

The !Say Yes! Challenge in Haringey

Supported by the Safer Haringey Partnership, Crime Concern and Prudential 4 Youth



Young people from Leaders in Training at St Thomas More School with Cllr Nilgun Canver, Cabinet Member for Enforcement and Safer Communities.

"These are fantastic ideas and it was really difficult to identify a winner when they were all so good. In the end we had to offer a joint award. It would be fantastic if we can actually help make these ideas a reality and we are thrilled to hear that London Transport is interested in talking to the group about their idea for London Buses."

Cllr Nilgun Canver
Cabinet Member for Enforcement and Safer communities, Haringey Council

"The young people touched on a range of important issues including gun & knife crime, demonstrating a real sense of passion and commitment when presenting their ideas. The Say Yes challenge was a real success and this can be attributed to the young people themselves who really worked hard throughout the project."

Norman Lloyd
National Programme Manager for Crime Concern

CASE STUDY

The !Say Yes! Challenge Haringey, London

Young people from the Leaders in Training Programme at St Thomas More School in Haringey took part in a project called the !Say Yes! Challenge, which was launched in September 2007.

These students were the first in London to take part in a real life business challenge to develop ideas to tackle anti-social behaviour and crime in their local area, as well as promote young people more positively.

The challenge saw the students form seven groups and become mini companies, each with its own business mentor. Over the 12 weeks students devised and developed ideas to combat anti-social behaviour and crime in the Wood Green area as well as throughout Haringey. They then had to write a comprehensive report detailing their ideas and pitch them at an exciting finals night to a panel of judges, invited guests and VIP's.

Each idea created by the young people was accompanied by an advert, which they filmed with a specialist TV company. This was an innovative element to the project and allowed the young people to be introduced to film-making, as well as enabling each group to create a very impressive film to show on the finals night.

The ideas presented by the young people on the finals night included an electronic top-up bin, a CCTV 'Awareness' sign and a mentoring programme. The winning ideas were a young person based interactive website and a bus texting initiative which hoped to combat crime on buses.

The !Say Yes! Challenge (Social Awareness: Youth Enterprise Scheme) was delivered by Safer Haringey, Crime Concern and the Prudential 4 Youth team with support from the police and local businesses.

The !Say Yes! Challenge

Encouraging young people to improve community safety through social enterprise



Business mentor David Woodman with the 'Crimecutters' group at a meeting held at PRUIM Head Office.

"The young people in my group had many clear and innovative ideas from the very start of the challenge. I feel very inspired by their passion and hard-work"

**David Woodman
Business Mentor, PRUIM**

"The Say Yes Business Enterprise Challenge stretched the organisational skills and creativity of the students. Being a mentor gave me an opportunity to impart some of the skills that I have learnt to my students. But as well as them learning from me, I was also able to learn from them in terms of thinking outside the box when looking for solutions to problems."

**Elizabeth Dosu
Business Mentor, Haringey Council**

Why?

A new project called the !Say Yes! Challenge was created for the Prudential 4 Youth programme in 2004. It is a unique mix of business and enterprise education combined with the real life social issues facing young people today. In the light of the statutory requirement for enterprise learning from September 2004, this challenge could not have been more appropriate linking perfectly with the school curriculum requirements. The !Say Yes! Challenge has been launched in eight shopping centres and towns across England & Wales and its success attracted the attention of Haringey Council when Policy Officer, Eliza Grainger, attended the Prudential 4 Youth National Conference.

It was decided that the first !Say Yes! Challenge to be launched in London would be in Haringey in conjunction with the Safer Haringey Partnership. This project seemed a positive way of involving young people to tackle problems in their local area by challenging them to create imaginative ideas which could be implemented in a cost effective way.

How?

Over 50 young people, from Leaders in Training at St Thomas More, took part in the project and were divided into 7 social enterprise groups, with a teacher co-ordinator and local business mentors for each group. The groups spent up to 2 hours per week over a 12 week period from September 2007 to January 2008 working on their projects. They were able to gain support and knowledge from their mentors and were also encouraged to use the resources of Haringey Council to gain valuable research about crime in their area.

At the end of the twelve weeks, each company produced a report and prepared a 10 minute presentation on their findings including their suggested course of action. They also created an advert detailing their idea, which was shown on the finals night to an audience of invited guests and a judging panel at the Haringey Civic Centre.

Making an advertisement

Encouraging young people to use film to demonstrate their ideas

"We found the young people's approach to making the adverts amazing, the way they took the tasks, undertook the filming, presented their own pieces to camera was with the utmost professionalism. They all turned up on time, totally prepared including all the props they needed to make their adverts."

Paul Gallagher
EdTV



Looking through film footage, whilst making the adverts.



Filming a scene from one of the adverts.

The adverts

An exciting new element was introduced to the Haringey !Say Yes! Challenge in the form of advert-making. This enabled the young people to create an advert to promote their idea. They then showed these on the finals night alongside their own presentation and written report. Seven excellent adverts were created for each group. Assistance in making the adverts was gained through EdTV.

Support

Based in Nottingham, EdTV is a company dedicated to communicating education through the power of TV. Young people are encouraged to be involved at every stage of the filming from storyboard creation to directing.

For this particular challenge the emphasis was on planning and creating an advert that both convinced the audience of its feasibility and further explained the concept of the idea. With assistance the young people really found the advert creation a fun and important element.

Each group chose a different format to represent their idea and a lot of creativity was demonstrated. One group chose to film a 'reconstruction' of a crime and then the advert demonstrated how their idea could help the situation. One group used a news-broadcast format, which was highly commended at the finals night. Other groups chose to use either a hard-hitting format or a humorous one. Every advert was carefully planned and each was very well received by the audience and judges.

The young people found it easy to get motivated about the advert-making and one young person has even requested work experience with the film company as he enjoyed the work so much.

The Ideas

Encouraging young people to devise solutions to crime and anti-social behaviour in their local area.

The winning ideas

Two groups won joint first place when the winning ideas were announced by the judges on finals night. However, each and every idea presented on the night was deemed innovative and thought-provoking by the judging panel who commented how difficult the decision had been.

AGP – Achieving Greater Possibilities

This group devised a text number to be featured on buses to help alleviate crime. Each bus will have a distinguishing letter to identify it. If someone witnesses an incident on the bus they can text a number, for example 888, to get assistance from the police. The text number and the buses distinguishing letter will be clearly signposted.

Carpe Diem

This group initially designed a MySpace webpage with links regarding young people and what was available to them in their local community. The group hope to expand this webpage to incorporate a youth-led chat show and forum for young people to express their ideas and the positive things they do for the community. The website hoped to also provide a forum for young people who may be at risk of gun and knife crime.

The other ideas

YPS

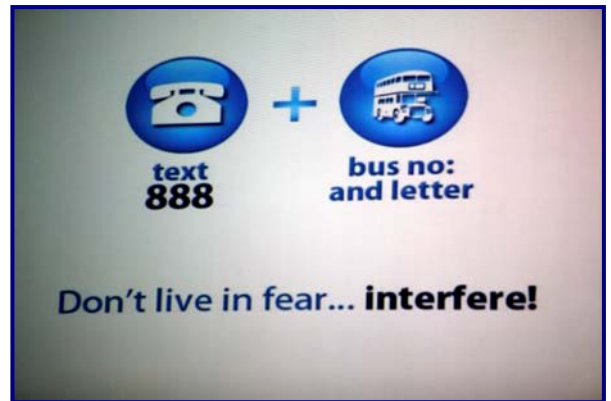
This group devised the concept for an Electronic Top-Up Bin (ETB). When people throw rubbish in a special ETB, they can gain credit for their mobile phone. This rewards them for being environmentally responsible.

Evolution

This group's idea involved a website which would provide the young people of Haringey with links to education, skills and relevant community information.

Crime Cutters

This group's idea involved a 'Survival' youth mentoring scheme where young people could mentor other young people who may be at risk of offending.



AGP's 'Bus Texting' logo.



The two winning groups receive their prize, presented by Cllr Canver and Mayor of Haringey Sheik Thompson.

IBS

This group decided to create youth workshops. They would use these workshops so that young people could demonstrate the positive things they could do for their community, rather than the negative youth stereotype that is often held by some adults.

Reach

This group's idea incorporated an 'I See You' poster to demonstrate awareness of CCTV and to make people understand that their negative actions can be seen.

Outcomes and Feedback

Encouraging young people to devise solutions to crime and anti-social behaviour in their local area.

Implementation

The finals night attracted a number of important guests including Kevin Dulling from Transport for London (TfL). He felt that the 'Bus Texting' idea created by AGP, was really original and could prove to be very effective. The group have now been invited to present their idea to TfL in the hope that this can then be implemented. The police representatives who attended the finals also felt that this idea could really work and could prove to be a beneficial tool in reducing bus crime.

The other ideas created by the young people are all extremely innovative and it is hoped that all ideas can be taken into consideration as possible future initiatives. Talks are currently underway regarding the best way to implement these.

Positive benefits

The immediate benefits of the project have been recognised as the majority of the young people feel the project has helped them with regards to their levels of communication, presentation and writing skills. They also feel that they have become more aware of the issues in their local community.

However the long-term benefits and sustainability of the project are even greater, as many of the ideas have the potential to be implemented not just in Haringey but nationally. If these ideas are implemented the young people have been assured that they will be consulted during every stage of the process.

"We feel the 'Bus Texting' idea is an excellent, innovative idea that potentially could assist us in the gathering of intelligence and keeping buses safer"

Richard Wood
Acting Borough Commander, Haringey

"We welcome this effort to directly involve young people in tackling crime...we would be happy to meet these young people and discuss their ideas to see which are most practical"

A spokeswoman for Transport for London



The young people from AGP present their ideas at the finals night.

Some comments from the young people about the !Say Yes! Challenge:

"It made me happy to know that change is really happening"

"It made me feel like a young business-woman"

"I got the benefit of knowing I have a creative mind"

"The project allows me to believe I can do well in the business industry"

"I learnt to keep persevering"

"This project could help stop the crime in the community"

"It was a great experience"

The !Say Yes! Challenge in Haringey

Haringey's Safer Communities 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 is a partnership between Prudential, PRUPIM and Crime Concern. 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.

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

PRUDENTIAL 4 YOUTH
COMMUNITY SAFETY THROUGH ACTIVE
CITIZENSHIP & SOCIAL ENTERPRISE

 **crime concern**
working for safer communities



Safer Haringey Partnership; Haringey Council; Prudential 4 Youth; PRUPIM; Crime Concern; Prudential plc; Leaders in Training, St Thomas More School; Aim2