

PROJECT BRIEF



"NEVER DOUBT THAT A SMALL GROUP OF THOUGHTFUL, CONCERNED CITIZENS CAN CHANGE THE WORLD. INDEED IT IS THE ONLY THING THAT EVER HAS."

Margaret Mead - American author and speaker

For this year's Ready2Lead? conference we are taking our inspiration from the new Children, Young People and their Families Plan for Bedford Borough, which has been written by local children and young people. The plan focuses on six key themes, highlighting what really matters to them, what they enjoy and are proud of, and what would make their lives better and safer.

One of these themes is called "Valuing and protecting our environment". There was concern from the young people that there was too much litter and pollution, and that there was not enough to do as town shops and clubs were closing. Young people were also worried about the environment and the effects of climate change.

Suggestions to improve our environment were:

Provide:	Reduce:
<ul style="list-style-type: none">• more things to do keep away from crime• free wifi• more sports facilities / activities• public astroturf• more green spaces	<ul style="list-style-type: none">• the use of plastics• litter• pollution• traffic



Your CHALLENGE

What is the challenge?

To design, plan, execute and report on the impact of your project by Wednesday 6 December 2023. The project must take one of the suggestions on the first page to improve the environment, and tackle it in a creative way.

What should we be aiming for?

No idea is too big or too small. In fact, starting small can provide the momentum to move onto a bigger aspect of your project idea.

Who should we aim at?

Keep in mind different groups and communities. For example, how might your project impact and benefit different ethnic groups, different protected groups, different age groups.

What sort of ideas would be acceptable?

You can be as creative as you like but here are a few ideas to get you thinking:

- Find out what activities are provided in the locality for particular age groups and start an advertising campaign to ensure that all families are able to access them.
- Determine how many students in your school walk/cycle to school. Work with the school to encourage walking/cycling/lift-sharing to reduce traffic and pollution.
- Work out how much recyclable waste is being thrown away in your school/community. Could this be reduced?
- You could plan to create a music event for under-represented young people.
- You could look at local wildlife that rely on the river and what can be done to help to enable it to thrive.
- You could carry out a landscape study of the local district or town to show how important energy is to the town. What efforts can be made to manage energy in the town?

Your

REPORT/PRESENTATION

Your group will present its findings at Session 3, our networking and celebration event, on Wednesday 6 December. This will be a 'project fayre' style event where you will have a table and stand to enable you to display and talk about your project. Be as creative as you want with your presentation, but it must display the following:

1. Purpose of the project

- What is your idea and why did you choose this area?
- What market research, feedback if any led to this project idea?
- Who will benefit from this project and how will the needs of the target group be addressed?
- Is there evidence that this idea has worked elsewhere?

2. Project objectives and success measurement

- What problem does the project address? What is the goal?
- What were the SMART objectives for your project? (Specific, Measurable, Achievable, Realistic, Time Bound)
- What was the project timeline and what were the any important milestones?
- How was the project's success measured?
- What were the strengths (unique idea), weaknesses (challenges, what could go wrong), opportunities (for further development) and threats (what could go wrong) for your project?
- What are your future SMART objectives for developing your project further?

3. Budget/Costs

- How much has your project cost? How do you know? What are the likely future costs? What data are you using for this forecast?

4. Marketing

- How have you marketed your project so far? What promotional methods have you used? How have you focused on your target audience? How much did this marketing campaign cost and how many people did you reach?
- How will your marketing need to develop in the future?

Good luck and have fun!

"LEADERSHIP IS THE ART OF GIVING PEOPLE A PLATFORM FOR SPREADING IDEAS THAT WORK"

Seth Godin - Entrepreneur

