

## IDS Press Release

IDS achieved national recognition this week when its Youth Engagement Project, “Makin’ It Happen”, won the prestigious **iNbiz Race and Diversity Award** by a judging panel including 60 housing association residents from across the country.

IDS worked in partnership with a local youth participation consultant, Steve Curtis Associates (SCA), and Hackney-based youth empowerment group CityZEN. to train 20 young peer representatives, who researched the views of young people in the area to ensure their concerns are heard and acted upon. Since then, the group has been involved in a wide range of events and activities including the Hackney Youth Parliament. Using interviews with elderly residents, the “Makin’ It Happen” group have recently produced a documentary “Living Memories” about life on the estate in days gone by.

Six young people from “Makin’ It Happen” attended the iNbiz Awards ceremony at Birmingham’s ICC on 15 September. They were presented with their award by comedienne Ruby Wax.

Chief Executive, Paul Westbrook, said, “I have been enormously impressed by the work that the “Makin’ It Happen” group has put in over the last year to improve facilities and show that young people can be serious, committed and responsible. We are delighted that their work has been so successful and has now been recognised on a national scale.”

Barbara Pekau, aged 17, a member of the group said, “The aim of “Makin’ It Happen” is to be a microphone for young people in Hackney – to put forward what they think and make it happen.”

### **The iNbiz Awards**

The iNbiz Awards are held by the National Housing Federation as part of its **iN business for neighbourhoods** programme, a long-term initiative to improve the performance of housing associations and challenge negative perceptions of the sector and its customers. 300 entries were submitted to the Awards this year from housing associations throughout the country. To date, nearly 90 per cent of the sector’s stock – around 1.8 million homes – is managed by associations who have joined the initiative and made fresh commitments to neighbourhoods, customers and excellence. [www.iNbiz.org](http://www.iNbiz.org)

### **“Makin’ it Happen”**

”Makin’ it Happen” is funded by a £48,000 grant which has been awarded over three years to recruit, train and support young people across three of IDS’ Hackney estates - Stoke Newington, Navarino Mansions and Evelyn Court.

The project rolled out in a number of phases. Initially, a small group of young people were recruited and trained to carry out some research with 200 of their peers and 30 older tenants on three Hackney estates - Stoke Newington, Navarino Mansions and Evelyn Court. The second phase of training helped group members to become effective in their roles and involved team work, decision-making, dealing with conflict, holding effective meetings and action planning.

A film which the group has made of videotaped interviews with older residents will be launched at the IDS AGM later this month. The film includes reminiscences about the old days on the estate and, for the teenagers involved with the project, has provided a unique glimpse into what life was like in previous decades, as well as the opportunity to meet and understand their elderly neighbours better.

IDS Chief Executive, Paul Westbrook, says, “Makin’ It Happen has enabled IDS and other local stakeholders to gain an authentic insight to the concerns and needs of local young people and their views of how they want to be involved and how the estate should develop. It has also provided us with an on-going, proactive relationship with young residents who do not traditionally get involved with housing management.”

**ENDS**

**19 September 2005**

For further information, please contact Paul Westbrook, on 0208 800 9606.

## **Editor's notes**

### **IDS**

IDS is more formally known as the Industrial Dwellings Society. It was established by a group of Jewish philanthropists in 1885 in order to relieve the overcrowding in the East End of London where the large population of new immigrants faced very poor housing conditions.

Today, IDS manages over 1,400 properties in Hackney, Tower Hamlets, Southwark, Redbridge, Barnet, Haringey, Camden and Hertsmere. IDS specialises in providing housing for the Jewish community but its tenants also reflect the general ethnic mix of the communities in which it operates. IDS has an ongoing development programme. Its aim is to provide accommodation to meet the needs of its traditional client group.

IDS employs around 50 staff, many of whom are residentially-based on the Society's estates.

**Steve Curtis Associates (SCA) and CityZEN** were commissioned by IDS to help facilitate the work. SCA have considerable experience in recruiting and training young people to become more active in their communities. CityZEN is a Hackney-based, peer-led, youth empowerment group. Winners of the Philip Lawrence award 2 years ago, CityZEN motivates and trains its peers to think about becoming active citizens within their community.

### **The "Makin' It Happen" group has formed the following four objectives:**

1. To represent and empower young people and the area we live in.
2. To improve facilities and help provide more activities for young people on the estates.
3. To have a clear vision about the changes necessary, to create a sense of ownership on the estates and to promote and publicise the work of the youth committee widely.
4. To show a positive side of young people, that they can be serious, committed and responsible.