

Prudential 4 Youth in Cambridge

Prudential 4 Youth working in the
Grafton Centre

February 2008 – June 2008



Young people present their ideas at the Launch Day to mentors and fellow students

"The !Say Yes! Challenge for Cambridge was an inspiring event for all those involved, including judges on the panel like myself. Not only did young people have to think of an innovative business proposal, but work together effectively as a team to make it come to life. Their ideas, presentations and hard work – and good humour – required in the process was a lesson for all of us in the business of making our local areas safer places to be. I was very pleased to be a part of these events."

Sue Howl
Home Office Regional Director

CASE STUDY

The !Say Yes! Challenge The Grafton, Cambridge

After the success of the previous Prudential 4 Youth project in Cambridge, another challenge was introduced to give young people the opportunity to be empowered as active citizens and devise innovative solutions through social enterprise.

The !Say Yes! Challenge was devised for the Prudential 4 Youth programme. It promotes social awareness combined with youth enterprise, led by young people in secondary schools. It is a unique mix of business and enterprise education combined with the real-life social issues facing young people today. The challenge was linked to the Prudential-owned shopping centre, The Grafton in Cambridge, in conjunction with Coleridge Community College with the focus of reducing anti-social behaviour in and around the shopping centre.

Prudential 4 Youth and The Grafton worked alongside a number of organisations from the private, public and voluntary sectors.

Cambridgeshire Constabulary and Safer Communities, Cambridge City Council, supported the project by being valuable members of the steering group and providing local information on anti-social behaviour for the young people to use towards their research and business plans.

The !Say Yes! Challenge

Encouraging young people to improve community safety through active citizenship and social enterprise



A group of young people discussing ideas with their business mentor, Tom Brassington, Marshall Aerospace (left)

"The !Say Yes! Challenge gave young people an opportunity to work and develop a crime prevention solution as a team and experience the highs and lows of business development and coming up with a workable solution. The judges were impressed by the tenacity of the young people who completed the challenge, their teamwork, their intolerance of shirkers, their creativity and their leadership skills. Critical for all to recognise was the positive encouragement given by adults, which was so important to motivating the young people through their low points. In the words of one of the students, "Trust and believe in us and there will be change." Negativity towards young people will only deliver negativity."

Julie Spence
Chief Constable, Cambridgeshire Constabulary

Why?

For a school building its reputation, the challenge for Coleridge students was the perfect opportunity to disprove negative perceptions of young people and to show that given the chance, they can be active citizens in their community.

Some of the key issues of concern around Cambridge highlighted by the steering group members included bike theft, illegal graffiti and underage drinking, and other aspects of anti-social behaviour. Most of the young people had been affected by at least one of these issues and were therefore very enthusiastic to do something about it.

How?

This challenge certainly proved to be demanding. In February 2008 the project was launched at Marshall Aerospace. Approximately 50 students were involved but only 22 saw the challenge through to the end. Over a 12 week period, the 5 groups met up with their business mentors from local companies Genzyme and Marshall Aerospace. The mentors provided support and guidance whilst also encouraging the young people to make use of the facilities within their work environment.

The young people researched into the area of anti-social behaviour they had chosen to tackle and each group produced a business report and a 10 minute presentation about their findings and suggested course of action.

The Finals Night, hosted at Marshall Aerospace in Cambridge, was a huge success and proved just how much the young people who reached the end had achieved, in such a short time.

The project would not have been possible without the efforts of the business mentors who have played an important role in the development of the young people, as well their ideas. The support of their employers, Genzyme, Marshall Aerospace and Freedom Club TimeBank, to enable them to take the time off is much appreciated.

The Ideas

Making The Grafton shopping centre safer



The winning group, YSCC, with Chief Constable Julie Spence (far left) and mentors Natasha Ritchie and Amber Jones, Genzyme (far right).

The winning idea

YSCC (Youth Stop Cambridge Crime) developed the best overall idea. They argued that graffiti is a form of expression, not vandalism, amongst young people who should be able to engage in it in a legal and positive environment. One way would be to hold an event to introduce to people the idea of 'tainted wall of wheels', a mobile wall on wheels touring different areas of Cambridge displaying graffiti work created by the young people of Cambridge. This could eventually lead to the culmination of an annual graffiti festival.

Implementation

The Finals Night generated much interest within the Community Safety team and young people's participation organisations, all keen to implement feasible ideas.

YSCC's concept, with some adaptations, could work on the sides of double decker buses that journey through Cambridge including crime and disorder hot spots. Furthermore, an exhibition or festival could be held at The Grafton to highlight the issues and risks of illegal graffiti and its consequences, as well as to display young people's graffiti work.

Another group, Standout, impressed the partnership with their research and statistics on bike theft. Although their concept of a bike park in The Grafton car park was deemed not feasible, their idea of young people being taught bike maintenance skills and having a sense of responsibility seems to be more realistic. This has the potential of being an intergenerational project.

A further group, Clockwork, proposed a youth-run stall selling merchandise. All the proceeds would go towards improving youth centres. This can be a huge learning experience for Clockwork as they would need to apply for funding as well as approach merchandise companies for support.

"I was impressed with the way that the teams tackled the challenge and the innovative solutions that they developed to tackle anti-social behaviour that their research had identified. The presentations of their work brought out the strengths of both individuals and demonstrated the need to work as teams. It was clear that a number of those involved have learnt new skills that will help them in other school activities and their future lives."

Michael Wiseman
Centre Director, The Grafton

The !Say Yes! Challenge was a great opportunity for our students, and I was delighted with the way they rose to the challenge. The confidence in their own abilities that they have gained through the programme cannot be underestimated.

Andrew Hutchinson
Executive Principal, The Parkside Federation

"Many of the young people I encountered seemed resigned to the labels that are commonly applied to them - trouble-makers, wasters, problem-students. Through the process they learnt that they can actually make a difference if they choose to, to change perceptions about themselves, their school and about young people in general."

Barney Rogers
Business Mentor, Marshall Aerospace

Prudential 4 Youth Programme

Costs of the project

Prudential contributed an initial sum of £5,000 to the challenge. There were also contributions from Coleridge Community College and the Cambridge City Council. Equally important has been the 'in kind' resource provided by all partners, and the time given by all members of the steering group to aid the delivery of the project. An estimated cost of time given by the steering group, Rainer Crime Concern and The Grafton staff is in excess of £10,000.

Other Prudential 4 Youth Project achievements

Pupils from Walkden High School, Manchester, created a drama, "Off the Rails" about the effects of anti-social behaviour. The project, involving over 500 young people, has contributed to a 21.6% reduction in reported insurance claims as a result of malicious damage at Manchester Arndale.

Since the formation of the Washington Youth Group, Tyne and Wear, police statistics show that youth nuisance and criminal damage being reported to the shopping centre management of The Galleries has decreased by approximately 70%.

The Street Sounds project in Cwmbran included multi-media based workshops and involved 100 young people. The evaluation report shows that there has been a 41% reduction in the number of shopping centre incidents recorded during the project, compared to the previous year.

The **!Say Yes! Challenge** was set up under the Prudential 4 Youth Programme. Prudential 4 Youth is a partnership between Prudential, PRUPIM and Rainer Crime Concern. The programme empowers young people to help make their communities safer and has been operating for over fourteen years.

PRUPIM is one of the leading real estate investment managers in the UK with over £19 billion invested in a broad spread of properties across all UK sectors and overseas (as at 31/12/07). PRUPIM is part of M&G, the investment arm of Prudential plc in the UK and Europe.

Rainer Crime Concern Rainer Crime Concern works with more than 34,000 young people in more than 150 communities across the UK. The charity works with young people, local residents, families, schools, police, and local authorities to help young people stay safe and make the most of their lives and so help create safer, vibrant communities. This is done through a network of practical projects that tackle the major challenges facing individuals and communities in that region. These provide a mixture of support with housing, education and finding employment. They also offer a range of sports and arts-based activities to build confidence and develop skills. Rainer Crime Concern is the interim name for the youth charity Rainer and crime prevention charity Crime Concern which joined forces on 1 July 2008. The two charities will be known as Rainer Crime Concern until later in 2008 when a new name will be announced.

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Partners involved

Coleridge Community College; PRUPIM; Crime Concern; Prudential plc; The Grafton; Cambridgeshire Constabulary; Cambridge Community Safety Partnership



Rainer crime concern

PRUPIM



the parkside federation

www.parksidefederation.org.uk