

## Project Brief



*The Project Brief is the **first** thing to do. It should be completed before **any** activity of any sort takes place. This is because the Brief is the document that subject to authorisation triggers the development of the Business Case.*

<b>Project Name</b>	Big Aspirations – The Empowerment Project - <i>Supporting emotional wellbeing and empowering young people with the confidence to participate in their local community</i>
<b>Project Manager</b>	Bryony Boyle
<b>Document Author</b> (if different from Project Manager)	As above
<b>Organisation Name</b>	Selby Big Local

### Benefit

*Why would the community benefit from this project? Is there clear evidence of need for this project- detail any consultation, statistics or reports that back up the project brief.*

This project has emerged as result of ongoing community engagement undertaken by Selby Big Local. Supporting young people to have a voice in their community, tackling low level mental health issues and raising aspirations were highlighted in Selby Big Local’s early Listening Report (2015), again in our 2017 review, and are prioritised in our 2018-20 Community Action Plan. Last year we delivered the pilot year of our ‘Big Aspirations’ programme, working with three primary schools in Selby town. The core aim of this programme is to raise career aspirations and excite pupils about the world of work. The programme was very successful and Selby Big Local has committed to fund the programme for the 2018-19 academic year. However, the pupil and teacher evaluation revealed that more is needed to support pupil’s emotional wellbeing and resilience, develop confidence and self-esteem, and equip young people with the life skills for participating in the local community and future workforce. This project proposal responds to this community need. The benefits of the Empowerment Project include supporting young people to develop emotional resilience, equipping them with strategies for coping with challenges, having the confidence to participate fully in education and community and reducing challenging behaviours resulting from poor emotional wellbeing. By working with schools and families we can embed the principles of this project and ensure long-term legacy.

### Details of the Project

*Please list the details of your project*

The Empowerment Project will run in parallel and complement Selby Big Local’s Big Aspirations programme by providing emotional wellbeing support and coaching for pupils and their families, and providing the capacity to engage older pupils through college and local secondary schools. This will be delivered through four key areas of activity:

- **Emotional wellbeing workshops** for primary school pupils (@120 pupils): a series of workshops delivered in school for pupils on the Big Aspirations programme, supporting them to recognise their emotions, enhance their emotional resilience and develop strategies for coping with challenges, developing confidence and self-esteem.
- **Empowering young people:** a group of young people from Selby College and local secondary schools will be recruited and provided with training and support to enable the establishment of a peer-to-peer mentoring scheme between primary aged pupils and older students. The training will empower ‘mentors’, providing them with the opportunity to develop coaching, listening and

leadership skills and 'mentees' with positive role models. Training and support will be linked to citizenship curriculum where appropriate.

- **Developing emotional resilience in young people:** this element of the programme will be shaped by feedback from parents, families and support staff, the intention being to offer parents, families and carers support in developing emotional resilience in children and young people.
- **Project legacy** is vitally important and the provision of pupil resources and school capacity building will be incorporated into this programme to enable future project delivery.

## Project Objectives

*What will the project deliver, or what changes will it bring about and how are these linked to the CEF's Community development plan (CDP) for the area?*

Project objectives:

- Improvement in emotional wellbeing of young people
- Support young people to develop confidence and self-esteem, raising their aspirations
- Development of life-long skills that encourage future educational attainment and participation in the local community and future labour market.

Selby Big Local would like this project to provide an opportunity for partnership working with the CEF Partnership Board and Selby Town Council through supporting young people to have the confidence to participate in their local community. The project also links particularly to two Community Development Plan priorities:

1. Health and Wellbeing – enhancing community mental wellbeing
2. Community Safety – the programme will enhance existing relationships with local schools, identifying opportunities for early intervention. There is a strong evidence base that emotional intelligence and wellbeing lead to pro-social behaviours and that investment to tackle low level mental health can reduce the incidence of anti-social behaviour.

## Benefits

*Outline any key financial or non-financial benefits the project will deliver and how this will impact the community.*

There is a strong evidence base that early intervention to support emotional wellbeing in young people has lifelong impact. An Institute of Education report states that, "*Emotional wellbeing has been found to be a powerful predictor of adult life satisfaction, mental health and family formation...[research] has also found links from childhood mental health to labour market success. (UCL, 2015)*

Anticipated benefits of this proposed project include:

- Improved emotional wellbeing and resilience of young people
- Empowering young people and enabling them to better able to identify their own behaviours and develop strategies for coping with challenges
- Improved confidence and self-esteem leading to improved personal and education outcomes
- Improvement in pro-social behaviours and reduction in anti-social behaviour
- Families and those working with young people better equipped with skills to develop emotional resilience in young people and with the confidence to manage challenging behaviours
- Longer-term, increase in the number of young people from the Big Local area completing education, engaging in the local community and participating in fulfilling employment.

In partnership with the CEF Partnership Board we would like this project to help build the foundation for more young people from Selby town to feel they have a voice in their community. Selby Big Local is committed to finding ways to encourage young people to be more engaged in their community and this project will empower young people by building their confidence and self-belief and providing opportunity for building connections between young people. Through further partnership work this has the potential to stimulate the development of a civic engagement mindset and encourage young people to take an active role in their community and participate in local decision-making.

## Project Approach / Delivery Options

*Outline any initial ideas for how the project might be delivered including external delivery, consultants, governance arrangements etc.*

The project will be managed by Selby Big Local's Coordinator with support and direction from the Big Local Partnership and the Big Aspirations steering group (including the Head Teachers of the three participating primary schools and current delivery partner, NYBEP). This will ensure the project dovetails with the existing Big Aspirations programme. Whilst this project has emerged from community engagement, our intention is to bring together a group of students and a group of parents/carers, to provide more in-depth feedback on the proposed content and approach of the project elements to ensure that it addresses key issues.

To enable partnership working and facilitate collaboration with the CEF Partnership Board, the Selby Big Local Coordinator can meet regularly with the Central CEF Development Worker.

A detailed specification will be prepared by Selby Big Local in order to procure specialist provider(s) to deliver the workshops and training. Initial investigation has identified existing good practice in the region from which the project can benefit.

All programme elements will be evaluated iteratively with participants and participating schools. A final evaluation will be completed at the end of the academic year to inform future project delivery.

## Project Timescales (Milestones)

*Outline the overall timescale for project completion and include delivery phases together with milestone dates and funding deadlines, if appropriate. Your knowledge may be based on assumptions at this stage.*

The project timescales are designed to fit the academic year.

October/November	Commission delivery partner
November/December	Partner engagement to set-up peer-to-peer mentoring programme Parent/carer engagement to inform training/support offer
January	Programme of emotional wellbeing workshops commences Student recruitment and initiate training
February	Launch peer-to-peer mentoring programme Host first parent/carer training
March-June	Programme elements ongoing School capacity building underway
July	Final evaluation

## Project Resources (people and money)

*These will be indicative at this early stage. However, on the basis of what you expect the project to look like, indicate your estimates together with the assumptions made in making the calculations.*

<b>Costs</b>	Estimated costs for delivering the programme for the 2018-19 academic year: £4000.  An indicative breakdown of costs is provided below: <ul style="list-style-type: none"><li>- Series of 4 workshops delivered at each participating primary schools (x3): £1500</li><li>- Training for student mentors (x30 students): £1000</li><li>- Parent training/support sessions ( approx.10 participants at 2 locations): £900</li><li>- Pupil resources and school capacity building: £600</li></ul>
<b>People</b>	Selby Big Local Coordinator (project manager) – time provided in-kind Selby Big Local Partnership members - voluntary Staff from participating schools – time provided in-kind CEF Partnership Board volunteers – as appropriate

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<b>Funding</b>
<i>Where do you expect the money to come from, e.g. revenue or capital budgets, external grants, all from CEF funding or a combination? Please state if you don't know at this stage where the money is coming from. Please include any quotes you have received.</i>
Selby Big Local has committed £15k to deliver the Big Aspirations programme for the 2018-19 academic year. The CEF funding would fully fund the youth empowerment project to run in parallel with the Big Aspirations programme, expanding the reach of the current programme by enabling us to work with secondary schools and college, and deepen the impact of our activity by targeting the gaps identified by the community.

<b>Risks / Issues</b>
<i>Identify what you consider to be the main risks at this stage. Also indicate any issues you may be aware of that the project will resolve.</i>
There are a number of risks we are aware of in the delivery of this project that will be mitigated and managed.
Potential risks: <ul style="list-style-type: none"> <li>- Secondary schools choose not to be involved</li> <li>- Difficulty recruiting students for peer-to-peer mentoring scheme</li> <li>- Difficulty recruiting parents/carers to participate in support/training offer</li> </ul>
Mitigation measures <ul style="list-style-type: none"> <li>- Through Big Aspirations we have a good existing relationship with Selby College and there is already interest in participating in a peer-to-peer mentoring scheme. If schools are not interested in participating there is the opportunity to recruit more students from College.</li> <li>- Will work closely with schools and students to shape the peer-to-peer mentoring scheme to attract participation and tailor support appropriately. This will include ensuring the training avoids clashes with other curriculum and extra-curricular pressures.</li> <li>- Will work closely with parents to ensure provision meets the needs previously expressed and places offered to parents across all participating schools. There is also the opportunity to offer places to parents and families that have pre-school aged children through our links with nurseries and the local Childrens Centres.</li> <li>- We will commission an experienced provider with a track record in working with schools and families.</li> </ul>

<b>Links and Dependencies</b>
<i>Does this project link to any others in the area or services already available? Is its success dependent on the completion of other projects, funding from elsewhere, interest from volunteers etc?</i>
The key dependencies for this project are: <ul style="list-style-type: none"> <li>- Funding – the funding for the Big Aspirations programme has already been committed by Selby Big Local.</li> <li>- School engagement – engagement in this project has already been secured with the three participating primary schools and Selby College. Engaging secondary schools will be a priority as the project commences.</li> <li>- Timescales – for the project to run smoothly and to align with the current academic year, the project will need to start in October/November 2018. A delay to securing funding may require some elements of the programme to be rolled over to the next academic year.</li> </ul>
Future links and opportunities This project and the wider Big Aspirations programme provide a valuable opportunity for greater

partnership working between Selby Big Local and the CEF Partnership Board. Depending on Board volunteering capacity, there is scope to develop and offer further activity to raise employment aspirations, encourage greater youth engagement in the local community and decision-making, for example:

- CEF hosted 'insight' sessions for students, to inspire and demonstrate how young people can get involved in decision making;
- Offer a work experience placement;
- Facilitate the links between the regional youth parliament and the Big Aspirations programme;
- Enhanced recognition for youth leadership and community involvement.