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# EVALUATION REPORT

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BoyZ2Men Project



JANUARY 30, 2020

STEVEN GILL -- DIVERSITY HOUSE

Phoenix House, Central Avenue, Sittingbourne, ME10 4BX





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## Project Context

The idea of the project came about at the request of the 52 young people who frequently use the Diversity House Youth Club. In February 2019, these young people from different schools across Swale informed that each of them is aware of at least a young person in their schools and neighbourhoods who carry tools and weapons for self-protection. They wondered if a programme could be put together to enable them to understand the causes of the issue and how to deal with it safely.

Focus groups held with our local Independent Policing Advisory Group and partner agencies from February to May 2019 concentrated on the swift increase of violent and gang crimes, specifically knives crimes in our area since 2010 to date.

These focus groups gave us the idea to pilot a programme at the initial stage for young boys that will not demonise them then later for young people. One that will create awareness, supporting them make informed choices, learn in a safe and non-judgemental space, the dangers of embroiling in violent and criminal activities, thereby enabling young people to examine their attitudes and take actions to change their behaviours. We also did street surveys to ascertain the interest in the Boys 2 Men Project.

Boyz2 Men aims to motivate young people, particularly boys, to aspire to achieve a bright future for themselves, regardless of their background or circumstance. To do this, it is so important to remind ourselves of the fundamental principles of youth participation always. Youth participation is about young people having a say and influencing change in decisions that affect their lives, organisations and communities.

This, in particular means :

- young people have the skills, knowledge and confidence to get involved with decision making; and
- a culture of respect exists within which young people's opinions and contributions are recognised, valued and acted upon by broader society.
- "Kent has seen the fastest rise in knife crime in the entire country, official figures reveal. The number of offences has soared by 152% since 2011 from 346 to 873, equating to 48 crimes per 100,000 people, according to the Office for National Statistics (ONS). Last summer (2019 ) Kent Police revealed it had recorded more than 1,000 offences for the first time. But figures obtained by Kent Online previous summer showed the actual number of crimes in the county could be higher still.



- **“Crime is very serious.”**
- **Max young person interviewed from Sittingbourne**
- 
- Kent Police data showed knife crime had more than doubled in five years, with 1,322 incidents reported in the 2017-18 financial year. Almost half of the reported cases happened in Kent's northern division, which includes Dartford, Gravesham, Medway and **Swale**.
- In London, the knife crime capital, rates rose by 11%. Last year 35% of all the city's crime was knife related, with 168 offences per 100,000 people.
- Since 2011 Kent Police's workforce and funding both fell by 17%, that compares to a national average of 18% and 19% respectively. Ex-Prime Minister Theresa May who presided over swinging police cuts while Home Secretary, denied any link between a fall in police numbers and a rise in knife crime.”
- **(Kent Online March 2019)**





## **Objectives**

Our project aims to deliver an upgrade of skills to young people at risk of grooming, involvement in crime, violence or gang activity. We will provide a minimum of eight preventative workshops, i.e. comprised of film, music and radio, to empower them to make better choices saying no to crime, drugs, activity and violence.

These workshops will be open to young people all of genders, ethnicities and abilities/disabilities.

We aim to build confidence, resilience and knowledge of how to move forward with their lives, making more informed choices and not being influenced by violent street culture and crime.

We will support those who are at risk as well as those who have already involved in some form of antisocial behaviour. We aim to provide options and opportunities for young people to develop change and grow. Our main objective will be to create a safe practice where young people can express themselves creatively.

## **Community Development**

We have utilised a community development model to deliver this project.

“Evidence and cost-benefits of community development. There are three main types of benefit realised through a community development approach, especially amongst disadvantaged sections of the population:

- For participants themselves, through the very process of participation;

**(Commissioning Community Development for Health A concise handbook  
Health Empowerment Leverage Project) Gabriel Chanan Dr Brian Fisher**

## What did we do?

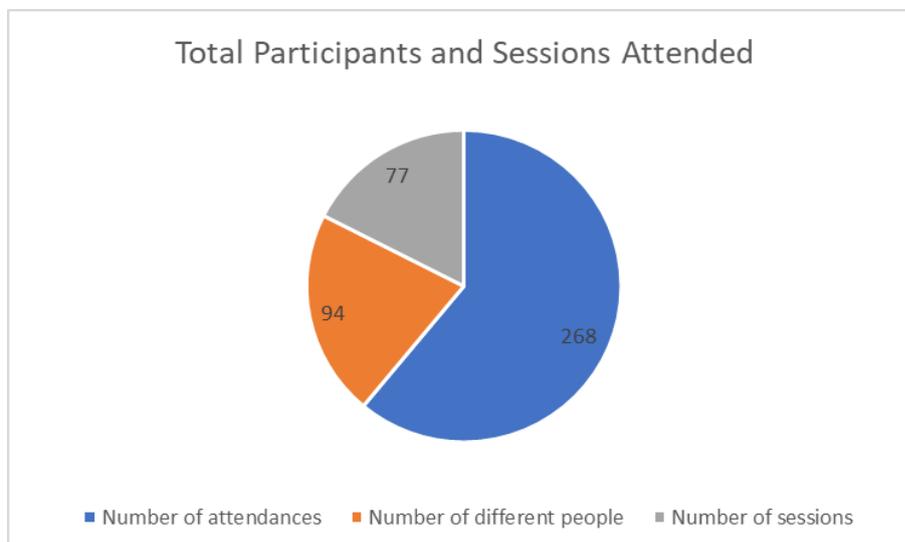
**Table 1: Lists of Project Activities**

Nos	Description	
1	Press release, announcing the project	One Newspaper press release; two Radio interviews; Website; Facebook; Twitter; 2000 flyers; emails; Telephone
2	Outreach across Swale	Twice a week
3	Meetings with local gatekeeper organisations	Sixteen local agencies including Kent Police, Youth Offending Team; Social Services; Swale Borough Councils, Schools; Youth Clubs; etc.
4	Workshops	Music; cinematography; confidence building; motivational speaker; Radio Presenter work placement

## Demographic Data

The project has delivered 77 different sessions of activities. Overall, there have been 268 attendances to the project with 94 of these being separate individuals. The chart below demonstrates engagement. Proffered data includes young people, families, and gatekeeper organisations.

**Chart 1. Overall participation, attendances and sessions**



In terms of the total number of young people who benefited from the project, these were 101, with 46 of them attending all the 77 activities delivered by the project team. The graph below demonstrates this.

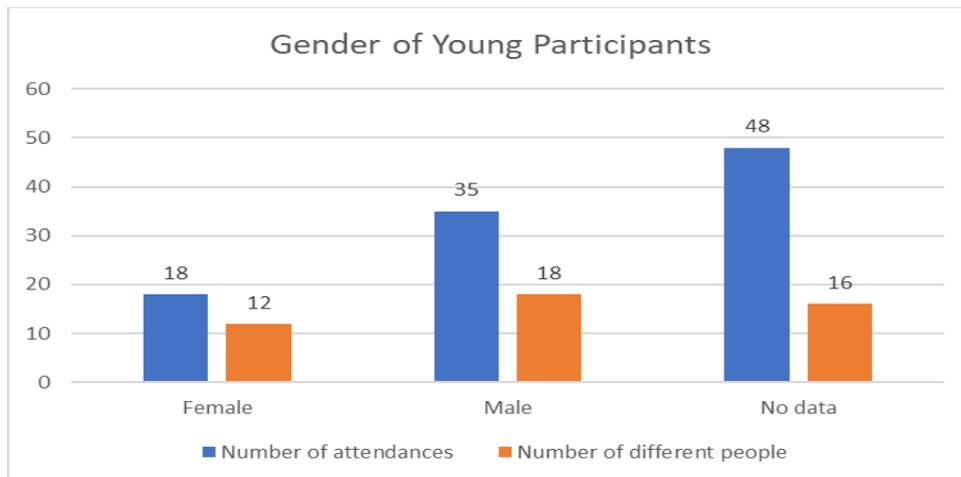
People Graph 1:

## TOTAL YOUNG PARTICIPANTS



### Gender and participation:

Out of the 101 attendances, and 46 different people that participated in the project, their gender is accounted for by the chart and table below:



Or

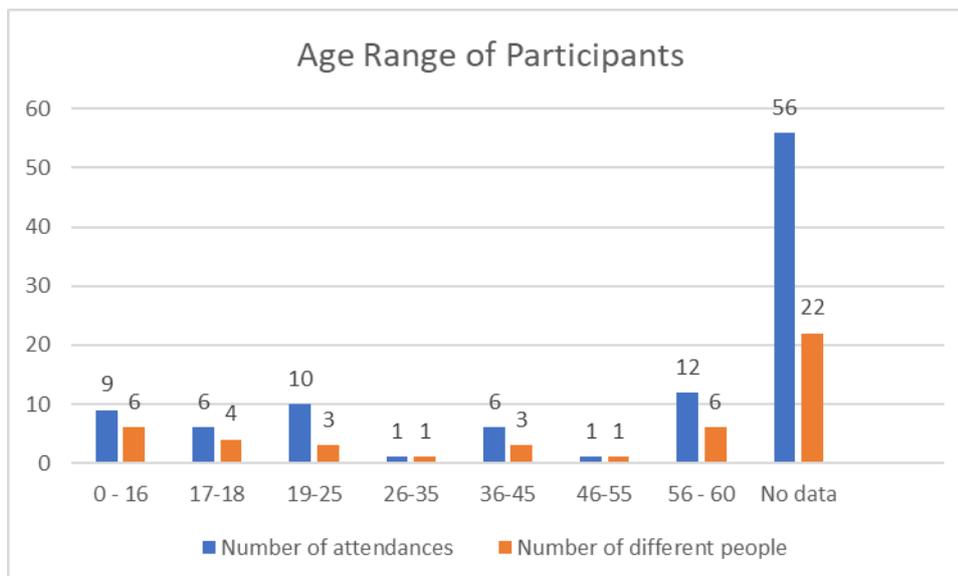
Gender	Number of attendances	Number of different people
Female	18	12
Male	35	18
No data	48	16
<b>Total</b>	<b>101</b>	<b>46</b>

## The ethnicity of Young Participants

Ethnicity	Number of attendances	Number of different people
Any other Black/African/Caribbean background	3	1
Any other Mixed/Multiple ethnic backgrounds	2	1
Any other White background	3	3
Any other ethnic group	1	1
Asian - Asian British	3	3
Black/ Caribbean/ African - Black British	1	1
Mixed- White and Black Caribbean	3	2
White - English/ Welsh/ Scottish/ Irish/ British	38	18
No data	47	16
<b>Total</b>	<b>101</b>	<b>46</b>

## The age range of participants

The project used the intergenerational model of delivery, encouraging parents and significant people in the young beneficiaries lives to attend workshops and activities and the age ranges of participants reflect this.



## Description of Activities

### Cinematography

We have a filmmaker from Kent Film Foundation Tony Carrell delivering our film making programme who has a myriad of experience. We have a cohort of twelve young people who are the main participants. Our workshops are very interactive we have mainly males, two females and one young male person with disabilities. We spoke about the project, and everyone introduced themselves. We brainstormed about bullying, then we started filming, and Tony talked about camera angles and how to get the best shots. This project is a crime prevention project for young people.

This programme is for both genders and not just males despite the title

The project is interactive and has three main aspects;

- 1) **Film making skills**
- 2) **Music skills development to produce a documentary about short films**
- 3) **Developing confidence, resilience and anger management skills and leadership skills**



In the Big Jam Studios listening back to the music recorded.

We have decided to make a documentary of four short films (quartet) under the auspices of **BoyZ2Men TV** which we would like to develop into a production company for local young people. We will screen the documentary in March 2020. Mostly it will be in the following format below.

#### **(1) BoyZ2Men News**

With the teaching of Tony Carrell, we are filming four shorts, one of which is the Boyz 2 Men News filmed by Josh and Nathaniel Ashton and presented by Karina Paiute.

#### **(2) BoyZ2Men Music Video**

We are delivering an anti-crime music video **“Put down the knife.”**

**(3) Tales from the Hood Crime** stories news and narratives including **Andrew Morris ex-offender**. The ex-offender was fully vetted in line with our safeguarding policy when he came to give our young people his stories from his lived experience. Interviews with young people and also an ex-offender working under the auspices of the probation department.



Andrew Morris anti-crime campaigner spoke about crime and did an engaging Q & A with our young people this has added value to our project. This talk acted as a deterrent to crime.

#### **(4) Boys 2 Men Interviews**

**Statistics: BoyZ2Men** There have been twelve consistent members of the BoyZ2Men Project with eight other members who drop in from time to time who have contributed to the project. Four females and eight males and the further eight males who have contributed, bringing the total to twenty members who have been engaged in the project. All the participants have been seventeen participants have been white British with two black British and one British Indian.

#### **BoyZ2Men Big Jam Studios Music Workshop**



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We delivered our first music workshop at Big Jam Studios on Tuesday, Jan 15<sup>th</sup>. It was a tremendous success with lots of learning and development achieved on the part of the young people and parents who accompanied their children.

It was delivered in a state-of-the-art professional studio, and it was also lots of fun for the young people who participated.

We recorded an anti-knife crime song, including all the young people one of them the young girl playing the keyboards and the others singing and rapping. Jaya Mann (F) played the keyboards.

We will deliver three more workshops and shoot a music video there too as they have a green screen and they are fully equipped with lights camera and expertise.

Each session lasts two hours the young people are in the main studio and the recording singing/ rapping booth.

In attendance, we have parents supporting their children.

Some of these young people come from very challenging backgrounds; however, for at least two hours a week, they have time to express themselves and come out of their shells. Some of the young people suffer ADHD and anxiety, and one has Cerebral Palsy; we have a very inclusive project so it works well.

### **Work Experience**

We currently have work experience for four young people all-white British one working with Diversity House he also benefits from the Sheppey FM Radio presenting course we are offering them Boys 2 Men Project participants at Sheppey FM to develop further skills which are now taking place.



## BoyZ2Men Outreach

We have delivered significant outreach to the following places.

- Swale Youth Hub,
- Cultural Mosque Sittingbourne
- Sheppey FM
- Faversham Youth club
- Big Jam Studios
- Kent Film Foundation
- Sittingbourne Library
- Swale Action Hub
- Early Help Swale
- Job Shop
- Swale Means Business
- All the above organisations have received booking forms and posters of the project as well as an explanation of the project aims and objectives. I have also sent numerous e-mails to Lee Kennedy Inclusion & Attendance Advisor, two Social Services workers, JobCentre Plus I delivered a presentation to 26 members of the JobCentre Plus Team, Sittingbourne Library, Swale Youth Action Hub, Swale Early Help Swale, Kent Police. I was interviewed by Sheppey FM on Tuesday 26<sup>th</sup> November 2019 at Sheppey FM to promote BoyZ2Men project,
- We compiled a video promo highlighting the providers who we are working in partnership with - Kent Film Foundation- Big Jam Studios
- On Monday, Jan 6<sup>th</sup>, 2020 I have visited several places of worship the **Love Chapel Church spoken to David Akinsya on the phone and put up an A3 poster as well as left A4 Flyers for him.**
- David Akinsaya Love Chapel Church
- Beverley Sills Baptist Church Louisa Ley St Mary's
- Youth Action Meeting
- We are working very closely with the Probation Department, Police gang's department, Police Youth Engagement officer, Social Services Public Health and well-being and several key youth stakeholders who all are referring young people to us.

### Outcomes:

#### Radio Presenters training at Sheppey FM

Every week we have a cohort of **4 participants** learning Radio Presenter Training at **Sheppey FM** as part of a work experience programme which we believe has **added value** to the project. This work opportunity has been beneficial in building skills, confidence and resilience. We are working closely with the Violence Reduction Unit on this party of the **BoyZ2Men Project**.

Our four young people are learning how to develop jingles, deliver interviews and produce a live show. The live show will be focused on crime and the impact of crime on the lives of young people

The young people have developed some interview questions and will utilise them on the live show, which will be the culmination of the radio presenter training where they ask the issues in a round table discussion.

**(Q1) Do you think knife crime is rising?**

**(Q2) Where do you feel safe?**

**(Q3) Do you feel threatened when walking past gangs?**

**(Q4) How is crime affecting young people**

**(Q5) What are the problems in this society?**



- **Case Study Callum**

- We have a fifteen-year-old male who has come from a very challenging background. He has been excluded from school and been referred by the police to our project; he also has a social worker. He has come into our project with very low self-esteem and anger issues, but his confidence is growing quite rapidly. Kieran has been to all the workshops available to him since he joined the project in January.

He has been engaging well with the project. He has been filming “Tales from the hood” and also been rapping for our Boyz 2 Men music video. Currently, we see a significant transformation in Callum he came into the project being withdrawn and shy and now is much more relaxed engaged and open and how the project is helping him and expressing how he wants to stay away from criminal activity.

The young man has a variety of issues many of them to do with the environment he has been raised in where there are substance abuse issues.



- **'Stop the crime put down the Knife event.'**
- **deliver Amani Simpson knife crime campaigner**
- Parents and young people at the Stop the Crime Put down the knife event with Amani Simpson below;



- This workshop was delivered by Amani Simpson, a young man from London he was stabbed eight times, so he decided to turn his life around. As well as turning his life around he also decided he would help others who are in difficult circumstances involved in criminal activity a film has now been made about him he has had over one million hits on YouTube as his video has gone viral. We had twelve participants engaged.
- These participants felt that it was a significant impact on them, and he talked about where it all started to go wrong at school and how they could help their children turn their children's lives around by listening to them inspiring them to believe in themselves. Fundamentally the lessons of his lived experience were equally meant for parents and young people. The presentation was about keeping young people safe by making more informed choices. It was an intergenerational evening with both parents and young people engaged and learning how to guide their children.
- Feedback from the evaluation we delivered has come back very positively Moreover it demonstrates that the parents had several excellent takeaways from the evening's presentation including how to relate to their young people better utilise the skills they learnt which would help them and their children cope better at home.
- BoyZ2Men has been making a significant impact in the lives of both parents, and their children engaged that has been felt by parents and already beginning to manifest itself in better behaviour from their children. Referrals made by the police who we are working very closely with police have received very positive feedback.



Amani Simpson left to the right foreground with Swale Borough Councillor Sarah Stephen and parents and young people.

### Interim Report summary

Currently, local police, probation, parents and young people are all very impressed with the project all very engaged, and we intend to conclude the project with a final report including evaluation and monitoring as well as a quartet of films.

- (1) Tales from the hood
- (2) Boyz 2 Men News
- (3) Put down the knife Music Video
- (4) Boyz 2 Men Interviews - ex-offenders young people and parents talking about crime and the impact of our project on their families

Significant added value has been gained by introducing the work experience for four of our young people. Amani Simpson has also played a pivotal role since he is very young himself and the issues and behaviour he has left behind was familiar to several young people, and it has started to make the question the pathway they have been travelling on for a new path.

We are already hearing and seeing positive signs from parents and the young people in terms of confidence and positive behavioural changes, so the impact is tangible and continuously on an upward trajectory.

Parents have initially just brought their young people, but they are increasingly staying for our workshops, and they were very engaged in the last **'Stop The Crime Put Down The Knife'** presentation from anti-knife crime campaigner Amani Simpson. In terms of skills, young people are all growing, learning and gathering new skills. This is a bottom-up project, so they are putting in the work, and they are growing in skills knowledge and self-esteem.

From the conversations and feedback we are having with the young people we can see and hear from them that their awareness is growing.

## Comments from young people and parents:

'This project makes sense and keeps our children off the streets'

'He needs help and support to find his way, and he is getting this from Boyz 2 Men, nice people who seem to care as he has been pushed from one person to another'.

'He needs to focus on something other than his friends'

'I enjoyed everything about this project the project is sending the right message to young adults and kids to stay off the streets'

'I am learning some things I'm interested in and its fun too.'  
The project is informative and helps parents too.'

Going forward if we can scale up the project since we are quite well known right now, I think we can reach more young people at risk and deliver even better results. Possibilities could be that we develop the project into a youth film and music production company deliver specific projects and providing work opportunities for them.

