Come with me as we head to London for a brand workshop with young people to redesign our Brent connection service. Involving young people in how we shape and deliver our programmes is at the heart of what we do.

Before the workshop took place, a group of young people had chosen some new names for the service and a survey was sent round to users of the service. After many votes, their chosen name was Brent Youth Futures. So we had a name and now we needed everything else. Five young people attended the workshop, which was led by Braden, our senior graphic designer. And supported by me Stacy, a marketing officer here at Shaw Trust.

Our jobs were to educate on what a brand is, what it comprises of but most importantly we were there to listen. A lot of discussion, exploration and debate took place in that room. And in the end the young people decided they wanted Brent Futures to make young people feel hopeful. And we would achieve this by being respectful, welcoming, honest, open and authentic..

After an incredible session it was time for me to jump on the train back home. So now we needed to

hand over all the information we had collected to our incredible design team to let the creativity flow. Returning home to my gorgeous golden Wanda and her happy wiggles was the cherry on topof an extremely wonderful cake.

Watch this space for the unveiling of our new brand which was chosen by our young people from three design concepts created by our team.

Thanks for joining me I had a great day I hope you liked my video!