

Scotswood Young Peoples' Udecide



Project Report

Udecide Working Group
May 2011

Background

This report provides an overview of the Scotswood Young People's Udecide project between spring 2010 and spring 2011 when the project reached an important milestone in that young people came together to allocate the £15,000 of available funding to create a programme of out of school activities to help keep young people safe during the earthworks to prepare the construction site on Armstrong Road.

A second report will be prepared by the Working Group later in the year to evaluate the impact that the funding has had on the positive activities and opportunities available to young people in the area.

What is Udecide?

Udecide is a technique used to engage people of all ages and backgrounds in making decisions about things that affect their lives. Udecide projects can be used to engage communities of geography or people who share an interest or an identity such as residents of a particular neighbourhood or ward, young people or unpaid carers.

Udecide projects bring service providers and beneficiaries together to solve problems creatively and empower beneficiaries to allocate resources so that those resources have the biggest impact.

Udecide also brings some resources and new ways of working which add value to the available spending pot and open up new opportunities to the beneficiaries and the organisations working with them.

Why Udecide?

The Scotswood Neighbourhood Manager first approached the Udecide team to discuss the potential for a Udecide project in the Scotswood area in the Autumn of 2009.

The purpose of the project was to engage and empower young people in the area to identify actions and activities to reduce the risk of accidents during the earthworks for the construction site in Scotswood.

Scotswood Neighbourhood management Project and Bridging Newcastle Gateshead provided a £15,000 spending pot to fund projects and activities selected by the young people.



When?

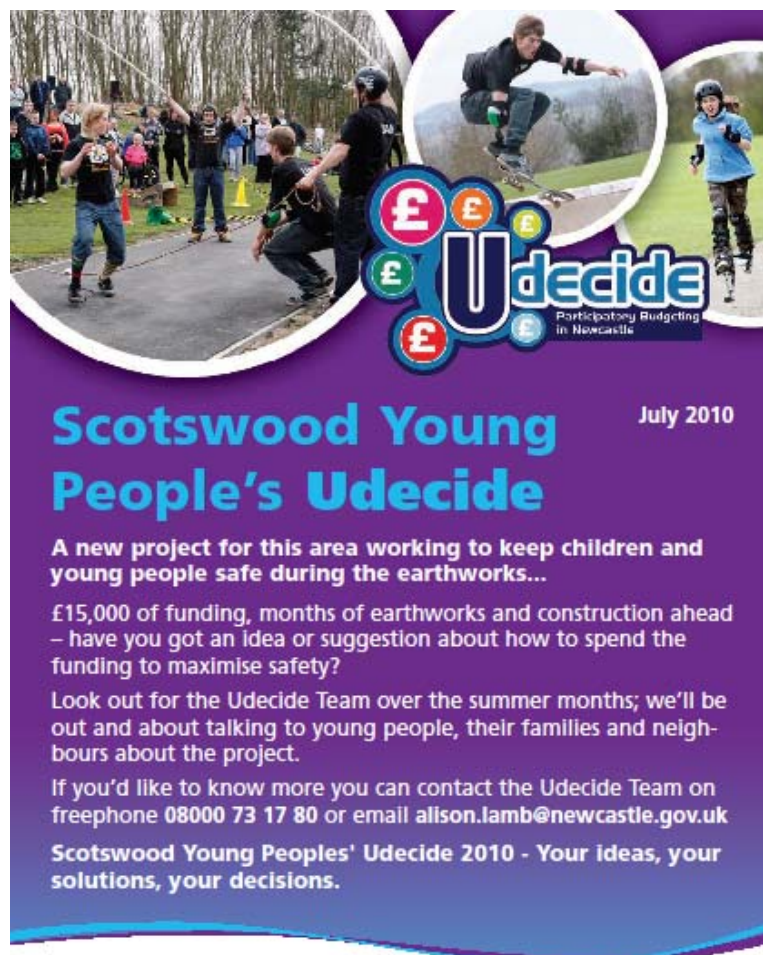
The Udecide project was to be timed to take place so that the funding would have the greatest impact and the activities funded through the project, would coincide with the

lighter evenings in the first year of the earthworks – i.e. Spring 2011.

Awareness-raising through posters and leaflets, to increase recognition and create anticipation about the planned Udecide project, began long before the project started and even included an appearance of the brand and our electronic voting system in the Scotswood Pantomime in December 2009.

Publicity

Scotswood Udecide was widely publicised by exploiting existing channels – articles were written and placed in the quarterly Bridging Newcastle Gateshead Newsletter which is delivered to every home in the area. Udecide had a presence at the Denton Dene Funday and the members of the working group were able to discuss the project at meetings and gatherings as they went about their daily business. Handbills and posters were prepared which introduced the project and then advertised and promoted particular stages of the project. Tickets and invitations were also printed for the consultation events we arranged.



Scotswood Young People's Udecide July 2010

A new project for this area working to keep children and young people safe during the earthworks...

£15,000 of funding, months of earthworks and construction ahead – have you got an idea or suggestion about how to spend the funding to maximise safety?

Look out for the Udecide Team over the summer months; we'll be out and about talking to young people, their families and neighbours about the project.

If you'd like to know more you can contact the Udecide Team on freephone 08000 73 17 80 or email allison.lamb@newcastle.gov.uk

Scotswood Young Peoples' Udecide 2010 - Your ideas, your solutions, your decisions.



[An example of one of the introductory posters that were placed in schools and public buildings in the area].

Project Outline

Phase 1:

Recruitment of a working group:

In May 2010, work started to recruit a Working Group to design and manage the Scotswood Young People's Udecide project. A drop-in event at the John Marley Centre attracted around 30 representatives from local groups and organisations with an interest in working with young people – they included local schools, education welfare, paid and volunteer youth workers, neighbourhood police officers, and community facing workers from many Council Departments. The drop-in event and direct requests to groups and organisations generated a Working Group of about 22 people from cross sector organisations including the Principal Contractor – GallifordTry, who are currently delivering the construction project.

Phase 2:

Planning the process and evaluation:

The Working Group's first task was to plan the outline project in some detail – this included the **engagement plan** which sets out when, where and whom the project would engage with, a **communication plan** to make sure we keep key stakeholders informed, the **evaluation plan** so that we know what evidence and feedback we aim to collect to make sure that the project is delivering against its aims and objectives, the **development of funding proposals** and finally, the **spending event** where the decisions about how the funding is allocated are made.

Phase 3:

Engaging with beneficiaries to define issues and explore solutions:

Our engagement plan began in the school summer holidays 2010 and involved community facing workers from the Working Group talking to young people and families in the area. A questionnaire was prepared to help structure the conversations which were designed to give us an insight into the level of awareness locally about the construction site, the potential risks and dangers it posed and the type of people who are most at risk.

228 questionnaires were completed by groups and individuals.

The findings from the questionnaires led the Working Group to arrange an event for young people to engage specifically with young people.

The launch event at Scotswood Diner had a Hollywood appeal – with red carpet, balloons and mobile decks it attracted over 50 young people – they worked on graffiti walls to come up ideas about the kinds of activities which would be most likely to provide a safe alternative to playing on the construction site and talked about the sustainability of those activities once the initial funding had been spent. Some of the young people decided to volunteer to have a deeper involvement with the Udecide project and the idea to recruit a group of young people to advise and guide the final stages of the project and give it more appeal to the target group was born.

Phase 4:

Converting the information and ideas from phase 3 into costed project proposals:

The Scotch Crew – an existing youth group supported through Scotswood Area Strategy – emerged as the obvious group to work alongside the Udecide project and bring local knowledge from a young person's perspective to the project.

The Crew undertook to work with the ideas generated from the stakeholder consultation and help to convert them into costed funding proposals which would be tested out locally by arranging taster sessions and evaluating their effectiveness. The Working Group and Scotch Crew identified some preferred service providers to work with to design the

project proposals – one organisation per idea was invited to work with a small group of Crew members to plan and evaluate a taster session and use that learning to design a longer term project which would bid for a share of the £15,000 on offer.

The service providers and projects chosen to be developed were:

- CoMusica for an Urban Arts Project
- Scotswood Area Strategy / Scotchy Crew for a Youth Café / drop in
- North East Dance Factory for dance sessions and dance leaders training
- Arts Development for a fashion and cat walk project.
- Recyke Y Bike for a bicycle maintenance and cycling proficiency project
- Raising Participation for a multi sports leaders awards
- Hatrick for a street skills soccer project.

Between 12 and 23 young people and trainee youth workers from the Scotchy Crew took part in project development sessions, planning taster sessions and co – creating the project bid – in many cases young people also took a leading role in planning and delivering the presentation of the bid at the Grand Voting Day.

Project development was informed by Taster sessions which ranged from one off activities designed to test the popularity of the idea to fact finding visits such as the one some members of the Scotchy Crew did to Cowgate's Youth Cafe – The Cushty Café - which informed their project development for the youth drop in.

Phase 5:

Grand Voting Event – planning & delivery:

The Working Group and Scotchy Crew came together to plan the Grand Voting Event which was held on Saturday 19th March at St James Park. Posters, invitations and a voting brochure were prepared and the event was promoted through community projects and local schools. A courtesy bus and taxis were provided to get people to the venue and the event was hosted by an MC.



The seven projects competing for a share of the funding were presented to the audience of 95 people. The total value of the projects on offer was £21,965 and a spending pot of £15,000 was available – young people were faced with some difficult decisions which they made after watching the presentations and benefitting from facilitated discussion and question time.

Presentation methods included demonstrations of BMX tricks, a mini fashion show, a

street dance session, a performance of an especially composed rap and a chance to learn a football skill.

61 young people discussed the merits of each project, asked questions and scored them using an electronic voting system.

The most popular projects won the funding until the £15,000 was allocated – 5 out of seven were successful.



Phase 6:

Project initiation and delivery:

The successful projects have been invited to claim their funding and are in the midst of the claims process (April 2011). Some projects are set to start immediately, while others are geared to school holidays later in the year.

Acknowledgements and Thanks

- **Scotswood Udecide Working Group Members** for their invaluable contribution to planning and delivering this project.
- **Bridging Newcastle Gateshead** – our funders
- **The Scotchy Crew** for their energy and insight which guided the project and gave it a direct link to young people in the area.
- **Trainee Youth Workers** – Scotswood Area Strategy
- **Joanne Milburn** – Scotswood Area Strategy
- **GallifordTry** for their sponsorship of vouchers for complimentary tours of St James Park (in appreciation of the work of Scotchy crew members)
- **Scotswood Neighbourhood Centre & Scotswood Diner** – for their hospitality and cooperation in hosting meetings and events.
- All the **organisations and groups** who prepared bids, led taster sessions and presented at the Grand Voting Day.
- **Excelsior Academy** – for opportunities to meet and engage with young people.

- **Table Hosts & support staff at the Grand Voting Day:**
Caroline Beckett; Graham Mills – GallifordTry; Paul McKinnell; Bev Ogle; Dawn Brown; Dorrie Hall; Ale Flanagan-Wood; Duncan O'Farrell; Gail Forbes; Elaine Parker; Ali Lamb;
- **Vicky** who opened the event.

The successful projects were:

CoMusica – Cross Arts in Scotswood £6,000

This is a 4 month project which will give 12 young people from the area the chance to develop their skills in urban art forms – that is DJing; aerosol art and musical technology. The group will meet weekly at Scotswood Area Strategy and will be supported and facilitated by artistic and musical coaches from the Sage Gateshead. The benefits to young people include personal development and practical skills – the project includes the costs of the work done in the group being accredited and the chance to gain a qualification that recognises their creativity.



Scotchy Crew – Youth Café & Drop In £3,387

This project is a weekly open access drop in at the Scotswood Diner on Armstrong Road (opposite the construction site) The drop in session will be planned and managed by the young people in the Scotchy Crew group with support from the Scotswood Area Strategy but it will be open to all young people in the area.

The drop in session will provide a focus for young people to socialise with friends, have something to eat and take part in training and activities to support their future development. The project costs cover the start up costs and running costs for a period of 6 months but by making small charges for food and refreshments the drop in project hopes to be self funding in time.



North East Dance Factory – dance sessions and leaders training £2030

This project will bring together some dance instructors and young people in the area to provide a weekly dance session for six months where a wide variety of dance styles will be experienced and practiced. The sessions will also offer some members of the group the chance to gain qualifications in dance leadership so they can lead the group after the funding finishes. Up to 25 young people have attended the taster sessions but the group could take in more. There will be a small charge for the sessions (£1) to cover the cost of hiring the premises and to help build a future for the group after the initial six months of funding.



Recyke y' Bike – bicycle maintenance and cycling proficiency £2,688

This project will offer 8 young people over the age of 10, the chance to take part in a certified bicycle maintenance course and cycling training course in up and coming school holidays. The aim of the project is to equip young people with the skills to maintain their own bicycles and cycle safely in their environment – ultimately the aim would be to support young people to use their skills to develop a bicycle recycling service in Scotswood with a strong emphasis on enterprise and employability.

The project provides 16 hours of training from bicycle mechanics and 12 hours of cycle proficiency training.



Hattrick – Street Skillz Soccer Sessions £1,960

Hattrick are providing weekly street soccer sessions for 28 weeks from April to October 2011. The sessions will be held at Scotswood Leisure Centre and will tie in with other local provision by encouraging older young people involved in other Hattrick clubs to take up roles as volunteer coaches in the Street Skillz project. It is anticipated that over 30 young people, both boys and girls, will benefit from this project and that Hattrick will provide equipment and some funding for premises to support the sessions. Hattrick are also optimistic about securing other funding to support the sessions beyond the period of the initial grant.



Report by the Scotswood Udecide Working Group – May 2011

Working Group Membership:

Louise Stobart – Neighbourhood Manager & Chair

Ale Flanagan Wood – Arts Development

Paul McKinnell – Ward Co-ordinator

Dave Gaston – Scotswood Area Strategy

Dawn Brown – Community Development worker

Kirsty Williams – Area Based Regeneration

Dorrie Hall – Leisure Services

Gino Salvatore – GallifordTry

Gail Forbes – Udecide Team

Angie Newman – Scotswood Play Centre

Bev Ogle – Community Development Worker

Mark Sutcliffe – Northumbria Police

Helen Butler – Area Based Regeneration

Ali Lamb – Udecide Team, Community engagement & Empowerment Service