



Elevate Berkshire



Possible future projects for Elevate Berkshire

Summary:

As you are aware, two new projects, funded by Elevate are starting in Slough in May and June (procurement for the Lone Parent project is currently underway) and there is still a further amount of money available to spend on one or more future event(s) of approx. £60k. We need to ensure that this pot of money is used specifically to increase our output figures. Any project chosen will need to be completed by June 2019 to ensure that we can successfully claim the outputs achieved before the project finally closes.

There is the possibility of spending around £10k in recruiting a Digital Marketing Apprentice, perhaps shared between Elevate Berkshire and one or more of the Local Authorities. This apprenticeship would be used to increase the social media presence of Elevate Berkshire and to ensure that the ElevateMe website is kept up to date and relevant. There are now many social media channels available and it would fit with our ethos to employ a young person for this role, to widen the channels being used and to relate peer to peer with our target audience group.

Assuming that all are still in agreement with this proposal that would leave a sum of approximately £50k to spend on one or more projects to increase our required targets for the Elevate Project.

Partner responses received:

- Kashif Nawaz (Bracknell Forest) – support for the mental health project delivered by Outreach Workers. Also would like to partner us with employing a Digital Marketing Apprentice.
- Louise Evens (Kennedy Scott) – support for the mental health project and the digital marketing apprentice.
- Rhian Hayes (Wokingham) - priority should be given to Mental Health work, as they are finding more and more young people are struggling with engagement currently and are not being supported at all.

Options Paper – responses from Elevate Partners

- Lee Teideman (Adviza) - priority should be given to Mental Health work, as they as an organisation are finding more and more young people are struggling.
- Carly Price (Slough) – not supportive of the Mental Health project, as the CCG are currently commissioning a programme across East Berkshire. They would also not support a project supporting BME young people, as there is a specific project already running in Slough. They would suggest allocating money between partners to build capacity within existing teams to focus on specific needs within each LA area.

Proposal:

As a central team, we would propose that we commence the recruitment phase for a Digital Marketing Apprentice as well as exploring the option of recruiting intensive support workers, or commissioning a provider to deliver the third project.

If we were to employ support workers, they would be loosely based with the central team here at Reading Borough Council, to ensure clear management of the project, with very specific targets and outcomes set right from the start. If we decided to commission a provider to deliver this project, there is already one of our partners who would be keen to apply and who already has considerable experience in this specific target group.

David Bolam

Elevate Project Co-ordinator