

## 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>	Young Peoples Animated Issues (Western CEF)
<b>Project Manager</b>	Nicholas Atherton
<b>Document Author</b> (if different from Project Manager)	As Above
<b>Organisation Name</b>	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.*

It only takes turning on the TV or radio, opening the newspaper or browsing the web to get the impression that society is circling the drain. Gang crime, xenophobia, uncontrollable climate change, suicide, self-harm and depression diagnosis in pre-teens, animal extinction events, cyber-terrorism, cyber-bullying, the list goes on. And whilst anything expressed in modern media should be taken with a generous pinch of salt it would be fair to say that many of these issues deserve our attention and attempts should be made to address them. Lots of these issues directly affect young people and those that don't will become their issues to deal with as they grow up.

Project: WILD C.I.C., through the "Young Peoples Animated Issues" project will be giving young people the opportunity to produce short stop-motion animated films about the issues they themselves face or those they perceive in their local communities. These animated films will provide a fantastic insight into the issues young people feel they and their communities are facing, hopefully inspiring community action to tackle some of the issues head on. The participants will also develop team working skills, self-confidence and communication skills as they work in small groups to plan, prepare, shoot and edit their stop-motion animations.

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".

We have previously worked with several schools in the Selby district, including South Milford Primary within the Western area and all have expressed a keen interest to work with Project: WILD C.I.C. again in projects benefiting their pupils. At present we are delivering stop-motion workshops to schools in Doncaster and the response has been brilliant with many pupils citing it as the activity they most look forward to each week. Groups are making their animated films

on a range of subjects including littering, cyber bullying, puberty, stress and anxiety and many more.

We have already contacted all the schools within the Western CEF area and whilst we currently awaiting responses from some of them, those that have already responded have all expressed a great willingness to take part in the “Young Peoples Animated Issues” project.

*“... 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

## **Details of the Project**

*Please list the details of your project*

The “Young Peoples Animated Issues” project will be delivered in two stages.

1. A series of taster sessions will be delivered to Upper Key-Stage 2 (9-11yrs) and Key-Stage 3 (12-14yrs) pupils at all participating schools. This should engage between 500 and 900 pupils. These will be delivered as 1-2hr sessions with a group discussion activity on what issues they and their communities face followed by a chance to try out a variety of stop-motion animation techniques including whiteboard, clay modelling and paper animation. We will take feedback from the pupils and staff in these sessions to gauge how many pupils are interested in taking part in the second stage of the project. Similarly, we will deliver taster sessions to any youth groups in the area such as the scouts. Several groups in the area that may be interested have already been identified.
2. A series of during or after-school clubs will be delivered to young people wishing to take part in making their own stop-motion films. These will be delivered as 8x1hr weekly sessions per group of 10-16 individuals. We expect a minimum total of 100 pupils from the area to participate in these clubs. Schools will have the option to host the workshops during school time and this would involve working with the entirety of the relevant year groups significantly increasing the number of participants. In these clubs the young people will work in groups of 2-5 to design, shoot and edit their own animation with supervision and assistance from capable facilitators and volunteers.

After the films have been produced, a showcase evening will be offered at each school for staff, pupils, family and other community members to see the finished animations. These films will be made available for the public to see.

We hope to have the majority of the project funded by the CEF, however we will charge a small fee to the young people attending the clubs (this may be covered by the schools). This fee will be £24 per person for the full duration of 8 weeks, equivalent to £3 per session. Working with our minimum capacity of 10 people per club, this will cover  $\frac{3}{4}$  of the cost of running the clubs so we will be asking for the remaining  $\frac{1}{4}$  to be subsidized by the CEF. This is to ensure we can keep the cost down to a reasonable amount to ensure we do not exclude young people from families with significantly limited means.

We anticipate a total cost for the project of £6,850. Club attendee fees, assuming we meet our minimum target of 10 people per club with 100 total participants, will make up £2,400 of this so we are applying to the Western CEF for the remaining £4,450.

### **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. Produce a series of short animated films that highlight the issues young people perceive within their community.
2. Provide young people with the opportunity to take part in a creative activity outside of the standard national curriculum.
3. Develop team working skills, self confidence and communication skills in participants.

Of the three priorities highlighted on the Western CEF CDP, this project most closely aligns with;

- *Provide solutions for community issues*

The young people will look to identify some of the community issues, especially those relevant to young people, and through their animations convey those issues and proposed solutions.

### **Benefits**

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

1. Offering a creative and engaging activity for hundreds of young people within the Western CEF area, meeting key CDP points and reaching the majority of young people between 9 and 14 living within the area.
2. The teaching and learning materials developed for this project can be utilised in future projects and used to compile a stop-motion 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 within the Selby District.
4. The project will highlight issues perceived and faced by young people, informing the community and opening the door to future projects to address those issues
5. Empowering young people to be actively aware of their wider community and the impact certain behaviours, actions and activities can have on that community, both positive and negative.

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 Western CEF to use for their own marketing purposes.
7. The animated films made by the young people will be a timeless insight into young people's perceptions of their community and the issues faced by it. These will be made available to the CEFs.
8. The iPads purchased for use in these workshops will be available for use in our other young people's engagement workshops and will be invaluable in delivering our materials tailored to severely disabled young people.

### **Project Approach / Delivery Options**

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

Taster sessions will be arranged with the schools in the region. I have identified 7 primary and 1 secondary school within the Western CEF area and through this project we aim to reach all of them. We will be working with the Upper KS2 pupils at the primary schools and the KS3 pupils at the secondary schools. We anticipate a total reach of between 500 and 900 young people through the taster sessions. These sessions will be delivered by a facilitator and a volunteer.

Clubs will then be delivered as an in-school activity if the schools wish to have all pupils in the relevant year groups participate, or as an after-school activity if working with a smaller group of participants. Each of the club groups (up to 10) will have one weekly 1hr session for 8 weeks to work on their own animations in groups of 2-5.

Feedback and evaluation following completion of the workshops in Doncaster (finishing in April) will be used in refining the delivery of these sessions.

### **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. **June/September 2019** – Taster workshops to be delivered.
2. **September/October/November 2019** – Club sessions will run throughout this time.
3. **January 2019** – All animated films compiled, short film made about the project and evaluation of project written up.

### **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.....	£15/hr.....	50hrs.....	£750
iPads for workshops.....	£350/unit.....	4units.....	£1,400
Taster sessions.....	£150/day.....	10days.....	£1,500
Club delivery.....	£40/ses*.....	80ses.....	£3,200

**TOTAL.....£6,850 (£4,450 from Western CEF)**

\*ses = Sessions

• **People –**

Administrative costs include; arranging workshops with schools, developing teaching materials writing risk assessments, project evaluation etc

Taster sessions and Club delivery accounts for staff, materials, travel and insurances.

Project Leader.....	50hrs Admin
.....	5days Taster sessions
.....	40ses Club delivery
2 <sup>nd</sup> Facilitator.....	5days Taster sessions
.....	40ses Club delivery
Workshop volunteers.....	10days Taster sessions

Project Leader:	Nicholas Atherton
2 <sup>nd</sup> Facilitator:	TBC
Workshop volunteers:	TBC

**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.*

Western CEF Fund: **£4,450**  
 Participants Fees: £2,400

**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.*

**- Not enough numbers to cover the costs of the sessions.** There is the risk that we won't have enough young people willing to attend afterschool sessions to make up the numbers. We have set the minimum at 10 pupils per session as this ensures that the costs are covered. If we do not meet this minimum, we cannot run the clubs. I am confident that this will not be the case given how popular our stop-motion workshops have been in Doncaster but if this is the case we will aim to deliver sessions during school hours which generally makes activities more appealing. Given the positive response from the schools we have so far heard back from, I believe they will be happy to accommodate this.

### **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. Volunteers will be required as will a second facilitator. Project: WILD C.I.C. has a team of capable and enthusiastic volunteers and several have already expressed an interest in assisting. Furthermore, whilst we have not confirmed a second facilitator yet, we are considering a few individuals that have expressed an interest.

The workshops being delivered in Doncaster are as part of an unrelated project but feedback and evaluation from that project will influence the design and delivery of this one.