



Skyline House, 200 Union Street, London SE1 OLX

**2010-11 End of Year Report to
The Metropolitan Police Authority**

1. Introduction

In June 2011, the Safer London Foundation will have been in operation for six years. Since our launch, in June of 2005, great progress has been made in developing the organisation into one of London's leading crime reduction charities.

With our close links to the MPS, our influential board of Trustees, Sir Paul Stephenson as our president and His Royal Highness The Prince of Wales agreeing to extend his term as the Foundation's Patron for a further five years, the Foundation has a strong and supportive platform from which to further expand and develop its impact.

Over the past six years we have provided grants to 127 crime reduction and community safety projects across London, SLF volunteers have donated over 9,000 hours of their time and the private sector has also provided over £300,000 worth of support.

June 2010 saw the Foundation's founding CEO move on to new challenges and Dinah Cox OBE was appointed Interim CEO for a six month period. In February 2011 Rena Sodhi was appointed by the Board of Trustees as the new Chief Executive of the Safer London Foundation.

2. Grant Making

To date SLF has received a total of 661 grant applications from community crime reduction projects across London, totalling a massive £19,609,870 in funding requests. We have awarded a total of £2,233,750 in grants to 125 community crime reduction projects that are tackling very real issues in our city that include:

- ◆ Gun and knife crime
- ◆ Postcode gang related violence
- ◆ LGBT and hate crime violence
- ◆ Domestic violence
- ◆ Gang activities
- ◆ Victims of crime

During the period, March 2010-April 2011 SLF focussed its support on larger-scale pan London projects or those specifically working with harder to reach young people. We grant funded a total of six crime reduction projects that primarily worked with young people and helped divert them from becoming involved in crime.

(i) Greenwich and Lewisham Young Peoples Theatre (GLYPT)

Following GLYPT's Inquiry project, the organisation was approached by the MPS's CO19 team to work in partnership to deliver a participatory experience for young people in secondary schools that explored issues relating to gun and knife culture. They created "Choices", a innovative theatre and workshop programme that engaged young people in interactive discussions about the challenges and difficult choices they face in their lives. During 2010, the project toured 12 schools and 3 pupil referral units, working with over 1,500 young people.

(ii) The London Organising Committee Of The Olympic And Paralympic Games (LOCOG) 2012 Changing Places

This two-year programme enables communities living near the Olympic Park to secure a lasting environmental and social legacy from the Games. The programme works with local residents, schools and Youth Offending Teams (YOTs) throughout the five host boroughs to develop projects at the heart of the communities.

For example, local community members living near a Canning Town subway have created an Olympic-themed mural which has resulted in the area staying graffiti free and providing an enhanced local environment. Greenwich YOT have developed artwork for the Woolwich ferry which will be a major tourist gateway during the Games.

A total of 600 young people will be involved in the project which will continue to run in 2011/12.

(iii) Hitz Programme: Rugby Football Foundation (RFF)

SLF continued its support of Hitz which combines the unique ethos of rugby with the sport's leading brands and players; the Hitz programme provides young people in some of the UK's most disadvantaged communities with personal, social and workforce development opportunities, educational support, vocational training and volunteering options.

(iv) Kickz

Kickz is a joint enterprise between the Football Premier League and the Metropolitan Police Service. Using the power of football and the appeal of football clubs brands to engage young people who may otherwise be difficult to reach, the Kickz vision is 'to target some of the most disadvantaged areas of the country in order to create safer and stronger communities through the development of young peoples' potential'.

The funding from SLF has enabled the project to continue to focus additional support and activity within the most deprived London boroughs and to enhance the sports sessions with life skills, reflective learning and discussions around challenges that young people face in their local areas.

(v) Aspire

The Aspire project is now in its fourth year and continues to break the cycle of reoffending and is committed to helping ex-offenders into employment, education or training (EET) as this significantly reduces the risk of reoffending and assists in crime prevention across London.

In May 2010, we expanded the programme to work in close partnership with the MPS Diamond initiative and enable them to refer ex-offenders to SLF for mentoring support and advice. We worked closely with police officers, prisons and other partners to support the project and strengthened our relationship with Millwall football club to enable participants to gain Level 1 football coaching qualifications.

During 2010-2011 we worked with a total of 86 ex-offenders and 41% of them had successful outcomes related to employment, education and training. We have tracked 50% of participants three months after completing the programme and only 4% have re-offended since participating on the programme.

(vi) Friends of Stoke Newington School

The project linked young people from the Stoke Newington School with young people on a local housing estate and engaged a musician and DJ from the estate to work with the group to break down barriers between them, explore the issues of gangs and gang-related violence and enabled them to share and build bridges through music. Over 40 young people took part in the project which has enhanced relationships with the school and the local community and between young people.

3. Additional Activities

3.1 Community Engagement Programme (CEP)

This jointly funded partnership with the MPA and MPS delivered a series of seminars in every London Borough for all 630 chairs of the Safer Neighborhood Panels (SNPs) and 32 Community Police Engagement Groups (CPEGs). The project came to an end in June 2010 and the evaluation demonstrated the benefits of training for panel members and chairs.

3.2 Volunteering

In partnership with AHOY a Charity that diverts young people away from crime through the power of sailing and one of the Foundation's longstanding supported projects, SLF facilitated an opportunity for MPS graduate staff to carry out a year long initiative, which involved supporting young people through mentoring, general guidance and interventions.

A team of 11 graduates took part and are very keen to leave a legacy by introducing programmes and initiatives that will continue to support the young people for many years to come.

3.3 Training

In January 2011 SLF delivered a one day General Mentor training course for MPA staff as part of the MPA's staff development programme. As a result of positive feedback from participants, SLF have been asked to carry out Ex-offender specific Mentor training later this year.

3.4 Strategic Activities

- 3.4.1 In February 2011 The Foundation undertook its second partnership with Strategic Command Course participants. Two MPS Chief Superintendants spent a week working on a project put forward by the Foundation. This included research and recommendations of how SLF could better link in with the MPS. A comprehensive report was compiled which highlighted a number of opportunities and suggestions on how SLF could look at working closer with the MPS both through its SNT and Borough Commanders.
- 3.4.2 The Foundation in partnership with the MPA, MPS, London Councils and TFL continues to play an active role on the steering committee of the London Problem Orientated Partnership Awards. We have again provided funding support for the Awards and will be on the finalists' judging panel.
- 3.4.3 At every opportunity SLF continues to raise the profile of the Charity, both externally and internally and recently we had the opportunity to present our stand and the work that we do at the long service ceremony held at Hendon training school.

4. Finance and Fundraising

- 4.1 Over the past five years, SLF has received £2.5m from the MPA/MPS to support its work. Within that overall amount, the MPA allocated £75,000 a year (total £375,000 over the five years) to cover management and overhead costs. SLF actually spent £266,249 in total, demonstrating good value for money for the grant invested in us. The remaining costs were covered by successful fundraising from the private sector and running events. The balance of MPA funding has been invested in the community safety projects mentioned above.
- 4.2 A range of fundraising events have been held by the SLF, these include:

In April 2010 a Rugby themed dinner for 100 guests was held at NSY hosted by the Commissioner. VIP guests included, Mayor Boris Johnson, Martin Johnson England's Coach and various other famous rugby stars. Table guests were from a variety of corporate organisations, who also bought along their key senior clients. An auction and raffle was carried out during the evening and Gross revenue for the night was £50,000.

In March 2011 SLF were fortunate to be given the opportunity to hold a second fundraising dinner at New Scotland Yard, hosted by Acting Commissioner Tim Godwin. This time the dinner had a Football theme and was held in partnership with the Premier League and the Kickz programme. This partnership helped us to secure a number of football legends to host the

tables. A similar format for the evening was used and gross revenue for the night was £50,000.

5. SLF the future

5.1 SLF's new Chief Executive joined the organisation in March 2010 and carried out a thorough review of existing activity and wide discussion and consultation with staff, the Board, the MPS, GLA, MPA and other key stakeholders including young people and the private sector to inform the development of our work going forwards.

5.2 As the MPS's charity, SLF will support the delivery of key MPS's priorities to improve safety in the capital. SLF will inspire and empower Londoners, especially young people to, make their communities and lives safer. We aim to raise aspirations and enable young people to reach their fullest potential.

5.3 We will do this by working closely with the MPS in the following ways:

- **SLF will take a strategic project management role to support the delivery** of key crime reduction initiatives, where it adds value to an MPS initiative and meets SLF's overall aims.
- **SLF will take a project management role to directly deliver** crime reduction and safety initiatives alongside the MPS and other partners. In 2011-2012 we will be focussing our work on the Operation Connect boroughs and delivering local diversion and prevention activities with officers, young people and communities.
- **SLF will initiate solutions to problems**, advise the MPS on pan-London good practice and support local intelligence gathering. As the MPS's strategic charity partner, SLF will attend, host and/or facilitate all relevant MPS internal project / steering group meetings especially those related to youth crime, to share information and gain a good understanding of future plans and issues.
- **SLF will effectively promote its relationship** with the MPS to all officers and staff and increase recognition of the benefits of the MPS having its own charity and will work with officers at all levels to achieve this. Once we have officers' buy in, we will involve them in a range of fundraising activities.

5.4 We will also continue to develop our relationship with the GLA, the Mayor, London Probation and other key partners to develop partnerships for project delivery, for example, the GLA's Structured Activities for Young People programme.

5.5 **Our ambition** – where do we want the charity to be in **three years time**?

- Recognised by 45% of the MPS staff and officers as their charity ;
- Deliverer of key projects that make a positive impact on young people's lives;

- Diversified our income to enable us to have a stable, core income of £1.5m a year; 50% from public sector sources and 50% from private sector.
- Drawn in private sector support by promoting the benefits and outcomes of our activities to a wide range of partners;
- Deliver a high profile event, such as Safer London Day or Safer London Week that has a positive impact on Londoners and raises the issues and solutions for a safer city or a campaign that engages the MPS and general public;
- Recognised by the GLA and the Crime and Safety Commissioner as the pan-London strategic partner that can:
 - Successfully and effectively partner with the MPS and local agencies to deliver on key strategic priorities
 - Provide accurate information about the quality of crime diversion and preventative projects with young people being delivered in London
 - Deliver high quality partnership projects that demonstrate outcomes
 - Commission projects and manage a wide portfolio of deliverables

5.6 A full three-year business plan will be finalised by July 2011.