

# Developing innovative collaborative outreach to support young men from disadvantaged backgrounds

Rachel Morrison  
Senior Project Coordinator

13 June 2019

<b>About NECOP</b>	<b>03</b>
<b>Rationale behind a targeted programme for young men</b>	<b>04</b>
<b>FutureMe Enterprise Challenge</b>	<b>06</b>
<b>Developing the Challenge</b>	<b>08</b>
<b>Outcomes to date</b>	<b>10</b>

# North East Collaborative Outreach Programme

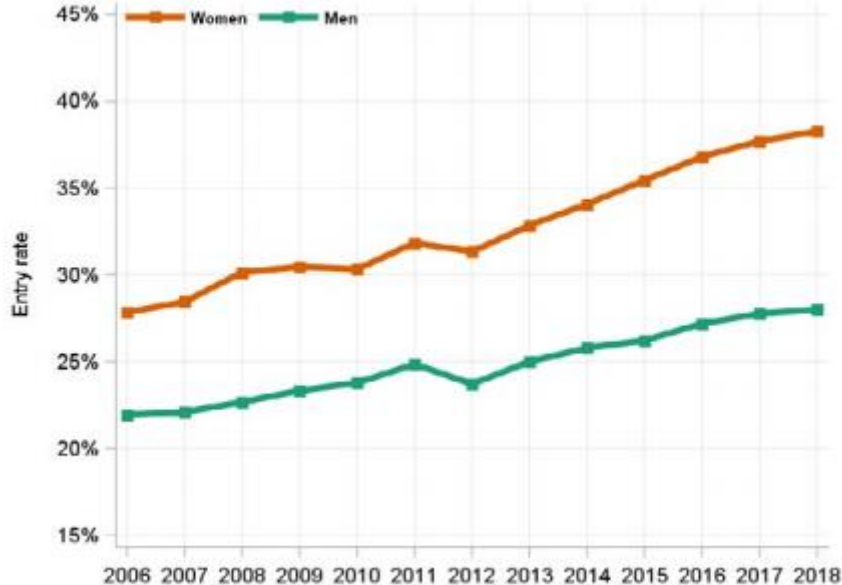
---

- 92 wards
- 12 local authorities
- Approx 30,000 young people in scope
- Partnership of 5 universities and 15 colleges
- 106 target schools



# Rationale

# Rationale behind a targeted programme for young men



**“Women are 36.7% more likely than men to enter HE in 2018, compared to 31.4% in 2013.”**  
**(UCAS, 2018)**

# FutureMe Enterprise Challenge

**Aimed at  
Year 9**

**April – July  
Delivery**



# FutureMe Enterprise Challenge

- Reduce underachievement and improve educational outcomes
- Increasing awareness of Enterprise and how higher education can support career prospects
- Developing employability and life skills to enable students' to become more career ready.

07

**Developed and delivered in  
collaboration with the 3  
Football Clubs in the North**

 [www.futureme.ac.uk](http://www.futureme.ac.uk) **East**



**202**  
Beneficiaries in  
2017/18 academic  
year

# Developing the Challenge




# Key components to develop the challenge

---

**“We expect [HE] institutions to continue to target the most effective outreach interventions at disadvantaged pupils” (Department for Education, 2018)**



National  
Priorities



SUN report  
(2017)



Effective  
employer  
engagement

# Outcomes to date

# Evaluation Data

---



**15%  
increase**

**91% of students  
overall would  
consider higher  
education as an  
option following  
participation.**

# Stakeholder responses

---

**“Working with FutureMe has provided NUF with an opportunity to increase our existing outreach work and allow us to target a specific group of participants that will benefit from the Premier League Enterprise programme in addition to the competition element of the programme allows us to broaden horizons and raise aspirations of the young people we are working with.**

**Having all three clubs work together on this programme is unique and shows the wide appeal of football and the power of the club brands across the region.”**



**Mutually  
beneficial**

12

# Student Voice

## Student-led marketing



**OPEN THE DOOR TO SUCCESS**

**THE FIRST STEP TO SUCCESS IS HIGHER EDUCATION**

to find out more about higher education and how it could help you visit [www.futureme.ac.uk](http://www.futureme.ac.uk)

 /futuremenortheast  futureme\_ne



The concept for this poster was created by students of Kingsmeadow Community School, area finalists of the FutureMe Enterprise Challenge 2018

  
North East Collaborative Outreach Programme

Part of the National Collaborative Outreach Programme 

working in collaboration with 

# Thank You

## contact us

[www.futureme.ac.uk](http://www.futureme.ac.uk)

 @RachelWP\_IAG

 Rachel Morrison

