

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! (Tadcaster & Villages 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.

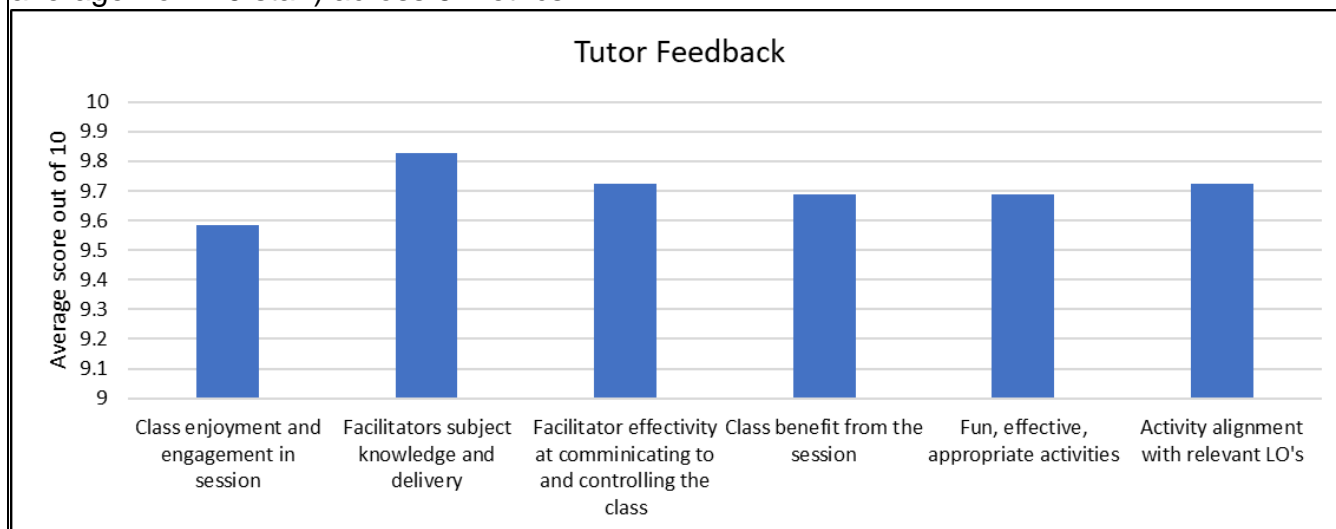
Project: WILD C.I.C. aims to tackle mental health issues in young people by exposing them to the wonders of the natural world and encouraging them to spend more time outdoors by providing incentives, education, opportunities and inspiration using both digital and direct approaches. Our experience in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

We are proposing to run the “Schools Go WILD!” project in the Tadcaster & Villages CEF area following the incredible success of the project in the Eastern area; with a £5,400 grant, we reached over 1600 young people in the region (working out to £3.30 per child, or £2.44 when adjusting for material development costs) from 7 Schools. The feedback has been amazing, with over 90% of participants stating that they better understood how our actions can have an impact (positive and/or negative) on our local environment and only 6% stating that they wouldn’t spend more time outside following the sessions (several of which adding that they

already spend loads of time outside so couldn't even if they wanted to!). On top of that, 100% of participants said they enjoyed the sessions, and 98% found the content of the sessions interesting.

When asked if there was anything we could do to improve the sessions, one Year 6 pupil from Riccall Primary said: **"NO no no no no it already AMAZING"**. Which is one of hundreds of similar answers and a testament to our approach of continuous improvement, implementing feedback on an ongoing basis throughout the project.

It isn't just the pupils that had a great time though, with staff scoring us over 9.5/10 (mean average from 29 staff) across 6 metrics:



Some of the staff comments below:

"The children absolutely loved it and were fully engaged in the session. Subject knowledge was exceptional with really interesting delivery. Would love to have Project Wild in again."

- Year 4 Teacher, Wistow Parochial Primary School

"Absolutely brilliant. Really engaging delivery of sessions and also assemblies. Our students have really benefitted from this. We would love to do more work with you! Thanks so much Nick."

- Head of Geography, Barlby High School

"... 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

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! (Tadcaster & Villages CEF)” project aims to reach between 1600 and 2600 young people from 7 primary schools and 1 secondary school across the Tadcaster & Villages CEF area. Preliminary research suggests there are between 2300 and 2800 pupils presently in attendance across these schools. With a conservative minimum reach target of 1600 young people, the value of this project would equate to £2.50 per pupil engaged if not lower. It almost beggars belief, however the same project in the Eastern CEF area has worked out to £2.44 per pupil when adjusted for material development costs (a one time cost that will not be incurred by the Tadcaster & Villages CEF) following a reach of 1,637 young people (representing roughly 80-90% of all young people attending schools in the Eastern are of the Selby District)

The workshop content has already been developed, taking into consideration feedback at all stages from initial consultation with teachers and the Selby District Disability Forum to the ongoing feedback received by pupils and staff throughout delivery in the Eastern Area. The sessions are tailored to the specific age groups and needs of the pupils, and will be between 45 and 120mins each, depending on the requirements of each individual school. Topics covered by the workshops include;

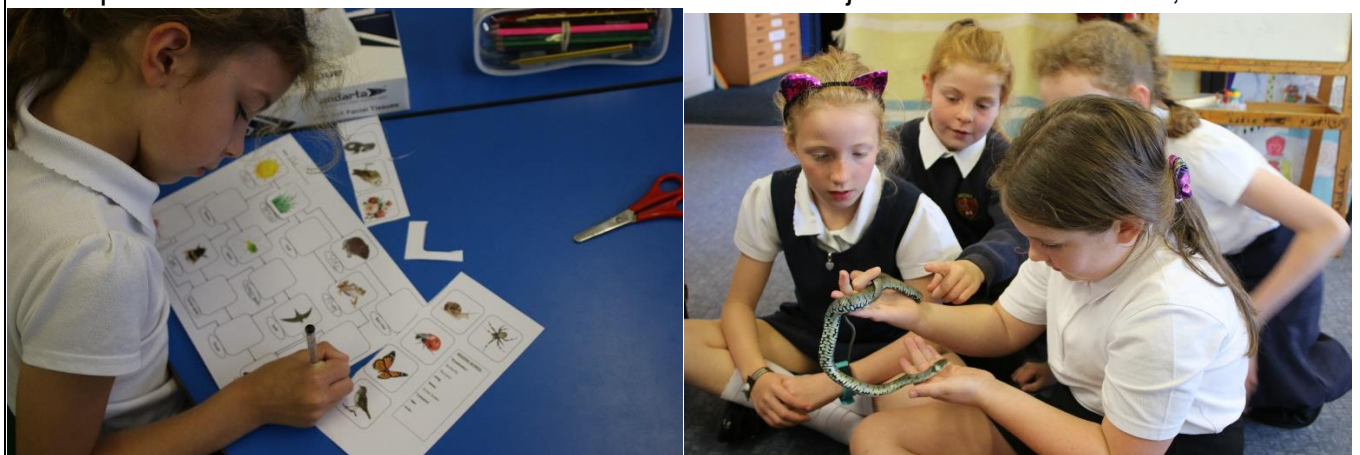
- What wildlife is found in the local area?
- How can our actions impact our local environments and wildlife?
- What can we do to help our local environments and wildlife?
- What things do we chose to do instead of going outside?
- What are the benefits of spending time outside?
- What other benefits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

The content is designed around the curriculum whilst addressing these topics in order to get the young people to have an appreciation of the nature on their doorstep and the importance of preserving it. Furthermore, we 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 discussion, games, wildlife handling and exploration exercises.

As we have done with the Eastern CEF Schools Go WILD! Project, we will be taking feedback throughout the process in order to provide an analysis of the projects reach and impact.

Some photos from the Eastern CEF Schools Go WILD! Project can be seen below;





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.

Having read the Tadcaster & Villages CEF CDP prepared in May 2019, I feel this project best aligns with (in order of project relevance);

- + Leisure, Culture & Education
- + Community Safety, Health and Wellbeing
- + Environment and Streetscape

The workshops will enrich their school term, with alternative and more exciting activities to engage with (e.g. wild animal handling). 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 1600 and 2600 young people within the Tadcaster & Villages CEF area, aligning with key CDP points and reaching the majority of young people living within the region.
2. 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.
3. 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.
4. 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.
5. 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 upon completion for our website. This film will be made available to the Tadcaster & Villages 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 previously produced by Project: WILD C.I.C. for Schools Go WILD! (Eastern CEF) will be used in this project, preventing the need for dedicated material development time and reducing the overall project cost by over 25% (based on the Eastern CEF figures). This includes several classroom ecology games, lesson plans and alternative activities. Guidance provided by the Selby District Disability Forum helped to ensure that the materials are adaptable and accessible for children with physical and/or learning disabilities.

Workshops and assemblies will be arranged with several schools within the region. I have identified 7 primary and 1 secondary school within the Tadcaster & Villages CEF area and through this project we aim to reach as many of them as possible. We anticipate a total reach of between 1,600 and 2,600 young people in the 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 wherever possible. A combination of discussion, games, handling and exploration exercises will be used and the workshops will be tailored to suit the ability and curriculum objectives of each age group.

Sessions will vary in duration depending on the group we are with but generally will run between 45mins and 120mins. In addition to receiving workshops, assemblies will also be delivered to the pupils at the High School, specifically focussing on the link between mental health and spending time outside.

In line with our “continuous Improvement” process, a thorough evaluation will be done, and feedback will be sought at all stages of the process. This will include a short video showcasing the project, to be made upon the project’s completion.

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 2020** - Funding confirmed.
2. **February 2020** – Begin contacting schools to arrange workshop dates. The marketing content produced as part of the Eastern Schools Go WILD! Project will be utilised here and recommendations from schools will be sought if we are struggling to get our foot through the door.
3. **April 2020** - By the end of April we would like all workshop dates booked in and delivery to have started.
4. **May & June 2020** - Delivery of booked workshops in the 2019/20 academic year
5. **September & October 2020** - Delivery of booked workshops in the 2020/21 academic year for those unable to arrange a date during the 2019/20 academic year.
6. **November 2019** – By the end of November the project should be completed, and the 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.....	£15/hr.....	40hrs.....	£600
Workshop materials.....	£20/day.....	20days.....	£400
Workshop delivery.....	£150/day.....	20days.....	£3,000

TOTAL.....£4,000

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

Workshop delivery accounts for travel and insurances.

• **People –**

Project Leader.....	40hrs Admin
.....	20days Workshops
Workshop volunteer(s).....	20days Workshops

Project Leader and Workshop facilitator: Nicholas Atherton
 Workshop volunteer: 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.

We hope to be able to source all funding from the Tadcaster & Villages 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 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 2020, all workshops will need to be arranged and booked by May 2020. Failure to meet this date could result in some schools being unable to accommodate the workshops until 2021.

This is an issue we came up against with the Eastern CEF project but with patience and flexibility, it did not hinder us in achieving our engagement targets.

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 we are always on the lookout for opportunities to collaborate with like-minded organisations.

Each workshop will be delivered by myself with assistance from at least one volunteer. We currently have 14 volunteers working with us from within the York area. We are also delivering a European Social Fund Community Grants (5) project over 2020 and suitable beneficiaries of that project looking to develop their youth work skills may join us as workshop volunteers for this project.