

Inspire-Aspire South Yorkshire

World Social Marketing Conference 2011



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Challenge and Vision

The Challenge – Where we started

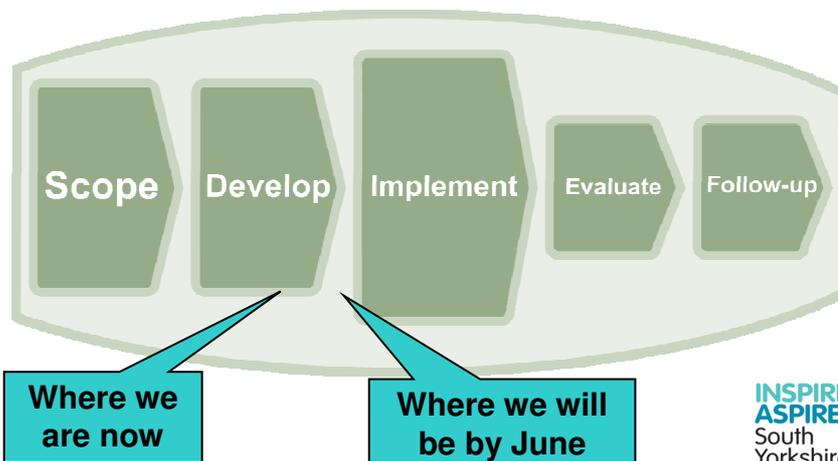
South Yorkshire was underperforming on a number of measures (previous government targets), which together indicate that some of our children and young people had comparatively low aspirations in life

Vision – What we set about to do

To work together across agencies and geographic boundaries using a **Social Marketing** approach to develop evidence-based products and services to encourage our young people to be more enterprising and have higher aspirations

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We followed a simple and systematic approach – The Total Process Planning Model



We applied the National Social Marketing Centre's Benchmark Criteria

- Customer orientation
- Behaviour
- Theory
- Insight
- Exchange
- Competition
- Segmentation
- Methods Mix

The out-puts from the scoping stage

A measure for aspiration

Interventions...what works!

A segmentation model for children (11 to 14 year olds) and parents

A map of existing provision...£100M!

An understanding of the wider influences on children's aspirations

A rich picture of the role parents play in their children's aspirations

Recommendations on how we can take action to raise aspiration in our children and young people

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What we are developing now – some of our mix of interventions...

- Developing an **evaluation tool** to embed aspiration in commissioning frameworks
- Working to raise confidence in and equip **parents** to develop and support aspiration in their children
- Working on delivering **positive influences** within children's lives that will build aspiration

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Current situation

- **The recent political and economic changes have impacted on the programme including:**
 - Loss of potential next stage funding
 - Changes in partner organisations including loss of key staff and changes in priorities

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Our...sorry, your challenge!

- Progressing the programme post June when the money runs out – gaining commitment from partners
- Critically reviewing the proposals from our contractors on how to address the parental issue

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Thank you

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Visit the website

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