



PROJECT SPECIFICATION

Participation Unit Design of Induction Booklet

A 'Reach the Heights' Funded Project

Project Specification

1. Introduction

Reach the Heights is a Welsh Government initiative aimed at reducing the number of young people in Wales aged 11-19 years who are not in education, employment or training (NEET), or at risk of being so. The project has been developed to take advantage of the funding opportunities from the European Social Fund (ESF) programme in Wales.

In March 2009, Reach the Heights was awarded £27 million from the European Social Fund. This funding will support two projects: First Footholds, and Routes to the Summit.

The Participation Unit based at Save the Children will continue to work alongside four other organisations¹ (known as joint sponsors) on the First Footholds project which focuses on tackling the barriers that prevent young people 11-19 remaining in school and moving on into further education or employment.

The Participation Unit's programme of activity from January 2012 to January 2013 aims to provide participation projects to 900 young people, with a stronger emphasis on longer term interventions with those not in education, employment or training (NEET), or at risk of being so.

As part of the Participation Unit's work on Inclusion and participation, we formed part of an expert group, with membership from the Welsh Government, Youth Justice Board, Rhondda Cynon Taff Youth Offending Service (YOS), Nacro Cymru and Parc YOI. This group looked in particular at the *All Wales Youth Offending Strategy Delivery Plan 2009-11* and its aim to 'work with the Children's Commissioner for Wales to mainstream and embed consultation with, and the participation of children and young people in the youth justice system'.

The group identified the need to develop an induction booklet for young people entering the youth justice system. The aim of the booklet is to provide young people with the information they need to know at the start of a statutory community based court order. One of the key reasons for its development is that many young people in the youth justice system have problems with communication and comprehension. The booklet is intended to address these needs and to support young people to have

¹ Welsh Government's Department for Education and Learning (DfES), Children in Wales, Funky Dragon and Arts Council of Wales

a voice, engage in and be part of making informed decisions about matters that affect them.

A smaller working group comprising the Participation Unit, Nacro Cymru, the Youth Justice Board and Rhondda Cynon Taff Youth Offending Service has been formed to take this piece of work forward.

2. Aims and Objectives

- 2.1 We are looking to procure the design of a booklet that will be used with 10-17 year olds who enter the Youth Justice System.
- 2.2 We require - (A) Black and White design
(B) Colour design
- 2.3 This piece of work is for design of the booklet only (*although we welcome quotes separately for printing costs for 5,000 black and white copies and 5,000 colour copies*).
- 2.4 Workshops have been carried out with young people with whom the YOS are working and also with practitioners, to gather input on the content and design of the induction booklet.

The YOS work with young people aged 10 to 17 years of age, however the majority are aged 15 to 17 years of age, so it is intended that the booklet design is largely focused on this age group, whilst at the same time being flexible enough for use with younger children.

As part of the Reach the Heights project, the Participation Unit works with young people that are NEET (Not in Education, Employment or Training), at risk of becoming NEET, hard to reach, disengaged or disaffected. The successful bidder will work with the Participation Unit, Nacro Cymru and RCT YOS to develop the design for the induction booklet.

- 2.5 Suppliers will need to show how their design will be suitable:
 - For young people in the criminal justice system
 - For young people who are hard to reach, disengaged or disaffected
 - For young people with limited reading abilities and written comprehension
- 2.6 The design and development of the induction booklet will enable YOS teams to:
 - be more accountable to young people
 - help young people to know what they can expect from their YOS team / worker
 - give young people all the information they need to know at the start of a statutory community based court order in a simple understandable format
 - to encourage and make young people aware that they communicate any issues / concerns they may have
- 2.7 The design must be completed by March 21st 2012.

3. Detailed Specification:

3.1 Work required:

The design of a booklet providing crucial information for young people at the point of entry to the criminal justice system to be used across Youth Offending Services (YOS) in Wales. The booklet has been developed to convey important messages in simple language. The design specification should seek to enhance these with appropriate imagery.

Target audience

Young people who offend aged 15-17 years old. Needs to also be suitable for younger people.

Context

Some YOS in Wales already have an induction pack or booklets which perform a similar role. It is intended that this booklet provides a complementary and comprehensive service which will be relatable across all regions. It will be a booklet that will be used across all YOS in Wales.

A total of eight workshops have been held across Wales with current young offenders and practitioners between April and June 2011. Feedback from these sessions has been used to design this brief. The full report is available in Appendix 1.

3.2 Specific instructions (size? colour? style? positions? look & feel? likes/dislikes?):

The booklet will need to:

- Be designed in black and white and colour options
- Be A6 in size
- Be bi-lingual- (double-sided, tilt and turn, translation provided by the Participation Unit)
- Bear in mind the feedback received from young people (See report in Appendix 1)
- Have clear and simple text which relates to the images i.e. a telephone number with a picture of a telephone beside.
- Have text that is not linear and creative approaches should be used.
- Follow guidance to ensure booklet is accessible to all young people taking into account possible young people's disabilities e.g. colour blindness.
- Include cartoon stylised images where appropriate, rather than photos. These should be non-discriminatory and non-stigmatising imagery e.g. images that would portray young people in a negative light. Images will not be provided by the Participation Unit and will need to be sourced.

3.3 Design and artwork to be supplied to us as print ready PDF high resolution files on disc.

3.4 Bidders will need to submit a sample visual concept with the completed project questionnaire. Please refer to Appendix 2 for content for sample design.

3.5 Content

All text content will be provided by the Participation Unit. See Appendix 2 for an example of content.

3.6 Logos

The following logos must appear in the leaflet:

1. The Children and Young People's Participation Consortium for Wales
2. European Social Fund
3. NACRO Cymru
4. Rhondda Cynon Taf Youth Offending Team
5. Youth Justice Board
6. Save the Children

3.7 It is vital to the success of this publication that it appeals to young people visually. It should be eye catching and attractive but not 'too busy'. The design should consider the written content and design and imagery should be produced that is compatible with the text.

4. Reporting Requirements

Suppliers will be required to report regularly to the Participation Unit in order to track overall project progress against agreed key milestones.

5. Environmental Statement

5.1 The Participation Unit and Save the Children are committed to minimising the effect of their day to day operations on the environment and contractors are encouraged to adopt a sound proactive environmental approach, designed to minimise harm to the environment.

5.2 Factors to be considered should include areas such as:

- Adopting an environmental management system which includes focus on disposal of waste and packaging
- More efficient use energy and water
- Beginning to embed sustainability into the provision of goods and services supplied to the Assembly
- Use of recycled paper containing only post-consumer waste for all non-specialist printing whenever possible
- Reduction in carbon dioxide emissions from business travel by extending use of video conferencing and encouraging the use of low emissions vehicles
- Building an environmentally friendly work culture through training and high quality communication with staff

6. Procurement Process

- 6.1 Suppliers can quote up to £1,500 for this piece of work (including VAT).
- 6.2 Suppliers will need submit a completed project questionnaire and both a black and white sample design and a colour sample design (see appendix 2 for sample page design).
- 6.3 Each contract will be awarded through a competitive open procurement process. Potential delivery organisations are invited to submit their bid(s) by completing the project questionnaire which is available to download from the Participation Workers Wales Website.
- 6.4 If you have problems accessing this document or any other enquiries, these should be addressed to the Participation Unit mail box in the first instance participationunit@savethechildren.org.uk and a response will be given within 48 hours from Monday to Friday. Please note for partnership bids we will only be able to answer enquiries from the designated contact for the main organisation.
- 6.5 The bids will be assessed by a panel comprising Participation Unit, RCT YOS, Nacro Cymru and Youth Justice Board staff members. We will also encourage young people within the same age range as the target beneficiaries to be involved.
- 6.6 The panel will judge the bids against the following criteria:
- Work outline and ability to meet the stated aims and objectives
 - Demonstrates experience relevant to delivering this work
 - The quotation and budget outline for the work.
 - Creative and young people friendly design and ideas.
 - Sample design suitability
- 6.7 The procurement timetable is as follows:

Deadline for bids: **12 noon, Friday 10th February**

Organisations informed of award decisions: **Friday 17th February**

Contracts issued: **Monday 20th February**

Completed project questionnaires and accompanying sample design documents should be returned to our office addressed as follows:

Participation Unit
Save the Children
3rd Floor Phoenix House
8 Cathedral Road
Cardiff
CF11 9LJ

Please also submit an electronic copy to: participationunit@savethechildren.org.uk