

SATURDAY 25<sup>th</sup> May 2019

# EVALUATION REPORT

**ALL AGES**

**TACKLING KNIFE CRIME**

Over 30 Stalls • Competitions • Workshops and loads more

**CUT IT OUT**

*Croydon Unites Together*

**A CHARITY FOOTBALL MATCH**  
—FEATURING—  
**Croydon Council**  
**THE LIONS SOCIETY**  
**METROPOLITAN POLICE**  
**London Road Businesses**  
*Young stars of Croydon team*  
*All inclusive Female stars team*  
**SELHURST COMMUNITY TEAM**

Doors open 10.00am Finishes 5.00pm  
**Saturday 25th May 2019**  
**Crystal Palace Football Club**  
Whitehorse Ln, Selhurst, London SE25 6PU

Book your free ticket at [www.cutitout2019.co.uk](http://www.cutitout2019.co.uk)  
Tel: 0208 684 3719 Email: [info@cutitout2019.co.uk](mailto:info@cutitout2019.co.uk)    Cutitout2019

## AIMS & OBJECTIVES

We aimed to develop cohesion, collaboration, and community commitment. With the recent surge in knife crime in the capital and the negative media that it has attracted it is clear to see that this is now an epidemic that is not restricted to one area of a community; but, is affecting all areas of our society despite class, race, age or gender. Thus, we targeted young people aged 10 – 25, parents and carers, and service providers within the community to develop lines of communication in a positive engaging environment. Through developing these lines of communication, we aim to make young people and parents aware of the support systems available within the community if ever a young person felt at risk.

### **Attendees will leave with:**

- A greater feeling of self-worth and aspirations
- Greater awareness of the services and support systems available to them within the community, ways to access these services and utilise them to their advantage
- A sense of cohesion and a starting point for lines of communication amongst young people, the Metropolitan police and members of the community.

Our approach involved allocating focus on raising young people's aspirations through a range of workshops and stalls, employed to bring life to the themes.

The purpose of this report is to review how successful the event partners (Croydon BME Forum and Croydon organisations) have been in meeting the objectives set. The internal learnings of the host organisation (Croydon BME Forum) have been shared in equal measure with the feedback gathered from event goers, stall holders, volunteers, and participating groups.

## STEERING GROUP

<u>Individual</u>	<u>Organisation</u>
Andrew Brown	Croydon BME Forum
Anthony King	PJ's Group
Cordell Lake	HBX Records
Dexter Simms	Mula Cake
Donna Hagen	Croydon BME Forum
Donald Forde	Palace for life Foundation
Emma Simms	Metropolitan Police
Councillor Patsy Cummings	London Borough of Croydon
Councillor Hamida Ali	London Borough of Croydon
James Sketchman	Sketch Man Media
James White	Lions Society
Jamie Broughton	Palace for life Foundation
Jaudat Alogba	CUT IT OUT - Project Manager
Jordan Ignatius & team	Reaching Higher
Julie Agbo	All Inclusive
Magdalene Adenaike	Music Relief Foundation
Mohamed Mohamoud	HBX Records
Nadine Windley	Croydon BME Forum
Raymond Robb	Lion's Society
Sharon Kilbourne	London Borough of Croydon
Sabr Khan	ARCC
Val Atsu	Joseph Media
Tony Fairweather	Fairweather Productions
Croydon Council Comms and Media Team	Croydon Voluntary Action
Croydon Youth Engagement Team	

The steering group collaborated and held their first meeting on Tuesday 12<sup>th</sup> March 2019, and committed to meetings every Tuesday 3 pm – 5 pm, up until the final Tuesday prior to the 25<sup>th</sup> May 2019 - Cut It Out 2019 event day. A total of 11 meetings took place prior to the event day, whereby each individual and organisation worked cohesively to contribute to the planning and structuring of Cut It Out 2019 – Croydon Unites Together. The steering group was able to illustrate the values they were hoping to achieve within the community, demonstrating a solid foundation which was further developed and shared on the day of Cut It Out 2019, a potential contributing factor to the success of the day.

## FUNDING & EXTENDED FUNDING

Without councillors who generously donated through their ward budgets, this event would not have been possible. Thus, we would like to thank the following 20 Councillors who helped fund this project through their Councillors ward budgets, ***Patsy Cummings, Tony Newman, Clive Fraser, Jane Avis, David Wood, Manju Shahul-Hameed, Humayun Kabir, Janet Campbell, Patricia Justice-Hay, Mario Creatura, Hamida Ali, Paul Scott, Steve O'Connell, Jamie Audsley, Toni Letts, Alisa Flemming, Bernadette Khan, Nina Degrad, Louisa Woodley and Oliver Lewis.***

We would also like to thank the Croydon Community Engagement Coordinator who also assisted us in accessing extended funding from the Home Office to help pay for the Videographer and Photographer; who helped us capture the wonderful day.

## WHAT WE DID TO PROMOTE THE EVENT

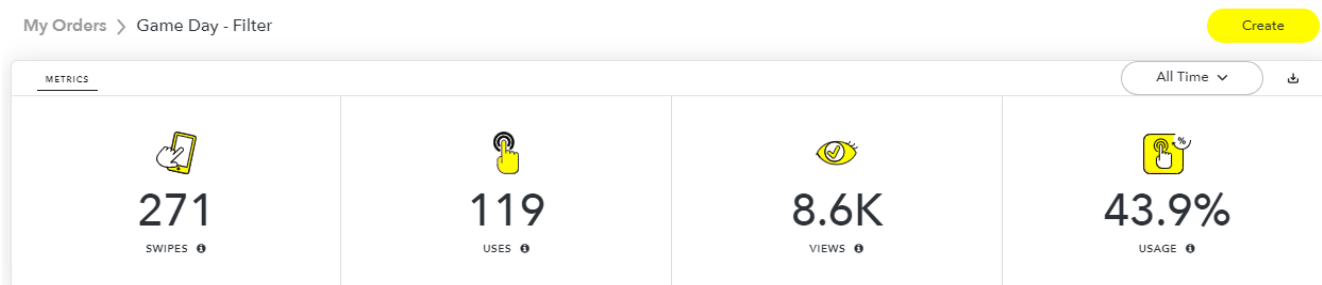
Cut It Out 2019 – Croydon Unites Together was promoted through various forms of media inclusive of a website, printed marketing, and social platforms.

The website was launched in March 2019. It featured the purpose behind the event – Tackling knife crime - and details regarding what could be expected on the day such as the charity football match, stalls, competitions, and workshops. The names of the teams involved in the

football match were listed, offering all potential attendees an insight into who was involved in the event; and who they could expect to meet and engage with on the day of Cut It Out. Using the website, all members of the community could order their tickets; apply to play in one of our teams, host a stall, or a workshop. Our social platforms and contact details were also clearly stated so that members of the community could easily engage with us and share any concerns or queries regarding the event.

Social media platforms used to promote the event included WhatsApp, Instagram, and Twitter; all of which were updated continuously with details regarding Cut It Out 2019. Videos and photographs promoting the event were created by members of the community and public figures such as the Sarah Jones MP, Mayor of Croydon, Councillor Newman, Councillor Ali, Councillor Wood, Dexter Simms (Founder of Mula Cake) and Wilfred Zaha – Crystal Palace’ very own star player. The content was shared on all Cut It Out 2019 platforms and on Whats App.

In addition, Snapchat was also utilised at the event: a Cut It Out 2019 Geofilter was created for a day’s usage with event goers invited to create photographs overlaid with the “Cut It Out 2019 – Croydon Unites Together – Tackling knife crime” image. This proved particularly successful in



spreading brand awareness.

271 people swiped over the Cut It Out 2019 Geofilter (impressions) and of these 119 people (43.9%) chose to use it. After the event, it would have been possible to view the Geofilter on photographs that had been created earlier – though, its use would have been confined to the hours of 8am and 5pm on 25<sup>th</sup> May. As such, the analytics show that there were a total of 8,600 views, further spreading brand awareness.

*Fig.1 Screen grab showing Snapchat analytics relating to Geofilter*



Social Media Promotion was complemented with printed marketing materials. Two pull-up banners and 2,000 flyers – from which numerous posters were replicated – constituted the physical marketing materials. The flyers were designed in four categories in order to directly target different people in the Croydon community, such as young people interested in playing football (Players Wanted flyer), members of the community interested in volunteering and developing their social skills on the day (Volunteers needed flyer), and other members of the community interested in attending on the day to benefit from the activities that were due to take place (Tickets Now Open & Cut It Out 2019 Overview flyers).

Croydon BME Forum made contact with secondary schools and primary schools across the London Borough of Croydon and distributed flyers throughout. Staff conducted outreach work in Addiscombe, West Croydon, Norwood Junction, South Croydon, East Croydon and Selhurst areas distributing flyers by hand to individuals and local businesses; as well as, mounting posters in eye-catching locations on a recurrent basis. 1,000 Gold Cut It Out wristbands were also produced to be distributed and worn at all times by attendees on the day of Cut It Out 2019.



**The winning female football team – All Inclusive**

## MEDIA COVERAGE

A video release was created by creative director James from Sketchman Media with joint approval sought from Croydon Councillors. The video illustrated the work being done behind the scenes of Cut It Out 2019, starring the steering group who were responsible for all the planning and preparations for the day. The video was released post the event and shared on all social media platforms.

## WHO WE ATTRACTED

Cut It Out 2019 achieved an attendance of 1000+ people inclusive of young people, parents and carers, the Metropolitan police, local councillors, and community organisations. Amongst these 1000+ people, we had 170 players divided between 10 teams, 2 females' teams and 8 male teams. Cut It Out 2019 football teams are as follows:

**All Inclusive Females Team**

**Croydon London Road Businesses**

**Croydon Female All Stars & MET Police**

**Elite Development**

**Mula Cake Youth**

**City Hall and the Fathers Forum**

**Croydon's Councillors**

**Croydon Young All Stars**

**Lions Society**

**Selhurst Community Team**



## STALL HOLDERS

<b>Choose Your Future</b>	<b>Metropolitan Police</b>
<b>CYP Gardening</b>	<b>Legacy Youth Zone</b>
<b>Dipalicious</b>	<b>All Inclusive Training</b>
<b>Guiding Hands</b>	<b>Reaching Higher</b>
<b>Hood2Good</b>	<b>I am King Clothing</b>
<b>I am Queen clothing</b>	<b>Floating Counselling</b>
<b>London Community Rehabilitation Company</b>	<b>Mula Cake</b>
<b>Rapiid</b>	<b>Frosty</b>
<b>Stack or Starve</b>	<b>Gifted Enterprise</b>
<b>Young Croydon/Youth Engagement</b>	<b>Imagine Independence</b>
<b>NCS The Challenge</b>	<b>Miss International Curve</b>

Cut It Out 2019 accommodated 22 organisations that prioritise meeting the needs of young people; as well as, companies developed by young people. These ranged between training providers, who support individuals from low income and socially deprived areas in Croydon to develop their employability skills (All Inclusive Training) - To clothing companies founded by young children in the Croydon community (I am King Clothing and I am Queen Clothing), who gained the opportunity to network and represent their brand. In addition to organisations that offer young people the opportunity to develop a skill or interest (CYP Gardening and Miss International Curve). This extensive offering was accompanied by two workshops.



## WORKSHOPS

In recent times there has been increased development of young people's participation in knife crime and violence, often accompanied by the use of profanities and modern-day slang designed and applied by young people. Cut It Out 2019 was aware of this trend and had sought an organisation to deliver a workshop that will help young people acknowledge the purpose behind particular actions and the meaning behind words spoken. This challenge was met by **Reaching Higher** who delivered a workshop termed '**More Life.**'

The second workshop was selected to achieve the efforts to help young people identify their strengths, acknowledge their self-worth and develop their self-esteem. This theme led to a creative and engaging '**Super You**' workshop being delivered by the **ARCC – Asian Resource Community Centre**. In our opinion part of the reason behind the increase in the number of young people participating in crime is due to their lack of self-esteem and self-awareness. Young people may not recognise just how valuable their lives and their peers' lives are to their families, friends and the community. Most importantly they may not recognise just how valuable they are to themselves; their value and capability in achieving their goals, dreams and hearts' desires. This workshop offered young people a starting point of acknowledging their strengths and just how valuable they are.

## ENTERTAINMENT SEGMENT

Entertainment was hosted by our Croydon Has Talent 2019 winners and runners up, accompanied by Roger Samuels from the Voice UK; one of the guest judges at the talent show. The young people were given the opportunity to perform in a new environment and atmosphere, at which they got to showcase their talent in front of a new audience.

## BARBERSHOP

The Lions Society generously donate their time to deliver free haircuts to all who attended. This was a great way to engage with young people who attended on the day and also proved a great way to engage with young people about various topics and issues within the community.



## SPEECHES

Councillor Alisa Flemming, Councillor Hamida Ali, Councillor Patsy Cummings, Lib Peck the Director of the Violence Reduction Unit, and Craig Knight the Chief Inspector for neighbourhood policing, shared words of wisdom on the day of Cut It Out 2019 – Croydon Unites Together. Given that the purpose behind the event was to address knife crime, and encourage our young people and members of the community to come together, we found it necessary to have the latter mentioned individuals share some insight on what is being done to prevent crime and encourage the community to continue supporting one another. We found the speeches to be successful and led to members of the audience engaging in conversation regarding ways in which we could move forward as a community.

## AWARDS CEREMONY

The winners of the Cut It Out 2019 men's football tournament were **Selhurst Community League** with **Croydon's Young All Stars** in second place. The winners of the women's football tournament match were, **All-inclusive**, with **Croydon's Female All Stars & MET Police** coming in

second place. **Selhurst Community League** and **All-inclusive** were awarded trophies. The runners up in both the female and male charity football matches were awarded Cut It Out 2019 medals; provided by Palace for Life. The medals were awarded to the victorious participants by the Mayor of Croydon, Councillor Humayun Kabir, the Mayor's Consort – Mrs. Kabir, and the Deputy Mayor of Croydon Councillor Maddie Henson, who congratulated them all on their achievement.



Fathers Forum Football Team

## ARTWORK PRESENTATION

The idea of creating an artwork to commemorate the lives lost to knife crime within our Croydon community is one that developed during our steering group meetings by Cordell Lake and Mohammed Mouhamoud from HBX Global. The concept was accepted holistically and the task was given to Haruki design. On the day of Cut It Out 2019 the artwork was presented to Legacy Youth Zone at which point it received a very warm reception from the organisation and the audience. It was our way of honouring the lives lost and we look forward to the opening of Legacy Youth Zone at where the artwork will be displayed.

## RECOMMENDATIONS

- To better inform future planning, feedback forms should be distributed to stall holders, workshop deliverers, attendees, staff and volunteers. This is to ensure that accurate data can be collated, analysed and acted upon effectively.
- In future, the various departments within the event such as volunteers, players, food, stall holders and workshops should be allocated to various members of the steering committee and overseen by the project manager. This will enable the project manager to better inform all parties involved and update all databases as necessary.
- All individuals who register to volunteer at the event but do not attend the meeting and training sessions will be unable to volunteer on the day of the event. The designated volunteer leader will be in charge of managing this process.
- All staff and volunteers should receive a full briefing regarding how registration will take place on the day of the event in order to prevent confusion and unauthorised access into the event.
- The running order should include details of lunchtimes for volunteers, staff, and players to avoid any areas remaining unmanned.
- To improve the transition between games, break periods, and lunch times, food vouchers/ tickets should be introduced; and, all players, volunteers, and staff should be catered to.
- Moving forward programmes should be devised so that all attendees can be better informed of the day's itinerary including when activities/workshops/games will be taking place throughout different times of the day.
- It has been suggested that the football match aspect of the event, take place in the shape of a tournament so that more games can take place simultaneously. Potentially, smaller pitches can be used and under 14s/16s should be given the opportunity to participate.
- In regards to marketing, it has been suggested that more flyers should be printed at an earlier stage and circulated earlier, more locally, within the surrounding areas of the event venue. To complement this, the press release should also be completed and circulated sooner.
- Croydon Council and a number of Councillors were very supportive in helping us deliver a successful event. However, not all councillors were aware and included in the production of the event. In the future, all councillors will be approached and invited to be a part of Cut It Out – Croydon Unites Together.

## CONCLUSION

Although we acknowledge that there are several ways in which improvements could be made in order to better the quality of the event in future, we are proud of the outcomes that were achieved by the event, Cut It Out 2019 – Croydon Unites Together achieved.

Each football team consisted of seventeen men who were all strangers to one another prior to the event from various areas, backgrounds, beliefs, and cultures. Each individual worked as a part of their team and came together in unity to share their love for a sport they believe in. The men worked collaboratively to strategise and organise themselves into playing positions that they believed would give them the greatest fighting chance to win their match comprehensively against their opponents. It is with pride that we state, not one confrontation broke out on the day of Cut It Out 2019. Rather, love, peace, and joy reigned. We state this to say that our young people can produce a lot more than crime when brought together in a positive environment. We hope to be able to develop many more positive spaces in which young people can come together to develop relationships, socialise and showcase their talents and skills.

A guest at Cut It Out 2019 stated **“My boyfriend who is 24 years old has never been to a community event before and wouldn’t usually attend such events; but, he came and actually stayed throughout the entire event, and enjoyed it!”** Despite this being a statement from one individual, it is a statement that carries a lot of weight and illustrates changes and achievements the community can achieve when brought together.





## THANKS

The success of this event is as a result of all the time, effort and funding contributed by various organisations and the community leaders. Anthony King, Croydon Council, Croydon BME Forum, Palace for Life Foundation, Metropolitan Police, Lions Society, Mula Cake, HBX Records, Sketchman Media, Reaching Higher, Music Relief ARCC, All inclusive, Joseph Media and Fairweather Productions.

As such we would like to thank them sincerely for sharing our vision and contributing to the process of transforming it into a reality.

In addition, we would like to thank the VIPs and dignitaries who added value to the event.



We welcomed the Mayor of Croydon Councillor Humayun Kabir – Croydon borough Councillors, Hamida Ali, Patsy Cummings, Alisa Flemming, David Wood, Janet Campbell, Mario Creatura, Manju Shahul-Hameed, Patricia Justice-Hay, Jamie Audsley, , Louisa Woodley Oliver Lewis, Stuart King, Clive Fraser, Niro Sirisena, Stuart Collins, Leila Ben-Hassel, Niroshan Sirisena, Nina De Grads, Jason Perry, Stuart Millson, Sherwan Chowdhury and Chris Clark

We would also like to extend our thanks and gratitude to City Hall for their continued support, advice, and encouragement, Mayor of London, Sadiq Khan, Deputy Mayor Dr. Debbie Weekes-Bernard, Deputy Mayor for Policing Sophie Linden and Lib Peck, Director for Violence Reduction Unit.

We would also like to thank the volunteers who maintained the smooth running and consistent progression of the event through their contribution, making the event meaningful and entertaining for all.



Premier League Trophy which was in attendance on the day



Artwork presentation to Legacy Youth Zone

Full pictures of the event can be found at [www.cbmeforum.org/gallery](http://www.cbmeforum.org/gallery)