

# WHAT IS POWER UP?

Power Up is an exciting new partnership project, funded by the National Lottery Community Fund through the Mind Our Futures grant.

Platform are the lead partners in the project, alongside the following partners:

- **Cardiff Council**
- **Vale of Glamorgan Council**
- **Cardiff and Vale University Health Board**
- **ProMo Cymru**
- **YMCA Cardiff**
- **iBme**
- **Llamau**
- **EYST**

The project runs across Cardiff and the Vale of Glamorgan, and we work with young people aged between 10 and 25. Power Up aims to put young people in the lead in terms of deciding what they need from future mental health provision.

We are currently in our development year, and we will be using this time to engage with young people across the region, gathering their stories, ideas, and thoughts on the current state of mental health provision and what they would like to see from a future provision. From September 2023 until September 2026, we will be delivering a support provision that has been designed by young people during the development phase.

We know that Power Up has the opportunity to influence the Welsh mental health landscape for years to come. We will use our research to influence policy at a national and UK level, creating opportunities for young people to meet with key decision makers.

## WHAT IS POWER UP PITCH

Power Up Pitch is an exciting new enterprise project that invites schools, colleges, universities, and community groups to design and develop a new wellbeing service for young people aged 10-25 in Cardiff and The Vale.

The service design ideas that come from Power Up Pitch will influence the service that the project delivers from September 2023 onwards, and groups will see their ideas come to life! They will have the opportunity to provide a new, creative and innovative alternative approach to current wellbeing services. We know that young people are the experts of their own experiences, and we need to listen to their ideas!

Over the course of 10 weeks, groups will design the service, considering key elements of service design such as:

**Market research** - exploring services that already exist and how theirs can be different.

**Resources** - what will the services need, including staff.

**Risks** - what could go wrong and how can this be minimised.

**Evaluation** - how will the service's success be defined.

At the end of the 10 weeks, submissions will be reviewed by a panel of experts, including mental health professionals, public figures, and young people. From here, 5 groups will proceed to the next stage, which will be an online vote of recorded pitches from each group. The final 3 groups that succeed will present their ideas live at Power Up's end of year event next summer, which will be attended by young people, professionals, politicians, and other public figures.

## PROJECT TIMELINE

Here is a brief project timeline for your diaries:

**6/2/23** – Power Up Pitch project start date

**5/5/23** – Power Up Pitch project end date

**15/5/23** – First shortlist

(Taking 8 applications down to 5)

**20/5/23** – Final 5 film pitches

**29/5/23** – Half term – online vote for pitches begins

**5/6/23** – Votes counted and final 3 go through

**June/July** – Live presentation of ideas

## WHAT DO WE NEED FROM YOU?

We are looking for groups of between 5-8 young people who want to make a difference to the lives of young people living in Cardiff and The Vale. We need young people who are:

**Passionate** about creating change

**Empathetic** to the needs of other young people

**Creative** in their approach to design

**Committed** to putting their ideas into action

**Curious** to the current issues facing young people

Alongside young people, we need at least one member of staff in each organisation that can facilitate sessions for the group and give them the support they need to complete the project.

It is up to each group as to how many hours are put in across these 10 weeks, but, as a minimum, we would recommend at least 10 hours to ensure sufficient time for research and design.

## WHAT WILL YOU GET OUT OF IT?

Power Up Pitch is a great opportunity for young people across Cardiff and The Vale to strengthen a number of skills including:

**Innovation**

**Creativity**

**Communication**

**Teamwork**

**Problem solving**

Power Up Pitch could contribute towards pupils' Welsh Baccalaureate Qualification, and could fit the curriculum of relevant subjects, such as Business Studies. Power Up Pitch aligns with the New Curriculum for Wales, particularly the purpose of creating

**'enterprising, creative contributors, ready to play a full part in life and work'**

Power Up Pitch will also give young people more of an idea of looking after their own wellbeing, as well as the range of support services that are available to them across the region.

Taking part in Power Up Pitch is a unique opportunity for young people to demonstrate their service design skills, which will be highly advantageous for them when applying for work, university, and placement opportunities. Power Up Pitch will be particularly useful for young people who are interested in pursuing roles in the health and social care sector and the third sector, although the skills they learn through Power Up Pitch will be transferable across a range of industries and professions.

Groups that finish in the top three will receive a wellbeing bundle for their organisation, which will include:

- **A selection of wellbeing books**
- **Wellbeing journals**
- **Planners**
- **Self care cards**
- **And more!**

## SUPPORT FROM POWER UP TEAM

The Power Up team will be on hand throughout the course of the competition to support your group to get their ideas in motion.

We are offering 3 hours of support per group. These hours can be taken in a block, or can be separated, and it is up to you when you feel you need to access them.

Alongside this, we will be providing all group members an in-depth guidance workbook, that takes them through the service design process to help them clarify their ideas into a realistic and meaningful new service.

## WHAT NEXT?

If your group is interested in taking part, please complete the expression of interest form, which can be found here

[Power Up Pitch - Expression of Interest \(office.com\)](#)

We will only be taking eight groups forward to take part, and we will be using the forms to make our final decision. We will be reviewing the forms based on the following criteria:

- **Demonstration of capacity**
- **Understanding of project aims**
- **Demonstration of how young people will lead the project**

**Completed forms need to be submitted to [powerup@platform.org](mailto:powerup@platform.org) no later than 23:59 on Sunday January 15th**  
**Groups will be informed of the outcome no later than Friday January 20th.**

**SCAN QR CODE TO ACCESS EXPRESSION OF INTEREST FORM**



# JOIN

# POWER UP PITCH

