



PRUDENTIAL 4 YOUTH

COMMUNITY SAFETY THROUGH ACTIVE
CITIZENSHIP & SOCIAL ENTERPRISE

Prudential 4 Youth in Washington

Prudential 4 Youth working in the
Galleries shopping centre



The founding members of the Washington Youth Group.

"Young people can get intimidated into doing things to harm our community. This can be reduced if there is some place for us to go. We are willing to do something about it. With help!"

Daniel Longworth and Pete Derrick
Washington Youth Group members

"The Washington Youth Group has demonstrated how young people, given help and support, can make a real difference in their community. The group deserves huge credit. It's great to see how individuals have become such positive role models"

Norman Lloyd, National Programme Manager
Prudential 4 Youth

CASE STUDY

The Washington Youth Group The Galleries, Washington, Tyne & Wear

The Washington Youth Group was formed as a result of the Prudential 4 Youth project at the Galleries shopping centre, and developed in conjunction with Northumbria Police and Connexions.

The Washington Youth Group, which presently has over fifty members and is continually expanding, was created due to the lack of affordable amenities for young people in the area surrounding the Galleries. This lack of provision led to youths gathering in the centre in large, intimidating groups. Both the general public and staff members at The Galleries, some of whom had been assaulted, felt this needed to be addressed.

Prudential 4 Youth and The Galleries worked with the young people so that they could create a youth group which would truly empower and motivate all those involved, diverting them away from crime and anti-social behaviour. In August 2004 the project was outsourced to the Oxclose and District Young Peoples Project. A weekly venue was chosen, the Ayton Community Centre, where the members meet to discuss topical and educational issues, as well as participating in a wide range of diverse activities. A few years on and the Washington Youth Group is flourishing with an increasing number of members and a number of successful outcomes.

The Washington Youth Group

Encouraging young people to improve community safety through active citizenship



The Washington Youth Group meet the Rt Hon Hazel Blears to discuss the project and how it has made a difference to their lives.

"It has been a pleasure to be involved with this group of young people. I have seen them develop from young people hanging around the shopping centre into ambassadors for their peer group, not only on a local level but a national level too.

They are a credit to themselves and the Prudential 4 Youth Programme."

**Russell McKinnon, Former Security Manager
The Galleries, Washington.**

Why?

In Autumn 2003 the issue of congregating youths loitering in and around The Galleries became a problem and shoppers began to express their concerns. To the public these groups of young people were often perceived as menacing and daunting, making them feel uneasy. The reality of the situation was that these young people simply had nowhere to go and nothing to do, as there were no low-priced activities available to people of that age in the area. It was decided by the Prudential 4 Youth project and its partners, that to truly engage these young people a range of positive activities would need to be offered in order to encourage them to stop 'hanging' around the centre.

How?

The young people involved with the project were instantly engaged and enthusiastic. However, it was identified that there was little provision for them in the area close to the town centre and that they were continually being moved on from one location to another without any real direction. Decisive action led to the formation of the Washington Youth Group, a name chosen by the young people themselves. Next they had to find a place to meet on a regular basis. Initially premises adjacent to the leisure centre were considered but they were found to be too small as the group had quite quickly grown to about 30 to 35 strong. Finally it was decided that Ayton Community Centre would be the most appropriate venue, for both size and locality.

The outsourcing of the project to the Oxclose and District Young People's Project proved to be an excellent transition and early in 2006 the youth workers from the group carried out some work at the shopping centre engaging a further nine young people who had started to meet in The Galleries. These young people and others are being integrated into the group.

The Washington Youth Group

Making The Galleries shopping centre safer

What activities?

The group meet every Wednesday and discuss a wide range of activities from issue-based work about sexual health to drugs and alcohol awareness. Once a month an activity is organised and some of the group have been on a residential weekend in Northumberland.

The group even have their own bank account and a management committee, so that they can look after their administrative needs and budget for any activities. This allows the members of the group to be in control and encourages them to develop their business acumen. Two members of the group are part of the Oxclose Youth Forum, allowing them to voice their opinions to a wider audience and a further two members are hoping to enlist in the 'Introduction to Youth Work' course.

Following the Crime Concern President's Council in the autumn of 2005, a London-based Crime Concern project, Kickstart, was invited to join the Washington Youth Group for a residential experience of activities in the north-east, in April 2006.

In the initial stages of the consultation, the young people agreed that they would have to earn any rewards they received and that they wanted to put something back into the community. They therefore decided to create a garden at the rear of Ayton Community Centre.

Success & sustainability

Since the formation of the group, police statistics have shown that youth nuisance caused by anti-social behaviour and criminal damage reported to the Centre Management of The Galleries has decreased by approximately 70%. This amazing result meant that additional funding was provided so that the group can continue to grow, encouraging more young people to join. Successful funding applications have also been made to the Government Office North East and the Prudential Risk Management Fund.

Some of the founding members have also taken on roles of youth leaders, organising positive activities so that they can continue the good work that has helped to divert them away from anti-social behaviour.

In April 2007, the group were invited to speak about the project at the Prudential 4 Youth Conference to an audience which included the Rt Hon Hazel Blears and HRH the Princess Royal.

Amy's memorial garden

In 2005 one of the founding members of the Washington Youth Group tragically died in a road accident. To commemorate this loss, the Washington Youth Group decided to create a garden in memory of Amy Longworth. The young people have called this Amy's Memorial Garden



Amy's memorial garden before work began.



Amy's memorial garden after work was completed.

Prudential 4 Youth Programme

Costs of the Washington Youth Group & Amy's memorial garden

PRUPIM's risk management fund has funded the group to the value of £24,000 over 3 years. This was because the group had reduced criminal damage and youth nuisance rates in the centre by 70%. The group also received a small funding donation of £250 from Lloyds TSB.

£275 was received from the Longworth family in memory of Amy.

£1500 was received from Connexions and equipment for about the same amount was also provided by Connexions.

Last year a successful bid was made to Government Office North East for £6,000 which has been used on capital expenditure. Sunderland Housing Group has provided funding and in-kind support to install the new kitchen at Ayton Community Centre.

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 Washington Youth Group was set up under the Prudential 4 Youth Programme. 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.

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Partners involved

Crime Concern; PRUPIM; The Galleries Shopping Centre; Government Office North East; Connexions; Northumbria Police; Oxclose and District Young People's project; Sunderland Housing Group.

