The Realising Ambition consortium has mapped each project’s journey against our five key ingredients of successful replication. The key points from this follow below. Find out more about these ingredients.

BANG Edutainment
STRENGTH 2 STRENGTH

Case study

About the project

- **Funding awarded:** £500,000
- **Duration of funding:** 3 years
- **Number of beneficiaries:** 81 children aged eight to 13 years old
- **Areas of delivery:** London Borough of Brent

BANG Edutainment (BANG) has 16 years of experience delivering a wide range of creative and media-based diversionary projects for children and young people. In Realising Ambition, the organisation delivered Strength 2 Strength (S2S), a community-based intervention for young people and their families that builds protective factors and minimises risks which can encourage offending or anti-social behaviours amongst young people. The intervention works in safe environments to focus on the developmental needs of children and their families. The intervention was developed and piloted in Northern Ireland and adapted significantly during BANG’s replication.

Lessons learnt

BANG’s experience highlights that it is difficult to replicate an intervention and undertake significant adaptation or refinement in parallel.

BANG is a small organisation and, whilst it has significant experience of working with young people, the S2S programme represented BANG’s first attempt to replicate a specific, individually targeted intervention. S2S required significant investment by the organisation to adapt the programme and develop resources and tools appropriate to the new replication area. For a small organisation, this tested BANG’s capacity to adapt and deliver an intervention within a managed programme which demanded high levels of fidelity, accountability and scrutiny.

The intervention was not as fully developed as anticipated. Consequently, BANG had to spend a lot of time working with the intervention developers and the Realising Ambition consortium to revise and develop the logic model, manual and programme fidelity monitoring processes. They honed the delivery whilst keeping the structure of the replication similar to the original model. This revision and development slowed the gearing up of delivery and the gaining of traction for the project. BANG responded to its challenges well, capitalising on a skilled project team and full engagement with Realising Ambition’s consortium and the programme developers. They gave shape and structure to S2S - which will enable further replication within suitable areas - and achieved sustainability funding for the intervention, albeit at a reduced level of service.

BANG’s experience shows, however, the great demands placed on organisations of honing interventions. Specific attention should be paid to the level of input required to implement an intervention, especially in circumstances where the tools required for replication are not particularly well developed. Consideration should be given to whether an organisation has the capacity for significant revision and development, preferably prior to service delivery initiating.

Five key ingredients of successful replication

The Realising Ambition consortium has mapped each project’s journey against our five key ingredients of successful replication. The key points from this follow below. Find out more about these ingredients.

- **A tightly defined and replicable service:** BANG has developed a logic model for S2S, a written manual and a process chart outlining the stages of delivery and activities involved in further replication of the service.
BANG delivered their S2S programme to 81 young people across Brent. The questionnaires from the Realising Ambition Outcomes Framework were administered to 93% of young people at the outset of service provision, and to 81% at the end of provision.

Analysis of these outcomes indicates a statistically significant improvement in overall emotional well-being, with 69% of young people remaining stable or improving over the course of the programme. Prior to the service, 44% of young people met a high-need threshold: this fell by nearly half to 26%.

Improvements in conduct and emotional difficulties were also identified, with nearly three-quarters (74% and 73% respectively) of young people's behaviour and emotions remaining stable or improving since programme engagement. Regarding behaviour, the average score moved from the high-need to borderline range. Regarding emotional difficulties, 71% of those cases meeting the high-need threshold at the beginning of the programme moved to either borderline or normal ranges by the end.

Whilst the lack of a comparison group means that changes in outcomes cannot directly be attributable to BANG's S2S programme, the changes are, nonetheless, positive in relation to young people's emotions, behaviour and overall mental well-being. This being said, due to the small sample size used in the analysis, results should be interpreted with caution.

What next

BANG has received further funding from the Big Lottery Fund's Reaching Communities programme to continue the delivery of S2S in Brent and will maintain existing referral streams from local schools.

BANG is committed to the intervention and will continue to work with local stakeholders to secure long term support for the programme post-grant funding. BANG aims to embed S2S within Brent's tapestry of interventions that help children and young people to achieve positive outcomes. The organisation is also exploring underpinning its significant development by sustaining its work through the social investment market and programmes interested in educational attainment and pathways into employment.