



THE VILLAGE PLEDGE

HARINGEY LAUNCH EVENT REPORT

BECAUSE YES, IT TAKES A VILLAGE TO RAISE A CHILD,
BUT IT TAKES A COMMUNITY TO RAISE A GENERATION

Project Website: www.aviard.co.uk/TheVillagePledge



HOME COOKED

HaringeY
LONDON



VRU | MAYOR OF LONDON
VILLAGE REDUCTION UNIT

BRIDGE
INSTITUTE

#iwill
movement

PROJECT CONTEXT

The Village Pledge is a safeguarding and social action initiative led by AVIARD Inspires, delivered in partnership with The Bridge Renewal Trust, Haringey Sixth Form College, Haringey Learning Partnership, London Academy of Excellence Tottenham, Haringey Youth Council, and senior leaders from Haringey Council.

It is funded through the Home Cooked programme, part of the Mayor's London Violence Reduction Unit's My Ends initiative, which exists to increase trust and collaboration between communities, local institutions, and statutory partners in neighbourhoods most affected by violence. Northumberland Park is one of those neighbourhoods. This programme is our response.

The programme uses SAVE ME, a social-impact film written and directed by AVIARD founder Amani Simpson, as a catalyst for community dialogue. The film follows Fiona and Dean's story, exploring criminal child exploitation, trauma, and resilience, and is used to open honest conversations across schools, colleges, and community settings.

Rooted in lived experience and delivered through trusted relationships, The Village Pledge brings together young people, educators, parents, youth workers, and council leaders around a shared commitment: to build a community where every young person feels seen, safe, and supported.

REACH

3,127

Unique individuals reached across the full programme

20

Activities delivered across schools, colleges and community settings

Participants ranged in age from 12 to 24, with a diverse ethnic profile reflecting the Northumberland Park community, including significant representation from Black African, Black Caribbean, Asian British, and mixed-heritage backgrounds.

YOUTH AMBASSADORS

A cohort of over 30 Youth Ambassadors were recruited and trained from Haringey Sixth Form College, London Academy of Excellence Tottenham, and Haringey Learning Partnership. These young people did not attend the programme as participants. They co-led it.

Ambassadors participated in planning meetings, facilitated small group discussions at the Village Pledge Launch Event, co-designed social action activity, and helped shape the community response to the issues raised by SAVE ME. This peer-to-peer leadership model is one of the most significant outcomes of Phase 1.

OUTCOMES FRAMEWORK

This programme is aligned to the MOPAC Youth Outcomes Framework 2025.

Across Phase 1, delivery evidenced progress against outcomes spanning reducing harm (improved knowledge of risk and exploitation, reduced vulnerability), positive opportunities (improved wellbeing and engagement), communities and place (more connected communities, improved perceptions of community safety), and systems and sector (empowering communities, innovative approaches to violence reduction).

Evidence was gathered through video testimonials, teacher and safeguarding lead feedback, Youth Ambassador reflection, and the structured community dialogue captured at the Village Pledge Launch Event.

WHAT COMES NEXT

The Village Pledge is not a one-year project. It is the beginning of a community-owned safeguarding culture in Haringey.

Phase 1 built the network. Phase 2 will activate it.

The relationships, data, and shared commitments that emerged from Phase 1 now form the foundation for sustained impact. AVIARD has established a credible, multi-stakeholder coalition aligned around youth safety and community empowerment. The task now is to build on that, not start again

This will include:

- Extended delivery into Year 7, 8 and 9 cohorts not fully reached in Phase 1, and into Year 5 and 6 pupils ahead of secondary transition
- Official launch of The Village Pledge digital campaign
- Strengthen the Youth Ambassador steering group to co-design local safeguarding initiatives and social action campaigns
- Build on previous Safe Havens models in collaboration with local businesses and community partners
- Deepen the use of our SAVE ME film and resources with expanded reach into primary and SEND settings
- Embed community voice captured during The Village Pledge campaign within Haringey's Youth Safety Strategy as a long-term, community-owned model

SPECIAL THANKS

AVIARD would like to thank every young person, educator, youth worker, community leader, and partner organisation who gave their time, trust, and energy to Phase 1 of The Village Pledge. None of this happens without you.



THE LAUNCH EVENT

On **Wednesday 25th March 2026**, community leaders, young leaders, educators and local stakeholders came together at **Haringey Sixth Form college** for *The Village Pledge Launch Event*, hosted by **Natalie Whitmore**, led by **Amani Simpson, Founder & CEO of AVIARD**, and facilitated by **Bridge Institute**.

The event opened with a **special screening of SAVE ME**, a powerful **social-impact short film** written/directed by Amani. The film shares Fiona's story and explores themes of criminal child exploitation, trauma and resilience.

The session was further supported by live music from **Yassin, Olivia and Hannah, students from London Academy of Excellence Tottenham**, helping to create a welcoming and reflective environment, alongside contributions from **El Shaddai Sileshi, Haringey Youth Council Leader**, and **Matthew Knights, Head of Service for Youth Justice & Youth at Risk Strategy** at Haringey Council.

Participants were then invited to take part in **structured discussions** focused on **understanding community challenges, identifying existing strengths and gaps**, and **exploring practical solutions**. Responses were **captured through post-it notes**, allowing participants to **share their experiences, ideas and commitments**.

This report summarises the key themes, insights, and proposed next steps that emerged from these conversations.

SUMMARY OF KEY FINDINGS

Participants shared consistent concerns about **young people's safety, lack of opportunities, and disconnection within communities**. There was a strong sense that while support and initiatives do exist, they are often **not well connected, not visible enough, or not accessible to all young people**.

Across discussions, participants emphasised:

- The importance of **early intervention**
- The need for **safe spaces and positive opportunities**
- Greater **multi-generational collaboration**
- Increased **visibility of positive role models**
- Better coordination between organisations and services

Participants also expressed a clear willingness to take action at **individual, community and societal levels**, highlighting a shared commitment to creating safer and more supportive environments for young people.

THEMED RESPONSES

1. WHAT ARE WE SEEING IN OUR COMMUNITY?

Safety and Risk Factors

Participants highlighted concerns around:

- Knife crime and violence
- Incidents going unreported
- Young people feeling unsafe
- Peer pressure and desire to fit in
- Young people seeking validation from negative influences

There was a sense that some young people feel they lack **positive alternatives**, increasing vulnerability to risk.

Lack of Opportunities

Participants identified

- Limited activities for young people
- Lack of employment pathways
- Few accessible opportunities
- Limited engagement outside of school

These gaps were seen as contributing to **boredom, disengagement, and increased risk**.

Lack of Safe Spaces

Participants highlighted:

- Not enough youth clubs
- Limited safe places after school
- Lack of community spaces
- Young people needing somewhere to belong

Safe spaces were seen as essential for **prevention and positive engagement**.

Mental Health and Wellbeing

Participants noted:

- Lack of mental health awareness
- Young people struggling emotionally
- Limited support and early intervention
- Pressure on young people from multiple sources

Mental health support was seen as **closely linked to safety and wellbeing**.

Community Disconnection

Participants identified:

- Lack of community cohesion
- Negative stereotypes about young people
- Generational misunderstandings
- Limited communication between organisations

This disconnection was seen as a barrier to **effective support and prevention**.

2. WHAT ALREADY EXISTS AND WHERE ARE THE GAPS?

What Already Exists

Participants acknowledged:

- Youth organisations and initiatives
- Community-led programmes
- Sports and engagement activities
- School-based support
- Community leaders and role models

These were seen as **valuable foundations to build upon**.

Identified Gaps:

Communication and Awareness

- Lack of awareness of available services
- Organisations working independently
- Limited information sharing

Participants emphasised the need for **better coordination and visibility**.

Access and Inclusion

- Not all young people can access support
- Limited outreach to those most in need
- Barriers to participation

This highlighted the need for **more inclusive approaches**.

Long-Term Support

Participants identified:

- Short-term interventions
- Limited follow-up support
- Lack of sustained engagement

There was a strong call for **long-term investment and continuity**.

Role Models and Mentorship

Participants highlighted:

- Positive role models exist but are not visible enough
- Lack of structured mentorship opportunities
- Need for lived-experience guidance

Mentorship was seen as a **key preventative tool**.

3. WHAT SHOULD A MULTI-GENERATIONAL RESPONSE FOCUS ON FIRST?

Building Belonging

Participants emphasised:

- Creating welcoming spaces
- Strengthening community relationships
- Supporting young people to feel valued

Belonging was seen as central to **preventing disengagement**.

Mentorship and Positive Role Models

Participants suggested:

- Connecting young people with mentors
- Sharing lived experiences
- Promoting positive pathways

This was seen as helping young people **see alternatives and build confidence**.

Early Intervention

Participants highlighted:

- Supporting young people earlier
- Working with families
- Preventative approaches

Early intervention was viewed as **more effective than reactive responses**.

Multi-Generational Collaboration

Participants suggested:

- Bringing generations together
- Creating shared understanding
- Learning from lived experience

This was seen as strengthening **community resilience**.

4. WHAT CAN I DO?

Participants identified individual actions including:

- Being a positive role model
- Listening to young people
- Supporting local initiatives
- Sharing opportunities
- Challenging negative stereotypes
- Volunteering or mentoring

There was a strong sense of **shared personal responsibility**.

5. WHAT CAN WE DO AS A COMMUNITY?

Participants suggested:

- Creating safe spaces for young people
- Developing youth activities and programmes
- Increasing community engagement
- Strengthening partnerships
- Promoting positive role models
- Improving awareness of services

Collaboration was seen as **key to sustainable impact**.

6. WHAT CAN SOCIETY DO?

Participants identified wider changes including:

- Increased investment in youth services
- Better mental health support
- More opportunities for young people
- Stronger collaboration across services
- Long-term preventative approaches

Participants emphasised that **system-level support is essential**.

PROPOSED NEXT STEPS

Based on participant responses, the following next steps were identified:

Immediate Next Steps

- Share findings with participants and partners
- Map existing initiatives and opportunities
- Identify areas for collaboration

Short to Medium-Term Actions

- Develop multi-generational mentoring opportunities
- Support creation of safe spaces
- Increase visibility of positive role models
- Strengthen partnerships between organisations

Longer-Term Opportunities

- Develop sustained community engagement
- Support preventative programmes
- Build long-term youth pathways
- Continue multi-generational conversations

CLOSING REFLECTION

Participants demonstrated a strong commitment to supporting young people and strengthening communities. The responses reflected both **concern and optimism**, with many practical ideas emerging for collaborative action.

There was a shared understanding that **lasting change requires multi-generational, community-led and sustained efforts**, with young people at the centre of future solutions.



THE VILLAGE PLEDGE

If you'd like to find out more or bring
The Village Pledge to your area, please email:
engagements@AVIARD.co.uk



HOME COOKED

Haringey
LONDON



VRU

MAYOR OF LONDON
VIOLENCE REDUCTION UNIT

BRIDGE
INSTITUTE

#iwill
movement