

Project Brief	
<i>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.</i>	
Project Name	Young Peoples Animated Issues (Western 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.

PLEASE NOTE: THIS IS AT ITS CORE, THE SAME PROJECT AS PROPOSED IN MARCH. THERE HAS HOWEVER BEEN A FEW SIGNIFICANT CHANGES.

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 a voice through the production of 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, WoodMeadow 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". Project: WILD C.I.C. engaged with over 2,000 young people in 2018 and are on track to reach almost double that number in 2019. We hope to continue inspiring and empowering young people to make a brighter future for all, through projects such as this one.

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. Last term we delivered stop-motion animation workshops to KS2 pupils at 3 schools and we are currently delivering the same to KS2/3 pupils at 2 more schools in Doncaster. 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, climate change and many more. Some of the films will be made available to view at the meeting.

We have already contacted all the schools within the Western CEF area and whilst we are 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. The full list of willing schools will be available at the meeting.

“... 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

PLEASE NOTE: Changes in the project details from the last iteration include;

- *The removal of the “taster sessions”*
- *The full cost of the sessions included in the funding request. This is to ensure the activity is accessible to all.*
- *More sessions with each group, to avoid rushing or restricting the content.*
- *More of a focus on the use of the films following their completion to provide a report on how to potentially action the issues raised by the participants.*

The “Young Peoples Animated Issues” project will be delivered as follows;

A series of in-school sessions will be delivered to young people at participating schools in Upper KS2 and KS3. These will be delivered as 11x1hr weekly sessions per group of c.25-30 individuals. We can work with 4 groups, meaning we should have 100-120 young people participating, across 2-4 schools. In these sessions the young people will work in groups of 5-6 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.

Furthermore, a summary report will be made from the animations and together with the films, will be presented to members of North Yorkshire Council, Selby District Council, the Schools involved and other relevant youth and community organisations. From these meetings, a further report will be compiled outlining the issues identified and the possibilities for addressing them in the short, mid and long term. This report, once approved by all relevant parties,

including the Western CEF Partnership Board, can be made available to local organisations and we hope it will be used to inform future projects in the area.

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 report on the issues identified by young people and proposals to address the issues in the short, mid and long term with input from a range of stakeholders.
2. Provide young people with the opportunity to take part in a creative activity outside of the standard national curriculum that gives them a voice for change.
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*

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 over 100 young people within the Western CEF 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. The animated films made by the young people will be a creative insight into young people's perceptions of their community and the issues faced by it.

7. A report into identified issues will be produced with proposals for possible short, mid and long-term solutions with input from major stakeholders, informing future projects.
8. 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.
9. The iPads purchased for use in these workshops will be made 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.

Sessions will be arranged with schools to be delivered either in the autumn or spring term. We will be working with the Upper KS2 pupils at the primary schools involved and the KS3 pupils at the secondary school. We anticipate the total number of participants to be between 100 and 125 pupils. These sessions will be delivered by a facilitator and a volunteer.

Sessions will be delivered as an in-school activity. Each of the groups (25-30) will have one weekly 1hr session for 11 weeks to work on their own animations in groups of 5-6. Feedback and evaluation following completion of the workshops in Doncaster (finishing in July) will be used in refining the delivery of these sessions.

Following completion of the animations, a showcase will be delivered at the school before a short summary report is prepared on the issues raised. A series of meetings will be arranged with significant stakeholders to address how these issues could be tackled and notes from these meetings will be compiled into a formal report. This report can then be used to inform future CDPs, youth projects, development projects and council/social initiatives.

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. **September 2019 (End of)** – All sessions booked and materials prepared
2. **September 2019 – April 2020** – Sessions to be delivered.
3. **April – June 2020** – Meetings and writing the report.
4. **July 2020** – Report completed and overview film completed.

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 –**

Session Admin costs.....	£15/hr.....	50hrs.....	£750
iPads for workshops.....	£350/unit.....	5units.....	£1,750
Workshop Delivery.....	£40/ses*.....	44ses.....	£1,760
Showcase.....	£100/sc*.....	4sc.....	£400
Reporting and evaluation.....	£150/day.....	10day.....	£1,500

TOTAL.....£6,160

*ses = Sessions

*sc = Showcase

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

Workshop delivery accounts for staff, materials, travel and insurances.

iPads to be purchased rather than rented as rental of 5 iPads over an 11-week period would be significantly more expensive than purchase. Furthermore, the iPads will prove to be a valuable asset in other projects run in the Selby District and further afield.

• **People –**

Project Leader.....	50hrs Admin
.....	44ses workshop delivery
.....	4 Showcases
.....	10days reporting and evaluation
Workshop volunteers.....	44ses workshop delivery
.....	4 Showcases

Project Leader: Nicholas Atherton
 Workshop volunteers: Various

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: **£6,160**

Please note: the total cost for the project is less than in the last iteration of the project but a larger sum is being requested from the CEF than before. The primary reason for this is because the school sessions will be fully funded – following on from discussion with the schools, many would be unable to facilitate the project if they were required to pay for some of it – and because more of an emphasis is being put on the report and evaluation following on from the sessions in schools.

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.

- Ensuring organisation involvement in the reporting of the issues raised.

In the reporting/evaluation stage of the project, we will require the cooperation of the Selby District Council, North Yorkshire Council and other local community organisations to contribute to the report. I do not believe this will prove to be an issue as I have several contacts within these organisations and a good rapport with many of them. However, some may be reluctant to have their thoughts and suggestions divulged in the report. I hope that the CEF board, with its network of contacts and support could possibly help at this stage.

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: Project: WILD C.I.C. has a team of capable and enthusiastic volunteers and several have already expressed an interest in assisting.

In the reporting/evaluation stage of the project, we will require the cooperation of the Selby District Council, North Yorkshire Council and other local community organisations to contribute to the report. I do not believe this will prove to be an issue as I have several contacts within these organisations and a good rapport with many of them.

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.