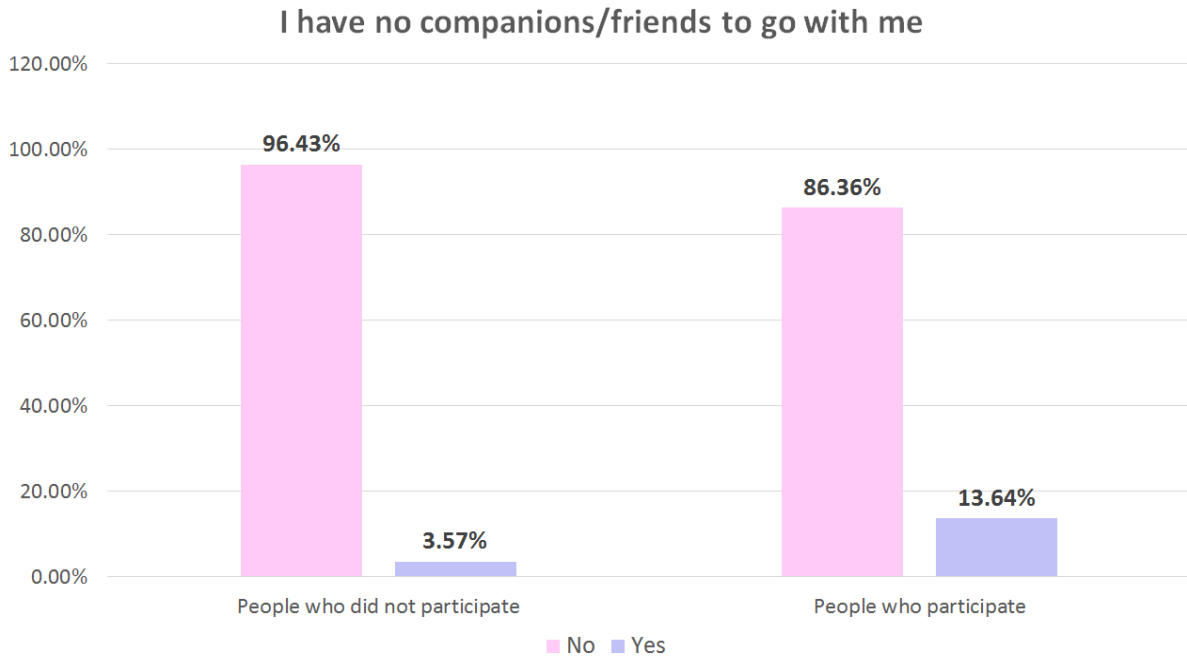
Number of responses:

- Door-to-door interviews: 100
- In-depth interviews: 12

i. Door-To-Door Interviews

The interviewees were asked to answer nine questions in the survey (survey form attached in appendix). Responses to the questions are categorised into those who participate in the activities and those who do not.

1. I have no companions/friends to go with me



Participants DO NOT PARTICIPATE:

- No, this factor does not affect them - 96.43%
- Yes, this factor affects them - 3.57%

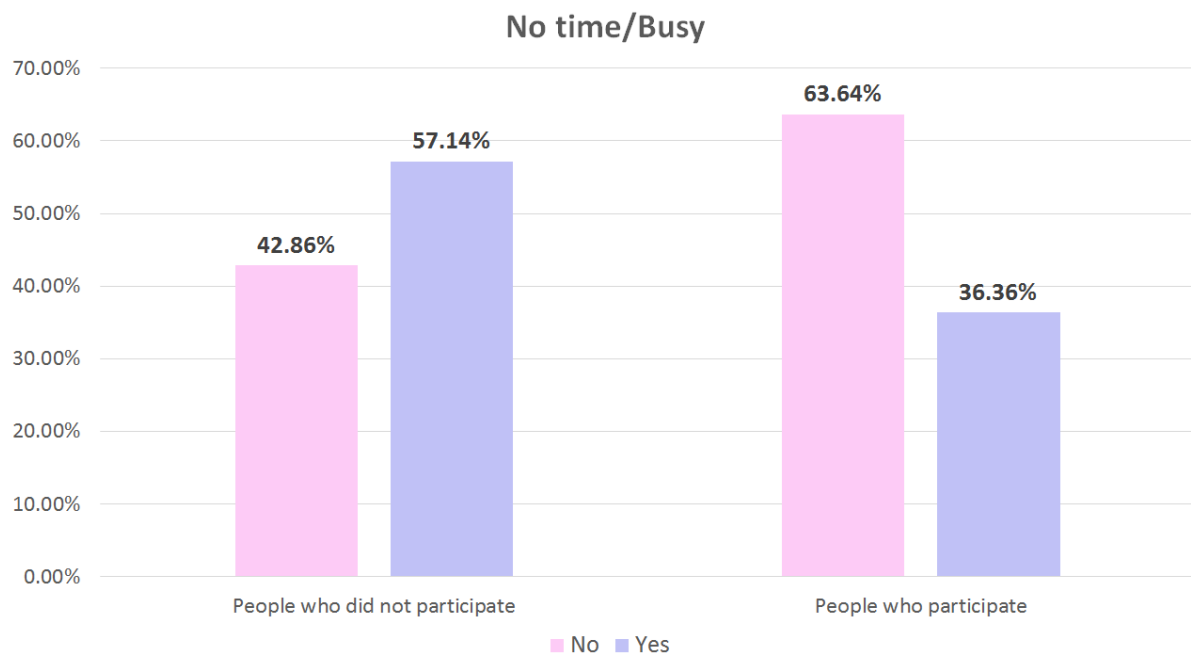
Participants WHO PARTICIPATE:

- No, this factor does not affect them - 86.36%
- Yes, this factor affects them - 13.64%

Recommendations:

- Identify active participants per community as influencers for their friends to join in
- Build sustainable programmes so that there are opportunities for building of long-term relationships among participants and with volunteers

2. No Time/Busy



Participants DO NOT PARTICIPATE

- No, this factor does not affect them - 42.86%
- Yes, this factor affects them - 57.14%

Participants WHO PARTICIPATE

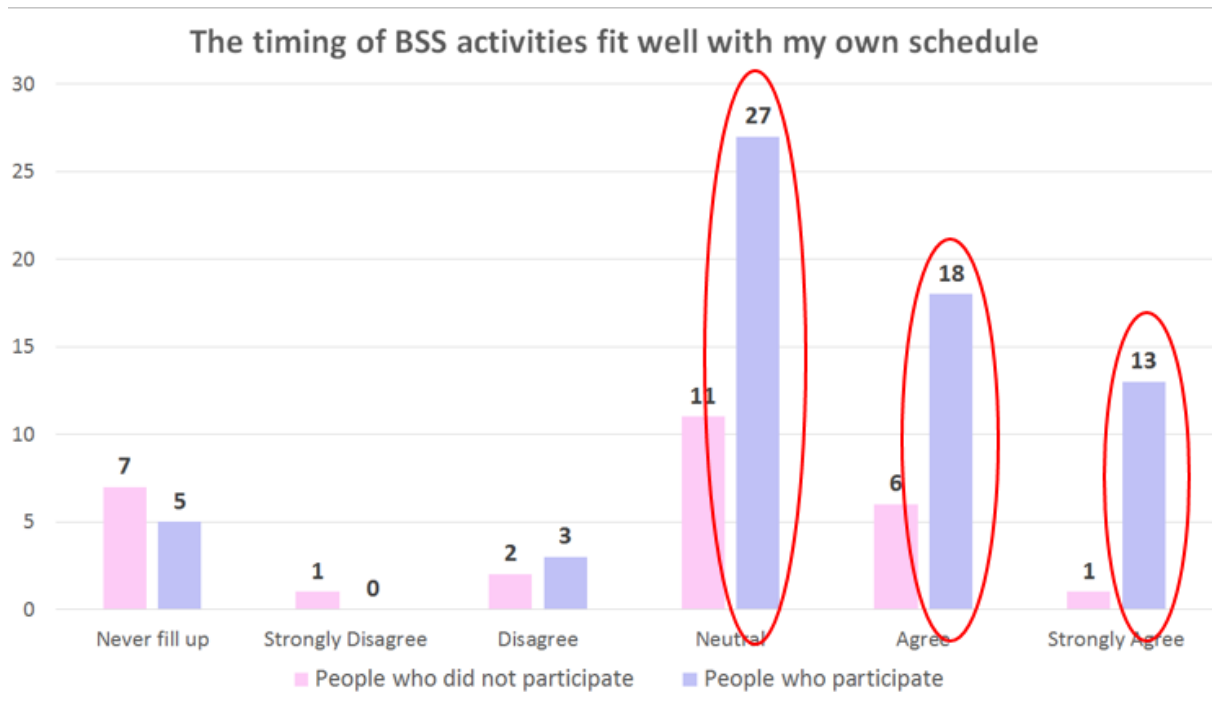
- No, this factor does not affect them - 63.64%
- Yes, this factor affects them - 36.36%

Recommendations:

Ensure that event dates/time are suitable for beneficiaries:

- Plan events with the beneficiaries to ensure suitability of timing and promote ownership and responsibility of the events amongst the beneficiaries
- Plan a calendar of events 3 months in advance and remind beneficiaries 2 weeks before the event date

3. The timing of BSS activities fits well with my own schedule



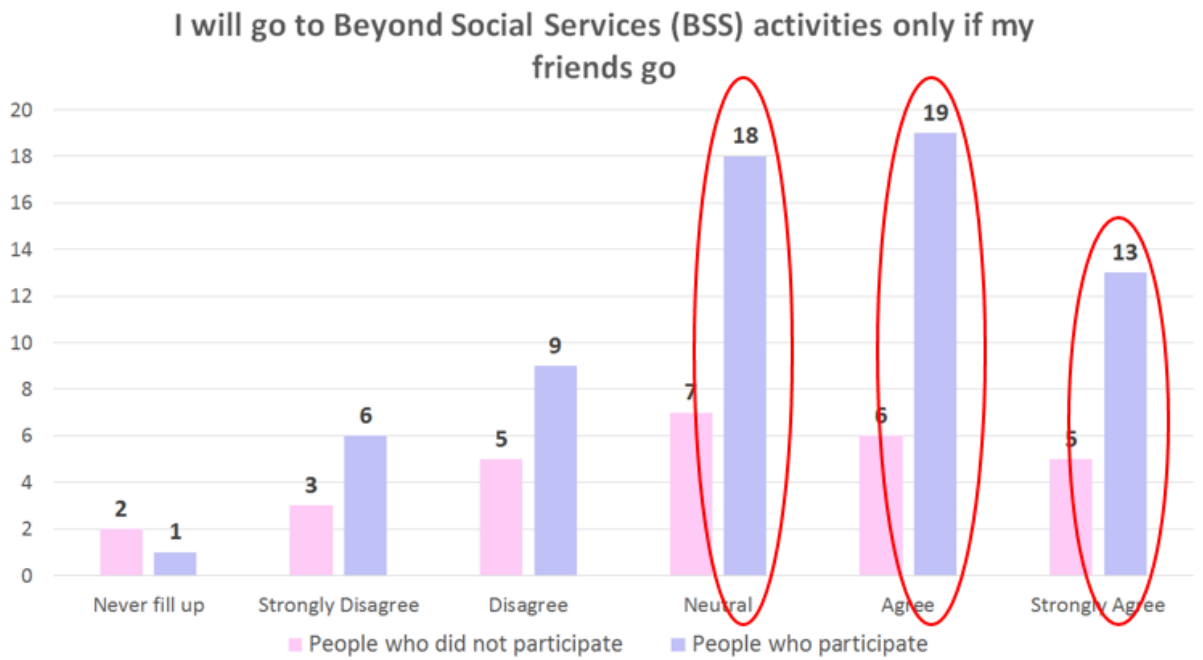
Participants WHO PARTICIPATE

- Neutral - 27 Respondents
- Agree- 18 Respondents
- Strongly Agree - 13 Respondents

Recommendations:

- More feedback can be collected for beneficiaries who stated that it is “neutral” on whether timing of BSS activities fit well their schedule to find out the underlying reasons so that improvement can be made if needed.

4. **I will go to Beyond Social Services (BSS) activities only if my friends go**

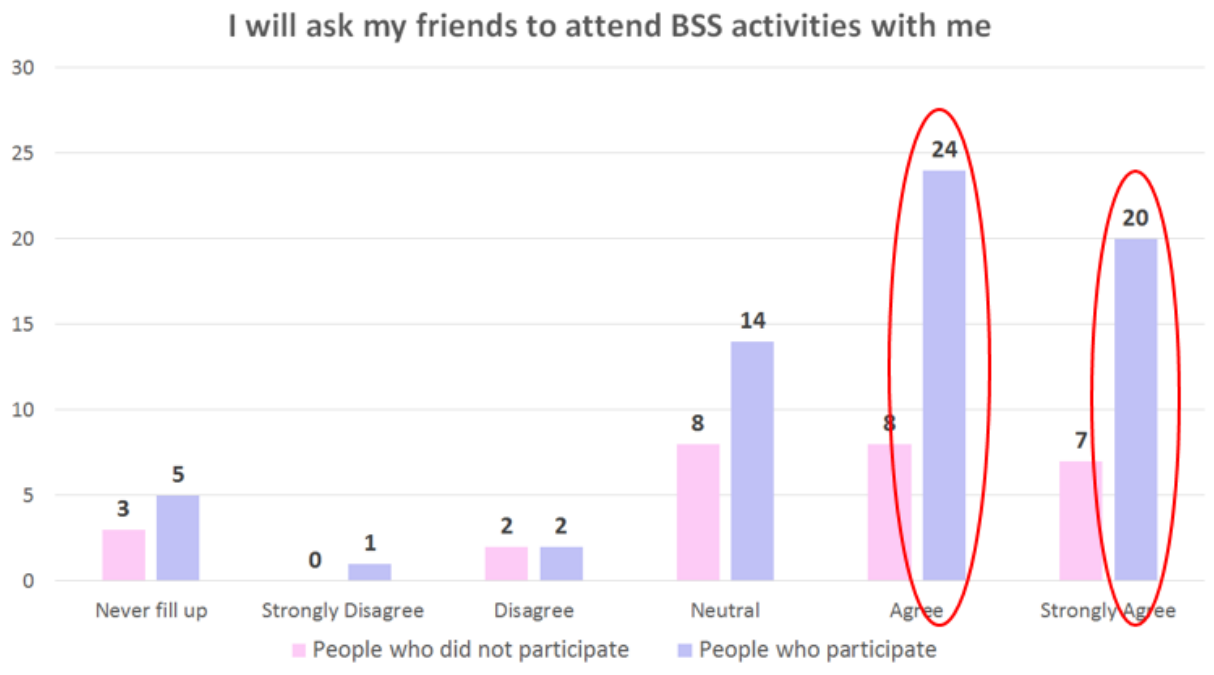


The source of affiliation is high and need to be accompanied by friends.

Participants WHO PARTICIPATE

- Neutral - 18 Respondents
- Agree - 19 Respondents
- Strongly Agree - 13 Respondents

5. **I will ask my friends to attend BSS activities with me**



They will ask their friends along.

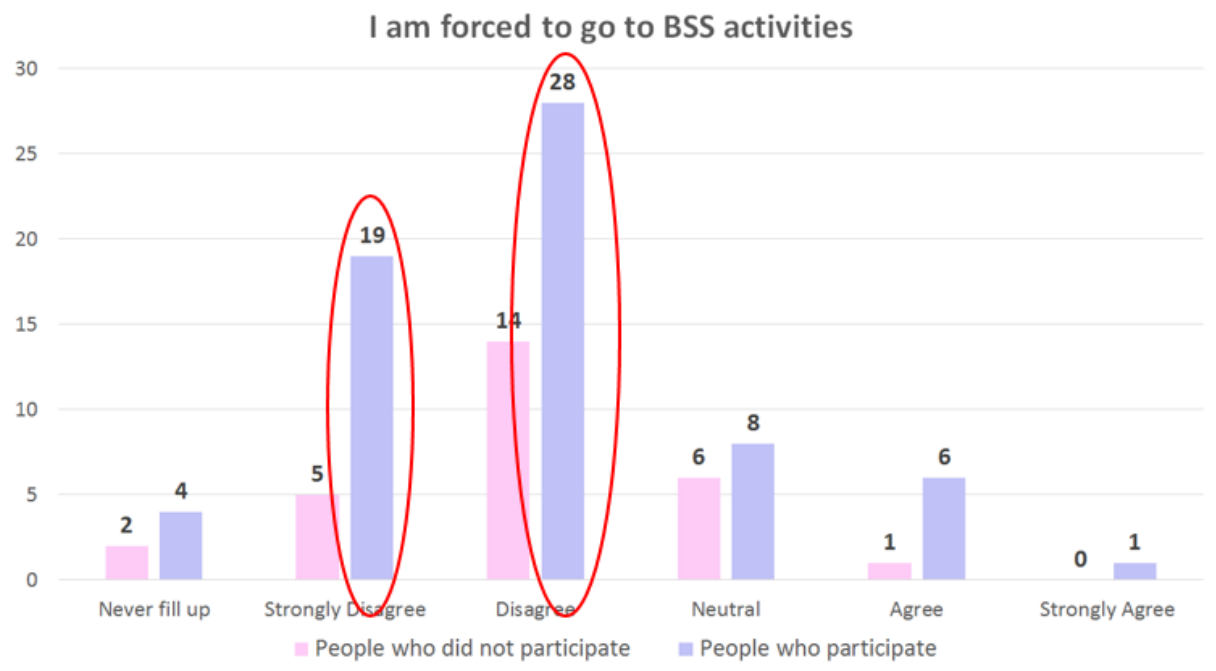
Participants WHO PARTICIPATE

- Agree - 24 Respondents
- Strongly Agree- 20 Respondents

Recommendations

- Encourage beneficiaries to invite their neighbours or friends from the same community to join in the activities.
- Promote bonding among participants so that friendship can be built at the events.

6. **I am forced to go to BSS activities**

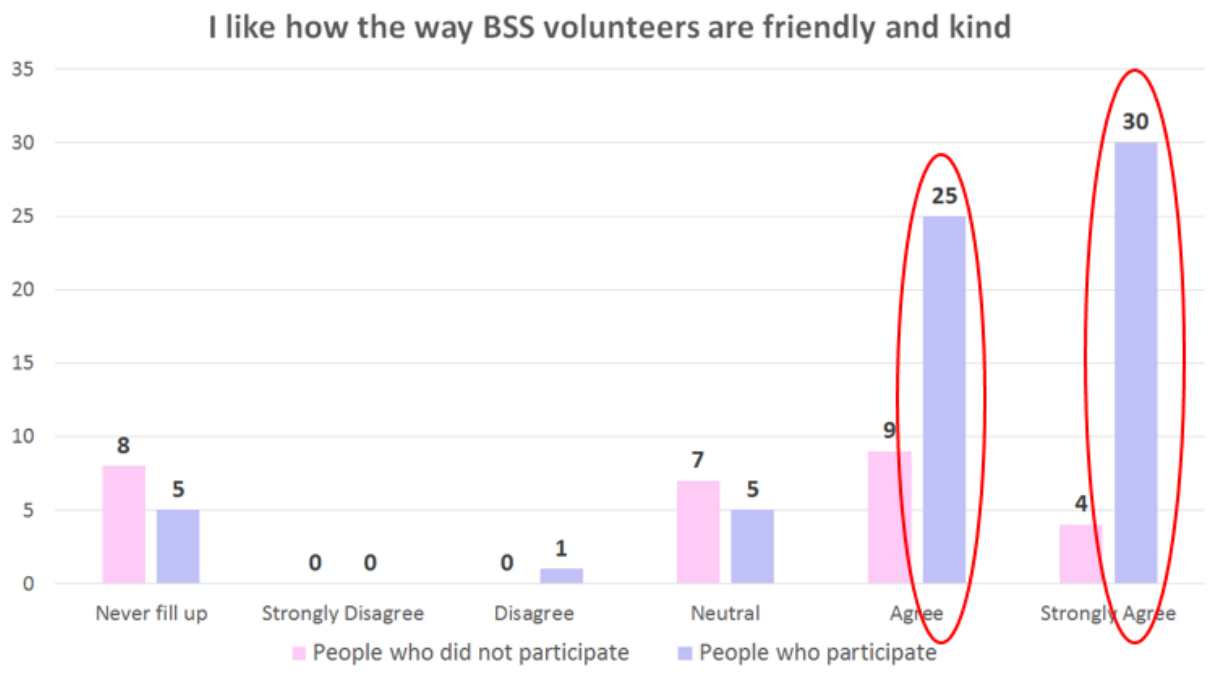


They are willing to go BSS activities

Participants WHO PARTICIPATE

- Strongly Disagree - 19 Respondents
- Disagree- 28 Respondents

7. I like how the way BSS volunteers are friendly and kind



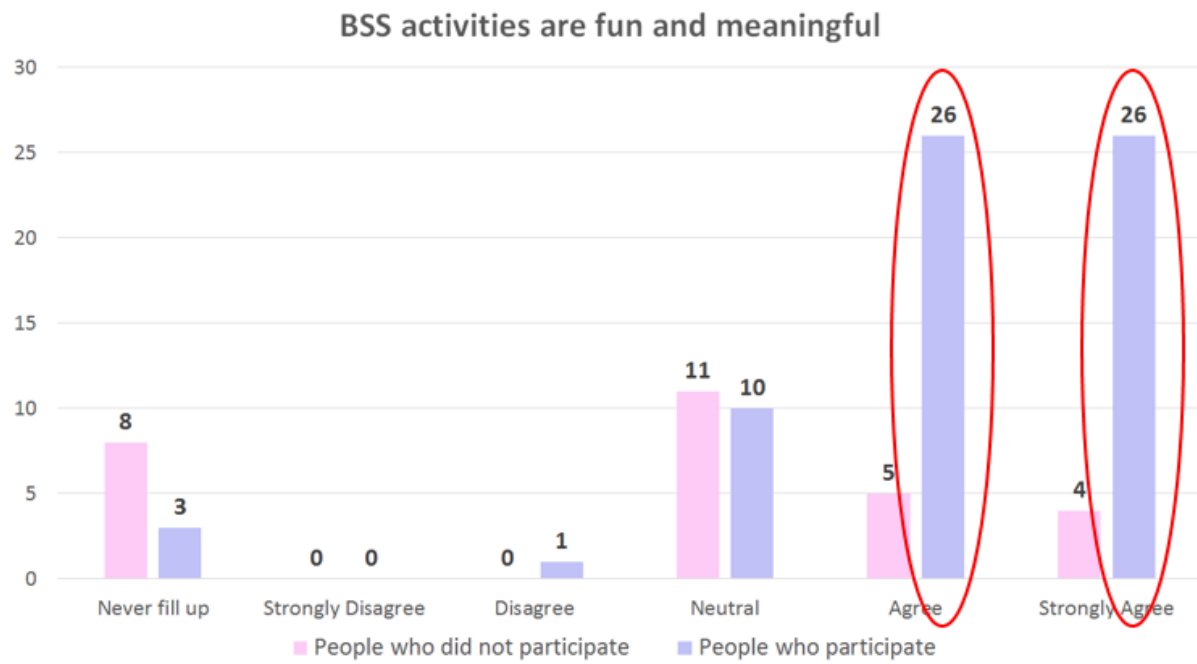
Participants WHO PARTICIPATE

- Agree- 25 Respondents
- Strongly Agree - 30 Respondents

Recommendations:

- BSS should keep up the good work in ensuring that the volunteers treat the beneficiaries with the right attitude and behavior.

8. BSS activities are fun and meaningful



Participants WHO PARTICIPATE

- Agree - 26 Respondents
- Strongly Agree- 26 Respondents

Summary of findings from door-to-door interviews

1. The following table is a summary of the above findings:

Positive	Negative
<ul style="list-style-type: none">• The activities are meaningful and fun• Beneficiaries participate in activities willingly• Beneficiaries would bring their friends along for activities• The volunteers are friendly and kind	<ul style="list-style-type: none">• There may not be a sense of belongingness among those who do not participate• Timing may not be suitable for participants• Participants need to be accompanied by friends

2. The top 3 most popular activities among the youths are:

1. Movies
2. Sports
3. Music

The least popular are:

1. Dance
2. Games
3. Art and Craft

ii. **Data Analysis: In-Depth Interviews**

The following are key findings for the 12 in-depth interviews conducted with the youths:

1. BSS activities/events that youths enjoy:

- Camp (Bonding, Cycling and fishing)
- Soccer
- Fishing
- Sepak Takraw
- Friendly Matches / Competitions

2. Activities that youths would like to see incorporated:

- Adventure Course (High elements)
- Water Sports
- Sports Day (have a mix of sports e.g. football, basketball and volleyball)

3. Other Comments and Feedback

- Some of the youths mentioned that they prefer not to attend volunteer activities together with children as conflicts or quarrels are bound to happen
- They would prefer to attend together with other youths
- Some felt that talks related to budgeting/finances are not relevant to them
- **Positive Feedback**
 - BSS really motivate all youths, they will find activities for us to participate in, for example sports, camps, games and fun fairs. They do not only do so for youths but sometimes for children as well, especially soccer.
 - Volunteering as a “team” is more fun: being able to volunteer with other beneficiaries is enjoyable.
 - I have activities to occupy my free time such as talking to other participants and have some fun when I attend BSS programmes rather than stay at home and use my phone.
- **Feedback for improvement:**
 - There should be more tuition classes with more teachers and in a classroom environment

IV CONCLUSION AND RECOMMENDATIONS

The following are recommendations for BSS:

- Volunteers are important to drive the programmes of BSS therefore it is encouraged to have a pool of long-term volunteers so that beneficiaries will have a sense of familiarity.
- A more diverse range of activities can be planned for the beneficiaries to widen their horizons.
- BSS could plan activities with BSS staff to ensure ownership and participation level.

APPENDIX

Survey Form



Survey_BSS
Programmes.pdf