

# Young people's perceptions of violence in Staffordshire & Stoke-on-Trent

June 2023

**SCVYS**



STAFFORDSHIRE COUNCIL OF VOLUNTARY YOUTH SERVICES



**Violence  
Reduction  
Alliance**

Stoke-on-Trent  
and Staffordshire

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# Executive Summary

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## Research Aim & Objectives

Research Aim: To ensure that young people aged 11-25 in Staffordshire and Stoke-on-Trent have their voice heard; in order to inform professionals on the issues and concerns young people have around violence within their community and online.

Research Objectives:

- ◆ To obtain an understanding of the volume of young people that have been affected by serious violence.
- ◆ To understand why young people believe serious violence occurs.
- ◆ To identify the extent to which they feel safe whilst out in their local community and when using digital / social media.
- ◆ To obtain young people's ideas and views on what could be put in place to help them feel safe.

## Key Findings

- ◆ Through the open survey 58% (918) of young people who responded felt violence was a local issue; of those, 68% said this was due to local news reports, 46% said they had witnessed incidents, 15% said they were aware of local crime figures, 12% identified as victims of violence and 3% identified themselves as perpetrators.
- ◆ The targeted sessions revealed that 97% had seen an act of violence, 73% had been involved in violence in some way and 67% had been a victim of violence, all of which are significantly higher than the overall cohort. 8% had carried a knife, again significantly higher.
- ◆ Young people cited bullying (including cyber bullying), individual abuse, neglect and trauma (including mental health issues), substance use and peer pressure / negative friendship groups as the main causes of serious violence locally.
- ◆ Young people generally feel safe in their home area during the day (88%) which closely mirrors national data, but this perception of safety reduces when it gets dark to 44% overall. Although 62% of female respondents felt unsafe at night, compared to only 30% of male respondents.
- ◆ Some young people feel enforcement of various kinds (locking up perpetrators, age limits and content management on social media, etc.) is the only solution to the serious violence problem.
- ◆ Others recognise the importance of prevention, early help and support, better access to mental health support, the role of education, youth services, support for families and the involvement of communities in bringing lasting solutions that improve outcomes and daily life experience for all.

## Key Recommendations

- ◆ Co-produce local solutions with communities, including an ongoing relationship with and involvement of young people and targeted stakeholder engagement where this adds value. For example, support Community Safety Partnerships to cross reference the data identifying specific locations of concern to young people with hot spot locations, and to work with those communities to make public spaces feel safer through better lighting, CCTV, low hedges, wide pathways, encouraging more local ownership and use of parks, etc. to make them busier, alongside more visible community policing.
- ◆ As a partnership, and alongside our communities, there is more work to do to help women and girls feel safer, especially when it gets dark. Educating males is key and strong messages need to be reinforced in families, education and society in general as to acceptable behaviour towards women and girls.
- ◆ Promote and invest in more appropriate support services for young people across the most affected age cohorts which provide safe places to go, positive things to do and trusted people to talk to whatever the presenting issue might be. E.g. mental health, anti-social behaviour, bullying, peer pressure, etc. Learning from previous work with young people and linking this recommendation to the Risk and Protective factors suggests that alongside ensuring commissioned support services are as good as they can be, work should also focus on key foundations such as building strong relationships between young people and at least one trusted adult, strengthening connections to their local community through activities of interest, encouraging them to contribute, etc. all of which are known to add a sense of value, validation and belonging.
- ◆ Incentivise schools to reduce or eliminate exclusions, for example by ensuring school rankings and results take account of all pupils, including any they exclude, whilst providing the right support to enable them to provide or procure safe, full time alternative education for those who need it.
- ◆ Young people are asking the Police to keep them safe from harm rather than treating them as criminals. They want to see increased visibility, police building trust and improving relations with young people and communities, especially with particular cohorts whose distrust is embedded and feel they are treated disproportionately.
- ◆ Young people want to feel more protected when online, through better enforcement of age restrictions on social media platforms, increased monitoring and quicker removal of harmful content, as well as educating parents and young people on the positives and negatives of social media including how to stay safe online.
- ◆ The 18-29 cohort is identified as the most likely to be involved in serious violence as both victims and perpetrators. It is critical that the partnership explore what interventions work with this age group aligned to the protective factors. Again, connection, belonging, validation, opportunities to contribute, as well as basics such as housing, economic wellbeing, etc. will all be critical in re-engaging this older cohort. Use of the term youth violence suggests it is a largely a teenage problem, and therefore the apparently simpler solutions of education and diversionary activities are key, whereas more intentional thought needs to be applied to address the needs of this older cohort.

# 1. Introduction

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## Background

In 2019, the Home Office funded 20 Violence Reduction Units in areas of England and Wales that experience the highest volumes of serious violence. Although Staffordshire and Stoke-on-Trent were not one of these areas, the Staffordshire Commissioner for Police, Fire & Rescue and Crime established their own Violence Reduction Alliance (VRA) in 2021.

Retaining clear links to national strategies, the VRA uses the government's public health approach and as such works in partnership with a wide range of agencies to understand the causes and consequences of serious violence, focusing on intervention and prevention, and informed by evidence and evaluation of interventions. By adopting this approach, the VRA aims to support long-term reductions in serious violence by identifying and understanding the root causes and intervening with both short and long-term solutions to prevent those most at risk of becoming involved in serious violence.

The Staffordshire Commissioners Office on behalf of the Staffordshire and Stoke-on-Trent Violence Reduction Alliance (VRA) has commissioned SCVYS to undertake this piece of engagement work to inform the development of the new VRA Strategy, identify support required locally for young people in relation to community safety and help shape future awareness campaigns in support of this agenda.

## Research Aim & Objectives

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## Evaluation Methods

Utilising both quantitative and qualitative research approaches, SCVYS conducted the following evaluation activities:

- ◆ Desktop review of key national reports published since 2019
- ◆ Snapshot of local crime data relating to serious violence in Staffordshire & Stoke-on-Trent
- ◆ Online survey – The survey was developed by SCVYS using the predetermined question set provided by the VRA. This was further refined utilising input from Stoke City Council Community Safety Partnership and Stoke Youth Offending Team (Speech and Language therapist) to ensure it met easy read guidelines for the target age range. The survey was hosted on Microsoft Forms and contained 36 questions, comprising a mixture of quantitative and qualitative formats. The survey was designed to be quick and simple for young people to complete (average completion time 13 minutes) and was launched on 28<sup>th</sup> February for almost 7 weeks until the 16<sup>th</sup> April 2023.
- ◆ Targeted focus groups – Provided an opportunity for commissioned providers and VCSE organisations to seek the views of young people that had been directly involved with or affected by violence in some way.

## Promotion of Engagement

A comprehensive communications plan was developed to promote both the survey and targeted sessions with young people. This was supplemented by partner wording guidance, social media messaging examples and images that could be used by partners to raise awareness of the engagement exercise directly with their networks/young people and via their social media platforms. Promotion avenues included:

- ◆ PSHE Coordinators promoted the online survey via their PSHE Digest distributed to 526 schools across Staffordshire & Stoke-on-Trent
- ◆ Education settings including Staffordshire School Bag feature; Colleges, Universities and Staffordshire Libraries
- ◆ VRA Partners including local authorities, Community Safety Partnerships and both Youth Offending Services
- ◆ SCVYS VCSE membership (200+ members) and youth engagement cohorts including The Voice Project
- ◆ Local VCSE infrastructure newsletters e.g. Support Staffordshire, VAST, Together Active, Stoke Youth Collective
- ◆ Direct contact made with YMCA North Staffordshire, Princes Trust, Port Vale FC and Stoke City Community Trust
- ◆ Awareness raised at locality meetings and partnership boards via PSHE Coordinators, Early Practice Development Officers and with Midlands Partnership Foundation Trust, Catch22, New Era and Victims Gateway.

**Aged 11-25 and live in Staffordshire or Stoke?**  
**Have your say!**

Survey closes Sunday 16th April

Young people's perceptions of violence in Staffordshire & Stoke-on-Trent

<https://forms.office.com/e/bOKz0BUXY8>

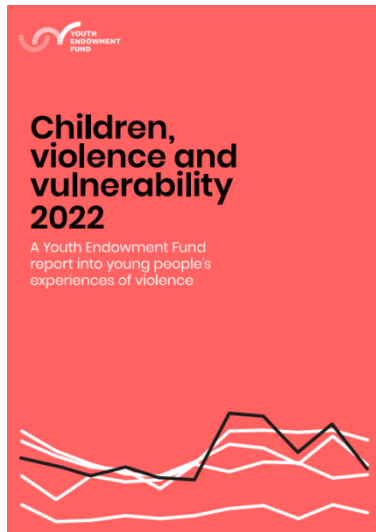
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Violence Reduction Alliance  
Working with schools and communities

## 2. Desktop Review

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### 2.1 A National Snapshot



The Youth Endowment Fund (2022) has recently undertaken an investigation into young people's experiences and perceptions of violence, as well as their own vulnerability to violence. Over 2,000 young people aged 13-17 spoke up about the impact of crime and violence on their day to day lives.

Only 2% said they were members of a gang, and similarly 2% said they had carried a weapon themselves. Whereas 14% said they had been a victim of violence themselves in the previous 12 months, and 39% had been directly affected by violence either as a victim or a witness. This includes everything from minor playground scuffles, through to more serious acts including robbery or sexual assault. 19% said they had committed an act of violence in the previous 12 months. Most were things like kicking, hitting or shoving (16%) however 6% had been involved with serious violence such as threatening or hurting someone with a weapon.

Risks are not shared equally across young people, so for example for those directly affected by violence as a victim or witness who are supported by a social worker rises to 60%, for those missing classes (55%), those receiving free school meals (46%), or not from a 2-parent household (42%). This compares to 31% for the remaining cohort.

55% said they had seen violence on social media with 44% witnessing young people fighting. 65% had changed their behaviours due to fears about violence.

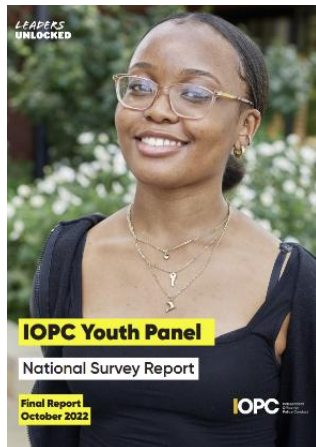
National data tells a complicated picture. Violence has increased substantially since the early 2010s; however it was stable in the years immediately before the pandemic and fell during lockdown. Since then, some forms of violence have returned, whilst others remain below pre-Covid levels. Over 90% felt safe at home or at friend's houses, and 83% felt safe at school. This sense of safety dropped significantly when out and about; only 43% felt safe at parks, 45% in the streets and 18% when near pubs or nightclubs.

Disproportionality is growing with ethnic minority young people, particularly young black people; overrepresented at all levels of the criminal justice system. Black young people make up 4% of 10-17 year-olds, but 29% of young people in custody, up from 17% in 2011/12.

Suggested solutions from young people included more police (28%) and more activities for young people (15%).

The Children's Commissioner (2022) published some recommendations for making the online world safer for children and young people in March 2022, following engagement with the Everyone's Invited movement which rapidly expanded following the rape and murder of Sarah Everard. The findings and recommendations feed into the Government's Online Safety Bill:

- The online world affects all children and young people in profound ways. These can be both good and bad.
- Children and Young People want more protection online including:
  - Better enforcement/compliance of minimum sign-up ages
  - Better moderation and removal of inappropriate content/culture (at best depicting unrealistic physical bodies and sexual activities, at worst normalising sexual violence/rape. This includes pornography but also a range of other harmful content including extreme dieting, filtered images and exposure to trolling, etc.)
  - Tech firms to ensure that their various platforms are designed with children and young people's best interests in mind.



In October 2022, the Leaders Unlocked National Survey broadly examined the relationship between young people and the police. Young people identified Knife Crime and Violence Against Women and Girls as the two highest priorities for Police to focus on addressing, followed by drugs/substances and racism. Young people also asked police to focus more on keeping them safe from harm and less on treating them as criminals. 65% of young people felt their voices were not being heard by local police forces.

In 2019 and more specifically in relation to knife crime, the All-Party Parliamentary Group (APPG) on Knife Crime focused on developing an understanding of potential root causes and enabling factors to this type of serious violence. In collaboration with Barnardo's and Redthread (2019), the published report established how school exclusions exacerbated the increase in knife crime, and what can be done to support vulnerable young people both before and after exclusion.



The inquiry involved meeting with young people who had been excluded and their parents; educational professionals and other interested stakeholders. Their recommendations included:

- School rankings and results must take account of all pupils, including those they exclude
- All excluded children must have access to the full-time education they are entitled to – many do not currently get this



- All education providers must have the funding and backing they need to support vulnerable children
- Schools must be recognised for the central role they play in a multi-agency response to keeping children safe, with funding to support this work.
- Everyone working in the education sector must be trained to understand vulnerability and trauma. Best practice should be identified and shared.
- Schools should be supported to focus on prevention and early intervention
- Every council should have a leader responsible for children excluded from school.



The recent 'Holding Our Own' report (Liberty et al., 2023) focused on non-policing responses to the challenges of serious violence and was collaboratively produced by 10 UK based organisations. Each chapter is written by one of the organisations and tries to address three elements: **what to dismantle, what to build and existing good practice.**

The report has the issue of disproportionality at its core, both in terms of the voices it represents and the organisations who have co-written the various sections. The content is provocative and far ranging, covering the creation of safe youth spaces, inclusive education and youth justice services. The final section includes some key demands for today and tomorrow:

### Demands for today

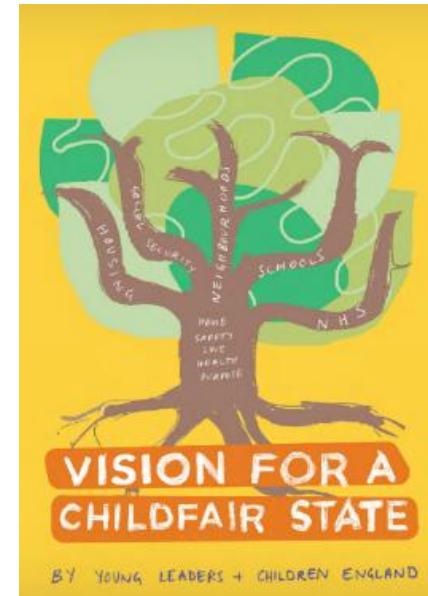
- End school exclusions and remove police from schools
- End drugs policing
- Dismantle harmful practices in traditional mental health systems
- End cuts to youth services
- End the practice of joint enterprise
- End pre-crime policing and surveillance practices that make public services unsafe for young people
- Make the Inquest system more truthful, just and accountable.

### Demands for tomorrow

- Build an education system based on care and support, not discipline and punishment
- Decriminalise all drugs and reinvest resources in trauma services, mental health counselling and harm reduction services
- Build new structures of care and support for people experiencing mental health crises
- Invest in safe, healing-centred and racially literate spaces for young people
- Develop community-based solutions to harm that allow young people's friendships, communities and cultures to flourish
- Invest in and mobilise the expertise and knowledge of our communities to create holistic public services
- Move away from policing as a response to social problems.

The recently published Vision for a ChildFair State (2023) produced by a peer research group of young leaders supported by Children England highlights a number of factors consistent with other findings and research contained in this desktop review. More specifically of note:

- Children and young people are worried about their safety with many young people often relating this to knife crime and gang violence.
- While they may feel part of the social life of the community, young people don't feel part of the decisions being made about it.
- There aren't enough spaces, activities and resources for young people, and for different generations to interact – including accessible ones.
- There are a striking number of mental health challenges facing young people.
- Even where support with emotional and mental health is available at school, it isn't always clearly offered or of good enough quality.
- Young leaders involved in the inquiry proposed the removal of harmful features of the current education system e.g. banning permanent exclusions in favour of interventions that support children to stay in education and address underlying issues.



Young people want their area to feel safe and with plentiful things to do, places to interact and services that are not only connected to each other but include citizens as volunteers, decision makers and service designers and providers. Having agency is extremely important to young people.



In 2019, UK Youth and partners compiled a report called 'Harnessing Lived Experience' which consulted with 123 young people (aged 13-23) in 6 different locations across England on the causes and solutions to serious violence against young people.

This work highlighted the importance of understanding both the national and local environment with young people identifying a range of contributing factors and potential solutions.

Social divisions, financial troubles, and substance misuse were factors which played a part across numerous locations suggesting that some common interventions could fulfil a valuable role. Young people identified high-quality support, provision of youth-focused activities and positive role models as the interventions that could make a real difference.

However, participants also identified factors that were specific to their locations. For example, gang membership was a key issue in Wolverhampton whereas online escalation of tensions was a focus in Newcastle. Similarly, the young people requested interventions that met the local needs, such as weapon amnesties in London and more support for parents in Bristol.

Another point repeatedly heard throughout the programme was the need to engage a range of stakeholders in any response to serious violence against young people. The young people themselves are clearly critical – as are youth workers, trusted and responsible adults who can offer support outside the structures of school or family. But all groups who engage with young people have a part to play in informing a response and driving the change, be that the police, housing associations, schools, social and health care providers, families and the wider community.

Again in 2019, the British Youth Council Select Committee compiled a report called 'Our Generation's Epidemic: Knife Crime.' The Committee's key findings and recommendations included:

- Inequality within communities and difference in opportunities provided across the country makes some young people particularly vulnerable to the draw of violence and gangs. The Government should develop a plan with clear targets and deadlines aimed at tackling the injustices which make a young person more vulnerable to knife crime.
- The Government should develop long-term funding plans of at least 5 years to develop effective ways of helping and reaching young people at risk of getting involved in knife crime.
- The Government should ensure that the views of young people and those with lived experience of knife crime is embedded into the Serious Violence Strategy.



- School exclusion should be the last step in a long line of disciplinary measures, and schools should be held accountable for their exclusions.
- The Government should roll back the extension of stop and search powers until the disproportionate targeting of Black men has been addressed.
- The Government should clarify its position on short term custodial sentences for young people who carry knives and to consider whether there is another approach that could more effectively deter young people from continued involvement in knife crime.
- The next version of the Serious Violence Strategy should include an increased focus on **restorative justice** and other informal criminal justice responses as a first step to a young persons involvement in knife crime.

Rachel Ojo, Chair of the Youth Select Committee, said:

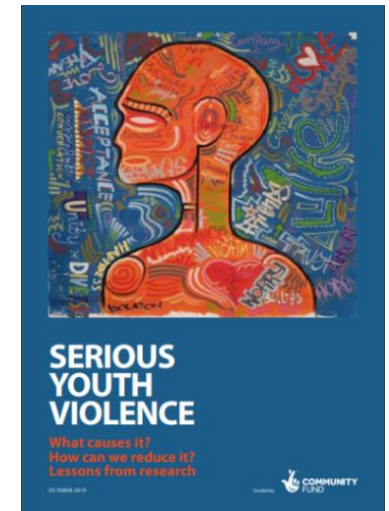
**“The Youth Select Committee are concerned with government’s increasingly punitive approach to tackling knife crime. If the government wishes to confront the fundamental causes of the rise in violent crime amongst young people, it must do more to address and improve the difficult circumstances many young people are facing.”**

Finally, the National Lottery funded a wider report into 'Serious Youth Violence', authored by UK Youth and partners in October 2019. Their analysis of research shows there are many factors that can make someone more likely to be involved in violence (as a victim or perpetrator or both). These factors included:

1. The parents we are born to and wider family we grow up in
2. The school we attend
3. The friends we make and how they influence us
4. What is happening in the neighbourhoods we live in?
5. Wider society attitudes

When we looked at the research about what works, there were three areas we read a lot about that have been tried in the UK and USA, and which had resulted in positive impact. These are:

**Support for parents and families** -These interventions help parents learn new ways to communicate and nurture their children. They learn ways to interact positively and how to discipline in an appropriate way.



**Communities taking action** - Community interventions are about working with whole neighbourhoods to bring about change. When communities design interventions, they do what works for them, for their environment, culture and other unique factors.

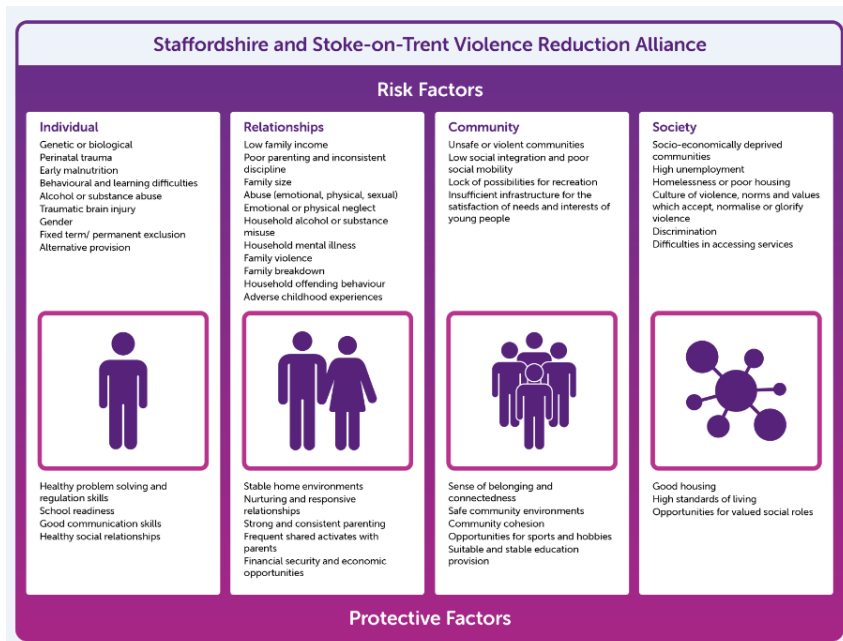
**Working in partnership** - This is about how organisations like the NHS, police, and social care work with each other. The best partnerships are created when all stakeholder groups and the community work together to problem solve and plan how best to tackle issues.

## 2.3 Staffordshire & Stoke-on-Trent: The Approach

In Staffordshire and Stoke, partners have adopted a Public Health Approach in their attempts to reduce and prevent serious violence which seeks to improve the health and safety of all individuals.

This involves the identification of risk and protective factors across personal, relational, community and societal factors as illustrated below (left image).

To deliver the local violence reduction strategy, partners are committed to fostering robust partnership working to deliver against five key priority areas, as highlighted below (right image).



**Primary Prevention:** Seeking to prevent the onset of serious violence or to change behaviour so that serious violence is prevented from happening

**Secondary Prevention:** Halting the progression of serious violence once it is established. This is achieved by early identification followed by prompt, effective support.

**Tertiary Prevention:** Rehabilitating people with established serious violent behaviour, or supporting victims.

**Enforcement and Criminal Justice:** Developing innovative criminal justice practices that reduce offending behaviour and recidivism.

**Attitudinal Change:** Changing attitudes and behaviours towards all types of serious violence at a societal, community and personal level.

## 2.4 Staffordshire & Stoke-on-Trent: The Data

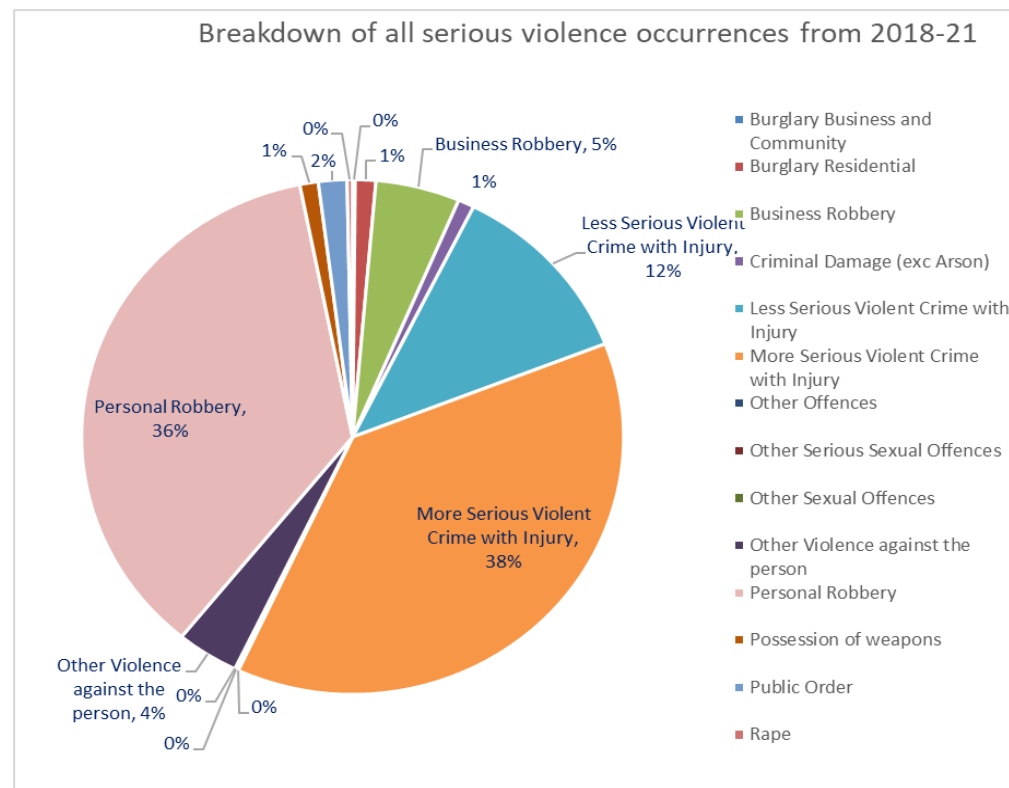
Staffordshire and Stoke-on-Trent are generally safe places to live with crime figures which vary significantly across a diverse geography and demographic.

Serious violence incidents have been analysed for the last 4 years (2018-2021) to allow for the statistical impact of the Covid-19 pandemic. Within that timeframe there were 7,186 occurrences of serious violence within Staffordshire. This accounts for less than 2.5% of all offences over the same period. This percentage has stayed relatively stable throughout the last 4 years. Whilst the numbers appear small in comparison, the impact of these offences is significant.

More serious violent crime with injury accounts for the majority of serious violence occurrences (38%), followed by Personal Robbery accounting for 36% of offences. Of all occurrences there were 4 specific offences which made up 82% of all serious violence, these were: Robbery of Personal Property (36%), Sec 18 GBH (23%), Sec 20 Malicious Wounding (12%), and Sec 47 ABH (11%). See diagram to the right.

Looking at all serious violence offences, the largest group for both victims and offenders were **18-29**, followed by **30-39**-year-olds. However, when looking at offenders/suspects, there were more males **under 18** years old compared to the 30-39 age group. More detailed information and statistical breakdown is available in the draft Staffordshire & Stoke-on-Trent Serious Violence Strategic Needs Assessment (2021), which we don't intend to replicate here but will be used alongside the findings from this engagement piece to inform and update the new violence reduction strategy.

In terms of the cohort engaged through this consultation, the very latest data for April 2022 - March 2023 provided by Staffordshire Police shows that 17% (143) of **all reported victims involved** in knife crimes are **under the age of 18 years old**, an increase of 4% (5) from the previous year. 21% (137) of **all reported offenders involved** in knife crimes are **under the age of 18 years old**, an increase of 18% (17) from the same period. 30% (256) of **all reported victims involved** in knife crime are **between the ages of 18-29**. Knife crime involving youth offenders has seen a decrease of 12% (-3) compared to the previous rolling 12 months. 34% (230) of **all reported offenders involved** in knife crime are **between the ages of 18-29**. (Allen, 2023)



## 3. Findings – Online Survey

This section will present and summarise the findings from the online survey and will be structured to align with the key areas contained within that survey:

- ◆ About You – Provides an overview of respondent demographic information such as age, gender, area, ethnicity, disability and school exclusion experience.
- ◆ Violence – To understand if and what types of violence young people see as an issue, including their perception of knife crime. It also looks to identify young people’s views on some of the root causes of violence and what could be done to help stop violence.
- ◆ Local Area – To understand if young people feel safe or unsafe in their local area during the day/night; the contributing reasons or locations specified around these views and what could be done to make young people feel safer.
- ◆ Digital & Social Media – Understanding young people’s views of online violence and safety. Including what could be implemented to make digital and social media safer for children and young people.

Information from across all districts of Staffordshire is included although the sample size from each area varies significantly.

### 3.1 Survey Cohort - Who we reached

We received **1,582** online survey responses from young people across Staffordshire & Stoke-on-Trent, between the 28th February and 16th April 2023.

Respondents were **11-25** years of age with the geographic split as per below:

Age Group	Overall online		Cannock Chase		East Staffordshire		Lichfield		Staffordshire Moorlands		Newcastle		South Staffordshire		Stafford		Tamworth		Stoke-on-Trent	
<b>11-12</b>	563	35.6%	17	20.2%	176	36.4%	103	33.8%	162	64%	34	42.5%	9	8.3%	20	26.3%	24	21.1%	18	23.1%
<b>13-14</b>	436	27.6%	25	29.8%	180	37.3%	109	35.7%	5	2%	22	27.5%	39	35.8%	11	14.5%	40	35.1%	5	6.4%
<b>15-16</b>	360	22.8%	28	33.3%	119	24.6%	75	24.6%	11	4.3%	14	17.5%	41	37.6%	24	31.6%	32	28.1%	16	20.5%
<b>17-18</b>	152	9.6%	11	13.1%	6	1.2%	16	5.2%	59	23.3%	3	3.8%	15	13.8%	10	13.2%	10	8.8%	22	28.2%
<b>19-21</b>	35	2.2%	2	2.4%	0	0%	2	0.7%	10	4%	3	3.8%	2	1.8%	5	6.6%	2	1.8%	9	11.5%
<b>22-25</b>	36	2.3%	1	1.2%	2	0.4%	0	0%	6	2.4%	4	5%	3	2.8%	6	7.9%	6	5.3%	8	10.3%
<b>Total</b>	<b>1,582</b>	<b>100%</b>	<b>84</b>	<b>100%</b>	<b>483</b>	<b>100%</b>	<b>305</b>	<b>100%</b>	<b>253</b>	<b>100%</b>	<b>80</b>	<b>100%</b>	<b>109</b>	<b>100%</b>	<b>76</b>	<b>100%</b>	<b>114</b>	<b>100%</b>	<b>78</b>	<b>100%</b>

More specifically, from the cohort of young people responding:

- ◆ 1,013 stated they were in mainstream schooling (of which 95.5% were aged 11-16)
- ◆ 43 stated they were attending an alternative provision (of which 98% were aged 11-16)
- ◆ 71 stated they were a young person in care
- ◆ 17 stated they were a care leaver
- ◆ 71 fell into the 19-25 age range.

Please note survey respondents could fall into one or more of the above categories and were given the option to select up to 3 options within the survey. Respondents also had the opportunity to select 'None of the above' which was selected 406 times. This raises questions as to why this option was chosen, but unfortunately this cannot be investigated further. This information has been included to provide a snapshot of specific demographic characteristics that were included in the original research brief.

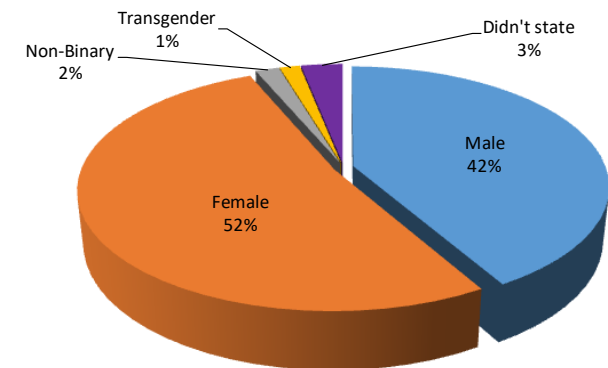
Overall, a significant proportion of young people who responded were in the 11-16 age range (86%). This is likely due to the survey being promoted by a youth-focused organisation, supplemented by SCVYS hosting the Staffordshire PSHE Coordinator role, enabling schools and associated PSHE networks to be engaged.

The highest geographical representation came from East Staffordshire (31%), Lichfield (19%) and Staffordshire Moorlands (16%). The lowest geographical representations in Staffordshire, at 5% respectively, came from Stafford, Newcastle-under-Lyme and Cannock Chase. 67% of respondents classed where they live as an urban area, compared to 33% stating rural.

Representation from Stoke-on-Trent (4%) was surprising given its population density and despite various promotional approaches being made to partners within statutory, education, community and youth sectors during the consultation period.

In gender terms, 52% of respondents identified as Female; 42% as Male; 2% as Non-Binary and 1% as Transgender. 3% chose not to identify their gender.

In relation to disability, 134 young people (8%) stated they had a disability or variety of disabilities. The largest proportion of those stating they had a disability (54%) identified the main type as learning difficulties and disabilities (LDD), followed by 10% who highlighted long term health conditions.





## Ethnicity

As per the breakdown below, the majority of young people (79.5%) identified as White, with 17.1% identifying as Asian, Black or Minority Ethnic – the largest proportion of which resided in East Staffordshire.

Ethnic Group	Overall	% of overall total	Cannock	East Staffordshire	Lichfield	Staffordshire Moorlands	Newcastle	South Staffordshire	Stafford	Tamworth	Stoke-on-Trent
Asian or Asian British - Indian	18	1.1%	1	5	4	1	1	2	3		1
Asian or Asian British - Pakistani	113	7.1%		86	1		3	4	12	2	5
Asian or Asian British - Bangladeshi	3	0.2%		1	2						
Asian or Asian British - Chinese	11	0.7%		3	4	1	1			2	
Asian or Asian British - Any other	27	1.7%		21	1	1	1	1	1	1	
Black, Black British, Caribbean or African - Caribbean	7	0.4%		4	1		1				1
Black, Black British, Caribbean or African - African	3	0.2%		2	1						
Black, Black British, Caribbean or African - Any other	3	0.2%					3				
Mixed or Multiple ethnic group - White and Black Caribbean	13	0.8%	1	2	1	1	1	2	2	2	1
Mixed or Multiple ethnic group - White and Black African	12	0.8%	1	6	3	1	1				
Mixed or Multiple ethnic group - White and Asian	18	1.1%		8	7	2		1			
Mixed or Multiple ethnic group - Any other	19	1.2%		6	2	5		1	2	2	1
White - English, Welsh, Scottish, Northern Irish or British	1042	65.9%	63	228	224	208	61	84	40	80	54
White - Irish	23	1.5%	1	6	4	4		1	1	6	
White - Gypsy or Irish Traveller	7	0.4%		5		1		1			
White - Polish	42	2.7%	1	26	7	4				3	1
White - Roma	3	0.2%		1	1			1			
White - Any other white background	141	8.9%	10	44	28	14	5	10	8	11	11
Any other ethnic group	24	1.5%		14	1	1	1	1	5		1
Don't want to say	53	3.4%	6	15	13	9	1		2	4	3
<b>Totals</b>	<b>1582</b>	<b>100.0%</b>	<b>84</b>	<b>483</b>	<b>305</b>	<b>253</b>	<b>80</b>	<b>109</b>	<b>76</b>	<b>114</b>	<b>78</b>

## School Exclusion

Survey participants were asked “**Have you ever been temporarily or permanently excluded from school/college?**” Overall, 135 respondents (9%) stated they had experienced some form of exclusion from school/college. 79% of these fell within the 11-16 age range potentially indicating current experience within secondary school settings, with 21% falling within the 17-25 category which could indicate either historic experience or exclusion from college.

Geographically, the levels of those stating ‘Yes’ is mostly consistent with the higher survey sample sizes seen from East Staffordshire (31%), Moorlands (16%) and Lichfield (10%). However, 10% of respondents citing exclusion came from Stoke-on-Trent.

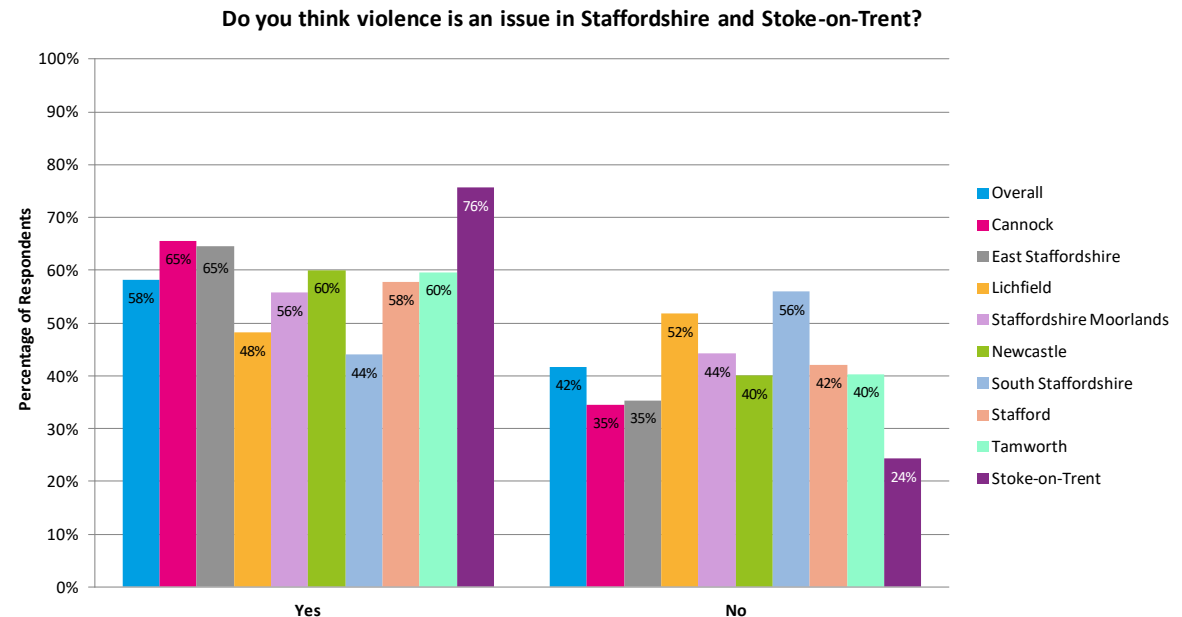
## 3.2 Violence

This section seeks to understand if and what types of violence young people see as an issue, including their perception of knife crime. It also looks to identify young people's views on some of the root causes of violence and what could be done to help stop violence. The findings will be presented in the order questions were asked within the online survey.

### 3.2.1 Do you think violence is an issue in Staffordshire and Stoke-on-Trent?

Across Staffordshire and Stoke-on-Trent, 58% of respondents felt violence is an issue, with 42% saying it isn't. When you analyse the responses at a discreet area level the data highlighted:

- ◆ Despite Stoke-on-Trent having the second lowest representation in terms of a survey sample of 78, 76% of respondents stated that violence is an issue. More specifically, 47% of these lived in the Stoke-on-Trent North area. Whilst incidents of serious violence are higher in Stoke on Trent South and North, this could also be explained by the smaller cohort size.
- ◆ Similarly, Cannock Chase had a relatively low survey sample size of 84, however, it had the second highest number of respondents (65%) stating they thought violence was an issue despite lower levels of incidents recorded compared to elsewhere in the County.
- ◆ 65% of respondents in East Staffordshire felt that violence was an issue; however, this area also returned the highest number of survey responses (483) so you might expect this percentage to be on the higher side, and as highlighted earlier East Staffordshire ranks 3<sup>rd</sup> (after Stoke on Trent South and North) in terms of number of incidents.
- ◆ Between 50%-60% of respondents in Newcastle, Stafford and Tamworth thought violence was an issue.
- ◆ South Staffs (44%) and Lichfield (48%) had the fewest number of respondents who felt violence was an issue.

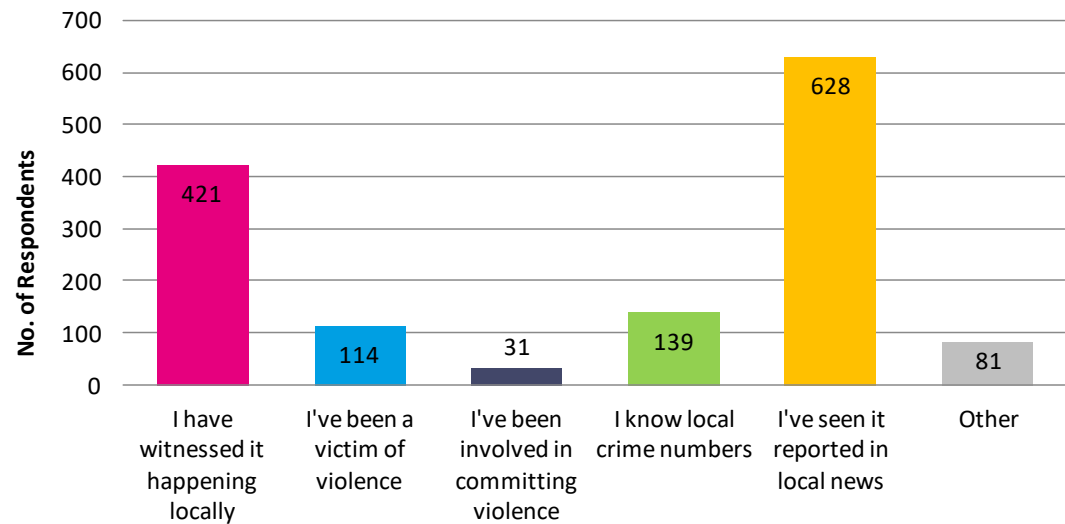


### 3.2.2 Why do you think violence is an issue?

For the 922 respondents (58%) that felt violence was an issue, we asked them to indicate why they thought this. A list of pre-determined options was provided including the opportunity to provide their own text if desired. Overall results are shown in the table to the right and highlight the most prominent reasons associated to feeling violence was an issue related to **'Seeing it reported in local news'** (68%) and **'Witnessing it happening locally'** (46%).

Themes that emerged under the 'Other' option mainly comprised:

- Hearing about incidents of violence from others e.g. friends
- Seeing and/or hearing about fights with most citing this was within their own school
- Knowing someone who has been a victim i.e. relative or friend
- Shared on social media



Disaggregated results by geographical area are as follows:

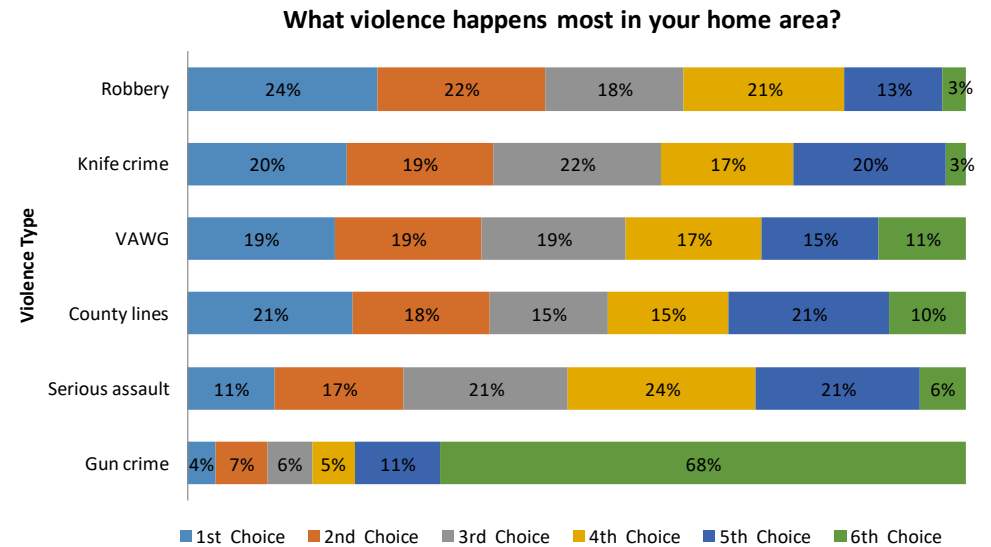
Options selected by the 922 stating 'Yes'	Overall by option		Cannock		East Staffordshire		Lichfield		Staffordshire Moorlands		Newcastle		South Staffordshire		Stafford		Tamworth		Stoke-on-Trent	
I have witnessed it happening locally	421	46%	32	34%	160	34%	59	27%	41	21%	25	31%	22	29%	19	27%	28	28%	35	33%
I've been a victim of violence	114	12%	11	12%	27	6%	14	6%	12	6%	10	13%	7	9%	8	11%	10	10%	15	14%
I've been involved in committing violence	31	3%	0	0%	16	3%	2	1%	1	1%	6	8%	1	1%	4	6%	1	1%	0	0%
I know local crime numbers	139	15%	7	8%	43	9%	27	12%	23	12%	6	8%	8	11%	10	14%	9	9%	6	6%
I've seen it reported in local news	628	68%	38	41%	209	44%	99	45%	102	52%	33	41%	33	44%	24	34%	46	46%	44	42%
Other	81	9%	5	5%	21	4%	17	8%	19	10%	0	0%	4	5%	5	7%	5	5%	5	5%

### 3.2.3 What violence do you think happens most in your home area?

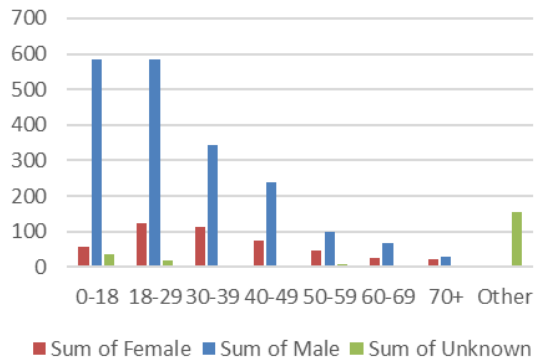
For this question, survey participants were provided with a list of serious violence categories which included:

- County Lines
- Gun crime
- Knife crime
- Robbery
- Serious assault
- Violence against women and girls (VAWG)

Young people were then asked to rank them in order of the type of violence they felt happens most in their home area and those they felt happened least. The chart highlights the largest proportion of respondents ranked **'Robbery'** and **'Knife crime'** as the types of violence they felt happened most.



Age and Gender of Victims of Personal Robbery Offences



Strategic Needs Assessment data (Jan 2018 – Nov 2021) suggests over half of all personal robberies involved victims under 30 (as per the table to left), which might explain why young people’s perception was that this violent crime occurred most. It is actually 2<sup>nd</sup> highest according to the data.

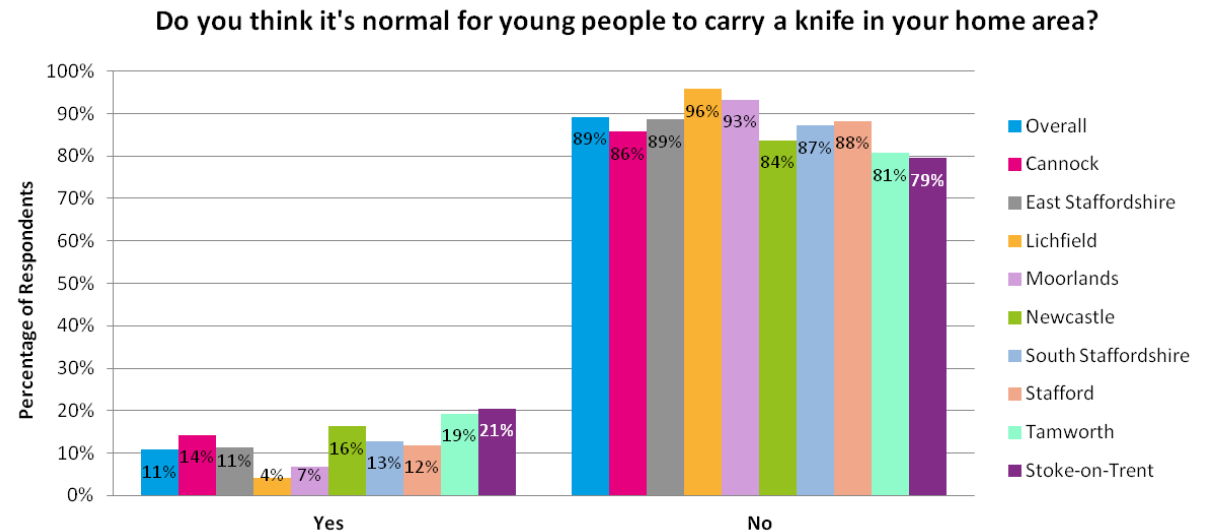
Similarly, placing Knife Crime as the second most occurring crime in this category, young people’s perceptions closely match the recorded data that indicates this was the highest occurring serious violence category.

It should be noted that Knife crime covers a range of other offences, (Section 47 ABH, Section 18 GBH, Robbery of Personal Property, Section 20 – Malicious Wounding, Business Robbery, Threats to Kill, Attempted Murder, Rape etc.). However, when it comes to actual wounding offences, Staffordshire has one of the lower figures in comparison to similar force areas.

### 3.2.4 Do you think it's normal for young people to carry a knife in your home area?

96% of respondents from Lichfield said they didn't think it was normal for young people to carry knife in their home area, followed by Staffordshire Moorlands with 93%, East Staffordshire at 89% and Stafford at 88%.

In comparison, 21% of respondents in Stoke-on-Trent said they think it is normal for young people to carry knife in their home area, followed by Tamworth with 19%, Newcastle with 16% and Cannock with 14%. Across the whole geographic area 89% said it isn't normal, with just 11% saying it is.



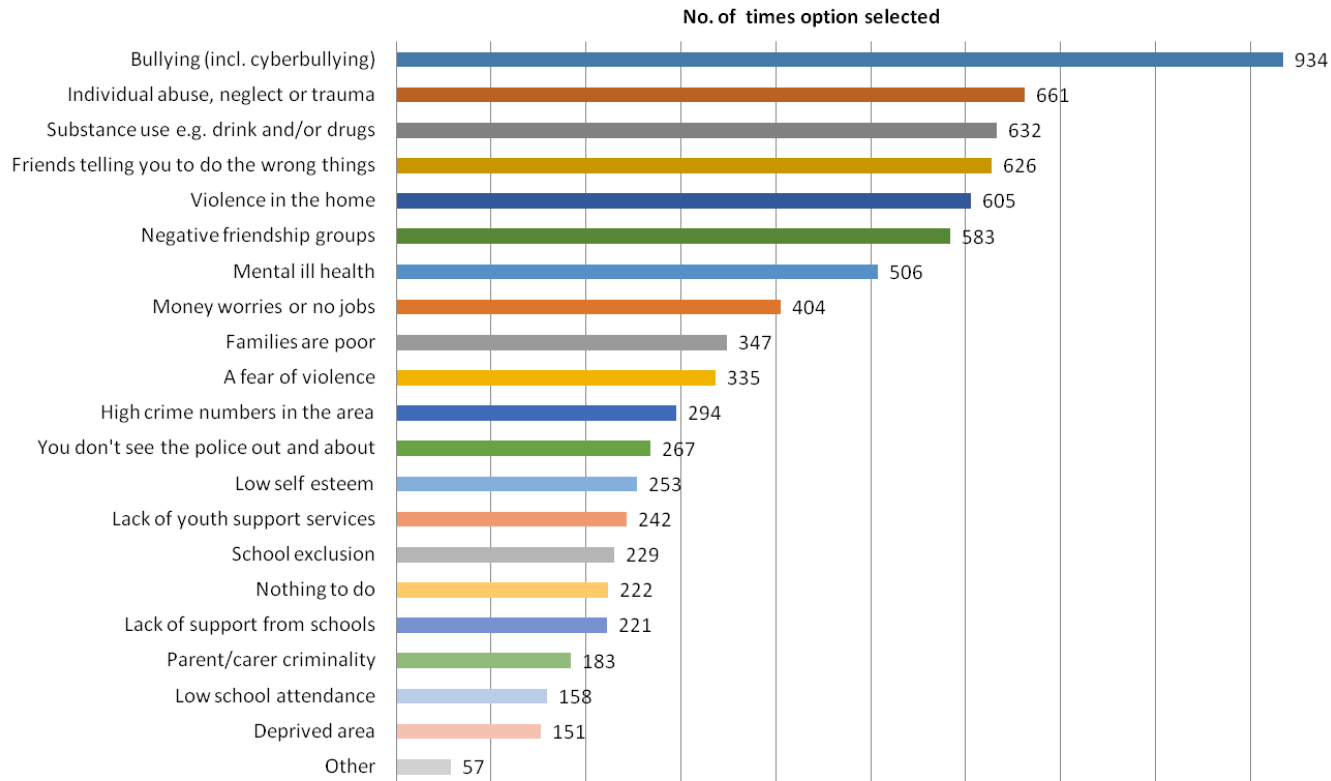
### 3.2.5 National data shows that 99% of young people DO NOT carry a knife

Survey participants who selected 'Yes' for the previous question were presented with the above statistic and given the opportunity to comment on this. 93 participants chose to provide their thoughts with key insights summarised below:

- Many disagreed with the statistic often stating the figure can't be accurate as it can only comprise of those that 'get caught' either via arrest or stop and search. One stated that "national data is out of touch."
- Rather than consider the statistic as a national indicator, many relayed their opinion through a local lens and their awareness of young people who carry a knife or other bladed object for reasons of "protection" and "self defence". One participant cited the use of a knife as intimidation linked to theft.
- Some specified certain locations predominantly in Stoke-on-Trent where they have seen young people with knives e.g. Schools x2 (Stoke/Lichfield), Potteries Centre in Hanley, Kidsgrove, Packmoor, Newchapel and Tunstall also featured.
- Some cited legitimate reasons why young people might have a knife e.g. working young farmers or hobby/interest related i.e. scout camp, cookery.

### 3.2.6 Why do you think violence happens in Staffordshire and Stoke-on-Trent?

For this question participants could choose up to a maximum of 5 options, the results of which are shown in the chart below.



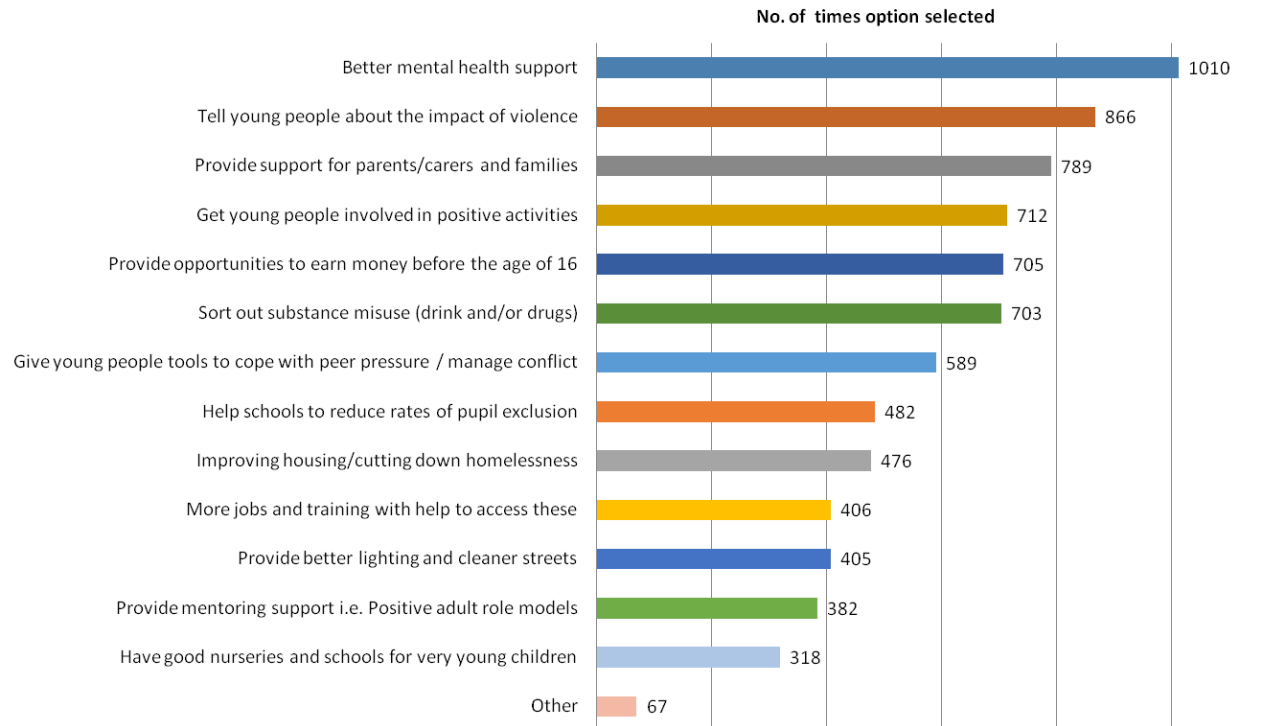
"It is an issue because there are no consequences and its allowed to happen."

"Teenagers are growing up around the wrong people or group and gang violence is becoming big"  
 "In primary school and high school the bullying that goes on is borderline violence."

Young People have perhaps unsurprisingly focused on an individuals present experience as the main factors, as these would very obviously have a negative impact on life experience and outcomes for them. It is perhaps more difficult for young people to make the connections say between low school attendance or exclusion and poor outcomes, which the data now clearly evidences.

### 3.2.7 What would you do to help stop violence in Staffordshire and Stoke-on-Trent?

For this question participants could choose up to a maximum of 5 options, the results of which are shown in the chart below.



Mental health has been a top concern for young people highlighted by many recent consultations, so there is no surprise this has come out again so strongly as a need, with information/education for young people on the impact of violence and providing support for families also scoring highly. Involvement in positive activities, providing opportunities for young people to earn money before 16 and sorting out substance misuse were also popular choices to help stop local violence. It may also be useful for partners to consider the breadth of mental health support through the lens of the protective factors. E.g. relationship with trusted adults, connections to community, sense of belonging, etc.

In the “Other” category comments were mostly about either greater enforcement or reaffirming the desperate need for better mental health support.



### 3.3 Local Area

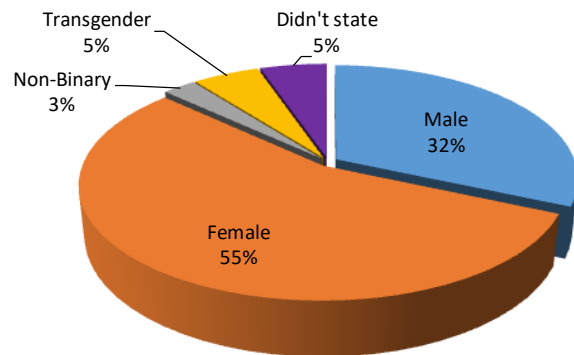
This section seeks to understand if young people feel safe or unsafe in their local area during the day/night; the contributing reasons or locations specified around these views and what could be done to make young people feel safer. The findings will be presented in the order questions were asked within the online survey.

#### 3.3.1 Do you feel safe when you're out in your home area in the DAY?

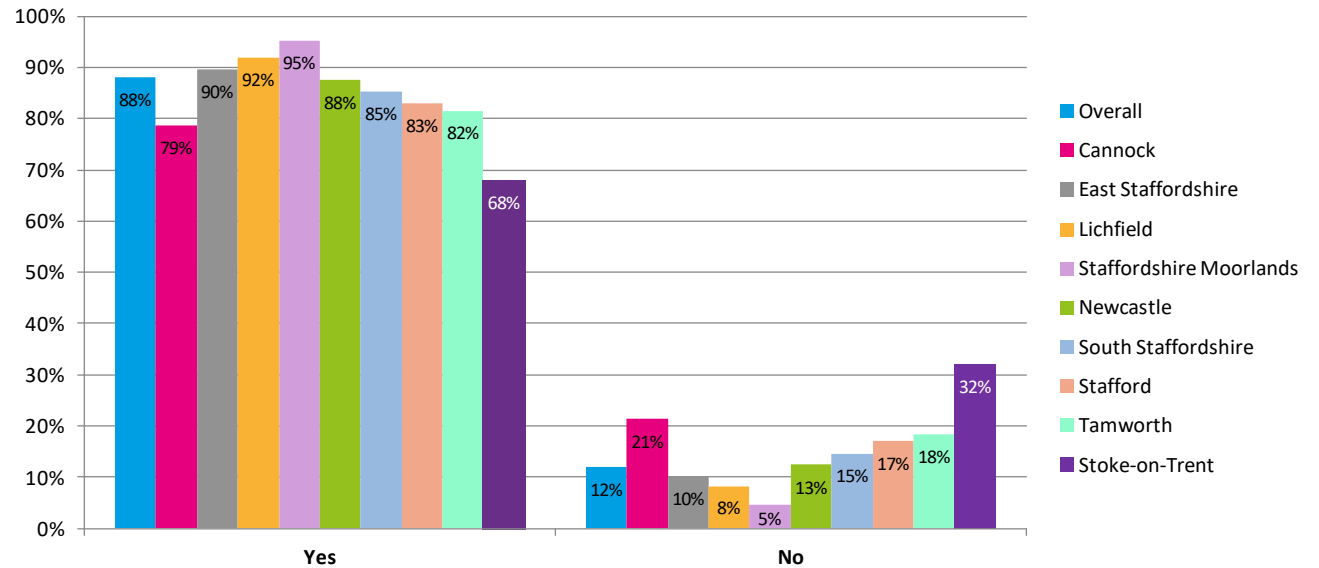
Overall, 88% of respondents stated they felt safe in their home area during the day, compared to 12% who didn't.

Of those that didn't feel safe, the largest proportion (32%) were young people from Stoke-on-Trent, followed by Cannock Chase (21%), which considering these two areas had sample sizes at the lower end (78 and 84 respectively) is of interest. With higher recorded incidents in Stoke-on-Trent, this is not a surprise; however perceptions appear to be disproportionate to the data in the case of Cannock.

The gender split of those that didn't feel safe during the day is highlighted in the pie chart below, with 55% being female.



Do you feel safe when you're out in your home area in the DAY?

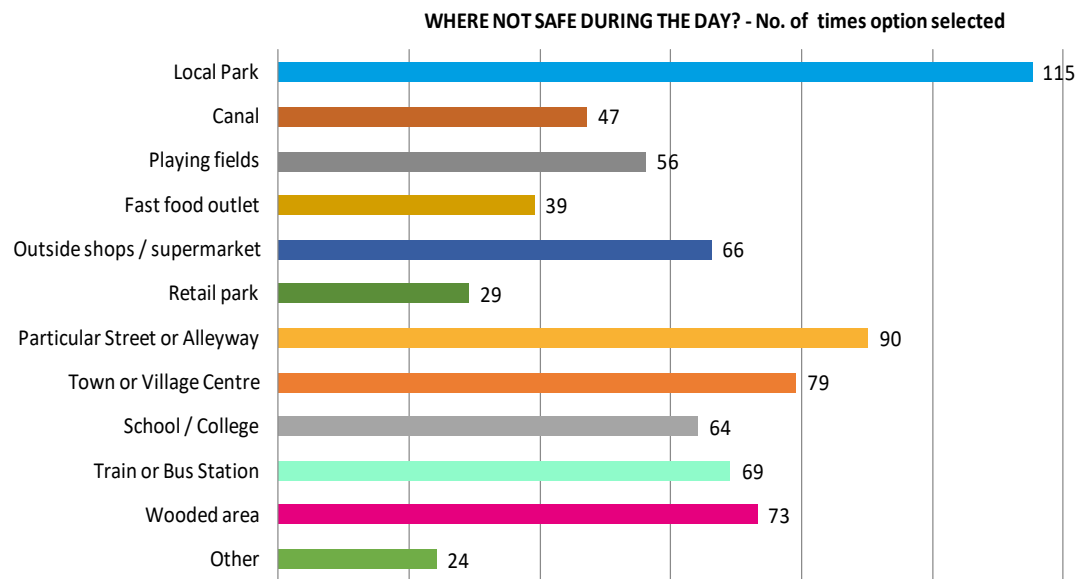


### 3.3.2 Where do you feel NOT SAFE out in your home area in the DAY?

For the 190 participants who stated they didn't feel safe during the day we asked them to tell us a bit more about the types of locations linked to this. They could choose up to a maximum of 5 options, the results of which are shown in the chart to the right.

Overall, the options selected the most by survey participants relating to where they didn't feel safe during the day were 'Local Park' (115), 'Particular Street or Alleyway' (90) and 'Town or Village Centre' (79).

Further disaggregated results by geographical area are shown in the table below. The top 3 options selected by participants in each area are also highlighted.



Q19: NOT SAFE in the DAY	Overall	Cannock	East Staffordshire	Lichfield	Staffordshire Moorlands	Newcastle	South Staffordshire	Stafford	Tamworth	Stoke-on-Trent
Local Park	115	12	30	13	7	8	8	10	11	16
Canal	47	5	16	4	4	0	2	3	4	9
Playing fields	56	8	11	4	6	2	5	3	7	10
Fast food outlet	39	2	10	10	3	3	1	3	3	4
Outside shops / supermarket	66	3	16	13	4	4	3	7	4	12
Retail park	29	2	7	3	4	0	2	3	5	3
Particular Street or Alleyway	90	7	25	12	5	4	8	6	11	12
Town or Village Centre	79	10	18	14	2	6	7	5	9	8
School / College	64	4	19	7	2	3	7	6	9	7
Train or Bus Station	69	11	15	7	5	1	6	5	9	10
Wooded area	73	10	22	5	7	3	6	4	10	6
Other	24	2	2	2	3	1	1	2	5	3
<b>No. of participants stating 'No'</b>	<b>190</b>	<b>18</b>	<b>50</b>	<b>25</b>	<b>12</b>	<b>10</b>	<b>16</b>	<b>13</b>	<b>21</b>	<b>25</b>

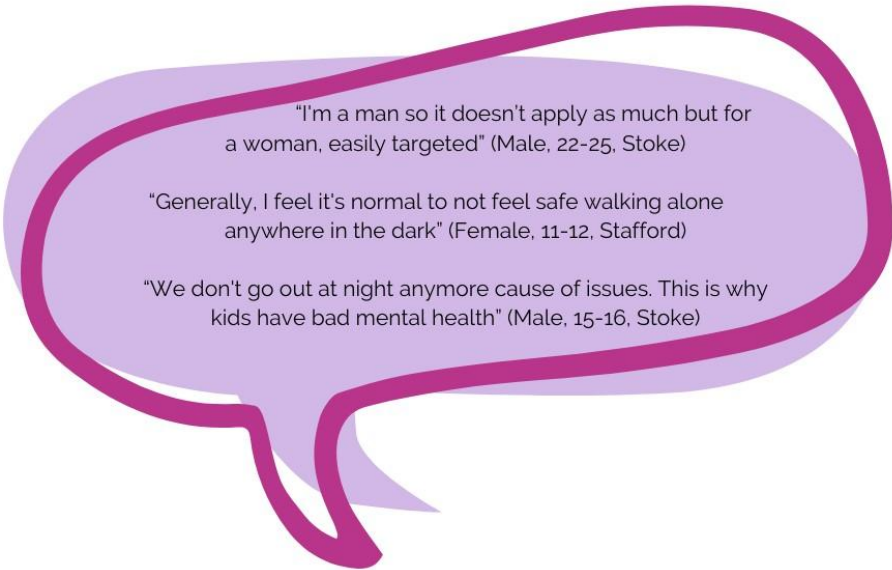
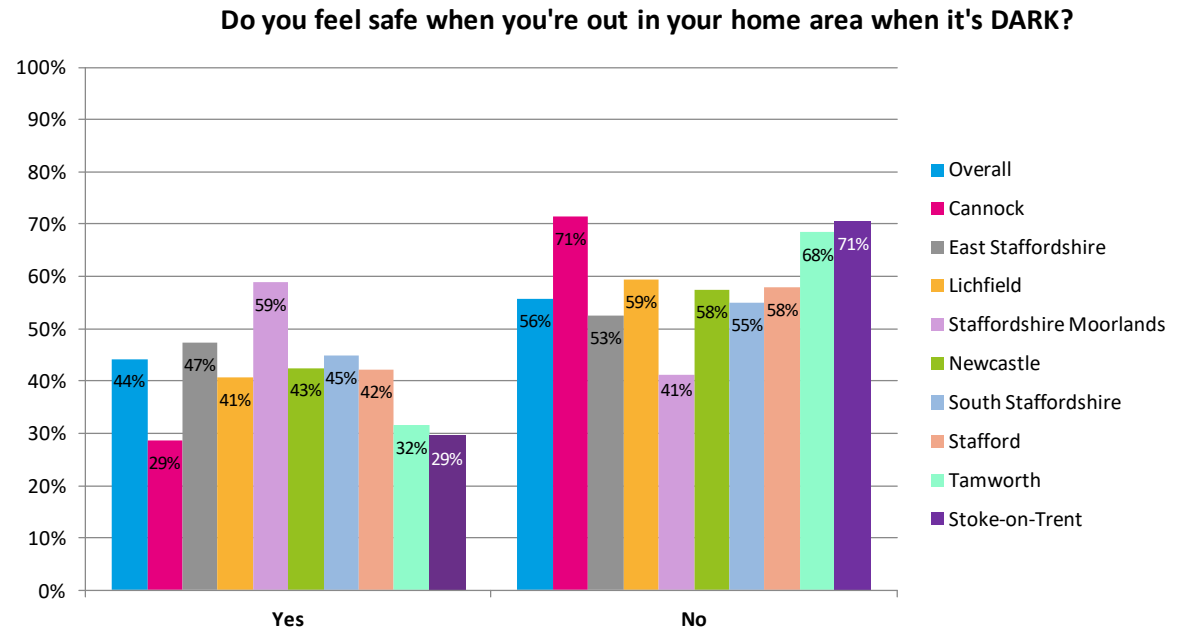
### 3.3.3 Do you feel safe when you're out in your home area when it's DARK?

Overall, 44% of respondents stated they felt safe in their home area when its dark, compared to 56% who didn't feel safe.

Of those that didn't feel safe, the equal largest proportion (71%) were young people from Cannock Chase and Stoke-on-Trent, closely followed by Tamworth (68%).

The highest proportion of those that felt safe in their home area when its dark came from Staffordshire Moorlands (59%).

62% of those that didn't feel safe when it's dark were female, 30% were male.

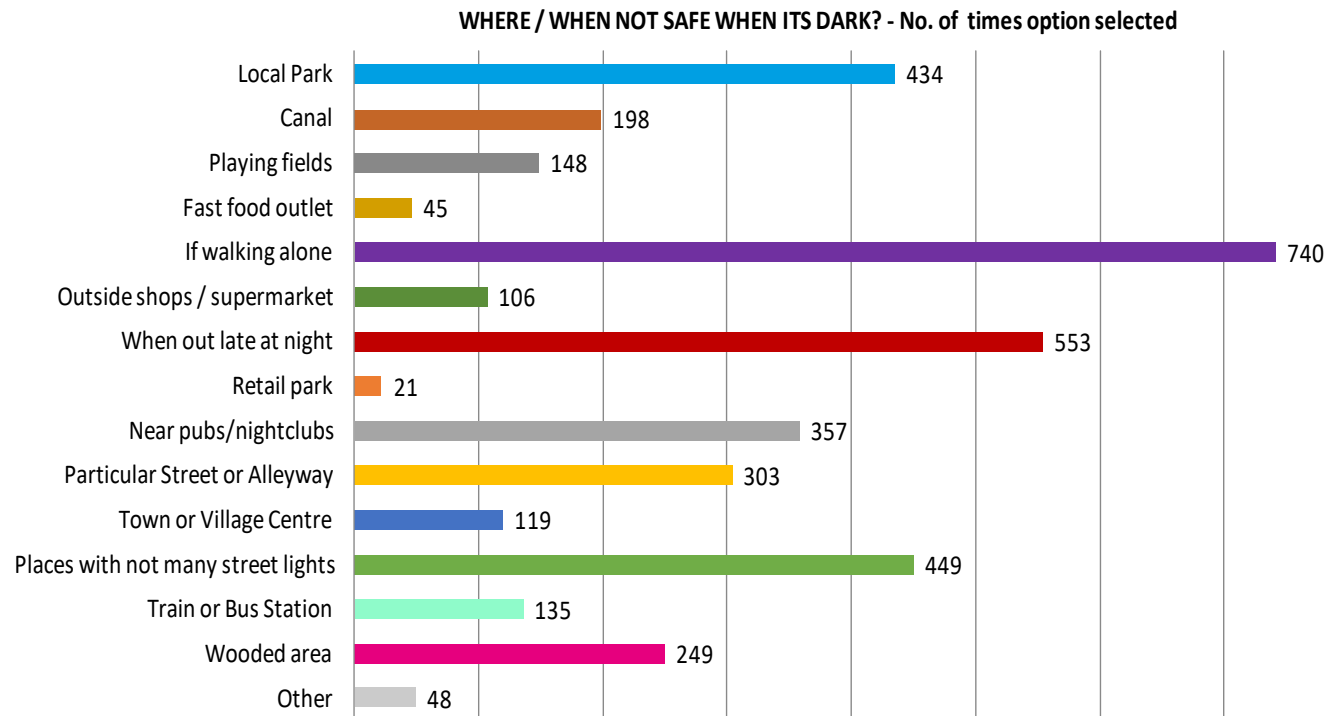


### 3.3.4 Where or when do you feel NOT SAFE out in your home area when it's DARK?

For the 882 participants who stated they didn't feel safe in their home area when it's dark, we asked them to tell us a bit more about the types of locations or circumstances associated to this. They could choose up to a maximum of 5 options, the results of which are shown in the chart below.

Unsurprisingly, the largest proportion of options selected related to the individual scenario of 'Walking alone' (740 of which 65% were female), the time 'When out late at night' (553 of which 64% were female) and the surrounding environment i.e. 'Places with not many street lights' (449 of which 66% were female and 26% male).

In terms of physical locations the main options selected included 'Local Park' (434); 'Near pubs/nightclubs' (357) and 'Particular Street or Alleyway' (303). These findings support the desktop research section highlighting parks and other public spaces as needing to be made safer via a range of additional considerations.



Further disaggregated results by geographical area are shown in the table below. The top 3 options selected by participants in each area are also highlighted.

Q20: NOT SAFE when DARK	Overall	Cannock	East Staffordshire	Lichfield	Staffordshire Moorlands	Newcastle	South Staffordshire	Stafford	Tamworth	Stoke-on-Trent
Local Park	434	36	139	69	46	22	22	26	43	31
Canal	198	7	87	31	16	3	16	8	19	11
Playing fields	148	9	44	26	16	9	14	6	14	10
Fast food outlet	45	0	12	15	3	3	1	5	2	4
If walking alone	740	54	216	147	89	38	50	37	61	48
Outside shops / supermarket	106	6	26	20	10	8	10	6	8	12
When out late at night	553	38	177	110	65	31	33	26	44	29
Retail park	21	1	6	3	3	0	2	1	4	1
Near pubs/nightclubs	357	17	108	73	56	21	21	19	28	14
Particular Street or Alleyway	303	20	82	74	37	16	14	14	23	23
Town or Village Centre	119	15	25	28	5	7	12	6	14	7
Places with not many street lights	449	29	138	97	55	20	30	18	35	27
Train or Bus Station	137	10	25	45	19	2	14	5	11	6
Wooded area	249	14	72	49	39	16	22	17	16	4
Other	48	5	4	7	9	3	4	2	6	8
<b>No. of participants stating 'No'</b>	<b>882</b>	<b>60</b>	<b>254</b>	<b>181</b>	<b>104</b>	<b>46</b>	<b>60</b>	<b>44</b>	<b>78</b>	<b>55</b>

Participants were also asked to elaborate on the options selected above and were given the opportunity to identify any specific locations where they didn't feel safe both during the day and when it's dark. Please note, not all chose to expand further, however, for those that did state specific locations a summary can be seen in **Appendix 1**.

Community Safety data and intelligence on hot spot locations needs to be cross referenced to these specified locations to understand if and where they correspond. If so, this can support local Community Safety Partnerships in commissioning diversionary activities, encouraging community activities, or introducing safety measures such as lighting, low hedges, wider pathways or visible police patrols etc.

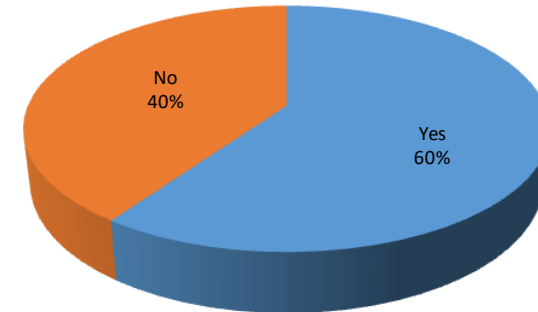
### 3.3.5 Do you know how/where to tell someone about a crime and not give your name or personal details?

From an awareness raising perspective, participants were asked to tell us if they were aware of how to report a crime/concern anonymously. Overall, 60% of participants (945) stated they were aware.

For the 40% (637) that stated 'No', a further supplementary pop up was provided to highlight details of how to access the Fearless.org service and telephone support line.

Participants were then asked if they felt they would use this service if they needed to.

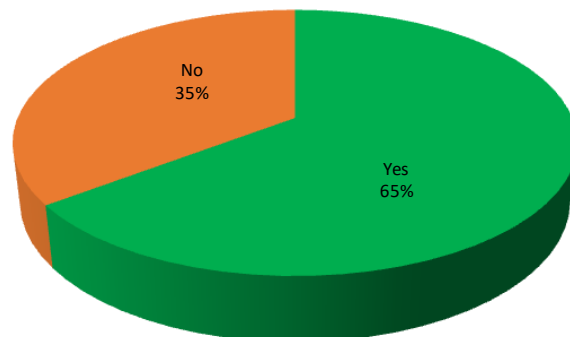
Q23. Do you know how to report crime anonymously?



### 3.3.6 Do you feel you would use the Fearless.org service if you needed to?

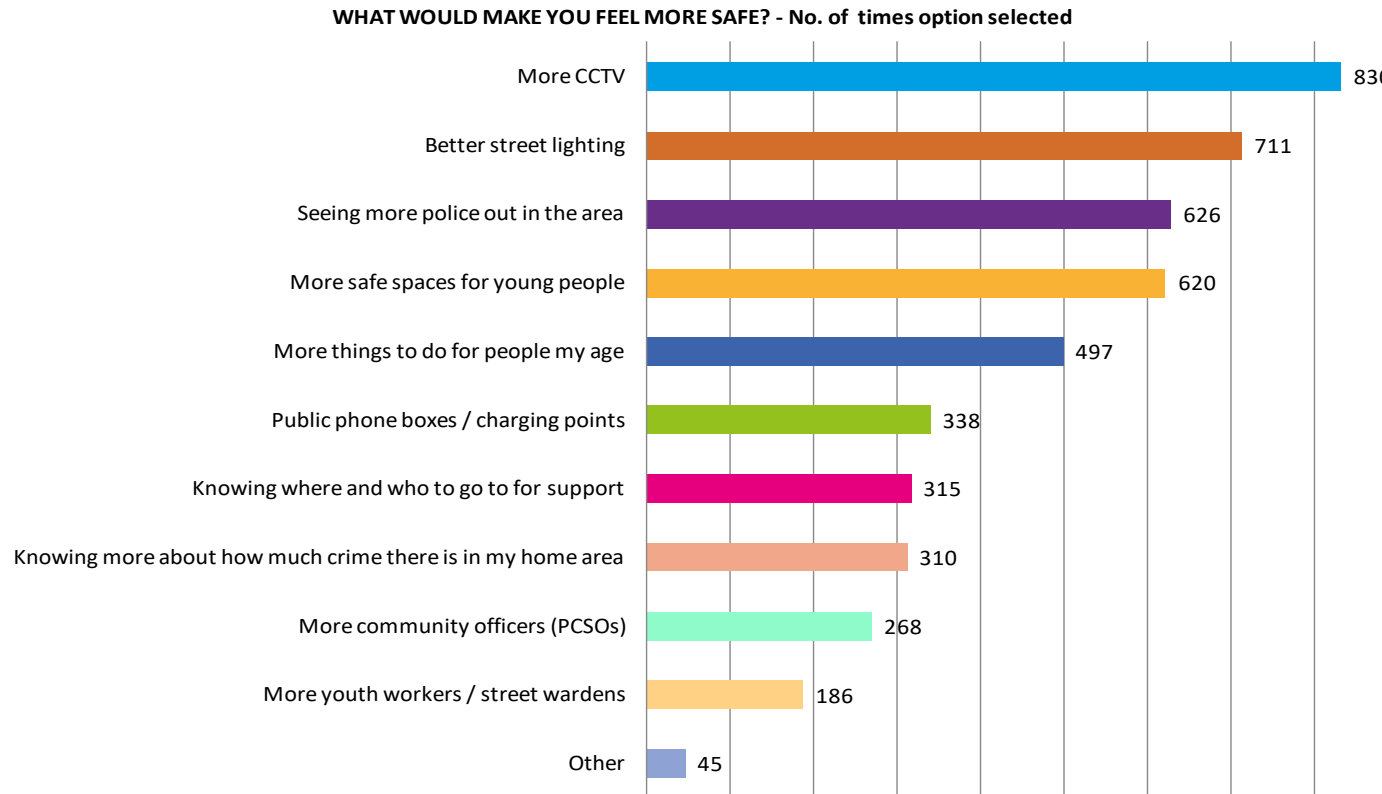
From the 637 participants that were asked, 65% (412) felt they would use the service if required which is encouraging. There is clearly scope to further improve young people's awareness of the Fearless.org initiative and the VRA could look to develop a promotional campaign around this in conjunction with partners e.g. schools, colleges and other youth group settings.

Q24. Would you use the Fearless.org service if you needed to?



### 3.3.7 What would make you feel more safe in your home area?

For this question participants could choose up to a maximum of 3 options, the results of which are shown in the chart below.



The top two solutions to feeling more safe are both physical infrastructure improvements, which are being addressed through Safer Streets funding. Improvements can be costly to install, maintain and also to monitor on an ongoing basis. We hope Community Safety partners will want to cross reference the findings about specific locations identified by young people with any proposed infrastructure improvements they have planned.

Staffordshire's policing model has changed in the last 12 months, with the aim of allocating more resource to neighbourhood policing and targeting specific locations (Precision Policing) where crime is higher. It will be interesting to see if or when young people begin to notice a difference in police visibility over the coming years as these changes are embedded.

Support for young people also features strongly with safe spaces, more to do and more youth workers scoring well individually, and when combined would have been the top request for feeling safer. Recent work on a Sufficiency Statement for Support for Young People in Staffordshire will inform the necessary steps to ensure young people know what is available where, and how they can access support in their locality.

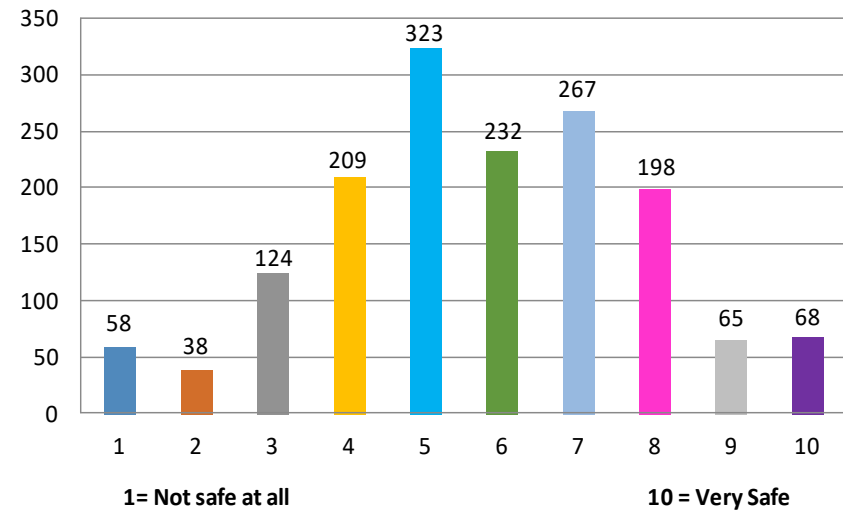
### 3.4 Digital & Social Media

This next section aims to understand young people’s views of online violence and safety, including what could be implemented to make digital and social media safer for children and young people. The findings will be presented in the order questions were asked within the online survey.

#### 3.4.1 On a scale of 1-10, how safe do you feel social media platforms are for young people? 1 = Not safe / 10 = Very Safe

Taken as a whole, the average rating given by participants to this question was 5.73, thereby indicating a degree of indecision either way.

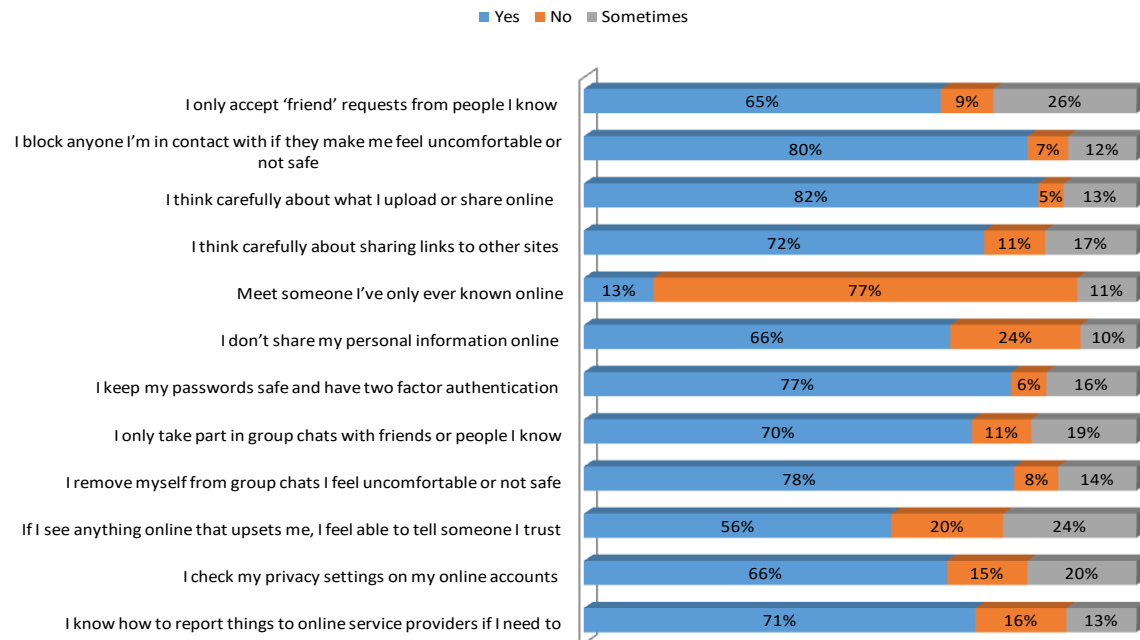
However, the largest proportion of votes fell into the 5-7 rating bands at 52%, so could indicate most were edging towards feeling social media platforms being more safe than not for young people.



#### 3.4.2 Do you do any of the following things to keep yourself safe online?

Encouragingly, the results to this question highlight that a good proportion of respondents take positive actions to keep themselves safe online. Despite this, some concern still remains as to why some young people continue to be more risky in their behaviours.

Continuous messages to inform, educate and raise awareness remain important in keeping simple, key safety actions at the forefront of children and young people’s minds when they are online.





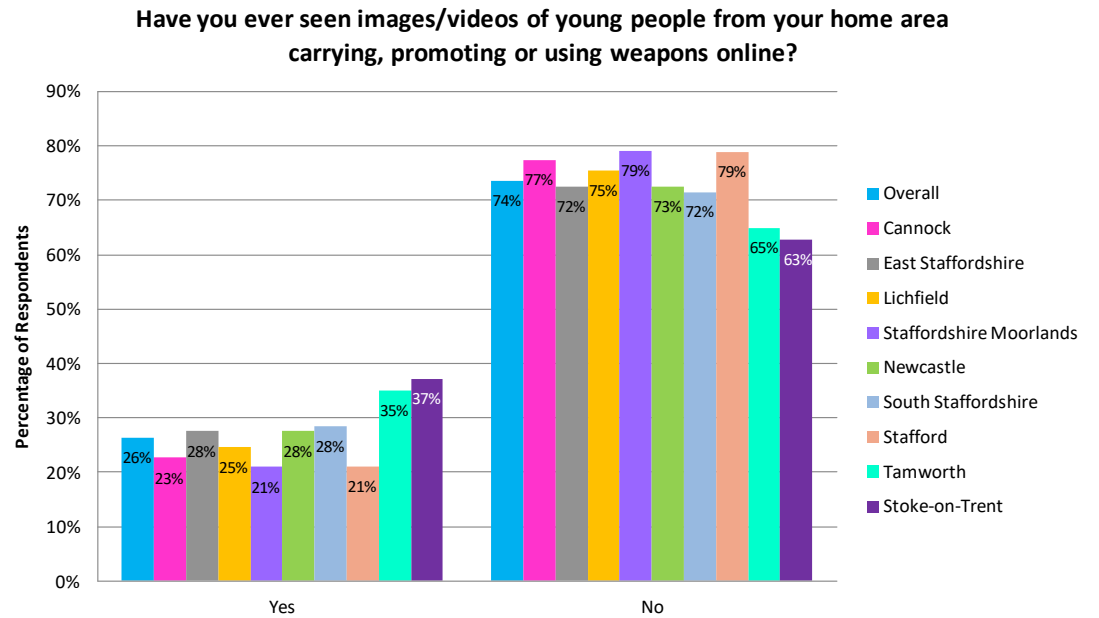
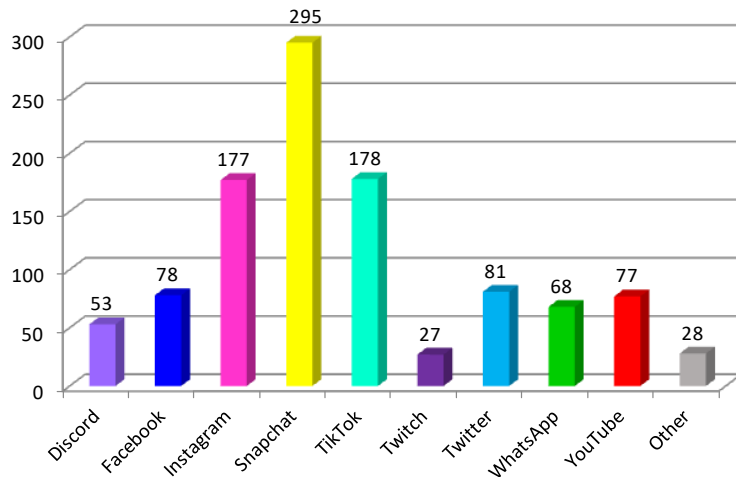
### 3.4.3 a) Have you ever seen images/videos of young people from your home area carrying, promoting or using weapons online?

Overall, 26% of participants (418) stated they had seen images/videos of young people from their home area carrying, promoting or using weapons online. The largest proportion of these were young people from Stoke-on-Trent (37%) and Tamworth (35%).

From the earlier desktop research section we know that young people want more protection online through a range of measures from big tech companies making safety for young people a priority and Government ensuring legislation enforces this.

#### b) Where did you see this?

Of the 418 participants that stated 'Yes' to the previous question they were asked to share where they saw these images and/or videos via selecting from a list of options. The breakdown of responses is below:



The most popular option selected was Snapchat with 295 clicks, followed by TikTok and Instagram. Additional information stated under the 'Other' category included the platforms OnlyFans, Skype, Zoom, REDDIT and Azar.

Keeping up with the latest trends and newest platforms is highly challenging and means that legislation and enforcement are often on the back foot in helping young people feel safe.

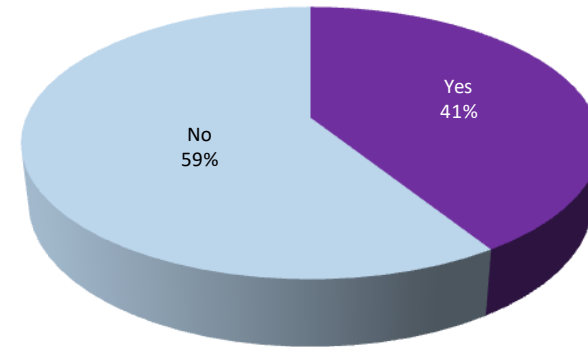
Educating young people and parents that these platforms are not always looking out for their wellbeing is perhaps the most helpful way to support them in navigating these virtual minefields.

### 3.4.4 a) Do you think social media and online gaming makes violence seem normal to young people?

Overall, the majority of respondents (933 / 59%) felt they didn't think social media and online gaming normalises violence to young people. For the 41% that thought otherwise, we asked them to comment on why they took this viewpoint. The key themes and insights are summarised in the next section.

#### b) Why do you think this?

Many responded to this highlighting that exposure to social media and online gaming content occurred far too early for children, and that the regularity and breadth of exposure intensified its impact significantly. Some respondents also cited a lack of parental awareness of content or the age ratings of games and/or feeling unable to take responsibility in limiting, supervising and monitoring children's exposure. This was a factor leading to a normalisation of violence as illustrated by the following selected quotes.



"Games like Call of Duty. Young kids are playing games like these because parents think it's okay. Parents typically do not care what their child plays, or uses. Give a 5 year old a phone? Why? What I've seen with my aunt makes me think why. My young cousin was hitting kids cuz of games."

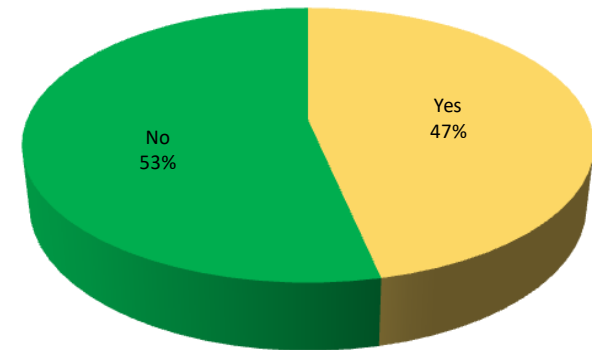
"So many young, impressionable children play games that are age rated above their age."

"Children as young as primary school age are being allowed to play these games as well, parents are allowing children to become brainwashed by them from a young age."

### 3.4.5 a) Do you think young people get desensitised to violent behaviour because they see it on social media and online gaming?

Overall, the majority of respondents (845 / 53%) felt they didn't think young people get desensitised to violent behaviour because they see it on social media and online gaming.

For the 47% that thought otherwise, we asked them to comment on why they took this viewpoint.



#### b) Why do you think this?

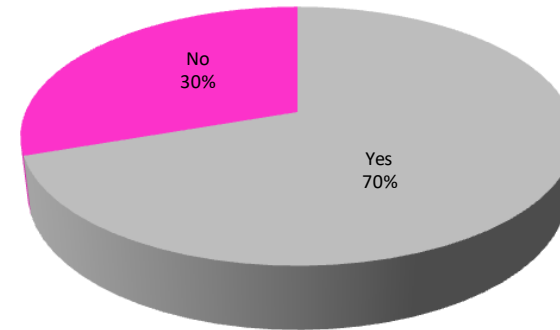
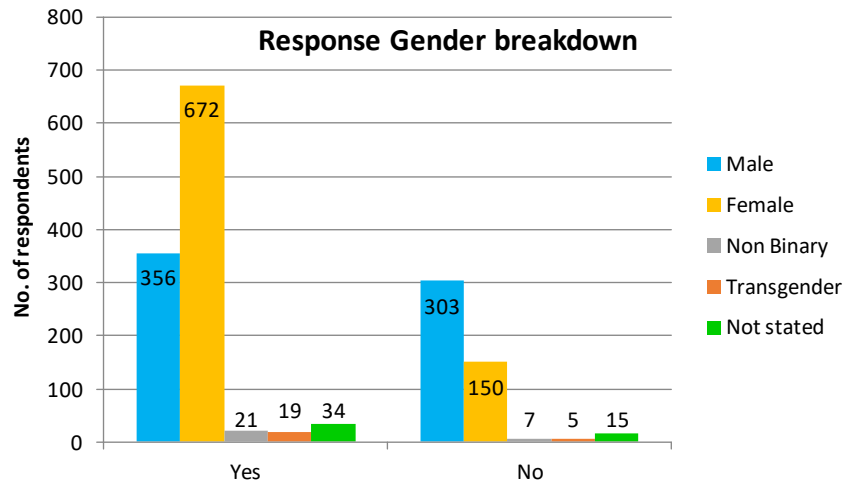
Similarly, to the previous question, strong themes continued around early exposure, regularity and breadth of exposure, lack of parental awareness, interest or responsibility leading to desensitisation around violence of all kinds. With large platforms and little to no moderation, some also commented on the role social media influencer's play in spreading negative and harmful messages to impressionable children and young people.

"There are many popular influencers (particularly in rap) that actively promote and normalise possession of firearms and illicit substances, as well as violent activities directed at those you disagree with. People who are likely to or have already partaken in violent behaviour tend to talk about it nonchalantly and even glorify this kind of behaviour."

"Popular public figures such as Andrew Tate use social media to promote his, often violent, ideologies across several platforms. Young people, especially young boys, simply see him as a 'goat' and over look the harmful narratives he's spreading."

### 3.4.6 Do you think because of social media there is more violence towards women and girls?

A significant proportion of respondents (1102 / 70%) felt there is more violence directed towards women and girls because of social media. The gender breakdown against the Yes/No options can be seen below.



Comments from survey respondents illustrate the strength of feeling that social media is a contributor to more violence against women and girls.

"If a young impressionable boy sees that they can do horrible things to women in a video game they can develop those same tendencies and gain a thirst for it, acting it out in real life." (Female, 19-21)

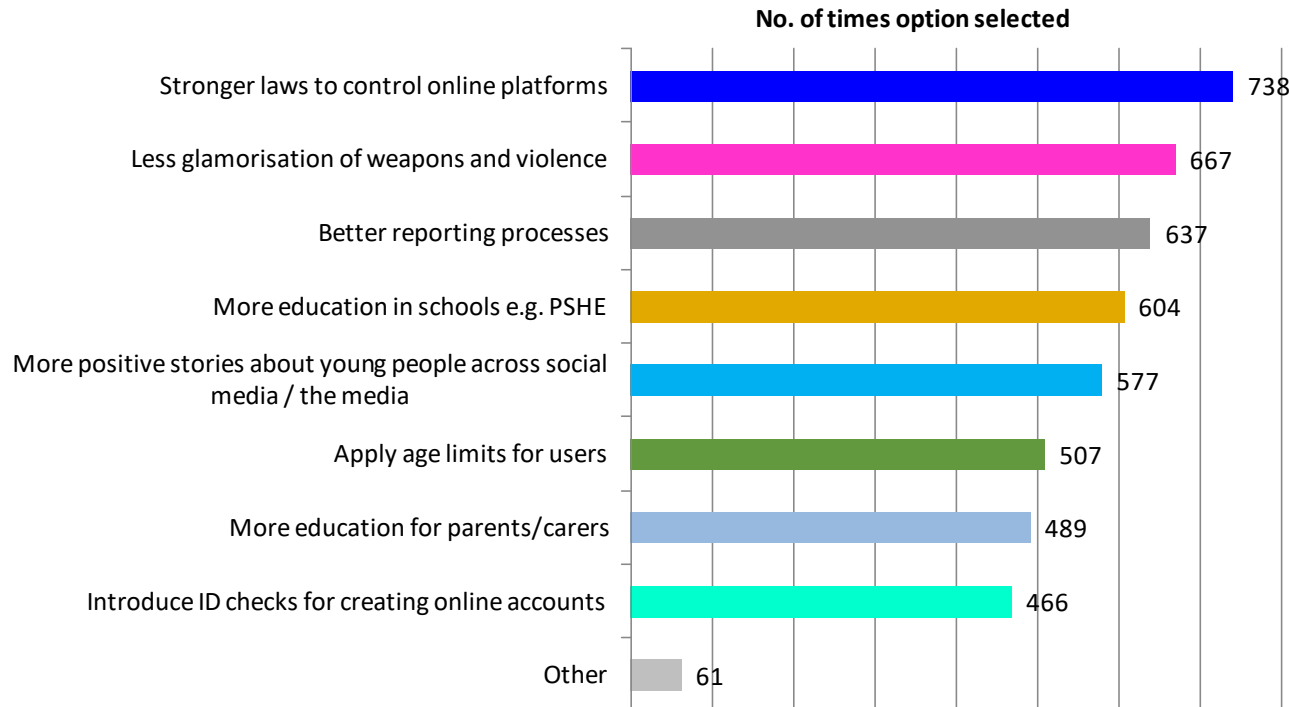
"Social media gives people an unrealistic outlook on life and how to treat women. Furthermore I've started to notice social media is glorifying misogyny, gangs and violence." (Male, 15-16)

"Social media glorifies and normalises violence and negativity about women." (Female, 17-18)

"Gaming culture is dangerous in young men and often makes them irrationally violent, especially towards other women in games." (Female, 19-21)

### 3.4.7 What would you do to make digital and social media safer for children and young people?

For this question participants were asked to choose their top 3 options, the results of which are shown in the chart below.



**Enforcement** is again seen by young people as the best solution to the issue, with various suggestions popular with respondents, including stronger laws for tech companies to monitor and remove harmful content, to develop faster and better reporting processes, as well as applying appropriate age limits including robust ID checks for setting up online accounts.

**Education** of both young people and parents is also seen as important, although one comment perhaps adds an important clarification to this:

**Note:** The Pan-Staffordshire PSHE Coordination Service, funded by the Office of the Police, Fire and Crime Commissioner is seeking to raise both the quality and consistency of provision across all educational settings, as well as bridging the gap to informal education settings within the youth sector. For more information on this go to: [www.pshestaffs.com](http://www.pshestaffs.com)

Another popular choice pointed to the creation of counter-narratives around young people through **positive stories** of their contribution to society across a range of media platforms. This resonates with the Youth Seen Campaign that SCVYS ran during 2019/20 and which came out as a recommendation in our previous Knife Crime reports from around that time (SCVYS, 2019). UK Youth have initiated a similar national campaign called HOPE2020 dedicated to young people and their aspirational stories of ambition and hope. This involves the promotion of an annual Day of Hope, part of a legacy campaign in memory of Damilola Taylor through a range of organisations spanning several sectors.

Young people are often portrayed by mass media in a less than sympathetic way, and this is often picked up with throw away comments by adults suggesting that teenagers are far worse today than in previous generations. Whilst this has always been the case throughout many generations, as quotes from various people and times in history clearly evidence, perhaps we should be learning from history and ensuring today's young people have value, a contribution to make and very much belong in our communities.

This quote from Socrates (469-399 BC) illustrates this perfectly:

**“Children; they have bad manners, contempt for authority; they show disrespect for elders and love chatter in place of exercise. They no longer rise when elders enter the room; they contradict their parents and tyrannize their teachers. Children are now tyrants.”**



## 4. Findings – Targeted Sessions

This part of the research afforded an opportunity for commissioned providers and VCSE organisations to seek the views of young people that have been directly involved with or affected by violence in some way. Following an expression of interest phase to enlist potential organisations that had the cohort of young people and right expertise to support this type of engagement, only one came forwards.

Dizzy Heights, a VCSE youth organisation and SCVYS member were able to deliver 8 sessions with a total of 63 young people from Stoke-on-Trent. These targeted sessions, perhaps unsurprisingly showed far more concerning statistical responses than the universal survey cohort identified.

### 4.1 Cohort of Young People

The demographic breakdown of the young people who participated in the sessions is summarised below:

Age Group	No. of YP
11-12	16
13-14	27
15-16	20
<b>Total</b>	<b>63</b>

Gender	No. of YP
Male	40
Female	23
<b>Total</b>	<b>63</b>

Disability	No. of YP
Yes	1
No	62
<b>Total</b>	<b>63</b>

Area	No. of YP
Stoke-on-Trent North (Tunstall; Fegg Hayes)	15
Stoke-on-Trent Central (Shelton; Trent Vale; Stoke Centre; Thistley Hough)	13
Stoke-on-Trent South (Blurton; Meir; Fenton; Dresden)	35
<b>Total</b>	<b>63</b>

Ethnic Group	No. of YP
Asian or Asian British - Chinese	1
Asian or Asian British - Any other	1
Black, Black British, Caribbean or African - Caribbean	1
Black, Black British, Caribbean or African - African	1
Mixed or Multiple ethnic group - White and Black Caribbean	1
Mixed or Multiple ethnic group - White and Asian	2
Mixed or Multiple ethnic group - Any other	1
White - English, Welsh, Scottish, Northern Irish or British	52
White - Gypsy or Irish Traveller	1
White - Any other white background	2
<b>Total</b>	<b>63</b>

Status	No. of YP
Attending a mainstream school	60
Attending a different provision e.g. PRU	1
A young person in care	0
A care leaver	0
Attending college or university	0
None of the above	2
<b>Total</b>	<b>63</b>

School Exclusion	No. of YP
Yes	46
No	17
<b>Total</b>	<b>63</b>

Area Type	No. of YP
Urban	63
Rural	0
<b>Total</b>	<b>63</b>

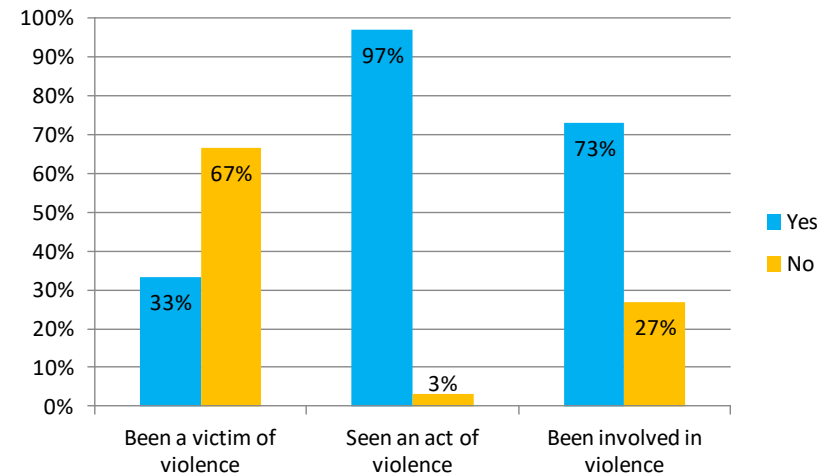
## 4.2 Violence

### 4.2.1 Have you ever....?

Participants were asked about their experience of violence in the context of being a victim; being involved in violence i.e. as a perpetrator or seeing an act of violence. As indicated by the chart:

- ◆ 97% had seen an act of violence
- ◆ 73% had been involved in violence in some way
- ◆ 67% had been a victim of violence

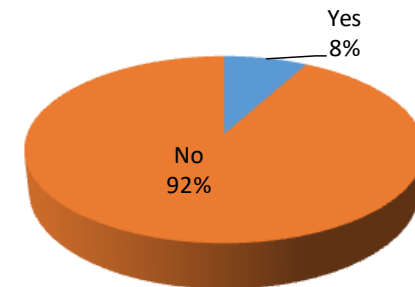
**“Blurton is a rough area. I’ve had problems with young people from different areas linked to things being spread on social media.” (Male, Blurton)**



### 4.2.2 Have you ever carried a knife/sharp pointed object or weapon?

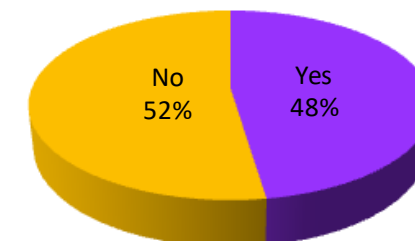
92 % of participants stated they had never carried a knife or weapon. For the 8% that stated ‘Yes’ the reasons provided were:

- ◆ “I’ve been stabbed twice and had a gun pulled out on me” (Female, Blurton)
- ◆ “I’m worried because of the area in which I live” (Male, Fegg Hayes)
- ◆ “For protection, problems in the area”
- ◆ “Self harm purposes”



### 4.2.3 Is it normal for young people in your home area to carry a knife?

The response to this question was pretty evenly split with 48% stating it was normal versus 52% that didn’t think it was normal. For the 48% that thought it was normal, the reasons (including quotes) were:





- ◆ Safety and protection linked to “problems with other youths” and “to scare other people.”
- ◆ Surrounding environment and the area within which they live. “It’s normal on the estate” “It’s the area where we live” “Drug users in the area and the people who are after them”
- ◆ There is a culture of carrying a knife. “It’s more common for boys to carry a knife” “Drug users carry knives” “Most young people do it” “Its where life is these days”
- ◆ As a response to others who are carrying a knife. “Other people carry them.”

#### 4.2.4 What would you do to help stop violence in Staffordshire and Stoke-on-Trent?

Participants were not provided with the pre-determined options list as per the online survey, enabling them to more freely express their thoughts in discussion with the facilitator. The following viewpoints were shared which predominantly indicate a degree of despondence/lack of hope, alongside suggestions for greater police intervention, better education in schools and practical measures such as knife amnesties.

“Can’t do anything”      “Nothing we can do”      “Young people think it will get worse”      “I don’t say anything as worried about own safety”

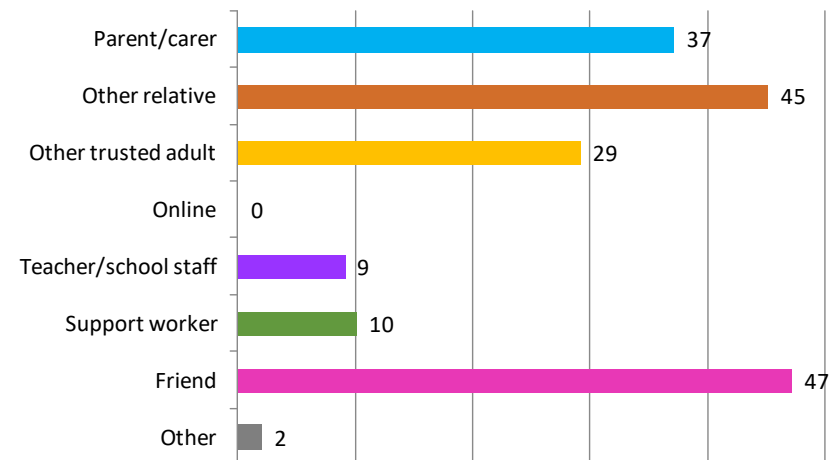
“More police, although the police don’t do anything.”      “More protection around the area (police)”      “Report it to police if you see somebody with a knife”

“Lessons at school for children (education)”      “Knife amnesty”

#### 4.2.5 Who would you go to for help if you were worried about violence?

For this question participants could state as many options as applied.

The top three options selected for this question were ‘Friend’ followed by immediate ‘Parent/carer’ or another ‘Relative’. No participants would use online support. For the two people that selected ‘Other’ they cited the ‘Police.’

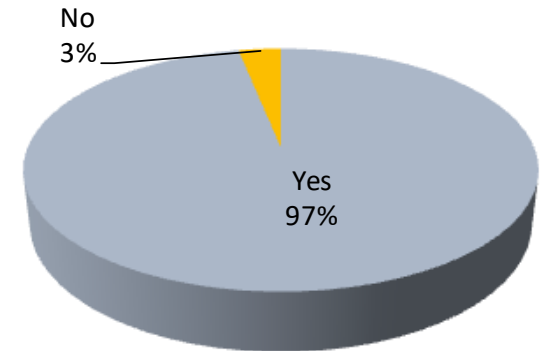


## 4.3 Digital & Social Media

### 4.3.1 Do you think social media and online gaming makes violence seem normal to young people?

97% of the cohort thought that social media and online gaming makes violence seem normal to young people. The responses quoted behind this viewpoint were:

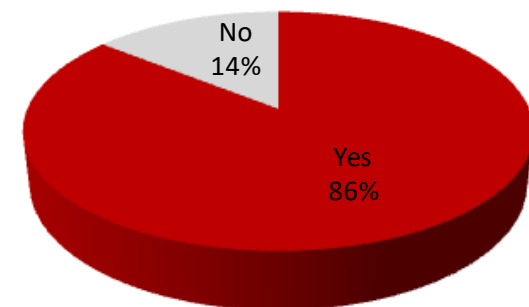
- ◆ “Problems stem from social media, its ruined young people, they think everything is normal.”
- ◆ “It glorifies it – making violence look fashionable. Everyone is doing it and it spreads around fast (even out of the area).”
- ◆ “Social media is popular; people act hard like bad men and show off.”
- ◆ “There are a lot of guns, knives and weapons on games with gory environments. Games such as GTA (Grand Theft Auto).”
- ◆ “It makes it worse – the majority of arguments start online and problems escalate on social media.”
- ◆ “Young people see it on a daily basis....guns, fighting. Games reward for winning.”
- ◆ “Makes young people rage. Lots of violence on games you see it every day.”
- ◆ “People re-enact what they see on social media which is free, open and easy to access. No warnings, games can make young people behave angrily.”
- ◆ “Everything goes on social media, people put problems on social media you see it all over the internet.”



### 4.3.2 Do you think young people get desensitised to violent behaviour because they see it on social media and online gaming?

Conversely to the online survey response, the majority of young people in this exercise (86%) felt that young people do get desensitised to violent behaviour because they see it on social media and online gaming. We asked them to comment on why they took this viewpoint:

- ◆ “There is a lot of violence on there, screenshots spread.”
- ◆ “See it many times it becomes normal.”
- ◆ “See it every day; nothing is censored on social media. There is too much of it and they see so much they just get used to it.”

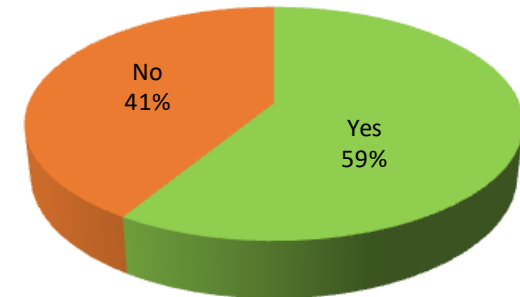


- ◆ “Gory videos, stories and how often this material is posted and how quickly videos spread.”
- ◆ “You see this behaviour regularly on the streets.”
- ◆ “Young people learn off games and they see things on social media all the time.”
- ◆ “Everybody watches it – you can always see it. People think it’s normal to behave like this. There is violence everywhere.”
- ◆ “It’s a normal thing and regularly in the media about somebody getting stabbed or murdered.”

#### 4.4.3 Do you think because of social media there is more violence towards women and girls?

The majority of respondents (59%) felt there is more violence directed towards women and girls because of social media. In comparison, this is less than those who answered ‘Yes’ to this question in the online survey (70%). Almost two thirds of the Stoke-on-Trent cohort spoken to in this exercise were male which could have been a factor in determining this result. Some individuals provided further comment on this question:

- ◆ “It makes girls more vulnerable to being abused and games can glorify it.”
- ◆ “Girls get abused and it spreads on social media.”
- ◆ “Boys are always asking for pics (nudes), you don’t know who is behind the screen. Girls get picked on and are expected to act a certain way.”
- ◆ “Unwanted, inappropriate pics are sent to girls, boys think they can do whatever they want on social media. Boys keep asking so girls feel peer pressured into sending rude pics.”



#### 4.4.4 What would you do to make digital and social media safer for children and young people?

This open question was posed to participants and the viewpoints provided were as follows:

- ◆ “Block and report people.”
- ◆ “Don’t add random people and block people you don’t know.”

- ◆ “Need to be a certain age for social media, providing better protection.”
- ◆ “Put more restrictions on young people – don’t give young people phones.”
- ◆ “More parental guidance.”
- ◆ “Ban people from social media who portray violence.”
- ◆ “More education on keeping social media to yourself.”

## 5. Conclusion & Recommendations

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One of the key questions to ask ourselves, is have we learned anything new through this engagement exercise? The findings from the local cohort appear to largely resonate with national findings from the last few years. So, perhaps then the learning is in the nuance of our response.

Not just more education but better education around these key issues, and education that supports families as well as young people. How can we as a partnership support schools to include rather than exclude? Can we counter challenge the negative language and labelling of young people that is reinforced by our media's portrayal of them? Only in the last few days Sky News used the term "Ghost Children" to describe those missing from school.

Perhaps a focus on what we can change locally rather than a wish list for national government or corporate business to address would empower the partnership to act. What is possible for us as a local partnership to improve support for young people, making sure they have opportunities for relationships with trusted adults who can affirm and validate them as individuals as well as help them to connect into the local community around them, which may help them manage the normal ups and downs of life and enable them to stay out of more clinical interventions.

Instead of more and better mental health services, can we prioritise initiatives that support the protective factors identified and signed up to by partners such as relationships with trusted adults, stronger connections to communities and access to safe activities of interest, support for whole families, as well as more targeted work with cohorts impacted by disproportionality?

Can we make specific public spaces safer by working with those who use them and live around them, can we change attitudes towards women and girls, raising awareness and encouraging a zero tolerance to anything contrary to that. What can we do together to get 18-29s the right kind of support and help that enables them to also feel part of society and that they have a positive contribution to make?

Can we continue to build on some of the positive initiatives of the Violence Reduction Alliance and its partners (e.g. PSHE Coordination, new Neighbourhood Policing Model, Precision Policing, Safer Streets initiatives and the Turnaround Project etc.) from the last 2 years?, so these are not simply short term projects but shared embedded approaches to valuing and investing in our young people, not just for the sake of future communities but to make our communities safer, stronger and more integrated in the present.

In conclusion, is it time to focus less on short term reactive interventions that may temporarily improve datasets but have little or no lasting impact. We then have the opportunity to shift towards longer term solutions that concentrate on the softer outcomes that resonate with what young people are asking for and are what evidence suggests makes the difference.

## 5.1 Recommendations

Based on the results from the desktop review and the analysis of the research data, the following recommendations are made:

- ◆ Co-produce local solutions with communities, including an ongoing relationship with and involvement of young people and targeted stakeholder engagement where this adds value. For example, support Community Safety Partnerships to cross reference the data identifying specific locations of concern to young people with hot spot locations, and to work with those communities to make public spaces feel safer through better lighting, CCTV, low hedges, wide pathways, encouraging more local ownership and use of parks, etc. to make them busier, alongside more visible community policing.
- ◆ As a partnership, and alongside our communities, there is more work to do to help women and girls feel safer, especially when it gets dark. Educating males is key and strong messages need to be reinforced in families, education and society in general as to acceptable behaviour towards women and girls.
- ◆ Promote and invest in more appropriate support services for young people across the most affected age cohorts which provide safe places to go, positive things to do and trusted people to talk to whatever the presenting issue might be. E.g. mental health, anti-social behaviour, bullying, peer pressure, etc. Learning from previous work with young people and linking this recommendation to the Risk and Protective factors suggests that alongside ensuring commissioned support services are as good as they can be, work should also focus on key foundations such as building strong relationships between young people and at least one trusted adult, strengthening connections to their local community through activities of interest, encouraging them to contribute, etc. all of which are known to add a sense of value, validation and belonging.
- ◆ Incentivise schools to reduce or eliminate exclusions, for example by ensuring school rankings and results take account of all pupils, including any they exclude, whilst providing the right support to enable them to provide or procure safe, full time alternative education for those who need it.
- ◆ Young people are asking the Police to keep them safe from harm rather than treating them as criminals. They want to see increased visibility, police building trust and improving relations with young people and communities, especially with particular cohorts whose distrust is embedded and feel they are treated disproportionately.
- ◆ Young people want to feel more protected when online, through better enforcement of age restrictions on social media platforms, increased monitoring and quicker removal of harmful content, as well as educating parents and young people on the positives and negatives of social media including how to stay safe online.
- ◆ The 18-29 cohort is identified as the most likely to be involved in serious violence as both victims and perpetrators. It is critical that the partnership explore what interventions work with this age group aligned to the protective factors. Again, connection, belonging, validation, opportunities to contribute, as well as basics such as housing, economic wellbeing, etc. will all be critical in re-engaging this older cohort. Use of the term youth violence suggests it is a largely a teenage problem, and therefore the apparently simpler solutions of education and diversionary activities are key, whereas more intentional thought needs to be applied to address the needs of this older cohort.

# Appendix 1 Specific locations data by Area

Area	Specific locations – IN THE DAY	Specific locations – WHEN DARK
Cannock Chase	<ul style="list-style-type: none"> <li>▪ Parks – Cannock Park (4); Hednesford Park; Newlands Estate Park; Chasewater</li> <li>▪ Train station – Cannock (2); Hednesford</li> <li>▪ Town Centre – Cannock (3); Rugeley (2); Heath Hayes</li> <li>▪ Wooded area – Cannock Chase</li> </ul>	<ul style="list-style-type: none"> <li>▪ Parks - Pye Green Stadium; Hednesford Skate park; Norton Canes parks (no lighting); Park by the Jolly Collier pub</li> <li>▪ Street/Alleyway - Cartwright Way; Benion Rd; Norton East Rd</li> <li>▪ Town or Village Centre - Cannock Town centre (6) Norton Canes (3); Heath Hayes; Rugeley</li> <li>▪ Wooded area - Hawks Green nature reserve</li> <li>▪ Other – Birmingham (2)</li> </ul>
East Staffordshire	<ul style="list-style-type: none"> <li>▪ Parks – Eton Park (4); St Luke’s Park (3); Shobnall Park (2); Burton Library Park; Carver Park</li> <li>▪ Street/Alleyway – St Luke’s Rd; St Andrews Drive; St Mary’s Drive; Harper Avenue; Uxbridge St (2); Rolleston Rd; Field Lane; Alleyway by Nisa (Horninglow Rd); Waterloo St; Napier St</li> <li>▪ Wooded area - Tutbury</li> <li>▪ School - De Ferrers Academy Trent Campus (4); Paget High School</li> <li>▪ Town Centre - Burton Town Centre (4); Shobnall (2)</li> <li>▪ Shops/supermarket – Pak Foods / Nafees; Co-op (Horninglow Rd); Nisa (Horninglow Rd); Lidl (Derby St); The Yellow Shop (Uxbridge St)</li> <li>▪ Fast food outlet – McDonalds town centre (2); Subway; Costa; Spice Hut (Horninglow Rd)</li> <li>▪ Other – The Trap House (Anglesey Rd)</li> </ul>	<ul style="list-style-type: none"> <li>▪ Parks - Eton Park (16); St Luke’s Park (14); Bitham Park (8); Carver Park (5); Shobnall Park (9); Tutbury Park (2); Oak Rd Park; Ash Tree Rd Pocket Park</li> <li>▪ Pubs – The Merry Monk pub; Stretton Social club; The Oak</li> <li>▪ Street/Alleyway - Alleyway near Hall Green Avenue; Alleyway to Stretton Precinct; Alleyway to Short Lane; Beresford Close; Carver Rd (2); Craythorne Rd; Derby Rd; Dover Rd; Harper Avenue (3); Horninglow Rd (2); Princess St; St Luke’s Street; Uxbridge St (3); Waterloo St (2)</li> <li>▪ Town or Village Centre - Burton Town Centre (18); Shobnall (7); Horninglow (2); Uttoxeter</li> <li>▪ Shops/supermarket – Coopers Square; Londis; Kings Shop (Horninglow); Shobnall stores</li> <li>▪ Bus Station - Burton</li> <li>▪ Wooded area - Jinny Trail</li> </ul>
Lichfield	<ul style="list-style-type: none"> <li>▪ Parks – Redwood Park (2); Beacon Park; Chase Terrace Park, Stowe Pool</li> <li>▪ Fast food outlet – McDonalds and surrounding area (5)</li> <li>▪ Town Centre – Lichfield (3) 1 respondent came from Cannock</li> <li>▪ Street/Alleyway – Oakdean Rd; Sankeys Corner Burntwood</li> </ul>	<ul style="list-style-type: none"> <li>▪ Parks - Beacon Park (15); Chase Terrace Park; Darnford Park (2); Stowe Pool Park (4); Shortbutts Park; Lichfield Skate Park; Stonnall Park</li> <li>▪ Canal – Fradley; Handsacre; Whittington</li> <li>▪ Fast food outlet – McDonalds (Town centre) (14)</li> <li>▪ Shops/supermarket - Tesco</li> </ul>

	<ul style="list-style-type: none"> <li>▪ School – Chase Terrace Academy; King Edwards VI School</li> </ul>	<ul style="list-style-type: none"> <li>▪ Pubs - Walkabout; 24 Market Street</li> <li>▪ Street/Alleyway - Dimbles alleyway (4); Alleyway by The Brambles (2); Alleyway next to St Josephs School; Goodman Street</li> <li>▪ Town or Village Centre - Lichfield Town Centre (3); Burntwood (4)</li> <li>▪ Train or Bus Station - Lichfield Bus Station (6); Lichfield Train Station (6)</li> <li>▪ Wooded area - Saddlers Wood; Leamonsley Woods</li> <li>▪ Other - Armitage Village Hall; Burntwood Leisure Centre; Debenhams Car park (2)</li> </ul>
Newcastle-under-Lyme	<ul style="list-style-type: none"> <li>▪ Parks – Loggerheads Park (2); Clough Hall Park (2); Waterhayes Park; Lyme Valley</li> <li>▪ Fast food outlet – McDonalds</li> <li>▪ Wooded area – Burnt Wood (2)</li> <li>▪ School – Clayton Hall Academy; The Kings School</li> <li>▪ Town or Village Centre - Newcastle Town Centre (4) also cited subways; Clayton; Madeley; Chesterton</li> <li>▪ Shops/supermarket – Park Stores Kidsgrove; Coop (Chesterton and Waterhayes); Bargain Booze</li> <li>▪ Bus station – Newcastle</li> </ul>	<ul style="list-style-type: none"> <li>▪ Parks - Chesterton Park; Loomer Rd Park; Bamber Park; Knutton whammy; Silverdale Park; Lyme Valley</li> <li>▪ Playing fields - Behind Chesterton primary school</li> <li>▪ Fast food outlet – Madeley Chip Shop; McDonalds</li> <li>▪ Shops/supermarket – Nisa; Chesterton Co-op</li> <li>▪ Pubs – The Bush (Silverdale) (2)</li> <li>▪ Street/Alleyway - Arnold Grove; Newcastle High St; Orme Rd; Town Centre alleyways and/or subways</li> <li>▪ Town or Village Centre - Newcastle Town Centre (4); Audley Centre; Clayton; Knutton; Trent Vale</li> <li>▪ Other – Railway lines</li> </ul>
South Staffordshire	<ul style="list-style-type: none"> <li>▪ Street/Alleyway - Johns Lane (Great Wyrley); Bakers Way (Nr Codsall)</li> <li>▪ School – Codsall High School</li> <li>▪ Town or Village Centre - Perton (2); Codsall; Penkridge; Walsall and Brownhills in general</li> </ul>	<ul style="list-style-type: none"> <li>▪ Parks – Codsall Park</li> <li>▪ Canal - Pendeford Canal; Wombourne Canal; Bilbrook Canal</li> <li>▪ Shops/supermarket - Nr Bradshaws Farm shop; Sainsbury's (Perton)</li> <li>▪ Pubs - The Bull, Codsall (2); The Crown, Codsall (2); Love n Liquor, Codsall</li> <li>▪ Street/Alleyway – Johns Lane, Great Wyrley</li> <li>▪ Town or Village Centre - Wolverhampton (2); Walsall (2); Quinton Landywood; Codsall; Perton; Tettenhall; Penkridge; Brownhills</li> <li>▪ Wooded area – Perton woods</li> <li>▪ Other – Perton Lake, Train or bus stops</li> </ul>
Stafford	<ul style="list-style-type: none"> <li>▪ Fast food outlet – McDonalds</li> </ul>	<ul style="list-style-type: none"> <li>▪ Parks - Yelverton Park (Baswich); Victoria Park; Rowley Park</li> <li>▪ Street/Alleyway – Moss Pit</li> <li>▪ Bus Station – Stafford</li> </ul>



Staffordshire Moorlands	<ul style="list-style-type: none"> <li>▪ Parks – Brough Park; Leek Wreck</li> <li>▪ Playing fields – Cheddleton (2)</li> <li>▪ Street/Alleyway – Derby Street (Leek); Leekbrook Estate</li> <li>▪ Town or Village Centre – Cheddleton Gully</li> <li>▪ Shops/supermarket – Leekbrook corner shop</li> </ul>	<ul style="list-style-type: none"> <li>▪ Parks - The Wreck (11); Brough Park (7); Cheddleton Park; Leekbrook Park; Sandhole Park</li> <li>▪ Playing fields - Cheddleton (5)</li> <li>▪ Fast food outlet - Pearl Dragon (Cheadle); McDonalds; Subway</li> <li>▪ Shops/supermarket - Morrisons</li> <li>▪ Pubs - The Red Lion (Cheddleton); Cattle Market (Leek)</li> <li>▪ Street/Alleyway - Mill St (2); Clevevill St; Biddulph High St; Birchall St; Cornfield Rd; Cruso St; James St; John St; Junction Rd; Lawton St; Park Lane; St Davids Way; Well St; Appleton Close</li> <li>▪ Town or Village Centre - Leek Town Centre (9); Hanley (3); Haregate</li> <li>▪ Bus Station – Leek (2)</li> <li>▪ Wooded area - Ballington Woods; Leek brook woods (2)</li> <li>▪ Other - Biddulph train tracks, Car parks</li> </ul>
Tamworth	<ul style="list-style-type: none"> <li>▪ Parks – Wigginton Park; Tamworth Castle Grounds; Lakeside and Belgrave Lakes</li> <li>▪ Town or Village Centre – Tamworth town centre (5); Ankerside shopping centre (3); Leyfields (3); Stoneydelph (2); Glascote; Fazeley; Hopwas (2)</li> <li>▪ Shops/supermarket – Coop; Morrisons</li> <li>▪ Retail park – Ventura Park</li> <li>▪ School – The Rawlett School</li> <li>▪ Wooded Area – Hopwas woods</li> <li>▪ Other – NAMCO Funscape (Bowling alley)</li> </ul>	<ul style="list-style-type: none"> <li>▪ Parks - Wigginton Park (4); Belgrave Park; Mile Oak Rovers FC Park</li> <li>▪ Shops/supermarket – Coop</li> <li>▪ Street/Alleyway - Coton Lane; Tamworth St; Redrow Amington Village &amp; Eagle Gate walkways</li> <li>▪ Town or Village Centre - Tamworth Town centre (7); Mile Oak (2); Ankerside shopping centre; Belgrave; Bolehall; Drayton Bassett; Leyfields area; Wilnecote</li> <li>▪ Train Station - Tamworth</li> <li>▪ Wooded area – Hopwas woods (2)</li> <li>▪ Other - Near Kerria Centre; Mile Oak Community Centre</li> </ul>
Stoke-on-Trent North	<ul style="list-style-type: none"> <li>▪ Parks – Tunstall Park (3); Burslem Park (2); Summerbank Park; Bucknall Park; Milton Park; Newchapel Skate Park</li> <li>▪ Shops/supermarket – Coop (Abbey Hulton); Asda (Burslem)</li> <li>▪ Town or Village Centre – Kidsgrove (4); Tunstall (2); Burslem; Fegg Hayes; Chell; Packmoor; Sandyford</li> </ul>	<ul style="list-style-type: none"> <li>▪ Parks – Burslem Park; Summerbank Park; Victoria Park</li> <li>▪ Shops/supermarket – Coop (Milton); Premier Express (Repington Rd)</li> <li>▪ Town or Village Centre – Kidsgrove; Tunstall; Burslem; Goldenhill</li> </ul>
Stoke-on-Trent Central	<ul style="list-style-type: none"> <li>▪ Parks – Hanley Park (2); Fenton Park lido; Forest Park (2)</li> <li>▪ Train station – Stoke (2)</li> <li>▪ Food outlet – McDonalds; Popeyes Hanley (Nr Joiners Square park)</li> </ul>	<ul style="list-style-type: none"> <li>▪ Parks – Hanley Park (2); Forest Park; Richmond Street Park</li> <li>▪ Pubs – Jubilee Working Men’s Club</li> <li>▪ Town or Village Centre – Hanley (5); Shelton (2)</li> </ul>

	<ul style="list-style-type: none"> <li>▪ Shops/supermarket – Tesco Extra (Hanley); Potteries Centre</li> <li>▪ Street/Alleyway – Well Street (Hanley); Shelton streets</li> <li>▪ Town or Village Centre – Hanley (3); Shelton (3); Cobridge</li> <li>▪ Other – Multistorey car park</li> </ul>	
Stoke-on-Trent South	<ul style="list-style-type: none"> <li>▪ Parks - Longton Park (2)</li> <li>▪ Street/Alleyway - Beaconsfield Drive (Blurton)</li> </ul>	<ul style="list-style-type: none"> <li>▪ Parks – Mitchell Park</li> <li>▪ Street/Alleyway - Spark Street</li> </ul>

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