

Haringey Youth Action Challenge

Safer Haringey Partnership and Prudential 4 Youth
Jan 09 – March 09



The Showcase Evening – students pose with the judges Rosie Chadwick (left), Cllr Canver (6th from left) and DSI Nick Simpson (right).

"I am really proud of what these young people have achieved and thank their mentors for giving time and effort to helping them. I look forward to seeing how this might be incorporated in our crime reduction programme. The winning team came up with a very practical and shocking way to get young people to see the reality of using weapons. The idea could easily be taken into schools and colleges."

**Councillor Canver
Cabinet Member for Enforcement and Safer Communities**

"Haringey Youth Action Challenge was a fantastic experience for our students, both in developing knowledge, understanding, social skills and, most importantly, in implementation of their ideas in front of an audience. I would highly recommend the Youth Action Challenge because it is a meaningful learning experience for all those involved"

**Lee Carryl – Head of Citizenship
Gladesmore Community School**

CASE STUDY

The Youth Action Challenge Haringey, London

In January 2009 the Safer Haringey Partnership and Prudential 4 Youth launched the Haringey Youth Action Challenge at the Bernie Grant Arts Centre. Students from Gladesmore Community School in South Tottenham worked in groups to identify issues of crime and anti-social behaviour that affect them, as well as their community.

Each group worked through the Youth Action Challenge Portfolio to develop solutions to tackle their chosen community safety issue, test ideas and record their journey. Additionally, each team made a short creative advert to capture and present their chosen community safety issue with the help of professional film makers.

The challenge culminated in a Showcase Evening, when the young people presented their ideas to a panel of judges and an audience of invited guests including teachers, family, friends and representatives of the Safer Haringey Partnership. Through a live judging process, the teams battled it out to have the opportunity to become young advisers to the Haringey Community Team. The judging panel consisted of:

- Cllr Nilgun Canver – Project Champion and Chair of judging panel
- Detective Superintendent Nick Simpson
- Rosie Chadwick - Director of National Programmes, Catch22.

This challenge could not have been possible without the commitment of the mentors and the support from their employers for which we are grateful. The mentors were:

- Louraine Palmer – Community Safety Team
- Peter De Bourg – Community Safety Team
- Paulette West MBE – Gap Network
- Tristan Rodgers – Crawford Partnership.

The Youth Action Approach

Encouraging young people to improve community safety through active citizenship

Why?

After the success of the !Say Yes! Challenge in Haringey, Safer Communities Policy Officer Eliza Meechan, requested a bespoke citizenship project to be designed by Prudential 4 Youth.

The Prudential 4 Youth team developed the Haringey Youth Action Challenge using the Youth Action Group approach; engaging young people in real life issues. The main aspects of this approach are for young people to:

- Identify issues
- Develop solutions
- Take action

The Challenge was designed to meet the requirements of the Citizenship Department at Gladesmore Community School; with its particular focus on active citizenship, getting young people to formulate innovative ideas and actually take action to address local community safety issues.



The Launch Day – Anti-Prejudice Squad with their mentor Peter De Bourg (right) try to sell a traffic cone.

“The Challenge was a fantastic opportunity for local young people to be part of the solution to crime and anti-social behaviour. All the participants were a credit to their school and the borough. They demonstrated the positive impact that young people can have on their community.”

**Eliza Meechan – Policy Officer
Haringey Safer Community Team**

How?



Classroom session – Paulette West (right), mentor, motivates the Trailblazers to complete their portfolio.

The Challenge took place from 13th January to 17th March 2009. Twenty-three Year 10 students participated in the Challenge; they were divided into four youth action groups. Each group was supported by an adult mentor who helped them to work effectively as a team to research their community safety issues and devise relevant solutions.

Each group put their ideas into action by testing them within the school. The Anti-Prejudice Squad, for example, trialled their game show idea on a peer group to test its impact on raising awareness and challenging existing perceptions on stereotypes. They collected feedback about their idea and made changes where necessary, all of which was recorded in their Portfolio.

Despite having lost a week of the challenge to the snowy weather, the young people persevered to make up for lost time.

The Showcase Evening was an opportunity for the groups to give a presentation capturing their journey through the challenge and to make recommendations to the Haringey Community Safety Team about how to implement their idea. It involved a live judging process during which the young people were asked probing questions on stage in front of the audience. Although daunting, questions were answered with conviction, thought and imagination.

Dave Sharpe, of Sharpe Focus, was the MC for the Launch and Showcase. He added energy and enthusiasm to both occasions which enhanced the experience for the young people.

Making the Adverts

Young people using film to deliver their message

The Adverts

The Youth Action Challenge can be very demanding of young people's time and requires them to develop general skills useful in everyday life such as time management, communication and problem solving.

It also encourages young people to be creative and come up with innovative ways of getting their message across to their audience. So, as a fun addition to the challenge, each group had the opportunity to make a short advert to promote the key message associated with their idea. These were shown on the Showcase Evening and received a fantastic reception from the audience.

"Working with the young people from the very beginning to the very end of the project meant we were able to see them develop in their teams and see how their ideas for the advert-making part of the process matured. We thoroughly enjoyed being part of such an exciting and incredibly rewarding project; in fact we were slightly upset when it all came to an end! The young people were full of energy, fun to work with and very eager to learn - particularly when the cameras came out and it was their turn to make their advert!"

Emma Jones and Tom Hemsley
Freelance Film Makers

"I wasn't confident that they would be able to work together sufficiently to turn their good ideas into an action. However I have been proved wrong and with minimal input from me they have managed to produce a really creative advert and presentation."

Peter De Bourg – Anti-Prejudice Squad Mentor
Haringey Community Safety Team



Support

The advert-making aspect of the challenge was led by Emma Jones and Tom Hemsley. They were recommended by Media Trust, a London-based production organisation that brings together the media industry and charities.

Emma and Tom delivered a workshop to introduce the young people to the different stages involved in making an advert. During the workshop, each group devised a strap line capturing their message. The workshop introduced them to story boards as a way of planning the various shots of their advert and the main things to consider before creating their advert such as location, props, extras and dialogue.

Filming took place in Week 7 of the challenge. Emma and Tom spent two hours with each group and encouraged the students to lead the process and direct the shots.

Not only was the advert-making enjoyable, but it was an important team building activity for the groups. While some members confidently acted, others played an essential role behind the scenes and together each group made effective adverts.

Our thanks to Emma and Tom who worked brilliantly with the young people to make their adverts and whose involvement and enthusiasm throughout the challenge has had a positive impact.

The Ideas

Young people devising solutions to local crime and anti-social behaviour issues

The winning idea



The winning group, Haringey Knights, show off their medals and trophy, presented by Cllr Canver (left).

Haringey Knights – Gun & knife crime

The Haringey Knights stole the show with their initiative and their powerful short film. It demonstrated the consequences of using weapons through the mother of a victim and a mother of a perpetrator talking about their thoughts and feelings. They showed their film to Year 7 students and led a discussion about the impact of gun and knife crime. Haringey Knights recommended that the Safer Haringey Partnership continue to support youth-led anti-weapon campaigns (e.g. Value Life) and also to provide more support to families in the community affected by such crime.

Their advert was very powerful and reflected a strong message to other young people: 'Drop it – don't lose your life to a gun or a knife.'

The team received a trophy and medals. They will be invited to be young advisers at the Haringey Community Safety Team.

Reward for all...

All teams were highly commended for their work including their team work, presentations and novel ideas. It was not surprising that the judges had a tough time deciding the winning idea.

In recognition of completing the Youth Action Challenge, the young people were rewarded with a certificate and a ticket to see The Lion King on stage. This had been kept a secret until the Showcase Evening and proved to be a lovely surprise for the young people, some whom had never been to a West End theatre before.

The other ideas

Anti-Prejudice Squad – Stereotypes & prejudice

This group creatively devised a game show style role-play and tested it on fellow students. It was aimed at making young people aware of stereotypes and that people should stand up for themselves and be proud to be different. Their presentation was very entertaining and interactive incorporating different ways of getting their message across including role play and debate. The message in their advert was 'So what? I'm different!'

Sparkz of Haringey – Gangs & postcode wars

This group decided that an effective way to reduce gangs and postcode wars was to bring young people and the community together in a carnival. Workshops would be held at this carnival to encourage young people to see that being an individual is better than being in a gang. This was depicted in their simple yet very effective advert. The Sparkz carried out thorough research using questionnaires and interviews as part of their idea and presented in a news style format.

Trailblazers – Peer pressure

This group had planned to produce a drama showing the consequences of peer pressure. With some more organisation and time, they felt they could have had a drama ready to test out. Their advert shows a scenario of a student standing up to the pressure of taking drugs. It sends out a positive message to young people to 'Just Say No' to peer pressure.

"Excellent initiative culminating in an impressive Showcase Evening. I felt privileged to play a part in my group's journey through the challenge."

Paulette West – Trailblazers Mentor GAP Network

"We wanted to reward the young people in a special way and the school chose a trip to see the Lion King on stage. It was a great experience for us all to share and a lovely way to celebrate a memorable project."

Norman Lloyd – National Programme Manager Prudential 4 Youth, Catch22

Outcomes and Feedback

Young people devising solutions to local crime and anti-social behaviour issues

Positive benefits

The Youth Action Challenge enables young people to learn about citizenship in a real life context due to its 'taking action' element. It encourages them to take responsibility, make decisions and work as a team. Furthermore, Gladesmore Community School recognised the benefits of the challenge and would like to implement it across other year groups.

The feedback from the young people involved in this challenge highlighted teamwork as a significant area of learning. Most had not previously worked as part of a team for a long period. Members of each group were not necessarily friends with each other and so they were in a situation where they had to learn to listen to each other and compromise.

"At first the group was not working very well, everybody had their own ideas and didn't want to change them. But now we have learnt to incorporate all our ideas into one."

Young person – Gladesmore Community School

Another key learning area was giving presentations. Again, the majority of young people did not have any experience of presenting in front of a group of students, let alone a theatre full of adults. The challenge certainly took them out of their comfort zones and most thrived under the spotlight.

"The skill I've gained is confidence in speaking in public and in front of an audience. I really enjoyed doing the presentation."

Young person – Gladesmore Community School

In general, most of the young people identified an improvement in their confidence. Hopefully this is something they can take with them to make the right choices in life and become active citizens of society.

"I've learnt that it is possible for things to change."

Young Person – Gladesmore Community School



The Launch Day – Sparks of Haringey get creative in the foil challenge, making an object out of foil.

"It is clear that initiatives such as these help to raise the profile of the subject areas in review as well as engaging the youth population. Children today are gaining an ever increasingly negative image through the media and projects such as the YAC help to tackle this no matter how small the event or budget."

Tristan Rodgers - Haringey Knights Mentor Crawford Partnership

"My experience has been a very positive one. It was a challenge at the beginning but I felt proud to be their mentor because they were taking actions on their own and showing me their ideas and then asking for my opinion. These young people are our future and their ideas are our future."

Louraine Palmer – Haringey Sparkz Mentor Haringey Community Safety Team

The Youth Action Challenge in Haringey

Partnership Notes and Contact Details

The Safer Haringey Partnership

The Safer Haringey Partnership aims to measurably improve the quality of life for the people of Haringey by reducing crime and anti-social behaviour and reducing the harm caused by drugs and alcohol, making sure Haringey remains a borough of which we can all be proud.

PRUDENTIAL 4 YOUTH

COMMUNITY SAFETY THROUGH ACTIVE
CITIZENSHIP & SOCIAL ENTERPRISE

Prudential 4 Youth

Prudential 4 Youth is a partnership between Prudential, PRUPIM and Catch22. The Programme empowers young people to help make their communities safer through active citizenship and social enterprise and has been operating for over fourteen years.

PRUPIM

PRUPIM

PRUPIM is a leading global real estate investment manager with over 140 years experience. We have £15.8 billion assets under management around the world (as at 31/12/08). PRUPIM forms part of the M&G Group of Companies which is the asset management arm of Prudential plc in the UK and Europe.

Catch22



Rainer and Crime Concern came together in 2008 to create a new charity, Catch22. At Catch22 we help young people settle in new places without constant threat or disruption. We help young people go back to school or start achieving on our education programmes. We help them see the prospect of a job becomes reality. We take the fear out of transition from being in care to being independent. We support families and help parents gain practical skills and confidence. We take those young people who are starting to build a criminal career and point them in the direction of a proper job. We encourage young people on the edge of society to give something back so they can start to belong. Whatever the combination of problems, we are here to give young people options when they thought they had none. Whatever their situation, we are here to help young people find a way out.

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