MOMENTUM YOUTH EVENT 2012

EVALUATION REPORT
THE YOUTH EVENT

AIM

The aim of the Momentum Youth Event 2012 was to provide information and knowledge of the various opportunities available to young people in their community and their future.

Seeking to inspire each individual to achieve their full potential, the Momentum Youth Event 2012 tapped into the potential skills of the young people in attendance and sought to enhance their aspirations through workshops designed to educate and inform on various aspects of everyday life.

OBJECTIVES

The objectives for the Youth Conference were to ensure that, once the event concluded, attendees would:

- Be aware of higher education and how to access it
- To equip themselves with the necessary tools to pursue their own business ventures

Further objectives:

- Celebrate achievement, raise aspirations and promote social inclusion and independence with young people, offering them the opportunity to meet and discuss their future with various partners and sign-posting, where necessary.
- The event, in turn facilitates the development of a youth movement working against Knife Crime and Serious Group Offending whilst at the same time challenging the negative media perception of young people by showcasing young talent, youth achievement and the positive contribution of young people to their local communities.
- Enable all agencies involved with or targeting young people (statutory, voluntary, private and community sectors) to come together under one initiative. Organisations attending should ensure they are not just telling the young people about the products and services but ensuring that a two-way communication and interactive style is adopted.
- Promote information from partner agencies, develop conversation, feedback outcomes and, in essence act as a social hub for the young people attending, providing them an opportunity to socialise with their peers in a safe environment.
ADVERTISING

The following marketing material was produced to promote the Youth Event:

- 15,000 Flyers
- 50 Posters
- Facebook Page
- Twitter Account
- Website

Funders also contacted their vast databases of tenants.

ATTENDANCE

Anyone wishing to attend the Momentum Youth Event could book tickets via telephone or email up to five weeks in advance of the event. 845 tickets were reserved in advance, with 650 ticket-holders attending on the day. A further 50 young people attended the event as guests of stall-holders. Overall, 750 people were present at the Youth Event when counting ticket-holders, stall-holders and members of staff.

PRIZE DRAW

Ticket-holders were given the chance to win prizes in a raffle draw. Prizes were generously donated by stall-holders and awarded to members of the audience lucky enough to have their ticket-stub selected at random. Crystal Palace FC, Millwall FC, Vinci Facilities, Shakeaway and Citation provided the prizes on offer:

- A signed football top – Crystal Palace FC
- A signed football top – Millwall FC
- A signed football – Millwall FC
- Two sets of family tickets to a football match – Millwall FC
- A portfolio folder & a USB device – Vinci Facilities
- 10 Milkshake vouchers from Shakeaway
- Five £10 vouchers – from Citation
THE EVENT

Targeting 10-19 year olds, the Youth Conference was developed to adequately enhance the standards of living by educating while following the Every Child Matters criterion of; staying safe, being healthy and enjoying while achieving.

**Staying Safe** – The focus on tackling gang violence and gun & knife crime was a major part of the Youth Conference. Designed to combat the increasing number of gang members in the South London area, this aspect of the event saw the Metropolitan Police deliver a workshop on police awareness while also delivering a presentation to an audience of well over 500.

**Being Healthy** – Focus was also placed on the benefits of leading a healthy lifestyle, staying fit and eating properly. Stalls were present from the Boys’ Brigade, the Scouts, Crystal Palace FC, Healthy Eating Cooking Academy, Millwall FC and Street League. Each stall represented, in their own way, the benefits of living healthily. Young people were able to sign-up to the Scouts, Boys’ Brigade and Street League to enhance their lifestyles, while learning new skills.

**Enjoying While Achieving** – Importance was placed on the idea of enjoying while achieving, promoting the idea to the young people that it was easier to achieve their goals while doing something they enjoyed. This placed emphasis on working towards their dreams, building their own future and tapping into the potential that is present in all of them, whether they are aware of it or not.
ACTIVITIES

There were various activities to partake in during the six-hour event. There were over 50 stalls to visit, workshops to attend, performances to watch and speeches to listen to. All of this combined to create a motivational, educational, inspirational event.

WORKSHOPS

Police Awareness – This workshop was designed to diminish the growing hostility between young people and the police. Members of the Metropolitan Police were present to listen to the concerns of the young people, answer any questions and offer advice.

Crime & Consequence – Going hand-in-hand with police awareness, this workshop focused on the consequences of crime. Not only did it focus on the personal aspect of consequences, it also focused on the affects it had on friends and family.

University Finance – This workshop was designed with the intention of distilling the growing belief of many young people that university is no longer accessible to them due to the mounting costs of attending. Young people were taught how to manage their finances in order to further their education, and the benefits of attending university.

Young Entrepreneur – Junior Ogunyemi, the young author of ‘How to be a Successful Entrepreneur’ ran a dynamic workshop designed to teach the key principals of making money and building a successful business around their hobbies.

CV Writing – This fantastic workshop, delivered by The Skills and Development Agency, provided attendees with up-to-date advice on how to prepare the best CV including its ‘Top 10 Tips’ of what you really ought to know about marketing yourself on paper in the current job market.

PERFORMANCES

Eddie Kadi – The Choice FM DJ hosted the event, keeping the audience entertained throughout with his comedy.

Krept & Konan – The South London rap duo were the highlight of the event for many young people. They were met with a standing ovation, keeping the crowd entertained throughout their performance.

Urban Future Dance Group – Urban Future kicked off the event with a short dance performed by young people. They came back later in the day to perform a second dance, which was equally as entertaining.

Rough Copy – The X-Factor contestants performed two songs and were met with great appreciation from the crowd.
**Tanya Cooke** – Tanya was a local singer from Croydon who performed for the first time in front of such a large audience. Her great performance was greatly received.

**Mary Cruz** – Mary is a young, up-and-coming starlet from Notting Hill who captivated the audience with her singing.

**SPEECHES**

**Lewisham Young Mayor** – The Young Mayor of Lewisham, Jamel Higgins took to the stage to talk about his journey to becoming the Young Mayor.

**Gwenton Stoley** – Gwenton, an ex-offender, took to the stage to talk about his experiences and how he turned his life around.

**Junior Ogunyemi** – After delivering his workshop, Junior was able to make a speech to everyone in attendance, emphasising that anything can be achieved through hard work and perseverance.

**Tracy Ford** – Tracy gave a heart-warming speech about her experience of losing a child to gun and knife, and reiterated the dangers of gang life.

**Brad P** – Brad spoke about his experience of losing a brother. He ended his speech with a song and left to resounding applause.

**ACLT** – The African-Caribbean Leukaemia Trust were present to raise awareness for Leukaemia victims.

**Q&A Session with:**
1. Councillor Steve O’Connell
2. Councillor Simon Hoar
3. Tracy Ford of the JAGS Foundation
4. Superintendent Rob Aitkin of the Croydon Police
5. Delphine Duff from London Probation Trust
6. George Henry of the Crystal Palace Foundation

Junior Ogunyemi & Gwenton Stoley
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CONTRIBUTERS

Urban Future Dance Group
FEEDBACK

STALL HOLDERS

We received a substantial amount of positive feedback from the stall-holders. Many organisations who managed to secure a stall for the event filled out a feedback form, while others sent in their views via email:

**CSEP** – “I just have one word to say about yesterday: BRILLIANT! Well done to the Elevating Success team, volunteers and sponsors for putting together something worthy of that word. Excellent turn out and the concert was very good; a positive event for young people. CSEP was pleased to be a stall-holder and we look forward to being involved in the next event, both as a stall holder and, where possible to support with the delivery of some of the workshops aimed at improving academic achievement.”

**London Urban Arts Academy** – “It was a great event.”

**Cassandra Learning Centre** – “An awesome event last week with teams of young people actively involved and as customers. Well done to the Momentum Team!”

**2views** – “It was a great event that we got a lot from.”

A young, budding journalist from 2views Magazine also wrote an article about the event – [http://www.2views.co.uk/7.html](http://www.2views.co.uk/7.html)

A considerable amount of stall-holders present at the event openly stated that they would support other similar events run in the future. The total attendance exceeded 500, meaning that stall-holders were able to reach a large the amount of people in a relatively short space of time. This was a pleasing aspect for those manning stalls, and plenty stated on their feedback forms that this was what appealed to them the most when they decided to sign-up to be a part of the Momentum Youth Event.

![Young Volunteers](image-url)
YOUNG PEOPLE

We were fortunate to receive a large amount of feedback from the young people present at the Momentum Youth Event 2012. The event was deemed a huge success, with many calling it excellent. The young people in attendance were of an extremely diverse age range. In attendance were junior school students, high school students, college students, university attendees and those already in the working world. The fact that we received such overwhelming praise for the event from such a varied group of young people was extremely pleasing.

Kayleigh (aged 17) – “I appreciate that I was able to attend a well-organised event and would like to say a big thank you to everyone who helped organise it”

Micah (aged 19) – “The Youth Conference was well-organised and structured, all voluntary staff behaved in a professional manner and the event was engaging. Each workshop gave much insight on their business, enlightening me on facts and information I was unaware of before. Overall, the Momentum Youth Event went very well, encouraging the youth in a positive way.”

PARENTS

One parent, who was present at the event with her young people, took the time to email Elevating Success to provide her own feedback on the event.

Paulette – “Just wanted to say thank you, yet again for allowing my children to benefit from another one of your amazing events. The boys came home elated, as did my daughter. My son said ‘Mum, I would have paid for the day; I can’t believe it was free!’ That says a lot, especially when it comes from the current generation, who are so difficult to please and impress. Whatever you’re doing that is different is really having an impact and I am so proud and assured that people like you are out there doing great things for our young people.”
Below are a series on mini reports provided by member of the Elevating Success team who staffed the Youth Conference:

**Jaden** – “The event went very well. All volunteers were fully occupied.

**Dennis** – “The event was excellent. It provided a lot of positive activities for young people. What was most impressive was how the staff and attendees quickly adapted to changes in schedule, allowing the event to run smoothly.”

**Gary** – “The Momentum Youth Event was a great experience and a massive success. The event proved very helpful to the young people who attended and was also very entertaining. Well done to all the staff for making the event as successful as it was.”

**Shanice** – “It was a truly amazing event that brought together members of the young community. It was a great opportunity for less fortunate teens to gain access to workshops designed to help them secure a bright future. The workshops were extremely inspiring and informative, and will be a great help to those who may be on the wrong path, by introducing them to role-models they can relate to.”

**Lorraine** – “Firstly, massive congratulations to the Momentum Team for all the hard work and co-ordination that went into the planning and execution of this well-attended event. There was an extensive and diverse range of stalls and information available for young people and their parents/carers to encourage them to make the most out of their future. The workshops were apt and the speakers were excellent; from Tracy’s simple but heartfelt sharing of a mother’s loss, to the willingness of police and councillors to answer previously unknown questions on the spot. The teamwork that went into preparing refreshments at the last minute following a let down by original caterers was a testament to how determined everyone was to ensuring the event went well."
CONCLUSION

The Momentum Youth Event 2012 was a highly successful event on a number of levels, including promoting the Every Child Matters agenda. There were things that were very pleasing – the sheer number of young people in attendance, but as always there are things that could be improved upon. The advertising process needs to be improved by all involved, with information being sent out earlier than it did this year. While numbers were high, they could be improved upon in the future, reaching a larger group of young people.

The number of organisations that came together to offer advice in their particular areas of expertise was extremely positive. Each stall promoted a positive change, whether this was via improving the style of living, raising awareness of illnesses, accessing further education, or joining a direct youth engagement organisation, such as the Scouts or Boys’ Brigade.

Another key aspect of the Youth Conference was the chances provided to the young people. A representative from Croydon Business College was present and commented on the wealth of networking opportunities available. They were particularly interested in the Young Mothers Support Network, as the Business College had recently secured funding to provide childcare while offering a first degree to young mothers. These degrees would take two years to complete, as opposed to the usual three years. The representative also stated that they would accept people with GCSE C grades, when most courses ask for higher.

In summation, the event was hugely successful, reaching young people from all over South London. The hope is that the Momentum Youth Event becomes an annual event, and that those involved with the funding continue to seek our support in what can only be described as a monumental event. The legacy created by the Youth conference can be long lasting and have a big impact on the communities of South London. I hope that we all aspire to a similar legacy. That is to say, 20 years from now it would be good to know that the funders of this programme (Affinity Sutton, AmicusHorizon, Croydon Council, Croydon Churches Housing Association, Family Mosaic, Hexagon Housing Association, London & Quadrant Housing Trust, Metropolitan Housing Trust, Moat, Orbit, Riverside and Wandle Housing) not to mention the delivering partner (Elevating Success) will have helped to enhance the lives of others by enabling them to develop enriching friendships outside of their usual cohort of friends, contributed to the development of life skills, and ultimately provided a chance to play a positive part in their communities.

Raising awareness of gang life, creating an empathetic view on gun and knife crime, bridging the gap between young people and the police, and raising overall aspirations of the young people involved, the Momentum Youth Event 2012 was, and will continue to be a must-attend event.
RECOMMENDATIONS

- There should be workshops specifically designed for the 10-14 year olds. Even though we did encourage some to attend the CV and entrepreneur workshops, many were not mature enough to see that there would be any benefit to attending as they felt there were too young. We could provide a creative workshop with the theme of 'my life to now', starting the idea of compiling a CV but from a slightly different angle.

- A change of time and format to the event. To start one hour earlier and to have the workshops in the morning – lunch - concert

- The workshop sign-up desk will be better managed in future, ensuring that young people are aware of which workshops are running and where they should be. This can also be managed during the registration process prior to the event. While we did inform young people of what workshops would be running, we didn’t commit them to any particular workshop until the day of the event.

- In future, we will stress to the performers and speakers how important the scheduling is. We will assign them a performance slot well in advance of the event and repeatedly inform them of how important punctuality is.

- Volunteers will be evenly divided in future. New volunteers will be placed with more experienced members of staff so there are less moments of inaction brought on by a volunteer being unsure of what they should be doing. We will organise volunteers into teams of 3-5 with a youth leader in each group.

- We will task senior members of staff with taking care of the more important aspects of the event, as opposed to volunteers. The senior members of staff will be assigned 1-2 volunteers who will be able to observe and learn how these procedures should be completed. Senior staff will be in charge of VIPs, technology, security, food, registration, and the PA system.

- Event programmes were displayed on the table but next time it would be good to have volunteers positioned on either side of the entrance hall to hand out the items and explain what could be found inside. Given the age of the clientele, and the unlikelihood of them seeking out a programme and reading it, this would have been a useful approach.
• Stall holders did not know what to expect of the event. They did not have an understanding of the whole day’s activities. I.E. when people went into the hall some asked what was happening? Would the young people be returning? Could they (stall holders), go up and join the event, etc. In future, all stall-holders will be provided with an event schedule on arrival.

• Locating the stalls proved difficult because there was no clear numbering. We could create large numbers to be pinned to the fabric on the left or right-hand corner of the stalls.

• Visitors to the exhibits did not know where to find specific stalls. We could print A1-sized posters displaying the stall layout and place this in the area immediately outside the exhibit room.

• Staff needed a separate area from which they could access teas and coffees so as to avoid congesting the VIP room. This became most evident when Rough Copy arrived. They used four seats, their manager used one and there were two members of staff in the room, meaning the room was overcrowded. Essentially, we needed a staff room.

• Insufficient copies of the timetable were available for staff to use. I.E. One member of staff was desperate to see a timetable after misplaced theirs and wanted to remove the one kept at the Elevating Success (ES) desk. For future events, we will print spare copies and keep them at the ES desk.

• During the peak time, the queue stretched back onto the stairs, which presented a slight health and safety issue. Perhaps a few more desks could have been available with which to register attendees. This would have sped up the process.

• For future events we will seek food sponsors well in advance, making this one of our priorities. Alternatively, we could allocate a specific amount of the budget which would be for food alone.

• We will allocate one hour to clean-up at the end of the event. This would minimise the need to rush.