

# G4S Community Investment Review: 2010

## Business Unit Funded Community Projects

### Objective

Measuring our investment and the impact of that investment is crucial to facilitate the understanding and effectiveness of our community projects. This review aims to:

- Improve the measurement and reporting of G4S input to and impact on charitable and community projects across the group.
- Encourage the spread of best practice



### Project Backgrounds

*What does the project do?*

#### HMP Wolds Evolution project

HMP Wolds has supported the delivery of 13 Evolution programmes since the initiative started back in June 2008. The programme, which is a partnership between the prison, its prisoners and Helena Partnerships, aims to deter youths involved in anti-social or criminal behaviour from their current lifestyle before it is too late and they end up in prison. The 5 week programme, which aims to give young people a platform to achieve whilst empowering them to do so, has a multitude of aims such as:

- address offending behaviours and attitudes;
- de-mystify, de-glamorise and dispel the myths of crime and prison;
- deter the young people from a life of crime;
- increase their awareness of victim empathy;
- introduce life and employability skills;
- promote healthy living and positive citizenship;
- expand the young people's awareness of opportunities and alternative ways of living and thinking

Over the last two years, the project has engaged with 104 young people, of which 92 have either re-engaged back into school or engaged into education, employment or training on completion of the programme. Some participants have also gone on to be involved in volunteering or have participated in extra curriculum activities, such in the Duke of Edinburgh awards.

The programme is an excellent example of the UK&I CSR Policy's "Community Engagement" principle which aims to "help build safer communities by engaging with young people, primarily through sport and constructive activities, to help them lead purposeful lives."



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*What is the background to G4S' relationship with the project?*

HMP Wolds were initially approached to facilitate these visits in 2008. The project leaders from the Helena Partnerships, a well respected social landlord with 13,000 homes in the St Helens area of Merseyside, felt that an integral part of the Evolution programme was to show would-be offenders what it is really like inside a prison in order to dispel the myths about what prison life is like. The team at Wolds were very enthusiastic to do so and since then the programme has expanded and broadened the scope of its ambition.

The programme has evolved since first commissioned in 2008 and has developed from a 3 day programme into a 5 week programme. Everybody involved in the programme has witnessed first hand the positive impact the programme has, not only for the young people but also for the prisoners who take part.

### **G4S Inputs**

*What is G4S' financial donation?*

There is no direct financial donation – G4S' commitment is shown in terms of staff time and being an integral part of the project.

*Please provide a specific example of what G4S is funding at the project?*

- G4S organise and facilitate the prison visits which take place now almost every month.
- Senior management are on hand to conduct the visits, engage with the young people who come in and answer all of the questions that they may have about prison life, routines and regimes.
- The young people have the opportunity to sit down with serving prisoners, all of whom have enthusiastically volunteered to get involved in the project, with the objective of ensuring the young people learn from their mistakes. These sessions are facilitated by prison staff in order to get the most out of the time – prison life is not glorified by the prisoner volunteers, rather they actively encourage the young people to take a different life path.

From the feedback we receive from the young people we can see that they are affected positively by what they have heard and seen.

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*What employee engagement is being carried out?*

There has been widespread employee engagement surrounding the scheme:

- The project is well promoted locally within the prison itself by the Families Learning Coordinator
- Featured articles in The Link
- Case studies used in 2009 UK&I CSR report
- Video of recent campaigns run as element of "front of house" promotional video.
- Promoted on UK&I intranet



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*What services are being provided by G4S to the project?*

- Management and staff time, including that of the prison's Families Learning Coordinator.
- Supporting and participating in the DVD project.

### **G4S Impacts**

*Provide measureable statistics demonstrating the impact that G4S funding has had? How many people have G4S supported through the investment?*

HMP Wolds have delivered 13 Evolution programmes since the project started in June 2008. Over the period, the project has engaged with 104 young people, of which 92 have either re-engaged back into school or engaged into education, employment or training on completion of the programme. Some participants have also gone on to be involved in volunteering or have participated in extra curriculum activities, such in the Duke of Edinburgh awards.

*What measurable outcomes have originated from the G4S? How has G4S changed the lives of the people involved?*

#### **Jack Lea case study:**

"Evolution made me realise I was wasting my life away in bed, drinking and getting into trouble."

Jack Lea, now aged 20, took part in one of the early Evolution programmes in June 2008. Before he joined the programme, Jack seriously lacked direction and meaning to his life. Jack already had convictions and was on a 12-month probation order, all of which were related to substance abuse.

Since taking part in the programme, Jack has turned his life around for the better – getting into training and even securing an apprenticeship with Helena Partnerships.

Before transforming his life, Jack's typical day would consist of him getting out of bed around 1pm and then spend the rest of the day scrounging together enough money to feed his alcohol dependency before going to bed some time around midnight. During this period he would often find himself involved in alcohol-related crime and anti-social behaviour. He was not engaged in any form of education, employment or training.

But taking part in the Evolution programme helped Jack to recognise his destructive behaviour and address it. After completing the course, Jack also took part in the Next Steps programme, delivered in partnership with employment advice agency Starting Point. When asked what the most important part of the programme was for him, Jack said: "Going to the prison made me realise that I didn't want to go there and being directed to Starting Point was invaluable. The most important part of the programme is definitely having the opportunity to speak to serving prisoners, it made me realise I didn't want to end up in prison."

As part of our ongoing mentoring with the Evolution participants, staff from the Evolution programme supported Jack in his application for an apprenticeship with Helena Partnerships as a joiner. Jack was successful in his application and is currently one year into his apprenticeship where he is going from strength to strength both professionally and in his personal life.

This amazing lifestyle transformation is reinforced by comparing his typical day now against his typical day before commencing Evolution. Now Jack is out of bed by 7.20am every morning, getting ready for work and getting the bus to work for 8.30am. When he finishes work at around 4.30pm, he now goes home and relaxes in front of the television. Jack said: "I have got something productive to do during the day now and I'm usually too tired to be drinking in the evening."

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*What customer involvement has there been with the G4S partnership with the project?*

All activities which bring people in to the prison from the outside need to gain approval from the Contract Monitor, on behalf of our customer the Ministry of Justice. The programme has the ongoing support of the Monitor at the prison.

*What external endorsement has there been of the G4S partnership with the project?*

We have a strong working relationship with Helena Partnerships, developed over the last few years and we are proud to have been approached to work with them on this programme. They highlighted the launch of our partnership via a press release on their website in July 2008.

*(Please use as much space as required)*

*Has the project partnership qualified for any awards?*

Craig Fletcher, one of the founders of the Evolution project [but not a G4S employee], won the Tim Winter Award, which recognises exceptional performance in tackling anti-social behaviour which makes a real difference to individuals and the community at the Social Landlords Crime and Nuisance Group's annual conference in November 2009..