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Department for
Digital, Culture
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COMMUNITY
FUND



Green Influencers Scheme



**HOST ORGANISATION
APPLICATION INFORMATION
October 2020**



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Dear prospective Host Organisation

Thank you for your interest in being part of the Green Influencers Scheme. We hope this detailed application pack will give you a better idea of how the programme works and application details. Please take the time to ensure that this project is suitable for your organisation and that you will be able to fulfill the necessary monitoring and evaluation requirements.

The impact of COVID-19 on the ways that we work and live, both together and apart, has been wide-ranging and unpredictable in many aspects. However, what is evident as a result of the crisis is an incredible community spirit and an increase in those willing to volunteer to help others. In addition, through lockdown there was a tangible and visible rejuvenation in the natural world as well as more people spending time outdoors and reaping the physical and mental wellbeing benefits.

The Ernest Cook Trust (ECT) and the #iwill Fund for youth social action see this as an excellent opportunity to harness this energy in a productive way and give the young people of England an avenue to engage with their local community and to make a real difference to their environment.

Now more than ever, it is important for us to value and connect to our outdoors spaces in creative and innovative ways. The Green Influencers Scheme aims to build a network of inspiring environmental educators and passionate young people to work with the wider community to do just this.

We thank you for your interest in being part of the programme. This document should provide you with all the information you need to go ahead with your application.

Best of luck!

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The Ernest Cook Trust

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What is The Ernest Cook Trust?

The Ernest Cook Trust was founded by Ernest Cook, a landowner committed to ensuring his land would benefit future generations. Before his death in 1955, he placed his estates in trust. We have seen many changes to the landscape and our understanding of our impact on it, but the Trust's work remains rooted in its founder's love of the countryside and its potential to shape lives and learning. Today we are a charity limited by guarantee with the sole charitable objective of education.

What is the Green Influencers Scheme?

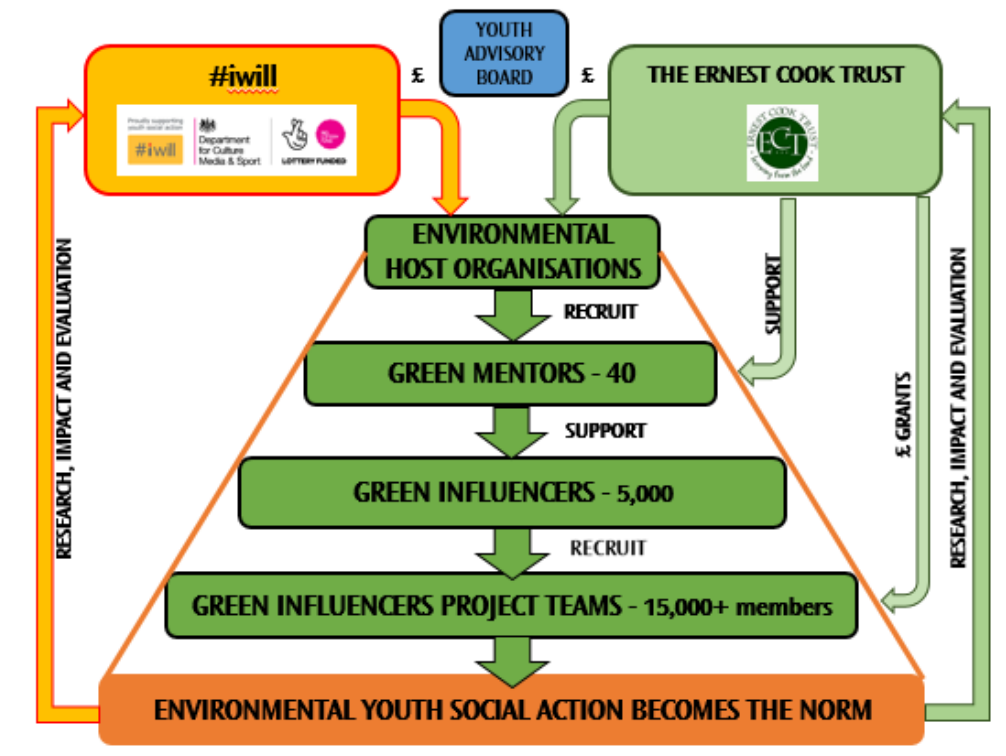
The Green Influencers Scheme is a project funded by The Ernest Cook Trust (ECT) and match funded by the *#iwill Fund*, *The National Lottery Community Fund* and the *Department of Culture, Media & Sport* are each investing £25 million seed funding to create the *#iwill Fund*. The Ernest Cook Trust is acting as a match funder and awarding grants on behalf of the *#iwill Fund*.

The *#iwill Fund* was set up to promote youth social action, with the aim of making participation in social action the norm for young people aged 10 to 20 years old. Currently only 4 in 10 young people participate in meaningful social action, and those from less affluent communities are much less likely to take part than their wealthier peers. To achieve this, the *#iwill* campaign communicates with, connects and challenges organisations across the UK to embed support for youth social action into their culture and practice. Youth social action refers to activities that young people do to make a positive difference to others or the environment.

The mission of ECT's Green Influencers Scheme is to assist young people to create deep, lasting and meaningful connections with the natural environment. Through this scheme we hope that they will learn and build skills which will help them contribute to the local community through environmental action.

ECT will provide grants to registered charities and non-profit organisations across England to employ Green Mentors to help young people to create environmental projects in local schools, youth groups and communities. Once employed, these Green Mentors will recruit a group of passionate and motivated young people between 10 and 14 years old (Green Influencers) to help them identify their passions, get to know the needs of their communities and peers and to design and deliver environmental action projects. Examples could include a plastic reduction scheme in a local school, a youth group organising a litter pick in a local park or an awareness raising event in a community centre.

Green Influencers Scheme – Pyramid Flow Chart Illustration



What are the Key Principles of the Green Influencers Scheme?

Youth Led and Participatory

Both #iwill and The Ernest Cook Trust are keen to promote effective and sustainable youth social action. Your organisation must have the potential to support a Green Mentor to engage effectively with young people and inspire them to make a difference in their community. There is a particular need to engage and empower young people from disadvantaged backgrounds in order to encourage both diversity in the field and greater civic engagement. The Green Influencers Scheme Youth Advisory Board will make decisions about funding direction for Green Influencers' projects as well as advising the Steering Committee on the direction and relevance of the programme. We would expect any Host Organisation to also allow opportunities for meaningful and useful engagement of young people in decision-making processes, both through Green Influencers' projects but also through setting up youth advisory boards, council or steering committees to ensure the ongoing youth-led nature of the work.

#iwill have produced the diagram below to illustrate what good youth social action looks like. We would expect any organisation involved to actively embed these principles in their work as much as possible.



Driven by the environment

The Ernest Cook Trust believes that learning about and connecting to the natural world is crucial to protecting and preserving our shared environment. The Green Influencers Scheme has been designed to encourage effective and engaging programmes and projects that will make a real difference to both the environment and young people's sense of involvement in and connection to it. Partner organisations must share this belief and encourage it in Green Mentors as a key part of their role. This includes opportunities for being in nature and connecting to it in meaningful ways: through creative means, through educational practices or through focused reflective and therapeutic learning.

Empowering

The role of a Green Mentor will be to encourage young people to engage with others their own age with the purpose of, in turn, encouraging *them* to take part in volunteering or engage in social action. Youth leadership is a key component to social action and Host Organisations will be expected to make this an integral part of any projects designed by Green Mentors and Green Influencers. This could take many different forms: Green Influencers groups designing and running assemblies for their year groups or talking to local youth groups about the environment.

Community driven

Host Organisations will ideally have good links with local community groups and other affiliation groups in their local area. Diverse community groups working together is crucial to effective work for the environment and ECT encourages any projects initiated by Green Influencers through this funding to consider community benefits in detail. The Green Mentor will act as a crucial link between communities and young people, both opening up community opportunities for the Green Influencers and aiding the groups of young people to map out and understand the needs and interests of their local community.



What is the role of a Host Organisation?

As a Host Organisation you will host one or more Green Mentor(s), who will recruit and train young people (Green Influencers) to reach out to other young people and engage them in local environmental projects to address local issues. As part of the application process we will require you to upload your organisation's Green Mentor job description. If you intend to use the grant to fund an extension of hours and duties for an existing member of your staff, you will still be required to send us a job description to demonstrate how the Green Mentor role fits in with their existing role.

You will:

- Have an excellent track record of working with local young people from disadvantaged groups in England (as indicated by Free School Meals and Pupil Premium data) and be able to provide evidence for this.
- Have an understanding of what makes effective youth work and a passion for youth empowerment, especially in an era of lockdown and distancing measures. An established online presence and the ability to connect or reconnect with young people through online forums is desirable.
- Be embedded in your local community with access to community groups, schools and networks.
- Have the capacity to effectively employ, support and supervise a Green Mentor for groups of young people. We will accept applications that fund extra days or a new role for current members of staff but we will not fund a current role.
- Have in place robust safeguarding, health and safety and GDPR regulations

Please see Appendix 1 for a model job description for the Green Mentor role.

What is expected of a Host Organisation?

- Each Host Organisation will **employ a Green Mentor**.
- The ability to adapt and be creative with youth and environmental engagement (see below)
- Ensure that the Green Mentor completes **mandatory basic Safeguarding and Outdoors First Aid training**
- The Green Mentor will be asked to establish **approximately six projects per year**.
- It is hoped that Green Mentors can encourage **at least ten Green Influencers per project**.
- Projects will be **youth led** and continually informed by feedback from Green Influencers and peer groups.
- **Ensuring effective and timely reporting** according to our monitoring and evaluation requirements by the Green Mentor (details below).
- Work with the Green Mentor to ensure sustainability of the project beyond January 2023.

COVID – 19

We are aware that the circumstances of social distancing and local lockdowns are constantly changing and may affect a Green Mentor's ability to work with young people in the ways originally envisaged for the programme. We encourage Host Organisations to actively plan for this and to seek out opportunities for training in 'blended' approaches to youth work and engagement as well as looking for these skills in Green Mentor applicants.



What are the reporting requirements?

Reporting on projects will include qualitative and quantitative data for youth social action as well as information on the wellbeing benefits of the young people and impact on communities.

In order to measure impact, data to be collected will include:

- Demographics (age, gender, socio-economic status, Pupil Premium, Free School Meals) of all Green Influencers in each Green Influencers project and number of young people involved.
- Number of staff involved in the projects from the Host Organisation.
- Individual project spend.
- Project details: how many young people were reached and demographics, what projects involved, which community groups and individuals participated.
- Measures of effectiveness of project: Nature Connection Index and Measurement of Wellbeing.
- Measure of new skills learnt by young people through the project.
- Number of participants 'first time' engaging in youth social action.
- Number of participants that will continue to engage in youth social action.
- Number of participants who did not complete the opportunity.
- Number of participants on waiting list for the opportunity.
- Qualitative surveys regarding experience of the Green Influencers Scheme by: Green Influencers, their peers (including those *not* recruited to environmental social action), the Green Influencer's networks in the local community, schools and youth organisations involved.

Please see below for approximate reporting timeline and methods of data collection that will be required.

Monitoring	Report details
Check-ins	- Monthly informal online meetings and check-ins by the ECT Green Influencers Scheme Project Officer with Green Mentors to assess ongoing effectiveness of the project.
Nature Connection Index Wellbeing scale	- Encouraging young participants to fill out measurements scales at the beginning and end of each project in order to gauge changes in attitudes and behaviour as a result of the project
Online database	- Completing online reporting database with demographic data on Green Influencers groups (including scales as above)
Funding reports	- Reporting through our funding database, using case studies, demographic data and details of project spending

What funding is available to a Host Organisation?

ECT will part-fund Host Organisations for Green Mentor salary costs for two years. It is anticipated that Host Organisations will contribute towards salary costs and additional days for the employee.



Grant amounts per Host Organisation are therefore as follows:

	Initial year	Total (2 years)
Green Mentor salary @ £15,000/year	£15,000	£30,000
Charity overheads grant	£3,000	£6,000

Funding for an IT tablet or other necessary IT equipment will also be provided for each Green Mentor for use for the duration of the scheme, which will remain the property of the Host Organisation at the end of the project.

Green Influencers Project Grants

Each Green Influencers group established by the Green Mentor will be awarded an initial £360 to fund basic resources and equipment (representing their 360° circle of influence). Applications will be made directly by the school or community group in which the Green Influencers group is based. There will then be opportunities for Green Influencers groups to apply for further funding of up to £5,000 for larger projects. Green Mentors will also be expected to be actively seeking further external funding opportunities to ensure the ongoing sustainability of their Green Influencers projects.

Key dates- May be subject to change

GREEN INFLUENCERS SCHEME	
7 October	Application process open
30 October 5pm	DEADLINE – application process closes
w/c 16 November	ECT Grants meeting – Host Organisations chosen
w/c 23 November	All applicants informed of the results of their application
w/c 30 November	Host Organisations begin recruitment process (if necessary) for Green Mentor
End of January 2021	DEADLINE - All Green Mentors in place
January 2021	Green Mentors complete mandatory Safeguarding and Outdoors First Aid training
	Green Mentors begin working with groups

Application and Due Diligence

In order to be considered as a Host Organisation you must complete an online application. The link is available here [HOST ORGANISATION APPLICATION LINK](#)

During the application process you will be asked to provide the following:

- Proof of charitable or non-profit status (e.g. registered charity number)
- Registered address
- A copy of your Safeguarding Policy
- A copy of your Complaints Policy



- A copy of your Health and Safety Policy
- A recent set of financial accounts
- Demonstration of a reasonable level of financial reserves including a financial forecast incorporating the latest estimate of Covid-19 impact

Safeguarding

The Ernest Cook Trust and #iwill work to ensure the safety of all children and young people. We expect every organisation that we work with to have a comprehensive safeguarding policy and practice. All staff members that work with young people, whether directly or indirectly, should be fully trained in recognizing signs of abuse and how to report them. Every member of staff should be fully DBS checked and have this updated regularly.

Data protection

The Ernest Cook Trust and #iwill will process your data in accordance with current GDPR regulations. The Ernest Cook Trust will process all applications for funding through a central database which includes contact details and copies of application forms. Information on applicants will be shared internally and with #iwill. We will also ask your consent to share photos and case studies for reporting purposes.

What's next?

If you are successful in your application, we will then collect BACS information for payment and ask you to sign and agree the grant offer. We will expect you to employ your Green Mentor and to start the Scheme as soon as possible and latest by January 2021.

We look forward to working with you!



Appendix 1: Green Mentor Model Job Description

Job Title: Green Mentor for the Green Influencers Scheme.

Directly responsible to: Management of local Host Organisation

Pay range: £25,000 – £28,000 (FTE)

Contract: 0.5 part-time 2 year fixed term contract

We are looking for inspiring and engaging youth leaders with an ability to motivate and empower young people across the country. With your encouragement, groups of young people aged between 10 and 14 years old (Green Influencers) will engage with their peers and others in their local community and lead on environmental action projects. They will learn engagement techniques, project and budget management and project delivery skills while making a difference to the environment and connecting to their local community.

Purpose of Role:

- Build a network of organisations, charities, groups and institutions that support young adults and are looking to enable environmental action through youth empowerment.
- Facilitate the creation of approximately 6 groups of Green Influencers each year.
- Facilitate the groups of Green Influencers in the conception, planning, delivery and continuation of green action projects of their choosing.
- Support local networks in communicating and embedding environmental change beyond the life of the projects.
- Be an active member of a regional and national community of Green Mentors.

Role responsibilities and tasks:

Supporting Green Influencers to deliver inspiring projects

- Recruit and motivate a diverse range of young people from the local community (through schools/youth groups/other community forums) to form Green Influencers groups.
- Enable the groups to engage with their local community and other young people and to design environmental action projects with a clear plan for funding, delivery and evaluation.
- Support the groups in building a network of local stakeholders to ensure projects are embedded in the local community.
- Work flexibly within the COVID-19 context and have the ability, or willingness to learn, to work in a 'blended' way
- Support Green Influencers to deliver their projects to engage their community, build momentum and share their successes.
- Research and develop funding opportunities to sustain the work of Green Influencers beyond the three year project remit.

Creating a network of community partners

- Identify local organisations that work with and support young adults.
- Create opportunities for Green Influencers to build their own networks.
- Act as a link between groups and community partners to build ongoing support for projects and groups.

Evaluating, communicating and sharing the project outcomes

- Ensure evaluation is embedded into each Green Influencers project.
- Report on project outcomes and evaluation data.



- Work with the ECT Green Influencers Project Officer to ensure projects meet funding criteria and are administered in-line with due diligence guidance.
- Actively communicate the work of the Green Influencers groups both regionally and nationally through the wider project network.

Build local and regional momentum for environmental action

- Share best practice and lessons learnt with the wider network of Green Mentors.
- Support Green Influencers to continue environmental action beyond their initial project, identifying further funding, partners or opportunities.
- Where possible, link with other Green Mentors at a regional level to create a network of influencers and mentors.
- Attend national training to further develop professional skills that expand the range and impact of local activity.

Person Specifications:

E=Essential criteria D=Desirable criteria

Knowledge

- Good knowledge of the community to be supported (E)
- Good knowledge of youth engagement and motivation techniques (E)
- Good understanding of health and safety and safeguarding practices in an outdoor setting (E)
- Experience in evaluating learning experiences and outcomes (D)
- Budget management or grant applications (D)
- Knowledge of environmental education sector (D)

Skills and Experience

- Working in a youth engagement or youth work setting (E)
- Organising outdoor visits and resources (E)
- Writing risk assessments and safety procedure documents (E)
- Ability to support and engage young people (E)
- Experience of working in partnership with a range of community organisations, businesses and local authorities (D)
- Experience of designing, delivering and evaluating campaign or social action projects (D)
- Good IT skills including Microsoft programmes, databases and social media (D)

Qualifications

- Youth work qualification, coaching/mentoring qualification or equivalent experience (D)
- Outdoor first aid (Minimum 16hrs) (E) (training provided if necessary)
- Management or coaching training (D)

General

- Satisfactory enhanced DBS disclosure
- Open to flexible working
- Empathy with the aims and values of The Ernest Cook Trust and #iwill