



# *The Wheels Project Ltd Business Plan 2016-2018*



***“ 90% of students attending Wheels made significant improvement in behaviours, attitude and school attendance ”***



***“ The Wheels Project is the best part of my learning because it is all hands on ”***



**The Wheels Project**

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## Our mission

To unlock the potential of young people by creating opportunities to channel energy, educate and build confidence so they are able to achieve greater aspirations in the future.

To do this we focus on three key themes:

- **Engaging** with and motivating disaffected and at risk young people helping them feel they have the capacity to achieve their potential.
- **Educating** young people in vehicle use, repair and maintenance, enabling them to make a positive contribution during and complete educational courses, leading to positive outcomes.
- **Encouraging behaviour change** in young people, building upon their increased sense of achievement and self-esteem so that they reduce previous risky behaviour and contribute positively to society.

## Our values

### Collaboration

Working together within and outside the Wheels Project to give the best possible service.

### Consistent Service Excellence

Giving a consistently excellent service to each young person, partner and stakeholder.

### Empowerment

Empowering the Wheels Team, beneficiaries, partners and volunteers to take initiative and unlock their own potential.

### Innovation

To create new ideas that have the potential to make a positive contribution to society.

### Respect

To give due respect to self and others.

# From the Chair of the Trustees



The Wheels Project Limited is a registered Charity based in Bristol and since 1979 has been delivering education programmes in motor vehicle studies to disadvantaged and disaffected teenagers who live in Avon.

Since then we have developed, adapted and changed a range of services to suit the changing needs of these young people and their communities. We work primarily with young people who are failing in mainstream education, show low aspirations, low motivation and challenging behaviours.

The Wheels Project seeks to unlock the potential of these young people by creating opportunities for them to channel their energy and build their confidence to promote their social inclusion for the public's benefit.

We have a small dedicated and highly skilled team of Staff and Trustees who are committed to making a difference to the lives of these young people through the delivery of practical programmes which meet their needs and that of their communities. Young people are at the heart of our work and what we do.

## Achievements 2015-16

- This year Wheels delivered its programmes to 108 students - an increase of 52% from last year
- Attendance and completion rates averaged 86% - in line with our 15 year average
- 62% of our starters are now progressing from our engagement Karts programme onto other programmes
- 88% of students who progressed beyond our engagement programme have improved outcomes in reported school attendances, behaviours and attitudes from Key workers.
- 80% of those completing our Community Vehicle programmes are either continuing their studies at school for GCSEs or progressing into Further Education at a local college or employment.
- We were awarded Bristol City Council Approved Alternative Learning Provider and Citation Health & Safety Quality Marks.
- Employed our Theory of Change Model to good effect

## Challenges for 2016-17

- This year, our income from referrers decreased by 25% as compared to the previous year  
The Academies have struggled even more to find monies to fund Alternative provisions for our targeted learner and this is reflected by another drop in the proportion of income we received from the Public purse. This follows an 8-year trend and we anticipate this continuing for the near future.  
Clearly, our fundraising will continue to play a vital role in remaining sustainable, at least over the next three years and probably longer.
- Other targets we will be aiming towards next year include:-
  - Continue to develop The Wheels Project as a reputable provider of services, as a learning organisation and one which is committed to continuous improvement and high standards.
  - Maintain and develop collaborations with key agencies in our region
  - Develop certificated programmes which meet the need of our referral agencies and service users.

**Your help is vital over the coming year – please offer to help in whatever way you can.**

**Ms Sarah Crew  
Chair of Trustees**

## Our impact

**90%** Key workers reported 90% of their students attending Wheels made significant improvement in behaviours, attitude and school attendances whilst they attended our programmes and beyond.

**33** During the last year, 33 of the 37 students on our Community Vehicle Programmes progressed either into their final year or joined an FE college.

**5** Our students completed 5 community vehicle projects making a total of 39 vehicles all being donated to local charities in the past 10 years.

**58%** Students referred through the Criminal Justice System achieved an average 58% attendance level which for some was a major achievement given their often chaotic home lives.

### **There are wider benefits and impact of Wheels being seen in communities:**

- More community groups are coming forward to request a community vehicle as testament to the consistency of delivery and wider ownership of Wheels within communities.
- We believe the Programme is contributing to increased road safety in the region because of the strong emphasis on road safety and responsible driving embedded throughout our courses.
- We are attracting a wide range of recipient groups which are increasingly linked to the local communities of our student groups.

*“Excellent structure with content that met the students’ needs. Wheels Project staff engaged the young people in all activities and always had their full attention. They are already asking for another course! We will use the content of the course to put towards a wider key skill.”*

**Teacher, Oasis Academy Brightstowe**

# Our aims

Our focus is to continue to engage with young people from the ages of 14 – 24 years within a 25 miles radius of Bristol who are considered to be socially excluded and may be educationally disadvantaged, have low educational or skills attainment or who have experienced the Youth Justice and Criminal Justice systems.

We will continue to motivate these young people to:

- change attitudes and behaviours
- help reconnect them into mainstream society and
- make a positive contribution to them, their families and local communities.

In order to realise the aims of the Project, some of our objectives are to:

- Engage with past students to help design our activities.
- Engage with employers to sensitise them to the needs of challenged young people and encourage them to offer apprenticeships and other employment opportunities.
- Educate inmates and probationers within the criminal justice system and provide motor vehicle training opportunities as pathway towards employment.
- Develop Wheels' network of partners to enable Wheels to attract sufficient funding to deliver an economic, feasible and effective alternative education provision.
- More emphasis on recruiting BME and disabled students.

## **We also want to make a range of programme improvements:**

To close the gap between the Entry Level qualifications we currently offer and the Level 1 and Level 2 qualifications required by apprenticeships, FE Colleges and employers.

Improve our engagement with offenders who have been on our introductory course prior to their release.

Consider a new framework to bridge the gap between the CVP qualifications and the required academic level to trigger Level 2 Pupil Premium payments (GCSEs at A\*-C).

Collaborate with other agencies to provide additional training and support in Maths and English.

Collaborate with other agencies to secure suitable college placements and traineeships for our leavers.

# Who uses The Wheels Project?

We target disaffected and disadvantaged young people aged 14-24.

The students referred to Wheels in 2014-15 generally experience particularly challenging barriers:

**55%** Live in workless households.

**19%** Admit to have driven a car illegally on the road.

**44%** Admit to having been arrested (the most common offences being assault and burglary)

## Some of our programmes

### **Kick Start Karts entry programme**

A 6 week course for learners are identified and referred by local agencies, generally those who are at risk of exclusion from school, unemployed or at high risk of committing crime. It covers Health and Safety, Life and Social Skills around driving and the law, kart preparation and assembly. The course ends with a karting event at a local karting centre for those successfully completing the earlier parts of the course.



### **Pre-Driver Training**

A programme aiming to develop the skills required to make driving for young people a safer and enjoyable experience. The Highway Code, hazard awareness, driving skills and taking theory tests is all part of the programme as well as keeping a safe vehicle on the road and awareness about buying a vehicle. We also provide a Pre CBT programme for new moped riders.



## Vehicle Servicing

A 6 week programme for 15–24 year olds designed to introduce skills in basic car servicing, safe working practices in the workshop and the legal requirements of vehicle ownership.

## The Community Vehicle Programme

A follow on course offered to students who have shown an aptitude in motor vehicle repair and are considering (although not exclusively) a career in the motor vehicle industry.

This programme is about students identifying and selecting a community group which is unable to buy a vehicle to meet its own needs but could afford to run one.

The students receive presentations from prospective community groups and choose one to support. With the help of The Wheels Project these students acquire a suitable vehicle, which usually needs significant repair and maintenance to gain a new MOT certificate.

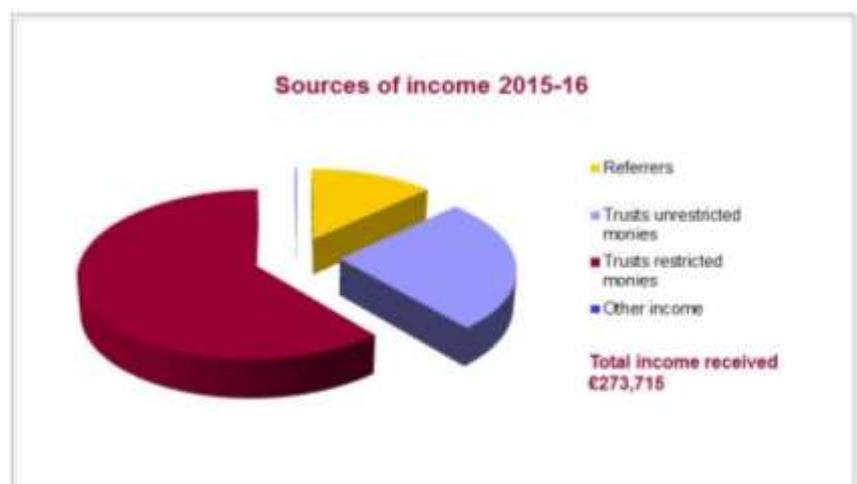
When finished, the vehicle is gifted to the recipient organisation.



## Sources of income

Austerity measures introduced by the government in 2010 are continuing and are expected to deepen over the next 4 years.

As a result this has increased the risk of Wheels Project raising insufficient monies from course fees. Continuous reductions from this source has been a clear trend where we have experienced course fees in 2009-10 fall from 80% to 12% of total income in 2015-16.



Annual total Incomes and expenditure for The Wheels Project have remained largely unchanged throughout this period without any significant deficits or surpluses being made.

# Thank you

Thank you to the many people and organisations that make our work possible. We know that without our dedicated teams of staff and volunteers, we would be far less effective than we are.

And of course, thank you to those young people who have completed courses, gaining real value from them and enjoyed their time with us.

We work with a wide range of partners, funders and supporters, some of whom are listed below.

## Funders

Big Lottery Foundation  
Henry Smith Charity  
The Stones Family Foundation  
Garfield Weston Foundation  
Spielman Charitable Trust  
John James Bristol Foundation  
St John's Hospital Trust  
Police Community Trust  
Medlock Trust  
The Notgrove Trust  
The Burden Trust  
The Binks trust  
The Leigh Trust  
The Albert Hunt Trust

## Trustees

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Mr N J Adams (Treasurer)  
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