

**ORIGINATOR: POLICY OFFICER (LH)**

**DECISION NO.** 14 - 2016

**REASON FOR SUBMISSION: FOR DECISION**

**SUBMITTED TO: POLICE AND CRIME COMMISSIONER**

**SUBJECT: AWARD OF CRIME AND DISORDER REDUCTION  
GRANT – CATCH 22 SUFFOLK POSITIVE FUTURES**

**SUMMARY:**


1. The Police and Crime Commissioner can commission services that:
  - a) secure, or contribute to securing, crime and disorder reduction in Suffolk;
  - b) are intended to help victims or witnesses of, or other persons affected by, offences and anti-social behaviour.This is in accordance with the provisions in the Anti-Social Behaviour, Crime and Policing Act 2014. In applying this provision, the PCC will ensure that the services commissioned are also consistent with the Suffolk Police and Crime Plan 2013 – 2017.
2. This report seeks approval to award a Crime and Disorder Reduction Grant to Catch 22 Suffolk Positive Futures for the amount of £85,000 to contribute to delivering the Positive Futures service across Suffolk for the period 1 April 2016 to 31 March 2017.
3. The funding will enable crime and disorder reduction activity focussing on the Police and Crime Plan objectives by preventing and reducing crime and anti-social behaviour; and caring for vulnerable people.

**RECOMMENDATION:**

1. That the PCC approves a grant of £85,000 to Catch22 Suffolk Positive Futures for the period 1 April 2016 to 31 March 2017.

**APPROVAL BY THE POLICE AND CRIME COMMISSIONER**

**Signature**



for PCC

**Date** 9 March 2016

## **DETAIL OF THE SUBMISSION**

### **1 INTRODUCTION**

- 1.1 The Police and Crime Commissioner can commission services that:
- a) secure, or contribute to securing, crime and disorder reduction in Suffolk;
  - b) are intended to help victims or witnesses of, or other persons affected by, offences and anti-social behaviour.
- This is in accordance with the provisions in the Anti-Social Behaviour, Crime and Policing Act 2014. In applying this provision, the PCC will ensure that the services commissioned are also consistent with the Suffolk Police and Crime Plan 2013 – 2017.
- 1.2 This report seeks approval to award a Crime and Reduction Disorder Grant of £85,000 to Suffolk Positive Futures to contribute to delivering its service across Suffolk between 1 April 2016 and 31 March 2017.

### **2 POLICE AND CRIME PLAN OBJECTIVES**

- 2.1 Following the issue of the Police and Crime Plan 2013-2017 work has been on-going to ensure that the Police and Crime Objectives and the Plan's principal themes will be achieved.
- 2.2 The key themes within the Police and Crime Plan that this grant aims to address include preventing and reducing crime and anti-social behaviour; and caring for vulnerable people.

### **3 CATCH 22: SUFFOLK POSITIVE FUTURES**

- 3.1 Catch 22 is a charity that aims to delivery social value by turning chaotic lives around. The organisation works with troubled and vulnerable young people, families and offenders, helping them to steer clear of crime or substance misuse, do the best they can in education or employment and play a full part in family or community life.
- 3.2 Suffolk Positive Futures is a sports based social inclusion project, using sport and leisure activities to engage with young people aged 10-19 in order to steer them away from crime, anti-social behaviour and drug use and into participation, volunteering and education opportunities.
- 3.3 Activities are delivered county wide and designed to reach people on the streets, on estates and at times when activities are most needed.
- 3.4 Suffolk Positive Futures have a strong track record of delivery and between 2011 and 2015 has:
- Supported over 4,300 individual young people.
  - Worked with young people for over 94,000 contact hours.
  - Provided opportunities to complete over 1,000 hours of volunteering.
  - Enabled young people to achieve over 250 qualifications.
- 3.5 Suffolk Positive Futures have a team of trained sessional staff who deliver the activities across the county. These staff are supported by volunteers, many of which are former participants of the project who want to give something back to their local communities. Some of the staff members have progressed from young person, to volunteer to paid employees.

## 4 OUTPUTS/OUTCOMES

- 4.1 This grant award is made on the basis of financial and activity data being made available on a regular basis with a final report submitted to the PCC's Accountability and Performance Panel in April 2017. The data should show the extent of Suffolk Positive Futures activities by scheme area and provide high level information against the budget breakdown submitted to the PCC.
- 4.2 The following outputs will be reported on:
- Provide opportunities for 1725 young people to engage in the programme (an increase of 15% on 2015/16).
  - Generate 11,500 attendances to the project by young people (up 15%).
  - Provide opportunity for 30 vulnerable young people not in school or mainstream education to gain a recognised qualification.
  - Provide 1495 hours of activity for young people, predominately in the evening (up 15%).
  - Encourage at least 17 young people to take up volunteering placements with the project (up 15%).
  - Target and deliver to the most deprived areas of the county.
- 4.3 Suffolk Positive Futures will work to achieve the following outcomes, aligned to the Police and Crime Plan:
- Reduce Re-offending by:
    - o supporting integrated offender management to tackle prolific and priority offenders;
    - o diverting young people from the criminal justice system by assessing needs and early intervention.
  - Prevent the damaging effects of drugs and alcohol on lives, crime levels and the night-time economy by raising awareness of responsible alcohol use.
  - Support crime prevention activity through initiatives aimed at reducing crime or ASB.
  - Reduce Anti-Social Behaviour (ASB) through initiatives to prevent ASB arising or escalating.
  - Providing families most in need with support to make positive changes.
- 4.4 Suffolk Positive Futures will ensure the most deprived areas of the county are targeted. Evidence of achievement against the outcomes above, satisfaction and impact of the programme will be monitored and will incorporate feedback from parents and young people, statistics and case studies.
- 4.5 Furthermore, the project will work to ensure value for money through bringing in further investment to further support young people during 2016/17.

## **5 MISCELLANEOUS CONDITIONS OF AWARD**

- 5.1 Full 'Conditions of Award' including conditions relating to transfer of funds, monitoring, and publicity and marketing are specified separately.
- 5.2 This award is a one-off award and outputs/outcomes should be delivered in the period 1 April 2016 to 31 March 2017.
- 5.3 The grant recipient may not use the award for any activities other than those set out in the Decision Paper or as approved in writing by the PCC.
- 5.4 The grant recipient must be able to demonstrate that they are managing the grant in an efficient and effective manner, and are actively seeking to minimise bureaucracy and streamline processes in order to deliver the best possible outcomes.
- 5.5 Payment will be made within 21 working days of the receipt of a payment request and must be accompanied by the appropriate monitoring information.
- 5.6 The PCC will not pay in advance of need. If the PCC reasonably believes that payment is being made in advance of need, the PCC may change the timing and/or the amount of any payments.
- 5.7 The grant recipient will provide an interim report on financial expenditure and outputs/outcomes to the PCC by 31 October 2016 and a final report by 21 April 2017.
- 5.8 The grant recipient must notify the PCC as soon as reasonably practicable if the organisation ceases operation, the project does not go ahead, or if an underspend is forecast. Any underspend must be returned to the PCC.
- 5.9 By accepting the award from the PCC the grant recipient makes a commitment to acknowledge the PCC's support publicly and must acknowledge their funding from the PCC in all promotional work. Any recipients of funding must display the PCC's logo in all publicity for the life of the initiative. Logo artwork can be provided upon request. Any exceptions must be agreed with the PCC.
- 5.10 The grant recipient will liaise with the PCC's Communications Manager to agree a communications plan.
- 5.11 The grant recipient must be able to evidence appropriate safeguarding procedures for those using their services and have due regard for the Local Children Safeguarding Board policies and guidance. The grant recipient must ensure that its services, policies, training, recruitment, vetting and referral processes appropriately safeguard children and vulnerable adults.
- 5.12 The grant recipient shall ensure that third party recipients have adequate insurance coverage (including but not limited to public liability insurance) in place and shall provide evidence of such insurance to the PCC on request.
- 5.13 The PCC accepts no liability to the grant recipient or any third party recipients for any costs, claims, damage or losses, however they are incurred, except for to the extent that they arise from personal injury or death which is caused by the PCC's negligence.
- 5.14 The grant recipient agrees to indemnify the PCC for any costs, claims, damages or losses which arise as a result of negligence by the grant recipient or out of any breach of any of the conditions of award.



## **6 SERVICE AND FINANCIAL IMPLICATIONS**

- 6.1 There should be service and financial benefits in terms of reduced costs and resource implications on the Constabulary as a direct result of the activity Suffolk Positive Futures undertakes to prevent crime and provide support to vulnerable young people.
- 6.2 Suffolk Positive Futures will also bring in additional investment to the project to directly support work with young people.

## **7 RISKS**


- 7.1 There are no risks flowing from the consideration of this report.
- 7.2 An assessment of risk in delivery of the service has been undertaken. This assessment has considered the value of the grant sought, the duration of delivery and the grant recipient's history of delivery and ability to deliver. The monitoring arrangements outlined in the conditions of award reflect the fact that Catch 22 Suffolk Positive Futures have successfully delivered the service in 2013/14 – 2015/16 and complied with monitoring requirements throughout this period. Should there be any risk to the service being delivered, Catch 22 Suffolk Positive Futures are required to notify the PCC.

## **8 RECOMMENDATIONS**

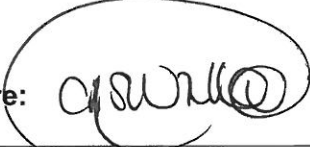
- 8.1 It is recommended that the PCC approves a grant of £85,000 to Catch22 Suffolk Positive Futures for the period 1 April 2016 to 31 March 2017.

ORIGINATOR CHECKLIST (MUST BE COMPLETED)	PLEASE STATE 'YES' OR 'NO'
Has legal advice been sought on this submission?	YES
Has the PCC's Chief Finance Officer been consulted?	YES
Have equality, diversity and human rights implications been considered including equality analysis, as appropriate?	YES
Have human resource implications been considered?	YES
Is the recommendation consistent with the objectives in the Police and Crime Plan?	YES
Has consultation been undertaken with people or agencies likely to be affected by the recommendation?	YES
Has communications advice been sought on areas of likely media interest and how they might be managed?	YES
In relation to the above, have all relevant issues been highlighted in the 'other implications and risks' section of the submission?	YES
Have all relevant ethical factors been taken into consideration in developing this submission?	YES

**APPROVAL TO SUBMIT TO THE DECISION-MAKER**

 **Chief Executive**

I am satisfied that relevant advice has been taken into account in the preparation of the report and that this is an appropriate request to be submitted to the Police and Crime Commissioner.

**Signature:**  **Date** 4/3/16

## Catch22, Suffolk Positive Futures

### Business Case for funding – 2016/17

This business case sets out our offer to the Suffolk Police and Crime Commissioner in relation to youth crime prevention. The document makes reference to the *Police and Crime Plan for Suffolk* and details how Catch22, Suffolk Positive Futures can contribute towards achieving the outcomes stated.

Catch22 Suffolk Positive Futures is designed to reach young people on their streets, on their estates at times when they most need them. Over the last thirteen years the project have been transforming young people's lives and making a significant impact on reducing crime and youth violence in some of the most deprived communities. The project does this by providing long-term support to vulnerable 10-19 year olds at risk of crime and substance misuse. Young people are enabled to move forward with their lives and become positive role models and responsible citizens.

In five years alone the project in Suffolk has:

- **Supported over 4333 individual young people (total number of individual young people 2011-2015)**

**Yearly Attendance figures:**

**2011** – 1042 young people  
**2012** – 1171 young people  
**2013** – 1256 young people  
**2014** – 1488 young people  
**2015** – 1862 young people

- **Worked with young people for over 94,000 contact hours** (Sum of all hours of contact with participants in last 5 years)

**Yearly contact hours figures:**

**2011** – 23,694 contact hours with young people  
**2012** – 25,795 contact hours with young people  
**2013** – 14,419 contact hours with young people  
**2014** – 13,068 contact hours with young people  
**2015** – 17,132 contact hours with young people

- **Provided young people with the opportunity to complete over 1000hrs of volunteering**
- **Enabled young people to achieve over 250 qualifications**

## **What we do....**

We provide a compelling alternative to crime and anti-social behavior and address root causes of serious youth crime. We directly contribute to a number of key priorities in relation to making Suffolk a safer area for all.

- diverting young people from involvement in ASB & gang related activity
- supporting local communities to tackle ASB, through engagement and diversion
- addressing the risk factors and strengthening the protective factors to enable young people to choose leadership and positive community action instead of crime
- reducing crime and, by preventing offending and anti-social behaviour, decreasing demand for front-line criminal justice services
- tackling alcohol and drug abuse.

## **How we do it.....**

### **Providing a local service to meet local need**

Our workers on the ground are a key asset in the fight against reducing crime and feelings of hopelessness for young people. They know the area; they know the community, and they are trusted. They work with passion and experience to reach out to young people one by one on their streets within their community at times when they need it most. Key aspects of our service are:

- A clear fit to the Suffolk Police and Crime Plan and have a significant level of accountability to the PCC
- An innovative approach to delivering services that includes operating outside standard service hours e.g. Friday and Saturday night provision when traditional youth provision is closed in hotspot areas when anti-social behavior levels are high
- Appropriate settings for services e.g. community centers, sports centers, schools plus we run sessions on estate playgrounds and impromptu sessions on street corners
- Young people, families and communities shaping services – regular consultation
- An evidence-based approach to intervention
- Hard to reach groups are targeted through partnership work with local agencies such as the Youth Offending Service, The Leaving Care Service and Social Services.

### **Ensuring volunteering is embedded in our service provision**

Young people who engage with our services access training and accreditation, equipping them to volunteer and make a contribution by putting something back into their local communities. Young people are able to reach out to other young people to engage them in positive activities. Young people who have a firm stake in their community are less likely to commit crime or to engage in anti-social behaviour.



### **Providing high quality education, culture and sports activities**

We raise aspiration, improve educational attainment and increase employability. Supporting young people to stay in education, whether in school or outside of it, is critical to helping them steer away from crime. We provide opportunities for young people to engage positively in learning, whether in a classroom setting or elsewhere, in order to help to develop their longer term stake in society.

Engaging young people in well-structured, well-supervised and well-targeted positive activities is a key stepping stone in creating new opportunities. Providing high quality sport, physical activities, arts and education to engage young people and reconnect them with their community. Young people develop the skills and confidence to reach their goals and achieve through education, employment and training.

Key aspects of our service are:

- A clear role for partner organisations including pupil referral units, schools and colleges
- Structures to target those outside of formal education
- A structured multi-agency approach to supporting young people
- Provision of high quality learning and accreditation opportunities
- Clear pathways to employment, apprenticeships and social enterprise initiatives

### **Rigorous monitoring and evaluation to ensure we improve service provision**

Since the commencement of the programme Suffolk Positive Futures have uploaded all project activity (inc sessions delivered and participant information) to the Substance database. Substance is an external social research co-operative which allows the project to generate statistics, generate trends, produces reports and case studies.

Key aspects of our service are:

- Robust performance management
- A focus on continuous improvement
- On-going reviews against the Suffolk Police and Crime Plan priorities
- Quality assurance

### **Utilising partnership working and ensure value for money**

Our services work collaboratively with the Police, Youth Offending Teams, Schools, Colleges, Housing associations, local agencies and sports organisations. Many of these agencies sit on the Suffolk Positive Futures Steering Group. Much of the work we carry out involves partnership and collaboration with additional service providers. We try not to work in isolation but actively work alongside funders, facility providers and young person referral agencies to ensure our services remain relevant and cost effective.

Our services guarantee a return on investment by ensuring for every pound currently invested by the Suffolk Police and Crime Commissioner on average another £0.96p locally is generated. The project ensures that the funding received from the Suffolk PCC goes further and that value for money is evidenced. The PCC funding is used to cover core running costs of the programme but is also used to

levy in additional funding both locally and nationally in order to deliver more, work with more young people and ultimately have a bigger impact in the county.

Key aspects of our service are:

- A clear strategy to generate match funding and resources
- Aligned and work with local Police and the Suffolk Police and Crime Commissioner
- Local steering teams made up of local representatives (including Suffolk Police, Various Local authorities, Suffolk Sport & Young Suffolk)

### **Building on Positive Futures: Our offer**

We want to build on Suffolk Positive Futures and to provide the Suffolk Police and Crime Commissioner with a service that will continue to engage young people long term and prevent them getting involved in crime or anti-social behaviour.

We will continue to work with local partners to design locally responsive services, which meet the needs of young people and which reflect real priorities. We will ensure we are built in and contributing to countywide schemes such as the initiative to make Suffolk the 'Most active county'. We will design services in close consultation with Police and Crime Commissioner and key local stakeholders. Young people will be at the heart of what we do, ensuring active participation and activities which are central to the needs of their communities. We will evidence this through the collection of quantitative feedback from our service users using an online tool. We want to identify how the young people view the service including what difference it makes to their lives and also some practical feedback about service improvements. Further information contained within the Suffolk Positive Futures Communications Plan.

***At the core of our offer are concrete outcomes, in areas which we know will make a difference to the lives of young people and which will reduce serious youth crime and anti-social behaviour. We will ensure that each year we:***

- ***Provide opportunities for 1725 young people to engage in the programme (up 15% from 2015/16 target).***
- ***Generate 11,500 attendances to the project by young people (up 15% from 2015/16 target).***
- ***Provide opportunity for 30 vulnerable young people not in school or mainstream education to gain a recognised qualification***

- *Provide 1495hrs of activity for young people, predominately in the evening (up 15% from 2015/16 target)*
- *Encourage at least 17 young people to take up volunteering placements with the project (up 15% from 2015/16)*
- *Target and deliver to the most deprived areas of the county.*

### **Areas in Suffolk where we'll deliver.....**

Suffolk Positive Futures is a county wide programme with experience of working in many urban and rural areas of the county. Delivery in 2015/16 initially focused on the areas of Ipswich, Lowestoft, Haverhill, Bury St Edmunds, Hadleigh, Kessingland, Beccles & Leiston. Later in 2015 the project expanded into the Forest Heath District and delivered to the areas of Red Lodge, Mildenhall, Brandon and Newmarket.

In 2016/17 the project will again operate in these areas as well as attempting to re-enter the Mid-Suffolk District where at present there is no Suffolk PF delivery. Stowmarket would be a likely destination within this area with links to the area already established through delivery in previous years by the project.

A significant strength of the programme will be to respond to any new areas of need throughout the year and in particular those highlighted in the Police and Crime plan if they are not already listed above.

### **Activities we'll run.....**

We will try and remain as open to new ideas and activities as possible. Activities that we have considerable success in delivering will again form an integral part of the programme these will include Football, Cricket, Dodgeball, Fitness, Boxing & Tag Rugby, Dance and Cheerleading. There'll be qualifications delivered such as football coaching awards, sports leadership awards, OCN units, and there'll also be educational advice/guidance delivered with regards drugs and alcohol and healthy living.

### **Marketing and Communications**

We have produced a separate Marketing and Communications plan for the project detailing what marketing activity will be carried out and when. The 2015/16 plan with end of year outcomes listed is attached as **Appendix A**. The 2016/17 plan has now also been produced detailing areas such as Social Media, PR and market research and is attached as **Appendix B**.

## Staffing

The project employs 3 permanent staff and 25 sessional staff. The sessional staff are costed into the programme through the external funding raised in order to deliver activities. The permanent staff have been funded by the Suffolk PCC Community Safety grant. The project employs a full time project manager, a project coordinator (24hrs/wk) and a project worker (22.5hrs/ week).

## Proposed budget for 2016/17

<b>Suffolk Positive Futures</b>	
<b>SUMMARY</b>	
<b>Income</b>	
Local authority Grants - SCC (DSC)	<b>13,500</b>
Summer sports Programmes	<b>12,000</b>
Suffolk PCC Grant	<b>85,000</b>
<i>Pipeline Growth (planned funding bids, school work etc)</i>	<b>39,469</b>
Abbeycroft Leisure	<b>17,159</b>
Accrued	-
Deferred	<b>22,157</b>
<b>Total Income</b>	<b>189,285</b>
Staff Cost	<b>(112,570)</b>
Travel Cost	<b>(6,724)</b>
Programme Cost	<b>(42,250)</b>
Office Cost	<b>(4,380)</b>
Other Cost	<b>(828)</b>
IT Cost	<b>(456)</b>
Marketing	<b>(1,797)</b>
	-
<b>Total Cost</b>	<b>(169,005)</b>
<b>Management Charge</b>	<b>20,280</b>
<i>Management Charge %</i>	<b>12.00%</b>

Please note Catch22's financial year now runs September to August instead of April to March

As previously stated the Suffolk Positive Futures project has a proven track record of securing additional income throughout the year. The £85,000 from the Suffolk PCC has always been supplemented with a range of additional funding from local agencies who know the value of the



project. For the calendar year 2015 a total of £75,922 was brought into the project to extend the reach and make the impact of the initial grant that much greater.

A full list of the income secured is shown below demonstrating the range of project funders.

<b>Street Games - Suffolk CC - Doorstep Sport Clubs</b>	£24,350.00
<b>Ipswich Borough Council</b>	£10,600.00
<b>Abbeycroft Leisure</b>	£9,034.78
<b>Benjamin Britten High School</b>	£8,769.40
<b>Newmarket Golf Club via Abbeycroft</b>	£4,282.00
<b>SCC - Locality Funding</b>	£4,100.00
<b>Suffolk Community Foundation</b>	£3,952.50
<b>Waveney District Council</b>	£3,260.00
<b>National Lottery via Abbeycroft Leisure</b>	£3,000.00
<b>Westbridge Pupil Referral Unit</b>	£2,373.54
<b>Essex Community Foundation</b>	£1,000.00
<b>Bury St Edmunds Town Council</b>	£950.00
<b>Beccles Lions</b>	£250.00

**£75,922.22**

Additional external income has already been secured to support the delivery of activities in the period of 2016-17. This includes £13,500 from StreetGames (via SCC) to continue delivering 5 x Doorstep Sport Clubs in Ipswich and Lowestoft and most significantly £50,000 from Sport England to deliver a 'Keep Active' sports project in the Forest Heath District. This project will be delivered over the period of 2016-2019 and will target the areas of Mildenhall, Newmarket and Brandon, again demonstrating the high regard of the project and the ability to continue to bring in new sources of income ensuring any funding from the Suffolk PCC goes even further.

## How Suffolk Positive Futures can achieve the objectives set in the Police and Crime Plan for Suffolk

- **Reduce re-offending by:**

### **Diverting people from coming into the criminal justice system by assessing the needs and early intervention**

The majority of our work involves diverting people away from the criminal justice system. It's quite hard to quantify exactly how many crimes have been avoided as a result of our early intervention approaches, but in 2015 alone we worked with over 1800 young people and delivered nearly 1200 hours of activity across the county. This activity consisted of community / estate based activities reaching out to young people in their local areas when the diversion was most needed.

We work with the Youth Offending Service across the county. The YOS work with young people who are on court orders and are then referred to our programme for a range of factors – interests in sport, opportunity to burn off some energies, introduce young people to new peer groups and the health and fitness aspect of playing sport. In 2015/16 we received 18 direct referrals of young people from the youth offending service. An example of how this works well is in Lowestoft with our link up with the YOS and there 'boyhood to manhood' programme where Suffolk Positive Futures supply all the physical sport aspects of the programme.

- **Prevent the damaging effects of drugs and alcohol on lives, crime levels and the night-time economy by:**

### **Raising awareness of responsible alcohol use**

### **Tackling excessive drinking with robust policing and licensing**

Within our alternative curriculum provision sessions we have built in educational talks in order to raise awareness amongst young people of the dangers of drug and alcohol use. We also run a whole work unit educating our young sports leaders about drug and alcohol use and the affect it can have on their 'social, physical & mental' wellbeing. We also have mechanisms to signpost young people to specialised support agencies such as Turning Point. We carry out drugs and alcohol questionnaire and feedback sessions within our open access groups, in order to provide basic factual information to our young people about some of the dangerous and implications of using such substances.

Our early intervention work, offers activities at the times when the young people need activities the most. For example our Friday evening football project in Haverhill or our Wednesday evening boxing project in Ipswich can contribute to offering a positive alternative to the culture of drinking and drug use. An example of a current issue is the Jubilee Park area of Ipswich where concern around street

drinking and drug use is high. On top of this there is community cohesion issues with the newer communities in the area & also low level ASB occurring.

Suffolk Positive Futures have been delivering in this area since April 2013 with a delivery plan that includes operating outside standard service hours e.g. Evening provision when the likelihood for these incidences occurring is at its highest. Its felt by Ipswich Borough Council that the diversionary activities we can offer alongside other agencies in the area are a deterrent to those wishing to cause problems and can reduce the levels of drug dealing in the area.

### ➤ **Support Families**

[Providing families most in need with support to make positive changes and foster personal responsibility.](#)

We ensure families living in some of the most deprived areas of the county are made aware of the Suffolk Positive Futures programme and emphasise to them how their children can access the majority of what we run for free. This has the potential to ease the stress at home and provide opportunity for children to burn off some energy in a safe controlled environment. This could consist of anyone of a number of open access projects we have running across the county. For example, Multi-sport sessions in Leiston, Girls-only sports sessions in Ipswich or Football in Red Lodge. We also carry out regular consultation with young people, families and communities in order to shape our service. Our summer programmes are particularly popular with some families who are looking to keep the children occupied and out of trouble over the long 6 week break.

### ➤ **Support effective crime prevention activity**

[Crime prevention initiatives aimed at reducing crime or asb.](#)

This is the main part of our work and our main tool to contribute towards the plan. All of our sessions are set up with the underlying aim to reduce crime and antisocial behavior and we have a 13 year track record of doing so. Our project also addresses other social issues along the way such as health, fitness and inclusion but crime and asb remain the fundamental factor of our work. Our sessions take place in areas that have been classified as deprived wards including Whitton, Harbor and Normanston in Lowestoft, Gainsborough, Gipping, Westgate and Whitton in Ipswich and The Clements estate in Haverhill. Testimonies from young people, parents and schools are used as well as the recording of crime and anti-social behavior figures to gauge impact.

Key aspects of this area of our work include:

- A thorough understanding of the area's vulnerable young people and their needs



- Appropriate settings for services e.g. community centers, sports centers, schools plus we run sessions on estate playgrounds and impromptu sessions on street corners
- Building a clear picture of individual needs - one to one provision
- Young people, families and communities shaping services – regular consultation

➤ **Reduce ASB**

**Initiatives to prevent ASB arising and escalating**

Preventing ASB arising and escalating is another key area of work for Suffolk Positive Futures. Consultation with Police and safer neighborhood teams, community leaders, council councilors amongst others provides the justification for us to go into an area and deliver our interventions.

We provide a compelling alternative to crime and anti-social behavior and address root causes of serious youth crime. We directly contribute to a number of key priorities in relation to making Suffolk a safer area for all.

- diverting young people from involvement in ASB & gang related activity
- supporting local communities to tackle ASB, through engagement and diversion
- addressing the risk factors and strengthening the protective factors to enable young people to choose leadership and positive community action instead of crime

We engage young people in well-structured, well-supervised and well-targeted positive activities. We provide high quality sport, physical activities, arts and education to engage young people and reconnect them with their community. Young people develop the skills and confidence to reach their goals and achieve through education, employment and training.

Our work reducing crime and asb and preventing offending decreases demand for front line criminal justice services.





**CATCH 22  
SUFFOLK POSITIVE  
FUTURES**

**MARKETING AND  
COMMUNICATIONS**

**APRIL 2015 - MARCH 2016**

**catch  
22**

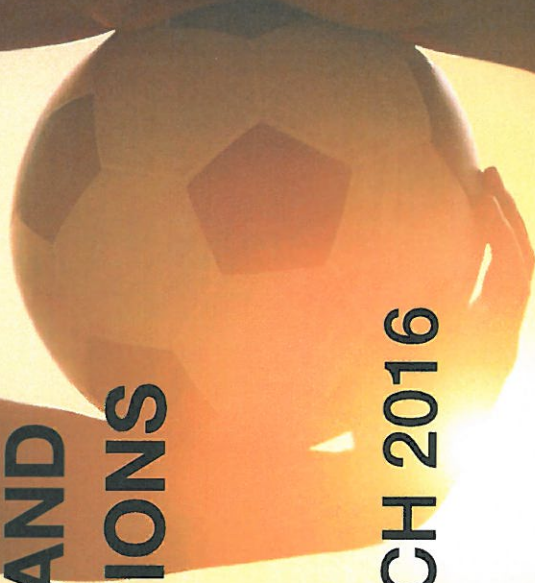


Suffolk

**POSITIVE  
FUTURES**

*Supported by Suffolk's Police & Crime Commissioner*

**10**



### **Preferred media channels**

Digital platforms - Twitter and Facebook  
Website - Link from Catch 22  
Leaflet distribution targeted through schools and participants database  
Families Suffolk Magazine  
EADT  
Bury Free Press  
Lowestoft Journal  
Free newspapers linked to Archant  
Local village and rural publications  
Heart Suffolk / Beach / Town102 News only

### **Imagery and design**

Session images approved with permissions  
iStock  
Pixabay license free images  
Promoting Activities license free

### **Language to use**

Inspirational messages  
Professional and reliable  
Safe environment  
Endorsements from schools and parents



MARKETING ACTIVITY	APRIL 2015	MAY 2015	JUNE 2015	OUTCOMES
REGULAR WEEKLY SESSIONS	Promote sessions on Twitter/FB and to regular users	Promote sessions on Twitter/FB and to regular users	Promote sessions on Twitter/FB and to regular users	Posts have been made regularly with engagement improving with the use of more video
SCHOOL HOLIDAY PROGRAMME	Produce programme for Easter and promote on SM plus partner platforms			Programme promoted successfully on social media and IBC plus Waveney DC platforms.
SOCIAL MEDIA	Review current activity and audience	Develop Twitter and Facebook Profiles		Both FB and twitter updated to correct status with multiple admin users added
PROMOTIONAL COLLATERAL	Summer Term A5 flyers produced		Banners for Ipswich and Bury sessions	Banner sites achieved in 5 locations
MARKET RESEARCH			Short social media survey to participants	
PR	Doorstep nomination PR	Develop regular platform with Archant		EADT agreed to provide free page edits for written, newsworthy features

MARKETING ACTIVITY	JULY 2015	AUGUST 2015	SEPTEMBER 2015	OUTCOMES
<b>REGULAR WEEKLY SESSIONS</b>	Promote sessions on Twitter/FB and to regular users	Promote sessions on Twitter/FB and to regular users	Promote sessions on Twitter/FB and to regular users	Posts have been made regularly with engagement improving with the use of more video
<b>SCHOOL HOLIDAY PROGRAMME</b>	Summer programme promoted via SM and partner websites			Programme promoted successfully on social media and IBC plus Waveney DC platforms. Record numbers attended.
<b>SOCIAL MEDIA</b>	Coaches to start using WhatsApp for comms on session activity	Holiday session images posted daily	Promotional video complete and pushed out via platforms  Review survey and develop other platforms if required  Competitions start	WhatsApp now used within coaches for content provision.  Survey conducted with regular users. FB remains the first choice to receive info with Twitter second
<b>PROMOTIONAL COLLATERAL</b>	Flag banner for JFG	Posters for JFG	Flyers for Autumn term sessions	Flag banner produced for use on parks/recs
<b>MARKET RESEARCH</b>			Grow SM audience for partners/business	
<b>PR</b>	First full page editorial feature in EADT about Reco Smith	Summer holiday story	Develop regular platform with BFP and Journal etc...  Forest Heath feature	The page wasn't published online so difficult to maximise the online coverage



<b>MARKETING ACTIVITY</b>	<b>OCTOBER 2015</b>	<b>NOVEMBER 2015</b>	<b>DECEMBER 2015</b>	<b>OUTCOMES</b>
<b>REGULAR WEEKLY SESSIONS</b>	Promote sessions on Twitter/FB and to regular users	Promote sessions on Twitter/FB and to regular users	Promote sessions on Twitter/FB and to regular users	Posts have been made regularly with engagement improving with the use of more video
<b>SCHOOL HOLIDAY PROGRAMME</b>	Half term programme promoted			HT programme promoted via IBC and SPF platforms
<b>SOCIAL MEDIA</b>	Video messages to start on SM	Topical competition	Xmas competition	Football skills challenge started
<b>PROMOTIONAL COLLATERAL</b>	Review collateral at Forest Heath and Lowestoft venues			Produced on time
<b>MARKET RESEARCH</b>	E-shot software investigated			Regular mailers will now be sent quarterly and as required using MailChimp. Recipients lists to be further developed
<b>PR</b>	Editorial feature Archant Investigate LA publications and how we can access	Lowestoft feature re development.		Article for Liam Gunn. Interview conducted and approval pending.

MARKETING ACTIVITY	JANUARY 2016	FEBRUARY 2016	MARCH 2016	OUTCOMES
REGULAR WEEKLY SESSIONS	Promote sessions on Twitter/FB and to regular users	Promote sessions on Twitter/FB and to regular users	Promote sessions on Twitter/FB and to regular users	Posts have been made regularly with engagement improving with the use of more video
SCHOOL HOLIDAY PROGRAMME			Produce programme for Easter and promote on SM plus partner platforms	Meeting with IBC pending about Easter programme and promotion of it.
SOCIAL MEDIA	Competition for new year Resolution video messages			Video/picture competition planned for March
PROMOTIONAL COLLATERAL	Termly flyers for Spring term			Produced on time
MARKET RESEARCH	Website review including participant feedback re digital platforms			A digital platform for the project may be required at some point following investigation of what and how much can be displayed on Catch 22
PR	Editorial feature Archant topical and generic			Article pending for Liam Gunn



# MARKETING AND COMMUNICATIONS APRIL 2016 - MARCH 2017



**catch**  
**22**

Suffolk  
**POSITIVE  
FUTURES**

Supported by Suffolk's Police & Crime Commissioner

THE AIM OF THE MARKETING AND COMMUNICATIONS PLAN IS TO;

- PROMOTE THE PROGRAMME AND SESSIONS TO EXISTING YOUNG PARTICIPANTS AND POTENTIAL NEW PARTICIPANTS
- RAISE THE PROFILE OF THE PROJECT TO STAKEHOLDERS AND AGENCIES WORKING WITH VULNERABLE YOUNG PEOPLE

#### **PREFERRED MEDIA CHANNELS**

Digital platforms - Twitter and Facebook  
Website - Link from Catch 22  
Leaflet distribution targeted through schools and participants database  
Families Suffolk Magazine  
EADT  
Bury Free Press  
Lowestoft Journal  
Free newspapers linked to Archant  
Local village and rural publications  
Heart Suffolk / Beach / Town102 News only

#### **IMAGERY AND DESIGN**

Session images approved with permissions  
iStock  
Pixabay license free images  
Promoting Activities license free

#### **LANGUAGE TO USE**

Inspirational messages  
Professional and reliable  
Safe environment  
Endorsements from schools and parents



<b>MARKETING ACTIVITY</b>	<b>APRIL 2016</b>	<b>MAY 2016</b>	<b>JUNE 2016</b>	<b>OUTCOMES</b>
<b>REGULAR WEEKLY SESSIONS</b>	Promote sessions on Twitter/FB and to regular users	Promote sessions on Twitter/FB and to regular users	Promote sessions on Twitter/FB and to regular users	
<b>SCHOOL HOLIDAY PROGRAMME</b>	Produce programme for Easter and promote on SM plus partner platforms. Starts in March	May half term?	Promote taster sessions for summer programme	
<b>SOCIAL MEDIA</b>	Review strategy and plan competitions   Expand and grow audience		Video content collected	
<b>PROMOTIONAL COLLATERAL</b>	Summer Term A5 flyers produced	New banners/signs produced		
<b>MARKET RESEARCH</b>			Short social media survey to participants	
<b>PR</b>	Regular Emailer launched   Get buy in from BFP		Article in EADT	



<b>MARKETING ACTIVITY</b>	<b>JULY 2016</b>	<b>AUGUST 2016</b>	<b>SEPTEMBER 2016</b>	<b>OUTCOMES</b>
<b>REGULAR WEEKLY SESSIONS</b>	Promote sessions on Twitter/FB and to regular users	Promote sessions on Twitter/FB and to regular users	Promote sessions on Twitter/FB and to regular users	
<b>SCHOOL HOLIDAY PROGRAMME</b>	Summer programme promoted via SM and partner websites	Summer programme promoted via SM and partner websites		
<b>SOCIAL MEDIA</b>	Holiday session images posted daily	Holiday session images posted daily	Promotional video complete and pushed out via platforms	
			Review survey and develop other platforms if required	
			Competitions start	
<b>PROMOTIONAL COLLATERAL</b>	New Flag banner for JFG   Posters for JFG	Posters for JFG	Flyers for Autumn term sessions	
<b>MARKET RESEARCH</b>		Review web content	Grow SM audience for partners/business	
<b>PR</b>	PR for summer programme	Summer holiday story	Post holiday article	

<b>MARKETING ACTIVITY</b>	<b>OCTOBER 2015</b>	<b>NOVEMBER 2015</b>	<b>DECEMBER 2015</b>	<b>OUTCOMES</b>
<b>REGULAR WEEKLY SESSIONS</b>	Promote sessions on Twitter/FB and to regular users	Promote sessions on Twitter/FB and to regular users	Promote sessions on Twitter/FB and to regular users	
<b>SCHOOL HOLIDAY PROGRAMME</b>	Half term programme promoted			
<b>SOCIAL MEDIA</b>	Video messages to start on SM		Xmas competition	
<b>PROMOTIONAL COLLATERAL</b>	Review collateral at Forest heath and Lowestoft venues			
<b>MARKET RESEARCH</b>	Emailer			
<b>PR</b>	Editorial feature Archant Investigate LA publications and how we can access		End of year article	

<b>MARKETING ACTIVITY</b>	<b>JANUARY 2016</b>	<b>FEBRUARY 2016</b>	<b>MARCH 2016</b>	<b>OUTCOMES</b>
<b>REGULAR WEEKLY SESSIONS</b>	Promote sessions on Twitter/FB and to regular users	Promote sessions on Twitter/FB and to regular users	Promote sessions on Twitter/FB and to regular users	
<b>SCHOOL HOLIDAY PROGRAMME</b>			Produce programme for Easter and promote on SM plus partner platforms	
<b>SOCIAL MEDIA</b>	Competition for new year Resolution video messages			
<b>PROMOTIONAL COLLATERAL</b>	Termly flyers for Spring term			
<b>MARKET RESEARCH</b>	Website review including participant feedback re digital platforms			
<b>PR</b>	Editorial feature Archant topical and generic		Emailer	