

# Application for Funding from Hampshire Action Teams

**All information included in this application will form part of a formal decision record and will be published on the County Council website.**

## Organisation Details

Name of Organisation\*

Type of Organisation\*

Contact Name\*

### Contact Details

Address\*

Telephone\*

Email Address\*

## Funding Details

Which HAT are you requesting funding from?\*

Amount of funding requested  
(Please state if all or part of the funding will be spent on staffing costs)

\*  
£7400  
Part spent on staffing costs  
  
Workshop leader and writer £2000  
Project manager £1000  
Director £1000  
Assistant director £600  
Equipment hire £800  
Post production-editing-DVD production £1500  
Costume, props, design £300  
Education pack design and print £700  
DVD copies £350  
Music production £250  
Production costs £500  
Total £9000

Joint Funding  
(Please list any other funding secured for the project from other organisations)

\*  
£1600  
For staffing from The Point  
£1000 for project management  
£600 for project assistant

## Details of the Bid / Project

Title of Bid/Project\*

Positive Choices

Summary of Bid/Project\*

This project is multi faceted and offers not just wide reaching education workshops but also an educational, skills based diversionary project.

A film will be produced by young people from Eastleigh under the guidance of professional filmmakers and artists. The young people will have their starting point of reference as the STAR (Start Tackling Alcohol Responsibly) project and work with a facilitator to workshop scenarios based on the risks and consequences as outlined by the project. The participants will be encouraged to think around the subject and come up with a set of positive choices, negative choices and consequences based on different scenarios. The writer will then form these into a screenplay for a short film in liaison with the borough's Youth Alcohol Project Co-ordinator. They will also reference national guidelines on alcohol and guidance by the World Health Organisation to ensure all messages are correct and backed up by factual information.

The young people will learn filmmaking, production and drama skills in order to produce a finished film which concentrates on the issues surrounding and consequences of alcohol misuse. The film will then be made into a menu based DVD for schools which will stop at certain points during the story to allow the young people watching to make a decision on how the characters in the film should act. It will then play and show the consequence of the choice they made. This is an innovative and interactive way to engage school pupils as it is not a passive watching experience but one in which they have to make the decisions and analyze the results in a post film workshop.

The film will be produced for Key Stages 3 and 4 and be accompanied by an education pack for teachers to use alongside the film so they can discuss the issues and film raises and talk about making positive decisions. The film will not be produced in a preachy way but rather it will encourage the people viewing it to make their own decisions, analyze the consequences and feel empowered that by the end they will be equipped with the knowledge they need.

Working with the Health and Community, and Community Safety teams at Eastleigh Borough Council we hope to encourage secondary schools in the county to use the DVD as a learning tool in their PHSE/citizenship courses. Hopefully it will be so successful that it can be used further afield in the future. The film has the potential to be a positive learning tool to several thousand young people.

Costs for the project are significantly reduced due to key borough culture staff managing, leading and evaluating it as its themes and outcomes are similar to those of the Culture unit. All project staff are experienced in their fields and have extensive knowledge of working with young people on similar projects.

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How does the Bid meet the HATs Terms of Reference?

1) To tackle economic, social and health inequalities in the local area

2) To support the delivery of Hampshire's improvement priorities within the Hampshire Local Area Agreement\*

3) To support local highways and transport priorities\*\*

Improve mental and emotional health for children and young People

The project will be a positive engagement project for local young people to work on to learn new skills, meet new people, gain confidence and give an inspiring outlet for their energy.

Reduce anti-social behaviour

Not only will the project give a positive, creative outlet for the group of young people involved in the making of the film it will also deal with issues like anti social behavior and show the consequences of it. The film also has the potential to cross over into other issues including, STDs, rape and underage pregnancy.

Reduce alcohol related public violence

Reduce the number of first time entrants into the Youth Justice system

It is hoped that the messages in the film could impact on violence when young people see associations and what can happen. It could potentially deal with aspects of the youth justice system as one of its themes.

Tackle alcohol abuse

The themes of the film and associated workshops will deal quite graphically with alcohol abuse, showing the social, medical and legal aspects.

Education

The project has broad education outcomes. The young people producing the film will work with a professional writer, director and film crew learning many new and transferable skills. The whole project will be run like a professional production so participants will learn how to respect others, expensive equipment and their peers. The finished product will be polished and professional and it is hoped it will have significant impact on the audience.

Safeguarding children  
All of the people we work with are experienced professionals and adhere to EBCs child protection policy.

Timescale  
(What is the anticipated period over which the money will be spent?)

Commencement  
Date\*

Completion  
Date\*

Intended Outcomes  
(How will the success of the bid/project be measured?)

\*  
As well as a quality finished interactive DVD there will be an engaging education project for the young people making the film. Their experience will be evaluated throughout the project using criteria developed by the culture team to ensure positive outcomes for all the individuals involved.

When the young audiences view the film they will respond to a set of evaluation criteria set out in the education pack which will relate not just to what they thought about the film but what they have learnt, their views and opinions and whether they now think differently. It will also ask what they would change and their opinions on the best ways to combat alcohol misuse based on their experience. There will also be detailed evaluation with teachers to ascertain the impact of the project to inform future work of this kind. The culture team are used to and experienced at producing quality evaluation of this kind of project. The project team will meet and evaluate all stages of the project throughout its running time and in detail at the end.

Future Funding Arrangements  
(If the project is to last more than a year how will it be funded in subsequent years? How will any outcomes achieved by the project be sustained in the longer term? If it is a capital scheme how will the equipment be maintained?)

\*  
The finished DVD will be owned by Eastleigh CSP and be produced to have a long shelf life. The duplication cost is minimal so the work can be spread a long way over a long period of time potentially.  
Other groups may want to finance more copies and/or extend the work. The positive merits of the project are sustainable as the work fits with a number of core council priorities.

\* Further information about the [Local Area Agreement on Hantsweb](#)

\*\* Any approved bids for highways/transport projects will require liaison with the Executive Member for Environment.

## Declaration

**I declare that the information supplied in this application is true and that any funding received from Hampshire County Council will be used for the purposes described in this form. The Council reserves the right to reclaim any finding not used for the purposes stated on this form.**

**I agree to provide a report detailing the outcomes of this bid/project (a form will be sent out for completion at the relevant time).**

Signed\*

Date\*

Position in organisation\*