

ERASMUS+ Youth Workers Mobility KEY ACTION 1

# POP THE SOCIAL MEDIA BUBBLE



**Ashford, Kent, UNITED KINGDOM**

**15th - 22nd September 2022**

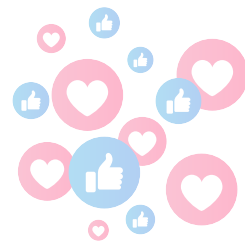


Tree Of Colours CIC



# Welcome

---



Hello you,

Great you decided to join our international training course '**Pop the Social Media Bubble**' organised by **Tree of Colours** organisation and co-founded by Erasmus + Programme in UK. This document contains the basic information to make your participation as worthwhile as possible. It is an informative document with the essential information. Any other questions or requirements, contact us if you did not find the answer elsewhere.

What can you find in this document?

- Information about the project
- Where it will take place
- When does it concretely start and ends
- How to get there
- What to take along / prepare for this event
- Other useful information

## About the project

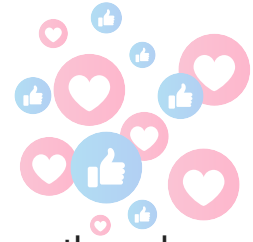
'**Pop the Social Media Bubble**', an **8**-day-lasting international training course with **7** different countries involved: **Italy, Romania, Greece, Croatia, Latvia, Bulgaria and United Kingdom**, will develop competences in Social Media, PR and social marketing, in order to enhance the impact, effectiveness, visibility, appreciation, recognition, follow-up and sustainability of the youth work. Participants will also connect with their peers, share experiences, develop positive attitudes and acquire tools and strategies to respond to the challenges of social issues effectively in their day-to-day work.

The training course will take place in **Ashford, Kent, United Kingdom**. The event will **start** on **15th September** in the afternoon and **end** morning on **September 22nd, 2022**.



# Aim

---



'Pop the Social Media Bubble' project is designed to foster quality youth work through supporting accessible and innovative practices to encourage youth workers to understand the social media world and improve their capacity on digital youth work. Its aim is to lay the groundwork for extending and promoting the use of social media and other digital media tools in digital youth work for youth organisations on the recognition and promotion of non-formal education, volunteerism and youth work in order to empower civil society.

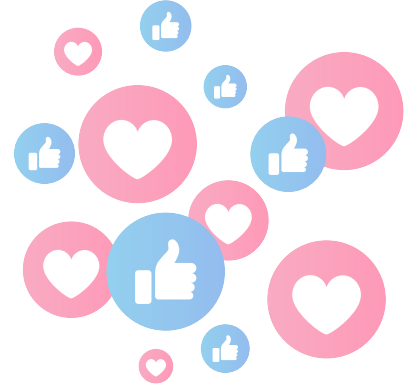
## Objectives

- To explore concepts as digital skill and digital competence background in youth-work practice.
- To develop a better understanding about digital youth work approaches, tools, methods and to introduce techniques and digital tools to improve their visibility online.
- Sharing of practices and showcasing of realities in European youth work and non-formal education, with a focus on volunteerism, European citizenship and active participation.
- Building up competences (skills, knowledge and attitudes) of the participants and partner organisations in the areas of: digital framework, social marketing, image building, debating and persuading, advertisement and promotion, media strategy.
- Working as journalists, with web 2.0 and video-blogging, campaigning and public actions.
- To apply these competences and tools directly to the specific cases of the represented organisations, and to develop respective long-term strategies and working plans, assessment of best practices and common pitfalls.
- To explore how to strengthen impact, visibility, multiplying effects, and exploitation & dissemination of results in Erasmus + projects.
- To ensure and support action planning for future projects and cooperation with a focus on the promotion and recognition of non-formal education, European youth work and East-West cooperation.



---

# Participants



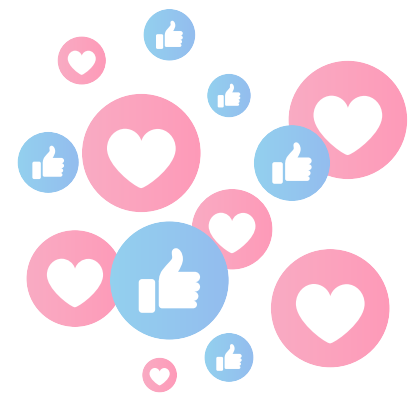
The international training course is designed for leaders working directly with and for young people on a daily basis like youth workers, trainers, teachers, facilitators and community leaders.

Funding is provided the British National Agency for ERASMUS+: Youth in Action, Key Action 1, Mobility of Youth Workers. Participants need to be willing and committed to **fully** participated during **all sessions** of the ITC and should furthermore commit to carry out agreed preparatory tasks and be willing to follow-up on the ITC outcomes via active youth work, ideally in co-operation with their partner organisation.

Participants will be selected by the partner organisations in close cooperation with leading organisation according to the following criteria (selection process will be made public, and will be fair and transparent):

- being youth workers, teachers, trainers, facilitators and community leaders, to be directly working with and for young people on a daily basis.
- must be willing to engage in the activities during the training course.
- must be aged **18+** be **residents** in the **country** of the nominating partner organisation and have a **valid passport**, in order to be able to enter UK.
- are able and ready to work in English.
- are motivated and willing to commit to work on the objectives of the international training course.
- are able to act as multipliers after the end of the educational activity and transfer the obtained knowledge back to their organisations and young people.
- should commit to carry out agreed preparatory tasks and be willing to follow-up on the training course via active youth work.





# Hosting & partner organisations

-  TREE OF COLOURS CIC - U K (hosting organisation)
-  Associazione Sabbeen Group - Italy
-  Romanian Youth Movement for Democracy - Romania
-  Hellenic Youth Participation - Greece
-  Medunarodna udruga mladih EUTOPIA - Croatia
-  Young Folks LV - Latvia
-  Brainstorm Grup - Bulgaria

## Main activity

The main activity of this project is the seminar, which will take place in Ashford, UK on the 15-22/09/2022.

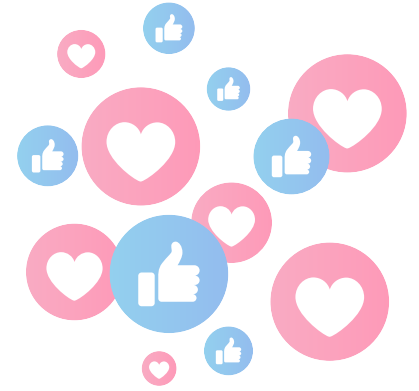
Our participants are from 7 countries (Italy, Romania, Greece, Croatia, Latvia and Bulgaria and United Kingdom) and will actively participate at the international training course to gain competences in the field.



Tree Of Colours CIC



# Timetable

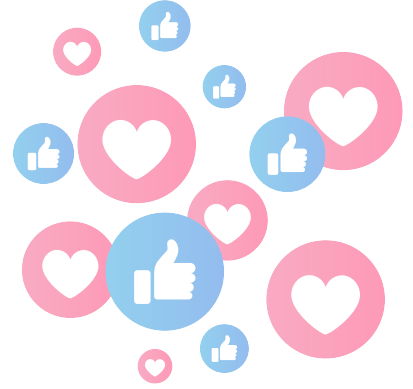


	15th Sept	16th Sept	17th Sept	18th Sept	19th Sept	20th Sept	21st Sept	22nd Sept	
ARRIVAL (@)	LANDING	presenting	youth work	social media	discovery	creativity	future	BYE BYE	
07.15 – 09.00	arrival	breakfast	breakfast	Breakfast	breakfast	breakfast	breakfast	breakfast	
09.00 – 9.30		Official Opening	learning diary mirror & hat	learning diary mirror & hat	learning diary mirror & hat	learning diary mirror & hat	learning diary mirror & hat	General evaluation and reflection	
9.30 – 10.30			Cooperation & participation	Persuasion & Social influence	Youth work	Working as influencers	Media Lab		
10.30 – 11.00		coffee break	coffee break	coffee break	coffee break	coffee break	coffee break	coffee break	
11.00 – 12.30		transfer to venue	Group building	Our realities & practices in youth work	Interactions/ perspectives	Confronting opinions	Producing content and releases	Presentation of media lab results	departure
12.30 – 14.30		checking in	lunch break	lunch break	lunch break	lunch break	lunch break	lunch break	
14.30 – 16.00		@ venue	setting the grounds	The general portrait	debate	discovery	Erasmus + solutions	presentation of follow-up actions	
16.00 – 16.15		coffee break	coffee break	coffee break	coffee break		coffee break	coffee break	
16.15 – 17.30		coffee break	daily reflection	daily reflection	daily reflection		daily reflection	youthpass, personal development plan, evaluation	
17.30 – 18.30		First Welcoming Introduction to the project	Erasmus + presentation & learning diary	Debate	NFE applications	free time	Social marketing, PR & media		
18.30 – 19.30	Reflection		dinner break				dinner break	dinner break	
20.00 - 🍷🍷🍷	welcome evening	exploring each other	intercultural evening	intercultural evening	dinner	hunting 4 pearls	C U soon party		
→ reflection & assessment of learning			→ setting the frame & discovery			→ content & practice			

Please note that certain programme parts may undergo slight changes, according to further preparations by the team, confirmations (or not) of other engaged stakeholders and changing realities. You will get a detailed programme with timetable and contents at your arrival, anyhow, no worries: the objectives have not been changed 😊.



# Financial conditions



Thanx to the ERASMUS+ funding, the following conditions can be offered: the costs of your international travel are covered up to the following total amounts (if you prove that your travel falls into the corresponding distance band). Only the cheapest means of transportation will be accepted between the country of the Partner Organisation and the venue. We will cover your travel costs and the reimbursement is up to a maximum amount per country but no more then:

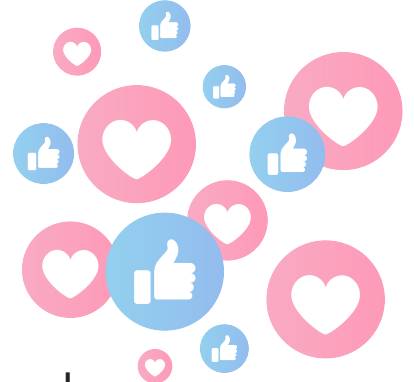
20 Euro	(km 10 – 99)	United Kingdom
275 Euro	(km 500 – 1999)	Latvia, Croatia and Italy
360 Euro	(km 2000 – 2999)	Greece, Romania and Bulgaria

## Furthermore ....

- ▶ *full participation in the programme from evening of 15th to morning of 21th September is mandatory to be eligible for the reimbursement of travel and subsistence costs, you cannot arrive later or leave earlier from/to **Ashford, Academy Grosvenor Hall**.*
- ▶ *board, lodging, local transports, one day excursion to **Canterbury (Kent)**, all materials and the content of the training course are fully covered for a participation fee of £30-60.*
- ▶ *you are in charge of arranging your own insurance (Covid, health, accident, liability) for your travel and stay in UK.*

---

# Financial conditions



What we need in order to be able to transfer your travel money costs after the mobility:

- Keep all your tickets (bus tickets, train tickets, electronic flight ticket, local bus tickets, local train tickets, booking reservations etc.)
- Keep all the receipts/invoices (you should ask for a receipt with your train/bus tickets and for an invoice for your flight tickets)
- All your flight boarding passes (outward and return for all your flights).
- You should **use only public transportation**. You need to receive our **written approval before booking your tickets for the mobility**.
- We will **NOT REFUND** the cost of the taxi (unless it is only option), so please use a public transport. We can accept a taxi receipt **ONLY** if you can prove (written) that the time you travel there isn't any public transportation.
- We will **NOT REFUND** any tickets that have been purchased through a **travel agency** (please buy the tickets directly on the supplier website)

- **If you cannot provide your original tickets, receipts, boarding passes and invoices clearly stating the travel company, your name and the exact costs of the tickets, we will not be able to reimburse you.**
- **If you don't have our written approval before for your booked tickets, we will not be able to reimburse you.**

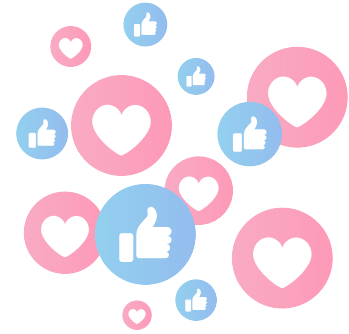
Before purchasing any ticket, please, **first GET CONFIRMATION from the project coordinator about the tickets.**

Reimbursement will be done until the end of the project implementation period, **via bank transfer to the account** of the partner organisation or for the group to the group leader, after the training and as soon as we receive all original documents.



---

# The venue



The seminar will take place at Academy Grosvenor Hall, a delightful residential education and activity centre, set in peaceful, countryside setting with majestic buildings and beautiful grounds in the town of Ashford, the county of Kent, England. The distance is about one hour and half train ride away from central London. The selected participants will share of two, three or four-bedrooms and bathrooms with several other participants, divided into male and female. The activity will take place in the same location, in a fully equipped seminar and conference room. Please be however open-minded and curious to sample British renown cuisine.

During the activity, are offered a choice of nutritious food at each mealtime: breakfast, lunch and dinner. Every menu includes a selection of hot and cold items including fresh fruits and vegetables. You will be provided with coffee breaks (coffee, tea, etc) and meals at the venue's restaurant. Academy Grosvenor Hall residency is situated within 15-min walk away from shops and supermarket. Towels and basic shower/shampoo are **NOT** provided.



Web: <https://www.kingswood.co.uk/activity-centres/grosvenor-hall/>

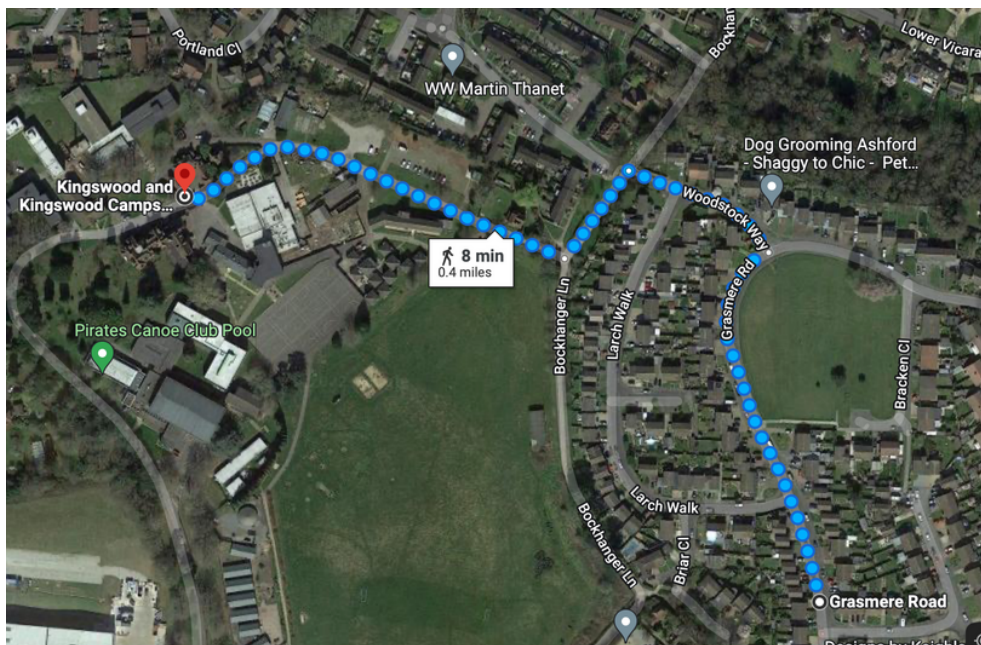
Address: **GROSVENOR HALL, Kennington, Ashford, TN25 4AJ**

# How to get there

For participants coming from abroad, the very best for you would be to travel to a nearby AIRPORT. Please keep in mind when arranging your travel the distance between London airports and location of the seminar. There are many ways to arrive to the venue and the address is:

**GROSVENOR HALL, Kennington, Ashford, TN25 4AJ.**

The location is easily accessible by train and bus. The closest rail station is Ashford International (services to/from London St. Pancras). The station is a short local bus ride away from Academy Grosvenor Hall. Also, Ashford International city rail station is a good possible way to get there with a 17 min bus drive to the location. Only local buses stop near venue and are around 8 min walk away from Grasmere Road bus stop to the location.



## Travel information:

The main international airports are:

- London Luton 120 km
- London Heathrow 99 km
- London Stansted 93 km
- London Gatwick Airport - 85km (60 minutes)

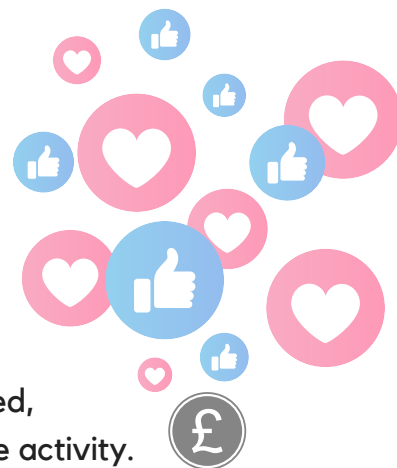
Getting here:

From Central London: You can take the Southeastern train from **London St Pancras International(STP)** to **Ashford International(AFK)** (about 38 min). Train Tickets, Rail Times & UK Train Fares ([www.southeasternrailway.co.uk](http://www.southeasternrailway.co.uk)) for about £13.70 one way- and the local bus to **Grasmere Road bus stop**.

By rail – Nearest railway station is: **Ashford International** (4.34 km)

---

# Useful information



## Currency

UK's currency is the Pound GBP. No other currency is accepted, and it is best to exchange other currency at a bank before the activity.

## In case of Emergency

Emergency number in UK is **999** and it can be called for free from any telephone line! National Non-Emergency Police is **101** and UK National Medical Helpline - NHS Direct (24 hours) is **111**.

## Health Insurance

All participants will buy a travel insurance with a special health insurance covering Covid-19 and repatriation. All the participants should have a European health insurance card.

<http://ec.europa.eu/social/main.jsp?catId=559>

In case you are not able to have a European health insurance card, you should have a private or public insurance valid in UK.

## Medical Issues / Special Diet

For special diet requirements (vegetarian / vegan / no pork etc.), allergies or any possible medical issue (for which you will need support during your stay), please inform the organisers prior your arrival.

## Drugs & Alcohol

All kind of drugs (both use and sell) are prohibited in UK. Alcohol can only be consumed by those aged 18 and over. The only place on site where you'll be able to buy and drink alcohol is adult only loft bar, usually open from 10.00-22.00 each day.

## Smoking & Vaping

It is permitted only to the designated areas for both smoking and vaping. Anyone caught smoking or vaping inside the building will be dismissed from site **immediately**.

## Code of conduct & Quiet Hours

We expect respect and no Noise disturbance for others on the site during the activity. You should avoid parties (especially in rooms) and to be loud during 'common quiet hours' (**22:00- 08:00**) it is **illegal**, and consequences may follow.

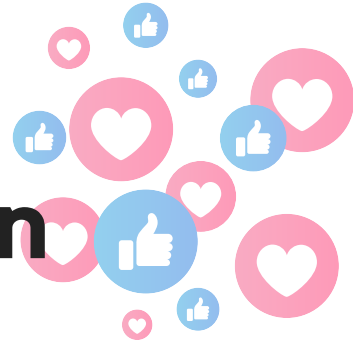
## Electricity !

The location electricity plugs are UK-type 3-pin plugs, 220-240V, 50Hz AC.



**Local Taxi Prime taxi Ashford Tel:01233 367 075 Mob:07979157905**

# Local Area Information



Location is in Ashford which is a town in the county of Kent, England, with really easy access to all areas of London, motorways, and airports. This year-round school have a complete indoor and outdoor education facility set in the grounds of a former manor house in Ashford, Kent within easy reach of London and international transport links (only 98 km) southeast of central London. One of our largest centres, Grosvenor Hall is perfect for larger groups and more advanced development programmes.

From the moment the visitors enter the gates, they are immersed in the high-adrenaline excitement of the centre as they pass the adventure park and the brand new lake. As they explore the centre the guests continue to discover everything Grosvenor Hall has to offer; including an indoor heated swimming pool and a 25,000 sq ft sports hall which caters for a wide range of indoor activities.

Kingswood residential centres are safe and secure destinations that create a great environment for students to express themselves. All have an authentic 'British' feel, from historic manor houses to contemporary state-of-the-art adventure complexes. Grosvenor Hall and Isle of Wight have trinity exam status, with Grosvenor Hall accredited by the British Council.

The centre deliver adventure and education programmes which are excellent value for money for groups and individuals. Above all, our focus is on the welfare of our young guests – their safety comes first – and the life changing experiences they gain through outdoor adventure.

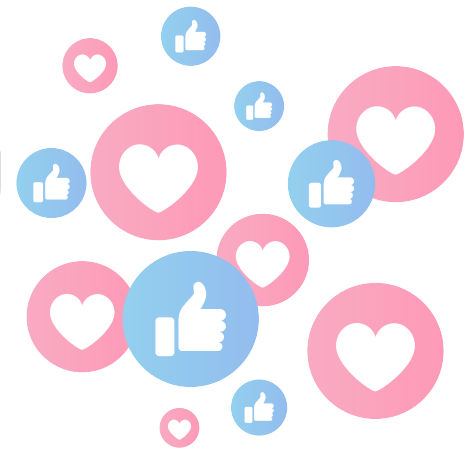
Teaching facilities are spacious and modern, with large classrooms, many with interactive whiteboards. Accommodation is in twin, triple and quadruple rooms, and there are many hectares of beautiful grounds for relaxation and outdoor activities.



POP THE SOCIAL MEDIA BUBBLE



# What to take along



What to take along/prepare for this event:

- All travel documents and insurance.
- On various occasions we will spend some sessions outdoors and make sure to bring warm and comfortable clothes. During September the weather in UK can be very cold. You will need some warm clothes along with few short sleeve T-shirts. Rain is always a possibility in UK so be prepared! Do not forget to bring a jacket and check the weather forecast before packing.
- Blankets, sheets and pillows are provided at the venue, but the bathroom towels are not. So, please bring your own towels and toiletries.
- Clear information (in English, if possible) about the main activities of your organisation, so that you can present it at the organisation gallery during the seminar. Please be aware that your presentation would be very brief!
- Map, posters, flags, postcards about your country/region/town to be displayed during the International Evening.
- Some gastronomic specialities (food and/or drinks) for the International Evening. Please note that it may not be possible to cook food at the training centre, only fridge, kettle and microwaves can be found! Feel free to bring some things along to share.
- Positive energy and smiles :)

# Contacts

## TREE OF COLOURS TEAM

E-mail: [treeofcolours.2022@gmail.com](mailto:treeofcolours.2022@gmail.com)

Phone number: **+44 7379 727477**

**Tree Of Colours CIC**



We are looking forward to work with you soon!



Website: <https://treeofcolours.com/>

Facebook: <https://www.facebook.com/TreeOfColours/>

Instagram: <https://www.instagram.com/treeofcolourslondon/>

