

Prudential 4 Youth in Manchester

Prudential 4 Youth working in the
Manchester Arndale centre



Pupils from Walkden High School with School Liaison officer,
PC Paul Barker

"The project has not only enabled the business to work in partnership with other organisations, it has had an amazing impact on the insurance claims of Manchester Arndale. In 2002, insurance claims as a direct result of malicious damage totalled £14,457.91. That figure dropped to £11,336.46 in 2003, giving a reduction of 21.6% in insurance claims as a result of vandalism. This shows a significant business benefit in addition to all the other benefits gained from the project. I expect the project to go from strength to strength."

Glen Barkworth
General Manager, Manchester Arndale

CASE STUDY

"Off the Rails"

Arndale Centre, Manchester

Year 10 pupils from Walkden Community High School in Salford worked alongside a steering group drawn from the private, public and voluntary sectors as part of the Prudential 4 Youth national programme at the then Prudential-owned Manchester Arndale.

The project involved over 230 pupils, who carried out an in-depth investigation into the effects of anti-social behaviour in and around their local area as well as the Manchester Arndale. The project was unique in terms of adopting and developing the Youth Action Group approach with an entire year group. Its achievements were evident including the production of an excellent piece of improvised drama and a hard-hitting film regarding the effects of vandalism and graffiti in the community.

As well as conducting surveys and obtaining video evidence of the problems regarding anti-social behaviour in the Manchester and Salford area, the young people involved were also able to gain another perspective. 'Question Time', hosted by the Manchester Evening News, allowed the young people the opportunity to question leading figures in the police, retailers, magistrates and street furniture company JC Decaux about their opinions. In addition they interviewed council members and officers about the extent of anti-social behaviour in the area, and found out what the council and government were doing to tackle the problem. This information enabled the young people to assess the problem, creating a resolution to the main issues, which were highlighted as being graffiti and vandalism.

Making the film

Encouraging young people to improve community safety through active citizenship

"Young people are being engaged and empowered in an innovative project that is having a real impact on vandalism in the local community."

Ian Shaw

Greater Manchester Passenger Transport Executive (GMPTE)

"I hope that this very worthwhile initiative can progress for the benefit of the young people of this city. Thanks again for everything you have done in support of this project."

Chief Superintendent Brian Wroe
Greater Manchester Police (GMP)

"The work of the group, in particular the school, has helped the Police to re-focus on the problem of vandalism and graffiti in a new and original way. Young people, empowered to provide a solution, have developed a marvellous tool to highlight the problem, and a way of utilising peer pressure. The result of such activity is the way forward."

PC Stuart Pizzey MBE
Crime Reduction Advisor, Greater Manchester Police



Pupils from Walkden High School launch the DVD and educational tool, with Karl Clawley, Retail Business Manager, Manchester Arndale.

How to solve the problem?

A joint decision was made to devise an educational tool using the medium of drama. This resulted in the creation of a DVD, to be distributed to other schools as part of a citizenship programme, enabling the messages within the film to be assessed, discussed and digested by a wider audience.

Support

Assistance in making the film was gained through many resources including funding and materials from the City Centre Crime Prevention Panel, a donation by the Greater Manchester High Sheriff's Police Trust as well as support from the staff at Manchester Arndale. Through the many contributions to the project, the young people found it easy to get motivated with the knowledge that they had help and guidance available from a variety of sources.

Implementation

The DVD "Off the Rails" is available as part of a learning and resources pack which can be used as an educational tool. This teaching resource has been distributed with the intention of developing an understanding of the causes and consequences of vandalism in our communities. It is aimed specifically at pupils in Key Stage 3 for use in PSHE and Citizenship lessons.

Key facts

The benefits of the project to those involved include:

- A reduction in insurance claims due to malicious damage.
- First-hand involvement in developing an innovative project tackling anti-social behaviour by involving young people in the community safety and citizenship agenda.
- A way of working to provide consistent and appropriate support and intervention to divert young people from social exclusion and criminality.

“Off the Rails”

Making Manchester Arndale safer

Success & Sustainability

The project has had an amazing impact on the insurance claims record at the Arndale, with a 21.6% reduction in malicious damage claims from the previous year. The project also received a BITC award for “excellence at working in partnership with the public, private and voluntary sectors” in 2004.

Each partner involved has benefited in different ways. The police have continued to support the project as it helps them to reduce crime and ensure more agencies are aware of the problem. They see the use of this film and learning pack as a useful tool in the ongoing educational process. Greater Manchester Passenger Transport Executive and other parties agree that the collaboration has assisted in raising the profile of their organisations, promoting safer transport, raising awareness of public transport issues and improved communication between agencies. The City Council, which has to deal with the results of anti-social behaviour, has also seen positive benefits in the education of young people through an accessible medium. It has also seen a reduction of the incidence of graffiti in the city centre and this is attributed to a growing awareness of the DVD.

Most importantly the young people involved have benefited greatly and feel that the project has been a success, as they were involved at every stage of the process and have gained invaluable communication and social skills.

The immediate benefits of the project have been recognised, however the long-term benefits and sustainability of the project are even greater, as the DVD has the potential to be shown in schools across the country.



“The immediate benefits of this collaboration are noticeable. I believe that involving schools needs to continue and the long-term benefits will be evident in a cleaner, safer and friendlier city coupled with sustainable environmental maintenance.”

Bill Green
Operational Services, Manchester City Council

“I am really impressed with the creativity and commitment displayed by the young people involved in the projects and by the support provided by Crime Concern, Prudential, local shopping centre managers and the schools involved.”

Tyson Hepple
Head of the Home Office Capability Review Team



Prudential 4 Youth Programme

Costs of Challenge

Prudential contributed an initial sum of £10,000 with an additional £5,000 part-way through the project. Due to its success and future aims, Prudential continues to fund the project for the foreseeable future. In addition there have been financial contributions made by GM Police and City Centre Crime Prevention Panel. Equally importantly have been the “in kind” resource provided by other partners such as McDonalds and GMPTC, and the time resource given by all members of the Steering Group to aid delivery of the project. An estimated cost of time given by the Steering Group, Crime Concern and Manchester Arndale staff is in excess of £10,000. The total funding for the project amounts to £28,500.

Other Prudential 4 Youth Project achievements

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.

Prudential 4 Youth is a partnership between Prudential, PRUPIM and Crime Concern. The Programme empowers young people to help make their communities safer and has been operating for over twelve 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 31/12/06). PRUPIM is part of M&G, the investment arm of Prudential plc in the UK and Europe.

Crime Concern is a national crime prevention charity working to reduce crime and create safer communities. Crime Concern delivers more than 50 prevention programmes in over 70 neighbourhoods across the country and offers a range of offender management services.

Prudential plc, a company incorporated and with its principal place of business in the United Kingdom, and its affiliated companies constitute one of the world's leading financial services groups. It provides insurance and financial services directly and through its subsidiaries and affiliates throughout the world.

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Partners involved

Walkden Community High School; PRUPIM; Crime Concern; Manchester Arndale; JC Decaux; Greater Manchester Police; Greater Manchester Passenger Transport Executive; Manchester City Council; McDonalds; Manchester Evening News; Reliance Security; City Centre Crime Prevention Panel.

