

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.*

Project Name	Schools Go WILD! (Eastern CEF)
Project Manager	Nicholas Atherton
Document Author (if different from Project Manager)	As Above
Organisation Name	Project: WILD C.I.C.

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 for project brief.

“Research suggests that contact with green space, be it large nature reserves and national parks or small city parks and gardens, has an affectual capacity to positively impact the mental well-being of young people by reducing stress”

- Tamsin Fisher, PhD Student (Young people’s wellbeing and autotelic practices)

Mental health in young people is becoming an area for increasing concern, with academic pressures, tensions at home and peer pressure (especially over social media) often cited as the main factors. These factors increase levels of the stress hormone, cortisol, in the body which in turn can lead to anxiety and depression. Exposure to nature, including natural light and green spaces decreases levels of cortisol, thus combating these issues. However, with increasing access to the internet, social media sites, video games and other digital distractions, few children spend more than a couple of hours outside in any given week.

Project: WILD C.I.C. aims to tackle mental health issues in young people by exposing them to the wonders of the natural world and encouraging them to spend more time outdoors by providing incentives, education, opportunities and inspiration using both digital and direct approaches. Our experience in digital marketing and film-making (including films produced for Selby Hands of Hope, Selby District AVS, Hagge Woods Trust, the Project: WILD web-series and presently a series of marketing films for the CEFs) combined with experience working in outreach with young people (ranging from 4-17yo) will allow us to effectively reach and engage with young people in the “digital generation”.

Several schools within the Selby district that we have previously worked with have expressed an interest to engage with further projects of this sort;

“... these opportunities will offer so much more by enabling students to take pride in their local community, working as part of a team to make a positive contribution within their own local community, understanding the importance of giving something back to their community and

caring for the environment for future generations. We are very keen to continue working with you for the benefit of our students and the local community”

– Fiona Lee, Vice Principal at Barlby High School

“We are very happy to become involved with future developments as we feel our children should know what is on their own doorstep and this incentive from Mr Atherton very much ensures this.”

– Jill Newsome, Year 4 Teacher at Riccall Primary School

“I think it is really important to get young people engaged with the natural world. Modern life and technology seem to have disconnected a lot of young people from the world around them. It is certainly the case at my school. Most people spend more time online than they do outside.”

– Zach Haynes, 14yo, BBC Young Nature Blogger of the year

In addition to letters from local schools and young people, Project: WILD C.I.C. has received letters of support for this and similar projects from Selby District Council, esteemed University of York staff, project volunteers, Selby District Disability Forum and others. Many individuals and organisations are keen to ensure that opportunities such as this are made available to young people in the area, particularly now when so much light has been shed on the state of the mental health of many young people.

Details of the Project

Please list the details of your project

The “Schools Go WILD! (Eastern CEF)” project aims to reach between 1500 and 2300 young people from between 7 and 11 primary and secondary schools across the Eastern CEF area. Following development of workshop materials in conjunction with staff from a selection of the schools and with input from organisations such as Selby District Disability Forum, a series of workshops will be run at schools in the region. The workshops will be tailored to the specific age groups and will be between 30 and 90mins each, depending on the requirements of each individual school. Topics covered by the workshops will include;

- What wildlife is found in the local area?
- What are the threats facing our local environments and wildlife?
- What can we do to help our local environments and wildlife?
- What things do we chose to do instead of going outside?
- What are the benefits of spending time outside?
- What other benefits does nature offer us a human beings?

The content will be designed around these topics to get the young people to have an appreciation of the nature on their doorstep and the importance of preserving it. Furthermore, we will explore why we should be preserving nature and spending time enjoying it from many perspectives, including mental health.

The workshops will be delivered through a combination of games, short films, discussions and wildlife handling and exploration exercises.

A thorough evaluation will be conducted throughout the process to ensure that after the completion of this project, a refined workshop package can be developed for use in future workshops within the Eastern CEF and more widely in the Selby District. In that regard this could be considered a pilot project.

As examples of the work done by pupils during and following Project: WILD C.I.C. workshops, please see the images below. The first image was a display produced by the children at South Milford Primary School following a day of “Eco-Explorers” workshops I delivered there. The

bottom image is of a display I produced to be erected at the Three Haggas Wood-Meadow, using work done by pupils attending a field workshop I delivered at the site.



Hagge Woods Trust

ECO-EXPLORERS

In addition to exploring the animals that call the Three Haggas Wood-Meadow home, the Eco-Explorers used Quadrats to explore the plant life in the Wood-Meadow. Using different colours or patterns to indicate different species, an 8x8 grid allows them to determine the percentage cover of each species!

Handing out by the National Lottery

Some of the brilliant work they produced at their workshops is here for all to see and we hope the Three Haggas Wood-Meadow will continue to inspire young people with it's diverse animal and plant life for a long time to come!

We asked our Eco Explorers to indicate how well they felt they understood the terms "Biodiversity", "Ecosystem" and "Wood-Meadow" at the start and end of the sessions to see how their understanding and confidence grew. The closer to the centre of the circle they placed their token, the more they felt they understood the term!

	BIODIVERSITY	ECOSYSTEM	WOOD-MEADOW
Secondary School before the session			
Secondary School after the session			
Guides before the session			
Guides after the session			

bottom image is of a display I produced to be erected at the Three Haggas Wood-Meadow, using work done by pupils attending a field workshop I delivered at the site.

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?

The key objectives of the project are to;

1. Encourage a greater curiosity and fascination with the natural world.
2. Educate and inspire young people to understand, appreciate and care for the environment, making them more conscious of how their actions affect the world around them.
3. Encourage an awareness of the factors that influence their mood.
4. Educate young people about the importance of spending time outside for their mental wellbeing.

The project ties into the following CDP points;

- + Encourage involvement and volunteering in our community
- + Increase activities for young people

The workshops will enrich their school term, with alternative and more exciting activities to engage with (e.g. wild animal handling). The digital edutainment materials we will introduce them to will give them a more educationally beneficial activity to do when online. We hope that by arming them with knowledge of the benefits of nature on mental health, along with an enthusiasm and fascination with the natural world, they will actively spend more time outside, for example visiting local parks and environmentally important sites. Furthermore, we hope to provide them with details on both wildlife rich sites in the local area, and volunteering opportunities they may enjoy, for example reptile surveying or tree planting.

Benefits

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

1. Offering an exciting and engaging activity for between 1500 and 2300 young people within the Eastern CEF area, meeting key CDP points and reaching the majority of young people living within the region.
2. The teaching and learning materials developed for this project can be utilised in future projects and used to compile a workshop package that can be offered to schools and groups in the district.
3. The materials developed and the feedback received will be used by Project: WILD C.I.C. to develop further engagement projects to offer the local people in the area.
4. The project will tackle mental health issues faced by young people by providing relevant education and information on opportunities to engage with outdoor projects and educating them about the benefits of spending time outdoors.
5. Empowering young people to care for their local environment and communal green spaces. Introducing them to these topics now and exciting them about the prospects will hopefully encourage more engagement with voluntary projects offered by Project: WILD C.I.C. and other organisations in future.
6. We will promote and market the project (as a CEF funded project) across our social media sites and will produce a short film about the project for our website. This film will be made available to the Eastern CEF to use for their own marketing purposes.

"If young people do not grow up learning about nature, they will not understand it. If they do not understand it, they will not appreciate it. And if they don't appreciate it, they will not protect it."

- David Attenborough

Project Approach / Delivery Options

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

Materials produced by Project: WILD C.I.C. for previous workshops will be recycled for reuse. This includes several classroom ecology games. New materials will be developed in collaboration with staff at Barlby High School, South Milford Primary and Riccall Primary. Furthermore, guidance will be sought from Selby District Disability Forum to ensure that the materials are accessible for children with physical or learning disabilities.

Using current contacts (whilst also seeking new ones), workshops will be arranged with several schools within the region. I have identified 9 primary and 2 secondary schools within the Eastern CEF area and through this project we aim to reach as many of them as possible. Working with both of the secondary schools (c.4 days of workshops at each) and 6-9 of the primary schools (c.1-2 days of workshops at each). We anticipate a total reach of between 1,500 and 2,300 young people in the Eastern CEF area.

Workshops will be delivered by the project leader (myself) with assistance from 1 or 2 volunteers. Several examples of live wildlife will be presented, including native animals from my personal collection (that are used to and comfortable with being handled at workshops). I will also utilise my contacts as a biologist to source additional exciting native wildlife e.g. rescue hedgehogs. A combination of discussion, games, short films and exploration exercises will be used and the workshops will be tailored to suit the ability and curriculum objectives of each age group.

The project will function as a pilot for more outreach activities, utilising the same or similar materials and approaches throughout the Selby district. Therefore, a thorough evaluation will be done and feedback will be sought at all stages of the process.

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.

1. **January 2019** - Funding confirmed and the project started. Initial contact made with collaborators at schools and SDDF. Short film made to advertise the workshops to participating schools.
2. **February 2019** - Contacting schools to arrange workshop dates. Working with a few select staff members at schools previously worked with to ensure content is both fully enjoyable and educational.
3. **March 2019** - By the end of March we would like all workshop dates booked in and all content ready.
4. **May & June 2019** - Delivery of booked workshops in the 2018/19 academic year
5. **September & October 2019** - Delivery of booked workshops in the 2019/20 academic year for those unable to arrange a date during the 2018/19 academic year.
6. **November 2019** – By the end of November the project will be complete and evaluation written up. Film about the project will be produced.

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.

• **Costs –**

Administrative costs.....	£12/hr.....	50hrs.....	£600
Workshop material development.....	£16/hr.....	50hrs.....	£800
Workshop delivery.....	£200/day.....	20days.....	£4,000

TOTAL.....£5,400

Administrative costs include; Arranging workshops with schools, writing risk assessments, project evaluation etc

Workshop delivery accounts for travel and insurances.

• **People –**

Project Leader.....	50hrs Admin
.....	50hrs Development
.....	20days Workshops
Workshop volunteer.....	20days Workshops
School staff (in development).....	2x4hrs Development

Project Leader and Workshop facilitator: Nicholas Atherton

Workshop volunteer: TBC

Members of staff from at least two schools (likely Riccall Primary and Barlby High) will be required in development of materials.

SDDF Staff (Emily Havercroft) may be consulted to ensure materials are suitable for children with physical and learning difficulties.

Funding

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.

We hope to be able to source all funding from the Eastern CEF fund.

Risks / Issues

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.

- Challenge of booking workshops in schools (particularly secondary schools): We've found with the strong focus on exams it is sometimes hard to encourage schools to break from the curriculum timetable to allow activity days (even those relevant to the curriculum). This can likely be worked around by; ensuring we remain flexible in the length and structuring of sessions, contacting schools several months in advance, and if necessary, making allowances to run sessions in September/October of the following academic year when exam pressure is less immediate and timetables haven't been set. To ensure the maximum reach can be made within 2019, all workshops will need to be arranged and booked by April 2019. Failure to meet this date could result in some schools being unable to accommodate the workshops until 2020, outside of the project's timescale.

Links and Dependencies

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?

This project can and will operate independently of any others run in the area, however it does build on aspects of the "Eco-Explorers" project. The Eco-Explorers project was a £10,000 HLF funded partnership project run by the Hagge Woods Trust, Project: WILD C.I.C. and Girl-guiding North Yorkshire South between February and September 2018. Project: WILD C.I.C. was responsible for the majority of the planning and execution of the project with myself (Nicholas Atherton) operating as project leader.

Through the Eco-Explorers project, we reached almost 2,000 young people; including all pupils at three schools in the Selby District (two of which were within the Eastern CEF region (Riccall Primary & Barby High)), the Wistow Girl Guides and several more individual young people in the Eastern region and throughout the district through our outdoor workshops and Snap Wild photography competition. We received positive feedback from the staff and pupils at the schools and all three expressed an interest in further workshops and activities. The schools have also expressed an interest to help us develop our teaching/learning materials. As such we will be sure to include Riccall and Barby in the schools we work with during this project.

"All children and adults who took part in the workshops recently provided, have commented on his [Nicholas Atherton] talent for reaching out to children to make them aware of the world around them."

- Jill Newsome, Year 4 Teacher at Riccall Primary

The content for the "Schools Go WILD!" workshops will be developed with consideration of the constructive feedback received from the Eco-Explorers.

Each workshop will be delivered by myself with assistance from at least one volunteer. We have a small roster of volunteers for Project: WILD C.I.C. and connections with the University of York and their Biology Department ensures we won't have any problems recruiting appropriate volunteers.

The workshop content will be loosely based around the Wildlife web-series "Project: WILD".
Trailer link included:

<https://www.youtube.com/watch?v=uChDRhP1Bgk&t=11s>

The series is set to release in early 2019 but this specific project is not reliant upon the release of the web series.