

#NotWithoutMe Accelerator Project Brief

March 2018



Introduction

#NotWithoutMe supports the development of new and engaging digital inclusion projects, working specifically with vulnerable young people aged 11-25 to develop their digital skills, resilience, confidence, access and critical understanding. The Trust is now looking to support the development of a further three projects through their first digital inclusion accelerator. The '#NotWithoutMe Accelerator' offers a six-month programme of training, support and £3,000 development funding.

This Project Brief will cover:

1. Why digital inclusion for vulnerable young people?
2. The #NotWithoutMe Accelerator.
3. The support package – what we are offering successful applicants?
4. Who can apply? – Eligibility Criteria
5. How do I apply?
6. The application:
 - a) Theory of Change model.
 - b) Supporting evidence: video and young person's statement.
7. How will successful projects be chosen?
8. What will be required from the successful participants?

1. Why digital inclusion for vulnerable young people?

Contrary to some popular headlines, young people are not 'digital natives'. Today's young people are not born with the innate ability to thrive in the online world, simply because they were born into a technology-rich era. As with other groups, young people require ongoing access, autonomy, motivation and support to develop their digital skills and confidence. Young people who are vulnerable, particularly those at points of transition (for example, unemployed, homeless, in care, in secure accommodation or seeking asylum) are most at risk of falling outside of the digital mainstream¹. The Tech Partnership estimated that in excess of 300,000 young people in the UK lacked basic digital skills in 2017².

Young people who are digitally excluded are unable to access opportunities (or entitlements) in employment, education, health care, housing, benefits, and cultural and social experiences. Their prospects in an increasingly digital world may be limited and the gap between those 'with' and those 'without' will only continue to grow.

¹ <http://www.oii.ox.ac.uk/research/projects/?id=87>

² The Tech Partnership (2017) Basic Digital Skills UK Report: summary of findings 2017

https://www.thetechpartnership.com/globalassets/pdfs/basicdigitalskillsstandards/basicdigitalskills2016_findingssummary.pdf [accessed July 2017]



Over the past two years the Carnegie UK Trust has delivered the [#NotWithoutMe](#) programme. In the pilot phase we worked with four projects across the UK to develop digital skills programmes for different groups of vulnerable young people. Last year we published '[A digital world for all?](#)' which summarised the key findings from the programme.

2. The #NotWithoutMe Accelerator

This is an opportunity to apply to be part of the #NotWithoutMe Accelerator, creating digital inclusion solutions for vulnerable young people.

The #NotWithoutMe Accelerator is more than an opportunity for funding. It is a six-month hands-on programme designed to both; provide organisations the space and resources to develop their project ideas, and to build the skill sets of the practitioners involved.

When delivering the first phase of #NotWithoutMe we found that the pilot projects needed an extended amount of time at the start of the programme to plan and establish their projects before they could begin direct delivery. Therefore, we have established this the #NotWithoutMe Accelerator to give organisations this time and knowledge to build the most effective solutions, and include young people in this process. In addition, we want to grow the capacity within the successful organisations to deliver these projects by providing a range of learning and development opportunities for the practitioners involved.

The aim of the #NotWithoutMe Accelerator is to support the development of a small number of projects that are grounded in evidence, user insight and evaluative measures and which are able to move towards effective implementation at the end of the #NotWithoutMe Accelerator.

The Format

The #NotWithoutMe Accelerator will provide a mixture of offline and online support, running from July 2018 to December 2018.

There will be six development workshops, one per month, each focusing on a different theme, with the final workshop in December focused on pitching for the further funding and support. These workshops will cover the five key topic areas highlighted in our report '[A digital world for all?](#)'. However, we are also keen to ensure the workshops are as relevant and useful as possible, so a number of the activities will be determined by topics that the successful organisations deem to be most helpful for them. Each of the workshops will be highly interactive and activity based (it won't be full days listening to presentations) and delivered by relevant sector experts. The workshops will provide participants with increased knowledge, practical tools and the opportunity to work with peers across sectors.

	Provisional Dates	Topics and Themes Covered
1	Tuesday 10 th July – Wednesday 11 th July	Introductory Dinner and Kickstarter Day: Structural Challenges
2	Tuesday 7 th August	Measuring and Evaluating
3	Wednesday 12 th September	Working with Vulnerable Young People
4	Thursday 11 th October	Creative Delivery Methods
5	Wednesday 7 th November	Supporting the Community of Practitioners
6	Tuesday 11 th December – Wednesday 12 th December	Final Pitch and Closing Dinner.

At the end of the #NotWithoutMe Accelerator the organisations will be invited to pitch for up to £40,000 further funding and years support. This will be a competitive process and the Trust will direct fund one project. [In the application form we ask for an outline of both what you would do with the initial funding to develop your project during the accelerator, and how you would use the full year-long funding to deliver your project.]

The first and final workshop will include an overnight stay with an introductory and closing dinner with selected stakeholders. The middle four workshops will be designed so that travel to and from the venue on the same day is possible. Dependent on location this may not be possible, in which case accommodation will be provided, organised by the Trust. Two members of project staff from each successful organisation will have their travel (and accommodation) costs funded to attend each workshop, but the organisations are welcome to send another member of staff to attend if they are able to cover the costs.

Alongside the workshops, successful applicants will also be supported through an online forum, where ongoing advice, support and relevant resources can be accessed.

We will publicly share learning from the #NotWithoutMe Accelerator projects in order to influence policy and practice in this area.

Whilst this is the first time the #NotWithoutMe project has been structured in this format, the Trust has experience delivering a number of innovative development programmes including [Library Lab](#), [Engaging Libraries](#), [TestTown](#) and [Twin Towns UK](#).

3. The Support Package –what we can offer successful applicants:

- The chance to be part of a six-month accelerator of support workshops and project development opportunities, including full travel costs for up to two staff members.
- £3,000 funding to assist with designing and refining your project idea.
- Networking with participants, mentors and sector stakeholders.
- Opportunity to pitch for up to £40,000 further funding and a year's support after the completion of the #NotWithoutMe Accelerator.
- Social media promotion for your project and work.
- Evaluation to identify successes, challenges and how to take your project forward.

4. Who can apply? – Eligibility Criteria

- Organisations already delivering services with vulnerable young people.
- Organisations with experience developing digital projects or using digital technology within existing projects.
- Organisations located within the UK and Ireland.
- Organisations able to start developing their projects by July 2018.
- Organisations who are enthusiastic to take part in a development phase accelerator and are committed to sharing their learnings.
- Constituted not-for-profit organisations, which can include: charitable organisations, public sector, CICs and social enterprises.

5. How do I apply?

STEP 1: Read through all the application documentation available here.

STEP 2: Complete the **application form** online at <https://www.carnegieuktrust.org.uk/notwithoutme-accelerator-application-form-intro/>

STEP 3: Create a **short video [and optionally gather a user statement]** to support your application.

STEP 4: Ensure your application form is complete and submitted by **5pm Monday 30th April 2018**.

If you have any questions that are not answered by this [Project Brief](#), the [FAQ](#), or if you wish to discuss your application or project idea in more detail please **contact Anna Grant** with the subject line: **#NotWithoutMe Application Support [Organisation Name]** to anna@carnegieuk.org or call the office on 01383 721445.



6. The Application

The application form is designed so that we can understand your organisation, your experience and potential to undertake this style of work, and the type of project you wish to develop. The application will ask about both the long term project idea and how organisations will use the #NotWithoutMe Accelerator development time and resources.

- Prospective applicants can apply online [here](#). The application requires a number of written answers, a theory of change document and a short video, with the option of also submitting a young person's supporting statement.
- The application form allows you to save your work and return to it at a later date. However you **MUST** register or log in first.
- Please note that the save function is reliant on a good internet connection. If you are concerned that your connection is not reliable, we would strongly advise preparing your answers in Word, before copying into the online form. You can download a copy of the questions [here](#). Please note, all of the written questions have a maximum word limit. If you copy and paste your answers into the online form, please ensure they are within the word count or you will lose the end of the paragraph.

When attaching documents please ensure the file name begins with your organisation name.

Applications must be received by **5pm Monday 30th April 2018**.

Theory of Change

We have asked every applicant to include a [Theory of Change](#) document which outlines the key inputs, outputs and intended outcomes of your project. This is designed to given the selection panel and understanding of the type of project and approach you will be working on during the #NotWithoutMe Accelerator, though we appreciate that as part of the accelerator these ideas may alter. As the #NotWithoutMe Accelerator is a development programme we do not expect the outputs or outcomes to be delivered in the six months, but to give an indication of your aims if the project were to secure the additional delivery funding.

Supporting Evidence

A written application form doesn't always let you tell the whole story, so as part of this application process we offer the opportunity to submit two pieces of evidence as supporting material to accompany your application:

- (a) **[Compulsory]** A short video;
- (b) **[Optional]** A supporting statement from a young person you have previously worked with.

a) Supporting Evidence: Short Video

Your video should be 2 minutes or less and tell us:

What you think see as the greatest opportunities and risks to young people, and particularly the young people you work with, of being online?

It's not the quality of the film, but the quality of your proposal that is being assessed, and your video can be shot using a smart phone. If in doubt there are a number of top tips [here](#).

For reasons of anonymity and informed consent, please do not feature the names, faces or any other identifying features of any under 16s in the film. We recognise the importance and the voice of vulnerable young people as central to this work and will seek opportunities to enable their participation in a supported and informed way should your organisation be successful in your application.

Please ensure you have sought appropriate permissions from anyone appearing in the film. For successful applicants we may use all or parts of your film in evaluation or social media promotion for the project, but in all cases we will seek your approval before we do this. All other submitted films from unsuccessful applicants will only be used in the #NotWithoutMe application process, and will not be shared online or kept by the Carnegie UK Trust beyond 31st July 2018.

Submit your film to us by uploading it to a file sharing service (such as Dropbox) or a private video channel (such as YouTube or Vimeo) and writing the link URL in the appropriate box on your application.

If you have any concerns about this process, please don't hesitate to get in touch with us. We want to be inclusive; not create unintended barriers to participation.

b) Supporting Evidence: Young Persons Statement

We are interested to understand how young people are supported to participate in designing your projects. Please supply a short supporting statement from a young person who has been involved in co-designing a project (or working within your organisation) in the last 12 months.

We appreciate that it could be difficult to contact or involve young people who may no longer be engaged with your organisation. Providing a supporting statement is optional, although it may benefit your application by providing evidence of your approach.

7. How will successful projects be chosen?

A cross-sectoral Advisory Group will be convened to select the successful projects. In the case of a very high number of applicants, the project team will undertake an initial review of applications before sharing with the Advisory Group.

Successful projects will be notified by Thursday 31st May 2018.

Applications will be scored on two sets of criteria outlined on Page 8. The primary criteria are the main criteria by which your application will be assessed and the balancing criteria will be used to help ensure that there is diversity across the successful applications.



The Judging Criteria

Primary Criteria

To be eligible to apply for this opportunity, organisations must fulfil the eligibility criteria listed above.

All applications will be judged according to the six main criteria (listed in no particular order): Feasibility, Potential impact, Innovation, Approach to working with your target group, Commitment and the video submission. Each of the descriptions give an idea of the expectations or questions that will be asked in relation to each of the criteria, though are not intended to be an exhaustive list.

The approach to working with your target group	Are intended beneficiaries experiencing challenges to digital inclusion? Is the approach to working with young people participatory? Is there evidence of involvement in project design or delivery? How creative are the delivery methods?
Innovation	An idea is unlikely to be 'new', but is the way in which it is being applied innovative in some way.
Feasibility	Applicants must demonstrate that their idea is realistic and deliverable within the given time period.
Potential impact	This could be at scale (organisational impact) or to the individuals' involved (individual impact).
Commitment	Has the applicant demonstrated genuine interest and enthusiasm to be part of the #NotWithoutMe Accelerator programme, to develop and share learnings?
Video submission	Was the film useful? Does it clearly explain which risks and opportunities are most relevant to the organisation?

Balancing Criteria

The balancing criteria outlined below will be used alongside the primary selection criteria to make final decisions about which applicants to accept on the programme. Ensuring this balance will enhance the range of experiences and learning to be shared with policymakers, practitioners and funding agencies.

Geographical spread across the UK and Ireland	Consideration will be given to the geographical spread of applicants across the UK and Ireland.
Method of intervention and approach	Consideration will be given to the range and type of innovative ideas.
Target group	Consideration will be given to the range and type of young people who stand to benefit from successful projects.
Type of organisation	The Advisory Group will also seek to achieve a balance between organisations that are successful, this includes but is not limited to: type of organisation, size of organisation and experience of the organisation.

8. What will be required from the successful participants?

- Commitment and enthusiasm to the #NotWithoutMe Accelerator process, including participation in the monthly workshops.
- A short end-of-accelerator update on the experience.
- Writing at least one blog for the Carnegie UK Trust website.
- Engagement with the evaluation of this programme.
- Participation in the social media promotion of the programme including making use of Twitter ([#NotWithoutMe](#)) and contributing to the development of the Instagram account @_NOT_WITHOUT_ME_

