



Media Pack

Information for the media on
The Duke of Edinburgh's Award

DofE.org

DofE Media Information Pack

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Our mission

To inspire, guide and support young people in their self-development and recognise their achievements.

Our vision

To reach more young people from diverse backgrounds and equip them as individuals to succeed in life.

Our guiding principles

At the DofE we strive to achieve our mission through personal development programmes and the assessment and presentation of Awards.

All our programmes are driven by the following ten guiding principles, which are at the heart of everything we do:

- Non-competitive
- Achievable by all
- Voluntary
- Personal development
- Personalised
- Balanced
- Progressive
- Achievement focused
- Demand commitment
- Enjoyable

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INVESTOR IN PEOPLE



The DofE in the UK is proud to be part of The Duke of Edinburgh's International Award, which oversees DofE programmes in over 130 countries worldwide.



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theDofE



theDofEUK



DofEUK

Welcome to The Duke of Edinburgh's Award

The Duke of Edinburgh's Award (DofE) was founded in 1956 by His Royal Highness The Duke of Edinburgh and is renowned as the world's leading youth achievement award.

Achieving a Duke of Edinburgh's Award

Young people will achieve a Duke of Edinburgh's Award if they show persistence, commitment and personal development over a period of time. Every activity must be successfully completed and assessed. Completing a DofE programme equips young people for life and work, and is recognised by employers and universities alike. Through their DofE journeys young people develop resilience, confidence and a 'can do' attitude as well as the social and communication skills that businesses are calling out for.

Where it is run

DofE programmes are delivered in the UK under licence by nearly 4,000 partners (Licensed Organisations) who offer it in DofE centres such as youth clubs, voluntary organisations, schools, academies, colleges, universities, young offender institutions, hospitals, homeless shelters and businesses, which are run and supported by around 40,000 adult volunteers.



Did you know that...

- The DofE is for everyone aged 14-24, from any background, circumstance, culture or religion.
- There are four different sections to complete at Bronze and Silver Award level and five at Gold Award level.
- Over 72,500 young people from a disadvantaged background did their DofE in 2019/20. For these young people, a DofE Award can be a game-changer, providing invaluable development and a recognised achievement that levels the playing field and unlocks education and job opportunities. Like **Sarah**, who has cerebral palsy and **Tariq**, doing his DofE at HMYOI Aylesbury.
- Leading businesses in the UK offer DofE to their young employees, including British Gas, Amey, Heathrow and RSM.
- Over 100 top employers, including British Gas, Asda, Google, RSM, Amey, ITV, Burberry, DFS and Heathrow have endorsed a DofE Award as a recognisable mark of a young person's transferrable soft skills.
- A range of organisations run the DofE including football clubs, housing associations, young offender institutions and homeless shelters.
- A higher number of state schools and academies run the DofE than private schools.
- The DofE is a charity, funded by corporate and individual donors, (subsidised) participation places and licence fees.
- A DofE programme can be tailored to the individual's needs; in 2014 ao.com employee, Melissa Dempsey became the first participant from a business running the DofE to complete the Expedition section using a wheelchair.
- Young people doing their DofE have a huge impact within their local communities through the Volunteering section of their programmes.
- The DofE is delivered in around 130 countries and territories worldwide.

DofE programmes

Anyone aged between 14 and 24 can do a programme at one of the three progressive levels which, when successfully completed, lead to a Bronze, Silver or Gold Duke of Edinburgh's Award. There are four sections at Bronze and Silver level and five at Gold.

Below are examples of the type of activities young people can do for each of their sections...

Volunteering

- Helping people
- Community action and raising awareness
- Coaching, teaching and leadership
- Working with the environment and animals
- Helping a charity or community organisation



Physical

- Team and individual sports
- Water sports
- Racquet sports
- Dance
- Fitness
- Extreme sports and martial arts.



Skills

- Creative and performance arts, music
- Care of animals and natural world
- Life skills
- Learning and collecting
- Media and communication
- Science and Technology



Expedition

- On foot
- By bicycle
- By boat
- By canoe or kayak
- By wheelchair
- On horseback



Residential

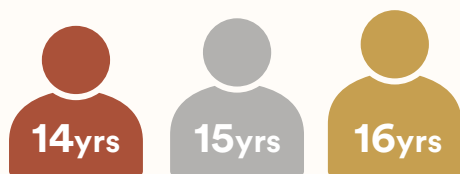
Gold level only

- Service to others
- Environment and conservation
- Learning
- Activity based



How long does a DofE programme take to complete?

There are three levels of programme participants can do which. Once completed, these lead to a Bronze, Silver or Gold Duke of Edinburgh's Award.



If they're old enough, they can start at any level but most try for Bronze first and work upwards.

Participants complete each level by spending **one hour on each section per week** for the minimum durations shown below.

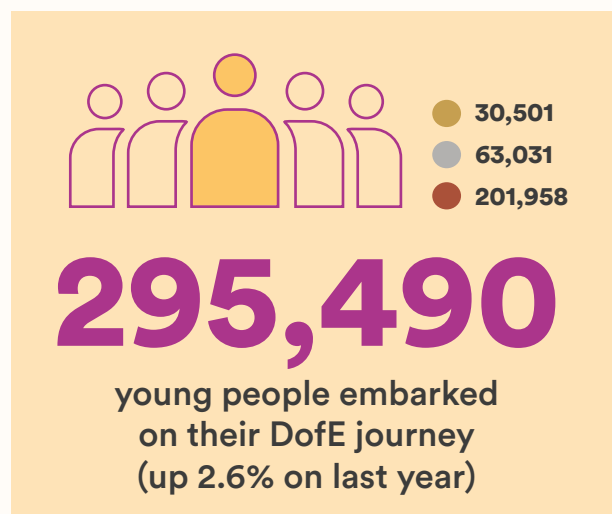


Each Award is made up of four sections (five at Gold level).

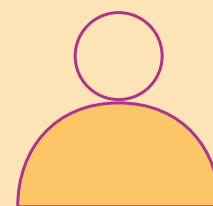
		Bronze	Silver	Gold
	Volunteering	3 months	6 months	12 months
	Physical	3 months	3/6 months	6/12 months
	Skills	3 months	3/6 months	6/12 months
	Expedition	2 days 1 night	3 days 2 nights	4 days 3 nights
		Participants must also undertake a further three months in the Volunteering, Physical or Skills section.	If participants haven't achieved their Bronze Award they must undertake a further 6 months in Volunteering or the longer of their Physical or Skills section	If participants have not achieved their Silver Award they must undertake a further 6 months in Volunteering or the longer of their Physical or Skills section.
	Residential	n/a	n/a	5 days 4 nights

Participants have until their 25th birthday to complete the level they're working on and achieve an Award

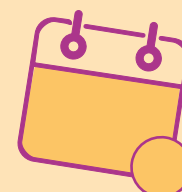
Awards started



This includes
72,577
disadvantaged
young people (up
6% on last year)



490,535
young people are
currently doing their
DofE programme



Awards achieved



* Figure based on previous years' starts.

In numbers...



New starters globally in 2017:
1,800+ daily
Participants globally in 2017:
1.3 million+
Countries/territories running
DofE programmes: **130+**
Awards achieved worldwide in
2017: **around 328,550**
Number of volunteers globally:
over 180,000+

Our Royal Patronage

HRH Prince Philip KG KT

HRH Prince Philip KG KT, founded The Duke of Edinburgh's Award (DofE) in 1956. As passionate about the DofE today as he was over 65 years ago, The Duke of Edinburgh celebrated his 500th Gold Award Presentation in 2013.



HRH The Earl of Wessex KG GCVO

HRH The Earl of Wessex KG GCVO plays an active role in The Duke of Edinburgh's Award, attending events and presenting Awards. He is a Gold Award holder, a Trustee of the charity and Chairman of the Board of Trustees of The Duke of Edinburgh's International Award Foundation which is the Award's global governing body.



HRH The Countess of Wessex GCVO

HRH The Countess of Wessex GCVO is a Global Ambassador for The Duke of Edinburgh's International Award. HRH is committed to extending the rights and opportunities of young people, as well as being Chair of the DofE's Women in Business Committee which supports the DofE in the UK.



Key dates

- | | |
|---|---|
| 1956 The DofE for boys was established by HRH The Duke of Edinburgh. Lord John Hunt was appointed Director and the programmes consisted of four sections; rescue & public service, expeditions, pursuits & projects and fitness. | 2010 Lord Kirkham takes over as Chair of Trustees from Sir Tom Farmer. Groundbreaking independent research, supported by the Pears Foundation is published which proves the amazing impact the DofE has on young people who take part. |
| 1959 The DofE became a charitable trust in 1959. | 2012 DofE Awards achieved continue to rise every year – now over 83,000 each year. Our ambition is to double the number of young people who take part. |
| 1966 The Duke of Edinburgh's Award for young people, both men and women, aged 14 to 21 launched. | 2015 The DofE makes a commitment to further develop its reach into the community, giving more disadvantaged young people than ever a chance to develop skills for life and work and the charity launched the LifeZone, an exclusive and free site for DofE Award holders and participants designed to help them describe the skills they develop through their DofE through their DofE when applying for jobs. |
| 1975 One million young people have now participated in the DofE. | 2016 The DofE celebrates its Diamond Anniversary year and the charity launched a yearlong fundraising initiative, the DofE Diamond Challenge. |
| 1986 HRH The Earl of Wessex achieves his Gold Award. | 2017 The DofE launches the DofE Adventure. A chance for everyone aged 18+ to get a taste of an expedition whilst raising vital funds. |
| 1988 The Duke of Edinburgh's International Award is established. | 2020 The DofE launches #DofEWithADifference, introducing flexibilities to allow participants to continue with their DofE during the COVID-19 pandemic. |
| 2001 HRH The Duke of Edinburgh hands over the Chairmanship of Trustees to Sir Tom Farmer but remains as Patron. | |
| 2006 The Duke of Edinburgh's Award celebrates its 50th Anniversary and is awarded a Royal Charter. | |
| 2007 Over 275,000 young people are taking part in DofE programmes at any one time in the UK. Participation and the number of Awards achieved continue to rise year on year. | |
| 2008 eDofE, an interactive online management system was launched, revolutionising the way participants record their DofE activities and achievements. | |

Young people's stories

Many young people find achieving a Duke of Edinburgh's Award life-changing; many discover their talents, broaden their life experiences and make lasting friendships along the way. We have lots of inspirational stories from young people that we can share with journalists.

Volunteering

Sam's story

Sam grew up in Hackney, and started his DofE at school. He had no idea of the opportunities it would offer him, or the ways it would change him.

"I think the most important skill I got from the DofE is interpersonal and communication skills. You meet people from all walks of life, elite and down to earth. You learn skills doing the DofE that are not taught in school, and vital skills for work. At job interviews you meet people who have done it or wanted to do it – it comes up in job interviews – it stands out and you can use DofE for examples in interviews."

Nancy's story

Nancy grew up in Peckham, the only girl among five boys. Her dad, now a school caretaker, had been a member of the local youth club and encouraged his children to follow in his footsteps. He was well aware of the dangers to young people locally – the area is notorious for gang, gun and drug-related crime and has a high teenage pregnancy rate.

Nancy has done her Bronze, Silver and Gold DofE and, as part of this, gained certificates in first aid, cricket leadership, sports leadership and fire safety.

Jon's story

Jon was a young offender who was offered the chance to start his DofE journey whilst he was in prison.

"There was only space for 15 in the first bunch of lads to be able to start working towards their Bronze Award, but I was hopeful, I had a long sentence, and I was far from being 21 at which I would be shipped to another prison, so I knew my chances were good. I was right, and I was picked, it was a moment that would change the course of the rest of my life..."



Employability

Emmaline's story

After overcoming Raynaud's disease, Emmaline achieved all three DofE Awards and discovered a love of volunteering.

"I truly believe that my DofE Awards helped me gain a place at college and secure my job, where I prepare food in a local restaurant. Both my tutor and boss were impressed when they saw it on my applications, with my boss only asking me about my Awards during my interview. The DofE is so well respected and talking about your experience makes you more memorable to your interviewer."

Wellbeing

Sarah Furzer – Heathrow

Sarah did her DofE as part of her apprenticeship at Heathrow.

"I've been through some really difficult and life-changing times at the hands of mental illness, and when I nearly lost my Dad to it, I knew I couldn't let it get the better of me – DofE has given me the platform to my 'best self', who only sees life's obstacles as an opportunity, not a limitation. There's no one in this world who hasn't faced adversity or challenge in their lives and it genuinely fills me with pride to hear my fellow participants' stories – it's a truly humbling experience."

Watch our videos...

- >>> Do your DofE
- >>> Supporting the community in 2020
- >>> Lira's story
- >>> A parent's view

You can view our range of films at:
youtube.com/theDofEUK

Quotable quotes



"The Duke of Edinburgh's Award is a way of recognising the extraordinary achievement of these young people aged 14-25, which is just the age when I was being useless, they are doing something fantastic and challenging themselves in every possible way."

– JOANNA LUMLEY



"You are the gold of our country. You've demonstrated discipline, consistency and concentration, you've faced untold challenges. Now, receiving your Gold DofE Awards, you can give yourself a pat on the back and take the next step to the rest of your lives, and what an amazing step to have given yourself, what an advantage!"

– DAME HELEN MIRREN

London 13 Oct 2015



"There's something very special about DofE Award holders – their capacity to help others. It's an amazing attribute that I hope you carry forward to the rest of your lives. Whilst the DofE is great to have on your CV to help you get a job, I think the most important thing is how much you've grown as people. The hard work and dedication that you've put in counts for so much and sets you up for a very successful future."

– DAVID WALLIAMS 11 March 2015



"It's with great pride that I'm presenting DofE Gold Awards, what these young people have achieved is fantastic, not just for themselves but for their communities. As an actor I know how much their experiences and the skills they've developed matter, without determination and passion I wouldn't be where I am today. I wish them every future success."

– BENEDICT CUMBERBATCH 19 March 2014



"The current environment is very challenging for young people, so it's important they try to make themselves more attractive to employers. The Duke of Edinburgh's Award is highly valued by business because they know it helps to develop more rounded individuals."

– HRH THE EARL OF WESSEX

Please get in touch if you would like to find out more.

Famous Award holders



Levison Wood

Adventurer, writer and TV presenter and Bronze, Silver and Gold Award holder



Jon Snow

TV and News presenter and Bronze and Silver Award holder



Alice Beer

TV presenter and Gold Award holder



Dame Kelly Holmes

Olympian and Silver Award holder

Quotable quotes



"The DofE has, for over 60 years, been helping young people to explore who they are, invest in themselves and develop the skills and experience they need to successfully navigate adult life. Any young person can do their DofE – regardless of ability, gender, ethnicity, background or geography. Achieving an Award isn't a competition and it's not about being first. It's all about expanding your horizons, setting personal challenges and pushing yourself to achieve them. It is our ambition to grow our reach so any young person in the UK can access a DofE programme. We are also focused on engaging those young people who face greater disadvantage as our impact research shows that these young people have most to gain from a DofE experience."

– RUTH MARVEL

Chief Executive of The Duke of Edinburgh's Award



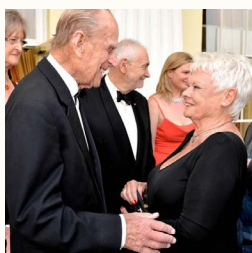
"The Duke of Edinburgh's Award exists for all young people. Functioning as a complement to formal education, the purpose of the DofE is to help young people gain experience of some of the most rewarding opportunities available to adults in their non-working lives. The Duke of Edinburgh's Award has helped countless young people on their sometimes difficult path to adulthood. It has gone from strength to strength, with Awards being achieved every day and employers in every field of industry recognising the value of the experiences gained and the skills and characteristics developed by the young people that take part."

– HRH THE DUKE OF EDINBURGH



"The Duke of Edinburgh's Award is for all young people, regardless of their background or circumstance. We hear about the number of young people out of work, education or training on a daily basis and I believe the DofE has never been more relevant."

HRH THE COUNTESS OF WESSEX



"My nephew achieved a Duke of Edinburgh's Award – it gives people a focus, they realise 'there's something I can do' and it's thrilling."

– DAME JUDI DENCH 9 June 2016

Famous Award holders



Hannah Cockcroft

Five times Paralympic medallist and Bronze Award holder



Steve Backshall

Adventurer and TV presenter and Silver Award holder



HRH The Earl of Wessex

Gold Award holder

"It is what I like to call a do-it-yourself growing up kit."

HRH The Duke of Edinburgh

Please get in touch if you would like to find out more.

Photography

The DofE has an image library which can be made available to the media to use in conjunction with DofE-related articles.

Here are some examples of the type of imagery we hold:



Notes to editors



In 2019/2020, 295,490 young people started a DofE programme, including over 72,500 from disadvantaged backgrounds.

Founded by HRH The Duke of Edinburgh in 1956, the DofE is currently being delivered in DofE centres such as schools, youth clubs and prisons, supported by over 3,900 partner organisations and approximately 40,000 adult volunteers.

Over 6.7 million people have participated in DofE programmes in the UK and achieved over three million Awards since 1956. In 2019/2020, 159,051 achieved a Bronze, Silver or Gold Duke of Edinburgh's Award.

The DofE is supported by UK employers including Amey, St James's Place, Tarmac, British Gas, DFS,

Heathrow and RSM who endorse the skills and attributes developed whilst doing a DofE programme such as resilience, commitment, self-motivation and team working.

The Duke of Edinburgh's Award is a Registered Charity No 1072490 and in Scotland No SC038254 and a Royal Charter Corporation RC000806

The Duke of Edinburgh's International Award Foundation is a Registered Charity in England and Wales, No 1072453. There are more than one million young people currently participating globally in more than 130 countries and territories.

For more information about the DofE go to [DofE.org](https://www.dofe.org)

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