

## GLASGOW AREA CASE STUDY

### Background

No Knives, Better Lives in Glasgow is a collaboration between the Scottish Government, Glasgow Community and Safety Services (GCSS), Strathclyde Police and a host of local partners. It was launched on 22nd July 2010.

In Glasgow, the No Knives, Better Lives campaign has been running across the city in hotspot areas in each of Glasgow's five localities - North, East, West, South East and South West. These target areas were identified as by GCSS following an analysis of information from a range of sources including GCSS, Strathclyde Police, the community and other key partners.

The GCSS Mobile Resource team has to date played an integral part in the dissemination of the No Knives, Better Lives message to over 5,570 young people since its launch in Glasgow in July 2010.

No Knives, Better Lives is a multi-pronged campaign that aims to educate young people about the dangers of carrying a knife and the devastating personal consequences it can have on their future, as well as on their family and friends. A range of innovative tactics such as hard-hitting talks in schools, targeted advertising in areas where young people are known to congregate, diversionary activities and youth work interventions, have worked together with tough enforcement on the streets to tackle the issue of knife carrying and knife crime in targeted areas across Glasgow.

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### Key information

- The Scottish Government announced £500,000 of funding for a new knife crime youth engagement initiative – 'No Knives, Better Lives' - at the first national knife crime youth conference in Murrayfield in March 2009. In February 2011, the Cabinet Secretary for Justice announced the Scottish Government would double funding for the initiative in 2011-12 to give further support to existing areas, as well as roll it out to other communities in Scotland afflicted by knife crime.
- The first No Knives, Better Lives activity was initially piloted in Inverclyde, through partnership working with Inverclyde Council, Strathclyde Police, voluntary organizations and local young people and involved an educational programme in schools, No Knives, Better Lives messages being threaded through existing youth engagement activities, an advertising campaign and a series of special events. As part of the Inverclyde evaluation, 75% of young people said they had seen or heard about knife crime messages. In addition, Strathclyde Police recorded a 35 per cent reduction in knife carrying during the period of the campaign.
- The Scottish Government is working in partnership with the Council, Police, schools and young people in Inverclyde, Glasgow, Edinburgh, Edinburgh, West Dunbartonshire and Renfrewshire to create very local No Knives, Better Lives campaigns that are tailored to each community.



## Launch in Glasgow

No Knives, Better Lives kicked off in Glasgow by directly targeting young people in the city through GCSS' STUFF football leagues, together with ongoing diversionary activities including the STUFF multimedia bus and mobile basketball.

The official launch of the campaign took place on Thursday 22nd July at the new community centre in Wyndford, where young people competed in a STUFF football league on the day.



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## Advertising

No Knives, Better Lives advertising started appearing around the city in late September 2010 as part of a drive to make young people aware of the dangers and consequences of carrying a knife and the more positive things they can do with their lives instead.

Advertising was placed at various locations in the targeted communities to encourage young people to think about the many potential consequences knife carrying could have on them and their families.

Buses, bus shelters, phone kiosks and banners at community football pitches carried messages depicting the life-changing choice between 'knife' or 'life' that many young people face and promoted the free activities provided by GCSS Stuff Leagues in the area for young people to get involved in.

In addition a short animated film, which encourages young people to think twice before picking up a knife, ran before a number of different films on show at the Cineworld Complex, Renfrew Street throughout January 2011.

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## In the community

### Youth Engagement

GCSS have been running a number of diversionary activities for young people in target areas. These include their 'STUFF' football leagues, the 'STUFF' multimedia bus and mobile basketball.

As well as keeping fit and playing sports, young people are given the chance to find out about the facts and consequences on knife crime at these events.

YouthLink Scotland have developed a special toolkit called 'Sharp Solutions' for youth workers on how to handle the issues of violence and knife crime with young people through a specially developed pack of practical activities. Two sessions have been held in Glasgow to train youth workers in delivering the toolkit, giving them the ability to target youths affected by some of these issues. Trainees will now go on to use the training, and toolkit, to engage local young people in brief or more in-depth interventions around knife crime, and broader violence issues, across the Glasgow area.

## Community Engagement

In addition to the diversionary activities, a No Knives, Better Lives roadshow took place in various locations throughout the city, including Govan, Maryhill, Anniesland and Shawlands.

The roadshow directly engaged with local people from Glasgow with the aim of convincing them that No Knives, Better Lives is doing something meaningful in their area to prevent young people from picking up a knife.

The roadshow provided information on the No Knives, Better Lives campaign and local diversionary activities for young people taking place in Glasgow.

Great feedback was received from locals when the roadshow visited the area in November 2010 and January 2011. More than 1,600 individuals were engaged with directly, with 1,534 local people from Glasgow signing up to the No Knives, Better Lives campaign pledge during the roadshow activity.

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## In schools

A schools resource pack called 'On a knife edge' was developed by Glasgow Community and Safety Services (GCSS) schools team in late 2010. This includes lots of ideas for teachers to help them develop lessons on the issue of violence. The team have delivered 159 No Knives, Better Lives educational sessions within Glasgow's schools, reaching over 3,464 school age pupils. The resource will be made available to teachers across the county.



In addition to this initiative, 21 high schools in Glasgow entered teams into the Scottish Youth Parliament's We-CTV programme, which saw schools developing short anti-knife crime films, reporting on knife crime as they see it and seeking to spread the message amongst their peers.

After successful production days at Hampden where students heard from experts in television production, doctors and police officers, their films were finished and uploaded to youtube, where they received around 20,000 views.

10,000 votes ranked the films, which went on to a screening and awards event for the shortlisted films at the Tramway. Lourdes Secondary School in Glasgow won the overall award for the best film.

## Testimonials

“Violence and crime can have a devastating impact on our communities, and we need to send a clear message to those who break the law that their behaviour has no place in our society. Glasgow Community and Safety Services is supporting the Scottish Government by providing educational programmes in schools, together with a range of diversionary activities for children and young adults throughout the city. It is important that we work together to educate young people on the dangers of carrying a knife and the devastating personal consequences it can have on their future.”

[Councillor Shaukat Butt, vice chair of Glasgow Community and Safety Services](#)

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“It is important that we continue to take the message of No Knives, Better Lives out into communities across Glasgow so that young people understand the dangers of carrying a knife and the devastating personal consequences it can have on their future, as well as on their family and friends.”

[Councillor Jim Coleman, convenor of Glasgow Community and Safety Services](#)

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“The No Knives, Better Lives campaign has presented us with an opportunity to engage with Glasgow’s young people to discuss the impact of knife crime within their communities, to listen to their views and concerns and to engage them in positive activities to divert them away from potential involvement in knife crime.”

[Phil Walker, Managing Director of Glasgow Community & Safety Services](#)

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“Recent statistics show a downward trajectory across the country in the fight against knife crime. The combination of tough enforcement on the streets, backed by education through the No Knives, Better Lives campaign is having a positive impact. However, we cannot be complacent and there will be no let up in our efforts because as we’ve seen in recent days, every knife incident is one too many.

“Our partners in Glasgow each play their part in a continual push to get the message across to young people about the dangers and consequences of carrying a knife, building on the successful pilot of these tactics in Inverclyde which has seen a 35 per cent reduction in knife carrying in the area during the period of the initiative. The Scottish Government, Strathclyde Police, the council and local partners are united in our efforts to tackle this culture of knife crime which continues to blight too many communities in Scotland and educate as many young people as possible.”

[Justice Secretary Kenny MacAskill](#)

Ends.

**NO KNIVES  
BETTER LIVES**



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