

PROJECT ZERO WF – THE CHALLENGE

Turning The Outset Centre, Community Youth Hub into a Sustainable Community Asset”

The Core Brief

Project Zero WF operates from The Outset Centre, Community Youth Hub. The aim is to transform it into:

- A financially sustainable model
- A recognised community anchor institution
- A valued space for young people, residents and the wider community
- A hub for corporate and community partnerships
- A measurable social impact asset

Each team will focus on a critical pillar of sustainability and growth.

Team One

Team 1: Financial Sustainability & Planning Team

Challenge:

Develop a **3-year financial sustainability plan** for The Outset Centre, Community Youth Hub.

Key Tasks:

- Audit current and potential revenue streams
- Develop diversified income strategy
- Create realistic budgets and projections
- Identify cost-saving efficiencies
- Propose funding and grant strategy
- Develop a social enterprise model

Must Include:

- Room hires strategy (community, business, events)
- Corporate sponsorship tiers
- Grant mapping (local authority, trusts, foundations)
- Income from training programmes
- Youth enterprise incubation model

Deliverables:

- 3-year financial forecast
- Break-even analysis
- Risk assessment
- Funding calendar
- Executive pitch to trustees

PR, Branding & Marketing Strategy Team

Challenge:

Position The Outset Centre, Community Youth Hub as “The Heart of Walthamstow’s Youth & Community”.

Key Tasks:

- Develop brand positioning
- Create a communications strategy
- Identify target audiences:
 - Young people
 - Parents
 - Local residents
 - Businesses
 - Funders
- Build a content calendar
- Create campaign ideas

Must Include:

- Social media strategy
- Community storytelling campaign
- Local press engagement
- Case study development
- Visual rebranding recommendations

Stretch Task:

Plan a “Community Open Day & Corporate Showcase”

Deliverables:

- Brand toolkit
 - 6-month marketing plan
 - PR outreach strategy
 - Sample campaign content
 - Launch event proposal
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Value for Money & Social Impact Team

Challenge:

Demonstrate the economic and social value of Project Zero WF to the community.

Key Question:

How do we prove that investing in The Outset Centre saves money for society?

Key Tasks:

- Develop a Social Return on Investment (SROI) framework
- Map outcomes:
 - Reduced youth violence
 - Improved education/employment outcomes
 - Mental health benefits
- Calculate proxy values
- Create impact measurement tools

Must Include:

- Cost comparison: prevention vs intervention
- Stakeholder benefit analysis
- Data collection plan
- Impact dashboard proposal

Deliverables:

- Value for Money report
 - Impact framework
 - Annual impact reporting template
 - “Why Invest in Us” briefing document
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Stakeholder & Community Integration Team

Challenge:

Strengthen the position of The Outset Centre as a community anchor institution.

Key Stakeholders:

- Young people
- Parents & families
- Local schools
- Local authority (Waltham Forest Council)
- Police & youth offending teams
- Faith groups
- Local residents
- Community organisations
- Local businesses

Key Tasks:

- Stakeholder mapping
- Partnership strategy
- Community needs assessment
- Develop a “Community Advisory Board” model
- Propose co-creation initiatives

Must Include:

- Youth voice integration
- Volunteer engagement strategy
- Intergenerational programming
- Schools engagement plan

Deliverables:

- Stakeholder influence map
 - Engagement strategy
 - Partnership framework
 - Community integration action plan
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Corporate Partnership & Enterprise Team

Challenge:

Design a Corporate Partnership & CSR Engagement Model.

Key Question:

How can corporate partners actively invest in and participate in Project Zero WF?

Key Tasks:

- Identify potential corporate partners (local & London-wide)
- Develop sponsorship packages
- Design employee engagement opportunities
- Create skills-based volunteering model
- Build long-term partnership pathways

Must Include:

- Tiered sponsorship model (Bronze, Silver, Gold, Strategic)
- Corporate mentoring programme
- Apprenticeship & work placement model
- Branded community impact packages
- Annual corporate showcase event

Deliverables:

- Corporate partnership deck
 - Sponsorship pricing model
 - Employer engagement framework
 - 12-month corporate engagement calendar
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Cross-Team Integration Challenge

Each team must combine their outputs into one unified strategy:

“The Outset Centre, Community Youth Hub 2027: A Sustainable Community Asset”

They must demonstrate:

- Financial viability
 - Measurable social value
 - Strong partnerships
 - Clear brand positioning
 - Corporate engagement pipeline
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Assessment Criteria

1. Commercial realism
 2. Social impact depth
 3. Financial sustainability
 4. Community sensitivity
 5. Innovation
 6. Practical implementation
 7. Professional presentation
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Final Presentation Event

Students present to:

- Leadership of Project Zero WF
 - Community stakeholders
 - Potential corporate partners
 - Local authority representatives
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FORMAL STUDENT BRIEFING DOCUMENT

Live Consultancy Challenge

Turning The Outset Centre, Community Youth Hub into a Sustainable Community Asset

Client

Project Zero WF

Location: The Outset Centre, Walthamstow, E17 8AH

Sector: Youth & Community Development

1. Background

Project Zero WF is a youth-led organisation working to create safe spaces, prevent violence, and empower young people. The organisation operates from The Outset Centre, Community Youth Hub.

The organisation now wishes to:

- Strengthen financial sustainability
- Increase measurable social impact
- Enhance its role as a community anchor
- Develop corporate partnerships
- Position the centre as a valued community asset

You have been appointed as consultancy teams to develop a strategic transformation plan.

2. The Core Consultancy Question

How can The Outset Centre become a financially sustainable, socially impactful, and community-embedded asset by 2027? With Ownership transferred to Project Zero WF.

3. Team Structure

You will work in a team of 10 students

Financial Sustainability & Planning

Develop a 3-year financial plan including revenue diversification, cost management, grant strategy, and social enterprise modelling.

PR & Marketing Strategy

Position the centre as the heart of the community. Develop branding, communications, campaigns, and launch strategy.

Value for Money & Social Impact

Demonstrate economic and social return. Develop impact frameworks and a value-for-money case for funders.

Stakeholder & Community Integration

Map and strengthen relationships across youth, families, schools, local authority, businesses, and residents.

Corporate Partnerships & Enterprise

Design a corporate sponsorship, CSR, mentoring, and employee engagement framework.

4. Deliverables

Each team must produce:

1. A 15-minute professional presentation
 2. A written executive report (max 2,500 words)
 3. Supporting financial models or frameworks
 4. A one-page strategic summary for trustees
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5. Final Integrated Presentation

All teams will collaborate to produce a unified strategy:

“The Outset Centre, Community Youth Hub 2027: Sustainable Community Asset Strategy”

Presented to:

- Leadership of Project Zero WF
 - Community stakeholders
 - Potential partners
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6. Professional Standards

Students must demonstrate:

- Commercial realism
 - Financial accuracy
 - Evidence-based decision-making
 - Ethical community awareness
 - Practical implement ability
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STUDENT WORKSHEETS & TEMPLATES

Worksheet 1: Financial Planning Template

Revenue Streams

Revenue Source Year 1 Year 2 Year 3 Risk Level

Cost Structure

Fixed Costs:

Variable Costs:

Break-Even Calculation

Monthly Costs:

Average Monthly Revenue:

Break-even point:

Worksheet 2: Stakeholder Mapping Template

Stakeholder Interest Level Influence Level Engagement Strategy

Draw a Power/Interest grid.

Worksheet 3: Social Impact & Value Framework

Key Outcomes

Outcome Evidence Financial Proxy Measurement Tool

Prevention Cost Comparison

Cost of early intervention:

Cost of crisis response:

Net social saving:

Worksheet 4: Corporate Sponsorship Design

Sponsorship Tiers

Tier Annual Contribution Benefits Target Companies

Worksheet 5: Marketing Strategy Planner

Target Audience:

Core Message:

Channels:

Campaign Timeline:

KPIs:

FULL 1-WEEK TEACHING SCHEDULE

Designed for an intensive consultancy sprint week.

Day 1 – Context & Immersion

Morning:

- Introduction to Project Zero WF
- Community asset theory
- Youth centre case study discussion

Afternoon:

- Team allocation
- Stakeholder mapping workshop
- Begin research phase

Homework: Industry & funding research

Day 2 – Strategy & Financial Modelling

Morning:

- Revenue diversification workshop
- Social enterprise models
- Grant landscape overview

Afternoon:

- Teams draft financial models
 - Tutor coaching sessions
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Day 3 – Social Impact & Value

Morning:

- Understanding SROI
- Measuring prevention value
- Impact reporting methods

Afternoon:

- Teams build impact frameworks
- Cross-team collaboration session

Day 4 – Marketing & Corporate Partnerships

Morning:

- Brand positioning workshop
- Corporate CSR & ESG trends

Afternoon:

- Sponsorship package design
- Campaign development
- Presentation preparation

Day 5 – Final Presentations

Morning:

- Rehearsals & refinement

Afternoon:

- Formal presentations to panel
 - Feedback session
 - Awards
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POLISHED PROPOSAL FOR PROJECT ZERO WF LEADERSHIP

Strategic Partnership Proposal

Business Consultancy Challenge 2026

Prepared For:

Leadership Team, Project Zero WF

Executive Summary

This proposal outlines a structured collaboration between 50 Business students and Project Zero WF to develop a comprehensive strategy to strengthen The Outset Centre as a sustainable community asset.

Over one intensive week, five consultancy teams will develop strategic outputs covering:

- Financial sustainability
- Marketing & positioning
- Social value measurement
- Stakeholder integration
- Corporate partnerships

The final outcome will be a unified 2027 Sustainability Strategy.

Value to Project Zero WF

This initiative will provide:

- A 3-year financial projection
- Diversified income model
- Corporate sponsorship framework
- Social impact measurement system
- Community engagement strategy
- Marketing & brand positioning toolkit

All recommendations will be practical, evidence-based, and presentation-ready.

Deliverables to Project Zero WF

1. Comprehensive strategy report

2. Financial model spreadsheets
 3. Corporate sponsorship deck
 4. Impact measurement framework
 5. Marketing strategy document
 6. Executive summary for trustees & funders
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Community Impact

The programme will:

- Build awareness of the organisation
 - Strengthen local stakeholder engagement
 - Develop future corporate relationships
 - Position The Outset Centre as a community anchor institution
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Governance & Safeguarding

- No direct youth data will be shared
 - Students operate under supervision
 - Confidentiality agreements in place
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Timeline

1 Week Intensive Programme

Final presentation event hosted at The Outset Centre

Conclusion

This partnership represents a strategic opportunity to harness business innovation in service of youth empowerment and community development within Waltham Forest.

If you would like, I can now:

- Convert this into a branded PDF document
- Create a PowerPoint deck for leadership presentation
- Develop a corporate sponsorship pack template
- Or tailor this specifically to funding bids within Waltham Forest

Let me know how you'd like to proceed.