



## The Group Leaders Guide to



MAKE A DIFFERENCE

### **I've registered – what do I do next?**

Thanks for registering!

We've had experience of being in your position – so we want to try and make it as easy as possible for you as a Group Leader. We really want this to be an enjoyable and positive experience for YOU as well as your Group and the community which benefits from your efforts.

We hope this Group Leaders Guide and the Go Make a Difference website contains all the information you need - but if we've missed something, email us your question and we'll get back to you.

## Recruit your Group

To enter, all we ask is that you run an existing youth group and as a leader you are already DBS checked and have risk assessment policies and public liability insurance in place.

It's entirely up to you as the Leader to decide who is in your 'Go' Group – but they must be aged between 11 years and 18 years 364 days old on the 1<sup>st</sup> May 2017.

**What if I've got someone just under or over that age?** Sorry, we have to draw a line somewhere! They can't be part of your Group entry and won't be eligible to attend the awards afternoon, receive a certificate, award or prize. For those under 11 years, we hope to run Go Make a Difference next year as well – perhaps you can encourage them to join in when they are 11 years of age? For those over 18 years, you can have them assist and support you but they are too old to be part of the Group.

We strongly suggest you use the **Information & Consent Form** on the website to let parents know about Go Make a Difference and obtain consent for - their child's participation; inclusion in video's and photos; and for emergency medical treatment. We do not require copies of the consent forms, it is your responsibility as Group Leader to obtain the necessary consent and retain the completed forms for your records.

## How many group members?

The group can be any size and the numbers in the group will be taken into account when judging the impact of the project. This allows a couple of young people to compete on equal terms with a much larger group. We rely on you, the Group Leaders, to ensure that only registered Group Members contribute to the community action project (winning is very important – but not at the cost of honesty and integrity).

All we'd say is that you need to consider your ratio of Leaders (and helpers) to group members – especially when undertaking work where more supervision may be required. Perhaps split larger groups into two or more Go Groups? If you're thinking of more than 20 in your Group you're either undertaking a huge project with lots of leader support or there's a chance that not everyone will be fully engaged and some might drop out.

Smaller Groups really are capable of competing with larger Groups because the judges are looking for the 'Group that has made the biggest impact in their local community'. It's the impact on the local community we're trying to achieve. However big or small your Group is – it's the impact on the community – the difference you make – that's important and what we're looking for.

## Police/community contact

We want to build contacts between young people and the police service and /or other local community professionals. We also want to enable your group to seek the advice/guidance/support of the local police/local support agency on the local community issues your group have identified.

Chief Constable Olivia Pinkney, the National Police Chiefs' Council Lead for Children and Young People has endorsed Go Make a Difference, so we have a lot of support from the police.

As Group Leader you will be responsible for initiating contact with the police/community professionals. If you're struggling then the CPA can be asked for help and they will use their contacts to get things moving. The extent to which the police/community contact engages with your group is entirely dependent on individual circumstances and the requirements of your group.

We'd encourage you to make contact with the local police – even if you have also made contact with another community professional. You may have the support of a local Doctor in your campaign to reduce the loneliness many older folks experience; or the support of the Local Authorities Recreation Manager to improve the local park facilities, but we'd still encourage you to engage with the police. Here's a few reasons why:

- ✓ There is often a tension between young people and the police. Getting to know the person in the uniform helps build trust and friendship.
- ✓ Just about every community project you could undertake will be of some interest to those responsible for policing the community.
- ✓ The police are very well connected and can help your Group achieve what you couldn't manage on your own.
- ✓ The police have considerable expertise in planning and generally have a very 'can do' attitude. Who wouldn't want that sort of support?

If your community project tackles something that is a big issue for the police (or other community professional), you're likely to get more practical support than if it doesn't directly help them to do their job. It might be a good idea to ask them what they see as key issues in your local community and then see if your Group can come up with a way to make a difference.

At the very least, by the end of the project the police/community contact will need to confirm that your Group project has achieved a positive impact in their community – ideally with some evidence to back that up.

Why are we asking an independent police officer or other professional to confirm the positive impact of your project?

Simple! Before we start shouting to national media about what you've achieved, we want to be totally sure we're not going to be contradicted. We're not suggesting for one moment that you would deliberately exaggerate the impact your Group has made, but after leading your Group from start to finish; seeing them persevere under pressure; encouraged them to keep going when it's got tough; being proud of them and what they've achieved ... you might just have a slightly favourable view of them (we'd be very disappointed if you didn't!). An external view helps confirm the actual impact your Group has had. There's a second reason – we really don't want to accidentally claim credit for what you've not achieved. Imagine how embarrassing it would be to claim your anti-drugs poster initiative had dramatically reduced drug use across the town only to find out the police had conducted a series of drugs raids and locked a load of dealers up.

We've produced a **Police Officers Guide** which you may find useful in explaining the challenge to your local police officer. You can download it from the website.

If you're struggling to get any involvement from your local police then let us know by posting an update on the website. We can then get the CPA to put you in touch with a local police contact.

The CPA will also let your Chief Constable and the Police & Crime Commissioner know that your Group has entered the challenge and, if your Group reaches the final, they'll be inviting them to the Awards Afternoon to support you.

## **What sort of community action can we do?**

Whatever is needed in your community that your group of young people can realistically be expected to achieve (let's not attempt too much, fail and discourage them but let's not underestimate what they are capable of achieving either!).

We know of young people who have gone out and cleared a local park of litter – and others who have organised a community litter pick with everyone involved enjoying a picnic together at the end of the day. Which has the most impact on the community?

We know of young people who stopped complaining about the lack of youth facilities and created their own. They cleared the land; raised the money; built the hut; and planned the activity programme – and engaged the wider community to support them.

We know of young people who worked with the local police officer to fit door viewers, chains and audio reminders about using them, to the front doors of older residents who were being targeted in distraction burglaries. The improvement in inter-generational relationships and reduction in distraction burglaries in that community was impressive!

We really want your Group to 'Go' and achieve something positive that is actually needed in your community – so we'd like you to tell us what community action you are planning.

Just in case you need some pump-priming inspiration, you can download **101 Community Action ideas** from the website.

Your project can last from 4 hours to 4 months but must start on or after the 1<sup>st</sup> May and conclude by 1<sup>st</sup> September 2017 and you must register your Group before you begin your project.

We'd really encourage you to ask your Group to think big!

With a little guidance and encouragement young people are capable of some amazing things – and when they get enthusiastic ..... it can be a very exciting experience for all involved!

But let's be realistic as well - it's far better for your Group to complete your project rather than give up. And that's where you as Group Leader are so critical. You know your Group, their individual skills, abilities and personalities. You will have a fairly realistic idea of how much work and time is involved in any proposed project. You will be the one balancing initial enthusiasm with chances of completion and deciding if the project is a good fit for your Group.

So Group Leader - How confident are you?

## **We're ready to Go Make a Difference now. Why wait till May?**

You're enthusiastic and organised, you've registered and recruited your Group; made contact with the police; you know what you want to achieve and your reporter has a smartphone ready to record all your Groups activity. Why do we have to wait until the first of May?

We'd be surprised if all Group projects lasted the full 4 months (1<sup>st</sup> May to 1<sup>st</sup> September), but as it's a competition we need a start and finish line to make things fair.

So what can you do between Registration and the 1<sup>st</sup> May? Recruit your Group; research your community; contact the police; plan your project; promote your ideas; attract local sponsors; spend time networking; sort out your social media strategy; plan your media campaign ... there's lots you and your Group can do in preparation, just don't let the Group start the physical implementation of the project until 00:01hrs, 1<sup>st</sup> May 2017 ... and if you really do need to start just after midnight, make sure you bring lights to video it!

## **00:01 Monday 1<sup>st</sup> May to 23:59 Friday 1<sup>st</sup> September 2017.**

It's time to Go Make a Difference!

The challenge is on, the competition is live. But please don't think you've got to run your project for the full four months. The minimum period is 4 hours! It's not the amount of time you put in – it's the community impact you achieve that counts (It has to be said that a significant community impact is likely to take more than 4 hours to achieve).

We'll be sending out regular bulletins letting all entrants know what other groups are doing. You might want to nominate one of your group as a reporter because we can't publish and promote what we don't know about – which is why your reporter is a key member of your Group. Photos, video clips and words are all very welcome. Simply Post an Update on the website and we can keep people informed.

You will be responsible for ensuring that parental consent is obtained for use of photos and video before these are submitted to us – the **Information & Consent form** can be downloaded from the webpage.

What other Groups see you doing will encourage them to greater things, and what you see them doing might just inspire you. Make sure that during your project you feed us information on your progress – you might even want to appeal for resources or equipment.

If you really want to impact your community (and win Go Make a Difference), then you'll need to consider how you let your community know what you're doing. See the **Media Pack** for some helpful ideas.

Don't forget there's one other advantage to submitting updates. The Judges can take them into account along with your final project video.

### **Why do I need a smartphone?**

One of your group will need a smartphone to film your group video report. Perhaps another responsibility for your group reporter?

Why am I limited to a smartphone not my HD Pro Video camera? Because it's a competition and we want every Group to have the same opportunity to impress the Judges with what they have achieved rather than the equipment they filmed it on. We figure that every Group will have access to a smartphone.

There's nothing to stop your Group editing your smartphone video (in fact we'd be surprised if you didn't) so that you have the most amazing 4 minutes (that's 240 seconds!) of video to tell your story. That's great and we encourage creativity but the members of the group must do the filming and be involved in the editing of the video. However, if you can persuade members of the local community or even a local creative business to support your Group then GO for it. Whilst you're not being judged on the quality of your video, we'd love to show off your video telling the story of your project.

You need to upload the video filmed on a smartphone, to our website and we'll put it on our YouTube channel (maximum 4 minutes and not a second more!), no later than 1<sup>st</sup> September 2017, describing your community action project. The video (and any updates you've submitted during the competition) will be what the Judges take their decision on.

You need to think about including:

- *Who* your Group are.
- *What* community issue your Group has tackled.
- *When* your project started and finished (include evidence of the change you achieved during this period – 'before' and 'after' shots are good)
- *Why* your project changed the situation.
- *How* your Group carried out their project.

The Judges will rely on the videos (and any updates you've sent during the challenge) to decide which projects 'made the biggest impact in their local community'.

**The Public Choice Award.** Videos submitted to the website will be uploaded to YouTube and there will be a special prize for the video which receives the most likes /thumbs up (yes of course we want to show off what your groups can achieve to the biggest possible audience!).

The longer your video is available on YouTube, the more hits you're likely to get. Of course, if friends and family and acquaintances and complete strangers can be encouraged to watch and like your video, the more chance you have of winning that award ... and the greater the audience appreciating what the young people have achieved. Shout about what your Group has done – even the local paper might get behind your promotion campaign and ask people to like your video (many local papers also have websites and can link directly to your YouTube entry).

We may well be announcing some additional Awards during the Go Make a Difference challenge – so keep an eye on the website for the latest news.

The Judges will make their decisions and announce the finalist groups on Tuesday 19<sup>th</sup> September 2017 and invite Go Groups (and their Police & Crime Commissioner and Chief Constable) to the Awards Afternoon.

## **Regional Finals**

You are entering Go Make a Difference in the very first year of this Challenge and none of us have any idea how many Groups will enter or the standard of the entries – that rather depends on you! As we finalise this Group Leaders Guide, we're already hearing that we may have a big take up in some parts of the UK. If that's the case, we may introduce Regional Finals where local Groups from Northern Ireland; Scotland; Wales and England are first judged by a regional panel and receive regional recognition and the winners and runners up from each region are then invited to the National Awards Afternoon along with other projects, regardless of geographical location, that the national Judges decide deserve consideration.

If one region is particularly engaged in Go Make a Difference it may be that just that region hosts an area final, other teams being selected at a National Level.

However we work it out, we'll let you know on the website and the best of the Go Groups will be invited to the national Awards Afternoon.

## **National Awards Afternoon**

You are just one of the Group Leaders who are proudly sat at your table in The FUSE, Manchester, as the spotlight turns to your group they are applauded. You are confident you've done the best you can – but is it the best that the judges have seen? The special guest introduces each video clip and you're amazed by both the quality and ingenuity of the videos and the community action they reveal. Of course you'd like to win, but in all honesty you feel like you've already won when you think back over all that's happened in the past few months.

All registered Go Group members will receive certificates acknowledging their efforts.

To be invited to the final you first need to enter your group! If you don't make it, you'll just have to watch it on Facebook Live this year.

## **Prizes and Promotion**

As the winning group you will welcome senior representatives of Urban Saints, CPA and ROC as they visit your local project. The opportunity will enable the judges to personally meet your Group, see firsthand what you've achieved and our film crew will make sure it's captured, ready, so that we can use it to launch the next Challenge.

Did we mention prizes? As more prizes are confirmed, more categories of winners will be revealed. All we'll say at the moment is that the winning group will be presented with a nice trophy.

<b>Key dates:</b>	<b>Challenge</b>
Monday 20 <sup>th</sup> Feb 2017	Go Make a Difference web site available <a href="http://www.gomad.group">www.gomad.group</a> with information to download & a chance to register your group
Monday 1 <sup>st</sup> May 2017	Action projects can begin any time after 00:01 today
Thursday 31 <sup>st</sup> August 2017	Very last possible day for a challenge group to enter on line
Friday 1 <sup>st</sup> September 2017	Go Make a Difference Action Projects complete. Last day to upload Group video
Tuesday 19 <sup>th</sup> September 2019	Finalist groups announced and groups invited to the Awards Afternoon
Saturday 21 <sup>st</sup> October 2017	The Go Make a Difference Awards, The FUSE, Manchester, M31 4BU

## Group Leaders Check list

Action	<input type="checkbox"/>
Register your Group <a href="http://www.GoMAD.Group">www.GoMAD.Group</a>	
Recruit your Group – 11-18 years on 1 <sup>st</sup> May 2017	
Provide Group Members with <b>Information &amp; Consent form</b>	
Make contact with Police or local community professional who can assist you in your project. Let us know if you have difficulty and the CPA will assist	
Research your community action – what can our Group do that will meet a real need and impact the community? Download 101 Community Action ideas if you need inspiration	
Choose your Group Reporter Plan your project; promote your ideas; attract sponsors; network; prepare your social media strategy.	
<b>1<sup>st</sup> May onwards GoMAD</b> <b>Go and Make A Difference</b>	
Upload updates (remember the Judges are watching)	
Prepare your Go Make a Difference Group video and submit by 1/9/19	
Promotion campaign for your video if you want to be in with a chance to win <b>The People’s Choice Award</b>	
Tuesday 19 <sup>th</sup> September – check the Go Make a Difference website to see if your Group are finalists (we’ll also email those who make it)	
Keep Saturday 21 <sup>st</sup> October 2017 free for the Awards Afternoon @ The FUSE, Manchester	

## Need help?

Submit an update via the website and we’ll get back to you.

If it’s more urgent then call

<b>Redeeming Our Communities.</b>	Phil Gleave	<a href="mailto:Philgleave@roc.uk.com">Philgleave@roc.uk.com</a>	0161 393 4511
<b>Urban Saints</b>	Mark Instone	<a href="mailto:minstone@urbansaints.org">minstone@urbansaints.org</a>	07931 828192
<b>Christian Police Association</b>	Lee Russell	<a href="mailto:lee.russell@cpauk.net">lee.russell@cpauk.net</a>	07508 164856