INVEST IN COMMUNITIES: THE “CHALLENGE 100” PROJECTS
ABOUT POLICE NOW

At Police Now, it’s our aim to transform communities, reduce crime and increase the public’s confidence in policing. We do this by recruiting and developing outstanding and diverse individuals to be leaders in society and on the policing frontline.

Our mission is everyone’s business. So as part of our innovative approach to addressing issues in the most disadvantaged neighbourhoods, we’re inviting the business community to join a new initiative – “Challenge 100”.

Challenge 100 projects are aimed at tackling serious community issues in 100 days. Join us as a Corporate Partner of Police Now, and you can take part in this ground-breaking initiative, help us to find solutions and invest in better futures.

WHY WE’RE HERE

In the 12 months to April 2015 the most deprived 10% of areas in England had crime rates 83% higher than the most affluent areas. Police Now is trying to change that.

Our rigorous two-year training programme equips talented graduates to work as police officers within the UK’s most challenged communities. Together we are working towards a day when there is no link between crime, deprivation and people’s life chances.

By September 2017 we are forecast to have 400 graduates working as Police Now neighbourhood officers. With each neighbourhood comprising an average of 20,000 people, Police Now officers will be the face of community policing for 8 million people in Britain.
100 DAYS TO MAKE A CHANGE

Our Challenge 100 projects are one way we’re making a difference. These initiatives tackle issues related to criminal activity that Police Now neighbourhood officers have identified in their community. The challenge is to eradicate or reduce the issue within 100 days.

To achieve this, we bring together a Challenge 100 team. This is made up from employees of our Patron organisations, the community, the neighbourhood police officer and their immediate neighbourhood policing team. Together, we project manage and implement solutions.

Challenge 100 has been endorsed by the Home Office. Now we’re looking to match corporate supporters with projects in areas where the partners have a major stake – whether that’s the location of offices and staff, or a place of commercial interest.

CHALLENGE 100:
EIGHT STEPS TO SUCCESS

In any Challenge 100 Project, there are eight steps that lead to success:

Identify
Qualify
Invest
Engage
Implement
Complete
Evaluate
Celebrate
Identify the problem

The neighbourhood police officer identifies an issue that can be improved or fixed over a period of 100 days. This should deliver significant positive outcomes for local communities, including residents and businesses.

Qualify the plan

The Challenge 100 team develops a plan that will ensure the project can be completed in 100 days. The corporate partner will allocate staff resource, giving a new perspective to providing solutions.

Invest resources and budget

The project plan will also detail what assets are needed, so that the required time, resources and funds can be allocated.

Engage the stakeholders

The neighbourhood police officer secures the support of interested stakeholders to work together on the project.

Implement the plan

The neighbourhood police officer actions the plan with support from all Challenge 100 team members.

Completion of the project

The agreed final date marks the end of the project when the solution is paused for evaluation.

Evaluate the impact

The Challenge 100 team analyses the outcomes and impact that has been achieved over the 100 days. An assessment is made whether the project needs to continue, be adapted or has reached a successful and sustainable conclusion.

Celebrate the success

The project team celebrates the success of the project at the 100 Day Impact Events. These events are attended by senior police personnel, media, corporate supporters and representatives from government departments and local authorities.

Take up the challenge

Police Now’s Challenge 100 project is a rewarding partnership model for imaginative companies who want to transform challenging neighbourhoods and communities.

Recent projects in three London boroughs include addressing drug-dealing around a betting shop in Hackney, tackling street prostitution in Westminster, stopping aggressive begging in Tower Hamlets and countering a spike in motor vehicle crime in Newham.