

Ref number:  
040



## Performance Reward Grant Scheme APPLICATION FORM

To be returned to:

[wiltshirelaa@wiltshire.gov.uk](mailto:wiltshirelaa@wiltshire.gov.uk)

Area Board	Salisbury	
Form submitted by (contact for all queries)	Ruth Jones 01722 503994 <a href="mailto:ruth@ruthljones.co.uk">ruth@ruthljones.co.uk</a>	
Name of initiative	THE UNIT	
Brief Description of Initiative	Innovative youth promotions & volunteering initiative, based in a previously empty city centre shop unit in Salisbury. Working in partnership with a range of organisations and the local community to provide opportunities for young people to develop skills through volunteering and creative entrepreneurial activity. Creating new links and partnerships across Salisbury and South Wiltshire. Fostering youth citizenship and working across the community.	
Please put a cross against the ambition(s) that this initiative will support	Building resilient communities	X
	Improving affordable housing	
	Lives not services	
	Supporting economic growth	X
	Safer communities	X
	Protecting the environment	
	Action for Wiltshire – combating the recession	
Amount of funding sought	£40,000 across two years	
What will this money be spent on? (please show split between capital and revenue. For capital expenditure guidance – see Appendix 1 in the Bid Pack)	<u>All revenue funding</u>  £25,000 across two years – contracted professional project co-ordination, fundraising and management £11,000 across two years – rent, utilities £4,000 across two years – comms & marketing – phone, website, etc.	

Please describe how your initiative will support the ambition(s) indicated above, and summarise the action that will be taken

**We believe this project addresses a number of local priorities and ambitions for South Wiltshire and provides a model for a new way of working in consultation with young people outside of school which may be able to be replicated in other areas. It has proved a catalyst for develop of a range of new partnerships and has already attracted attention from other areas - a group from Oxfordshire (local authority funded Oxfordshire Youth Arts Partnership) are coming to visit later this month, with groups from Southampton, Manchester and South Wales also interested in visiting. This application is for a two year grant, tapered in year two, and a business plan aim for sustainable funding from other sources by year three.**



### **Background**

The Unit is a youth promotion project based in a previously empty shop unit in Salisbury. Developed on facebook and through consultation with young people, it is designed to give young people opportunities to get involved in the local community, undertake volunteering, and research and promote a wide range of cultural and training activities primarily for 13-19 year olds. An Area Board grant of £4,500 in October last year enabled the organisers to secure the lease and levered further funding for fitting out work, and buying computers and furniture etc.

From the start it the organising committee agreed The Unit would be a carefully managed pilot project, and would succeed only if the early consultation with young people was followed with genuine commitment. Four months of planning and fundraising culminated in a launch on March 27<sup>th</sup> this year and already an impressive momentum has built up. We have a very active youth committee and rota of young volunteers who have been getting involved in local debates, have been on the radio, in the local press, and coming up with great ideas. The young people are from a wide range of ages and backgrounds, across nearly all the local schools, and colleges, including home educated and young people with behavioural / additional /specialist learning needs. The Unit has already developed strong links with local arts and sports providers, and has proved a popular initiative, welcomed by the local community and a range of providers and individuals. It provides a focal point regarding things to do & places to go for young people, their parents, carers, and workers. The project is unique as it is independent, simple, and dynamic, able to respond quickly to

young people's ideas and feedback, but relies on project managers and adult volunteers for support.<sup>1</sup>

### **Future potential**

Although we have only just launched there are already many organisations working with us or keen to develop partnership work with us as we are able to work with a range of young people in a new and dynamic way.

We have been identified by RIO as one of three organisations in the south west region to pilot a new national Social Enterprise qualification for young people – working with young entrepreneurs who have ideas to run businesses, for example addressing local environmental issues.

We are currently working with an Arts Council England funded research project for Wiltshire called Automatic TransMISSION – in partnership with WYAP, Salisbury Festival, Wiltshire Music Centre Salisbury Arts Centre and Salisbury Playhouse to demonstrate how cultural provision can meet local authority targets & outcomes.

We would like to build on the success of the recent YOU RULE youth democracy project by developing links with Salisbury City and Wiltshire County Councillors, and have already made links with the Chamber of Commerce Youth Chamber, and SWEP. Young people would like to present their views at an Area Board meeting, and for example there is particular interest in their ideas for city centre and transport issues (village transport to and from city plus cycle routes)

Our young volunteers have shown a real interest in how young people are portrayed in the local media, and as previously mentioned have already started getting actively involved in contacting the local press & radio, and reviewing local events through Salisbury Festival young critics and reporters project, and also through an offer from the Salisbury Journal to work with young reviewers.

### **What do we need the funding for?**

This application is for two years funding support, tapered off in year two as the project moves towards sustainable funding from other sources. Our early success means we now have a long

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<sup>1</sup> All adult volunteers and staff have CRB Enhanced Disclosure, and will be registering with the ISA Vetting and Barring service in June. The Unit is managed by Firestarter Arts, a social enterprise CIC, which has a child protection policy and all appropriate insurance including public liability tailored for youth work settings.

term ambition for The Unit is to move towards Better Outcomes – bidding to become commissioned by Wiltshire County Council to provide a service for young people, and in addition The Unit will be well placed as a unique, independent organisation delivering the new QCDA Foundation Learning (lower end pre-entry, entry, & level 1) to NEETs. We can hire out various services and skills, and are exploring potential for social enterprise activity to contribute to running costs.

This application a grant of £40,000 across two years will provide a strategic stepping stone to this kind of sustainable future, which delivers across many national, regional and local government agendas, and will lever further funding into Salisbury & South Wiltshire.

(Year one: £25,000, Year two: £15,000)

We have already demonstrated ability to raise funds from a range of sources – the initial Area Board Community grant of £4,500 levered a further £28,000. A two year period of revenue support would enable The Unit to demonstrate value for money & measure outcomes and is a realistic timetable to move to sustainable funding. The kind of revenue support requested in this application provides a unique opportunity for this project to develop and raise funds from a range of other sources. Unlike statutory services, as an independent Community Interest Company The Unit is eligible to apply for a range of project funds – for example Big Lottery, Children in Need, Community Foundation for Wiltshire and Swindon, and other trusts and charities. We have already raised project and equipment funding from O2, Lottery Awards for All, WYPOF, SWEP, as well as sponsorship from local business and individuals. However, although we aim for total cost recovery in our current fundraising in reality this type of project funding depends on overheads and basic project management costs being funded up front.

The project will be carefully managed so as not to incur financial liabilities beyond the life of the grant. The project director Ruth Jones is an experienced manager and fundraiser, with a track record of fund raising and managing national charities and this type of financial and organisational risk assessment, and is experienced at developing contingency exit strategies for project-based programmes. She has also worked as a specialist organisational development consultant with a range of youth and arts organisations. The adult advisory committee is confident that the project has a sustainable future delivering services to young people.

This project owes its early success largely due to the confidence of the Area Board in awarding the initial grant for £4,500 to cover lease and other basic costs. Short term funds for the programme

and equipment were successful because these costs were being covered, and local support was tangible in the form of the grant.

In the same way the Director and committee are confident that two year grant would result in further investment from a range of sources, leading to sustainable funding, and that two years is a realistic timetable to achieve this

### **What's happening at the moment**

We have been hugely impressed by young people's involvement and commitment to the project, and have currently six months funding for rent, utilities and project co-ordinator costs at basic level.

Day-to-day business of The Unit is working with young volunteers to display posters and information in the large shop windows, research and display young people's work and music on the plasma screen, and deal with members of the public who call in for information. (The Unit is also visited by some of our "regulars" - senior citizens who pop in to say hello and pick up leaflets, and to encourage the youth committee & show their support.)

The Unit programme of events since 27<sup>th</sup> March include:

- **You Rule** - the launch competition to find out what young people would do if they ruled Salisbury, ipod touch as prize, timed to coincide with elections, results to be announced May 6th
- **Put Your Music Where Your Mouth Is** – a debate on local music scene which has started a local campaign and fledgling young promoter mentoring scheme. It has also galvanised a new partnership between local venues and young people working with musicians and experience promoters.



very successful trial run there will now be monthly "live" podcast recordings from the Unit

- **Website** – we have a new interactive wordpress website

with articles and news from young people and a definitive What's On / gig guide. (aware of, complementary to and linking with Sparksite)

**The Great Comic Book Lock-in 24-hour challenge** – the

illustrators/cartoonists who painted the wall in The Unit are being “locked in” for 24 hours 28<sup>th</sup>/29<sup>th</sup> May to create one page per hour of a comic book. The event is being sponsored to raise funds for local charity Rose Gale Trust.



- **Meet the VIPs** – guest “drop in” appearances from a range of VIPs just launched with two star players from Salisbury Football Club. More appearances from local businesses, media industry professionals and musicians are planned
- **Young people speaking out & in the media** – volunteers are getting involved in local press and radio by writing articles & reviews, and presenting themselves for radio interviews. At the time of writing there have been three articles published written by our youth press team about to go to press and our young Unit spokesperson has been interviewed three times on local radio, as well as representing the Unit at local council meetings.
- The Unit also offers young people **free internet access** on macbooks, free homework printing & colour printing (small number of copies only) and has a semi-automatic badge machine
- We are currently providing space for local authority youth workers who are temporarily without an office, and meeting space for BTCV British Trust for Conservation

Volunteers, (youth volunteers).

- The Unit is also a registered **Arts Award** centre and is about to deliver the award with young people at bronze and gold level.
- Young people doing their **Duke of Edinburgh Awards** are completing their community volunteering by getting involved in The Unit.
- A highly experienced professional businesswoman with high level industry contacts (& involved with Young Enterprise) is developing an idea for a **work experience /enterprise project** for teenage parents, and we have booked a place on a training conference for her.
- A competition to produce “**postcards from Salisbury**” linking in with young visitors from Europe and the TEFL school is planned

Director: Ruth Jones

Project manager: Keith Gale

Committee members: Sally McFerran, Juliet Brain, Colin Holton, Vanessa Orledge

Youth committee: Lottie, Richard, Flo, Floz, Jeffa, Daisy, Em, Kevin, James, Grace, Chantelle (1) Chantelle (2), Jess, Chloe, Nick.

The Unit has had letters of support from a range of people and organisations including Jane Scott and elected members from Salisbury & Wiltshire Councils and local businesses arts and youth organisations.

The Unit is a project run by Firestarter Arts. It is funded by grants, awards and donations from Wiltshire Council Area Board, Wiltshire Young People’s Opportunity Fund, Trewint, SWEP, O2, and Lottery. Firestarter Arts is a social enterprise & registered CIC (Community Interest Company.) The company operates for social profit, not for financial profit. Firestarter Arts has been set up to benefit young people through provision of cultural opportunities. Company aims: Firestarter is a social enterprise which aims to:

- develop and support creative / cultural opportunities with and for young people – with an emphasis on participation and with a priority for young people at risk and young people who may, for a range of reasons, be excluded from existing provision*
- develop training and other professional development opportunities for individuals and organisations who work with, or provide creative / cultural opportunities for, young*

	<p><i>people (with a priority for supporting new/emerging creative leaders)</i></p> <p><i>iii. produce and disseminate information and advice for individuals and organisation who use the arts in their work with young people</i></p> <p><i>Registered company number 69551158</i></p>
<p>What makes this initiative a local priority (eg evidence from research and local support)</p>	<p>Consultation &amp; working with young people (interviews, surveys, etc)</p> <p>Young people voting with their feet and their voices and getting directly involved</p> <p>Active facebook group and page currently 455 members and growing</p> <p>Support from Children &amp; Young People's services, elected members and officers</p> <p>Support from members of public who call in</p> <p>Active partnerships with a range of local organisations – BTCV, Salisbury Arts Centre, Salisbury Festival, (young critics and reviewers project) Salisbury Journal (young reporters) Spire FM (broadcasting from Unit)</p> <p>You Rule youth voice project</p>
<p>How will you know you have been successful?</p>	<p>Engage young people in positive activity, volunteering and contributing to local community in a range of ways</p> <p>Working in partnership with range of local organisations</p> <p>Creating a sustainable organisation</p>
<ul style="list-style-type: none"> <li>How will you measure the impact? (may have more than one measure)</li> </ul>	<p>...</p> <p>Numbers of young people engaged in volunteering</p> <p>Numbers of partnership organisations working with</p> <p>Numbers of young people gaining accredited / recognised outcomes through Social Enterprise Award, Arts Award, D of E, V Volunteering awards</p> <p>Ability to raise funds from other sources and sustainable business plan</p>
<ul style="list-style-type: none"> <li>What is your improvement target (s), and when do you expect to achieve this/these?</li> </ul>	<p>New organisation</p>
<ul style="list-style-type: none"> <li>How will you ensure that the improvement continues after the</li> </ul>	<p>Sustainable funding pls refer to appendix</p>

end of the initiative?	
Who will benefit from this initiative?	Direct involvement of Young people including young people at risk: 1600 (weekly volunteers & drop in footfall) Involvement through projects:2,500 Wider community: exponential
Confirm no unfunded commitments from this initiative	Please delete the statement that does not apply: 1. I confirm that there will be no unfunded financial commitments arising from this initiative,
What are the key risks to success and how will these be managed?	Unable to raise sustainable funding: planned exit strategy as contingency Unable to raise additional project funding: no commitment to projects unless funding in place
Who will manage the initiative	Ruth Jones, Director, Firestarter Arts 70 St Mark's Road Salisbury SP1 3AZ 01722 503994 07977 492654

Signed:

Chairman of Area Board

Dated: