

## Pro Forma for Participation Works Network for England regional case studies

<b>Region: London</b>	
Submitted by: Nicole Beckford Date of submission: 7 <sup>th</sup> April 2009	
The sector this case study is an example of:	
Voluntary sector activity	<input checked="" type="checkbox"/>
Statutory sector activity	<input type="checkbox"/>
Corporate sector activity	<input type="checkbox"/>
Other ( <i>please specify</i> )	
The themes this case study can be used to support ( <i>tick all that apply</i> ):	
Arts & creativity	<input type="checkbox"/>
Commissioning	<input type="checkbox"/>
Early Years	<input type="checkbox"/>
Faith	<input type="checkbox"/>
Funding	<input type="checkbox"/>
Governance	<input type="checkbox"/>
Hard to reach groups	<input type="checkbox"/>
Health	<input type="checkbox"/>
Inclusive practice	<input type="checkbox"/>
Learning & research	<input type="checkbox"/>
Measuring change	<input type="checkbox"/>
Online tools	<input type="checkbox"/>
Rights/citizenship	<input type="checkbox"/>
Safeguarding	<input type="checkbox"/>
Standards	<input type="checkbox"/>
Workforce development	<input type="checkbox"/>
Youth-led project	<input checked="" type="checkbox"/>
Other ( <i>please specify</i> )	
<b>Name of project:</b> Croydon Xpress Project	
<b>Name of lead person on project:</b> Nicole Beckford	
Contact information for further details ( <i>email, telephone number, website</i> ):	
97 High Street, Thornton Heath, Surrey, CR7 8RY Tel: 020 8683 5913 Fax: 020 8665 1334 Office Line: 020 8684 3862 Email: <a href="mailto:nicole.beckford@cvalive.org.uk">nicole.beckford@cvalive.org.uk</a>	
<b>Aims of the project:</b> Croydon Xpress is a participation project, which actively increases the involvement of children and young people in local decision-making in Croydon. The Project <i>is part of</i> the Community Involvement Team at Croydon Voluntary Action	

**Timeline for the project (expected start and finish date, if known):**

End September 2009

**Please name any other organisations involved if this was a project developed as a partnership:**

Croydon Xpress worked in Partnership with Croydon Winter Uni in giving the opportunity for young people to lead on an event called 'Media vs. Young Success' held on Saturday 28<sup>th</sup> March 2009 at Tiger Tiger in Croydon.

The aim of this event was to challenging the Medias negative perception of young people by:

- a) Raising awareness of the issue that young peoples receive very little or no positive coverage in the media
- b) Recognising and praising Croydon young people for their contribution to positive leisure-time learning
- c) Encouraging other young people to be apart of the solution and not the problem.

**Who funded this project?**

Croydon Council, Jack Petchey, London Challenge & Croydon Voluntary Action

**How many young people were involved?**

The Youth Advisory Team are a group of 15 young people

**How were children & young people involved in decision-making?**

Youth Advisory Team (YAT) were giving the opportunity to actively lead on all areas of event management which included involvement in event content/venue, budgeting, sponsorship, public relations, consultation exercises, marketing and publicity, DVD production and evaluation/report writing.

**What changes has children & young people's involvement led to?**

- It was the first time Croydon Voluntary Action allowed young people to lead on an event.
- The YAT write articles for the CVAlive Magazine

By putting on this event the YAT's have captured young people's views on how they feel the media could (a) portrays them in a better light and (b) find ways for young people to impact the media in a positive way.

The YAT's are in the process of producing a report from all the feedback they gather from the event and along with our DVD, distribute it to Editors of 3 major Croydon media publications, John Rouse (CEO of Croydon Council).

As a direct affect of this event an article was published in Croydon Guardian about their success and a meeting will be arranged for the YAT's to meet with local newspaper editors to discuss the matter.

### **What did children and young people involved in this work achieve from this experience?**

- Volunteering certificates
- Event content: consultation questions, DVD production,
- Team work skills
- Financial budgeting skills
- Media Relations techniques
- Marketing: Designed event publicity
- Event Management skills
- The opportunity to speak on behalf of other young people in Croydon
- Meet new People
- Participate in meetings and organisation website & magazine to voice their opinions
- Designed Myspace page & Talk 2 Croydon web pages:

<http://www.talk2croydon.co.uk/buzz/media-vs-young-success>

[http://www.myspace.com/croydon\\_xpress](http://www.myspace.com/croydon_xpress)

<http://www.cvalive.org.uk/web%20spring%2009.pdf>

[http://www.croydanguardian.co.uk/search/4250374.WAR\\_ON\\_GANGS\\_Not\\_all\\_children\\_are\\_gangsters\\_say\\_youths/](http://www.croydanguardian.co.uk/search/4250374.WAR_ON_GANGS_Not_all_children_are_gangsters_say_youths/)

### **What next for the participants?**

A member of the YAT will write an article for the Your Croydon publication, which will be delivered to every household in Croydon. The young people would also like to continue this campaign by meeting with newspaper editors to discuss their findings and they would like to organise another celebration event next year.

The young people will also be involved in the Summer Uni Programme which involves them ensuring the programme is meeting young peoples needs in Croydon.

### **Quotes from staff, management, children, parents/ carers:**

Parent: Heidi Patel, aged 31, *"it was great to see so many children and teenagers being encouraged to do positive things."*

YAT Member: *Emmanuel Mensah, aged 17, who is a part of the Youth Advisory Team said: "It was a great success and a positive investment in young people's lives in Croydon."*

Jack Lomax, aged 14 said *'These types of opportunities help to keep kids active and off the streets – great event!'*

Participation Works wants to share your good practice to a wider audience to enable others to learn from your experience and develop their own participation practice.