# Fear and Fashion Awards 2009

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| **Organisation:** 198 Contemporary Arts and Learning  
**Submitted by:** Lucy Davies |

### Project description

Please describe this project in one sentence:

A peer to peer media campaign produced by young people to promote messages aimed at preventing the use of guns, knives and involvement in gang culture.

### What was the name of the project?

Different Endz.

### What were the project’s objectives?

The project aimed to develop young people’s skills in digital media and give them a platform to voice their ideas and opinions on the issue of gang culture and gun and knife crime. The posters and T-Shirts produced by them aimed to relay messages to their peers in the community and they achieved this by distributing products and exhibiting their work publicly. The young people involved were NEET and the creative outcomes of the project were used to help get them into creative courses at college and achieve accreditation through Arts Awards.

### What were the project activities?

198 worked with Connexions, Lambeth YOS and a pupil referral unit to engage a group of hard to reach and NEET young people. They attended 198 digital media studio and developed skills in graphic design, photography and illustration. They each had an individual learning plan which was tailored to meet their learning needs and objectives and identified goals with regard to progressing back into full time education and employment. Young people were also given one to one support, advice and guidance to help them overcome other challenges in their lives including homelessness, substance abuse problems and mental health issues. They engaged in research on the subject and were involved in workshops with ex gang members to gather materials for their campaign. They took part in youth forums to debate the issue including a live radio show with young people from other community organisations. They looked at other media campaigns e.g. Trident to learn about how campaigns are used in the media and to critique their effectiveness. Following the research period they developed a series of designs using text and image which they produced as posters and T-Shirts. They exhibited the work at 198 and in three Lambeth libraries during Peace Month. The group was commended for their involvement in this initiative. They presented their work at conferences at The National Portrait Gallery and the 33% Youth Festival at Oval House as well as at the Lambeth Country Show where they sold T-Shirts. Throughout the process they evaluated their own and each others work and they worked as a team to create a cohesive advertising campaign which had impact and spoke directly to other young people using language and cultural references that they would understand.

The project enabled them to create a portfolio which a number of them used to show colleges their skills and creative abilities and they moved onto college course. They also achieved accreditation through London Open College Network. The positive response from the community to Different Endz inspired young people at 198 to continue working in a
similar manner on future projects and they developed the project ‘Word on the Streets’ as a result. This approach has seen the group create work which looks at the issues affecting young people in the community and produce positive messages which are applied to products such as oyster card holders, bumper stickers and T Shirts which can be distributed via schools and youth clubs to their peers.

**Project organisations**

**Which organisations were involved in the project and what role did they play?**

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<th>Role</th>
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<tr>
<td>Connexions, Lambeth Youth Offending Services and The Park Centre PRU</td>
<td>referred partners identifying young people who would benefit from the project. The London Metropolitan Police and the peace Alliance provided funding to produce outcomes for exhibition in public venues during Peace Month 2008. Family Friends, Alford House Club, British Albanian Kosova Council, NACRO and Lambeth Youth Inclusion 198 were included as partners in the youth forum radio debate. MediaBox funded the ‘Different Endz’ project Saint Martins College of Art have acted as consultants to 198 Contemporary Arts and learning as part of their widening participation programme in the development of our T Shirt design business.</td>
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**Which organisation took the lead in running the project?**

198 Contemporary Arts and Learning

**Evaluation and reflection**

**How successful has the project been? (please include any feedback or evaluation)**

The project was very successful on a number of levels. It gave the young people involved the opportunity to express themselves on an issue which they feel very strongly about. They said got a lot out of it especially being able to put forward a more positive image of young people in Brixton. They were proud of the work they produced and the accreditation they achieved and the positive feedback received at exhibitions and events increased their self esteem. The work was received very well by the public. A number of T Shirts were sold and people thought the design was of a high standard and that the images got across positive messages in a fresh and engaging way that was likely to attract the attention of other young people. 198 learned a lot from the process and creative outcomes which has influenced the design of future projects.

**What were the major challenges for the project and how were these overcome?**

The major challenges to the project were meeting the needs of the participants. As the group were NEET and most faced multiple challenges in their personal lives this required a significant amount of one to one support during the project period. This placed demands on staff and took time away from the creative focus. Staff were fortunate to have developed a good network of contacts in statutory and voluntary sector agencies who could give advice and guidance in areas outside of our remit so that we were able to refer young people on for additional support. It challenging as the project had to be completed within nine months and the participants had to develop digital media skills from scratch. This involved teaching PhotoShop and photographic skills to a high level as well as doing comprehensive research into the themes beforehand and translating this into creative ideas. We overcame the short turn around time with really tight planning, a process which we have now integrated into our ongoing practice.
What are the plans for the project in the future?

The Different Endz body of work is still being shown at exhibitions and events. Ideally we would like to be able to apply the designs to more products like oyster card holders, stickers and posters which we could disseminate as widely as possible. This would be possible if we could access additional funding or the designs could be used as a part of a wider campaign in collaboration with a bigger organisation. We have used the format of ‘Different Endz’ and applied it to future projects most notably Word on the Streets which looked at a range of community issues and it will be used again shortly for a new project 1 London which looks at London as a city of diversity and dynamism in advance of the 2012 Olympics. This format of applying creative outcomes to products which are worn and used as well as printed materials like posters ensures that the young people’s work is seen widely and has more longevity.

Is there any other information you would like to include?

‘Different Endz’ was an important project for 198 because this issue directly affects many of the young people who attended this project and our creative learning programme in general. Many are affected by ‘Post Code Wars’ in the community which restricts their ability to travel to different areas locally and affects their lives on a daily basis. We have also been affected directly by these crimes as participants and 198 staff have known people directly hurt by knife crime in recent times. The young people who participated had many challenges that they were dealing with in their personal lives and the commitment that they showed to the project was admirable given the circumstances. They were very passionate about the subject and they feel strongly about the negative stereotypes prevalent in the media about young Black people and Brixton. ‘Different Endz’ gave them the chance to speak out and feel as though they had made a contribution to the situation and the pride they felt in this was reflected in the speeches they gave at the opening of the exhibition and at the events they attended.

We have not left this issue now that the project has ended. We will be working with artist Tahera Aziz on a project inspired by her sonic installation [re]locate which revisits the murder of Stephen Lawrence in 2010. Young people at 198 will create work around the theme of ‘Witness’ in relation to their experiences of daily life. We are also working in collaboration with Goldsmiths University, Stephen Lawrence Centre and South London Gallery to develop a cross borough project on the theme of ‘Post Code Wars’.

Personal input

How did you initially become involved with the project?

The project was developed from discussion with young people in the youth forum and in response to the events that have been taking place in the UK in recent years. The increase in media attention of these youth crimes prompted the young people to take their discussion further and make an application to Mid Media Box for funding to create a campaign aimed at their peers. This was a natural progression for 198 given that the curatorial remit for our exhibitions is to show issue based work and this is reflected in the work that takes place on the creative learning programme. Secondly all youth project ideas are initiated by the young people so 198 staff took their directive from this and supported the young people to develop the idea fully.

What has been your personal role in running the project?

As Director of 198 I was responsible for developing the funding application with the youth
forum and monitoring the project over its lifetime. I have also worked to try and publicise their creative outcomes by networking with contacts 198 has with The Met Police and The Peace Alliance to develop further opportunities for them. I continue to work with the young people to generate income for capital equipment so they can produce outcomes like T Shirts and accessories and on the development of their ideas for future projects and showcasing opportunities.

**What would you do differently if you were involved in a similar project again?**

We aim to plan the project so that we have more time to develop the creative outcomes and to publicise the project as widely as possible so that their efforts are seen as widely as possible and their positive messages have the best chance of making a difference to other young people.

**Organisation: Avon & Somerset Constabulary and Avon St John Ambulance**

**Submitted by: Simon Selby**

**Project description**

Please describe this project in one sentence:

To intelligently prevent knife crime by raising awareness of the real damage knives can do through specialised first aid input.

**What was the name of the project?**

Skills for Life - a literal approach through first aid.

**What were the project’s objectives?**

- To prevent knife crime by raising awareness of the true potential injuries/damage which in reality so often result from involvement with knives.
- To raise first aid awareness within the youth element of society.
- To deliver the message in a unique/lateral way that overcomes traditional barriers.

**What were the project activities?**

We use St John ambulance to provide first aid training in schools, with the crucial addition of an intelligent ‘low key’ section covering the realities of knives and their potential for harm. This aspect is covered as part of the overall package raising knowledge and awareness without raising the fear of crime.

First aid skills are taught including exploring how vulnerable and fragile the body is in reality regarding injuries from knife (and gun) crime - a novel and lateral approach to the problem. St John staff are not viewed as ‘establishment’, so the young people are more willing to listen and consider the content and the reality is further reinforced by their obvious high level of knowledge. Students also like the lesson as it is ‘hands on’ so readily engage. Those involved with the knife scene would instantly resist most anti-knife messages delivered in the traditional way, or from the certain people. This project gets them to engage and see the
potential reality for themselves. Feedback indicated that often the media would show knife injuries as minor or inconsequential so a young person carrying a knife, or using one would not really be aware of the potential injuries, or consequences to the victim. Either that or they simply hadn’t really thought about it. The project sessions primarily teach first aid skills, but then explain/explore the physical consequences re knives to the young people showing that such injuries can often be very severe, or fatal.

The first aid skills also benefit the young and everyone else in the community for their entire lifetime’s i.e. maximum long term value for money while fulfilling the every child matters outcomes. All our schools and young people were keen to ‘sign up’, often running the project as part of their PSHCE programmes.

Project organisations
Which organisations were involved in the project and what role did they play?

- BANES Schools - allowing and wanting their pupils to participate and collating student feedback.
- St John Ambulance - delivering the first aid input and the knife crime element to the young people.
- Avon and Somerset Constabulary - advising regarding some of the anti knife content, co-ordinating the role out locally and overseeing the evaluation.
- BANES Community Safety Partnership - funding (to do all the schools it cost £700 for the year). Additionally, it would appear private business is keen to provide this element in the future via the Co-operative society.

Which organisation took the lead in running the project?
The Avon and Somerset Constabulary, although this was very much a partnership.

Evaluation and reflection
How successful has the project been? (please include any feedback or evaluation)

Feedback from the pupils shows that they really consider the issues around knives in society. They are also more aware of the potential injuries and state that they are therefore not going to have anything to do with knives as a result. Local police have commented on the changed attitudes and formal evaluation is ongoing. Finally, several young people have also employed their new first aid skills to assist in potentially saving lives in the community. This method really gets the hard to reach to think about why knives are a bad idea. I believe it would work for guns just as effectively.

What were the major challenges for the project and how were these overcome?

- Getting the input into the schools’ busy time tables in the BANES (Bath & North East Somerset District Council) area. It was overcome by seeing that the subject was part of the PSHCE curriculum requirement and also the every child matters legislation. The health schools advisor was also very keen and supportive.
- Funding. Until we showed that we could offer it to all our senior schools for £700 per
year and until private business expressed a desire to support such a worthwhile and
effective endeavour. NB/ The local PCT’s may also be interested in the future

What are the plans for the project in the future?
St John is interested and potentially prepared to offer this to any area in the country which
would like it. The support infrastructure already exists for this project anywhere nationally.
Other local areas have already expressed a desire to take part. I would like to see a trial in an
area with a greater problem to see the resultant reduction of young people be involved with
knives. It would also be interesting to see if this method could be as effective regarding guns
and young people’s perceptions.

Is there any other information you would like to include?
This is massively cost effective, easy to implement and most importantly really works as the
young people actively engage and consider the implications and realities. Those involved, or
potentially involved are truly receptive to the anti-knife message as the way it is introduced
does not caused them to 'switch off' or become defensive/resistant as so many traditional
attempts have done. Frankly, through this method they work out the answer for themselves
- that knives are bad news for all concerned. I believe it really has excellent potential in any
area and with the first aid knowledge they are also better prepared to look after one
another if some elements still don’t listen.
If our application proceeds I can provide pictures and young people who can say how it
changed their views.
The project has recently been evaluated and there has been a 45% decrease in knife crime in
the area since last year.

Personal input
How did you initially become involved with the project?
22 years policing (including 3 on what people call the riot unit and 9 in schools) has taught
me that it is essential to get through to young people and that we can only effectively do it
in certain ways. As the police youth strategy officer for a large area (including Bath) and a
President of St John ambulance I saw an opportunity to get the anti-knife message across in
a way that would be receptive for young people and which would potentially produce real
change. All the local schools and their young people were immediately enthusiastic and
receptive.

What has been your personal role in running the project?
I suggested the idea and have simply been the central point of contact taking the overview
regarding feedback and evaluation.

What would you do differently if you were involved in a similar project again?
Trial it in an area where there is more of a significant problem, or trail it where there is a
strong gang scene to see if this can increase responsible thinking to a level which positively
impacts on any violent culture. I believe that if young people can understand the realities of
their actions, if they can be empathic, they are less likely to even get involved in situations
that can be violent or destructive to others.
Project description
Please describe this project in one sentence:
GRIP promotes community cohesion through addressing issues around perceptions and young people taking responsibility within their communities.

What was the name of the project?
(GRIP) Gaining Respect In People

What were the project’s objectives?
To Highlight how young people can gain respect within their communities by addressing perceptions and raising awareness of laws and highlighting the consequences of their actions.
They will be aware of Restorative Justice
The law regarding offensive weapons
Safer neighbourhood policing.

What were the project activities?
The day starts with an assembly. With a presentation regarding the publics’ perception of Anti-Social Behaviour and what leads people to have these perceptions and how young people can take responsibility within their communities of how people perceive them.
There are 3 separate workshops covering the following:-
Restorative Justice, with a community based role-play that will focus around a local incident that has impacted on the whole community. This will highlight to the young people how restorative justice can be used to resolve conflict.
PACT (Partners And Communities Together). Dorset police and partners raise awareness to young people of how they listen to the concerns of the community and then act upon them. They emphasise the need for young people to share their concerns.
Offensive weapons. Aimed at raising awareness of offensive weapons, the law and the consequences.
We recognise that we don’t have a big issue with knives in Dorset, but we also know that we cannot ignore what is going on in other areas of the country and the impact that the media interest may have on young people in Dorset. We know that there is an increased fear amongst young people in Dorset that more people are now carrying knives.
We decided upon doing a workshop that addressed the whole issue of offensive weapons and not just knives and within this we raise awareness of the laws, consequences and the impact it has on communities.
We take the opportunity to gain some local knowledge of what is happening with regards to young people in Dorset carrying knives.
Some the questions we ask are:
Have you ever carried a knife?
Do any of your school friends carry knives?
Do you think more young people are carrying knives in Dorset?
Do you worry about people carrying knives in your neighbourhood?

**Project organisations**

Which organisations were involved in the project and what role did they play?

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<th>Role</th>
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<tr>
<td>Dorset Police Safe schools and Communities Team – Lead on offensive weapons, restorative justice and anti-social behaviour workshops.</td>
<td>Lead offensive weapons, restorative justice and anti-social behaviour workshops.</td>
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<tr>
<td>Dorset police local safer neighbourhood teams, work in partnership with Anti social behaviour officers, housing officers and PACT partners and communities together members to deliver the PACT workshop.</td>
<td>Work in partnership with Anti social behaviour officers, housing officers and PACT partners and communities together members to deliver the PACT workshop.</td>
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</table>

Which organisation took the lead in running the project?

Safe Schools and Communities Team Dorset Police.

**Evaluation and reflection**

How successful has the project been? (please include any feedback or evaluation)

We have delivered the whole day to over 4000 year 7 students over 2 years and so far 28 of our 30 year 7 schools have booked the whole day presentation for 2010 nearly 4000 students. The GRIP project has been written into local district community action plans.

Feedback from schools;

Just a quick note to say a huge ‘thank you’ on behalf of all at St. Osmund's for yesterday's highly successful 'GRIP' day with our Year 7 children. The staff were very appreciative of your input and the pupils had a good day’s insight into so many key issues related to Policing and the law.

What were the major challenges for the project and how were these overcome?

We had two major challenges to overcome;

Lesson content was a major factor with the weapons workshop. We were aware of other lessons that had already been created with regards to knife crime but we wanted to focus it on the issues that we have locally in Dorset but also taking into account ACPO guidance around the laws.

We struggled with schools signing up to a knife presentation, but when we put an offensive weapons workshop into a day focused on gaining respect they were happy to book it. The number of schools booking it speaks for itself.

What are the plans for the project in the future?

We aim to continue the project year on year and it is written into the Safe Schools and Communities team diary as one of our themed days offered to all schools. In 2010 we will be going into our third year of delivery, so this shows that we are giving a repetitive message every year, so in two more years all students in our secondary schools in Dorset County would have had the weapons input.

Is there any other information you would like to include?

The whole day is focused around respect and responsibility within the community. I feel this goes some way to addressing some of the issues regarding young people carrying weapons, through raising there awareness of the law and the consequences if caught carrying a weapon.

The whole day highlights to young people that they are taken seriously within their communities and that they have a voice to be heard and that community members want to
I am grateful that an idea that I put together to address an issue in one small area is now being delivered to so many young people and knowing that even though we don’t have a huge problem in Dorset we are doing all we can to raise awareness of what could easily become a problem in Dorset.

We have developed a community GRIP aimed at the wider community to help them to gain more of an understanding about young people and challenge their perception of young people and to address some of the media hype, which increases the fear of crime. We have received Home Office funding to assist in the development of this project.

### Personal input

**How did you initially become involved with the project?**

I was asked by my line manager to develop an input that was initially focused on anti-social behaviour. I felt that this would be an ideal opportunity to raise awareness of all behaviour that has an impact on the community and demonstrate some of the positive things that are out there for young people to use.

To give them knowledge of how they can make a difference within their communities.

**What has been your personal role in running the project?**

I have developed the project into what it is now and I take the lead on the general running and co-ordination of the project throughout the planning and the delivery.

**What would you do differently if you were involved in a similar project again?**

With this being the third year of the project we have had two years of development and have listened to the schools and students when making the project what it is now.

### Organisation: Eternal Life Support Centre (ELSC)

**Submitted by:** Jennifer Blake

### Project description

**Please describe this project in one sentence:**

Working directly with perpetrators aiming to reduce the high level of gang/knife/gun crime among young people.

**What was the name of the project?**

Your Voice Your Choice

**What were the project’s objectives?**

- Assist young people in their effort to make productive contributions to society, through engagement in structured focus activities
- Equip parent/carers with knowledge/understanding of signs of gang involvement
- Improve offenders compliance with community orders and licences
- Reduce needs for recalls and breaches that may result in custodial sentence.

**What were the project activities?**

Breaking Barriers Building Bridges, Communication is the key to success. Barriers are
hindrances and do not allow communication to flow, so before any work can be done between individuals barriers must be broken by finding neutral ground ‘what do you have in common’. Bridges build relationship, gain respect and broaden communication. At this stage young people are able to receive positive messages and therefore send out the same message to other peers.

Parent support groups offering parents support and understanding of the culture of this generation, language used via Tex messaging, colour of clothing to identify gang association and communication/relationship building with young person.

Identification: young people have no real identity of their own and identify themselves among their peers. It is important that they find out who they are and the importance of their being. Due to this factor young people have issue with self, trying to fit in no matter what the cost, which leads to ‘what triggers offensive behaviour’. The importance of this activity is for young people to learn more about their identity before any prevention work can take place.

Intervention/prevention work that help young people proactively address their problem of violence, providing youths with information about identifying the warning signs of violent behaviour and what triggers it off. This activity provides information on outside support on how to get help if they recognise these signs in themselves.

Gang exit strategies, a safe space and strong social support network in order to escape gang threats or involvement offering young people support in ways of getting out of gangs.

Group sessions where young people can come together and discuss street issues in a safe environment, have the opportunity to talk with reformed gang leaders and explore gang life and the consequences of joining gangs.

**Project organisations**

**Which organisations were involved in the project and what role did they play?**

The organisations involved are probation and Metropolitan police. Probations involvement is to refer individuals placed on probation orders and out on licence. Probation Officers would refer re-offenders to the programme and we would work in partnership to enable individuals to complete their order without recall or re-offending. The Metropolitan police involvement is referring individuals that have been a victim of crime through knife and gun crime and who are reluctant to help the police in their investigation. These individuals would be involved in gang activity and would rather take the matter in the own hands by taking revenge.

**Which organisation took the lead in running the project?**

Eternal Life Support Centre took lead.

**Evaluation and reflection**

**How successful has the project been? (please include any feedback or evaluation)**

Through individual support technique 24 young people who were persistent offenders has not re-offended.

30 young people have disengaged them selves from Serious Group offending (SGO). 5 of which were gang leaders.

It is very much ELSC’s aim to promote a sense of community among young people through group activities. Young people that have used our services have developed a spirit of cooperation and social concern as well as a perceptive understanding of the communities they
live in. Particular emphasis is placed on tolerance/understanding among young people and the community they live differing racial and cultural backgrounds.

What were the major challenges for the project and how were these overcome?
Challenge was getting individuals engaged on the project that were living a life selling drugs; making thousands of pounds a week. Our challenge was getting these individuals engaged in a project that aims to take them away from the kind of lifestyle they were living. The way we felt that this could be handled was by teaching individuals how to keep themselves as safe as possible and discussing in depth the consequences if they were caught which involved talks from ex-offenders that served time for drug offences and police officers talking about sentences and confiscation order of all their possession.

What are the plans for the project in the future?
This is an ongoing project as the outcomes have been identified to be effective. The long term changes form young people that participate in the project can be mirrored in the community that they live. The plans to offer this project borough wide has taken off and we provide support to 5 other boroughs in the 5 Borough alliances. Also the plans to work in the prisons have already begun and we are offering this project as far as HMP Dovegate Uttoxeter.

Is there any other information you would like to include?
Metropolitan Police
As I am an independent Advisor to the Metropolitan Police Service, ELSC has first hand information regarding the criminal activities of young people within the borough. ELSC is also a part of CIRAG (Critical Incident and Risk Advisory Group) which provides independent, confidential community advice to support and inform decisions throughout the lifetime of local critical incidents.
Southwark Council’s Community Safety Unit, the Safer Southwark Partnership.
This work entails assisting the partnership with community issues such as gang related crimes, where young people are identified as being gang members or at risk of offending. Once these young people are identified ELSC and the SSP visit families to make them aware of the issues that their young people are causing in the communities. The young person is then referred onto our programme where we work with them to disengage them from gangs and general one-to-ones to address their behaviour.
Capital Conflict Management (CCM)
CCM is designed to deal with conflict between gangs and Serious Group Offenders (SGO) acting as high risk mediators. In July 2008 I was accredited as a High Risk Mediator.

Personal input
How did you initially become involved with the project?
In 2004 I was inspired to set up (ELSC) due to my involvement in Gang activities that lead me becoming a gang leader as a youth. Recognizing the increasing problems and high levels of social exclusion and criminal activity among young people. The needs far outweigh the local provision, meaning that accesses to services were extremely limited and did not cater for the hard to reach. My aim was to promote a holistic approach, which looked at the individual and their needs in totality, rather than in isolated chunks.
What has been your personal role in running the project?
Although I am the Managing Director for the organisation I have had hands on experience to the day to day running of the project. This includes working directly with the young people as an advocate, councillor, support worker even a surrogate parent. My personal role has been to share my own life experience with all the young people that access our service.

What would you do differently if you were involved in a similar project again?
I don’t believe I would do anything different although there is always room for improvement.

Organisation: Football Foundation
Submitted by: Shaun Crummey

Project description
Please describe this project in one sentence:
A partnership between Kickz and the Home Office’s anti knife crime campaign, ‘It Doesn’t Have To Happen’.

What was the name of the project?
Kickz Cup 2009

What were the project’s objectives?
12 awareness raising events, branded ‘It Doesn’t Have To Happen’, targeting over 1,000 10-16yr olds.

50 workshops on dangers of carrying knives, targeting 1,000 hard-to-engage young people.

All participants to receive educational campaign literature.

Engage participants from all English TKAP target areas.

What were the project activities?
10 Regional qualifying events engaging 136 teams, over 1,300 players, 400 volunteers and 500 supporting staff, specifically orchestrated for the campaign. Each Regional qualifier offered opportunity for teams to progress via results or fair play to one of two national finals at Chelsea’s Stamford Bridge and Derby County’s Pride Park stadiums. The standard of the venues and close association with the 12 hosting clubs meant that the events brought strong brands to the project, enabling the organisers to embed the “It Doesn’t Have To Happen” message into the activities. This messaging was managed from the moment the young people were engaged with the events, with the campaign and its key messages being heavily promoted throughout the whole process. Evidence collated post-events clearly demonstrated that the young people were very clear about the rationale behind the tournaments.

50 workshops were also delivered on the dangers of carrying knives, with over 1,000 young people learning key lessons on the reality of knife culture, demystifying many common assumptions.
What was vital about this initiative was that the project was able to call upon football players and managers to endorse the campaign, ranging from Manchester United’s squad through to Harry Redknapp, manager of Tottenham Hotspur FC, who led an informal discussions with over 200 youngsters at the Spurs event.

Project organisations
Which organisations were involved in the project and what role did they play?

The Football Foundation’s Kickz team worked collaboratively with the Home Office, but were responsible for the overall project and stakeholder management. The other main partners in Kickz Programme, the MET police and the Premier League supported the project, assisting with the organisation and PR at each events. 39 professional football clubs, with all supporting and/or hosting events. 108 projects are coordinated at community level via steering groups of club and strategic agencies - from police, youth engagement, community forums etc. Steering Groups were responsible for creating teams of participants.

It Doesn’t Have To Happen was a part-funder and provided promotional materials and links to Bebo social network. Workshops were delivered by ‘BeSafe’ qualified practitioners - an organisation specialising in the delivery of anti-weapons training.

Which organisation took the lead in running the project?
Football Foundation’s Kickz Team

Evaluation and reflection
How successful has the project been? (please include any feedback or evaluation)

Feedback drawn from a wide range of participants, many from communities who traditionally do not easily offer their opinions on such issues. IDHTH campaign promoted at every opportunity, pre event, during and post activity. BE Safe workshops delivered by former offenders create a rounded process firmly underlining key messages.

Approximately 1,300 young people took part.

Excellent media coverage for the campaign via a range of national, regional and local media.

92% young people who completed the questionnaire reported that they would continue to take part in the IDHTH campaign.

What were the major challenges for the project and how were these overcome?

Given that funding came from the Home Office at quite short notice, this presented a significant challenge to get the regional and national tournaments organised and the Kickz projects galvanised into organising teams. To the credit of all clubs, there was a strong desire to get involved in an anti-knife crime initiative, as a number of our Kickz participants face this issue on a regular basis. Integrating the playing of football and key messages also presented some challenge, but after consultation with all stakeholders, this was clearly defined and proved achievable, both with the advertising and the Be Safe workshops.
What are the plans for the project in the future?

Due to the impact of the project, the Home Office have invited Kickz to propose an expansion of the project. Our proposals include:

Train the Trainer – empowering delivery staff within projects at the community level with the knowledge and information to continue spreading the message to our network of over 26,000 participants.

Project Support – to continue the ripple effect of young people passing on the message to their communities, promotional materials bespoke to each project to be produced.

Kickz’s Youth Board, ‘Can We Kick It’ will lead on developing youth-led plans for the continued partnership.

Is there any other information you would like to include?

Kickz is increasingly acknowledged as a perfect vehicle to deliver difficult messages, with particular impact and resonance in young peoples’ lives.

Football is a tremendously powerful influence for young people and the tournaments collectively harnessed extremely well known brands.

A traditionally hard to reach ‘captive’ audience are already engaged, with trusted and positive relationships in place with staff.

Young people include those who have carried weapons, know others who ‘carry’ and large percentages of those at risk of becoming involved.

Participants are often very aware of the issue but uninformed on the facts and repercussions, which are made clear by the campaign and workshops.

The high profile tournaments included once in a life time opportunities to play at prestigious venues including Premier League stadia and training grounds. This created a strong hook and very positive backdrop for youth action.

Celebrity and professional football teams endorsement gave further prestige and endorsement for various age groups. Multiple teams were pictured with the IDHTH banners including Manchester United’s 1st team.

Unlike many high profile endorsements, young people were then given a practical means of connecting to this, with the high status opportunity to wear professional club strips and represent their community as part of a united front with others from across the country.

Highly memorable, collective regional and national action/events not only fostered campaign recognition and strong retention, but are also causing a ripple effect of peer to peer messaging beyond the events.

The events are acting as a catalyst for informing the 28,000 young people within the Kickz project network and thousands of further friends and family members. In many cases this has already translated to follow up local action.
Personal input
How did you initially become involved with the project?
Following successful programme of delivering Home Office funded BeSafe workshops across the Kickz Programme’s network, the It Doesn’t Have to Happen campaign approached the Football Foundation to develop a project that could utilise the power and profile of football branding to help direct the campaigns messaging into the TKAP (Tackling Knives Action Programme) target communities. The Football Foundation’s Kickz team then developed a proposal to capture the appeal of a national programme of events that could be used as the vehicle to deliver the campaign’s messaging.

What has been your personal role in running the project?
I was responsible for the strategic lead of the project, ensuring that the campaign hit all the expectations of the Home Office, that the events were of the highest quality and that the key messages of the It Doesn’t Have to Happen campaign were successfully being cascaded down to the participants and other Kickz projects. I was also responsible for partner/stakeholder liaison, but also made certain that the project was not seen as merely a “bolt-on”, more it complemented the ethos of the anti-knife work already carried out with the overall Kickz Programme.

What would you do differently if you were involved in a similar project again?
Ideally, have a longer-lead in time, to prepare the clubs and participants at a more leisurely pace. Additionally, have some funding available to enable the clubs and more importantly, some of the young people involved in the tournaments to build upon this project, and carry out some further anti-knife crime work back in their local communities. That said, it is to the credit of some clubs that they have taken this on, without any additional funding. However, it should be noted that the Kickz programme continues to deliver BE Safe workshops.

Organisation: Lancashire Constabulary
Submitted by: PC Debbie Last

Project description
Please describe this project in one sentence:
A hard-hitting knife education presentation delivered by Police Firearms officers in partnership with Paramedics from the North West Ambulance Service (NWAS).

What was the name of the project?
“Be SHARP, Think SHARP”

What were the project’s objectives?
To deliver an educational presentation to school children aged between 11-18 across the county’s 121 secondary schools to change attitudes & behaviour. The partnership
Presentation focuses not just on working with & deterring potential offenders giving them informed choice. It also seeks to reassure and give first aid & safety advice.

**What were the project activities?**

The project was conceived late 2007 when discussions were entered into with the North West Ambulance Service (NWAS).

Early 2008 the project was successfully piloted to approximately 5,000 young people in the Blackpool & Fylde area. A further 10 officers and 15 paramedics were recruited into the “team” to allow expansion.

The project linked in with the area’s Crime and disorder Reduction Partnership, “BSafe”.

In July 2008 the decision was made to extend the delivery to all Secondary schools across the county encompassing pupil referral units and other hard to reach groups (special schools & youth groups).

August 2009 saw “Be SHARP, Think SHARP” amalgamate into the Tackling Knives Action Programme.

In order to spread the message the team have linked in with the local press and radio stations.

Blackpool Primary Care Trust endorsed the project and sponsored a poster campaign targeting GP surgeries, Dental practices & Hospitals. Furthermore the posters were placed on the counties firearms vehicles and paramedic ambulances.

In order to nurture best practice we have liaised with several other Police Forces who were interested in learning from or using the package. Merseyside, Greater Manchester & South Yorkshire Police have all sent delegations to watch the project.

To date 45,000 young people have received the presentation. With the level of interest already generated the 2009 autumn term should see a significant increase in this total.

As the project has spread we have been approached by the Royal College of Nursing. In responding to a directive from the Secretary of State for Health the North West region RCN are keen to use this programme as a benchmark to raise awareness within its rank and file.

**Project organisations**

Which organisations were involved in the project and what role did they play?

The police and NWAS present the package. The third delivery strand came from our liaison with each Secondary school using them as a platform to reach out and present to our target young people.

Naturally as word has spread other organisations have approached us e.g. Princes Trust, Connexions, Air Training Corps, Pupil Referral Units, Special schools, Colleges & the innovative Preston Ministry of Justice.

Funding was obtained from Blackpool BSafe, Blackpool PCT and the Home Office Tackling Knives Action Programme.

We have also in discussions with the Royal Collage of Nursing to tailor this package for use in Health Service.

Which organisation took the lead in running the project?

Lancashire Constabulary.

**Evaluation and reflection**

How successful has the project been? (please include any feedback or evaluation)

We accepted early in the pilot stage that changing attitudes and behaviour would not
happen overnight. The work would have to be sustained and compliment other messages being sent out. We work to the mantra that “one less knife incident is one less victim”. We have spread our message to 45,000 young people in over half of the secondary schools in Lancashire.

As part of entering each new school we obtain student feedback on a questionnaire post presentation. Furthermore we request written feedback from teaching staff. The vast majority of which has been very positive, (examples attached to this form).

What were the major challenges for the project and how were these overcome?

Resources in place to ensure sustained delivery: From the Pilot project it became evident that in order to honour commitments we would need to increase the teams establishment to meet the demand whilst still ensuring that the quality of the delivery was not compromised. To this end we selected and trained a pool of Firearms officers & Paramedics/Technicians.

Financial backing to allow NWAS support due to their limited resources and shift structure.

TKAP funding covers abstraction costs.

Ensure that each autonomous Head teacher is comfortable with the content. Face to face meetings with each Head to market the project.

What are the plans for the project in the future?

Our anti knife message aims to deter illegal knife carriage but also reassure and improve public confidence. Our aim is to drive the project forward and sustain the momentum. We have been approached by another 45 other schools and organisations and our aim is to honour our commitment to deliver the message in each of these in the Autumn and Spring school terms in 2009-10. We are working closely with the RCN to develop a package in answer to the Health Secretary. We hope to share best practice amongst other agencies.

Is there any other information you would like to include?

We would have liked to have incorporated some pictures depicting our presentation but they are unfortunately (even after being zipped) in excess of the 500kb limit.

Lancashire TKAP statistics from June 2008 to March 2009 show that despite sustained searching of individuals the knife recovery rate has fallen dramatically. With all this increased activity in the same period the number of persons brought before the custody office to be charged & cautioned resulting from illegal knife use have also fallen by 42% & 66% respectively.

Illustrative teacher feedback is attached.

Personal input

How did you initially become involved with the project?

PC 236 Steve McDonnell and myself were working in the Blackpool area in the Summer of 2007 when we had cause to stop a youth aged 15. Upon being searched the male was found to be in possession of a knife. We later discovered that this youth was in the same school form group as PC McDonnell’s daughter. We were inspired to do something about the issue of knives and young people. At this point the idea for Be SHARP, Think SHARP was conceived.

What has been your personal role in running the project?

PC McDonnell & myself conceived the idea, wrote the presentation, linked in with our
Ambulance partners and drove the initiative forward. We remain the sole coordinators for the last 2 years. We liaised with and sort support from CDRP, TKAP and Blackpool PCT. We have led a sustained press release of the initiative in the county culminating in a poster campaign. We have also trained others to form part of the delivery team.

What would you do differently if you were involved in a similar project again?

This project has been resourced by operational staff that support this initiative either in their own personal time or during gaps in operational cover. At times this has meant that the project has had to rely upon the selfless goodwill and professionalism of all concerned. Furthermore the management and coordination role has also taken more time and effort than any of us would have envisaged at the outset. As a result I believe that a dedicated member of NWAS/Police attached to the programme for pre-determined periods would ensure results and value added.

Organisation: Leap Confronting Conflict
Submitted by: Jessie Feinstein

Project description
Please describe this project in one sentence:

Develop effective ways of transforming young people at risk of weapon carrying into young community leaders

What was the name of the project?

Leap Confronting Conflict’s Fear and Fashion Project

What were the project’s objectives?

Reduce knife crime and weapon carrying in Westminster by training young people at risk in leadership and workshop facilitation skills so they can run workshops with young people in the community to explore issues of conflict, safety and knife crime in the local area.

What were the project activities?

The programme aims are to reduce violence, weapon carrying and the fear of violence among young people.

We have a two-pronged approach:

1. Working with those at risk - this involves working with targeted young people, referred by Westminster YOT or PAYP services. We offer a 3-day leadership course, followed by a 2-day facilitation skills course. Young people then undertake paid work as peer educators, delivering workshops in their communities which explore the choices and consequences associated with knife crime.

2. Preventative work - this involves either a whole school approach or working with a select group deemed at risk of involvement in knife crime. The whole school approach involves carrying out a conflict audit, which means interviewing everyone in the school to build up a picture of the type of conflicts young people are facing in the school. We then work with whole year groups, eg Year 9, spending a day delivering our conflict resolution programme.
A selection of 15-20 young people then go on to residential training where they learn how to deliver the programme themselves, returning to deliver to the whole of Year 7. This approach is mirrored on a smaller scale when working with selected groups in schools.

### Project organisations

**Which organisations were involved in the project and what role did they play?**

The success of this project is in part due to the close partnership between Leap and Westminster Youth Service, PAYP team and YOT. We have representatives from these organisations, the Metropolitan Police and Westminster Education Services on our Steering Group. We have also worked closely with a wide range of Westminster education facilities and youth clubs.

### Which organisation took the lead in running the project?

Leap Confronting Conflict has been the lead organisation providing the specialist youth and conflict skills training and expertise, and driving the project forward. However, the local steering group has played a very important part in the success of the intensive targeted group work programme in particular. In this the third year of the programme there is a high degree of collaborative working and decision making from all partners with a shared approach to operational problem solving. All partners have played a key role in the success of the project.

### Evaluation and reflection

**How successful has the project been? (please include any feedback or evaluation)**

Two Westminster case studies: 2 girls, NEET with ASB records, became youth leaders; one doing a youth work degree, the other supporting conflict sessions at school and continuing her studies. Of 7 boys all NEET with ASB records, 3 became PAYP Youth Leaders, 3 completed the introduction to Youth Work course.

All 9 completed the training and delivered sessions and have gone on to a variety of further education and volunteering opportunities.

"They go on a training course with you and seem to come out the other end of it washed clean" Sue Jenkins, Westminster Youth Service

Intensively trained 37 young people and they have reached over 350 young people.

### What were the major challenges for the project and how were these overcome?

An initial challenge for us was finding enough local placements so that the young people who had been trained to deliver workshops had an opportunity to practice these skills. This problem has been overcome by delivering sessions in City of Westminster College and as part of the Home Office ‘It Doesn’t Have To Happen’ campaign.

Another difficulty we experienced was that some schools did not want to be linked to a knife crime project as they worried that they would be considered to have a knife crime problem by association. We have managed this issue by describing our workshops as conflict resolution related but ensuring that the content covers all issues relating to knife crime.
What are the plans for the project in the future?

This project is one of three pilots run by Leap as part of its latest action research programme ‘Crossing Frontlines’. Learning from this project will be incorporated into the design and development of the next stage of Crossing Frontlines; focussed on growing young leaders who are able to cross frontlines of identity, territory, faith and belonging. We will be beginning discussions with local partners and funders to explore the sustainability of the Leap Fear and Fashion project in Westminster in the long term. This will be supported by training local staff and youth workers in specialist youth and conflict skills.

Is there any other information you would like to include?

Each year there has been a formal presentation ceremony, facilitated by young graduates from the programme. Certificates from Westminster and Leap were presented by Roy Amlot QC, in the presence of the local Youth Service, the Met and other partners. The young graduates showed some of their new skills to help other young people explore conflict and youth violence so they can better manage dangerous situations. Confidently working with such senior people, they have displayed skills and talents no-one who had known them earlier would have expected.

During 2009:

4 peer educators delivered a Fear & Fashion session to 11 young people in the presence of the local MP.

4 peer educators supported the launch of the Home Office 'It Doesn’t Have to Happen' Campaign. The event was attended by the Prime Minister and they had the opportunity to talk to him about their experiences of conflict and weapon crime.

4 peer educators were invited to deliver knife crime sessions to a total of 120 young people in four sessions at Leyton Orient football ground as part of the same campaign. They were also invited to deliver sessions in Nottingham, again delivering to a total of 100 young people in groups of 25 and in Basildon delivering to 30 young people.

2 peer educators delivered a presentation to 80 youth work practitioners and policy leads at the Leap Academy Preventing Youth Violence seminar in June

"Taking the lead in these workshops makes me feel I've achieved something worthwhile and I enjoy being able to give advice to other teenagers who might otherwise end up in trouble."

The programme "show them the positive direction their own lives can take if they make the right choices, and we hope to see other boroughs following our example by running similar projects." Cllr Daniel Astaire, Westminster City Council Cabinet Member for Community Protection.

Personal input

How did you initially become involved with the project?

Leap Confronting Conflict was invited to apply by the Fear & Fashion Consortium to deliver a conflict resolution programme, targetted at young people involved in weapon carrying and potential use. I had previous experience at Leap working on the Gangs and Territorialism action research project, and co-authored Leap's most recent manual ' Working with Gangs and Young People'. Because of my experience in this area I was invited by Leap to take on the day to day running of the project when the previous Project Team Leader moved onto another role within the organisation.
What has been your personal role in running the project?
I am responsible for the day to day operational management of the programme. My role ranges from managing both the schools component of the work and the intensive targeted group work, to being involved in some of the direct delivery work with young people. As part of my wider role at Leap I also ensure that any learning from the Fear and Fashion project is fed back into the ongoing development of our action research programme.

What would you do differently if you were involved in a similar project again?
A key part of the transformative effect of the project is the development of a role for young people so that they can develop their confidence and sense of themselves as positive role models for other young people. I would have liked to spend more time at the beginning of the project in developing onward progression routes for young people from the first cohorts. Build more research time in at the beginning of the project into why young people carry weapons. This would have involved some desk based research, and some direct focus group research with young people.

Organisation: Liverpool Housing Trust
Submitted by: Jeanette Green

Project description
Please describe this project in one sentence:
Helping young people to reframe their context for violence by learning lessons from world atrocities, including visiting the Holocaust Centre and Auschwitz-Birkenau.

What was the name of the project?
‘Learning Lessons from the Past’ : Jigsaw Youth Squad Project

What were the project’s objectives?
The project’s main objective is to teach young people to respect human life; by delivering stark messages about pain, suffering and death in a way that contrasts deeply with the possible ‘glamorous’ associations that many young people have about crime and violence.

What were the project activities?
Young people took part in a variety of learning activities including:
Visiting the Holocaust Centre in Nottingham and speaking to a living survivor of the horrors of Auschwitz. The organisers were so impressed with our young people that they asked us to find ways of helping them to involve other youth groups.
Working with the Liverpool Jewish Resource Centre to combat racism.
Watching films and holding discussion groups about what they had learned
One of the outcomes of learning about the Rwandan genocide was that the young people decided to hold a Candlelight Vigil for the international remembrance ceremony marking the 15 year anniversary.
15 young people were taken on a trip to Poland (itinerary attached) which included a visit to Auschwitz-Birkenau.
A film company accompanied us on the trip to make a documentary. We were allowed to film inside the camp, something that even Stephen Spielberg had been denied permission to do when he was filming ‘Schindlers List’. DVD available on request.

Our Squad has overcome long-standing conflicts between rival groups and now groups from different areas work comfortably alongside one another. We’ve worked with local schools to reach a wider audience and to help our young people integrate with others their own age. One of our team had been out of school for more than 18 months but is now successfully back in full-time education. Many of our young people have gained a qualification in Personal Development and/or Peer Mentoring that will help in their education and future employment. The group now participate in community events such as ‘Respect’ weeks, Litter Picking and Intergenerational projects such as cleaning up sheltered accommodation gardens with tenants.

**Project organisations**

Which organisations were involved in the project and what role did they play?

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<thead>
<tr>
<th>Organisation</th>
<th>Role</th>
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<tbody>
<tr>
<td>Liverpool Housing Trust</td>
<td>Project Management &amp; Development</td>
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<tr>
<td>Working Neighbourhood Fund</td>
<td>Match funds the project with LHT</td>
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Which organisation took the lead in running the project?

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About the organisation:

Liverpool Housing Trust (LHT) is part of the Vicinity Group and has been providing affordable homes on Merseyside since 1965. LHT now owns close to 9,000 homes across Merseyside and Cheshire. Around three quarters of the homes are in Liverpool, but it also provides housing in Halton, Knowsley, St Helens, Wirral and Sefton.

**Evaluation and reflection**

How successful has the project been? (please include any feedback or evaluation)

Learning Lessons From The Past has shown our Squad how easily prejudice can translate into violence. We’ve seen them put these lessons into practice, overcoming long-standing conflicts and working together with young people from different cultures, areas and backgrounds.

The group have written and performed a play about Gun, Gang and Knife Crime called ‘REWIND’. This is being taken to four other neighbourhoods with the aim of bringing the five different communities together in a final production.

The positive media coverage received by this project should play its part in inspiring other communities to develop similar programmes with young people.

What were the major challenges for the project and how were these overcome?

Although we felt strongly that this project was an excellent way of breaking down barriers to prejudice, this was not without risks or challenges.

The subject matter being addressed was often harrowing and we could not take for granted that we’d get the desired positive response. The youngsters we deal with have typically rebelled against traditional forms of structured learning so we had to ensure that we could...
As the project progressed, we discovered that it had a very direct impact by encouraging young people to work alongside and respect those they previously wouldn’t have associated with.

**What are the plans for the project in the future?**

Safe, welcoming neighbourhoods are built on respect. Through the ‘Learning Lessons from the Past’ project we’ve succeeded in breaking down many of the barriers that have built up between our young people and their peers, people from other cultures and different generations.

We will continue to address local issues such as Gun, Gang and Knife Crime, drug and alcohol misuse and prejudices, ensuring that our young people are given every opportunity to make positive life choices and helping them to become caring, socially responsible adults who can make a positive contribution to their community.

**Is there any other information you would like to include?**

Based in one of the most deprived wards in the country, many of the young people involved in this project have been directly affected by gun and knife crime and some were on the verge of joining gangs. When they become part of the Squad we teach them to renounce that culture, to be socially responsible and support the wider community.

When we first set up the Squad, one of our major concerns was the poverty of aspiration held by our young people – they didn’t see any future for themselves. We wanted every one of them to see how much potential they had – that they could have a bright future as citizens who are treated with respect and who respect others. Regardless of race, gender, disability, sexual orientation or religious belief, anyone from 10-18 years of age can join the programme. The more diverse the group, the more powerful it can be, because it shows the community that those who wouldn’t normally mix can now work together effectively – and they enjoy doing so.

We have sought to reach the most excluded young people in our areas, the ones who don’t fit in and desperately need someone to engage with them. We’re not afraid to tackle sensitive issues head-on in order to show our team how to embrace diversity – working to combat racism through this project.

A scholar once wrote: “For genocide to happen, there must be certain preconditions. Foremost among them is a national culture that does not place a high value on human life.”

We hope that by teaching young people lessons from the past and showing them the extremes to which racism and inequality can lead, they will learn to respect themselves and others, enjoying the diversity of cultures across all age groups within the community.

**Personal input**

**How did you initially become involved with the project?**

I became involved in response to the Squad’s own identification of Gun, Gang and Knife Crime in their neighbourhoods and after watching a movie called ‘Freedom Writers’ where the main character inspires students to treat each other with respect by learning lessons.
from the Holocaust. This was the inspiration for our project.

By working with young people we hope to address the issues of gun and gang culture, helping them to become caring, socially-responsible adults who can make a positive contribution to their community.

What has been your personal role in running the project?

‘Learning Lessons From The Past’ proved an ideal way of bringing these principles to life in a focused and inspirational way. It has been an important step in reversing any element of ‘desensitisation’ on the part our young people towards human suffering. I was involved in Developing the project in consultation with the Squad Mentoring Squad members including personal development programmes Arranging the trip to Poland, securing funding Accompanying the young people on the trip and inspiring other adults from across LHT’s business to give time to support the initiative

What would you do differently if you were involved in a similar project again?

I don’t honestly feel I would run the project any differently. This innovative project owes its success to the sensitive way the project was approached, the partners we worked with and the research and support that was offered to each and every young person prior to the Poland visit and after the visit.
We also feel that this project can be replicated in any area through the engagement of young people and forging links with their local faith, race and cultural groups to offer vibrant, memorable teaching.

Organisation: Liverpool Youth Offending Service
Submitted by: Rachel England

Project description

Please describe this project in one sentence:

A comprehensive and holistic programme that intervenes with young people convicted of committing knife related offences.

What was the name of the project?

Liverpool YOS Knife Possession Prevention Programme.

What were the project’s objectives?

To provide a holistic and impacting intervention to young people convicted of knife possession related offences. The programme objectives include cognitive behavioural change in young person’s thinking through the YOS and volunteer partner sessions, provide attainable aspirational targets of change through sports and community engagement and to engage parents with the programme.

What were the project activities?

The KPPP is a comprehensive group work based intervention programme for young people
aged 10-17 years convicted of knife related offences. The programme is delivered by Liverpool YOS and its partners and consists of eight group work sessions and a subsequent 10 week community based peer programme.

The offending behaviour work has been developed around eight core areas which formulate each session; attitudes to knives, peer education, social implications, medical implications, fist aid / keeping safe, law, social side / revenge and reprisals and victims.

Using a range of cognitive behavioural and restructuring techniques, young people’s attitudes to knife crime are challenged through the course of the programme. The programme is delivered on a 1-2-1 basis to young people identified as vulnerable or unsuitable for groups.

A number of key partners deliver sessions with Liverpool YOS staff, each of whom are working with the YOS as a volunteer partner. An ex-offender, who has perpetrated knife crime delivers the peer education session. Rob Jackson, Nurse Clinician Emergency Medicine, Royal Liverpool University hospital delivers the medical sessions, with real life images of knife injuries providing high impacting education. SAAM Merseyside [Support after Murder and Manslaughter] a group of mothers who have lost children through knife crime, deliver the final session of the effects of knife crime on victims.

The programme components also include two AQA awards for young people; Anger Management and Knife Crime Awareness. The YOS is formally evaluating the programme using psychometric pre and post- tests to assess attitudinal change, in addition to measuring recidivism.

Choose Life, a volunteer group of former offenders, deliver a Knife Crime Play at completion of each group programme, to re-enforce programme content in an interactive, drama format.

Everton Tigers Basketball Team deliver a community based peer programme to young people completing the 8 week programme. In developing the programme, the YOS strove to ensure it was not a discreet programme that halted after 8 weeks, that there was positive continuation in the programme in a community based setting. The Tigers, as part of the Everton Foundation, deliver a 12 week certified course that includes coaching by professional players, team building, confidence skills, communication and other citizenship skills. The offending behaviour learning outcomes are re-enforced through this element of the programme in a community based setting and provides young people with aspirational targets to apply their learning outcomes towards.

**Project organisations**

Which organisations were involved in the project and what role did they play?

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<thead>
<tr>
<th>Organisation</th>
<th>Role Description</th>
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<tbody>
<tr>
<td>Liverpool Youth Offending Service – Project delivery and co-ordination</td>
<td>Delivering victim session of programme.</td>
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<tr>
<td>Everton Foundation – delivering community peer element of programme.</td>
<td>Delivering community peer element of programme.</td>
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<tr>
<td>Liverpool Royal Hospital [Rob Jackson, Nurse Clinician]</td>
<td>Delivery of medical knife impact session.</td>
</tr>
<tr>
<td>Choose Life Liverpool – Delivery of knife play and ex-offender origin agency.</td>
<td>Delivery of knife play and ex-offender origin agency.</td>
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</table>
Which organisation took the lead in running the project?
Liverpool Youth Offending Service

Evaluation and reflection
How successful has the project been? (please include any feedback or evaluation)
Liverpool City is a pilot area of TKAP and the KPPP and the programme to date has been very successful in delivering intervention to these convicted young people. The re-offending statistics of young people completing the programme have been tracked through completion, and do date none have re-offended.

The feedback from young people completing the programme has been extremely positive. A young person has completed a case study of his experience, published in the Youth Justice Board news. One young person’s views when feeding back included:

“A big part of the reason why I’m not locked up, or dead, is because I was forced to consider the harm that knife crime causes to the community.”

I have attached a case study written by this young person on completing the programme.

What were the major challenges for the project and how were these overcome?
To engage partners in delivery of the experiential sessions of the programme [Medical, peer and victim sessions]. This was the project aim to include these partners, however once partners were identified and met with the YOS, the partnership with each was quickly established and moved from strength to strength as the intervention programme was developed and delivered.

Initially, an external agency was also commissioned to write the core programme. However, this intervention was not fit for purpose, and the YOS produced a programme manual, its content and evaluation format in house.

What are the plans for the project in the future?
To develop and extend its programme recipients to include young people who commit offences that have involved knives and other offensive weapons but are not charged with knife possession offences.

Is there any other information you would like to include?
The programme would not be the success it is without the YOS programmes team – Angelique Flemming and Robbie Bridge. Similarly so are our partners – SAMM Merseyside [Gaynor Bell, Anita Culshaw and Liz Moss], Rob Jackson [Medical Nurse], Mark Clarke, the Everton Foundation [Gary Townsend & Tony Garbaletto] and Steve Duffy. The work of the entire team has made the programme successful and its emerging positive evaluation outcomes. The programme is innovative and offers a constructive and holistic programme of intervention from cognitive behavioural work, parenting through to community based delivery and attainable aspirational targets to reduce the likelihood of young people who have completed the programme re-offending.

The programme has received external positive feedback. After I attended a Home Office TKAP meeting to present an outline of the programme, David Hanson MP came to visit the programme and met with young people who had completed the programme giving very positive feedback. I have written an article published in the April edition of the Youth Justice Board. I am also attending a number of TKAP related events to speak about the programme and assist other YOSs in delivering Knife Prevention Programmes.
Personal input

How did you initially become involved with the project?
As a consequence of TKAP funds received by the YOS, my role was to produce, manage and deliver the project, engaging relevant partner agencies. I manage the City Services YOS team, which includes the programme steam. We entered a successful bid for TKAP funds for the pilot project. Subsequently, the core intervention was produced by myself and the YOS programmes team and partners were engaged. We formulated the programme and devised an appropriate evaluation plan.
I delivered the first group programme, as an internal pilot and made subsequent amendments to its content as a result of feedback from young people and from our partners.
I am responsible for the delivery of the programme and the management of staff who are now delivering the developed programme.

What has been your personal role in running the project?
I have been involved at all stages of the programme, from the initial bid, to formulating and writing the programme content, evaluation schedule and partner engagement.

What would you do differently if you were involved in a similar project again?
The initial difficulties with an original commissioned programme in retrospect would not have occurred if we had developed the programme in house, which I did 2 weeks after identifying the difficulties with the originally commissioned programme.

Organisation: London Borough of Tower Hamlets, Community Safety Service
Submitted by: Poppy Turner

Project description
Please describe this project in one sentence:
The film targeted young people with the message that carrying a knife increases the likelihood of becoming a victim of knife crime.

What was the name of the project?
Tower Hamlets anti-knife social networking sites film.

What were the project's objectives?
The project aimed to closely target young people, using their preferred media of social networking sites, with a key message about the dangers of carrying a knife.

What were the project activities?
The project comprised a short (approximately 50 seconds) film using hard hitting imagery of a youth being stabbed, followed by the strap line: Carry a knife and you risk being stabbed by your own blade. This was jointly branded with Tower Hamlets Council and Metropolitan Police logos.
The advert was placed on the social networking sites YouTube and Bebo at the beginning of July 2008, and supported by a wide-ranging and high profile PR campaign. View the film on YouTube by following [http://www.youtube.com/watch?v=SSSrlbiME3Q](http://www.youtube.com/watch?v=SSSrlbiME3Q).

The video was formally launched to the media when the Home Secretary referred to it as an example of good work that is being done locally, during her lead spot on Sky's Adam Boulton's Sunday Live programme on Sunday 13 July 2008. This was at the peak of media interest and citizen concern in perceived rising knife crime, particularly in London.

Following the launch, there was widespread coverage of the advert, on broadcast, print and online media. Articles appeared in local, national and trade media. Some highlights of the coverage included:
- Channel 5
- BBC TV national and regional news
- BBC online
- ITV regional
- Channel 4 national
- Daily Mirror
- The Independent
- The Sun online
- East London Advertiser
- Local Government Chronicle Plus

This media coverage led to a high level of interest and at 24 July 2008 the film had already received over 5,000 hits on YouTube, and to date it has received over 17,000 hits.

Additionally the advert has been screened in local cinemas and a range of community groups requested copies to show at local summer community events.

The advert was transferred onto memory sticks on wristbands, which were handed out to young people at the Underage Festival in Victoria Park on 8 August 2008.

**Project organisations**

*Which organisations were involved in the project and what role did they play?*

Although development of the advert was funded and led by Community Safety, it was felt that the advert would benefit from police input and additionally, it was important that the Council were seen to be working closely in partnership with the police on what is ultimately a criminal matter.

Therefore, regular meetings were established between the Police Borough Commander and key Council stakeholders: Lead Member, Community Safety Service, and Director of Corporate Communications, to review progress on the film and to sign-off various aspects of creative development.

The final film was joint Council and Metropolitan Police-branded.

**Which organisation took the lead in running the project?**

Tower Hamlets Council Community Safety Service led on this project.
**Evaluation and reflection**

**How successful has the project been? (please include any feedback or evaluation)**

The project has been extremely successful. The film has been highlighted by the Home Secretary as best practice in the fight against knife crime. It has also seen widespread ‘take-up’ by young people, having received over 17,000 hits on YouTube alone. The majority of comments posted on YouTube about the film have been positive.

The film has also contributed to a reduction in knife and other youth crime in Tower Hamlets. National Indicator NI28: serious knife crime showed there were 75 fewer incidents in 2008/09 than in 2007/08, representing a reduction of 13.5%. Youth violence dropped by 22% from 805 to 626 incidents during the same period.

**What were the major challenges for the project and how were these overcome?**

The main challenge was identifying funding for this project. The Community Safety Service therefore negotiated with AMV BBDO (the UK’s largest advertising agency) that they would produce the advert for the Council on a largely pro-bono (free) basis as part of their corporate and social responsibility programme, but that the Community Safety Service would contribute £10,000 from the Community Safety Communications core budget.

This figure represented roughly 10% of the overall cost of producing such an advert. The project was therefore produced at minimal cost to the CDRP partners involved.

**What are the plans for the project in the future?**

The film will remain posted on YouTube so that young people of Tower Hamlets can continue to view it. It is also used on an ongoing regular basis at events organised by CDRP partners for young people, as a stimulus for discussion about the dangers of carrying knives.

**Is there any other information you would like to include?**

The anti-knife crime cinema advert was a spin-off of an earlier partnership anti-knife print campaign that had been developed under the Tower Hamlets Violent Crime Action Group (VCAG) action plan 2007/08 (a sub-group of the Tower Hamlets CDRP).

Following the success of the print campaign, Community Safety proposed to the advertising agency AMV BBDO that the creative concept could be developed into a format that would more closely target young people through their preferred media eg social networking sites on the web. Social networking sites are a key medium for marketing to young people, since they primarily enable peer-to-peer communication and are therefore considered street-level and credible by the target audience.

**Personal input**

**How did you initially become involved with the project?**

I project-managed this initiative on behalf of the Tower Hamlets Council Community Safety Service, which was the lead agency and funded the project.

I was originally responsible for producing the earlier partnership anti-knife print campaign, which was commissioned by VCAG. Following the success of this campaign, I negotiated with AMV BBDO to develop the campaign into a format that could use social networking sites. I also negotiated the pro-bono agreement with them.
### What has been your personal role in running the project?

I closely managed AMV BBDO in the creative development of the advert and had decisive input into creative decisions. This involved using my specialist knowledge to advise on the potentially sensitive issues of the choice of actor, the clothes he wore, the type of knife and the nature of the stab injury sustained, and the location for filming.

I also managed involvement of the key internal partners and the police in development and sign off of the film.

### What would you do differently if you were involved in a similar project again?

If I were involved in a similar project again, I would ensure that we had a clearer strategy for rolling out use of the film across other London borough, in advance of publicly launching the film.

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### Organisation: Reading Youth Offending Service

**Submitted by: Sue Sherrard and Catie Blundell**

#### Project description

**Please describe this project in one sentence:**

A young person’s knife crime prevention participation forum, creating resources to meet community need and the KPPP roll out.

#### What was the name of the project?

Reading Youth Offending Service’s Knife Crime Prevention Project.

#### What were the project’s objectives?

- To gain an understanding of the issues for young people and knife crime.
- To develop a local based resource, for the education of young people and the prevention of further knife crime, which was led and developed with young peoples input.
- Work closely with local victims and community partners.
- Meet community need, police targets, YJB framework and Home office guidance.

#### What were the project activities?

Reading’s Knife Crime Prevention Project’s activities consisted of the following:

- We carried out consultation amongst all young people who entered the Youth Offending Service over the period of one month; they completed a Knife Crime questionnaire to determine opinion and interest.

- Engaged and met with the Head of a local Secondary School and a Youth Engagement Service (YES) Manager to explore community interest and need.

- Organised a young person’s participation group to gain further views from young people. This group brought young people together who were interested in tackling knife crime and we worked with the group researching and developing ideas to create locally based resources from May 2008 through to the launch of the Prevention Programme in January.
2009.

Joined the already established local ‘Knives Cost Lives’ committee. The committee had similar prevention ideas to the project being developed in the YOS and worked together to prevent local duplication. Through discussion and by developing a strategy we were able to expand the target community our work would reach and in return we received financial assistance from the committee who raised funds for knife awareness.

Made links and built up contacts of local people that had been impacted by knife crime, they gave up their time to inform the audience of their experiences.

Worked with and developed the skills of a young offender to video the experiences of victims, family members of victims, police, paramedics and a hospital consultant to create a Documentary DVD to ensure the message from these essential people could be passed on to young people first hand.

Partnership working with Thames Valley Police and the Local Criminal Justice Board. These partnerships became effective for both parties as we hit their targets for knife crime prevention work and in return we negotiated the raising of funds to expand the prevention work.

In August 2008 new Home Office guidance outlined Knife Crime Prevention Programmes in all TKAP areas. Reading YOS became a pilot to develop the KPPP (Knife Possession Prevention Programme). Our work was then shaped to fit the new Home Office criteria and the YJB Framework for a resource for young people sentenced to knife offences.

The young people in the participation group identified the need for a local base to resources and created ideas for a drama DVD to go alongside the documentary DVD. We commissioned the DVD work out to Reading University and created two accompanying resources for the DVDs.

We experienced the tragic death through a stabbing incident in the town of a young person who had been an active member of the Participation group, through this we liaised with family members and created an additional tribute to this young man, his family and friends at the end of the drama DVD.

Through all this work we have now produced a resource and created a Knife Crime Prevention Pack targeting young people at risk of becoming involved in knife carrying, available to all youth groups and community groups. Additionally we have developed the KPPP resource that has now become an integral part of offending behaviour work within the YOS, we have made this available to other Youth Offending Teams across the country.

Project organisations
Which organisations were involved in the project and what role did they play?

<table>
<thead>
<tr>
<th>Organisation</th>
<th>Role in the Project</th>
</tr>
</thead>
<tbody>
<tr>
<td>Youth Offending Service</td>
<td>Co-ordinated and managed the project.</td>
</tr>
<tr>
<td>Youth Engagement Service</td>
<td>Provided community perspective to shape resources.</td>
</tr>
<tr>
<td>Highdown Secondary School</td>
<td>Provided schools/education perspective to shape resources.</td>
</tr>
<tr>
<td>Knives Cost Lives</td>
<td>Steering Group that prioritised prevention and supported the work of the YOS.</td>
</tr>
</tbody>
</table>
Royal Berkshire Hospital – Allowed a consultant to be interviewed and share his experience of knife related incidents
Reading Ambulance Station – Allowed us to film for both the drama and documentary DVDs.
Reading University – Film directors
Council Media and PR – Continuous checks to resource content.
Local Criminal Justice Board – Provided funding and launched Prevention Pack.
Thames Valley Police – Allowed us to film for both the drama and documentary DVDs.
Shared targets and action plans.
Youth Justice Board – Provided funding, the KPPP framework and information sharing regarding finished products.
Image Box Design – Design and print of resources.

Which organisation took the lead in running the project?
Reading Youth Offending Service

Evaluation and reflection
How successful has the project been? (please include any feedback or evaluation)
The project has been a great success. We were able to incorporate the young people’s views, creativity and ideas into the resources along with victim and community partner perspectives. The resources consequently met community need, YOS requirements and the YJB framework encompassing Home Office Guidance.
We were able to create two robust resources that will be available for the education of young people across the borough/ country and attempt to prevent further knife crime. Feedback from young people has been really positive, enjoying the character development within the DVD, interesting worksheets and interactive sessions. Feedback from caseworkers is positive. A resource that can be used ‘off the shelf’ open to different learning styles of young people and available for both 1:1 work as well as groups. Evaluators were impressed with the thorough content addressing all elements in a variety of ways. The Youth Justice Board are informing other Youth Offending Teams of the resources created by Reading as good practice baselines.

What were the major challenges for the project and how were these overcome?
Initially funding was an issue however as partnerships developed opportunities for fundraising grew.
The original Film producer wanted to use creative licence rather than fully listen to the designs of the young people and for this reason we had to re-commission the film work to a new organisation.
The project grew so vast that the project aims had to expanded on several occasions and targets, deadlines and finances revised.
The tragic death of a young man from the project was a huge shock for everyone involved and we gave people time to grieve and recognised his life and positive efforts on the project by re-burning DVD discs to encompass a tribute to him and his family.

What are the plans for the project in the future?
The resources are complete. They will be used in-house, rolled out across schools and youth provisions and made available to all who wish to make use of them, carrying a strong message to not to pick up or carry a knife. The work of the YOS will continue to address offending behaviour and prevent offending and re-offending by young people.
### Personal input

**How did you initially become involved with the project?**

Although the police reported knife crime is relatively low in Reading, young people at Reading YOS were anxious about the amount of young people carrying knives. Sue was involved through her job role as Projects and Partnerships Assistant Team manager; Catie was involved through her role as Victim Worker at the YOS.

**What has been your personal role in running the project?**

Sue has been the Project manager, coordinating all aspects of the project and working with partners as well as dealing with funding to secure the projects activities. Predominantly, Catie has worked with a young person from the YOS to produce the impact of knives DVD and resource, she was keen to ensure that a realistic message from victims of knife crime was portrayed to provide young people with a deeper understanding of the effects of carrying a knife. She has also contributed towards developing the overall resource.

**What would you do differently if you were involved in a similar project again?**

This project developed in so many ways to become something greater than it originally set out to be and its growth has benefited many people and many sections of society. It brought a variety of community arenas together to share targets, actions, finances and ideas all for the greater good of the cause to prevent knife crime. Apart from realising the scope at the commencement of the project, we wouldn’t change a thing.

### Organisation: Recre8

**Submitted by:** Daniela Varley

### Project description

**Please describe this project in one sentence:**

Creative workshops focusing on the effects of knife crime on victims – culminating in a theatre performance alongside Birmingham Youth Offending Service (YOS).

**What was the name of the project?**

The theatre performance was called ‘Fear’. The project was linked to the ‘Knife Possession Prevention Programme’ (KPPP), commissioned by the Youth Justice Board (YJB).

**What were the project’s objectives?**

Recre8 worked alongside Birmingham YOS who delivered the YJB’s pilot ‘Knife Possession Prevention Programme’ (KPPP). Recre8’s objectives were to creatively educate and work alongside the young people highlighting the negative association and effects surrounding knife crime as well as paying particular attention to victim awareness, reasons why knives are carried, self-esteem, peer pressure, status and the notion of respect. The young people who took part in this project had all been associated with carrying knives and weapons.

**What were the project activities?**

During the project, the young people took part in a series of workshops which were facilitated by staff members from Recre8. These active workshops included a wide range of
activities and Drama based exercises including: still images, hot seating, role playing a number of challenging situations where they were encouraged to focus on feelings from both the offender and the victim and devising situations which were pertinent in their own lives. Techniques such as Role on the wall (developing emotional literacy), group discussions, mind mapping exercises and improvisations which focused on thoughts and feelings surrounding knife crime gave the young people alternative approaches to dealing with their pressures which they faced. Each session followed on from the core content of the KPPP (attitudes to knife carrying, health, laws surrounding knives and weapons, managing conflict and anger, peer education, public space awareness, social implications of knife possession and victim interaction). We felt that it was important to include a range of different exercises into the workshop sessions as it caters for all learning styles whether they are Kinesthetic, Visual, Auditory, Interpersonal (other people’s feelings) or Intrapersonal (self-awareness). By ensuring that we included a wide range of active and engaging activities, we addressed the young people on an academic and emotional level where they understood the content and also felt comfortable when working and exploring these issues.

At the end of the eight sessions, Recre8 worked with the young people to devise a powerful performance based on the group’s personal experiences surrounding knife crime. We provided a forum for the ‘Young People’s Voice’ to be heard. The young people had no previous Drama performance experience and so Recre8 had to ensure that a safe learning environment had been created where the young people felt comfortable with discussing and creating their personal experiences in order to portray their thoughts and feelings surrounding knife crime through an engaging performance. This performance (please see enclosed DVD) was performed to an invited audience at a prestigious theatre in Birmingham. This had a phenomenal impact on the young people’s self esteem as it was very well received by the audience.

The performance called ‘Fear’, invited the audience to see beyond the crime of knife possession and introduced them to the world that young people are forced to live in. The audience was forced to ask themselves whether we as a society are doing enough to protect our young people as it was clearly highlighted through working with these young people that their main reasons for carrying knives was through fear of not knowing what might happen within their own areas.

Project organisations
Which organisations were involved in the project and what role did they play?

| Birmingham YOS staff were involved together with staff members from Recre8. The YOS staff delivered the first part of the sessions and Recre8 provided a creative approach which was heavily linked to the issues addressed in the Knife Possession Prevention Programme (KPPP). Recre8 facilitated all of the rehearsals and helped the young people recognise their own talent as well as guiding them through the devising process for the performance of ‘Fear’. Birmingham YOS staff worked in partnership with Recre8 in order to transport the young people from rehearsal spaces and helped to organise the performance event. Three Head Teachers from local schools and members of the community attended the event and have asked for the young people to perform at their schools. This is contributing to community cohesion and has given the young people a huge sense of recognition for their hard work. |

| Which organisation took the lead in running the project? |
| There was an equal balance between Recre8 and Birmingham YOS. We were working in partnership throughout this project. Recre8 took ownership of the rehearsing and devising |
process and Birmingham YOS were always available to provide support.

Evaluation and reflection

How successful has the project been? (please include any feedback or evaluation)

The project has been extremely successful as Recre8 have been approached by schools and asked if the performance of ‘Fear’ can be toured around various schools. The young people’s confidence has grown immensely and they have a huge sense of achievement. To date, the young people have not re-offended and they have disclosed that they no longer carry weapons with them and they are making positive choices and decisions about their peer groups and areas where they used to hang around in. Recre8 are still working with some of these young people on a new project where they are working with other young people from different areas and devising a brand new piece of theatre which will be performed at this year’s Youth Justice Board Convention 2009.

QUOTES

“This project has been an excellent example of partnership working that has brought an element of creativity into our work with young people. It is clear that the young people involved with Recre8 have not only developed new skills but their confidence has increased together with their social skills.”
Patricia Mutombo, Birmingham Youth Offending Service

“FEAR was one of the most moving pieces of theatre devised by young people that I have seen in a long time. The young people explored the meaning of community from their points of view and the many things that are still needed for us as a society to undertake in order for us to bring about cohesiveness. Recre8 captured the ‘Young People’s Voice’ admirable, ensuring that the dangers of knife crime were fully explored and understood.”
Inspector and school improvement consultant

“A tribute to the young people for raising our awareness of the dangers on our streets and the part we have sadly neglected as adults in ensuring that our young people are safe. Recre8 are magical, I want this performed in my school to raise children’s awareness about the dangers of knife crime.”
Head teacher at Cromwell Primary school

What were the major challenges for the project and how were these overcome?

The major challenges were that the young people exhibited very low levels of self esteem and confidence and they were very apprehensive about using the process of Drama as they were worried that they would look ‘silly’ and make mistakes during the performance. Recre8 had to ensure that positive praise was given and that a good rapport was built up so that the young people could trust us and this new way of creatively working. We ensured that much time was spent with the young people and that rehearsals were frequent so that the young people could rehearse as often as they wished so that they were confident with the performance and also we encouraged the young people to take full ownership over the content of the ‘Fear’ performance as they clearly had fervent issues which they wanted to share with society. It was evident that the young people had many personal issues and Recre8 staff ensured that we provided positive role models for the young people and we highlighted the fact that positive change is possible.

What are the plans for the project in the future?

The plans for the project in the future is to undertake multidisciplinary work with other YOS’s and tour the performance and combine it with workshops which are led by Recre8 and the young people who were involved in this project. These workshops will highlight the
dangers associated with knife crime and the young people will speak from personal experience and act as positive peer mentors to other pupils, helping them to steer away from carrying weapons. The young people will be giving back to the community by speaking to other young people about their personal experiences and highlighting the negative consequences that are associated with knife crime and being arrested et

Is there any other information you would like to include?

Recre8 would like to state how proud we are of the young people who took part on this project. The young people had worked very hard and they were committed to creating an exciting and informative theatre performance. Although some of the group members have moved on from this project, a few young people are now classed as Recre8 ambassadors and they are currently working on a new project with other young people from Sandwell Youth Offending Service to devise a new performance which will be showcased at this year’s Youth Justice Board Convention 2009.

Quotes from the young people:
“I never thought I could get up and act in front of people...but I did and I told them my story. It felt good...I was so nervous before but it was a wicked rush. It has helped me understand more about the bad stuff to do with knife crime. I keep my head down now and I don’t carry a tool.”
Young person, Birmingham
“This project has stopped me from carrying weapons on the street and I have a better picture about what knives can do. The Drama has helped me to get a better understanding of how to deal with knife problems and I have gained more confidence. I was surprised at how much I enjoyed acting and making the Drama and I felt choked and happy, I felt proud of myself like I had really achieved something.”
Young person, Birmingham

Personal input
How did you initially become involved with the project?
Initially Recre8 met Birmingham YOS at the Youth Justice Board Convention 2008 and discussions took place about how Recre8 could offer their input to the Knife Possession Prevention Programme funded by the YJB. From this initial meeting, Recre8 remained in contact with Birmingham YOS and created the workshops and performance proposal and this project was carried out at East Birmingham YOS.

What has been your personal role in running the project?
My personal role had been to devise, direct and deliver engaging workshops which focus on the effects of knife crime and also to ensure that we were achieving the best from the young people during the devising of the ‘Fear’ performance. I have acted as a positive mentor for the young people and helped them to achieve in areas where they normally would not have the opportunity to explore.

What would you do differently if you were involved in a similar project again?
If Recre8 were involved in a similar project again then we would ensure that we had more time for rehearsals. The young people did extremely well to perform ‘Fear’ in such a short amount of time and in future projects, we would ensure that we had plenty of time to rehearse as there were a couple of occasions where rehearsals were missed due to the young people being ill or having school commitments.
Organisation: Redthread Youth Ltd  
Submitted by: John Poyton

**Project description**

Please describe this project in one sentence:

| An innovative multi-disciplinary project providing a gateway enabling vulnerable young people who have experienced violence to access a wider range of services. |

**What was the name of the project?**

| Kings Emergency Adolescent Room (Kings E.A.R) |

**What were the project's objectives?**

| To work in partnership with staff from the hospital’s A&E to develop a new gateway to enable people who have been the victims of violence to access a range of multi-disciplinary support, advice and other services which ultimately enable them to make choices to prevent ongoing cycles of violence. |

**What were the project activities?**

| A youth worker is embedded as part of the Multi-Disciplinary Safeguarding Team working with young people presenting at the Kings Emergency Department with violent injuries. The medical staff refer cases thought suitable to the Redthread youth worker, who contacts the young person either by phone, letter or text messaging, before providing a range of interventions, including individual counselling, liaison with Primary Care Practices, substance misuse advice and support, recognition of mental health problems, and referral to other appropriate statutory or third sector agencies. The youth worker attends the weekly Child Review Meeting (CRM) along with a Lead consultant, the head of nursing, and social worker in order to ensure a joined-up approach to ongoing support of the individual young people and the ability to tailor this support to the individual’s specific needs. Between 15 and 20 young people are referred to Redthread each week. |

**Project organisations**

Which organisations were involved in the project and what role did they play?

| King’s College Hospital Emergency Department host the project and provide the professional health input, Redthread provided the initial consultancy and the on-going youth work (face to face and developmental). Both organisations worked in collaboration to devise and implement the model that they thought would work best. |

**Which organisation took the lead in running the project?**

| Redthread |

**Evaluation and reflection**

How successful has the project been? (please include any feedback or evaluation)

| The project is recognised by the health professionals involved as providing an essential part of the joined up services required to make a difference to the outcomes for the young |
people concerned. The funding pays for 10 hours of the youth workers time, and the success of the project is only limited by this time/funding constraint.

### What were the major challenges for the project and how were these overcome?

The main challenge is one of funding, and for this pilot project we simply had to ensure we maximised the benefit within the time constraints – this is achieved through building a close partnership between Redthread, the clinical staff and the senior management at the hospital.

### What are the plans for the project in the future?

Having established this innovative model of practice, Redthread intend to roll-out the project to a further five hospitals and clinics, and are currently engaged in a fundraising drive to enable this to happen.

### Personal input

#### How did you initially become involved with the project?

A consultant from King’s College Hospital approached Redthread after becoming aware of a Young People’s Clinic that was being run by the charity at a local GP practice. The two organisations then developed the shape of the project which was then presented to the hospital management who were able to source the funding to enable the initial work of setting up a dedicated room within the department to become the E.A.R.

#### What has been your personal role in running the project?

As Director and Senior Youth Worker for Redthread I provide both the on-going consultancy and the actual interface with the young people.

#### What would you do differently if you were involved in a similar project again?

Ensure that sufficient funding was available to enable the youth work element of the project to be available for greater periods of time during the week.

### Organisation: South Yorkshire Police

Submitted by: Lynsey Cutler

### Project description

**Please describe this project in one sentence:**

Diversionary courses addressing youth engagement, empowerment and education involving guns, gangs, knives, drugs and sexual exploitation for vulnerable young people

#### What was the name of the project?

Unique (Female Course) Identity (Male Course)

#### What were the project’s objectives?

Engage with young people who are on the periphery of crime/and or have siblings involved in crime or known to be gang members. Which gets them to discuss issues which are pertinent to them and makes them think that they have a choice. Also, to reduce gang related crime.
What were the project activities?

Both courses take place once a week for 2 hours over a 10 week period. The male and female courses look at different subjects, as follows;


Each course is made up of about 6-10 young people between the ages of 11-16 years, along with a Youth Worker and a Police Community Support Officer. One subject per week is discussed and it gives the young people a safe environment to discuss these and have their opinion heard. This is often with peers that they have not met before the start of the course and is important that they meet new people with different views from them and possibly different backgrounds.

Project organisations

Which organisations were involved in the project and what role did they play?

South Yorkshire Police. Along with a self employed youth worker, South Yorkshire Police were instrumental of the design and launch of the courses. They are also responsible for the funding of the courses, identifying the young people to attend, and providing staff to attend the course along with the Youth Worker.

Which organisation took the lead in running the project?

PCSO Joanne Tapper, South Yorkshire Police

Evaluation and reflection

How successful has the project been? (please include any feedback or evaluation)

Since 2007 x49 young people from Sheffield have completed a course. Feedback from the young people is always asked for, and is always positive. A quote from one female was “Everyone thought I was bad because I got excluded from school. I haven’t been able to sit my GCSE’s but I have now got a place at college. Being on the Unique course gave me the confidence to realise what I want to do with my life, even though some people doubt me, I know I can do it”. The Course is very successful and very much in demand.

What were the major challenges for the project and how were these overcome?

Ensuring that the course is relevant to its attendees. This was overcome by ensuring that the course content is not set in stone and can easily be tailored to the group. Also the course is Police led and relationships between the Police and young people are not always positive. This was overcome by ensuring that the same PCSO was present throughout. They were not in their police uniform and wore a t-shirt the same as the young people. They were not judgemental when listening to the young peoples views and got to know them all as an individual.

What are the plans for the project in the future?

The main focus at present is to get more courses run in schools. In September, a Unique and
an Identity course will be run within the school environment in lesson time. The young people have been identified by the School as they feel they would benefit from attending the course.

At present the course is only being run in Sheffield and it is planned to be rolled out across the force to be run by other Safer Neighbourhood Teams and local PCSOs.

**Is there any other information you would like to include?**

This course is an excellent tool not only as an engagement tool, but working towards breaking down the barriers between young people and the Police. In the current climate and the need to reduce Gang related crime it assists in giving young people another option to joining a gang or carrying a weapon but also enables the Police to gain an insight into why young people would be drawn to do this. Its also important that young people are able to discuss their thoughts in a safe environment, along with seeing someone from the Police family in a different light.

Its about empowering young people to change their mind set about gun, gang and knife crime along with other issues specific to young people. Making them realise that they do have a voice and other choices and the consequences of their choices.

**Personal input**

**How did you initially become involved with the project?**

In 2007 Joanne Tapper a PCSO from my team had a problem in her area with young girls underage drinking, possibly being at risk of sexual exploitation and culprits of a lot of ASB in the area. After asking Youth Services to assist with diversionary work with girls, it became clear nothing was available specifically for girls. PCSO Tapper with a Youth Worker designed Unique and a pilot course was run. A number of successful course were run and then it was decided to design a male specific course and ‘Identity’ was born.

**What has been your personal role in running the project?**

In the initial stages it was looking at the feasibility of setting up and running a course along with where the funding would come from. My role now is the development of a course pack, the legalities of the course, applying for funding, arranging dates to fit the course in and staffing of the courses.

**What would you do differently if you were involved in a similar project again?**

Development of an information pack, housing all the legal information, consent forms, along with set guidelines, and aims and objectives. This would have made it a lot easier when applying for funding.

**Organisation: South Yorkshire Police – Firearms Support Group**

**Submitted by: Police Constable Matt Birch**

**Project description**

**Please describe this project in one sentence:**

A proactive community engagement initiative successfully tackling youth gun & knife crime
What was the name of the project?

Guns & Knives Take Lives

What were the project's objectives?

Initially designed to tackle youth related crime involving possession of imitation firearms (BB Guns) however has evolved into a project tackling guns, knives and violent crime involving young people and the massive consequences this crime can have on theirs and others lives.

What were the project activities?

An education & diversion strategy tackling the issues of young people carrying guns & knives. The main bulk of the project is the delivery of a hard hitting 90 minute presentation by operational armed police officers to every year 9 secondary school student in South Yorkshire, a total of over 21,000 students aged 13-14 yrs. The project utilises a number of media to deliver a clear message “Guns & Knives Take Lives” . The young people (upto 350 at a time) sit mesmerised by the presentation, which visibly impacts upon a series of emotions, and is a clear demonstration of the effectiveness of this education & diversion strategy. Additional requests for the project have lead to significant partnership work with other agencies such as local communities, regional annual Judiciary training events, Sheffield Magistrates Court open day, Sheffield City Council training of youth service staff, Sheffield Futures Youth Services organisation, all of which are as a result of the impressive response from the schools initiative. Recent activities involve the direct interaction with ‘hard to reach’ young people who may be excluded from secondary school activities and considered ‘at risk’ of being involved in such weapon related crime.

Project organisations

Which organisations were involved in the project and what role did they play?

The project is managed and delivered by operational armed officers within their department. In 2005 47% of armed deployments in South Yorkshire involved young people with weapons. The project evolved through an idea of two members of the department identifying that a real danger exists of a young person being confronted by armed officers as a result of sheer ignorance of the law in relation to possessing imitation firearms & knives in the street. Due to its success, it continued to develop into its current format, now involving eleven operational police officers from the Firearms Support Group.

Which organisation took the lead in running the project?

As point 1 above.

Evaluation and reflection

How successful has the project been? (please include any feedback or evaluation)

As a direct result of the project, incidents involving young people with weapons have more than halved in South Yorkshire. Deployments of armed officers to incidents in that area currently stand at 14%, a clear reduction from 47% since the projects introduction. Recognition of this project has been received from various sources including :- Ms Pippa Dodgson (Headteacher Wingfield School, Rotherham) wrote “My Yr10 students responded really well to the powerful & thought provoking Guns & Knives Take Lives message, so effectively communicated by your staff. I thought the three officers used a blend of no-
nonsense professionalism, humour & interpersonal skills to great effect, to maintain their audience, whose attention was rapt throughout. Continued in point 4

What were the major challenges for the project and how were these overcome?

The major challenges were 1. To secure the students time in a very busy timetable – overcome by allowing staff to view the presentation at other venues which secured their co-operation on seeing this project. 2. Allowing armed police into school premises with real firearms & knives – overcome by the professionalism of the officers. 3. The interpretation of the project that although there may not have been any incidents at that school involving youths with guns or knives, that providing the information to the young people gives them the knowledge to make informed decisions about a subject that consequences could affect the rest of their life.

What are the plans for the project in the future?

The future involves more intervention through partnership work with young people excluded from mainstream education who may not receive the annual presentation delivered to their year group. Targeted approach to individuals or groups who may be influenced by those who are already involved in violent crime. Further community work is also planned through displays/interaction at public events where the opportunity to engage with the public including parents who may bolster the message their children receive at school. Continued attendance at all secondary schools for the forthcoming academic year is ongoing with several schools already committed for Sept ’09 to July ’10 period.

Is there any other information you would like to include?

Feedback continued:
Chrissie Hall from the Infer Trust (Gun Control Network) added “I would like to congratulate the officers & Chief Constable for the ground breaking work being done to raise awareness of the dangers of firearms. The presentation I attended was excellent and the enthusiasm of the officers was inspirational. I will be referring your initiative to other Constabularies as best practice”

From PC Nikki Norris – Schools Liaison Officer Penistone Grammer, Sheffield
Just wanted to pass on a big thank you, the staff were extremely impressed and thankful for pursuing such a hard hitting topic. As a result, various children felt the need to tell me of several incidents concerning another child whereby a knife and an air pistol had been brought into school. This child has now been dealt with through custody and unfortunately been permanently excluded from school. I really do feel this was as a result of the sound and effective message the Octave team sent out.

Extract of letter from Mr M Nolan, Headteacher, Ecclesfield School, Sheffield
After your presentation I had a stream of visitors to my office; all of whom had seen the performance and all of whom reported a fantastic experience. “very professional, “emotional”, “scary”, “thought provoking”, “relevant”, “its exactly what our kids need”, “superb” were just some of the words and phrases they used. These were repeated by the students as I walked around the school on Tuesday; and on Wednesday they were echoed by the Year 11 students demanding a presentation for themselves.
Nomination conclusion:
An impactive presentation delivering key information designed to reduce youth-related gun & knife crimes, in turn giving students the knowledge to make informed decisions and manage risk.
A unique programme allowing operational armed officers to relay their experiences of gun & knife crimes and incorporate key elements of key stage three and four in citizenship and personal, social and health education curriculum, successfully reducing youth gun & knife enabled crime in South Yorkshire.
Matt Birch – South Yorkshire Police Firearms Support Group

Personal input
How did you initially become involved with the project?
I was an operational firearms officer on a team when the two officers started the initiative. I saw an opportunity to make a difference in young peoples lives, as I could possibly be one of the consequences they face if they carry firearms or knives. And as a father of two children, I felt a moral and emotive responsibility. I therefore volunteered to join the team and have been involved for the past three years. This project is not purely for a stand alone team, and therefore I also am engaged on operational patrols as well as specialist firearms deployments, so this initiative also adds a different element to my ‘day job’.

What has been your personal role in running the project?
I am involved in the day to day running of the project which involves contacting all schools within the county and liaising on a frequent basis to arrange dates/venues etc. This task also involves supplying the four staff required for each presentation. I developed the material used in the project into its current format liaising with other forces around the country in order to obtain suitable material. Being the main point of contact from external organisations, many enquiries are made for the teams’ time at various events. If a particular event meets our objectives, I then prepare a suitable package to deliver dependant on the audience, to ensure relevance & impact.

What would you do differently if you were involved in a similar project again?
The project is a huge success and has evolved from a small concern to a very demanding and important tool within the task of tackling youth related crime involving guns & knives. South Yorkshire Police has been recognised by other forces around the Country as leaders in this proactive initiative. The Metropolitan Police recently commended us on this initiative and are keen to work together to develop a similar project for the city of London – certainly clear recognition from a Police Service who have a more significant problem with youths carrying guns & knives.

Organisation: Sowerby Bridge High School
Submitted by: Lauren Chirnside and Jan West

Project description
Please describe this project in one sentence:
As part of the Citizenship short course GCSE pupils were asked to undertake an active project of their choice which they would investigate, plan and take part in.

What was the name of the project?
Citizenship Active Project
What were the project’s objectives?

- To research and investigate the problem of knife crime
- To raise awareness about the dangers of carrying a knife
- To inform other students about the law and knife crime
- To consider the solutions to this growing problem
- Help to prevent young people carrying knives

What were the project activities?

Students organised themselves into groups of 3-6. They chose a range of activities depending on their specific objectives. These included peer teaching, assemblies, questionnaires, and interviews. The students had lots of control on how they approached the topic. For example several groups taught lessons about the impact of knife crime to younger students in the school. In order to do this they had to thoroughly research their topic and use this to produce a lesson plan and teaching resources. Another group decided to give an assembly on the subject to the whole of year 8 showing the devastating effects of knife crime on the wider community. Again this had to be researched and prepared beforehand. Much of this work took place outside school hours and the students really got involved and produced some fantastic resources allowing younger students to actively participate in the lessons. The range of high quality resources supported the teaching and learning of this topic, some groups decided to use drama by performing role plays, many produced interesting PowerPoint’s which used engaging visuals, whilst others showed government produced adverts. Additionally students used real examples from the local area to make their message more poignant and through their interviews with PC West were able to share and recall actual case studies to demonstrate the consequences of carrying a weapon.

Project organisations

Which organisations were involved in the project and what role did they play?

PC West, West Yorkshire Police played a vital role in the students’ projects. She was able to come into lessons and teach students the basic background knowledge, provide inspiration and ideas for their own lesson delivery. The advice given was invaluable and really encouraged students to make their projects a success.

As a school, staff were very supportive of these projects. Students worked in collaboration with staff when planning projects and were given much encouragement from the Head and Deputies.

Which organisation took the lead in running the project?

Sowerby Bridge High School supported by West Yorkshire (Calderdale) Police

Evaluation and reflection

How successful has the project been? (please include any feedback or evaluation)

The Project has been a fantastic success for a number of people. Firstly the year 11 students who organised the projects learnt about the impact of knife crime and the positive influence they can have on their communities.

Moreover the younger students in school benefited from being taught by their peers who they look up to and respond to. I noticed a real difference in their participation, As the information and advice was being relayed by other students the younger students were actively involved and really took on board the message that knife crime destroys lives. It was
clear from observations that the younger students respected the year 11s authority and were keen to listen to their opinions. They were also more willing to share their own thoughts in turn and hopefully this will have an impact in our wider community.

Feedback: Both written and oral has been extremely positive.

What were the major challenges for the project and how were these overcome?

There were a number of challenges with these projects most notably a lack of time. Year 11 is a busy period for students, the pressure of coursework deadlines and exam preparations meant that it was difficult to dedicate space off timetable. Students also realised the difficulties of working on a long term project as a group, disputes between members therefore arose. A number of students felt nervous about public speaking either through assemblies or lesson delivery. These issues however were overcome through the support and coaching of staff involved, the detailed preparation and hard work that went into activities meant students had a pride in their projects and a motivation to succeed. Encouragement from PC West was invaluable as students felt empowered to be working alongside her and dedicated to the cause. This support made group’s feel they had the ability to influence other students and that their contributions were significant in the fight against knife crime.

What are the plans for the project in the future?

The success of this project means we will be following it through next year, although we are going to make a few notable changes, firstly we will be using smaller groups so that we can focus on the topic more closely allowing more preparation time. We are timetabled in an ICT room to make greater use of technology in our research and have set aside department funding to support these projects with additional trips if students so decide (e.g. Royal Armouries, local court/prison). We are also going to focus on primary research through greater use of interviews and questionnaires involving other agencies such as The Red Cross, Victim Support and Mothers Against Violence. Moreover we hope to consider in depth the solutions to knife crime by speaking with people of notable roles dealing with this issue first hand for example surgeons, magistrates, victims and the police. Furthermore based on these findings students will hope to bring about a positive change by reaching a larger audience which may take the form of influencing government via petitions and letters, through West Yorkshire Police’s involvement in the ‘Tackling Knives Action Programme (TKAP) or sending a global message via video on YouTube.

Is there any other information you would like to include?

The project was influenced by the Home Office ‘Tackling Knives Action Programme’ (TKAP), (West Yorkshire Police was one of the 10 pilot Forces involved in this programme) and media advertising around this subject. We would be looking to take this to an additional level in response to TKAP II, which is aimed at reducing serious violence involving young people.

Personal input

How did you initially become involved with the project?

Key link between the Police and the students facilitating the inputs to the pupils and linking in with PC West the Youth and Schools officer for Calderdale.

What has been your personal role in running the project?

School- to organise students ensuring the projects have focus and direction. Facilitating
dedicated time, whilst providing more facilities and research resources.
Police- Sharing Knowledge with students, supporting and encouraging projects.

**What would you do differently if you were involved in a similar project again?**

To work alongside and engage with the feeder primary schools to deliver the inputs to the year 6 students who would be moving on to that secondary school. To target those who may feel most vulnerable and therefore be most likely to carry a knife for perceived protection or street credibility this could be facilitated through small group workshops.