

Enterprise project 2020 : Proposal

Context

[Eastside Youth](#) is a youth charity centred on positive transformation of the varied and diverse youth communities of East London. We are driven to ensure that young persons are equipped with the skills, resources and confidence to build their own toolboxes of skills in order to thrive and become Everyday Leaders.

We are fiercely proud of our flagship programme— the Young Leaders Programme. This is a 12 month leadership programme designed to equip young persons with the theoretical and applied skills to deliver transformative projects in their local communities. This unique programme exposes young persons to a wide network of expert practitioners and resources, supportive youth workers to guide their transformation and asserts their agency as leaders through direct engagement with the Eastside youth Executive team.

The Challenge

Eastside Youth is currently in a period of extreme transformation— including moving away from specialising in youth work programmes towards a charity centred on delivering tactical empowerment programmes and collaboration—fortifying connections across networks in order ensure that young persons are connected with the right people at the right time.

In order for us to further our agenda, we are in need of a complete external facing revamp— we want to relaunch our brand to the local community, potential donors and partners.

The Ask

Develop, present and launch a coherent public facing redesign, with an acute awareness of local youth charity landscape and needs.

Prompts

- Should we be focusing on all of east London or specific boroughs?
- How can we amplify our unique selling point? (We are accessible, welcoming and collaborative and offer resources to empower young persons to become everyday leaders)
- What should our website look like in order to present our brand effectively?
- How should we be using social media more effectively?

These prompts are not all encompassing nor are they final, but should act as a guide. We are open to refining the specific and achievable project plan of your team— the key end product being our “official” relaunch through a “Get to Know Us” event in February 2021.