**MINISTRY OF STORIES – THEORY OF CHANGE MODEL (DRAFT – JANUARY 2019)**

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| **FINAL GOAL**  (Under-resourced) children across the UK are more creative, confident and skilled writers |
| **INTERMEDIATE OUTCOMES (3-5 YEARS)**  **MoS is a LABORATORY of innovation MoS is a BENCHMARK of quality MoS is an ADVOCATE for**  **for children’s writing for children’s writing the impact of children’s writing**   * **Pioneers innovative, creative \* Rigorously evaluates the impact \* Partners with others to**   **fun ways to inspire children to write; of its work on children’s confidence, advocate for this impact**  **rolls out the most sustainable ways creativity and craft in writing; captures engages and supports**  **of doing so. and codifies what works MoS-inspired programmes.** |

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| **MECHANISMS OF CHANGE**  **WHAT WOULD A CHILD SAY (if the change is happening)**  *“My friends, family and school all “Writing is fun and not what “Mentors help me improve my “I understand what being “I feel heard*  *support me in my writing” you expect “ writing and give me confidence” a real writer is like” and proud of my work”* |
| **THE FIVE PILLARS OF MOS (to inspire and effect the change)** |
| 1. STRONG 2. CREATING AN INSPIRING 3. ENGAGING 4. EFFECTIVE 5. PUBLISHING &   COMMUNITY ENGAGEMENT LEARNING ENVIRONMENT VOLUNTEERS WRITING WORKSHOPS PRODUCING WRITING |

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| **ACTIVITIES** | | | | | |
| **LABORATORY** | | | **BENCHMARK** | **ADVOCATE** | |
| **4x home-based community writing clubs** | **5+ offsite schools-based writing clubs** | **Community engagement through volunteers & local people** | **Strategic evaluation through tested methodology** | **Flexible London & national training programmes** | **Proactively championing the power of creative writing** |
| *An* ***innovation*** *space for new practice & ideas.* | *A long-term* ***‘replication’*** *space with tester / repeatable programmes from ‘home’.* | *An* ***open*** *space welcoming all through our doors & cementing our position in the community.* | *A* ***rigorous*** *approach that tracks reach, assures quality & builds evidence base for advocacy.* | *A* ***scalable*** *approach to develop support & sustain more clubs.* | *An* ***advocacy*** *strategy to change perceptions, increase awareness and build business.* |
| Reaching children who will benefit most from our programme through careful targeting | 3-year relationships with schools & other partners for longevity of impact on individuals and schools | Rigorous volunteer training | Development of creative evaluation tool in partnership | Training programme pilot development | Convene think tank |
| Development of youth voice through children’s council | Writing Champions development of pilot - potential exit strategy | Community outreach events | Internal evaluation including diversity monitoring | Talent development programme | Partner of National Writing Day |
| Holiday clubs to reach different target groups | Codified, replicable programme | Community sounding board | Convene evaluation think tank group of partners |  |  |
|  |  | Intriguing magical shop front |  |  |  |
|  |  | Youth volunteering |  |  |  |

**MINISTRY OF STORIES - OVERALL PROGRAMME**

**THEORY OF CHANGE MODEL**

‘Under-resourced’ children across the country have remarkable talents, imaginations and potential. Between the ages of 8-18, children and young people begin to develop a heightened sense of themselves in relation to family, friends, school, their neighbourhood and the wider world. They start to define their own “story” of themselves in response.

The children we regularly work with are, however, frequently experiencing growing social inequality and division and lack of access to cultural experiences, particularly if they are from low-income families. Digital and social media is an increasingly powerful influence on their lives and relationships. English is often the second language spoken at home locally, and parents may lack confidence in helping their children with reading and writing. They attend schools staffed by busy, overstretched teachers where one-to-one attention is often difficult and where teaching mainly focuses on the technical aspects of writing. Writing can often be perceived by children as difficult or “work” rather than being fun, creative or rewarding.

Ministry of Stories operates at the cross section of the arts and education sectors and we wholeheartedly believe in the power of writing to bring about social change. As creativity is increasingly squeezed from the curriculum, school budgets are cut and the country is experience increasing economic instability and funding uncertainty, there is more need than ever for young people to express themselves and for their voices to be heard. The diversity of our society is not represented in the arts or in future employment opportunities for young people, and mental health problems are on the rise across all ages.

To address these problems, we create safe, inspirational, dedicated spaces for children to express themselves and explore the world through writing. We run Writing Clubs at Ministry of Stories for 8-12 year olds, with inspiring, weekly professionally facilitated workshops that are free of charge and open to all local children aged 8-12 and have ‘real-world’ outputs to share their work with the world. This model is replicated and scaled in schools, where we work with children aged 8-16 and develop strong relationships with teachers and the wider school community to encourage more creativity across the school. We take a whole-community approach, working with a team of dedicated volunteers and opening up our work to families and local people. Our programmes are codified and rigorously evaluated to ensure we are a benchmark of quality. The innovative programme developed at MoS and in schools feeds into our Training Programmes, working with partners to sustain work with more young people across the country and to advocate for the power of creative writing.

Through these activities, we pioneer innovative, creative, fun ways for children to write, aiming to change their attitudes towards writing by building confidence, craft and creativity. Through this laboratory of innovation, we develop rigorous, replicable models that are benchmarks of quality and that can be rolled out across schools and partners to reach more children and advocate for the power of writing. We aim to help children be more personally confident and to feel empowered. We aim to help them be better communicators and more ready to write and learn at school. We want children to have fun writing, to challenge themselves to take creative risks and to inspire them to write more in their own time. These are the key indicators of change and success that we look for. Our long-term goal is that children across the country are more creative, confident and skilled writers.

**Principles:**

**SUSTAINABILITY**

**QUALITY REACH**