

# Prudential 4 Youth in Cwmbran

Prudential 4 Youth working in  
Cwmbran town centre

January 2008 – May 2008



The winning group, Youth Solutions, with Gerry Hutchings, Centre Manager, Cwmbran Shopping

"Not only does the challenge provide innovative solutions to difficult issues for local communities but it helps young people to learn skills around team work and business that will stand with them in the future in the working environment. Young people are so often seen as the problem, particularly where anti-social behaviour is concerned; this project showcases the talents of the majority of young people who care about their communities and want to see things change for the better."

**Alison Ward**  
Chief Executive, Torfaen County Borough Council

## CASE STUDY

### The !Say Yes! Again Challenge

Cwmbran town centre, Cwmbran

The !Say Yes! Challenge was devised for the Prudential 4 Youth programme. The challenge was linked to the Prudential-owned Cwmbran shopping centre in South Wales in conjunction with Torfaen Community Safety Team. The success of the first !Say Yes! Challenge in Cwmbran led to the launch of the !Say Yes! Again challenge, giving even more young people the chance to make a difference in their local community.

The project focused on reducing anti-social behaviour in and around the town centre. The !Say Yes! Challenge 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.

Prudential 4 Youth and Cwmbran Shopping worked alongside a number of organisations from the private, public and voluntary sectors. Partners involved Torfaen Community Safety and Torfaen County Borough Council, as well as support from Gwent Police.

The challenge was in line with the intentions of Torfaen Community Safety Partnership, as set out in the Crime and Disorder Audit, including addressing the causes of disaffection amongst young people and achieving youth citizenship via active involvement with youth-led projects and youth councils.

**Torfaen Community Safety Partnership**, comprising the police, local authority, local health board, fire and rescue service, housing providers, voluntary organisations, and others, was established following the 1998 Crime and Disorder Act to develop a strategy for reducing crime, disorder and the fear of crime and for implementing it. Torfaen Community Safety Partnership exists to ensure that people feel safe in their local community, can live in harmony with their neighbours, feel a sense of belonging and can exercise their rights and responsibilities as citizens.

# The !Say Yes! Again challenge

Encouraging young people to improve community safety through social enterprise



A group of girls generating ideas at the launch day.

*"The whole day was fantastic. We met some inspirational young people. I was amazed by their enthusiasm and how much hard work they had done. The evening preparations were great, some of our neighbourhood policing teams even found their way on stage! It brought home how safe living was important to most young people."*

**Peter Keen**  
Superintendent, Gwent Police

*"I was delighted to have been part of !Say Yes!. The different approaches from all the teams to the projects were excellent; the teamwork approach showed clearly they thoroughly enjoyed the challenge, which made them all winners – well done!"*

**Gwyneira Clark**  
Executive Member for Community Safety, Torfaen  
County Borough Council

## Why?

After the success of the first !Say Yes! challenge in Cwmbran, the partners were keen to provide another opportunity for other young people to devise solutions for tackling anti-social behaviour. One of the major issues identified was under-age drinking. There is also a problem with groups of young people skateboarding, mainly in underground car parks, which can be intimidating for shoppers using the centre.

However, this challenge was unique as it involved young people from five schools in Torfaen. In the past, Prudential 4 Youth has mainly worked with young people who are at risk. Partners and head teachers were so impressed with the past results and achievements that they pointed out that to make this a fully inclusive challenge, the opportunity should also be offered to young people from mainstream schooling as well.

## How?

Thirty three year 10 pupils from Fairwater Comprehensive School, Abersychan School, Llantarnam School, St. Albans School and West Monmouth School formed into social enterprise companies and assigned themselves business roles. Each company met every week to discuss and develop their ideas over a twelve week period between January 2008 and May 2008 with guidance from their local business mentor and teacher co-ordinator. The groups approached various organisations and sources including the police and local community to gather research and background information to support their idea and business plan.

At the end of the twelve weeks, each company produced a report and prepared a 10 minute presentation of their findings including their suggested course of action. On Finals Night each group met the panel of judges and presented their ideas to an audience of their families, friends, teachers and special guests including Bill King, Mayor of Torfaen and Mike Tonge, Chief Constable, Gwent Police.

The project would not have been possible without the efforts of the business mentors who played an important role in the development of the young people, as well as their ideas. The support from their employers, HSBC, Esporta, General Dynamics and Torfaen Council, to enable them to take the time off is much appreciated.

# The Ideas

## Making Cwmbran town centre safer

### The winning idea

The winning idea came from 7 students from Fairwater Comprehensive School, forming Youth Solutions. They focused on underage drinking and its consequences by producing a short and simple film. A cartoon character tells the story and the film demonstrates and warns of the effects of its often tragic and serious consequences. It was effective and shocking and resembled 'show to shock' adverts that are shown on TV. Youth Solutions made it specifically for their younger peers, aged 9-10. They had even considered pupils with hearing impairments by using sub-titles in their film and their initiative to secure viewings of the film in 3 schools impressed everyone.

### Implementation

Due to its originality, the partnership in Cwmbran has agreed to have the Youth Solutions film copied and distributed amongst primary schools making it a powerful teaching resource and its fantastic editing has led it to being passed to Film Academy Wales.

There were other innovative ideas; two in particular have generated a lot of positive interest and are being looked into for the possibility of piloting in and around Cwmbran town centre.

Premier Reps, a group from St. Albans School, emphasized the idea of a graffiti wall to promote legal graffiti. Cwmbran Centre for Young People (CCYP) were previously interested in having a graffiti wall so perhaps this would be the perfect opportunity to turn this idea into a reality.

Gang Raid 2008, a group from Llantarnam School, developed an alert box system idea which has a distress button on it to alert security and report anti-social behaviour around the town centre.

### Success & Sustainability

The Prudential 4 Youth projects have been a huge success in Cwmbran. This is the third year running that a project has taken place and Prudential 4 Youth hope there are many more to come. This will give even more young people the opportunity to engage in active citizenship. The previous challenges were:

- Streets Sounds 2006
- !Say Yes! Challenge 2007



A group doing role play about the consequences of underage drinking

*We've been delighted with the way the young people have risen to the challenge this year. It has proved that by getting involved with issues the community is facing, young people can play an integral role in discovering solutions that will really work. This year's challenge is the third initiative to be held in the Torfaen area, and followed on from two very successful previous projects. We have been particularly impressed with this year's groups who really did commit themselves to the challenge with dedication and enthusiasm.*

**Gerry Hutchings**  
General Manager, Cwmbran Shopping

### The Judges

- **Gerry Hutchings** – Chair of judges  
General Manager, Cwmbran Shopping
- **Alison Ward** – Chief Executive, Torfaen County Borough Council
- **Cllr. Gwyneira Clark** – Executive Member for Community Safety, Torfaen County Borough Council
- **Superintendent Peter Keen** – Gwent Police
- **Darren Evans** – Edition Manager, South Wales Argus

# Prudential 4 Youth Programme

## Costs of Challenge

Prudential contributed an initial sum of £5,000 to the challenge. The Torfaen Community Safety Team matched this and there were also contributions from the police and Community Focus Schools. 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 Cwmbran Shopping 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 works with more than 34,000 young people in more than 150 communities across the UK.

**Rainer Crime Concern** 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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## Contact us:

**Norman Lloyd** – National Programme Manager

Prudential 4 Youth

Rainer Crime Concern, Chapel House, Westmead Drive, Westlea, Swindon SN5 7UN

01844 292 944/ 07778 358 383

[norman.lloyd@crimeconcern.org.uk](mailto:norman.lloyd@crimeconcern.org.uk)

## PRUPIM

**Sustainability Department**

020 7548 6600

[www.prupim.com](http://www.prupim.com)    [www.crimeconcern.org.uk](http://www.crimeconcern.org.uk)

## Partners involved

PRUPIM; Rainer Crime Concern; Cwmbran Shopping; Torfaen Community Safety Team; Torfaen County Borough Council; Gwent Police



Rainer crime concern

PRUPIM

