

Case Study



Project

Dare to be Different

Organisation

Glasgow South East Regeneration Agency

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Contact

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About the Organisation

The Glasgow South East Regeneration Agency is the local development agency for the South East of Glasgow. The agency works with people in six deprived neighbourhoods in the South side of Glasgow.

Project overview

The project aims to:

- Target hard to reach young people in six deprived Glasgow neighbourhoods;
- Devise and co-ordinate programmes of activity ending with a residential weekend;
- Market the programme among existing groups and organisations already working with young people; and
- Provide pathways towards other activities, education and employment.

Before the project, local sporting initiatives were mostly focused on football. This project aims to shift the focus by introducing young people to a wide range of challenging outdoor activities, through a series of half-day taster sessions and whole day activities. The project commissioned an outdoor activity organisation to run events mainly outside the city.

The project employs a co-ordinator to promote the programme among potential groups, manage the booking system for activities and to offer advice on training, education and jobs.

What has it achieved?

The project engaged with 185 young people in the first 2 years. All participants were from the target areas and most were unemployed. Some come from homeless or detox shelters and around a quarter had some form of drinks or drugs issue. The project attracted young people who have multiple problems and are hard to reach.

How did the project get people involved?

The project itself does not recruit young people directly. The co-ordinator works with local organisations and groups to help them recruit groups of 12 young people at a time. The project found the best way to recruit for the courses was to speak directly to groups.

Some organisations struggled to recruit groups of 12. The co-ordinator has worked with them so they can join with other projects to get the number of participants needed.

One of the main challenges for the project is to get participants to turn up for the activities. Because of the multiple issues the target group are dealing with their lives can be chaotic and they do not turn up for sessions. The activities are free and therefore they are not losing any money if they do not attend. This has been a challenge for many of the organisations.

What was innovative and what worked well?

Some of the participants have moved into employment after completing the course. In 2007 three went on to find employment and in 2008 three more offered to do voluntary work to improve their experience and CV's.

The project also linked with an autistic unit at a local college. This has been very successful although the students found the residential course challenging.

The future....

The project will not continue after the funding stops but the co-ordinator will signpost participants to other programmes and activities.

