



ACPO Excellence in Policing Awards 2009

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Please use this form to submit your entry for the ACPO Excellence in Policing Awards 2009. Entries are invited from all UK police forces, multiple police organisations working collaboratively and in partnership.

The purpose of the Awards is to share effective practice to improve service to the public. By submitting this form you confirm your consent to it being published.

Submissions will be considered by a panel of representatives from at least two ACPO Business Areas, The Home Office, NPIA and the Awards sponsors who will be looking for evidence that the project or initiative:

- addresses an identified need
- is innovative
- enhances service delivery (e.g. quality of service, efficiency, cost-effectiveness, productivity, performance)
- achieves results that are measurable and sustainable

Submissions are limited to a total of 1,000 words and must be forwarded by email to awards@eip-conference.co.uk by no later than 12 noon on Wednesday 12th August 2009. The organisers regret that late entries cannot be considered. The panel will choose four winning entries that best meet the above criteria. The winners will then be invited to showcase their initiative at the ACPO Excellence in Policing Conference on Tuesday 22 September 2009. Conference delegates will vote for the initiative that they consider most deserving of the overall Excellence in Policing Award 2009.

Please complete all fields

SYNOPSIS OF PROJECT

PROJECT TITLE:

Youth4em

POLICE FORCE, ORGANISATION OR PARTNERSHIP:

West Midlands Police

INTRODUCTION

Please describe in no more than 200 words why the project was undertaken, how the need for it was identified and the results it was intended to achieve

Youth4em Community Action Group was the idea of PC Gary Hall formally the Anti Social behaviour and hate crime officer on J2 OCU. The idea was formulated to engage young people to reduce the high volumes of anti social behaviour, under age drinking and graffiti that the OCU had identified as issues. At the time there was little or no formalised engagement with young people and an attitude of disrespect and a poor perception of the police existed. Local Police Community Support Officer's visited parks etc where they knew young people congregated. The purpose was to listen to what they had to say. The emphasis was placed on working together in partnership and started by young people identifying what they felt were their concerns. They identified concerns in terms of their environment such as, graffiti on recreational equipment, litter, general mess and other young people visiting "their" park to smoke cannabis. The young people who engaged with the police offered to clean the park up and form a partnership with the police and the local authority. Thus the birth of Youth4em, what originally started out with two members has now grown to a membership in excess of 200 young people. The J2 OCU donated the initial £5000 to fund the project, which went from strength to strength. This project was taken on at force level when PC Hall moved to the DCCU. The potential for this project to be franchised across the force area was recognised and supported by the Senior Command team.

WHAT WE DID

Please describe in no more than 200 words how working practices have changed or developed to achieve the intended results

Working practices have had to change to working with young people not against them. We have had to change our way of thinking, young people want to be part of the community and in the main want respect in the community. This is being achieved by working very hard for the community and one area the group has worked with is the elderly to try and alter their perception of young people.

All young people who join Youth4em have to adhere to the Youth4em Behaviour Policy, which is that of;

Having fun However.....

- NO Drugs
- NO Anti Social Behaviour
- NO Hate Crime
- NO Under age Drinking
- NO Bullying

The group is still developing and Police Officers, PCSO's and Youth4em work side by side whether it is removing graffiti or picking up litter or just having fun!!

<http://www.youth4em.co.uk/>

WHAT IT INVOLVED

Please describe the key elements of the project in no more than 200 words. Where new investment was required an indication of the cost or other resources used should be included

Investment

The local OCU provided the original funding for start up costs after that other funding was sourced through a variety of developments i.e.;

- Building Blocks
- The Norton Trust
- Area Committee Halesowen
- Neighbourhood Watch
- Youth4em Bag packing community donations
- Partnership donation [Dudley Leisure & Laser Quest]

Resources

In terms of resources this project involved both PCSO's & Police Officers as well as newly developed partnerships. Both Neighbourhood Police officers and PCSO's have been involved in events and making Youth4em sustainable and resilient.

Partnership with other people and agencies has been instrumental in making the project a success and the further development of the project force wide.

Initiatives

- Coffee in the Dark

This project is designed to help the OCU combat Anti social behaviour whilst engaging with the young people in local parks. This involved working with youth organisations and youth clubs and providing coffee hot dogs and burgers for young people. These tend to be small events and have proven very popular amongst unruly groups.

· The Youth4em have made a pop song, which is against anti social behaviour, drugs and under age drinking. They have also made a short community video, which is about the work of the Youth4em in the community.

- Youth4em now has its own web site set up which any OCU can register with.

WHAT IMPACT IT HAD

Please describe in no more than 200 words the measures used to assess the impact of the programme, the results obtained and how it will be sustained

- Sustainable project, which has been running for 4 years on J2 OCU.
- Over 200 young people are members on J2, with a membership over 500 throughout the force and still growing.
- Reduction in criminal damage and disorder.
- A forum for community relations with young people which in turn benefits the community as a whole.
- Helps to reduce and prevent anti social behaviour. Reduction in Anti social behaviour logs
- Support achieved with local councillors and MP's

- RAFTAS 2007 “The Respect Award” For taking a stand awarded to Youth4em.
- Impact on the OCU performance.
- An impact on the young people in terms of having a voice and being listened to.
- On an individual basis it has turned some young people away from crime and peer pressure
- Youth4em has a sense of purpose and a pride in what they have achieved.

LESSONS LEARNED

Please describe in no more than 200 words any lessons learned by implementing the project and any factors which are critical to its success

- Maintaining contact on a regular basis
- Forming partnerships and involving partners proactively.
- Funding needs to be continuous, so new sources need to be researched and developed.
- Breaking down perception and pre conceived barriers.
- As a group we learnt about disabilities in particular learning disabilities i.e. Dyslexia, ADH, ADE and their behavioural characteristics. We want the group to be inclusive rather than exclusive. There are many young people within Youth4em who have learning disabilities who have developed within the group.
- We all had to learn about the “Child Protection Policy”, we used the NSPCC model
The NSPCC were very helpful and provide insight, advice and guidance in adopting their policy.

Critical Factors to Success

- Safety first with young people Risk Assessment protocol written.
- Parental involvement from the start.
- Delivering on promises to young people was high on the list of priorities.
- Officers and staff had to be approachable and not dismissive.
- Methods of communication that suited young people, i.e. Web site, Mail, and most importantly phone texting which maintains the regular contact.
- OCU support at all levels.
- Colleagues, who are committed, motivated and want to be involved.
- Enthusiasm
- Colleagues who are willing to listen to the young community, who want to be heard.
- Remembering that the young community is diverse and taking this into consideration.

CONTACT

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Please check this box to confirm that you agree to your entry being published or featured in Police Professional Magazine, on the EIP Website and by any other means deemed appropriate by the EIP planning team for the overall benefit of policing.

Please check this box if you would like to enter this project for the ACPO Excellence in Policing Awards 2009.
NB. This box should only be checked if you are agreeable to making a short presentation about the project at the ACPO Excellence in Policing Conference on Tuesday 22 September 2009.

Entries for the Excellence in Policing Awards must be authorised by an officer of ACPO rank or police staff equivalent. Please enter the name of the authorising officer below:

Entry authorised by:
ACC Gordon Scobbie
West Midlands Police

Date:

11th Aug 2009

