



ECP RESOLUTE TOWARDS 2026: A SOCIAL CHANGE STRATEGIC PLAN

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With vital contributions from our network of local partners.



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1. WELCOME FROM OUR CEO

This year, Edmonton Community Partnership (ECP) celebrates its 12th anniversary, and we are very proud to have supported the children and families of our community in Edmonton for such a significant length of time. Over the past two decades, the Partnership has grown and adapted in line with the needs of our schools and the diverse communities we serve. We have worked with local educators and partners to deliver quality enrichment and extracurricular opportunities and experiences to our children and young people, both in-school and out of school.

Our mission has always been to address and tackle as a collective the underlying issues of poverty, injustice, and disadvantage that have remained at the heart of our existence.

However, like many charities, we have had to completely rewrite our strategic plans in the wake of Covid-19, with an understanding of the social and economic barriers children and young people, as well as their families, are now facing. The severity with which the pandemic has hit communities across the country, along with the daily pressures on our children, families, and staff due to the cost-of-living crisis and squeezed school budgets, has been devastating.

Based on recent research published by Young Minds on September 26 2021, which confirmed that children's declining mental health is affecting their ability to learn, Edmonton Community Partnership recognizes the importance of providing access to the arts, physical education, play, and sports. When children are happy, they achieve more.

The London Borough of Enfield, where we operate, has been particularly challenged, given the exacerbated effect on poor, disadvantaged, and Black and Minority Ethnic (BAME) communities. Our world has changed and operating in a post-Covid and struggling economic world will continue to be one of the greatest tests of our collective character in the entire 12 years of our existence.

We acknowledge that we cannot deliver on the needs of our pupils and their families alone. Collective action is essential. Based on an ECP Partners away day in May 2023 involving seven partners, we have developed a consensus definition of collective action, which includes using and owning our strengths to collaborate as different organisations, connecting people together to work towards the same aim, and being driven by the same purpose and passion. This collective action will evolve by learning from mistakes, building more powerful partnerships, funding a range of different opportunities, responding to change, and sharing knowledge and skills.

With that knowledge, ECP has embarked with our partners to develop a collective strategic plan - **ECP Resolute Towards 2026: A Social Change Strategic Plan.**

Our strategy aims to improve our partnership with schools and local providers, working together to ensure we improve the life chances of children and their families living in Edmonton.

Helping our schools and communities to be resolute and committed as a collective force for change will require our very best efforts.

Since 2020, we have pivoted as a school's partnership and have developed new offerings and transformed existing ones. To survive and thrive going forward, we must remain hopeful, reminding ourselves that the charity sector has a remarkable ability to hold both hope and fear simultaneously, while shying away from neither.

We must focus our efforts to become more intentional, courageous, innovative, skilful, and determined than ever before to stand shoulder to shoulder with those most in need in our schools and community, inspiring hope and offering opportunities for connection, growth, and progression.

In developing this important strategic plan, we have spent much time reflecting on what we do, why we do it, and how we do it. We have consulted within our core delivery partners, schools, and wider stakeholders as we conducted a review of our vision, mission, and projects.

We would like to thank the many people who contributed to the development of the plan, including our delivery partners in the statutory and voluntary sectors, ECP staff, and trustees.

We know our future holds more uncertainty and change, and we are prepared to continue to adapt.

This strategic plan gives us the clarity and flexibility we will need as we respond to the evolving needs of our children, families, and schools.





2. FORWARD



ECP Resolute Towards 2026: A Social Change Strategic Plan.

This plan lays out our ambition towards 2026 for ECP. It is designed to focus our energy and resources, inspire our community, and inform our stakeholders. This document is a statement of intent that we will refer to when delivering projects, allocating resources, fundraising, and reviewing our work.

It sets out:

- What we are going to do (Now)
- Our ambition for tomorrow (Future)
- How we are going to do it and why

The plan will help inform local communities, local authorities, benefactors, funders, and other stakeholders. It highlights that although our focus remains rooted in and wrapped around our partnership schools and families, we will not work in isolation. Many of our challenges and aspirations are aligned with those of the collective local authority and NHS North Central London Integrated Care Board objectives. Partnership is a key principle, both with local communities and businesses, local authorities, NHS North Central London Integrated Care Board, other statutory bodies, and the community and charitable organisations that assist them.

Why a strategic plan?

The strategic plan sets priorities and focuses energies and resources. It strengthens the day-to-day delivery of ECP by setting out our strategic aims and how we will meet them. It enables all staff, trustees, and stakeholders to work towards common goals, establish agreement about intended outcomes, and focus on results. The strategic plan is owned by the Trustees and Staff and is important for our network of schools, families, Local Authorities, other stakeholders, and funders. It defines the direction of travel for Edmonton Community Partnership and demonstrates the synergy between the collective objectives of our delivery partners and stakeholders and our strategic aims.

The strategic plan will inform our annual action/delivery plan and future funding plans.

3. ABOUT EDMONTON: ENVIRONMENT

- Enfield has the highest rate of private evictions among all London boroughs.
- It has the second-highest rate of serious youth violence.
- 49% of children in reception class speak English as an additional language (EAL).
- It has the 11th highest rate of child poverty in the UK.

(Source: The Enfield Poverty and Inequality Report, January 2020)

Enfield council's research on educational outcomes in the borough in summer 2022 reported the following:

- Our most recent attainment data for Early Years Foundation Stage (EYFS) and Key Stage 1 (KS1) shows Enfield children are performing below London and England averages for a Good Level of Development at the Early Years Foundation Stage and in reading and writing scores for Key Stage 1.
- 37% of the 3,475 children and young people who have an Education, Health, and Care Plan (EHCP) have speech, language, and communication needs as their primary need.
- Research and analysis from the National Literacy Trust have identified that 11 of the 21 Enfield wards score highly vulnerable for low levels of literacy, with four wards at the highest levels of vulnerability, including Edmonton Green and Upper Edmonton.

Poverty: Edmonton has 27,000 children living in poverty. It is an area of extreme deprivation, with child poverty rates of 53% (compared to the national average of 21%). In households with three or more children, the child poverty rate is over 90%.

PESTLE Analysis:

Political: The political landscape has a significant impact on education and families. Decisions made in politics can affect families economically and environmentally. The COVID-19 pandemic has also influenced policies that impact jobs, social interactions, and schools. The post-Brexit environment has created uncertainties in communities, particularly concerning access to decent housing, welfare, and social housing. Additionally, issues such as food prices and increased demand for food banks have become prominent.

Economic: Poverty is a pressing concern with implications for the community. It leads to increased crime rates, gang affiliations, family breakdowns, and a lack of support for parents and safe spaces. In deprived areas, bullying is prevalent, and the lack of positive opportunities exacerbates the situation. Educational provision, particularly regarding vocational alternatives, plays a crucial role in addressing these challenges. Furthermore, the impact of poverty on nutrition affects concentration levels in schools.

Environment: The living conditions and home life of individuals significantly impact their well-being. Issues such as cost of living, role models, street rubbish, graffiti, safety, drug dealing, prostitution, and rubbish dumping contribute to an unhealthy environment. Mental health, bullying (including online, cyber, physical, racial, and gender-related), free school meals, weight/lifestyle, housing issues, and crime rates further compound the challenges. Climate change, air pollution, global warming, and their effects on the supply chain, food scarcity, and health and well-being are additional concerns.

Social: Poverty leads to overcrowding, limited social mobility, and reduced access to opportunities, which negatively affect people's well-being and mental health. There is a cycle of poverty that creates a significant disconnect between home and school, resulting in pride, distrust, and adverse effects on the mindset of individuals. The high cost of living exacerbates these issues, impacting mental health and social media usage. Poverty also increases the risk of offending and further limits access to opportunities.

Based on voting results from our partners away day, the top priority areas identified are:

1. Access to decent housing and welfare (Political)
2. Food prices and increased demand for food banks (Political)
3. Poverty (Economic)
4. Knowledge is power (Economic)

5. Mental health and well-being (Environment)
6. Living conditions (Environment)
7. Food scarcity (Environment)
8. Mindset (Social)
9. Poverty (Social)

These priority areas require focused attention and strategic interventions to address the challenges faced by ECP trustees and our school Heads, ensuring the well-being and prosperity of our children and the wider community.

OUR ACTIVE THEORY OF CHANGE:

Every person, regardless of their starting point, has the right to a more progressive and prosperous future. The recent Covid-19 pandemic has emphasized the importance of ensuring that no one is left behind.

At ECP, we believe that several key factors make a real difference in helping individuals build better life chances and achieve a high quality of life:

- Equitable education and lifelong learning opportunities
- Good health and well-being
- Support during times of crisis, such as food insecurity, immigration advice, and benefit support
- Opportunities to connect and engage
- Access to employment and entrepreneurial opportunities

By providing these essentials, we believe individuals can gain a sense of empowerment, agency, and the ability to make progress in other important areas of their lives. Through supporting our pupils and families, inspiring hope, and offering opportunities for connection and growth within a community, we aim to foster their own sense of satisfaction and optimism. Over time, those who have received support in their life journey will also be motivated to contribute back to the community

Through our network of schools, community hubs, and a range of programmes, services, and activities, ECP aims to generate a sense of inclusion and nurture positive change in the children, young people, and families we serve.

We work with individuals and communities from an asset-based perspective, encouraging them to realize and access solutions from within, and achieve personal growth and progress.





4. STRATEGIC ENABLERS



To realize the ambitions outlined in our ECP Resolute Towards 2026: A Social Change Strategic Plan and enhance our charity's resilience in the wake of Covid-19, we need to strengthen our capabilities in the following key areas:

- 1. A flexible, sustainable organisation:** The entire charitable sector faces unprecedented financial challenges due to Covid-19, and the road to recovery remains precarious and uncertain. Operating in this new environment requires strategic focus, effective management, financial agility, and operational nimbleness. We will seek diverse income sources and develop a fundraising strategy to ensure our resources align with our ambitions. Over the next three years, we aim to achieve a balanced budget with more diverse funding sources.
- 2. Partnership working:** Partnership working is engrained in our DNA and organisational values. We will collaborate widely to deliver our strategic priorities, regularly engaging with key stakeholders, including staff, volunteers, service users, residents, and colleagues from the statutory and voluntary sectors. We will particularly engage with Enfield Council and voluntary sector partners focused on Edmonton to achieve the best outcomes for the children, young people, and families in our network of schools.
- 3. Inclusive and engaged workforce:** People are at the heart of ECP, and we are fully committed to valuing and supporting our staff and volunteers in their roles. We aim to attract and retain highly skilled and dedicated team members. Additionally, we will invest in developing local volunteer opportunities, encourage placements, and incorporate lived experiences into our work. Our focus is on building a healthy, inclusive, motivated, and competent workforce capable of successfully delivering this ambitious strategy.

5. ALL OF THIS CONTEXT HAS INFLUENCED OUR VISION AND OUR STRATEGIC OBJECTIVES 2023-2026

Vision: To improve the life chances of the pupils and their families who attend, live, and/or work within any of our network of schools.

Mission: Enabling social change for children, young people, and adults from disadvantaged communities through our four pillars: enrichment, wrap-around care & extracurricular activities, intervention & prevention, and our families, for a stronger community.

Values: The following organisational values inspire us, guide our planning and decision-making (including which partners we work with), and drive our daily work:

1. **DIGNITY:** Treating everyone with kindness and respect.
2. **INCLUSION:** Creating a community where everyone belongs.
3. **COLLABORATION:** Working together to achieve more.
4. **EMPOWERMENT:** Co-creating opportunities for positive change, especially for the children and young people who attend our network of schools.

Our Strategic Aim: To build a Social Change Strategy that improves partnership work to ensure we improve the life chances of children and their families living in Edmonton.



6. OUR STRATEGIC OBJECTIVES: 2023 - 2026

Our ambition for ECP over the next three years is to grow both the reach of our work in our schools and the depth of impact we have on our families living in Edmonton. We will focus on five key strategic objectives that connect to our Mission and four pillars during this period:

1. Changing lives through learning: Creativity, Education, and Sports (addressing inequalities).
2. Access to welfare & financial advice, information, and support for our families.
3. Multisport activity and Holiday Clubs
4. Mental Health and Wellbeing projects
5. Creative Financial Literacy + Mission Money

These objectives are aligned with our mission and aim to provide cultural capital opportunities, positive activities, advice and support services, adult education and training, and services for marginalised communities, GRT, refugees, migrants, and asylum seekers. The following section provides more detailed information about these objectives, current and new projects (required) and the impact we aim to achieve.

1. Changing lives through learning: Creativity, Education and Sports (addressing inequalities)
2. Access to welfare & financial advice, information and support for our families.
3. Multisport activity and Holiday Clubs
4. Mental Health and Wellbeing projects
5. Creative Financial Literacy + Mission Money



7. OPERATIONAL DELIVERY

This section provides an overview of our existing funded projects and outlines project ideas connected to our future priorities based on the **five** impactful objectives mentioned above.

	Funded Project 2023-24	Funded Project 2024-25	Required funding source
1.Changing lives through learning: Creativity, Education and sports (addressing inequalities).	<p>Dream Believe Succeed Project, delivering a transformative in-school and extracurricular programme, using creative arts, mentoring and family intervention. Funded by New Deal Young People (MOL).</p> <p>Tales from the Rainbow, funded by the Arts Council – using performing arts to support 4-8yr olds to access theatre/the arts through workshops (and associated benefits to speech and language/communication/ confidence)and enjoy professional shows, delivered by Chickenshed Theatre</p> <p>Finding Football, funded by the London Marathon Foundation – set up 9 after-school girls’ football groups and 3 girls’ weekly football sessions in the community.</p>	<p>Dream Believe Succeed Project Funded by New Deal Young People (MOL).</p> <p>To grow Finding Football, funded by the London Marathon Foundation – set up 9 after-school girls’ football groups and 3 girls’ weekly football sessions in the community.</p>	<p>Edmonton Superstars – application to Arts Council – supporting schools with access to theatre, choirs and instrument tuition including performances and being part of a theatre audience</p> <p>To build and develop Tales from the Rainbow with Chickenshed</p> <p>Stronger Edmonton Our project aligns with the VRU’s outcomes in several ways. It contributes to stabilizing and reducing violence by providing free after-school activities and targeted outreach to vulnerable children and young people who may be</p>

Trusted Voices.
A series of youth consultations with local young black African/Caribbean backgrounds to discuss their mental health. To find out if they are aware of local services to support their needs. The barriers that may exist in accessing these services, and to listen to their views on service co-design to ensure they and their peers can gain the support they may require in accessing mental support in future months.
Funded by Enfield Council + NHS North Central London Integrated Care Board

at risk or involved in criminal activity. By offering positive alternatives and engaging them in creative and sports activities, the project aims to divert their focus away from violence.

#N9Rising. An audio and film media project aimed at 11+ minority GYPSIES, ROMA AND TRAVELLERS and BAME young people. YP will look at sponsorship for creative output.
Funder applied to:
National Lottery Fund.

Go London! Application to this fund to support football and dance sessions across the network.

Application to Youth Music to increase instrument tuition and to engage music therapists for SEN pupils

			To source funding to maintain programme of in-school forest schools.
2. Access to welfare & financial advice, information and support for our families.	<p>EEHUB, funded by the national lottery, holistic service to Bulgarian/Eastern European families to support integration in schools and community</p> <p>Trusted Voices – adding capacity to the hub to support families to access medical services including attending local clinics and partnering with Healthwatch/other local healthcare orgs Funded by Enfield Council + NHS North Central London Integrated Care Board</p>	To extend EEHUB, funded by the national lottery, holistic service to Bulgarian/Eastern European families to support integration in schools and community	



<p>3.Multisport activity and Holiday Clubs</p>	<p>Enfield Holiday Activities and Food Programme! Our partners and delivery teams at ECP locations, including Fleecefield school, Galliard Primary School and Millfield Theatre (as well as Highland School), will engage the children to learn by doing and discussing. Funded by Enfield Council.</p> <p>Finding Football, funded by the London Marathon Foundation – set up 9 after-school girls’ football groups and 3 girls weekly football sessions in the community.</p>	<p>Enfield Holiday Activities and Food Programme! Our partners and delivery teams at ECP locations, including Fleecefield school, Galliard Primary School and Millfield Theatre (as well as Highland School), will engage the children to learn by doing and discussing. Funded by Enfield Council.</p> <p>Finding Football, funded by the London Marathon Foundation – set up 9 after- school girls’ football groups and 3 girls weekly football sessions in the community.</p>	<p>Enfield Holiday Activities and Food Programme! Our partners and delivery teams at ECP locations, including Fleecefield school, Galliard Primary School and Millfield Theatre (as well as Highland School), will engage the children to learn by doing and discussing. Funded by Enfield Council.</p> <p>See Appendix One.</p>
<p>4.Mental Health and Wellbeing projects</p>	<p>Dream Believe Succeed Project, delivering a transformative in-school and extracurricular programme, using creative arts, mentoring and family intervention. Funded by New Deal Young People (MOL).</p>	<p>Dream Believe Succeed Project, delivering a transformative in-school and extracurricular programme, using creative arts, mentoring and family intervention. Funded by New Deal Young People (MOL).</p>	<p>Edmonton Superstars – application to Arts Council –supporting schools with access to theatre, choirs and instrument tuition including performances and being part of a theatre audience</p>



See Appendix One.

Liz Sorton:

121 in person coaching sessions in schools

- Solution focussed
- Trauma informed
- Child centred

Possible Funder: MOL | Artemis Charitable Foundation | Laughology Fund (The Happiness Fund)

The Mind Garden

Developing a relationship with Mind and The London

Bicycle club to run activities

for the community including children's forest school, gardening clubs, bicycle activities etc

To partner with The Starfish Project to support younger school pupils' mental health/social development.

5.Creative Financial
Literacy + Mission Money

#N9Rising. An audio and film media project aimed at 11+ minority GYPSIES, ROMA AND TRAVELLERS and BAME young people. YP will look at sponsorship for creative output. Funder applied to: National Lottery Fund.

See Appendix One.

Mission Money Project
idea
Possible Funder: MOL |
Laughology Fund (The
Happiness Fund)

To seek funding for further
IT skills training and
laptop provision for
digitally excluded families

8. INDIVIDUAL PROJECT PLANS - DRIVING OUR ANNUAL OPERATING SUCCESS

To ensure our strategy remains dynamic, we will support this document with Individual Project Plans that form our Annual Operating success. These plans will outline the specific activities and outputs supporting our key objectives. In 2026, we will publish an impact report to assess and measure the effectiveness of our work. Our annual plans will adapt to the external environment, consistently evaluating the need for new services based on demand and external factors.



9. FUNDING FUTURE PRIORITIES: EMPOWERING COMMUNITIES

In order to achieve our plans and fulfil our core objectives, it is crucial for a charity like ECP to be valued and supported with adequate funding. The current economic environment serves as a stark reminder of the challenges we faced in the past, such as the financial crisis of 2008 and the high inflation and cost of living experienced back in the early 70s. These circumstances highlight the importance of ensuring that ECP has the necessary resources to effectively carry out its mission.

Having sufficient funding enables ECP to make a meaningful impact in the community and support those in need. It allows the organisation to allocate resources to vital educational programmes, initiatives, and services that address pressing social issues and provide assistance where it is most needed to our schools. Adequate funding empowers ECP to respond to emerging challenges promptly and effectively, as well as maintain and expand existing projects that have proven successful.

To ensure that ECP remains well-funded, we will proactively engage with Enfield's Third Sector, the Local Authority, and NHS North Central London Integrated Care Board and establish strong connections with them. By maintaining subscriptions to funding platforms, we can access a wide range of potential grants, foundations, and targeted funding opportunities. This strategic approach will enable us to align our project ideas with the appropriate funding sources, maximizing the chances of securing financial support and sustaining our operations. The importance of adequate core funding for ECP cannot be overstated. It is crucial for the charity to receive the necessary resources to fulfil its mission and have a positive impact on the children, young people and families we serve.

10. CONCLUSION

It leaves me to end this living strategy with a call to action for [All].

In our united network of schools, let us embark on an inspiring journey, driven by our shared passion and determination. Together, we shall tirelessly seek out funding opportunities and foster unbreakable connections with our valued partners, strengthening ECP's unwavering commitment to success. By joining forces, we create a future that overflows with abundant support, empowering ECP to steadfastly achieve its core objectives. In doing so, we transcend limitations and ignite a transformative wave that can shape the life chances of every child within Edmonton.

This is not a mere promise for today; it reaches far beyond the year 2026, beyond what we can even fathom in our wildest dreams. If we stand Together, we can unlock a world of endless possibilities.

Heads, Teachers, you are the pillars of knowledge and inspiration, guiding our children towards greatness. Parents, you are the unwavering supporters, nurturing dreams and fostering growth. Children, you hold the potential to change the world, and Community Members and partners, you are the backbone of our shared vision.

Let us stand hand in hand, united in our mission to create an extraordinary future.

Together, we will surpass boundaries, overcome challenges, and elevate our community to new heights. Through our unwavering dedication, we can leave an indelible mark on generations to come.

Believe in the power of unity, believe in the power of education, and believe in the power within each one of us. Together, we shall pave the way for a brighter tomorrow for the children and young people we serve, where dreams are realised, and possibilities are endless.

With boundless enthusiasm and unwavering resolve, **ECP Resolute Towards 2026.**

Trevor Blackman
CEO | ECP

Appendix One: New Projects

1. Project Idea: Empowering Access to Decent Housing and Welfare

Priority: Access to decent housing and welfare is a critical area of focus that requires strategic intervention and collaborative efforts to address the challenges faced by individuals and families. This project aims to improve access to decent housing and welfare by implementing various action points and fostering partnerships with relevant stakeholders.

Action Points:

1. Collaborative Working: Establish partnerships with relevant cultural groups, Enfield Council's Housing team, schools, housing associations, private rentals, and the police (related to housing-related crime) to collaborate on addressing housing and welfare issues.
2. Data Collection: Collect comprehensive data from families about their housing situations to identify specific needs and challenges they face. This data will serve as a foundation for developing targeted solutions and interventions.
3. Education and Awareness: Educate individuals about their entitlements and rights regarding housing and welfare support. Provide information and resources to empower individuals and families to navigate the system effectively.
4. Cultural Engagement: Involve cultural groups from different ethnicities to ensure inclusivity and cultural sensitivity in addressing housing and welfare issues. Their input and perspectives will contribute to a more comprehensive and effective approach.
5. Fundraising for Emergency Support: Organise fundraising campaigns to generate resources for emergency support, specifically targeting individuals and families dealing with housing crises. These funds will provide immediate assistance and relief.
6. Advocacy and Campaigning: Advocate for policy changes and reforms that improve access to decent housing and welfare support. Engage with relevant stakeholders, policymakers, and the community to raise awareness and drive positive change.
7. Support with Form and Applications: Provide support to individuals and families in completing necessary forms and applications related to housing and welfare benefits. This assistance will streamline the process and ensure that eligible individuals receive the support they require.

Timeline:

- Short-term (6 months - 1 year): Focus on data gathering, supporting individuals and families by providing education on entitlements, and building partnerships with relevant stakeholders.
- Long-term (3-5 years): Implement strategic interventions based on the data collected, advocate for policy changes, and continue supporting individuals and families in accessing decent housing and welfare support.

Partners:

- Relevant cultural groups: Collaborate with cultural groups to ensure diverse perspectives and culturally sensitive approaches to addressing housing and welfare challenges.
- Enfield Council: Work closely with the Housing team to align efforts, share information, and leverage resources.
- Schools and 3rd Sector orgs: Engage educational institutions and community centres to support awareness campaigns, education initiatives, and outreach programmes.
- Housing associations and private rentals: Foster partnerships with housing associations and private rentals to explore opportunities for affordable and accessible housing solutions.
- Police (related to housing-related crime): Collaborate with the police to address housing-related crime issues and ensure safe living environment for individuals and families.

By implementing this project, the aim is to improve access to decent housing and welfare support, empower individuals and families with knowledge, and drive positive change in the community.

Possible Funder: Enfield Council + Mayor of London + London Community Foundation.



2. Project Idea: Creative Financial Literacy for Empowering Knowledge

Priority: The project aims to promote financial literacy among young people by leveraging creative approaches, turning negative financial perceptions into positive ones, and empowering them with knowledge

Action Points:

- 1. Game Mode:** Virtual Bank and Virtual Business: Develop an interactive and engaging virtual game mode that simulates financial scenarios, such as running a virtual bank or starting a virtual business. This game will provide hands-on experience and practical knowledge about financial management.
- 2. School Outreach and Idea Sales:** Engage with ECP schools to introduce the concept of creative financial literacy and offer workshops or presentations to educate young people about the importance of financial knowledge. Present innovative ideas and concepts to capture their interest and enthusiasm.
- 3. Creating Grassroots Groups:** Establish grassroots groups consisting of young people who are passionate about financial literacy. These groups will serve as platforms for discussions, learning, and sharing experiences related to personal finance and entrepreneurship.
- 4. Facilitated Grassroots Meetings:** Organise age-appropriate and facilitated meetings where young people can discuss financial topics, share insights, and learn from each other. These meetings will be guided by facilitators with expertise in finance and youth engagement.
- 5. Contact Design Team:** Establish contact with design teams, such as those from Microsoft, who can contribute their expertise in developing engaging and user-friendly interfaces for the virtual game and educational materials. Collaborate on creating a visually appealing and user-centric experience.
- 6. Bridging Design and Grassroots:** Facilitate collaboration between the design team and grassroots groups to ensure that the virtual game and educational materials meet the needs and preferences of young people. Gather feedback, conduct user testing, and iterate on the design based on their input.
- 7. Launch Event:** Organise a launch event at a prominent location, such as Millfield Theatre, to create buzz and generate excitement around the project. The event will serve as a platform to showcase the virtual game, share success stories, and highlight the importance of financial literacy.



Partners:

- **Schools:** Collaborate with ECP schools to implement the project, integrate financial literacy into the curriculum, and engage students in the virtual game and workshops
- **Pupil's:** Involve children and young people as active participants in the project, forming grassroots groups, and providing feedback on the development of the virtual game and educational materials.
- **Steering Group:** Establish a steering group comprising representatives from educational institutions, community organisations, and finance experts to guide the project's direction and ensure its effectiveness.

Timeline: The project will be implemented over a specific timeline, considering the development of the virtual game, workshops, and grassroots activities. This timeline should be tailored to the scope and scale of the project.

Outcomes/Benefits:

- Increased financial literacy among young people, empowering them with knowledge and skills for making informed financial decisions.
- Enhanced understanding of entrepreneurship and business concepts, fostering a mindset of creativity and innovation.
- Improved financial habits and behaviours, leading to long-term financial well-being.
- Greater engagement and enthusiasm among young people in learning about finance, resulting in positive attitudes toward financial education.

Cost: The estimated cost of the project ranges from £250,000 to £456,000. This budget includes expenses related to the development of the virtual game, workshops, materials, launch event, facilitators, and ongoing support for grassroots activities.

By implementing this project, the aim is to transform financial literacy education into an engaging and creative experience, empowering young people with knowledge and skills to navigate the financial landscape confidently.

Possible Funder: Trust for London + London Community Foundation + Laughology Fund (The Happiness Fund).



3. Project Idea: Promoting Mental Health and Well-being for Young People

Priority: The project aims to promote positive experiences and support for children and young people's mental health, focusing on training, advocacy, therapy, mentoring, and enhancing employability and enterprising skills.

Action Points:

- 1. Promoting Positive Experience:** Implement initiatives to enhance the experience of young people receiving mental health support. Create awareness campaigns, organise events, and develop resources that reduce stigma, promote understanding, and create a supportive environment.
- 2. Training:** Provide training programmes for young people, adults, and professionals to increase their understanding of mental health, identify signs of distress, and promote mental well-being. These training sessions can be customized for different target groups and delivered through workshops or online platforms.
- 3. Advocacy:** Engage parents/guardians in advocacy efforts to raise awareness about the importance of mental health support for young people. Empower them with knowledge and resources to effectively advocate for their children's mental well being in schools, communities, and other relevant settings.
- 4. Therapy Services:** Establish accessible therapy services both within and outside of schools to provide C&YP with professional mental health support. Collaborate with qualified therapists, counsellors, and mental health organisations to offer a range of therapeutic interventions tailored to individual needs.
- 5. Mentoring /Coaching services:** Create mentoring/ coaching services programmes where young people can receive guidance and support from professionals who specialize in mental health and well-being. These mentors can help C&YP develop coping skills, set goals, and navigate challenges, fostering resilience and positive mental health.
- 6. Employability and Enterprising:** Integrate employability and enterprising skills development into mental health programmes. Provide workshops, training, and resources to equip young people with skills that enhance their employ ability, entrepreneurship, and future success.



Partners:

- **Wellbeing Services:** Collaborate with existing well-being services to provide a holistic approach to mental health support, ensuring comprehensive assessment and appropriate signposting of services.
- **Liz Sorton:** Partner with Liz Sorton, a coach specialising in the PPVC Youth centre's/ECP schools, to provide coaching and guidance to young people in their mental health journey.
- **Sports Partners:** Engage with sports partners such as Effective Transitions and Blanco to promote physical activity and its positive impact on mental health.
- **ECP:** Leverage the resources and networks of ECP to establish mentoring programmes, utilising referrals from schools and the PPVC to connect young people with suitable mentors.

Timeline: The project will have an ongoing nature, with ECP Mentors delivering extracurricular programmes during academic holiday periods. The timeline for other activities, such as training, advocacy, therapy services, and mentoring, should be developed based on the specific scope and objectives of the project.

Outcomes/Benefits:

- Improved management of mental well-being among young people, leading to enhanced overall well-being and quality of life.
- Upskilling of young people in leadership and management skills, preparing them for future success and resilience.
- Strengthened family cohesion through increased support and understanding of mental health issues.

Cost: The project's cost will depend on the specific activities and resources required. It is essential to allocate a budget based on the cost of training programmes, therapy services, mentoring initiatives, awareness campaigns, and the involvement of partners. The project budget should be planned and reviewed accordingly.

By implementing this project, the aim is to create a supportive and empowering environment for young people's mental health, equipping them with the necessary tools, skills, and support systems to effectively manage their well-being and thrive in all aspects of life.

Possible Funder: Mayor of London | Artemis Charitable Foundation | Laughology Fund (The Happiness Fund)



4. Project Idea: Mission Money: Empowering Families for Financial Well-being

Priority: The project aims to focus on facilitating discussions and providing resources for parents, children, and young people to address their financial needs, including setting up bank accounts, savings, and money management.

Action Points:

- 1. Grassroots Approach:** Engage directly with families and communities to break down barriers and provide relevant financial information. Organise workshops, community events, and information sessions that cater to the specific needs and concerns of parents and children.
- 2. Collaborate with Banks and Building Societies:** Approach local banks and building societies to send representatives who can engage in meaningful discussions and provide guidance on banking services, financial planning, and money management. Ensure that these representatives are diverse and representative of the community they serve.
- 3. Tackling Poverty and Money Management:** Develop initiatives and programmes that address poverty-related issues and promote effective money management. Implement real-life budgeting exercises, provide tips on avoiding financial pitfalls, and facilitate activities that create positive memories and experiences between parents and children.
- 4. Partnerships:** Forge strategic partnerships with ECP headteachers, schools, and a range of partners from diverse sectors to ensure comprehensive support and participation. These partners can provide expertise, resources, and access to a wider network of families and communities.

Timeline: The project should be initiated as soon as possible to start addressing the financial needs of families. The timeline for workshops, events, and ongoing engagement should be designed to maximize impact and maintain continuous support.

Outcomes/Benefits:

- Improved money management skills and financial literacy among parents, children, and young people, leading to informed financial decision-making.
- Increased confidence and empowerment in handling personal finances, promoting long-term financial well-being.
- Development of a book, comic, or radio programme that highlights the project's achievements and is supported by investments from partner banks, serving as a valuable resource for the wider community.



Cost: The estimated cost for the pilot project is £6,000. This budget will cover expenses related to organizing workshops, community events, materials development, and potentially creating a book, comic, or radio programme. Additional funding may be sought through partnerships and sponsorships to enhance the project's reach and impact.

Note: Liz Sorton has a contact at Metro Bank which can be leveraged to explore potential collaboration and support from the bank, ensuring their involvement aligns with the project's objectives and benefits for the community.

By implementing this project, the goal is to empower families to make informed financial choices, improve their money management skills, and foster a sense of community trust and collaboration. The project's initiatives and resources will contribute to building a financially resilient community that is equipped to navigate and thrive in the complex financial landscape.

Possible Funder: Trust for London + London Community Foundation + Laughology Fund (The Happiness Fund).

By focusing on these strategic priorities, we aim to enhance our operational delivery and create a lasting impact on the well-being and prosperity of our community. With the support of strategic funders, we can expand and strengthen our initiatives, empowering individuals and families to lead financially stable and fulfilled lives.



ECP RESOLUTE TOWARDS 2026: A SOCIAL CHANGE STRATEGIC PLAN

“ We would love to engage our young people in the training programmes if appropriate for wellbeing. The action points are ambitious but would have a huge impact on the lives of young people. ”

Angela Poplar, Head of Curriculum Development, Numeracy, Problem-Solving & Personal Development, Westlea School.



ECP Strategic plan booklet designed by loudseyram@gmail.com