

Case Study

Envision School Team



School: St Martin in the Fields High

Region: London

Age range: 16 - 17 years old

Issue: Domestic abuse



What issue did they tackle and why?

The team wanted to focus on issues which affected young people, particularly bullying and peer pressure. After carrying out their own research, they were shocked to discover that young people are one of the groups most affected by domestic abuse and began to plan a project which would promote healthy relationships.

What did they decide to do?

The team quickly launched SMADAV: St Martins Against Domestic Abuse and Violence. At Pitch 4 Change, the team presented successfully to over 100 young people and experts, impressing the judges with their creative ideas, who awarded them £300 to fund the resources they needed for SMADAV.

After Pitch 4 Change, the team worked with Tender, a domestic abuse charity, as well as with a professional designer who helped them design their own logos. They used some of their grant to buy badges featuring their design. One team member, Obayed, took on responsibility for developing the campaign online and not only launched a SMADAV Facebook page, but also created a website and managed to get their campaign displayed on all of the Sixth Form computers. They also made two films, including interviews from students, teachers and members of the public which were showcased in assemblies.



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

Delivered a successful presentation

Despite being nervous, the team presented a creative, well-researched pitch in front of more than 100 people and were granted £300 by the panellists.

Developed an effective, multimedia peer education campaign

The team planned and led a campaign which encouraged students across their school to openly discuss a sensitive issue using a range of media to engage and inform as many people as possible.

Demonstrated that young people were serious about tackling social issues

By keeping their teachers informed about their project and involving them and members of the community in their film, the team showed that they were serious in their aim to change attitudes among their peers.

Skills and Knowledge Gained

Communication skills

In delivering their project the students gained confidence in their own ability to communicate their aims and ideas to others.

Organisational skills & Budget Management

Over the course of their project, the team had to learn how to organise themselves effectively and develop a realistic schedule for their campaign. After being awarded £300 for project resources, they learned how to manage a budget, research the cost of services and communicate with businesses.

Media and Design Skills

Through designing their campaign resources, the team utilised the existing skills within the group and developed them further in a workshop with a professional designer.

Testimonials

“The project also benefited me personally as I was able to improve my team working, organisational and presentational skills for example the Pitch for Change and school assembly. It also boosted my confidence level and now I think I can deal with any problem to make a positive difference in our society.

I thoroughly enjoyed working with Envision and its volunteers and gained some experience that I hope will help me in my future careers.”

Obayed, St Martin's team member

“Through media coverage, it can be easy to look negatively at our youth so it was great to be working with so many positive and engaging young people who want to make a difference.”

Steve Worrell, Envision Team mentor

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