

Case Study

Envision School Team



School: Forest Hill School
Region: London
Age range: 16 - 17 years old
Issue: Poverty



What issue did they tackle and why?

The Poverty Busters team felt that as young Londoners, the issues of social mobility and access to education and employment were vital to their future lives.

All of them had friends who had dropped out of school or were unemployed, so they knew this was an issue they wanted to explore further.

What did they decide to do?

They decided to make a film about the issues of education and employment and how certain choices in life affect their pathway in the future. The team pitched their project idea to the Dragons at the Clifford Chance corporate headquarters in Canary Wharf.

They were awarded £400 to invest in the filming equipment and since this milestone they have been working with a professional filmmaker to edit their story about a young man who chooses several different pathways in life.

Their message will be rolled out across their school and also through a peer mentoring programme which they are setting up in association with local organisations.



What is the Envision Schools Programme?

Envision works with teams of young people based in schools and colleges. Starting with the question, "What do you want to change?" teams are supported to investigate issues relevant to their lives as local and global citizens. Led by their own ideas and supported by staff and trained volunteers, teams plan and implement a project to tackle whatever issue they are passionate about - learning to be young leaders and gaining vital employability skills along the way.

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Achievements

Fundraising

The team were awarded £400 at the Pitch 4 Change event by a panel of experts who wanted to help them make their film a reality.

Award winners

ChangeIt liked their idea so much that they shortlisted Poverty Busters for their Innovation award in May 2010.

Created an attractive brand

The team worked hard to ensure that their messages were clear and that their campaign was attractive and relevant to their peers.

Skills and Knowledge Gained

Presentation skills

By taking part in Pitch 4 Change the team learned how to develop a presentation and deliver it effectively to an audience of businesspeople and their peers.

Corporate engagement

The team learnt how to network! After meeting James Lyons of Santander they persuaded him to help their fundraising efforts. They have also engaged other youth organisations and arranged to run a peer mentoring scheme in their local area.

Film skills

The team will be trained by professional filmmakers in July, and have already learned a huge amount about the filming, editing and interviewing process.

Testimonials

“To the ‘guys and girls’ - I am genuinely proud of what you are doing - amazed by what you have done and look forward to your end product. I may choose to ignore you or be short with you (as only a teacher can!) but it is a real credit to each of you to have made this project the success it is - as a crusty old man let me use words like brilliant, superb, excellent and (in the privacy of my room) dance a little jig for you all.”

Mark Salmon, Teacher at Forest Hill School

“Poverty Busters has been selected as one of the official nine finalists in the Innovation category of the CHANGEit Awards. Your campaign idea impressed the judges and we’re excited to help you jump-start your campaign to make a difference!”

CHANGEit Innovation Awards

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