

Project Plan

CAMPAIGN PROJECT PLAN

Project Title	Start Date	End Date
<i>Carers Awareness</i>	July 2018	Ongoing

Lead Officer/Rep	Mary Copsey	Officer Support	Amanda Campbeall-white
Staff Support	Rose Guy	Exec Support	campaign reps

The problem	Evidence	Vision
<p><i>What's the issue? Why are you doing this campaign?</i></p> <p><i>Students who are carers find it more difficult to complete their studies, reducing retention rates and giving them a poorer student experience.</i></p>	<p><i>How do you know it's a problem?</i></p> <p>Carers Trust (2015) quote that, "A carer is anyone who cares, unpaid, for a friend or family member who due to illness, disability, a mental health problem or an addiction cannot cope without their support"</p> <ul style="list-style-type: none"> - ARU currently offer support in parent and carer for childcare support. The aim of this project is to develop that support to include student carers. - Lack of information for carers to seek lecture support/assessment support and general student experience. 	<p><i>What do you want the outcome of this campaign to be?</i></p> <p>Student carers will recognise themselves as carers and feel supported through a variety of ways across their university journey.</p>
References of evidence		
Time To Change - lets end Mental health Discrimination (student Carers) - https://twitter.com/TimetoChange		

- **A guild to being in your mates corner** - https://www.time-to-change.org.uk/about-mental-health/support-someone?field_relation_type_value=1
- **supporting someone-** (friend or child) https://www.time-to-change.org.uk/about-mental-health/support-someone?field_relation_type_value=1

Carers Trust, students with caring responsibilities

- https://professionals.carers.org/sites/default/files/supporting_students_with_caring_responsibilities_ideas_and_practice_for_universities_to_help_student_carers.pdf
- NUS (2015), Who are student Carers? <https://www.nus.org.uk/en/advice/caring-and-studying/who-are-student-carers/>
- Univeristy of Stirling (Scotland) - they talk about their student carers and support at ARU. <https://www.stir.ac.uk/study/undergraduate/widening-participation/young-and-adult-carers/>
- Life as a student carer at Sheffield Hallam University- <https://www.youtube.com/watch?v=Wdgh6H2LGhk>
- <https://www.youtube.com/watch?v=wjlv0IUltpk> - being an adult student
- <https://carers.org/time-be-heard> - time to be heard
- <https://www.nus.org.uk/en/advice/caring-and-studying/who-are-student-carers/> - NUS (WHERE ARE CARERS?, caring while studying, supporting students at university, benefits for student carers)
- <https://www.ed.ac.uk/news/students/2016/support-boost-for-student-carers> (Support boost for student carers)
- <https://www.ed.ac.uk/news/students/2016/support-boost-for-student-carers> (Support boost for student carers)
- "A young adult carer is [campaigning for a small change to the UCAS form](#) that would make a huge difference for young adult carers and student carers. <https://carers.org/news-item/tick-if-you-care-its-time-change-university-application-forms>
How to get a carers assessment - <https://carers.org/article/carers-assessment>
- <https://www.youtube.com/watch?v=eFhbgS0yJTW> -This Documentary tells the stories of three Young Adult Carers (YAC) in Swansea. The film was created with the support of MAD (Music Art Digital) and funded by Swansea Youth Bank. The YAC project from Swansea Carers Centre created this film to try and raise awareness of the issues that they face as 16-25 year olds in caring for family members and to highlight the importance of the support that they receive from the YAC project at Swansea Carers Centre.
- Carers Trust Cambridgeshire, Peterborough, Norfolk https://www.youtube.com/watch?v=Pcte_hA12LI - Feylyn Lewis, PhD student from the University of Birmingham, talks about Identity and young adult carers (at UOB)
- <https://www.youtube.com/watch?v=1FBWEMYQNFU> - TEDX - Hidden Carer Carers.
- Working with Mind to investigate into carer Support at university - https://www.youtube.com/watch?v=O_DxJHEZj4s (Talks about a student at university getting support and extension on deadlines). Chloe, Ally and Kate talk about what it's like to care for someone with a mental health problem and how they look after themselves.

<https://www.youtube.com/watch?v=caXC5BbJKw> - A Carer's Experience of Mental Illness - Violeta Petersen will relate to how carers feel at carers.

Getting the support you need to student a friend at university.

- Student Minds (2018) Remembering to look after yourself <http://www.studentminds.org.uk/lookingafteryourself.html>
- Student Minds (2018) Friends are often the first person that we talk to when we are having a difficult time. www.studentminds.org.uk/supportforafriend.html
- learning and education CARERS FEELINGS AT UNIVERISTY <https://www.carersuk.org/help-and-advice/work-and-career/learning-and-education>
- List of Universities supporting students with caring responsibilities <https://professionals.carers.org/universities-supporting-students-caring-responsibilities>

Community Project Evidence

- https://professionals.carers.org/sites/default/files/supporting_students_with_caring_responsibilities_ideas_and_practice_for_universities_to_help_student_carers.pdf
- <https://www.nus.org.uk/en/advice/caring-and-studying/who-are-student-carers/>

Aim	Objectives
<p><i>What is the purpose and broad activity of the campaign?</i></p> <p>To achieve Carers awareness throughout all faculties throughout the university.</p> <p>To provide academic and peer support for young and adult carers.</p>	<p><i>What are the specific objectives of this campaign? What will it achieve?</i></p> <p>Students will identify themselves as carers.</p> <p>Students will know where/how to access appropriate support for carers.</p> <p>Students will feel supported throughout their studies.</p> <p>Students will be confident to step into minor caring roles during their time at university and care for themselves in that role (i.e. Mental Health First Aid Training).</p>

	Students will donate items for charity and support a Relevant charity.
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Key Stakeholders	How to get them on board
<i>Who will play a big part in your campaign?</i>	<i>How are you going to win them over/get them involved?</i>
All Students (Main focus – Student Carers)	Enhancing the support for student carers and providing further support for students with friends and family with mental and/or physical implement.
Student union Volunteer Advice Advice Team	Work with these teams in the planning and creation of the carers awareness campaign. <ul style="list-style-type: none"> - Students able to long hours for their caring role - Advice team services and ARU develop support for student carers.
Student Services (Counselling and Wellbeing Team)	Arrange meetings with the ARU student serviced to see develop current carers support and work in partnership to develop new ideas in supporting students.
Student Minds	They have a “support your mate” campaign and also provide support for students who have friends and family with mental or physical implement
Any charities linked to mental and physical implement	Get them on board with visibility. <ul style="list-style-type: none"> • Little Bundles • Mind Cambridge • Carers Trust
Carers Trust (Cambridge, Peterborough and Norfolk)	Connect with them alongside the university to implement carers support at ARU. (Sent email to arrange meeting).
Action for family Carers (across Essex)	https://affc.org.uk/ - Connect with them alongside the university to implement carers support at ARU. (Sent email to arrange meeting).

Project Team and responsibilities

Who is going to help you and what are their responsibilities?

Mary – Carers awareness – the whole campaign

Amanda- Community Project – Amanda is leading on this project which involves collecting donations.

Working with the Advice Team to create/adapt the network platform providing advice and support for student carers.

Comms/SU STAFF – to assist on creating a webpage where students can answer questions and information boxes appear where they seek support and identify into a careering category

ARU STUDENT SERVICES - university resources and developing carers support throughout the university.

Societies (Pokémon, etc.) – 24hour gaming raising money for Macmillan cancer support (RAG – raise and giving)

- Work with societies to support student carers at university.
- Getting student carers on board with societies, sports and hobbies to help them get a break from their caring role.

Volunteer team – volunteer week, getting students to log hours for donations and carers awareness events

- Create a page for recognised carers to log their caring role hours.

Consultation/Approval	Date	
Campaigns Coordinator		✓
Executive Committee		
Students		

Deliverables	Departments Involved in Delivery	Monitor, Measure and Evaluate (KPIs)
<p>What will the outputs of the project be (an event, a Facebook group)</p> <ul style="list-style-type: none"> - Are you a Carer Quiz? (guide to support) - Community Project (donations collection and charity delivery) - Posters/info-screens - Facebook poll for students to vote on charity to donate to (only charities to choose from in the options list will be mental and physical implement charities) <p>Appropriate list of items that can be donated organise a pick up (collection of items) to be dropped off to the relevant charity</p> <ul style="list-style-type: none"> - Trial run of collection and drop off to figure out how often we donate clothes - Volunteers can log their hours for helping to take donations to charities - <i>To provide an opportunity were students can donate their</i> 	<p>Are there any specific Students' Union departments/teams that you would like to be involved?</p> <ul style="list-style-type: none"> - Comms - Advice Service - Volunteering Team - Societies - Society coordinators – links to societies and promotion of event. - Officers - Residential - Student services 	<p><i>How will you measure the success of the project? How will we know if it has achieved its objectives?</i></p> <p>Monitoring: check the dropbox and poll once a week(Wednesday)</p> <p>Can produce feedback forms on the charity events to gather student feedback.</p> <p>Analyse the feedback from the feedback survey at the end of the year</p> <p>Review student engagement with events, have a sign up page online for students to book places on getting involved in donations events.</p> <p>Feedback survey on the project</p>

<p><i>unwanted items to support local community.</i></p> <ul style="list-style-type: none"> - <i>Carer's awareness is important in supporting student carers throughout their students.</i> - <i>To host a Celebration Carers awareness day/Disability History Month Event – launch event (30th November).</i> 		
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Detailed Timeline & budget				
Dates activity	Activity	Action	Who's doing it	Cost
When?	What?	List what needs to happen for your activity to take place	Who is responsible?	How much money will this cost?
September/oct	Deadline for Design briefs	Intro-screens Posters Carers quiz	<p>Mary is responsible for communicating with the relevant SU Teams advice time/comms/campaigns team.</p> <p>Mary is responsible for creating the design brief.</p>	Posters - £40.00

End of September	Deadline for ordering materials	Order the donations bin	Amanda (community project)	£30.00
Beginning of October	Comms material complete	Promotions of carer's awareness.	Comms/Mary/Amanda	n/a
Oct/November	Website launch	Carers quiz	Mary	n/a
30 th November first event	Book event spaces	Carers events with charities - Possible getting speakers in from carers trust- tbc - Ongoing student events	Mary and Amanda.	Petrol within the budget request (£100)
30 th November	Carers event for Disabled History Month	Decorations and food for carer's awareness event.	Mary	Food and decoration £50
SEM1/SEM 2	Events – Carers meeting group	Connect with student cares – plan and organise events throughout the course of the year.	Mary/ SU team, Societies.	£100

30 th November	Event – donation to charity	Webpage link to book tickets/ Facebook events/info screens.	Mary/Comms	n/a
Ongoing-tbc	Charitable events with societies	Support the planning and production of events alongside socialites for RAG.	Societies/Mary/The SU/Students	n/a

TOTAL COST: £320

Campaigns Budget Form

Please submit alongside project plan or update

Name: Mary Copsey Role: Vice President for Business
 Dates: ongoing
 Which campaign is this for?: Carers awareness Date of Executive 29th August

What are you delivering?	Estimated Cost	what you need and why you need it: :	Amount Approved	Amount Spent	Items Purchased	Date Spent
Donation station	£30.00	To store donations				
Petrol for Donations.	£100.00	To cover for donations to be transported from campus to the charity estimated cost for the year.				
Events - Carers working Group	£100.00	tea/cakes, crafts and movie nights, games nights. Educational for awareness and fun events - students to get a break from caring role				
Posters and postage	£40.00	prompt cares awareness- How do I identify as a Carer?				
Carers Event - Disability Month	£50.00	food/decorations.				
Total Requested	£320.00		£0.00	£0.00		
			Variation between Amount Approved	£0.00		