

**MY LIFE  
MY SAY**

**NEXT**

*GEN*

IF YOU DON'T DO POLITICS, **[POLITICS]** WILL DO YOU

**NEXT**

*GEN*

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# NEXTGEN 2025 IMPACT REPORT

# NEXT *GEN* 2025

NextGen 2025 brought **over 800 young people from across the UK** to Ministry of Sound on October 18<sup>th</sup> 2025, for a day of politics, democracy, skillbuilding and connecting young people directly with decision makers.

This impact report looks at NextGen 2025, the design process which placed young people at the heart of the conference, the impact of the day itself and the importance of events like NextGen.

Data in this report is compiled from an incentivised attendee feedback survey completed after the conference. Quotes from general attendees in this report are taken from open feedback requests from the same survey, the prompt for which was *'please leave any additional thoughts or feedback below.'*



# WHAT DOES NEXT *GEN* DO?

NextGen Conference is the UK's **biggest youth democracy summit**, convened by My Life My Say every year to bring young people from across the UK together to protect and celebrate democracy. The event has **three core goals**: to build key leadership skills within attendees, to connect young people directly with decision-makers, and to boost political engagement by making politics accessible, exciting and authentically engaging.

NextGen 2025 came at a key time for democracy in the UK, with a challenging backdrop being painted of young people and political apathy. Polling by My Life My Say and Opinium ahead of NextGen 2025 set this scene, with **63% of young people saying they don't believe major political parties can improve their lives**, and 73% believing politicians don't care about 'people like them'.

NextGen 2025 recognised this challenge, and sought to demonstrate that whilst young people are disengaged from major parties and politicians– **they still care about politics**. Indeed, the same MLMS & Opinium polling showed that **68% of young people care about politics**, and **65% actively followed it**. If mainstream politics was presented at NextGen in an exciting and accessible way, we knew young people would turn up and make themselves heard– and they did.



# THE HEADLINES

800+ young people attended NextGen 2025.

41% attended from outside of southern England (including Wales, Scotland, Northern Ireland and outside of the UK).

98% felt more optimistic about politics and democracy as a result of attending.

97% say they'll attend NextGen 2026.





# BUILDING SKILLS

One of the core goals of NextGen conference is to **build key leadership skills within attendees**. For those already politically engaged, NextGen seeks to develop the key skills needed to drive change and build momentum to lead engagement within their communities. For those unengaged with politics, NextGen aims to develop the skills needed to engage with democracy, decision-makers and as a result make more young voices heard in politics.

**91%** of attendees felt NextGen improved *SKILLS* in networking with peers.

**95%** of attendees felt more confident in making their *VOICE* heard by decision-makers after attending NextGen.





**“ [NEXTGEN] DEFINITELY  
SPARKED MY AMBITION TO  
BE MORE INVOLVED AND  
STAND UP FOR WHAT I  
BELIEVE AS A YOUNG ADULT  
MYSELF AND AN INDIVIDUAL  
WHO IS PASSIONATE FOR  
YOUTH VOICE AND  
EMPOWERMENT.**

NextGen 2025  
Attendee

# CONNECTING WITH *DECISION MAKERS*

Shortly following major political party conferences across the country which are often criticised for failing to engage and build trust with young people (MLMS and Opinion polling (2025) shows 63% of young people don't trust major political parties), **NextGen offers a platform for young people to not only hear from the decision-makers shaping their future, but to engage directly with them in a meaningful and authentic manner.**

To guarantee this engagement, NextGen 2025 saw two Democracy Cafés held in partnership with the Department for Culture, Media and Sport and the Ministry of Housing, Communities and Local Government. With both being attended by senior civil servants in each department, and facilitated by MLMS Squad Leaders, these offered a casual, youth-led space for attendees to share **perspectives on the National Youth Strategy and Votes at 16 directly with those shaping the policies.**

**72%** of attendees said NextGen gave them the chance to have their voice heard ***DIRECTLY*** by a decision maker.

**Over a quarter** of attendees said they had ***NEVER*** had the opportunity to do this before NextGen 2025.







**“INEXTGEN! GAVE YOUNG PEOPLE A PLATFORM TO DIRECTLY SHARE OUR VIEWS WITH MPS, POLICYMAKERS, AND CHARITY LEADERS. THE DISCUSSIONS FELT INTERACTIVE RATHER THAN TOKENISTIC, AS DECISION MAKERS ACTUALLY LISTENED. IT FELT EMPOWERING TO KNOW OUR INPUT COULD INFLUENCE FUTURE POLICIES.**

NextGen 2025  
Attendee



# BUILDING POLITICAL ENGAGEMENT

Political and democratic engagement is about so much more than just voting. It's about discussing, debating and co-creating solutions. It's about making young people's voices heard at every level of the democratic process and giving them a say in the decisions which shape their futures. Research by My Life My Say and Opinium (2025) shows that despite 73% of young people thinking politicians don't care about them, **young people still want to engage with politics and democracy, with over two thirds actively following and paying attention to political issues.** The truth is, when you make politics accessible and exciting, and give young people the skills to lead and make their voices heard– young people are ready to engage.

That's where NextGen comes in, a vehicle to take politics to young people, make it accessible and aim to boost political and democratic engagement in attendees. Levels of political engagement are hard to assess, and even harder to monitor and attribute to actions (such as registering to vote, or showing up on election day), and so My Life My Say has developed a unique self-assessment model, in order to monitor the impact of events and engagement on changes in political engagement levels.

3.69

AVERAGE BEFORE

4.53

AVERAGE AFTER



**NEXT**  
*GEN*

