



# Workshop Pack

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## Youth Crime, Knife Crime & the Gun Culture Mentality *How can we make our streets safe again?*

### *Join us with*

- **Cllr Paul Scriven**, Leader Sheffield City Council
- **Michael Hunter**, Orion Learning & Development Consultancy
- **Jackie Freeborn**, Chief Executive Business Education - South Yorkshire
- **Darryl Dawson**, Connexions PR & Marketing Consultancy

### *Facilitated by*

**Perry Walker**, Head of Participation & Democracy  
at the leading think tank, nef (new economics foundation)

**At**

**DLA Piper LLP, 1 St Paul's Place, Sheffield S1 2JX**

**Thursday 18<sup>th</sup> September 2008 3.30pm – 6.15pm**  
**Registration: 3.30pm**

*Participation, Inclusion & Exclusion in the 21<sup>st</sup> Century; Is Inclusion an Urban Myth?*

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## Youth Crime, Knife Crime & the Gun Culture Mentality *How can we make our streets safe again?*

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**Facilitator:** Perry Walker, Head of Democracy & Participation, nef (neweconomics foundation)

**Where:** DLA Piper UK LLP, 1 St Paul's Place, Sheffield S1 2JX (by the Peace Gardens)

3.20pm Registration

3.30pm Introductions

### **Speakers**

3.35pm Cllr Paul Scriven, Leader Sheffield City Council

3.54pm Mick Hunter, Orion Learning & Development Consultant

4.06pm Jackie Freeborn, Chief Executive, Business Education - South Yorkshire

4.18pm Darryl Dawson, Connexions PR & Marketing Consultancy

4.30pm Small group discussions - 5 minutes\*

4.35pm One question per group to speakers

4.50pm Coffee break\*\*

5.10pm Reconvene for discussion

5.55pm Conclusions & Plenary

\* Event participants to sit in small groups; before coffee break they'll be asked to chat among themselves on issue/question of concern to them

\*\* During coffee break Perry Walker, Wendy Stern, Joe Pritchard and speakers will review issues raised to focus our discussion with the objective of:

- Identifying key priorities;
- Formulating outcomes;
- Reaching conclusions.

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**Workshop facilitated by Perry Walker**, Head of Democracy & Participation, leading think tank and registered charity, nef (the new economics foundation)

Perry Walker, Head of Democracy & Participation at leading independent think tank and registered charity, nef (the new economics foundation). nef aims to put people and the environment at the heart of economic decision-making. Perry is committed to developing new initiatives that give people a voice to rejuvenate grassroots democracy. His wide experience in the invention and development of participatory processes include Democs, aMap, and Imagine. His expertise in the design, facilitation and participative evaluation of such processes has led to writing many books and pamphlets including 'We the People, Developing a New Democracy', 'Participation Works! 21 methods of community participation for the 21st century', and, as co-author, 'Strategies for Success: Strategic Planning for Voluntary Organisations' (NCVO 1995). Perry is also on the board of Involve, a new organisation to support participation. In his early career Perry worked for the Civil Service and the John Lewis Partnership.



Perry has helped us design this Workshop to ensure we all feel comfortable joining in this important discussion to improve street safety. His role is to facilitate our discussion, help us reach conclusions, identify action points and next steps.

To create an informal atmosphere we've set up the room in groups of 4 -6 people and after each speaker's talk we'll have time for brief individual questions.

Before we break for coffee, Perry will facilitate a discussion for about 10 minutes so that we can discuss the issues everyone has raised.

During our break, Wendy, Joe and Perry will spend 10 minutes with our speakers to identify the key issues and narrow down our focus. Our speakers will then be available to chat with you informally.

We'll then return to small groups for about 35 minutes with a facilitated plenary discussion with expected outcomes to include how to:

- Achieving clarity on the issues,
- Reaching constructive conclusions
- Identifying effective solutions
- Finding ways to involve people
- Creating networks between the Council, other statutory bodies and people in our communities
- Action, feedback cycle and next steps

## Involving our communities to make Sheffield safer, Cllr Paul Scriven, Leader Sheffield City Council

Cllr Paul Scriven left school without qualifications, did a 2 year stint as a road-digger. On returning to full time education when he was 21, Paul graduated from Manchester with a BA (Hons). Paul was President of the Students Union and national chair of the UK's national students movement commercial arm. On applying to the NHS, Paul was "fast tracked" to their senior management scheme and became one of the youngest hospital managers to run a specialist hospital. For the next few years Paul managed various NHS hospitals, community and Doctor's services before moving across to a PLC. Paul has represented the Broomhill ward on Sheffield City Council in 2000 and appointed the Liberal Democrats Leader in 2002. Outside of my political life I set up and own a business in the tourism industry. I was named one of the Top business people in Yorkshire under 42 in my first year in business.

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### Abstract

Sheffield City Council is working to promote inclusion for everyone in Sheffield by devolving services to local areas by creating 7 councillor-led Community Assemblies with the objective of bringing decision making closer to the people. Youth crime is causing much concern, especially where it involves knives or is gang-related. Sheffield Youth Offending Service leads the work to prevent young people getting involved in crime and stop potential re-offending by partnering with other organisations and local people to plan and deliver the work.



The idea of putting local communities in charge of what happens in their area is gaining increasing credibility. The Council's vision for Sheffield is a place where everyone matters; where there is fairness for all and local people play a real part in decision-making with the power to hold service providers to account.

Programme delivery will take place partly through a renewed focus on devolution to Community Assemblies. The Council and partners are implementing community strategies that will ensure all parts of the community are involved.

Only 4% of under-18s in Sheffield have had contact with the criminal justice system last year. As young people are also victims of youth crime, the Council is working to promote positive images of young people, the vast majority of whom are law-abiding and keen to get involved in our communities.

The Council and its partners are keen to involve everyone in our communities on the high profile issues of youth crime, gun and knife crime. Sheffield Youth Offending Service involves the community in restorative justice - that is, giving offenders the opportunity to make amends for their crime.

An important part of their work in preventing anti-social behaviour, crime in children and young people is identifying the young people who need extra, professional support, and in providing it, for example as a mentor or volunteer.

Local people sitting on community panels help to decide how offenders repay our community for the harm caused by their offending activities. Young people are also invited to share their views and contribute to decisions being taken on the value of preventative measures.

## Closing the stable door before the horse bolts; Public participation or private responsibility?

Michael Hunter MA, Orion Learning and Development Consultants

Michael is a freelance learning and development consultant with a particular interest in the development of Community Safety Partnerships. In 2007 he completed 30 years service as a police officer in South Yorkshire, latterly responsible for writing and delivering Neighbourhood Policing training for Safer Neighbourhood staff and patrol officers across the force. Michael is currently contracted to South Yorkshire Police to evaluate a large organisational realignment of policing services in Sheffield. He has an MA in Professional Development and Training from Sheffield Hallam University.



### Abstract

The government vision of Neighbourhood Policing and Neighbourhood Management relies on active citizen involvement to create safer neighbourhoods and find out what makes people feel safe or unsafe so we can work together to solve crime, disorder and environmental problems. Will this strategy work, or is it destined to fail? The partnership problem-solving model assumes greater, more frequent citizen participation is always a good thing. Yet it underplays links between public behaviour, private standard setting and education, and takes insufficient account of the evidence that crime and disorder problems like knife crime and gang warfare are 'out there' in public, interventions are almost always 'downstream' and reactionary. As many police powers only affect public places, the role of agencies and citizens in the partnership deal needs to be reviewed.

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The National Reassurance and Neighbourhood Policing Programmes and previous problem-oriented policing assume active people involvement to drive the agenda for long term crime resolution and increase reassurance. Crime and Disorder (Act) partners are exploring how to create safer places for us to live in our communities by involving us and exploring:

- What makes people in their communities feel safe to go about their business.
- Responsibility to act on people's concerns about their community.
- Paid "expert services" such as police, local authorities and service services involving people in their local safety and security
- Home Office discrepancies in the vision of community, mutual support and shared values when we live in an 'I-Pod' world of virtual connections.
- Viability of large scale consultations and "smarter communications" to create safer, stronger communities to manage confidence and fear of crime.
- Evaluate public behaviour, private standard setting, public domain, education, "downstream" or "upstream" interventions, knife crime being a case in point.
- Re-focus partnerships to understand agency and citizen roles to safeguard the public from anti-social behaviour through enforcement
- Can we recreate the shared sense of right and wrong when local bobbies used to bring unruly boys home for their parents to take over.

Although the state can provide the stable and the bolt, who is responsible to keep it fastened?

## Young People - our children, our future, our responsibility

Jackie Freeborn, Chief Executive Business Education - South Yorkshire

Jackie Freeborn, in her current role, is Chief Executive of Business & Education South Yorkshire a company facilitating employer participation in the education of young people to prepare for the transition into the world of work, adulthood and citizenship. Jackie views her working life as a series of opportunities resulting in her working with many inspiring people. Ex Deputy Regional Director of Business in the Community, the UK leading not for profit organisation on corporate social responsibility she is an advocate for responsible business. She co-established a charity to help people with disabilities into work and has been a Relate counsellor.



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### ABSTRACT

Is it an exciting or daunting thought that in 2025, only 17 years from now, many of the young people who leave school today will be shaping our lives? They will be managers, doctors, politicians, parents, business and community leaders; their values, beliefs, skills and attributes will be driving the world we live in. The greatest and potentially most rewarding challenge is the responsibility we have when we bring children into our world. In the ever changing, rapid information society we live in the challenge is how are we meeting these responsibilities?

*“Treat other people as you would expect to be treated yourself.”*

*“A liar is not better than a thief.”*

*“You don’t get owt for nowt - you have to work hard for a living.”*

Jackie will explore the significance of our legacies - past, present and future - role models, the institutional role and boundaries:

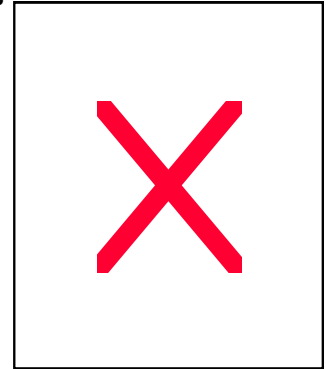
- Childhood “legacies” which influence our behaviour, actions and decisions as a parent, employee, employer, friend and citizen.
- “Legacies” we leave our children to shape their values, ambitions, aspirations and expectations based on key findings in Yorkshire Futures of report attitudes, aspirations and attitudes for success.
- 8 stages of human development; Erik Erickson’s relationship theory, personality growth, parental and societal values which form the foundations of the person.
- Role models and heroes - local and national - the responsibilities and influences of the teacher, parent, friend, footballer, philosopher or entrepreneur
- Role of institutions and organisations in developing children and young people. Families, schools, communities, business, local and national government - the potential of “Every Child Matters”.
- Significance, importance and consequences of boundaries for young people’ who is responsible to establish physical, moral, social boundaries?
- How to harness young people’s creativity, energy and potential to “Be the best you possibly can” to prepare for technology and innovation which moves so fast that we are educating and training them for jobs that don’t even exist yet!
- Above all ... what will our own personal legacy to our own future be in 2025?

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## Seeking A Seer In Uncertain Times? Hunt the Snark ... even if it's just a Boojum, Darryl Dawson, MCIPR, FIDM, MCIM, Connexions PR & Marketing Consultancy

Author, marketer and motivator, Darryl Dawson of the award-winning Connexions PR & Marketing Consultancy, inspires and advises business professionals of top companies across the UK from shopping centres, mini 'Eden projects', house builders, banks, and media. BBC Radio Sheffield calls him 'a PR Guru and the Max Clifford of the North' for his fortnightly weekend broadcasts on media matters. Darryl is adept in top-flight strategic and integrated marketing communications, corporate social responsibility, environment, risk and crisis management, media relations and b2b communications. Awards include, ICSC Jean Louis Solal Marketing Award Finalists Prague 2008, CIPR Pride Award Winners CSR 2007 and IDM CPD Award for the last 3 consecutive years. Darryl supports many voluntary community projects via Business in the Community's Pro Help scheme.

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### Abstract

We live in an over communicated society, constantly and persistently barrage of messages, 'share of mind' voices battling for our minds. The future, which belongs to no-one, is inherently unpredictable, in a constant state of flux and there aren't any navigational aids for guidance. As Marcus Sieff said 'business is black or white they must grow or die - there is no grey area' and it's the same whether you are a service provider, charity or high flying b2b corporate in South Yorkshire - an integrated marketing and communication strategy remains the same, and works, no matter how big or small you are.

In his talk, Darryl aims to stimulate ideas that may influence the current game plan or existing, potentially defensive, business model. On the future planning paradigm Darryl contends that '*it's not what might happen to you but what you can make happen*' that will make all the difference over the coming months.

In the process he will show how we can alter circumstances right now by creative thinking, proactive mindsets and seizing available opportunities instead of the doom and gloom '*credit crunch*', recession meltdown scenario's.

At the same time, flexibility, suppleness and quick thinking are virtues for a tried and run down business, product or service, but can't be substitutes for new energizing approaches, fresh thinking and even cutting edge innovative trends.

Firstly, shoot the consultant! Pay him exceptionally well after you've taken all their good advice, become your own futurist, predict it and you'll make it happen. Look for a poorly represented, uncontested market segment. Better yet, look for a blank segment with nobody, as yet, in it for the fight. Build your brand, get your network going, then the competition will have a hard time catching you up.

During these 12 minutes ideas will flow, thought processes will develop and a journey may begin. Darryl Dawson plans to generate a personally 'engineered imagination' for you - to benefit your enterprise whether it's public, private or voluntary sector.

Sounds easy? Disney has 'imagineers' who know how to find new frontiers, take adventurous routes through and across hostile business terrains. Do you?



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## About Us

In the spirit of the Power Inquiry, we aim to consider the potentially permanent disaffection and disconnection between governors and governed as a key threat to the vitality and legitimacy of Sheffield's Democracy.

In September 2005 we organised an Event at Sheffield Hallam University for The POWER Inquiry representing the diversity of the political arena to identify how to increase and deepen political participation in Britain.

We are fortunate to have a dynamic, enthused and strong team who relate to, and understand the issues of disaffection affecting our local community comprising a wide range of expertise including youth culture, invisible disabilities.

Our free events are a great opportunity to hear influential people speak on the latest thinking, chat with them and network during the break with free refreshments.

### Accessibility

For everyone's comfort we only use fully accessible venues. Should you have other special needs, please let us know in good time, 7 days should suffice, for us to make arrangements with our venue. We also have a small fund to help disabled people with transport costs.

### Publication

We record our Events to write our reports. Although we try to obtain confirmed approval of contributions, we have an opt-out box on our Registration Form. We allow at least 8 weeks for an approved report. We will send an email to everyone to advise when we have published it on our website [www.actionforinvolvement.org.uk](http://www.actionforinvolvement.org.uk).



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## ACKNOWLEDGEMENTS

We wish to thank everyone who helped us make this Workshop possible.

We are all profoundly grateful to DLA Piper LLP, the global law firm, for having so generously hosted our Workshop which has enabled us to offer such excellent facilities to discuss this important social issue in a relaxed environment.

Our grateful appreciation also goes to Perry Walker who is very kindly facilitating this important workshop as well as to our speakers:

- Cllr Paul Scriven, Leader, Sheffield City Council
- Michael Hunter, Orion Learning & Development Consultancy
- Jackie Freeborn, Chief Executive, South Yorkshire - Business Education
- Darryl Dawson, Connexions PR & Marketing Consultancy

We'd also like to thank Joe Pritchard for his invaluable financial support as well as

- University of Sheffield for circulating details of our Event to staff and students.
- Business Education - South Yorkshire for printing our Workshop Packs
- AFIs Acting Management Committee for the excellent support in managing the transition of organisational restructure:
  - Treasurer Yogeshwar Shastri
  - Assistant Treasurer, Jose Prency Porathoor
  - Colin Hadley for managing the Audio Video content of our workshop
- Last and by no means least a big thanks to Joe Pritchard and Wendy Stern for their invaluable direction in managing the transition in order to deliver this Workshop.

Hopefully we've included everyone and apologies for any oversights which is entirely unintentional.

Joe Pritchard & Wendy Stern  
Joint Co-Chair & Joint Co-Secretary



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## Invest In US

### What do you get for your money?

- Join our rapidly expanding network of 700+ key decision makers in Sheffield's major institutions including:
  - Business in the Community
  - Award-winning Connexions PR
  - Voluntary Action Sheffield
- Community recognition of your investment through our free
  - mailings and reports
  - events and creche
  - publicity

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Action for Involvement specialises in organising and delivering low cost, free events to high standards to help educate people in our communities on how to get involved in community decisions to improve their lives.

Our track record attracts high level speakers to lead stimulating debates at well-attended events and have fun while challenging our communities' misperceptions.

*Free* events, light refreshments, stimulating conversation and networking with like-minded people.

Please call us on 07946 453 258 or email to let us know how you can help at [info@actionforinvolvement.org.uk](mailto:info@actionforinvolvement.org.uk).