

Starting Up a Local Project

A GUIDE FOR YOUNG PEOPLE



About this guide

This guide has been produced by the Black Training and Enterprise Group (BTEG) to help young people, and organisations supporting young people to plan local projects.

It has been developed as part of BTEG's Routes 2 Success project which inspires black boys and young black men to raise their aspirations and ambitions in education and employment.

Who this guide is for

The guide is for young people, probably aged from 11 to 18, who are working in a group to set up a local project. It is likely that the idea to set up such a project will come from a youth club, school, faith group, or community organisation. The guide will support these community organisations to assist the young people in deciding on and setting up their own project.

We want to encourage young people, especially young black men, to take the initiative in setting up and running projects to solve problems and bring improvements to their local areas.

If you think that...

- nothing gets done for young people in your area
- or there are too many negative stories about young people
- or there are no opportunities for young people
- or there is nowhere for young people to go

Then this is a guide for you to DO SOMETHING ABOUT IT.

You don't have to wait around for someone else to sort it out; they probably never will. You can organise yourselves and MAKE A DIFFERENCE. This guide shows you how to get started.

How to use this guide

This guide shows you six steps to starting up a local project, from having an idea to launching your project. It will work best if you follow the steps in order and take one step at a time. Each step should be the focus of one weekly meeting, although some steps are much bigger than others and will take longer. Step four (planning the detail) will take two or maybe even three meetings, depending on how complicated your project is.

The guide is just a starting point. It includes some extra information at the back which some of you might need to know, depending on your project.

STARTING UP A LOCAL PROJECT

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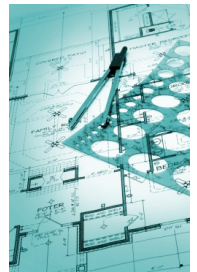
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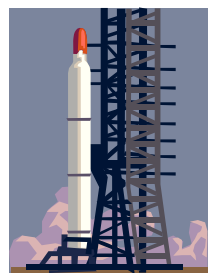
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STEP ONE: STARTING OUT



Agreeing an idea

You need to agree an idea for what your project will be about. At this stage, it can be a very general idea. Don't worry about the details, they can all be looked at later. You can ask everyone to share their ideas and then discuss which idea everyone likes best. Or if it's not easy to agree on one idea, you may want to vote on which idea you will work on.

Your general idea could be about:

- Helping young people get jobs.
- Getting more young people to start their own business.
- Improving local sports facilities.
- Promoting positive ideas about young black men.
- Doing a music or dance or film or art project.
- Tackling drugs, crime or gangs.
- Making the streets safer or cleaner.



Who should be involved?

Now that you have agreed your general project idea, you should think about who else you might need to get involved in your group. Does your group need more members? Do you need people who are good at specific things like music, or football or film making?

If you want to get more people involved in starting up your project, you should agree:

- Who you will ask to get involved.
- Who will ask them.
- When and where your next meeting will be.

STEP TWO: GETTING ORGANISED



Now you have your general project idea, the next step is to organise yourselves to plan the project.

Essentials

Here is a list of the essential things that you must organise at this stage:

- A name for your group.
- A name for the project.
- How often the group will meet.
- Who will chair your meetings? (you can chose a new chair at each meeting or have one person who does this every time)
- Agreeing rules for how your meetings will be run (for example, listening when others are speaking; being on time for the meeting; not using sexist language).
- You must keep a written record of the decisions that you make at each meetings. Who will do this? (again, you can chose someone new at each meeting)

Desirables

You should think about who will be in charge of different elements of your project, even though you haven't got to the stage where you know the details of these. It's helpful to have volunteers at this stage for the tasks that will definitely need doing, whatever your project is about.

So, you should decide who will be involved in:

- Writing the project plan (doing the actual writing – all of you will be involved in working out what goes in the plan).
- Publicity and promotion for your project.
- Fundraising for your project.
- Evaluating what your project achieved and what difference it made.



Things that might need organising later

There are other things that may need organising later on, as your project gets developed, but you don't need to do them right now. These include:

- Writing a constitution for your group (a constitution is a document which says what the purpose of your group is).
- Thinking about what legal structure is best for your group (there are various options for this and some guidance on these is included at the back of this guide).
- Opening a bank account for your group.

STEP THREE: THE BIG QUESTIONS



You have your general idea and you have started to get organised as a group. Now you need to develop your project by discussing and agreeing answers to the BIG QUESTIONS.

The big questions are:

- **What** do you want your project to achieve?
- **How** will you achieve this?
- **Who** will benefit from your project?
- **Where** will the project take place?
- **When** will the project take place?

What do you want your project to achieve?

Another way to think of this is; What difference do you want your project to make? There will probably be 3 or 4 things that you want to achieve. If there are more than about 5 or 6 things that you want to achieve, you might need to think again, because it sounds like your project might be getting too big and too ambitious to be realistic.

The type of difference you may want to make could be:

- For this area to be safer for young people.
- For there to be more young black men running their own business.
- For the local community to have a more positive attitude towards young black men.
- For fewer young black men to be involved in drugs and crime.
- For more young people to know about local history.
- For more young black people to vote in elections.

It is important to keep a record of what you agree on this, as you will need to refer back to this at later stages in your project planning.

How will you achieve this?

What will your project actually do to make these differences? What activities will you deliver? Make sure that the activities you plan are clearly linked to the difference that you want to make. The activities you choose will also depend on whether you want to run a short, one off event, or a longer term project.

The activities could be anything, such as:

- Making a film.
- Putting on a music or dance performance.
- Building a playground.
- Doing a research study.
- Running a campaign.
- Organising a fundraising event.
- Holding a conference.
- Running a training course.

Who will benefit from your project?

You need to agree who the project will be for. It can be just for you, or it can be for a small number of other people, or for the whole community.

The group of people who you want to benefit can be very wide, such as everyone who lives in the local area. Or it can be much narrower, for example young, black dads. It is up to you to define who your project will benefit.

Where will the project take place?

You must decide where your project will take place. Will all the activities take place in one location? Where will this be?

If your project will take place in a building, you need to consider the following questions:

- Will you have to pay for the use of this building? How much will this cost?
- Is the building in a suitable location for the people who you want to benefit from the project? Can they easily get there?
- Is the building accessible for people with disabilities?

If the project will take place outdoors, you need to consider the following questions:

- Do you need permission to use this space?
- Are there any health and safety risks? How will you deal with these?

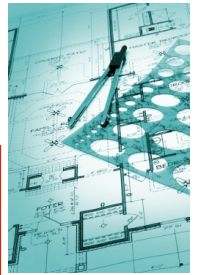


When will the project take place?

You need to decide when the project will start and end. Pick a starting date which gives you plenty of time to get organised and plan all the detail of your project.

Think about who you want to be involved in the project, and whether there are any times or dates that might clash with your project. Are they school aged children, does the project need to take place in the school holidays or after school? Are there religious festivals or public holidays that your project should avoid, or which the project could be involved in?

STEP FOUR: PLANNING THE DETAIL



Now that you have decided what your project will do, what difference it will make, where it will take place and who will benefit from it, it's time to start planning the detail.

This is the step in project planning where you look in detail at how the project will operate. Most of these tasks will need some research, so it may be a good idea to allocate tasks to members of your group who will go away, do the research, and report back to the group at your next meeting.

Cost

How much will your project cost? Maybe it won't cost anything to run your project. But if you think there will be costs involved, then you need to prepare a budget which lists all the items you need to pay for and how much each item will cost. Don't forget to include the following costs, if they apply to your project:

- Room hire.
- Design and printing for publicity materials.
- Insurance costs.

Fundraising

If you need funding for your project, where could this come from? The approach you take to fundraising will depend on how much you are looking for.

Some ideas about fundraising are at the back of this guide.

Evidence of need

How do you know that your project is needed? What evidence do you have for this? If you are applying for funding for your project, this is one of the questions that many funders will ask.

You can look for published research or statistics that provide this evidence. Some ideas for where to look are at the end of this guide.

Or you could ask the people who you want your project to benefit what they think of your project idea. Keep a record of how many people you ask, and what their answers are.

Working in partnership

Are there any other organisations providing this activity in your local area? Would it be useful to work in partnership with them?

It is useful to know who is doing similar things in your area. They may have resources that you can borrow for your project or helpful ideas which you haven't thought of. You don't have to work with other organisations, but if you are applying for funding, funders often want to know which organisations do similar things in your area and, if there are other organisations doing this work why your project is needed. So you need to have a good answer for this.

Delivery

Who will deliver the project activities? Do you need to hire experts for some things, such as professional trainers? Do you need to recruit volunteers for some things?

Promotion

There are lots of ways to promote your project to the people who you want to take part in it. Which methods you choose will depend on who you want to reach and whether you have any money to pay for this. Some common promotion methods you can think about using are:

- Facebook, twitter, messaging etc.
- Putting leaflets through peoples' letterboxes
- Putting posters in shop windows
- Sending a press release to the local paper
- Word of mouth (i.e. telling everyone you know and asking them to tell everyone they know)

Legal Issues

There may be legal issues to consider, such as:

- Disclosure and Barring Service checks for staff or volunteers who will be working with children.
- Health & safety checks of the locations where your project activity will take place.
- Insurance requirements if you are running events in a public place.



Evaluation

You need to plan now how you will evaluate the achievements of your project and what difference it has made. If your project will be working with other people, how will you know what they thought of it, or what they gained from it? Some ways that you can think of doing this include:

- Using feedback forms to collect views from the people who take part in your project.
- Doing some interviews to ask people what they thought at the end of the project (all of them or some of them, depending how many there are).
- Putting up a flip chart or notice board where people can write what they think about your project.



STEP FIVE: WRITING A PROJECT PLAN



When you have researched all the detail you are ready to write your project plan. A project plan is essential if you are applying for funding, and very useful even if you are not, because it will make sure that you have thought of everything and demonstrate to other people that you know what you are doing.

Your project plan doesn't need to be a long document, 2 or 3 pages would be ideal. You should aim to write no more than a paragraph under each of the following headings.

Objective

What is your project aiming to do?

Outcomes

What difference are you trying to make? These are the 3 or 4 things that you agreed in Step Three

Method

What activities will you deliver? Who will deliver them?
How often will the activities take place?

Promotion

How will you promote the project to the people you want to take part in it?

Manage

Who will manage the project?

Funding

What are your plans for raising funds for the project?

About yourselves

Write a paragraph about your group, saying who you are and why you got together to develop this project idea.

Timescale

When will the project start and end?

Beneficiaries

What group of people will benefit from or participate in your project? How many people will benefit or take part?

Location

Where will the project take place?

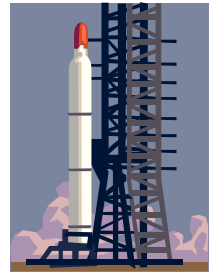
Budget

How much will the project cost?

Evaluation

How will you know what difference your project has made?

STEP SIX: PREPARING TO LAUNCH



With your project plan finished your project is ready to go.

As you move from planning to actually doing your project, there are a few last things that you should check you have covered.....

- Does everyone in the group have a role? Check that everyone knows what they will be doing for the project.
- Does every task have at least one person who is responsible for getting it done? Check who is responsible for:
 - Finalising the project plan (checking for typos and spelling mistakes) and then sending the final version to everyone in the group.
 - Location/premises (e.g. room hire, checking access arrangements etc.).
 - Finance (opening a bank account if necessary, keeping a record of expenses etc.).
 - Funding (writing funding applications, talking to funders).
 - Evaluation (handing out and collecting evaluation forms, writing up the findings).
- Do you have a start date for your project? Will you have a launch event? Can you get some useful publicity from announcing your project start date to the local press?

And finally...

You should set a date now to meet after your project has finished. At this meeting you can look at the evaluation feedback, review what went well, and think about whether there were things you could have done better.

And you can start planning your next project.....

ADDITIONAL INFORMATION

USEFUL CONTACTS

BTEG

Routes 2 Success team

Brianna Cyrus (Programme Manager): Brianna@bteg.co.uk / 020 7832 5840

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FUNDING

The Big Lottery Fund offers grants of up to £10,000 to groups of people who want to do something positive in their community. The application form is easy to complete and you should get a decision within weeks. Go to:

<http://www.biglotteryfund.org.uk/global-content/programmes/england/awards-for-all-england>

EVIDENCE OF NEED

BTEG publishes key statistics for employment and education by ethnic group. For example, the percentage of all pupils who were permanently excluded from schools in England, in the most recent year for which the figures are available, and the same percentages for ethnic minority pupils, Black Caribbean pupils, Black African pupils etc. BTEG's key statistics are free to download. Go to :

<http://www.bteg.co.uk/index.php/key-statistics-and-resources/key-statistics-and-resources.htm>

For more detailed statistics about populations in local areas, you can visit the NOMIS website. The NOMIS summary statistics function provides a statistical overview of any local area in England including labour market, unemployment, qualifications and benefit claimants. The NOMIS service is free to use. Go to:

<http://www.nomisweb.co.uk/>

Through the Routes 2 Success project, which runs until 2015, BTEG is able to provide some support to groups led by young black men to develop local projects that make a difference.

If your organisation works with young black men, or if you are a young black man who wants to set up a local project, then contact BTEG to find out what we can offer and how we can help.



We hope that you find this guide helpful and easy to use. GOOD LUCK with your projects.

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