

STUDENT HANDBOOK

PROJECT ANSE LA RAYE



CARIBBEAN
ELECTIVE



SUPPORTING COMMUNITIES



UNIVERSITY OF
BIRMINGHAM

THE BOOTCAMP ITINERARY

DAY 1 (FRIDAY 12TH NOV) THE EXCHANGE

12:00-1:00pm
Registration

1:00-1:15pm
Welcome from UoB & Introduction to Project Anse La Raye from Caribbean Elective (Team announcement)

1:15-1:25pm
Anse La Raye - Short Film (Students sit in teams)

1:25-1:55pm
Introduction to Project Briefs

1:55-2:20pm
Break & Students fill in Project Brief preference form

2:20-2:40pm
Mini session on group work techniques

2:40-4:50pm
Split into Project Brief Groups - In-depth briefing and evidence boxes

4:50-5:00pm
Roundup

THE BOOTCAMP ITINERARY

DAY 2 (SATURDAY 13TH NOV) THE EXCHANGE

9:30-10:00am
Registration

10:00-10:10am
Introduction to the day

10:10-10:45am
Skills session - Psychology of group work & creative thinking

10:45-12:30pm
Split into Project Brief Groups - Group work time

12:30-1:30pm
Lunch served

1:30-3:15pm
Collaboration Clinic

3:15-4:20pm
Project Brief Groups - Group work time

4:20-4:30pm
Roundup

THE BOOTCAMP ITINERARY

DAY 3 (SUNDAY 14TH NOV) TEACHING AND LEARNING BUILDING: LECTURE THEATRE 2 (102)

9:30-10:00am
Registration

10:00-10:15am
Introduction to the Day

10:15-11:15am
Skills session - Public Speaking (VIP Guest Speaker)

11:15-12:30pm
Split into Project Brief Groups - Group work time

12:30-1:30pm
Lunch served

1:30-2:30pm
Skills Session - Making Community Engagement Effective

2:30-4:10pm
Split into Project Brief Groups - Group work time

4:10-4:30pm
Roundup & reflection

4:30-5:00pm
Networking with Caribbean Elective team, UoB team and students

THE BOOTCAMP ITINERARY

DAY 4 (FRIDAY 19TH NOV)

12:30-1:00pm

Registration

1:00-1:15pm

Introduction to the Day (including presentation session briefing)

1:15-1:30pm

Move to judging rooms

1:30-3:00pm

Group Presentations (10 mins per group)

3:00-3:30pm

Break/Panel Deliberation Time/Student Networking

3:30-3:50pm

Announcement of Winning Team

3:50-4:30pm

End of Bootcamp Celebration and Networking

THE FINAL (WEDNESDAY 1ST DEC) SAINT LUCIA HIGH COMMISSION, LONDON

1:00-4:00pm

Winning teams are invited to the Saint Lucia High Commission in London to present their ideas to a VIP panel and compete against the winning teams from Keele University.

(Transport will be provided by UoB)

Brief Summary - Tell their story

Project Brief Summary

From colonial settlement to Saint Lucia's capital of culture

Students have the important task of preserving the history of Anse La Raye and telling its story to both its community and visitors.

Anse La Raye represents what is often considered so unique and special about the Caribbean region. This deeply historical and culturally alive town has been falling short when it comes to promoting its identity for far too long. It is your mission to change this and ensure that local people can benefit commercially from the town's unique brand.

What should you do?

In your group, you will first need to investigate as far as possible the story of Anse La Raye and the surrounding area. You have been provided with a number of historical sources to aid you in this but it is also vitally important that you conduct your own research. The evidence provided for you is only supplied to get you started.

You should try to gain an understanding of the history of Saint Lucia as a whole. There may be many opportunities to make links.

You should research and study wider historical themes across the Caribbean region. This may inspire you to think differently, it may also lead to links.

Once you have gained a further understanding of the history of the area you should then consider how you can commercialise this.

Commercialising the history of the area is the key part of your challenge. How can you use your historical and cultural breakthroughs to do good? How could you inspire local people? How could it be used in education? How could local people make profit from their historical and cultural assets? What else can you do with your discoveries to do good?

Gaining a deep understanding of the tourism market in Saint Lucia will greatly aid your task.

You **must** explore opportunities to collaborate with other project briefs.

What is the importance of this project brief ?

This Project Brief is particularly exciting because its impact can be so broad. It is up to you and your groups to decide where the impact is best felt.

History and culture is so alive in Anse La Raye, like few places anywhere in the world. Locals are fortunate to have such a wonderful asset. But they need your help to realise what they have, to learn about it, and to use it to their advantage. The world needs to hear more about Anse La Raye, it's your task to make that happen and ensure local people reap the benefits.

What do we need to create?

You should prepare a presentation to give to an expert panel at the end of the Bootcamp.

In the presentation you should demonstrate the research you have carried out and your findings. You should clearly show your creative thinking path and how you came to develop your ideas. Finally, you should explain your ideas themselves, how they impact the local community and how they will do good.

Brief Summary - Showcasing Caribbean Culture

Project Brief Summary

Crafting a new platform for creative arts in Saint Lucia

Students will be tasked with creating a new event to be held in Anse La Raye. The event should be a celebration of Caribbean culture and showcase the very best of Saint Lucia's creative arts scene to visitors.

We believe Anse La Raye should be known as Saint Lucia's cultural beating heart, and visiting should be a once in a lifetime experience for tourists. It is then, the natural place for the very best of Saint Lucia's creatives to promote their work. Whether that be through art, music, food, design or anything else.

What should you do?

In your group you should create, design and innovate every aspect of a new event to be hosted in Anse La Raye. For example, logistical planning, branding, advertising, recruitment of creatives to transport. You should give careful consideration to how the event will become an unforgettable experience for visitors and positively impact Saint Lucians. It has the potential to become a hugely exciting event and iconic across the entire Caribbean.

You will need to investigate the story of Anse La Raye and the surrounding area. You have been provided with a number of historical sources to aid you in this but it is also vitally important that you conduct your own research. The evidence provided for you is only supplied to get you started.

You should try to gain an understanding of the history of Saint Lucia as a whole. You should research and study wider historical and cultural themes across the Caribbean region. This may inspire you to think differently, it may also lead to links.

You should research the creative arts scene in Saint Lucia and the wider Caribbean to see what currently exists and where improvements can be made.

You should research existing cultural, historical and creative events globally. You may be able to take inspiration from them.

You **must** explore opportunities to collaborate with other project briefs.

What is the importance of this project brief ?	<p>History and culture is so alive in Anse La Raye, like few places anywhere in the world. The world needs to hear more about Anse La Raye, it's your task to make that happen and ensure local people reap the benefits.</p> <p>The creative arts scene in Saint Lucia is so abundant with talent, but given such little opportunity to share that. You can play a role in making a difference for these people and their livelihoods.</p>
What do we need to create?	<p>You should prepare a presentation to give to an expert panel at the end of the Bootcamp.</p> <p>In the presentation you should demonstrate the research you have carried out and your findings. You should clearly show your inspiration and your creative thinking path. How did you come to develop your event ideas? Finally, you should explain your event idea. How will it have a positive impact for Saint Lucians? How will it become a landmark event in the Caribbean tourism calendar?</p>

Brief Summary - Bay of Rays

Project Brief Summary

Preserve and develop an extraordinary ecosystem

Students will be tasked with creating a plan to protect the stunning natural and marine environment of Anse La Raye.

The marine ecosystem of Anse La Raye has particular importance to the community. After all, Anse La Raye can be translated to “Bay of Rays”. Historically and in the present day, fishing has been a key part of the areas economy, and every Friday night the town hosts a fish fry celebrating this.

The marine ecosystem faces a number of challenges which includes poor water quality, pollution and incorrect waste disposal.

You are tasked with ensuring this precious marine ecosystem can survive and thrive. You will do this by devising low cost innovative solutions that could be implemented. Not only for conservation purposes but also to help sustain a responsible fishing and blue economy.

What should you do?

You should devise, design and innovate every aspect of your solutions to the challenges facing the marine ecosystem in Anse La Raye.

You should spend significant time experimenting with different ideas and designs.

You should research globally to find developing communities facing similar challenges to see how they approached the issue. You may be able to take inspiration from these.

True innovation in this project brief will come from groups who are able to create solutions that are cost effective and affordable to implement. Remember these solutions are being implemented in a developing country with a matching developing economy.

You should consider how the impact of your solutions can be assessed and evaluated after they have been rolled out.

You should consider the logistics of how your solution can be implemented.

You should explore opportunities to collaborate with other project briefs.

What is the importance of this project brief ?

The work you will do will have a long lasting positive impact on the community and local peoples lives.

The blue economy is a powerful one, and can bring increased welfare for the local community through fishing and tourism.

You will also have a hugely positive impact on the environment and local marine species. Helping species thrive and return to the bay.

What do we need to create?

You should prepare a presentation to give to an expert panel at the end of the Bootcamp.

In the presentation you should demonstrate the research you have carried out and your findings.

You should explain your creative thinking process, your inspirations and the ideas you developed and experimented with.

You should go on to explain your final solution and how it will work in detail.

You should explain the impact it will have and the logistics of how it can be implemented.

Finally, you should also give a detailed breakdown of the costs involved in the implementation of your solution. Remembering that the lower the cost the better.

Brief Summary - Empowering a Community

Project Brief Summary

Giving local people the knowledge and skills for the future

You will take on the challenge of preparing the community for the 'new' Anse La Raye. Ensuring locals have all the skills and knowledge they will need to take advantage of growth.

This project brief is integral to the overall success of the Anse La Raye Project. It is vitally important to us that it's the people of Anse La Raye that feel the positive impact from the areas of growth. They should grow simultaneously with the area. If they don't then there is a risk that external individuals and organisations may exploit the area and its people for their own gain.

We have recognised the need to up-skill local people in key areas such as entrepreneurship, sales, customer service, life skills and hospitality amongst others. It's your task to assess the needs of the local community and devise your own initiatives to ensure the community gets the up-skilling it requires to keep up with growth.

What should you do?

In your group you should create, design and innovate every aspect of new up-skilling initiatives to be rolled out in Anse La Raye.

It is vitally important that you spend significant time getting to know the people of Anse La Raye and the societal challenges they face on a daily basis.

You should audit the current skill level of the community and ensure that any initiatives you create are accessible to all.

You should consider the logistics of how the courses can be delivered.

You should research other development initiatives currently in operation in other developing countries. You may be able to take inspiration from them.

You should consider how the impact of your initiatives can be assessed and evaluated after they have been rolled out.

You **must** explore opportunities to collaborate with other project briefs.

What is the importance of this project brief ?	<p>It is very simple. If local people do not have the skills they need to take advantage of economic growth then somebody else will. That would lead to total disaster for the whole Anse La Raye Project. This project exists to improve the lives of local people not those who may look to take advantage of growth from an external position.</p> <p>The work you will do will have a long lasting positive impact on the community and local peoples lives.</p>
What do we need to create?	<p>You should prepare a presentation to give to an expert panel at the end of the Bootcamp.</p> <p>In the presentation you should demonstrate the research you have carried out and your findings. You should explain the up-skilling initiatives you have created in detail and why they will have a significant impact? You should explain the local people you are targeting and why? You should also explain the logistical planning and how you will promote the development opportunities within the community?</p>

Brief Summary - Pioneering Local Governance

Project Brief Summary

Crafting a new political landscape for Anse La Raye

You are tasked to create a new local governance system for Anse La Raye which can manage new demands on the area and support growth going forward.

In Saint Lucia the vast majority of the country is governed from central government, with only those areas of significant economic importance also having devolved powers to local government. Currently Anse La Raye only has very limited forms of local governance and a local MP for the constituency Anse La Raye & Canaries.

However, with the new investment in the area Anse La Raye is expected to become a significant area of economic activity and so requires its own local governance. It is your task to create a new, responsible and impactful system of local governance.

What should you do?

You should study and research the political infrastructure of Saint Lucia and understand the existing make-up of local governance. You should also research other forms of local governance globally and identify areas of improvement for Saint Lucia's devolved administrations.

Research plays an important role in your mission. In order to put together the best possible solution to the local governance issue in Anse La Raye you must first gain a competent understanding of how governance in developing countries is done most successfully.

It is vitally important that you gain a deep level of understanding of the community you are supporting and its people. You will need to understand and empathise with the daily societal challenges local people face.

You should assess how the economic growth of the area will impact the local community both positively and negatively. It may be that through your work you may be able to mitigate some of these risks.

You should actively work with other project briefs to understand their solutions. Their solutions may impact your work or you could find ways to support their work.

What is the importance of this project brief ?

This Project Brief has particular importance for the long term vision of the Anse La Raye Project. Without your intervention the community you and all the other project briefs are supporting could easily become overwhelmed by economic and societal growth.

This would lead to potentially larger issues, but also allow external individuals and organisations to take advantage of local people for their own gain.

Investment in the area is of course important but it is your task to ensure that this is managed responsibly and for the benefit of the existing local community.

What do we need to create?

By the end of the bootcamp you should have prepared the core framework of a local governance system tailored for Anse La Raye.

You should also prepare proposal to central Government which outlines the key benefits of implementing such a system for the community. The proposal should include evidence and reasonable projections.

You will present this to an expert panel.

In your presentation you must demonstrate the research you have carried out, and how it helped you identify the issues you decided to address.

Introducing an immersive
Bootcamp experience

PROJECT ANSE LA RAYE

Bootcamp Nov 12, 13 & 14
Final day Nov 19



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