



Project Brief
Marketing and
Communications Plan

HELLO!

The Key is a North East charity committed to inspiring young people to believe in themselves, especially those living in deprivation and facing challenging personal circumstances. We want to create a world where all young people are inspired to believe in themselves and are empowered to achieve their full potential.

Our work is built upon four core beliefs that young people should be:

- Empowered to **use their voice** and be heard
- Trusted to lead and deliver **projects and activities** meaningful to them
- Supported to build the **skills and confidence** they need to thrive
- Inspired to become active citizens by exploring **enterprise or tackling social issues** in their community

Our core beliefs are supported by our organisational values of:

- **Collaboration:** We achieve more together than by acting alone
- **Focus:** We keep sight of the goal to achieve our mission
- **Growth:** We constantly strive to be the best we can be



Background

A little about us

The Key is a long-standing North East charity that collaborates with over 80 partners throughout the region to deliver our unique programme, the KEY+ Challenge.

The KEY+ Challenge is unique to The Key and provides young people facing challenging personal circumstances with a distinctive opportunity to lead projects and activities that matter to them whilst building their skills, self-confidence and self-belief.

We have ambitions to sustainably grow the number of young people we support to complete the KEY+ Challenge each year. To do so, we need to raise our profile and awareness regionally and then nationally amongst funders, businesses, commissioners, and influencers in the sector.

The KEY+ challenge

Our proven, youth-led skills development programme, the KEY+ Challenge, brings young people together in small groups and with the support of a KEY+ Facilitator (trained deliverer), they're set the challenge to:

1. **Think** of a project or activity
2. **Plan** what is needed for that project, including a budget
3. **Pitch** their project to a panel of volunteers
4. **Do** their project if given the go ahead by the panel
5. **Review** and reflect on their project, learning, and development.

Young people complete this process up to three times, each time planning more progressively challenging projects with greater personal development. Delivering their first KEY+ project is a great achievement for young people, delivering their second stretches young people further and enhances their skills and at Stage 3, they explore enterprise or social action with their project, providing a way to take action and contribute to their communities.

PROJECT IDEAS YOUNG PEOPLE HAVE MADE HAPPEN WITH KEY+

A group of young refugees wrote a song to show their experiences of being a young refugee in the UK. They created a music video and shared their song with others online.

A group of young people created cost of living hampers for those most in need. They included school holiday activities for families struggling.

To reduce isolation, a group of young women created a community friendship bench and ran an art competition to create a painted mural for each side of the bench.

A group of NEET young women set up their own micro enterprise, making and selling candles. It inspired the group and encouraged them to re-engage.

KEY+ in Action



23/24 KEY STATS

995
individual
young people
were supported
to participate
in KEY+

They used their
ideas and took the
lead to think, plan,
pitch, do & review

248
of their own
projects & activities

Including:

- Food hamper support for struggling families
- Group bonding experiences
- Community fun days
- Environmental campaigning projects



Young people
developed their skills
by an average of

25%

leading to increased
confidence, resilience
and self-esteem - a
'growth mindset'

98%

of young people
reported improved
confidence thanks
to KEY+

99%

of young people
asked, said KEY+
will have a positive
impact on their
future



KEY YOUNG PEOPLE QUOTES

"It has helped me be a better person and become more motivated to attend school. If it didn't happen, I would still be a non-attender."

- Joseph, KEY+ Completer

"It has helped my confidence in myself and I now feel like I can do a lot more things which I couldn't before doing The Key."

- Grace, KEY+ completer

"KEY+ has given me confidence in myself. I feel stronger inside as a person and I'm able to speak out in front of people, something I struggled with before."

- Charlie, KEY+ completer

"I'm more likely to speak to people and not be so stressed around strangers now. I feel like I can make friendships with people now without being worried of their intentions."

- Tori, KEY+ completer

KEY STORIES

1. **Rock n Roll Sausage Rolls** gained a sense of their influence and impact through the KEY+ Challenge. Together they set about making a difference to their community and used their personal experiences to drive change. They completed all three stages of the KEY+ Challenge and even moved onto participating in KEY+ Changemakers too. [Read more about their journey here.](#)

2. **School 4 Kool** took a unique view of the cost of living crisis and how it was impacting families in a variety of ways. The five young women decided to do their bit to help by running a free uniform event for young people in secondary school to come along and receive free or low cost uniform goods. [See what they did here.](#)

3. **Nature Gang** ran a school wide art competition to promote friendship and kindness. They chose two winning designs and transformed them from ideas to reality onto two wooden benches. The group then donated their painted benches to a local shelter supporting refugee families. [Check it out here.](#)

4. **Funky Phoenixes** tackled climate change with their KEY+ Project but made sure they galvanised others in the process. They launched a recycling competition in school after being shocked at the amount of single use plastic being binned. The group got the school on board and made it a house wide challenge which helped them make a big impact. [Read about it here.](#)

5. **Everyone and a guy named Kevin** took on the KEY+ Challenge as a group of friends in the West End of Newcastle. They thrived through the first two stages and wanted to push themselves at Stage 3. They chose to run a community focussed comedy night from their youth club which turned out to be a real crowd pleased and a fully maxed out event. [See how they found the experience here.](#)

Brief



Project Scope

The Key are keen to build on our marketing and communications efforts to raise brand profile and awareness, build relationships and acquire new partners. We are in the process of recruiting a marketing apprentice into the team and will have additional capacity to be able to implement a marketing and communication plan effectively.

We are therefore looking to work with an external expert to help us develop an achievable marketing and communications plan that our team can realistically implement and that helps to achieve our marketing priorities and organisational goals.

As part of the project, we would expect the appointed provider to:

- Review the marketing priorities set and undertake an audit of our current activity
- Familiarise themselves with The Key's four key audiences including young people, individuals working in organisations supporting young people, commissioners and funders
- Develop a realistic marketing and communications plan that is innovative and achievable with cross-channel tactical activity including digital and offline
- Advise on measurable KPIs linked to the plan developed to ensure we can monitor success on an ongoing basis

We would expect the external expert to work closely with The Key and develop the plan side by side to enhance internal learning and ensure the outcome of the project is aligned.

Internal resource and capacity

The Key has limited internal capacity for marketing. Our team consists of a Marketing Executive who is with us on an apprenticeship from Gateshead College. They are supported by our Head of Income Generation and Marketing who splits her time between fundraising and marketing usually with a 80:20 split towards fundraising.

On a usual annual basis, our organisation's marketing budget is £2,400.

Project deliverables

- An overarching marketing and communications plan that is linked to The Key's strategy and marketing priorities and is mindful of organisational capacity.
- The plan should be delivered in a document that The Key can use, refer to and update on an ongoing basis.
- The plan should be strategic, creative and realistic for The Key's limited marketing resource to deliver on an ongoing basis.
- The plan should include measurable key indicators to evaluate performance.

Timeline

The project will commence in January 2025 and should be complete by early March 2025.

Project Budget

The Key has a budget of £8-10k available for this project.*

*Interested parties should note that, as a charity, cost is an important consideration in our provider selection.





Your Response

We are interested in receiving responses to this brief from interested parties who align with our values and are able to achieve the proposed deliverables.

Please send your response to the brief to abbie.foster@thekeyuk.org.

We would love you to tell us the following in your response:

- About you and your relevant experience
- Your way of working and the support you offer
- Provide a sense of your ideas
- The breakdown cost of your work
- Any added value you may offer

The deadline to respond is the 31st October 2024. We will aim to meet shortlisted respondents in November.

Some useful resources:

- [Our website](#)
- [Our annual impact report](#)
- [Our animation video](#)

If you require sight of any other documents or have any questions then please do not hesitate to get in touch with Abbie on the above email.

