



Co-operative Councils

Innovation Network

YOUTH

Croydon Council

Choose Your Future Campaign

Croydon has the largest population of young people in London. In 2017, knife crime was rising across London; in Croydon there were 126 knife crimes, 70 more than 2016.

Amid concerns about youth violence, Croydon Council wanted to unite the borough, give young people a voice and help bring about positive change. At the borough's first youth congress in July 2017, more than 200 young people attending the event identified 'jobs and success' and 'crime and safety' as their top priorities.



This led to the launch of the Choose Your Future campaign. It aims to unite Croydon against youth violence, galvanise young people, highlight opportunities for them and support their positive choices.

Choose Your Future is a ground-breaking, award-winning, partnership campaign, uniting council teams and public, private and voluntary organisations, and young people, and sends a message that young people are our top priority.

The campaign encourages young people to make positive life choices; celebrates their achievements; and creates opportunities and support for them.

Choose Your Future places Croydon's young people at the heart of the campaign – they star in it, and it is social media-driven. It enables them to inspire others, and everyone to celebrate the positive choices they are making. Young people have a real voice, and will continue to set the agenda through youth congress, Young Mayor elections, youth forums, and more.

It gives young people a voice and places them at the heart of local democracy.

The impact of the campaign includes:

- A 13% decrease in knife crime.
- Over 3,000 conversations with young people. This ongoing dialogue continues to drive and shape the campaign.
- Over 40 young ambassadors supporting the campaign and sharing their choices.
- Support from over 100 organisations, including the police, Croydon College, Croydon Voluntary Action, Premier League Kicks, Reaching Higher, Music Relief, Croydon BME Forum, The Brit School, Onside, Legacy and local businesses.
- 1,000 Instagram followers, reaching with 21,000; viewed by 500,000 Twitter users.
- Doubled the number of participants in Takeover Challenge 2018 to 150.
- 30 apprenticeships in the council.
- 12,000 votes cast for 28 candidates in the Croydon Young Mayor election.

The Choose Your Future campaign continues but has already established a great legacy for Croydon's young people:

- Young people are involved in the council's policy development, commissioning and recruitment, and are setting the agenda in Croydon
- The campaign has a momentum of its own with partners acting as a rallying cry for the borough to support its young people
- Young people are helping to shape the borough's new violence reduction unit
- Relationships have been strengthened with partners ensuring increased opportunities and support for young people



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<https://www.croydon.gov.uk/community/choose-your-future>