



An Excellence Gateway case study

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## **City College Plymouth: Raising awareness of Sexual Exploitation of women and children in Plymouth**

### **Contact person**

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### **Outline the aim**

To raise awareness of EDI issues such as the sexual exploitation of children within the Plymouth community and beyond

### **The challenge**

- Exploitation of women and gender inequality
- Exploitation of young people and children
- Human rights Issues
- Slavery and trafficking

### **Partnership organisations**

City College Plymouth – To research, produce, launch, promote and disseminate the film.

Plymouth NHS Hospitals Trust and Plymouth NHS Primary Care Trust – consultants with research, provided data and information and expert interviewees for the film.

Devon & Cornwall Constabulary – research, data, advice, expert interviewees, provided the real life story of ‘Anna’, provided expert witnesses.

Plymouth Safeguarding Children’s’ Board (PSCB) – supporting body, research and contacts.

All of the above are also end users.

## The outputs

- The film 'Anna' which is available online and on dvd
- The launch event of 'Anna' 23 May 2012 attended by over 100 people
- Training of students on equipment purchased via the project, directing and scriptwriting research skills were learned, and 'Final Cut Pro' Editing software used.
- Raised awareness of the subject issue amongst College staff and students

## The impacts and outcomes

- Possibility of working with organisations on future collaborative projects for example the police have talked about 10 -13 year olds being educated in this issue. PSCB contacted CCP regarding a similar project on domestic abuse.
- Film could be seen by over 67,000 viewers regionally within NHS training schemes and other local users such as schools, colleges, PSCB and the police. See attached report for impact analysis
- College has been approached by the National Police Child Exploitation and Online Protection (CEOP) Centre who want to signpost the film on their training material nationally. This opens up a potential audience of 3.5 million, see appendix.
- Film will be entered into local, regional and national film awards.
- Extensive media coverage including 3 local radio stations, local newspapers and websites.
- Film will be shown at the LSIS EDI dissemination event on 19<sup>th</sup> June 2012.
- These will be ongoing but impacts are beginning to be seen already as NHS and CCP training programmes are rolled out
- Four learners were involved in the production of the film, up to 60 Media Students involved within tutorials at CCP, staff awareness at CCP to be disseminated through tutorial system and safeguarding training.
- All young people involved were in the target equality group.

## Working relationship with LSIS

- LSIS has been very supportive of the project and especially LSIS representative Teresa Carroll who attended the launch and a film shoot.
- Without LSIS support for this the project would not have gone ahead.

## **Good value for money**

- This has been a new partnership between listed partners. The multiagency nature enabled the film to be made much more efficiently, on time, to budget.
- Future projects will be implemented as a result of this partnership work.
- There is a good chance that the increased awareness of child trafficking will prevent crime and thereby save public expenditure.
- This is a free training dvd which would have been otherwise unaffordable for public sector organisations.

## **Senior managers involvement**

Principal of CCP and senior members of NHS made speeches at the launch and have been fully supportive of the project throughout.

## **Stakeholder involvement**

Other stakeholders were at the launch and will help with dissemination of the film and therefore contribute to the overall impact.

## **Learner involvement**

Four learners who planned and made the film

## **Continuity of project, after LSIS funding**

The film will continue to be used by the NHS, CCP and other agencies as a training tool

## **Did you experience any difficulties in implementing the project and how did you overcome these?**

No

## **The lessons learned**

We would thoroughly recommend this kind of multiagency approach using students as an excellent way of producing a community resource.

## **Sustainability – lasting legacy**

The film 'Anna' is available online and 200 dvd's were produced and distributed to stakeholders, partners and attendees at the launch.

As detailed above this DVD will be used for training within the NHS, CCP and PSCB for training purposes for years to come.

## **Demonstrating impact – evidence of short and long term impact**

See attached impact analysis

## **Additional comments**

We would like to thank LSIS for their support and funding for this highly successful project.

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