

10 YEARS OF THE
ROB  NS
EDUCATION



Idea Outline

This will be a 25-30 minute long documentary showcasing the work done by Robins Education over ten years to get it to where it is today. Showing the aspects of the education system and how it is different to a standard college education.

The word "IDEA" is written in large, bold, red capital letters. The letters are contained within a light gray rectangular box with a thin black border. The font is a sans-serif typeface, and the letters are closely spaced.



Examples

- GVs of students & Robins Education
- Walking pitch side





Purpose & Rationale

- > The purpose of this documentary is to spread awareness of the Robins Foundation and Robins Education and to show the journey that the students and coaches have been on throughout the years.
- > This documentary will have an inspirational mood as people will be sharing their stories of how they got involved with the Robins Foundation and how it has changed their lives.
- > The reason for using this approach is because we want to show how Robins Education have helped people deal with problems in their lives and overcome them in hopes to inspire more young people to go into education with Bristol City.





Aims & Objectives

Main Interview with
Chris Stenner

Interview with Jon
Lansdown

How Robins
Education will take
anyone on and try
build them as a
person, with
examples of that.

Interviews with
teachers & students

**To promote Robins Education
and encourage students and
parents to join**

Awards,
Development of
education, Portugal
Trips

Documentary (20-30
mins)

Social Media Promo

Archive Footage

Trailer (2 mins)

Encouragement that
it is at Ashton Gate
Stadium



Main Cast

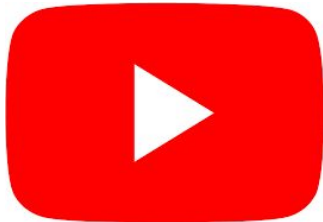
- Chris Stenner
- Jon Lansdown
- Teachers
- Student Case Studies
- Presenter/interviewer with Chris





Platforms

- Bristol City Website - Full Documentary
- YouTube Channel - Full Documentary
- Twitter - Trailers
- Instagram - Trailers
- Facebook - Full Documentary
- Tiktok - Call to Action





Marketing Budget

Per pound you spend on instagram marketing it will gage a 260-680 person reach. If we had a £400 budget for marketing and spent £200 on instagram, £20 a day for 10 days - would create a reach of 35,000-93,000.

PROMOTION

£200 over 10 days

Total spend

30,000 - 80,000

Estimated reach

Budget

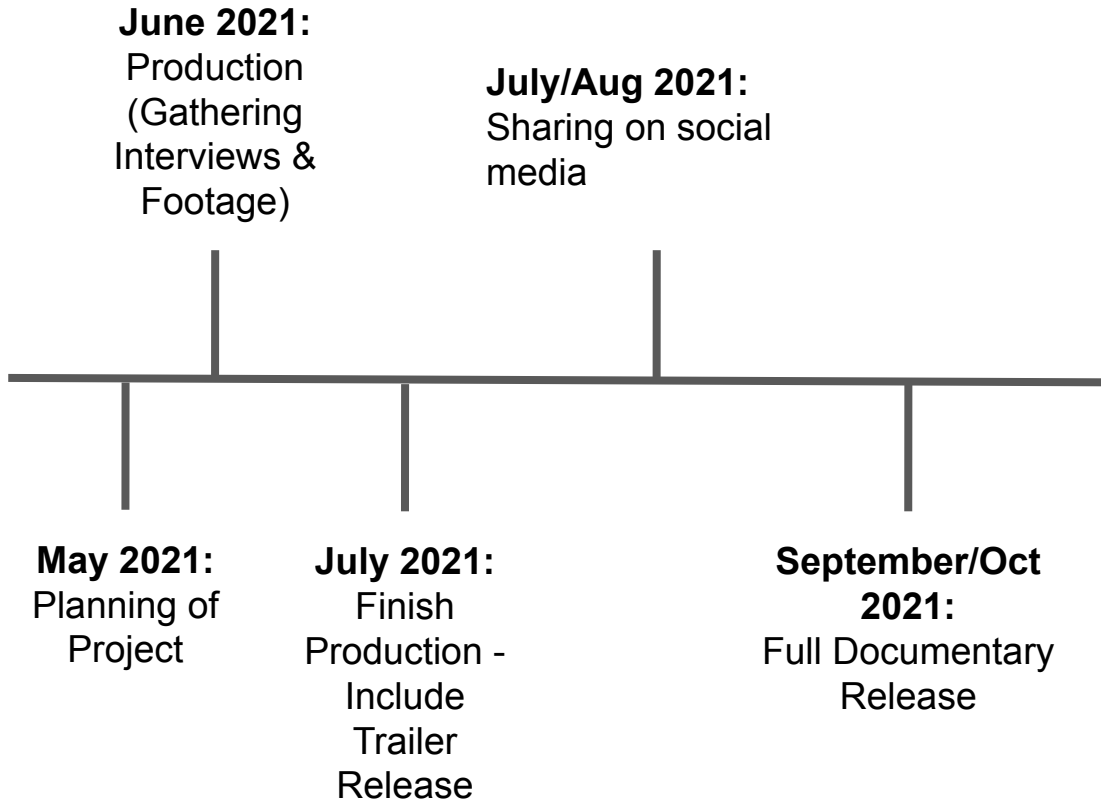
£20 daily

Duration

10 days



Campaign Timeline





Target Audience

- > This documentary will contain different parts to it that are targeted towards different age groups, depending on what platform it will be released on.
- > For example content that will be released on Facebook will be targeted towards the parents of the future students looking to study with the foundation.
- > We plan on releasing content across Instagram too which will be more targeted towards young people aged 15-18 who may be looking for future opportunities.



**PARENTS OF
STUDENTS**



15-18



Contingency Plan

- > If we are unable to get some interviews we will have an extended list of interviewees who would be easier to get for an interview and who can still share relevant information and views of Robins Foundation and Robins Education.
- > There are loads of Students so getting interviews with them shouldn't be a problem





What We Need From You

- People who will be willing to be in this documentary and talk about Robins Education (students, teachers)
- Chris for the main interview (knowledge and stories)
- Archive Footage
- Interview with Jon Lansdown





Summary

- 25-30 Min Doc
- Showcasing the work done by The Robins Education
- 2 Min Trailer
- Social Media Promotion (Case Studies)
- Inspirational Stories



2 minutes Case studies



Presented by Ben ,Owen and Ben BBQ base

Video ideas

Talk about life before during and after there time with foundation

Start with where they are and then go back to the start of there story and time with foundation

Good to better stories internal views (there view)

Bad to good external views (coach, family, teachers)

Cinematic clips of football club (at stadium, in class room, doing charity and voluntary work with robins / clips from there home life (at a park, at home)

Project outline

We will be doing 2 minute clips about ex and current students of the Robins foundation talking about their success stories because of the foundation.

We would want to be able to film some of the things that the Robins foundation do in the community

We will be sending the videos out onto Instagram, Facebook. We would also be trying to have a one clip out every month.

People to interview:

Lauren and Grace - Youth council-one coach-one of at uni

Conrad Britton- Coach/ student

Chris Stenner- About the education/ how he started at robins

Kai Long- Level 2 Level3 onto Masters

Gary Bell- Charity work

Sophie- Head of recruitment

Declan stone- Clips of them doing stuff with the robins foundation
(charity work or at college)

People doing work outside of sport as a result of doing the sports at college



Target audience

The clips will be going out on social medias so our target audience will be teenagers between 16 to 18 year olds who are looking to come to the foundation and to give them a quick brief into what it's like and what its been like for the last 10 years.

We are also targeting parents and carers to show why their children should come to the foundation and try to persuade them why and how this course will be the best for their child.

How were gonna use the platforms

Instagram- I think we should use shorter snappy videos on instagram as you can only play up to 1 minute.



Facebook- I think it should be longer as the target audience will be mainly parents and they may want a longer video to find out more information for their child.



Twitter- To tweet about upcoming events from the Robins foundations, this is where old youth and adults look for content to watch and we feel this is where we think our target audience looks.



Bristol City Official Website- A lot of the community go on the website so they will be able to see our videos and upcoming events.



Video examples

We want to produce some of the case studies in this style because we like that the people being interviewed are not shown talking it is all a voice over.

We also like that they film in the stadium and tell the story about how the foundation helped the boy, also film at places that are talked about and reflected in the video. We like that it is all filmed and focused on the person who the case study is about (filming is all on them, short clips of them put together)



National and International days of Interest:

National M/S day: 30th May

National Mental Health Month : May

National women's day : 9 october

Pride month : 11 october

Black history month: October

National twin day : 18 december

Any days that are talked about or relate to the case study

Release main case study about the robins foundation education on the day of 10 years

Sep 5 2021

Release some case studies every month and try release them on key days of that month

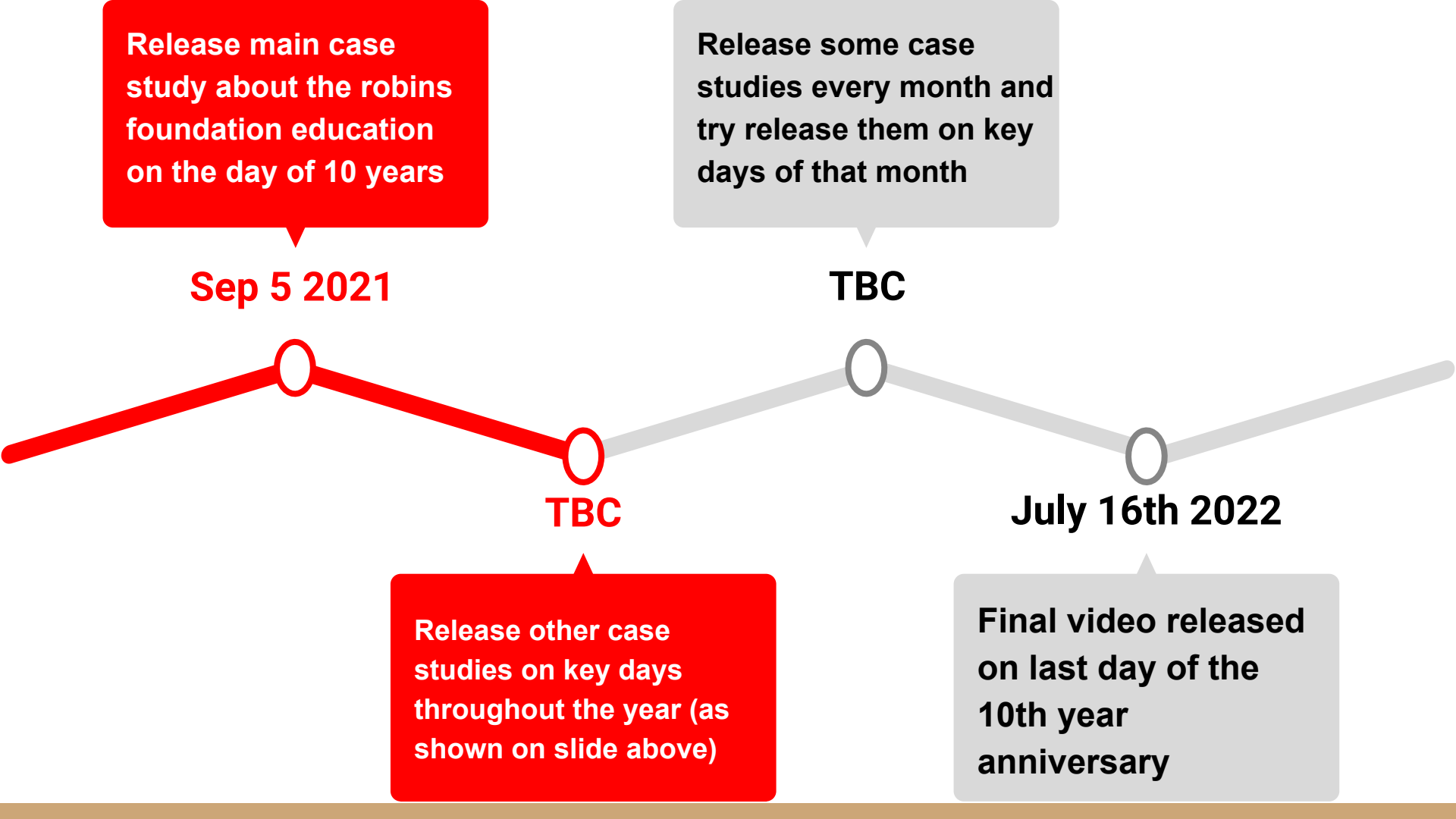
TBC

TBC

Release other case studies on key days throughout the year (as shown on slide above)

July 16th 2022

Final video released on last day of the 10th year anniversary



What we want from you...

- Access to do Interview with ex students
- The exact date of the creation of robins education and when the 10 years celebration ends
- Archive footage
- Access to places/film (coaching, charity work and around the stadium)
- Who that works at the foundation went to the college before

Summary

In summary we believe that the case studies will have a massive impact, as people may relate to some of the case studies. We believe that doing smaller sized clips will be better as more people will watch it rather than longer form clips. We would need interviews from some of your ex students as well as new students whose stories want to be shared, also interviews from some of the staff and their experiences with those ex students. We will mainly be using Instagram and Facebook as our platforms for where the videos are released. We may release videos on national days of to show awareness of their story to that day.