

Prudential 4 Youth in Scarborough

Prudential 4 Youth working in the
Brunswick shopping centre



Replacement paving around cash machines, designed by the pupils from George Pindar Community Sports College, to improve safety.

"The students have been involved in devising, acting and filming the action. It's different to other documentary work as they really are the creators and inputters. Generally I think that young people get a bit of a bad press when it comes to anti-social behaviour. The majority are actually very good at getting to grips with what's right and what's wrong."

Tristan Bearman
Director, Studio 3 Theatre Arts

CASE STUDY

The Youth Crime Panel Brunswick shopping centre, Scarborough

The Prudential 4 Youth project linked to the PRUPIM-managed Brunswick shopping centre in Scarborough developed a project in conjunction with pupils from the George Pindar Community Sports College.

The students were given a challenge to work with a local crime panel made up of the shopping centre manager, town centre manager and the police community safety sergeant.

The key aim of the challenge was to raise awareness of issues relating to crime and to reduce the impact it has on the local community.

With the support of these local partners and a coordinating role from Crime Concern and the North Yorkshire Business Education Partnership, the young people decided that they wanted to focus on three main issues:

- Improved safety for people using cash machines.
- New uniforms for Big Issue Vendors.
- The production of a DVD tackling anti-social behaviour.

The 'Cash Machine' Project

Encouraging young people to improve community safety through active citizenship



Why?

Some students felt intimidated by Big Issue vendors in the town because of the way they dressed and looked. To address this, the group decided that they would like to provide them with essential clothing items and some form of accredited communication skills and customer service certificate.

The location of cash machines in the town centre was felt to be an issue with a lot of people, as many had suffered from the intimidation of people standing too close behind them. It was felt that something had to be done to make people feel safer and more comfortable when using the cash machines.

Students also felt that young people did not always realise the impact that anti-social behaviour had in a community and they decided to produce a film highlighting the issues which would help to show that some young people were taking the matter very seriously. They wanted to be involved at every stage of the process and felt that a drama workshop was necessary as part of the planning stage.

The 'Cash Machine' project

The initial idea was to design a 'privacy' area near all the main cash machines in the town unless a member of the public was withdrawing money. Scarborough Borough Council did not like the idea of painting on the pavements and thought that some people might class this as graffiti. The young people presented their revised proposals to the Council's Scrutiny Committee who responded enthusiastically. The favoured solution was to replace the existing paving with that of a contrasting colour and work on eight selected sites was subsequently put in place by the Highways Services Team.



The replacement paving around the cash machines has proved to be a real success and has really improved safety.

The Other Ideas

Making Brunswick shopping centre safer

How?

Big Issue Vendors

Foundation Housing was contacted regarding the idea of providing the Big Issue vendors in Scarborough with a uniform. They thought it was a fantastic idea to provide a uniform and were really pleased that the young people had considered something like this on which to spend some of the project funding.

Foundation Housing then asked the group of young people to consider that clothing and the way that they look is not a vendor's top priority. The group also needed to consider where the vendors live and the fact that they might not have easy access to washing machines. A decision was made to provide each vendor with two jackets and several polo shirts. This left a small underspend from the project budget and options considered included chiropodist treatment, food/drink vouchers and a 'Skill for Life' course to be attended by both vendors and George Pindar School students thus providing a joint learning experience.

Members of the group spoke to the Big Issue vendors about what was proposed and they were extremely positive and pleased about the project. The vendors did ask that Big Issue was not printed on the jackets as this had encouraged muggings in the past and also drug dealers often approach them as they feel that they are an easy target. They received their uniform at a special event at the Brunswick Centre. The young people arranged a customer service training course which they attended with the Big Issue vendors. Feedback from the general public about the new uniform was extremely favourable and the project was felt to be a great success.

DVD project

The DVD resource was created with Studio 3 and provided a terrific learning opportunity for the students. The young people decided that they wanted the DVD to be divided into negative and positive outcomes which allowed its audience to clearly see how they might deal with challenging situations in their own lives. The young people who appear in the DVD wrote, performed and jointly directed the piece with the intention to help people younger than themselves 'to do the right thing' in a negative situation.

Stephen, 15, who appears in the DVD said:

"I think making the DVD is a good idea because it shows how bad things can be with anti-social behaviour and how important it is to stop it."

Anthony, 14, said:

"In one scene I was a little nerd who got bullied and it helps you know how it feels."

Laura, 14, said:

"I've been in the project from the start and we've done a lot of things to help Scarborough. I'm not that confident but I enjoy acting because it helps you to understand the problems related to anti-social behaviour."

Prudential 4 Youth Programme

Costs of the project

Prudential contributed an initial sum of £5,000, North Yorkshire Business Education Partnership contributed £1,400 and MacLellan contributed £1,000. Equally important has been the in-kind support provided by other partners and the time given to deliver the project. An estimated cost of time given by Brunswick Shopping Centre staff, North Yorkshire Education Business Partnership and Crime Concern 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.

Prudential 4 Youth is a partnership between Prudential and Crime Concern. The Programme empowers young people to help make their communities safer and has been operating since 1994.

PRUPIM is part of M&G, the investment arm of Prudential plc in the UK and Europe, and is one of the largest real estate investors in the UK with over £17.2 bn invested in a broad spread of properties across all UK sectors and overseas (as at 31/12/05). Its community investment strategy is aligned to Prudential plc's approach to corporate responsibility and its commitment to supporting the local communities where it operates. PRUPIM also recognises the significance of its role in many towns and cities throughout the UK and its community activities focus on: community safety, economic regeneration and social inclusion, the environment and employee volunteering. Community safety and active citizenship is a key part of PRUPIM's community investment strategy.

Crime Concern is a national social business with eighteen years of experience of finding sustainable solutions to crime and anti-social behaviour. They have three operational divisions, which offer prevention, offender justice and consultancy services.

Prevention services run over fifty local initiatives and programmes. They believe in the power of prevention and this coupled with early intervention plays a central part in creating safer communities. They support young people to realise their full potential and do this by helping them into education and training and supporting them to play an active part in their communities.

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Partners involved

George Pindar Community Sports College; North Yorkshire Business Education Partnership, PRUPIM; Crime Concern; Brunswick Centre Management; Town Centre Management; Scarborough Borough Council; North Yorkshire Police; Foundation Housing; Studio 3; MacLellan.

