

# EAST SUFFOLK BUSINESS PLAN 2015 - 2023

Suffolk Coastal & Waveney District Councils



**in partnership**  
eastsoffolk.gov.uk

## CASE STUDY

### ENABLING COMMUNITIES

# CRUCIAL CREW PLUS

Our Business Plan sets out a vision where we work through partnerships to ensure our communities benefit from active and safe lives and that residents look out for, and after, themselves and others.

[eastsoffolk.gov.uk/east-suffolk-business-plan](http://eastsoffolk.gov.uk/east-suffolk-business-plan)



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Beccles Library, Blyburgate, Beccles  
Felixstowe Library, Crescent Road, Felixstowe  
Marina Centre, Marina, Lowestoft  
Woodbridge Library, New Street, Woodbridge

# REDUCING ANTI-SOCIAL BEHAVIOUR THROUGH EDUCATION & AWARENESS



## WHAT WE DID?

The East Suffolk Communities Team has organised Crucial Crew events for 11 years in Waveney and 5 years in Suffolk Coastal, in conjunction with the Rotary Club. Crucial Crew is an annual event involving 850 students from 25 schools in Suffolk Coastal and 1,200 pupils from 27 schools in Waveney. The project offers a programme of short presentations and workshops for students in Years 6 and 7 on a range of personal and community safety issues.

This year, for the first time, the Councils worked in partnership with Alde Valley Academy in Leiston to host 'Crucial Crew Plus' which was aimed at slightly older students (12-15 year olds) in Years 8, 9 and 10.

Students were divided into classes of 20 within their year group. Each group attended 9 x 15 minute presentations on self-harm, cybercrime, sex education, substance misuse, grooming and healthy relationships, realities of crime, self esteem, confidence and anxiety, consent and rape.

Following each session, students were asked to answer one question relating to that topic to help us to assess their level of understanding of each of the subjects covered.

## WHY WE DID IT?

There is recent evidence of an increase in anti-social behaviour in the Leiston area from an older age group than is targeted by the district-wide Crucial Crew sessions. This anti-social behaviour includes drug dealing and running, theft of alcohol, sexual exploitation, grooming and substance misuse. Partners agreed that there had to be an immediate and robust response in terms of awareness, education and support for young people in Leiston.

The Crucial Crew Plus programme was set up as a pilot to test the approach and was developed in partnership with the local Alde Valley Academy, Suffolk Constabulary (including the Cybercrime unit, Safer Neighbourhood Team and Schools Relationship Officer), Terrence Higgins Trust, Access Community Trust, Turning Point, Apprenticeship Suffolk, Youth Offending Service, Ipswich and East Suffolk CCG and the Suffolk Wellbeing Service.



## THE DIFFERENCE THIS MADE?

As well as attending the sessions, students could follow up the information provided. Lots of young people took the opportunity to have one to one time with professionals, particularly the Suffolk Wellbeing Service which focuses on self-esteem, confidence and anxiety issues.

The post-session evaluation showed the importance of ensuring the content of the presentations is appropriate for each age group. Each subject needs to be pitched at a level that is hard-hitting and adult enough to make an impact but not shock, confuse or frighten young people. The team will look at future levels of crime and anti-social behaviour amongst this age group to help understand the longer term impact of Crucial Crew Plus on young people in the Leiston area. The next step is to look at rolling the project out to other schools in the district, particularly to highlight specific issues identified within their catchment areas.



52  
SCHOOLS



2,050  
PUPILS

*"Awareness of some of the key issues affecting the lives of young people increased amongst the group of students who took part in the pilot. It was great working with Alde Valley Academy to tackle some local issues head on."*

- CLLR STEVE GALLANT  
SUFFOLK COASTAL DISTRICT COUNCIL