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

Where we are now

Where we will be by June

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

<table>
<thead>
<tr>
<th>A measure for aspiration</th>
<th>A rich picture of the role parents play in their children’s aspirations</th>
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<tbody>
<tr>
<td>Interventions...what works!</td>
<td>A segmentation model for children (11 to 14 year olds) and parents</td>
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<tr>
<td>A map of existing provision...£100M!</td>
<td>Recommendations on how we can take action to raise aspiration in our children and young people</td>
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<tr>
<td>An understanding of the wider influences on children’s aspirations</td>
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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
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

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
Thank you
Kerry Jones – Programme Director

Contact the team on
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Visit the website
www.sheffield0to19.org.uk/i-asy