ARIEL TRUST
IT'S NOT OK! & CYBERSENSE

Case study

About the project

Funding awarded: £480,663
Duration of funding: 5 years
Number of beneficiaries: 74,188 young people aged 9 to 14
Areas of delivery: Berkshire, Cheshire West & Chester, Derbyshire, Knowsley, Manchester, Sefton, Staffordshire, Wakefield and Wirral

Ariel Trust (Ariel) is an educational charity which aims to build resilience in young people, working with them to tackle important issues in their lives and change their attitudes, behaviour and levels of achievement. It develops multimedia projects to address social issues, including racial and homophobic bullying, alcohol misuse and online grooming and sexual exploitation. Realising Ambition supported Ariel to replicate its suite of anti-violence resources, It's Not OK!, for secondary school students, and to develop and launch CyberSense, its first resource targeting primary school students. This resource focuses on online safety and cyber bullying.

Lessons learnt

Ariel's experience shows that a dissemination model of replication enables scale to be achieved quickly. However, it is still important to adapt to local and national policy contexts and to engage the right local stakeholders who can champion a programme in a replication area. These activities are key to gaining traction for a programme.

Ariel has been able to reach high numbers of children and young people quickly through the use of a dissemination model of replication. This involves training teachers to deliver It's not OK! and CyberSense in their classrooms, using bespoke programme resources. As a result of this replication model, Ariel neither directly delivers the programmes to beneficiaries nor is able to quality control delivery in the classroom. It relies on teachers self-reporting on programme checks, such as the degree to which the resources are faithfully delivered. Because Ariel staff have not been involved with daily delivery, nor with actively managing or co-ordinating delivery organisations, Ariel has had capacity to consistently improve its training and programme resources through teacher feedback. It has also had the time to develop its sales and marketing capability to ensure it achieved scale in the replication areas.

The policy contexts for Ariel's programmes have been changing and the organisation has adapted what it offers accordingly. For example, Ariel recognised that a shift away from compulsory personal, social and health education in schools posed a risk to demand for some of its products. As a result, Ariel has focused on the emerging PREVENT agenda (the government's counter-terrorism strategy to stop radicalisation) and the opportunities it presents for creating new programme content that would be valued by schools and other commissioners. Ariel's experience demonstrates the importance of an organisation maintaining a keen focus on the political, economic, social and technological contexts in which it operates, both locally and on a national scale, which can both create challenges and opportunities for its programmes.

Realising Ambition funded Ariel to deliver to a large number of beneficiaries for the first time outside of Merseyside. Ariel understood that to gain a foothold in replication areas in which it was not established, it had to develop relationships with key stakeholders who were trusted in their areas. These stakeholders were able to induct Ariel into local schools networks, consequently opening new markets for them.

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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. <u>Find out more about these ingredients</u>.

A tightly defined and replicable service: Ariel has worked intensively with Dartington SRU as part of its commitment to its Randomised Controlled Trial (RCT) (see below) to develop well defined logic models and manuals. The core components of the programmes are clearly defined and highly replicable by third party deliverers. **That is effectively and faithfully delivered to those that need it:** Ensuring fidelity of a high output intervention delivered across a large number of sites has been difficult to manage. Fidelity monitoring tools and processes have been developed and tested during Realising Ambition and are now routinely applied. **Evidence is used to learn and adapt, as required:** Ariel is a learning organisation. It works with a range of academic partners to undertake evaluation and has engaged with Dartington SRU to undertake RCT-related activity within the context of Realising Ambition. Learning from the refinement process of CyberSense has been used to develop new products. **There is confidence that outcomes have improved:** The results of Ariel's feasibility evaluation will not say anything definitive about outcomes, but they will indicate whether a large subsequent trial is feasible and worthwhile. **The service is cost-beneficial and sustainable:** Ariel is working with the Young Foundation to prepare the organisation's business strategy for scrutiny from a range of potential investors, including those from the social investment field. The organisation has a strong business case and a strong narrative for its programmes.

Outcomes for beneficiaries

> Each organisation has sought to monitor the outcomes of children and young people prior to and after service delivery. <u>Find out more about outcome measurement in Realising Ambition</u>.

Ariel is one of three Realising Ambition projects taking part in an RCT. Universal school-based interventions, like Ariel's, typically produce small effects but across a large population and require very large numbers of children and schools to detect these effects. As such, instead of jumping into a large trial, Realising Ambition undertook an initial feasibility study in Summer 2015 and is now in the process of finishing a pilot RCT across five schools. This will assess whether the refined service can be delivered in the context of an experimental design, and includes checking if random allocation to control groups and necessary follow-up data collection is possible. Results will be reported in the coming months and whilst not definitive about outcomes at this stage, it will indicate whether a large subsequent trial is feasible and worthwhile.

What next

Ariel is consistently developing and adapting existing resources and creating new ones to fit with emerging needs. By undertaking an RCT and in replicating outside of the Merseyside region for the first time, the organisation is fulfilling its commitment to both replicating and scaling delivery. It is currently exploring the best business and investment models with which to achieve further scale.

Find out more

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