

Supertitle: Phase two

*This is a ‘pretty printing’ of eQuality time’s bid for Vigin’s #iwil Take Actionl fund. It also serves as a snapshot of eQuality Time’s position and intention towards the Supertitle Project. It is a living document in its own right and contains a large amount of information and illustration that is intended for sharing with the wider public rather than a funding body.*

*This document opens with a summary. Questions from the Virgin Application form are highlighted in red.*

# Supertitle

Supertitle is a school intervention for students with EAL.  Children with English as an Additional Language volunteer to provide subtitled versions of UK TV programs to help members of the community improve their English by forming ‘translation clubs’ and using specially designed software.     It’s one of eQuality Time’s first projects and we blogged every stage of it’s development.

## Futher reading.

Our previous blog posts on the topic.

* [Supertitle Phase 2: report](http://equalitytime.co.uk/5903/2016/09/05/supertitle-phase-2-report/)
* [Sir Halley Stewart Trust Bid](http://equalitytime.co.uk/5883/2016/07/27/sir-halley-stewart-trust-bid/)
* [Children in Need Funding.](http://equalitytime.co.uk/5817/2016/05/26/children-in-need-funding/)
* [New shows for Supertitle](http://equalitytime.co.uk/5813/2016/05/03/new-shows-for-supertitle/)
* [New Shows prepared for Supertitle](http://equalitytime.co.uk/5791/2016/04/20/new-shows-prepared-for-supertitle-2/)
* [Children in Need interview](http://equalitytime.co.uk/5768/2016/04/01/children-in-need-interview/)
* [Children in Need Application](http://equalitytime.co.uk/5690/2016/03/15/children-in-need-application/)
* [New shows prepared for Supertitle](http://equalitytime.co.uk/5680/2016/03/01/new-shows-prepared-for-supertitle/)
* [The 60 second silent Supertitle video](http://equalitytime.co.uk/5634/2016/02/01/the-60-second-silent-supertitle-video/)

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* [Project Update: Supertitle](http://equalitytime.co.uk/5427/2015/09/30/project-update-supertitle/)
* [London Catalyst](http://equalitytime.co.uk/5403/2015/09/14/london-catalyst/)
* [Funding Success – Awards for all and Supertitle!](http://equalitytime.co.uk/5339/2015/08/17/funding-success-awards-for-all-and-supertitle/)
* [Fail post: Supertitle Funding](http://equalitytime.co.uk/5220/2015/06/15/fail-post-supertitle-funding/)
* [Prototyping Supertitle](http://equalitytime.co.uk/5184/2015/05/21/prototyping-supertitle/)
* [Supertitle, a project for school students with English as an additional language.](http://equalitytime.co.uk/4953/2015/03/09/a-new-project-supertitle/)

# Bid

*Tell us about your organisation. What does it do? Why was it set up? Who set it up? – 500 words*

eQuality Time was founded in 2014 by Joseph Reddington, an experienced researcher with a strong background in computer science. eQuality Time designs and runs ‘artefact focused’ social interventions, where our end-users work as a group to deliver some end ‘product’. While focused on their end-goal our users find themselves improving their skills, and forming strong team bonds.

We’d like to showcase the following three projects of eQuality Time.

Supertitle as a project choose to focuses on students with English as an additional language, in 2015 it was awarded National Lottery funding to help with the initial pilot project costs. Students form volunteer groups to translate subtitles for BBC TV programs for relatives and their community. They provide a valuable service while changing their own outlook on the value of the own bilingualism and learning valuable IT and teamworking skills.

White Water Writers was initially grant funded from several sources but is now commercially viable. Our facilitators visit schools and lead groups of 10 students through the process of creating a novel. The students start planning their novel on Monday morning and it’s uploaded to Amazon on Friday night. No adult touches a key during the process. We’ve produced over 70 novels this way and our research shows statistically significant increases in student confidence and locus of control. During the process the students also improve their skills in terms of planning, computer use and working in a team.

Finally, eQuality Time has also been fortunate enough to receive national recognition for one of our projects, The Open Voice Factory, which enables those with severe speech impediments to communicate more freely. The Open Voice Factory provides free speech aid software by converting communication boards into communication devices and in 2015 was awarded the Nest Open Technology Prize as well as being named in Nominet’s Top 100 Tech4good projects.

*Tell us about your project. How will your idea help young people living in the North East to engage in social action? This question will be assessed by our youth advisory panel. – 500 words*

The project is called Supertitle, a project encouraging social action and volunteering within schools, with the added benefit of the end product helping immigrants in the local communities.

Supertitle runs translations groups in schools that are ran entirely by EAL students. We shall set up dedicated weekly translation clubs by recruiting volunteer students from schools. They meet once a week to translate subtitles for popular British TV programs. We will use ‘Supertitle’ technology to allow groups of EAL students to work together translating the subtitles for popular British TV. Once a show has finished being translated it is then made available to the local community, allowing immigrants to enjoy popular English programs in their own language whilst also improving their English language skills.

Supertitle will work primarily with secondary school students in the North East who have English as an additional language (EAL). In the North East of England, in 2016, 7.1% of secondary school students in the UK were recorded as EAL students (https://www.statista.com/statistics/331675/england-region-english-additional-language-primary-pupils/), a figure which has almost doubled since 2013 and is sure to continue growing.

The long-term plan for Supertitle is there to be sustainable set of youth-led clubs in the North East which continue with translation work and promote social action in secondary schools.

A principal reason why young people do not engage in social action is they do not believe they have anything useful to contribute, in particular, EAL students often feel their native language to be of little or no value both in school and peer groups (<http://www.ioe.ac.uk/56528.html>). Recruiting for volunteers will take place within in the school, calling on the EAL students to make use of their second language and unique skill. Once the effects start to extend out into the community, when the local community begin using the Supertitle service to enjoy popular UK TV programs, young people will be even more encouraged to want to take part in the project.

The twin motivations of social advantage and knowing that they have something to contribute mean that young people who may not normally volunteer will be encouraged and likely to want to take part in Supertitle.

Volunteers involved in Supertitle also help to create a social impact within their wider communities.

Once translated, the programs are made available to the volunteers’ community, their family and friends, allowing volunteers to feel like a bridge between communities rather than feeling they have to choose a 'side'. The community benefit can be seen by translated subtitles help in non-English speakers of households improve their English and thus help integrate them better into society.

Supertitle promotes dual identity amongst young people, allowing them to become more comfortable with their cultural identity and owning their place in modern Britain today. Supertitle supports volunteers’ well-being by helping develop self-confidence in their skills.

When children choose to make UK TV they are identifying a cultural product that resonates with them, group discussions of how best to translate a particular phrase of a TV explore cultural differences and similarities in a safe, meaningful way. They discover that their native language is a useful skill and that it has an important role in their school life as well as in their chosen path after school.

*How will you involve young people in the planning and delivery of your project? This question will be assessed by our youth advisory panel. – 500 words*

Supertitle is entirely volunteer led; all major decisions will be made by the young people. The decision to keep the clubs youth-led was made to keep the focus on young people and draw upon their creativity, energy and skills to create a positive change in their own communities.

All roles will be divided amongst the volunteers by themselves and the students will be entrusted with the belief that they are responsible and capable to work together to achieve the desired end result.

Further, by handing the decision making over to the volunteers, their commitment to the club will increase as well as their self-belief in themselves that they can achieve what they put their mind to.

During the translation process, there will be an adult facilitator present for help with the technology aspect but all decisions regarding translation will be made by the volunteers. Where possible, the only people who understand the language being translate will be the volunteers, this will help ensure that no other adults will have had an input and the final work is solely the product of the student volunteers.

*What evidence do you have to show that your idea will work? How will you measure outcomes? What will happen at the end of the grant? – 500 words*

Supertitle has previously run pilot projects and we’re including a range of testimonials here from the student volunteers involved:

Supertitle Students:

“I found this workshop fun and useful because you are helping people that

don’t understand it and need translating it. I am really happy that I was

able to take part in this session and I was able to use my skills to work

as a team”

X

“I found the workshop very useful because I worked well in a team and

it helped me writing with more confidence in Portuguese. Also, I have made

new friends. I have had really good fun”

X

“I found this session very useful because I practised my Portuguese and I

also know that by producing the subtitles I can help Portuguese people in

the UK to understand what they are watching. I found it really fun as well

as useful”

X

“I enjoyed this workshop as my family also face the struggle of not always

understanding shows and I am glad to give back to the community by helping

others who have the same problem.”

X

Outcomes will be measured using a pre-post assessment designed by researchers at Keele University in conjunction with eQualityTime.

The assessment is a questionnaire designed to measure an improvement in children's confidence relating to their cultural identity and feelings of belonging within the local community. All children must give their informed consent before taking part in any assessment.

The social impact within the wider community will be measured using website analytics to keep track of download numbers of the translated subtitles as well as an optional online survey made available when choosing to download the survey. Focus groups will also be held using a facilitator who speaks the target language, these will focus on the social impact felt in the community.

Supertitle's long-term plan will see the development of a sustainable set of youth-led clubs which will be measured by tool usage as well as recording the figures on club membership.

The data will then be used to write a report to discuss the performance of Supertitle and how the clubs can be improved.

When this grant finishes, Supertitle will be self-sustainable with a small set of youth-led translation clubs across the North East. This grant will allow us to amass a critical mass of content and evidence, which we can use to convince schools and colleges to take on the intervention and financial support the facilitator costs. The next step will be to implement the project across the UK which can be achieved with the income from a small small set of participating schools we will have the income to scale for the UK.

*How will you use the strength of the Virgin Money brand and the skills of staff from across the business to magnify the impact of your work. How will you help Virgin Money Foundation to raise awareness of the #iwill campaign?  - 500 words*

The Virgin Money brand will be of enormous help when convincing other schools to introduce the Supertitle project into their schools. The skills made available by the staff from the business will be especially useful in the marketing of the project as well as raising awareness of the importance of social inclusion and the integration of immigrants into UK communities.

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*How do your plans reflect the #iwill 6 principles of social action? – 500 words*

One of the positive effects of Supertitle is that it helps to increase the cultural confidence of the volunteers. Many of the children we work with have problems fitting in at school or in their local community, often they think that they must choose between either being ‘British’ or being part of their 'home' community. Supertitle helps these children to be a bridge between the two sides, rather than having to choose one.

By sharing the finished translated TV program with their family and friends, the benefits of Supertitle can be shared in the local community. Watching the subtitled TV show together as a family, including members of the family who may not speak English very well, they can all improve their English in a fun and free way.

The Supertitle clubs are led by the young people involved with the aim to demonstrate to them that that they can create amazing and 'real' things without being shown every step by an adult. Supertitle incorporates a wide range of different responsibilities and the group members must divide out the jobs amongst themselves. Much of their discussion will naturally take place in the home language of the group and because we make sure that no adult present is familiar with that language, the young people are aware of, and empowered by, the trust placed in the group. We believe this empowerment allows the volunteers to develop both personally and socially. Further, by demanding that the volunteers take charge, they develop critical thinking skills, increase their sense of responsibility and improve their ‘locus of control’.

Supertitle groups also help to develop knowledge of the English language, something which many EAL students struggle with. Volunteers improve their English language skills in an organic and fun way, as opposed to having to attend special classes during normal school time. However, it is not just English level that improve from participating in Supertitle, it also improves general literacy skills, increases their attention to detail, boosts their ability to work in a team and develops communication skills within the group. Initial testing has demonstrated overwhelmingly positive results with participants and communities. As well as improving attainment, the project engages young people, giving them a voice and channelling it into a tangible achievement they can share with their peers and families

*Virgin Money Foundation will make grants of up to £60,000 over two years. Please tell us in more detail what you will spend the grant on. – 500 words*

AHHH! How much are we applying for?