

The Beat Project

“Community Health Platform”

A Choosing Health programme for East Malling, Trench &
Snodland

Detailed action plan - PHASE TWO

“Winners of the Environment Awards for Kent Business”
Social Enterprises & Services
2003 - 2004

featured in
‘Cultural Social Enterprise Good Practice Guide’
as a result of recognition by SEEDA and SEEC
Social Enterprises & Services
2004 - 2005

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Building on Phase one

Phase one of the Choosing Health programme consisted of the following elements

- A comprehensive survey
- A teenage pregnancy schools tour
- Taster and engagement workshops
- Courses structured to include health and arts
- A film project in each area to provide a quality film on health issues
- Community days in each area
- Dedicated project website project
- Dedicated on line Project Tracker
- Community Outreach Development workers to raise the profile of the project in each area

Health issues targeted

- Sexual health
- Teenage pregnancy
- Smoking
- Alcohol

Groups targeted

- Young People aged between 16 – 19 yrs
- Schools
- The community through community days and awareness raising
- Young parents
- Neet group young people
- Young people at risk

General Overview in brief

Phase one mainly raised awareness of the project and engaged the target groups whilst providing information and advice and guidance through workshops and courses on health matters.

Specialist health workers worked with The Beat Project tutors on the ground which proved to be very successful with good attendance and interaction and interest in the health work through the partnership working. This effectiveness has been captured on video and will appear in the evaluation DVD.

The dedicated website for the project features the results of all activities and the survey and will be an ongoing resource that will continue to grow through out phase two and beyond.

We have a broadcast quality film on each health subject which will be used on the website and during phase 2.

The on line project tracker was kept up to date with current events for all to be follow the projects progress and will remain in use during phase 2.

Phase one has achieved what it set out to do and set the scene for more focused and targeted work in phase two.

Phase two - Overview

Phase two will continue to work in the following areas

- East Malling
- Trench

- Snodland

Timescale

- The programme will run from September 2008 - March 2009

Budget

Initial partners

- Tonbridge and Malling Borough Council
- The Primary Care Trust
- The Beat Project
- Connexions
- Kent Teenage Pregnancy Partnership
- The Communities, Focus groups and partners in East Malling, Trench and Snodland
- Further partner organisations will be encouraged to ensure the best possible programme and set the network for future activities.

Staffing

- The Beat Project will facilitate the entire programme supported by Health professionals
- Other professional partners / providers will be brought in when required

Focus for activities

An initiative to involve young people in the wider health agenda.

- Sexual health
- Teenage pregnancy
- Smoking
- Obesity
- Mental health & well being

Proposed activities

- A series of music and arts projects relating to the focus facilitated by The Beat Project
- The Community Health Platform Website
- Partner projects with Health professionals and other specialist youth activity providers

Evaluation and monitoring

- Through film and media
- Through a range of comprehensive forms
- Through the website including forums

Outcomes

- Engaged young people and the community into the choosing health programme
- To enable sustainability through the website for further initiatives and ongoing development
- To have provided information, support and advice to young people regarding their health and future
- To have helped reduce statistics such as the reduction of teenage conception and sexually transmitted diseases.
- To have raised participants self worth and confidence, enabling them to be a valued member of their community, accepted by their peers and created an atmosphere where they feel they can approach the appropriate services with all issues including teenage conception, or obesity.

Project Organisation & Management

The overall management of the project would be the responsibility of the Beat Project as follows

- Project Director
- Health Specialist Consultants

- Project Manager
- Finance controller
- Project coordinators in East Malling, Trench and Snodland (already in post)

The day to day running of the project including set up, monitoring, evaluation and outcomes would be the responsibility of our excellent Community Development Workers, Angela Borsos in East Malling, Dave Smith in Snodland and Lucy Napleton in Trench. Together with the Project Manager and Beat Project staff team.

In addition to the above the Beat Project would engage its internal and external bank of professional music and arts tutors and professional health partners to facilitate the delivery of outreach projects where applicable.

Overall Project Aims (Targets)

The main overall project aims are as follows

- To build upon the work undertaken in phase one including acting upon the survey results.
- To offer accredited courses for NEET group young people including Arts Award and Skills for Life.
- To set up a young parents steering or focus group to assist with management and development of the programme.
- To include ILP with all relevant young people (Individual Learning Plan) combined with a mentoring programme.
- To offer Independent Advice and Guidance (IAG) through our partners, especially Connexions.
- To address Health related issues in the area such as teenage pregnancy, sexual health, Smoking, Alcohol, obesity, mental health and well being through innovative and professional projects.
- To raise awareness and educate the community regarding the above health issues.,
- To provide a facility and focal point where the community can access all information relating to the projects and surrounding health issues through the interactive web site for the project.
- To offer advice through the professional community web site and the projects regarding healthy eating, physical activity and healthy living.
- To reduce statistics regarding sexual health related issues, such as the reduction of teenage conception and sexually transmitted diseases.
- To give the participants a feeling of self worth and build confidence, enabling them to be a valued member of their community, accepted by their peers and feel they can approach the appropriate services with all issues addressed in this programme.
- To assist young people into further education, training or employment or simply give them an interest in which they can develop their confidence and social skills through. This will also help all the young people mentioned in this application with all health related issues.

The Activities

(Activities in RED are further ideas which could come out of the activity budgets in each area or included in preference to others in this programme)

The website

The website will continue to hold all information about the project, health advice and guidance and links to relevant health web sites.

It incorporates the following: -

- Information on forthcoming activities / meetings / showcase events
- Youth Voice Page designed by young people for young people
- Information on the projects progress / updates
- Audio / video / picture gallery
- Confidential help lines and support services
- Partner and professional organisations information including links to relevant web sites
- Professionals on line forum where partner organisations can have their say and directly link to each aspect of the project
- Teacher / youth worker health training packs
- On line project tracker so everyone can follow the progress of each project
- Community voice and comments page / interactive forum for all areas
- Volunteering opportunities
- Education and training opportunities for young people
- Links to other related community Health projects
- Other Health events and information
- Links to other Beat Project related projects

Community events

The community days were a particular successful feature of phase one and will continue into phase two as follows

- Information stands from partner organisations that address teenage pregnancy / health related matters
- Music and arts activities including short workshops allowing young people to express themselves with the theme of health and well being in mind will be run throughout the day
- Existing media will be shown including the films from phase one.
- A confidential video / audio diary room where young people can leave their views about health and well being matters will be available
- Feedback / research forms will be used to gain young peoples views on health related matters together with a short quiz to see how much young people really know, these will be anonymous.
- Crèche facilities will be available if required.

Young persons steering / focus group

We will build a network of young people through each area who can assist with the direction of the project, especially when it comes to young peoples requirements. This will give young people a voice in the project and create better links within each community.

Each group will assist in all aspects of the programme, they will also undertake an Arts Award accreditation whilst in post and receive one to one mentoring in order to for them to fulfil their ambitions.

Residential Courses

Following other very successful Beat Project residential programmes, we will run three short residential courses involving outdoor and arts activities, team building and individual challenges.

The course runs as follows at Arethusa, Strood, Kent with a group of 10 targeted young people from each area.

- Runs over a 3 day period with 2 nights away
- Outdoor activities include team building, climbing, problem solving, swimming etc...
- Arts activities to include drama, film, music, arts.

All food and good accommodation transport to and from the centre to their home and specialist equipment is provided.

In this programme we would also include:-

- Beat Project services and staff including filming the project and creating video diaries
- Beat Project arts and development activities
- A documentary film about the course topic (ie: smoking, alcohol etc...)
- Connexions PA's (Guidance and Intensive) to attend the course to interact with the young people and run an informal session on career guidance and support
- The Kent Teenage Pregnancy Partnership will provide a nurse or health outreach worker again to interact with the young people and run session on a given topic as well as general discussions about the Choosing Health agenda.
- Specialist staff from Arethusa run the outdoor elements.

Arts Project / Club including Health workers

- The Beat Project will set up and facilitate a 10 week arts project / club involving local young people and the community in each area
- Each arts club will feature an activity chosen by the young people and community.

Schools / youth organisations Educational Resource

- The Beat Project will send every school / youth organisation a copy of the issue based films created during phase one together with a teachers pack.
- The school can use these films during lessons together with the teachers pack.
- Each pack will comprise of questions and scenarios based on the film about a specific subject such as smoking

Young persons resource

- Together with young people the Beat Project will transform their health leaflet into an interactive CD for young people featuring music tracks they will love to have and health information put across in an up to date and young person orientated way.

Mentoring courses (Total Support, Training and Mentoring Services)

- A 20 week mentoring course will take place in each area
- Specialist staff from BP will mentor 8 YP in each area within a structured mentoring programme
- All young people will be NEET.

Project Implementation Plan

Activity	Date
Project set up and design	August / Sept 2008
Engage Groups and young people	Sept 2008
Publicity / Marketing / campaign	Sept 2008
Workshops with identified target groups	Oct – Dec 08
Evaluation filming	Sept 08– March 09
Website content production	Oct 08- March 09
Further workshops with identified target groups	Jan – March 09
Additional website content production	Oct – Dec 08
Complete website and all films / cd's etc..	March 2009
Showcase presentation event	March 2009
Complete Evaluation report and send out evaluation packs	April 2009

Risk Assessment

The following table analyses the potential risk elements of the project:

Risk element	Extent of risk	Remedial action
Lack of take-up by young people / community from target groups.	Low	Many individuals and schools/partners are already identified through the Beat Project and its partners so targeting the community would not be a problem.
Higher cost than expected	Low	The BEAT Project is constantly identifying and applying to potential funding sources that would be able to provide for any surplus in cost. It also always brings in projects in budget through its own internal stringent financial control.
Risk disintegration of project once funding ends.	Low	The BEAT Project is already in discussions with other funding streams that would provide for the continuation of the project once this funding has ended.

Monitoring and evaluation

The web site for the project will feature a message board and contain constant evaluation material and comments through the Beat Projects comprehensive range of forms.

The Beat Project also uses the medium of film in the form of video diary or footage from activities including comments as an excellent medium for evaluation.

The recording of DJ demos and mixes and the creation of new music, for recording achievement and for evaluation continues to be popular in addition to encouraging students to work towards performances at the end of their courses.

This, in addition to a comprehensive range of monitoring and evaluation forms ensures that we gain valuable feedback from students and workers alike, ensuring that we are delivering our services to the highest possible standard.

The project tracker will remain in place and be updated when needed.

A full evaluation brochure will be produced at the end of the project.

Interim reports will be submitted every month to all parties concerned, they will also appear on the project tracker and a final report at the end of the project.

The reports will contain the following information.

1. summary of the progress of the project
2. planned outputs
3. Unplanned outputs
4. next steps for the next period
5. Problems / risks identified
6. Outcomes
7. any additional comments

Planned Outputs table

Description	Planned Total	Actual so far	Number of Young People engaged		NEET	Young Parents	At Risk	
			New	Existing				
completed schools tour	75	49	250	250			8	
additional schools tour								
surveys	100	53	320	320			12	
community surveys	200	77	77	42	35	28	10	5
community days	3	3	350	298	52	80	18	22
website project	3	2	20	20		8		2

Financial Management & Budget

Financial management will be carried out by The BEAT Project.

The budget for the project will be held by The BEAT Project, and finances will be handled by The BEAT Project.

The Beat Project employs its own financial controller who works closely with the Beat Project Manager, who has substantial finance and project management experience.

The Beat Project is very used to running projects of this size or larger and so feels very confident in completing all matters correctly.

Exit strategy (evidence of health gain)

Exit Strategy

- The activities (after this project ends) will continue to run on a down sized scale and will continue to be monitored by the Beat Project although updated by the community worker/ volunteers / schools attached to the project.
- Key elements of the project will be taken forward through the new partners and groups formed throughout the programme.
- The Beat Project are also in discussions with other funding providers.
- Participants in the project will constantly be directed toward progression routes through local links including education and training opportunities to allow their personal development to continue beyond the support of the BEAT project.
- The website would continue to be a source of information and interaction.

Outcomes

- A successful programme of music and arts / learning activities would further engage the residents of East Malling, Snodland and Trench especially young people.
- Health related issues in the area such as teenage pregnancy, sexual health, obesity, mental health and well being will have been addressed through the project.
- A greater community spirit and awareness of health and well being inequalities.
- To have provided a facility and focal point where the community can continue to access all information relating to the projects and surrounding health issues.
- To have reduced statistics regarding sexual health related issues, such as the reduction of teenage conception and sexually transmitted diseases.
- To have raised participants self worth and confidence, enabling them to be a valued member of their community, accepted by their peers and created an atmosphere where they feel they can approach the appropriate services with all issues including teenage conception and obesity.
- To have embedded this service into each area.

Contacts

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