



**Meridian West**

## **Case study:**

**Research to understand carers and to support Kidscape's branding review**

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## Kidscape's objectives

Kidscape is an anti-bullying charity with a vision for all children to grow up in a world free from bullying and harm and to reach their full potential.

Established in 1985 by child psychologist Michele Elliott, Michele's aim was to protect young people against abuse and violence and enable public attitudes to reinforce this goal. Kidscape was the first charity in the UK to identify and address bullying in schools. In 2017, Lauren Seager-Smith joined Kidscape as their new CEO. Since then, Lauren has been undertaking a significant strategic review to ensure Kidscape is best supporting children, carers and teachers.

One of the review's key objectives, and challenges, has been to better understand and serve Kidscape's diverse audiences, which include young people, teachers, parents, and grandparents. Lauren connected with Meridian West to help refine the approach and how it could inform Kidscape's rebrand and website refresh.

## Deepening understanding of carers through research, in-depth interviews and a collaborative workshop

Partnering with Critical Research, Meridian West and Kidscape designed an online questionnaire for carers in order to gain insight into their key concerns, experiences and need for support in keeping their children safe from bullying and harm. The online survey resulted in 300 carers' input and insights, and the analysis of the data led to the identification of key universal themes among carers to inform Kidscape's rebranding and strategic positioning for the future.

Kidscape held a workshop with teachers at an annual conference and also conducted in-depth interviews with key stakeholders to further deepen their understanding of users' different needs and concerns. With Meridian West's guidance, Kidscape designed an in-depth questionnaire to draw out the views and experiences of their different users, and suggest how anti-bullying charities like Kidscape might better support them.

Based on these insights combined with the quantitative research, Meridian West facilitated a workshop with a number of Kidscape's staff and parents and children who had attended Kidscape's workshops, to create a design brief to guide Kidscape's rebrand.

## The impact

Both quantitative and qualitative analysis showed that Kidscape is highly regarded and trusted but has scope to further promote a clear identity and set of services in and beyond London. There were clear opportunities to further tailor their resources and website to their diverse audience of carers, children, and teachers; dispel 'myths' about bullying and create a positive tone; share real-life stories; and to ensure that each individual feels they have the particular support they need at different stages, often before any bullying has occurred or preventing bullying happening again.

Based on the results and recommendations from the research and design workshop, Kidscape have engaged a designer to rebrand in a way that resonates most with its users. The design brief resulting from the workshop highlighted the need to destigmatise bullying and empower children to support children, by ensuring Kidscape's brand makes people feel connected, strong, and optimistic. There was a multiplicity of creative ideas for enabling Kidscape's website to best engage and support its users, from interactive, scenario-based games on how to address bullying (for children and carers alike) to quizzes in which children can earn certificates for their knowledge of anti-bullying techniques. All such exercises can give agency to children, carers, and teachers to navigate what may feel like a complex maze of bullying, as the designer's rebrand concept encapsulates.

*"As a small charity with big ambition, we needed a new brand that would resonate with children and families. We understood that if the brand was to be credible we would need to carefully consult with our stakeholders and were very fortunate to be introduced to Meridian West by Nicholas Blake-Knox, one of our trustees. Meridian West took us through a step by step process, helping us to gather the views of children and families, and analyse what they need from us as a charity. Because of the pro-bono support we were able to provide the designer with a very detailed brief and look forward to revealing the brand later in the year. Grace and Ben have been an absolute pleasure to work with, have given us such care and attention and have empowered a small charity to punch well above its weight." – Lauren Seager-Smith, CEO, Kidscape*