

# Community Idol

**Section B: Summary of application** - *In no more than 400 words use this space to provide a summary of your project under the stated headings (see guidance for more information).*

## **Scanning:**

Consultation carried out by the CDRP on behalf of Safer Neighbourhoods Teams identified anti-social behaviour, as a priority for the community in every ward within the city of York and Selby District. Community Intelligence identified a perception amongst older members of the community that the main perpetrators were young people in the 11-17 age group. Young people within this age group highlighted a lack of suitable youth provision as the reason for this perception. The project aimed to provide an X Factor style music talent competition during the summer holidays that would engage the target age group and include positive proactive use of the media to promote the initiative to the wider community.

## **Analysis:**

- Increased fear of crime within relatively low crime areas
- Community intelligence from public consultation
- Analysis of criminal damage and crime and disorder in York and Selby
- Questionnaire surveys carried out by the CDRPs on behalf of Safer Neighbourhoods Teams
- Anecdotal evidence received from Elected Members and from emails to the CDRPs
- Light evenings and warm weather providing ideal conditions for young people to gather in hotspot locations within their neighbourhood

## **Response:**

The project brought together the principles of both POP and NIM to involve partners while maintaining the focus on reducing crime and disorder through:

- A proactive media campaign
- Provision of diversionary activities
- Targeting police resource into the schools within wards with higher levels of crime and disorder to encourage participation in the project
- Engagement with the Business Community to support the project through sponsorship
- Involvement of both CDRPs

## **Assessment:**

- Crime reduced by 7% during the period of the initiative (historically crime rises in the BCU area between July and September)
- York CDRP rose from 12<sup>th</sup> place to 9<sup>th</sup> place within its family of most similar CDRPs (it's best position)
- Criminal damage reduced month on month throughout the campaign
- Feedback from all partners involved in the project were positive
- Feedback from the community was positive in response to the media promotion of the initiative
- Other CDRPs and police forces have contacted the police and CDRP for details of the initiative
- The project is being repeated in 2008

**Section C: Description of project** - Describe the project in no more than 4,000 words. Please refer to the full guidance for more information on what the description should cover, in particular section 11.

**Scanning:**

Community engagement carried out by the CDRP on behalf of Safer Neighbourhoods teams in North Yorkshire Police identified anti-social behaviour as one of the biggest areas of concern for all communities within the City of York. In public meetings, there was a strong perception that the cause of anti-social behaviour was groups of young people, hanging around, often engaging in underage drinking, causing damage and intimidating older members of the community. Consultation with younger people highlighted a general lack of youth provision, but more importantly, a feeling that the youth activities that were provided tended to centre around sporting activities and were not necessarily appealing to all young people. Partners felt that whilst the perception of young people as perpetrators of anti-social behaviour was clearly impacting on quality of life and fear of crime amongst the older generations, it was a minority of young people who were contributing to this perception. Stigmatisation of young people as “a problem” is a subject that has been substantially debated within the CDRP and its delivery groups and the CDRP were keen to change this view by portraying young people in a positive light.

Whilst the CDRP has undertaken random sample questionnaire based consultation on behalf of the Safer Neighbourhoods teams, it was recognised within the partnership that this method tends to result in a higher response rate from white, females in the 50+ age category. This age category also had a higher tendency to view young people as “a problem.” Further consultation was therefore commissioned using the Police Community Support Officers to engage with groups who had been under-represented in the original consultation process to gain a greater understanding of their issues and problems.

Consultation with young people identified reality TV programmes as very influential on the lives of young people within the target age group. It also identified a frustration that activities available to young people in the city tended to centre around sports whereas a higher number of young people were more interested in music.

Given the impact of public perception on fear of crime and perceived levels of anti-social behaviour, all partners were in agreement that an initiative was needed that would engage young people during the period of the year when anti-social behaviour levels were highest (summer holidays) and that could be supported through positive proactive media to portray young people in a more positive light.

**Analysis:**

Analysis of the problem identified the following key elements:

- Increased fear of crime within relatively low crime areas of York led by a perception that young people were responsible for causing anti-social behaviour
- Community intelligence from public consultation meetings and engagement with the community by the Police Community Support Officers
- Analysis of reports of antisocial behaviour across all wards within the city
- Residents Opinion Survey
- Anecdotal evidence received from Elected Members and from emails to the CDRPs
- Light evenings and warm weather provided the ideal conditions for young people to gather in hotspot locations within their neighbourhoods.

The 2004 Residents Opinion Survey stated that over half the respondents (56%) felt that teenagers hanging around was a problem.

Reports of antisocial behaviour during the summer months were at their highest due to lighter evenings and warmer weather. In July/August 2006 there were 600 reports of anti-social behaviour.

Emails sent to the CDRP from elected members highlighting issues of anti-social behaviour increased during the summer period with more reports of noise, underage drinking and large groups hanging around.

Data sources from key partners, Police, City of York Council and Fire and Rescue all highlighted the summer period as a peak time for reports of anti-social behaviour and low level neighbourhood nuisance.

**Response:**

A project to organise a local Pop Idol style competition was proposed by the PCSOs for Micklegate Ward in York. From discussions with pupils at the local secondary school, the PCSOs identified music as an area of common interest for many young people and the influence of reality TV shows provided an opportunity to showcase local talent and demonstrate to the wider community a different picture of the young people of York.

The project brought together the principles of both NIM and POP to develop an initiative targeted at the 11-17 year old age group to provide a unique diversionary opportunity during the summer of 2007. POP allowed the project to incorporate partners contributions through the CDRP. NIM focused the Safer Neighbourhoods Teams on reducing reports of anti-social behaviour during July and August when historically crime levels generally rise in the city. The response reflects both NIM and POP principles through:

- A proactive media campaign
- Provision of a unique diversionary activity through the development of a Community Idol music talent competition
- Targeting police resource into the schools within wards with higher levels of crime and disorder to encourage participation in the project
- PCSOs actively encouraged young people they encountered "hanging about" to enter the competition through their school

Anti-social behaviour does not just impact on residents. Criminal damage is also a problem for members of the business community. With this in mind, the PCSOs sought support from the business community through sponsorship of the event and donation of prizes that would provide all young people involved in the final with a reward for their efforts. This was hugely successful with the donation of venues for both the heats and the final, gifts of prizes and an overall final prize of a professional recording of the final entry in a production studio.

PCSOs worked with the young people in their ward areas, encouraging those they encountered to enter the competition. All schools were visited at least twice prior to the competitions starting and posters were displayed, advertising the event.

The CDRPs co-ordinated media publicity of the event itself, the heats and the final to ensure that the competition was supported by a continuous campaign of positive proactive media coverage throughout the summer period. The CDRPs also contributed some funding to support the event.

The heats were held throughout July and early August, with over 100 young people taking part. These were then narrowed down to 20 finalists chosen to compete in the grand final.

Local members of the music industry and the community were involved in the judging of the event alongside the Assistant Chief Constable North Yorkshire Police.

Dialogue is currently taking place with Youth Services in the Local Authority to identify the best method of engaging more challenging young people in this year's competition and also encouraging entries from those young people most at risk of offending.

**Assessment**

- Overall crime reduced by 7% during the period of the initiative (historically crime rises in the BCU area between July and September)
- York CDRP rose from 12<sup>th</sup> place to 9<sup>th</sup> place within its family of most similar CDRPs (it's best position)
- Criminal damage reduced from 304 incidents in June to 250 in August – a reduction of 18%
- Reports of anti-social behaviour were 6% lower than in the same period of 2006
- The perception that teenagers hanging around was a problem reduced from 56% in the 2006 residents opinion survey to 43% in 2007

Whilst the statistics showed a reduction in crime and disorder during the period that the project was running, the partnership, PCSOs and members of the judging panels received a great deal of positive feedback for the event.

Parents of participants spoke positively about the effect music had in changing their children's behaviour and about the benefit of the competition taking place throughout the summer holidays. The initiative brought together a range of organisations from statutory agencies to local business and the community. Feedback from all involved was hugely positive, in particular as it highlighted the wealth of previously unknown music talent that existed within the target age group.

A proactive media campaign was maintained throughout the competition with all stages of the competition from launch, through the heats and the final reported on a weekly basis in the local press. A series of infomercials promoting the competition ran on the local commercial radio station and the PCSOs involved in the project gave regular interviews to both commercial and local BBC radio.

## MEDIA COVERAGE OF COMMUNITY IDOL

Great pleasure

By [Reader's letter](#)

 [Comment](#)

I WOULD just like to congratulate Keith Hall, police community support officer, the North Yorkshire Police and all of the many volunteers who succeeded in making York's recent Community Idol talent competition a fantastic success.

It was an absolute pleasure to be part of a wonderful project that brought together a diverse selection of the community.

Undoubtedly the success of the night was down to the excellent performances from all of the young contestants and the generosity and support from all the volunteers.

The atmosphere during the evening was excellent and I hope that future projects like this will achieve the same success.

Coun Julie Gunnell, Shadow executive member for youth and social inclusion, Nunthorpe Crescent, York

Police talent show for youngsters proves big success

By [Helen Gabriel](#)

IT WAS the girls who proved they were top of the cops in the grand final of York's Community Idol talent competition.

Almost 500 people packed the Grand Opera House to see twenty acts battle it out in the final of the contest, which was run by North Yorkshire Police for youngsters in York and Selby.

Seventeen-year-old Emily Parker, who goes to Selby High School, scooped the top prize with her rendition of Mariah Carey's Hero.

She won a day in a recording studio, where she will now get to produce her very own CD, and take part in a professional photo-shoot, courtesy of Imp-Hut Studios, and a lap-top computer donated by PC World.

Oaklands pupil Jenna Hardwick came a close second for her performance of Celine Dion's classic My Heart Will Go On, from the film Titanic, and Sophie Whittaker, who also goes to Selby High, came third.

Police Community Support Officer Keith Hall said: "There were only one or two points in it. It was very, very tight at the top.

"Four piece group Heart Of The Unknown only just missed out. It was an absolutely superb night.

"It's been a huge success and we are already thinking of opening it up to contestants across the whole of North Yorkshire next year."

Saturday night's final was hosted by BBC Look North presenter Harry Gration.

The tough judging panel included Assistant Chief Constable Peter Bagshaw, of North Yorkshire Police, Rick Witter, from indie rock band Shed Seven, Fame Academy's Alistair Griffin, journalist Danny Carpenter and local musician and music teacher Liz Edge.

All 20 finalists spent a day working in a recording studio, learning how to use microphones, amplifiers and other musical equipment, before the event.

The runners-up scooped a host of fantastic prizes including rail tickets, DVD players, a hi-fi, gift packs and vouchers for hair salons and local attractions.