



International Women's Day Festival

**Fylde Coast's International Women's Day
5 Year Strategy
2022 - 2027**

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Foreword.

The Fylde Coast is proud to create opportunities for young women, striving to improve their social mobility and make this the best place for a young woman to live, work, learn and be inspired. This 5-year IWD strategy for young women is co-created and owned by Fylde Coast young women.

The strategy incorporates the key themes highlighted by young women and are addressed under five main areas:

Happiness, Innovation, Rainbow, Green and This Woman Can.

The strategy will align these areas to current local and national projects, initiatives and policy which impact young women. The vision is for young women and other key stakeholders to use this strategy as a catalyst to bring together some of the amazing projects already in existence and address the issues and gaps in provision highlighted by young women to create solutions for change.

Together we can open new doors!

May I take this opportunity to thank the young women, teachers, youth workers, business leaders, funders and community members who gave their time and knowledge to develop this strategy.

Deborah Terras

Director of The Washington Group & founder of IWD Fylde Coast Festival



As Vice President of Business in the Community I advocate for social action and volunteering. The Washington Group (TWG) bring together a diversity of individuals and organisations to work collectively on projects that benefit young people and their communities by improving social change and social mobility.

TWG channels the co-existence of communities to challenge the issues facing each other and look for solutions together. Collective action for change. Their approach to community work resonates with the work of Business in the Community, bringing together responsible businesses to work with the community to ensure everyone has the same access to the education, employment, and skills they need to thrive throughout their working lives.

The IWD Festival is co-created in partnership with young women, business, schools/colleges, and female role models to raise young women's feet off the sticky floor of inequality and improve their social mobility.

IWD facilitates opportunities for young women to access workshops and activities that they may never had chosen to participate in at school or college, breaking down the barriers of inclusion. The IWD Festival, now in its 4th year, has launched this 5-year strategy for young women, which supports, through collective action and responsibility, the changes in young people's lives to ensure The Fylde Coast is a better place to live, be educated, go to work, and be inspired.

The Strategy is a call to action to ensure Young Women's voices are listened to and embedded into decision making forums across the Fylde Coast. Linking in with campaigns such as the Responsible Business network, #iwill Campaign and National Citizenship Service.

Dame Julia Cleverdon

Vice President of Business in the Community & co-founder of #iWill & Step Up To Serve



“The F-word is not a dirty word”

No not THAT F-word... “Feminism”

Just the word creates an argument. Just a mention induces an eyeroll. Just a passing comment generates immediate snarks: “here come the feminazi” or “get back to the kitchen.” So often, feminism is mistaken for something it’s not. The adjective has been twisted over time, morphed into something that we now view as a negative, that we now refrain from discussing openly in fear of being derided. People view feminists as women who hate men, creating an even further division between the genders and the exact opposite of what we wish to achieve!

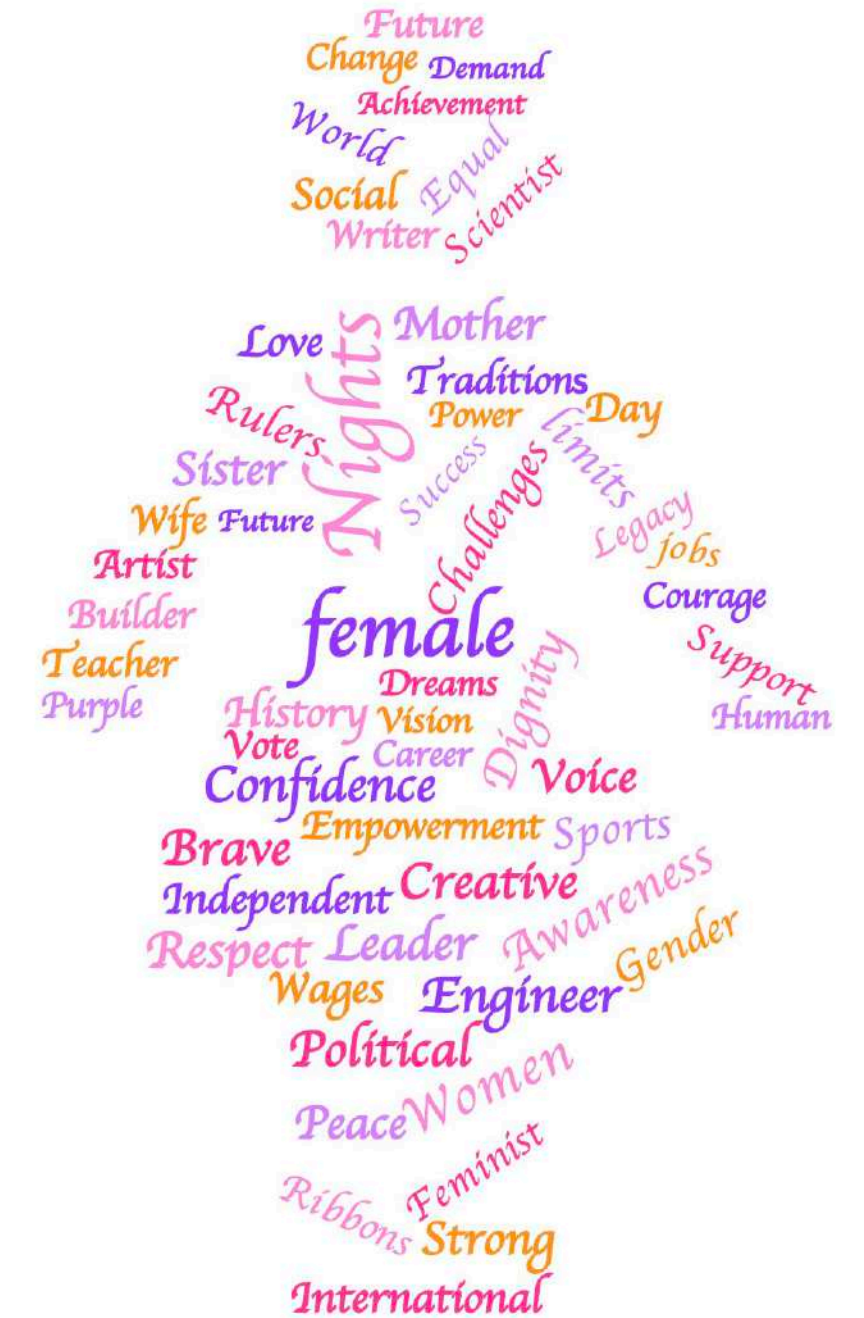
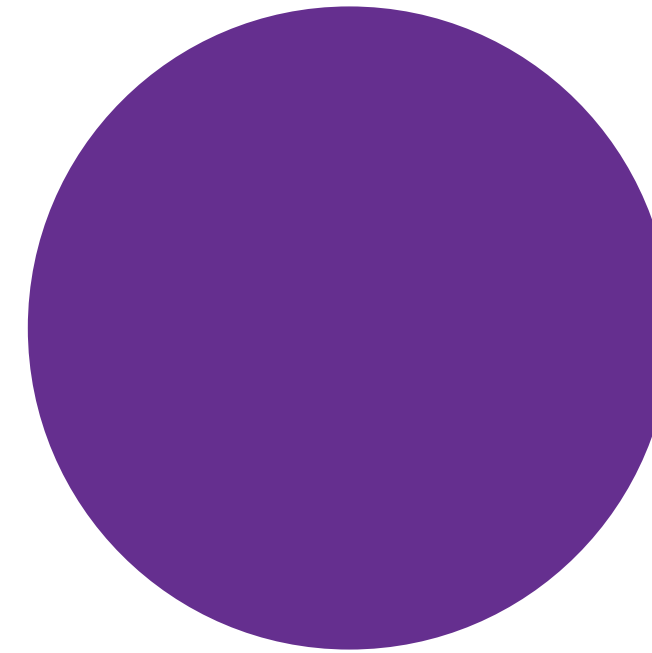
Feminism, by definition, is “the advocacy of women’s rights on the ground of the equality of the sexes.” or, to put simply, raising women up to the same political, social and economic level as men, giving us the same rights and opportunities as anyone else.

All in all, everyone should be a feminist. Everyone should want an equal society. Which is why it is vital for people to know and understand what feminism really is, and why it’s not just something to roll your eyes at.

‘Feminism’ is not a dirty word.

Jazmin

Year 11 Baines School



Emilia Mannino
St Bede’s Catholic High School

Our themes.



Rainbow

Examine how we can gain a new cultural visibility, ensure young women's voices make a difference and have the equity that they deserve. How can we support young women to have a more political voice to lead on things that matter to them and their communities?

This Woman Can

Highlighting how young women can be leaders and change the world of sport. What part do they play? What part should they play? How do we as a community support young women into sport and leisure activities?

Green

Explore how young women can participate and lead on protecting The Fylde Coast and making small changes with huge impact. Linking young women to local, regional, national campaigns and opportunities.

Innovation

Examine innovation and what part women play in an ever-changing world of opportunities, digital IT and careers in STEM. Young women can be innovators and creators and not just consumers.

Happiness

What do young women need so they can support their own well-being and self-care through a variety of tools to develop their own toolbox? Examining the opportunities and assets available in their communities.

Rainbow.

Examine how we can gain a new cultural visibility, ensure young women's voices make a difference and have the equity that they deserve. How can we support young women to have a more political voice to lead on things that matter to them and their communities?

What's the issue?

Young women's voices not being heard

Negative stories in the press/social media about being a young woman and living on the Fylde coast.

Educating young men, healthy relationships/sexism/misogyny

What exists?

IWD Festival
Schools/College/Youth Councils
BYPC/Youth Pride
Carers Covenant

Local and national press, RBN newsletter, VCFS & school social media, Your Blackpool, Wyre Fylde & Blackpool council websites, social media

International Men's Day, Lancashire Youth Service, Youth workers, Safer Streets Project, Primary Futures - tackling gender stereotypes



What does good look like?

Wider engagement for young women to be integral part of decisions about their lives

Positive stories outweigh the negative
More youth-led stories and PR

Respectful relationships, appropriate behaviour and call out inappropriate behaviour in schools etc

What do we do about this?

Improved recruitment for young women to be part of the wider participation and demonstrate young women's voices WILL be heard. Sign up to Care Leavers Covenant

Young women owning parts of media, Facebook, social media, council take over on websites

Training, support for men only groups, awareness and education for practitioners. Support for young women. More campaigns like Ask Angela

Who will action this?

BYPC and Lancashire Youth Councils
Schools and Colleges Youth Pride.
Care Leavers Covenant

BYPC and Lancashire Youth Councils
Schools and Colleges Local Councils

Safer Streets Project
Schools and Colleges
Youth Groups
Police and Crime Commissioner

This Woman Can.

Highlighting how young women can be leaders and change the world of sport. What part do they play? What part should they play? How do we as a community support young women into sport and leisure activities?

What's the issue?

Lack of sporting opportunities/facilities, accessibility and affordability and variety in and out of school, for example lack of swimming lessons and cycle routes, women only activities.

Limited access for rural areas

Lack of opportunities to become a coach etc volunteering etc

Lack of visibility of positive female TWC role models

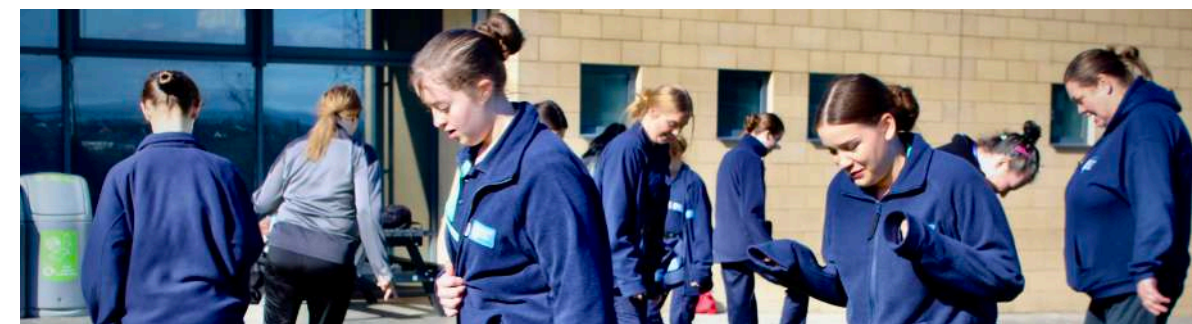
What exists?

Good sporting opportunities but issues arise in cost and accessibility for young women.

Girl's emerging talent centre BFCCT

Some clubs have coaching schemes and volunteering

International Women's Day



What does good look like?

Wide range of sports across the Fylde that are accessible and affordable, but with clear communication to young women

Established volunteering schemes in schools and community to offer inclusive volunteering and coaching for young women that may lead to careers or paid work

More positive stories of female TWC role models of all ages and ability and access to them

What do we do about this?

Develop a sporting offer for young women across The Fylde Coast with flexible affordable/no cost/low cost activities

Agree a Fylde Coast Volunteer scheme linking to #iwill campaign, NCS and current sports clubs to encourage more young women to volunteer

Increase living libraries stories of TWC female role Models and include young women. Link to Quayle trophy and current sporting groups

Who will action this?

Blackpool, Fleetwood and AFC Community Football Trusts. Active Lancashire and Active Blackpool

Active Lancashire and Active Blackpool

The Washington Group

Green.

Explore how young women can participate and lead in protecting our world and making small changes with huge impact. Linking to local, regional, national campaigns and opportunities.

What's the issue?

No Green zones
No clear cycle routes in Blackpool and Wyre

Need to improve recycling particularly on the beach eg. spade and bucket, recycle bins at each opening, recycle school uniforms, prom dresses

Improve environmental education in schools and communities
Engage more young women in climate change

What exists?

Beach and the prom from St Anne's to Fleetwood

St Anne's and Fleetwood recycle bins. VCFS scheme to exchange prom dresses and school uniforms eg Homestart charity shops and clothes exchange events Blackpool 6th form green group

Beach clean groups, Environmental Nannas, green youth group, named environment councillor for each area
NW Net zero youth network



What does good look like?

Electric buses, bikes and people-only pathways, refurb of abandoned buildings

Water replenishment facilities, Berlin style bottle recycling, Beach clean group, TooGoodToGo app, Award for green competition between schools/colleges/youth groups

Embedded into school curriculum, NCS and each school/youth group has a green champion who links into Fylde Coast green group

What do we do about this?

Young women on Blackpool Transport Youth forum to champion green issues. Young women to meet with BITC/RBN/Council CEOs to discuss regeneration

Environmental Summit to agree Green Plan of action co designed and led by young people

Link into Blackpool and Lancashire Youth Council and call for action to create Green Champions

Who will action this?

Blackpool Transport
Responsible Business Network
Business in the community
Fylde, Wyre & Blackpool Councils

Cabinet members for climate change
Blackpool, Fylde and Wyre Councils
Climate Action Partnership

Blackpool Sixth Form Eco Action Group
NW Net zero youth network

Innovation.

Explore innovation and what part women play in an ever-changing world of opportunities, digital IT and careers in STEM. Young women can be innovators and creators and not just consumers.

What's the issue?

Lack of opportunities for women to access work experience inc STEM roles and lack of access to entrepreneurial support

Lack of innovation space/gaming tech/ internet youth zones and lack of digital programmes/enrichment opportunities rather than one-off sessions for young women

Low tech public transport e.g. No bus stop announcements

What exists?

Responsible Business Network (RBN) Education/ Innovate Her/ Cyber Girls STEM Ambassadors, Lancashire Digital Skills partnership

One-off youth club activities RBN IWD Festival STEM Networks coding clubs

Rely on written timetables and app



What does good look like?

Accessible year round work experience and good careers advice for young women going into tech/STEM

Curriculum both formal and informal to be accessible throughout the year for young women, creation of digital spaces across the Fylde Coast

Interactive IT tech in bus stops, tram stops and railway station, accessible apps

What do we do about this?

Link to Careers Hubs for improved access to STEM. Annual STEM career days

Investment in digital hubs within community and schools. Access to Lancashire digital partnerships. Embed STEM into extra curricular activities

Benchmark against other cities, create young women advisory board to support innovative ideas to link innovation with safety on public transport

Who will action this?

Chantelle Barrot - digital vision
Business in the Community
BAE Systems The Platform Blackpool
Local Education Partnership

Digital Skills Partnership

Blackpool Transport, National Rail
Safer Streets Project

Happiness.

What do young women need so they can support their own well-being and self-care through a variety of tools to develop their own toolbox? Examining the opportunities and assets available in their communities.

What's the issue?

Lack of after school activities, inc youth groups specific focus on young women's centre, lack of access (especially rural), school trips, access to new experiences

Waiting time and access to relevant clinical and non-clinical health and well-being sessions to support pathways into healthy lifestyle

Lack of access to public amenities and lack of safe lighting in our streets and at bus stops

What exists?

Limited young women only activities

CASHER (Child & Adolescent Support & Help Enhanced Response) Youth therapy and walk and talk, KOOTH online support Butterfly & Phoenix Project



What does good look like?

Range of accessible Health and Well Being (HWB) activities/projects for young women

Accessible referral into non-clinical HWB projects, peer mentors and social prescribing, sports directory and youth-led comms strategy

Safe accessible transport and safe public access pathways to ensure young women feel safe

What do we do about this?

Co design young women's HWB projects within current youth groups and schools/ colleges
Offer more Youth Mental Health First Aid

Increase in social prescribing activities for young women, improved training for GPs Youth-led co-designed training

Safer Street partnership/Reclaim the streets IMD 22 Project
Educational activities in schools/colleges
Blackpool Transport Youth panel

Who will action this?

Lancashire Council Youth Services
Blackpool Council Youth Manager

CASHER KOOTH VCFS Sector
Football Community Trusts

Safer Streets Project, Blackpool
Transport, TWG

Sponsors and Supporters



About The Washington Group

We are a unique organisation in that we support the development of the civil sector to increase capacity and impact . We offer community led, time limited interventions, which include social action, research, training and events, that in turn support and develop communities.

The Washington Group (TWG) continues to make a huge impact across Blackpool Fylde and Wyre, bringing together a diversity of community volunteers from businesses, local community members, young people, sport, the arts, and the voluntary sector, to co design much-needed projects and events channelled through TWG. Their vision is to support and work together with young people and their communities to improve social change and social mobility.

TWG supports the co-existence of communities to challenge the issues facing each other and look for solutions together. Collective action for change. Their approach to community work brings together responsible businesses to work alongside the community to ensure everyone has the same access to the education, employment, and skills they need to thrive throughout their lives. TWG encapsulates the essence of social action and volunteering. There is a resounding and overriding importance of business as a force for good which TWG facilitate, through community projects, encouraging & evolving volunteer practice across all of the community, bringing together for the benefit not just of young people but for individuals and organisations who participate in the community projects.



The Washington Group

Social Action Projects

To work together with key stakeholders to support organisations and individuals to bring about social change for the benefit of their communities of need, interest and geography. We will provide opportunities in accessing capacity support, funding and training to support communities.

Research & Consultancy

Our research aims to apply mixed methodological approaches to evaluate, measure and review areas of community engagement, learning and development. Our approach intends to incorporate participatory research methods, developing a community of practice, alongside implementing evidence based praxis which supports our ethos of social mobility and co-production.

Education & Learning

To provide learning and training opportunities to all members of the community to improve their well-being. We will support growth, development and toolkits for continued success. This will include formal training opportunities with nationally recognised qualifications, voluntary or work based experience and employability skills inc confidence. We will provide self-help sessions to address specific needs.

Community Events

Evidence based research shows that targeted community events such as International Women's Day and the Community Big Lunch create greater community cohesion and community sustainability through co design approaches.



The Washington Group