

## Linx Case Study - Apprentices Feel Good 'Boro, July 2018

Working with Middlesbrough Borough Council, the Apprentices were given responsibility to develop and deliver a Middlesbrough-wide youth celebration, Feel Good Boro, in July 2018. A significant achievement and popular event, which was very successful.



*Pictured: Reasha and Kelsea-Mai at Feel Good Boro, 14<sup>th</sup> July 2018*

### Preparing the event in partnership

Linx's Apprentices were given a significant task to work with Middlesbrough Council, to run an ambitious event for young people and families. This would be held at the newly opened Middlesbrough Town Hall. All the Linx Youth Work Apprentices and the Coach Core Apprentice were involved in the planning, development and implementation of the event.

**"The Apprentices were great, they got young people from all over the area involved...(so) we could introduce them to other services...the impact of the event was massive."**

**Beth Bradshaw, Voice of the Child Practitioner,  
Middlesbrough Borough Council**

The Apprentices worked with Beth Bradshaw, the Voice of the Child Practitioner from Middlesbrough Council, to put the event on. They also wrote funding applications to raise money for the event, had t-shirts and bags printed and organised the activities and programme. They planned it all over a 3-month period and were also responsible for marketing and promotion and engaging young people from across Middlesbrough in the event.



460 children, young people and families attended the event, which was partly entertainment and engagement and partly showcasing services and support available to young people and their families. A wide range of partners were involved, including the army and police, Middlesbrough Football Club, community organisations, arts and culture organisations and council services. There were performing arts, face painters, smoothie bike, a sensory room, games station and bouncy castle.

**"People had a chance to relax and enjoy themselves, but also find out about services and organisations that they didn't know about before."**

**James Lightowler, Linx Apprentice**

### Impact of the event

The event enabled the Apprentices to demonstrate how effective they could work together to develop and run a major event in partnership in Middlesbrough.

The event brought young people, communities and partners together from across the area, in a way that was fun, energizing, inclusive and also informative. It also enabled young people to access information and services that they may not usually get involved with, in a very informal way. It also helped break down barriers between young people and those who may usually be seen as enforcers, such as the police.

### Finding out young people's views for future activities

Linx used this opportunity to run a Middlesbrough Young People's Survey as part of the event and in August, the results of which were provided in a report in September 2018 to Linx by the evaluator. This survey asked young people what they were interested in, what activities and services they would like to see in their localities and if they would attend. 98 young people aged 10-19 responded and the types of activities young people wanted to see were fed back to staff to inform future planning of services for different demographics.