

DIVERT>

IMPACT 2015-2025



Helping young adults find a positive way forward

A Metropolitan Police diversionary project, funded by The Violence Reduction Unit (VRU)  
and delivered by Bounce Back Foundation.



**DIVERT'S UNIQUE SELLING POINT** is its innovative and impactful approach to providing early intervention and support to at-risk young adults (18-25) in police custody, offering a holistic range of services to divert them from the Criminal Justice System and towards positive pathways for their future.

**DIVERT'S THEORY OF CHANGE** is built on the belief that early intervention and comprehensive support for at-risk young adults in police custody can effectively divert them from the Criminal Justice System. By providing a holistic range of services that address the root causes of their behaviour, empowering them to make positive choices and offering pathways to a brighter future, the project aims to break the cycle of criminal involvement and foster long-term positive outcomes for participating young adults. Through collaboration with community stakeholders, data-driven practices, and a commitment to equity and inclusivity, the DIVERT Police Custody project seeks to create a transformative impact on the lives of at-risk young people, promoting resilience, positive change and social integration.

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# Empowering **change** through support

**With a firm belief in the inherent potential of every individual, DIVERT catalyses change by offering a hand of support rather than a judgmental gaze. It recognises that behind every misstep lies a story, a journey waiting to be redirected towards a path of resilience and self-discovery.**

Through the dedicated efforts of the Metropolitan Police, partners, and funding bodies, DIVERT creates a safe space for dialogue, reflection, and growth within the confines of police detentions. It is here, in the midst of uncertainty and vulnerability, that seeds of transformation are sown, nurtured, and cultivated.

The ripple effects of DIVERT extend far beyond statistical reductions in re-offending rates. They touch the lives of young individuals, families, and communities, giving a spark of hope and opportunity. DIVERT is not just a project; it is a testament to the power of empathy, resilience, and human connection.

As we embark on this journey of empowerment and change, let us embrace the ethos of DIVERT – to listen, to support, and to believe in the potential for a brighter tomorrow. Together, let us rewrite the narrative of re-offending, one individual at a time.

Inspired by the vision of second chances and the courage to forge new paths, DIVERT invites us all to be catalysts of change, champions of hope, and architects of a future where every young person has the chance to thrive and succeed.

**“May the DIVERT project continue to illuminate the way forward, embodying the resilience and determination of London's youth as they embrace a journey of transformation and possibility”**

**Kate Ruby**

Head of DIVERT



# How **DIVERT** evolved

**DIVERT officially started in 2015, however, I had previously worked with other diversion programs in the community. It was then I had the light bulb moment when I realised we were not reaching the people we needed to in the community because they were not attending community centre events - we were seeing them in custody instead. I saw this time after arrest as the “teachable moment” when they were captive.**

DIVERT was created to be an effective tool to stop young people from losing their lives. Their time in police custody seems to me like a teachable moment when we have an opportunity to talk and support them at a critical time when they are reflecting on their life choices. I felt we should use this time as a way of guiding people into proper education or employment and supporting them to prevent them from being a victim or preparator of violence and importantly to prevent them from reoffending. I knew it was a good concept, and I worked with youth experts and people working in the community to ensure I had the right people within DIVERT and the right opportunities to help young people with effective diversion.

We help people who have both the same vulnerability as a perpetrator and as a victim of violence. The programme is now culturally established within police stations and officers are familiar with the project and what it entails. They realise the benefit and see the outcomes of the DIVERT coaches who conduct themselves professionally to effectively change the attitudes of the young people who come into custody.

Starting DIVERT, the greatest challenges I faced were to get senior buy-in to support the programme and to influence the wider audiences that this is not about letting people off who had been arrested. DIVERT is not a soft option - it is a challenge that requires hard proactive work enabling young people to take responsibility for what they had done whilst giving them the opportunity to do something different. We have a lot of young people in custody who have never been asked what they want to do with themselves.

We have not met all our objectives. This is because 44,000 young people still come through custody every year and due to capacity we are only scratching the surface. We need to do more to support our young people with more intervention in and outside of custody to prevent young people from making the wrong choices.

In the next 10 years I would love to see DIVERT helping more people, becoming more of a brand outside of custody and embedded into more custody suites in and outside of London. With its reputation for delivery, it would be great to see “DIVERT in custody” as just one arm of the program, not the whole program, with many more strands including one in the community and one with other agencies and organisations to make best use of their teachable moment to help people at a critical time.

**Jack Rowlands**

Founder and Metropolitan Police Superintendent





**More young people between the ages of 15-29 are committing some of the worst crimes we know today. In London youth crime is on the rise and has become a major cause of concern for the public and the police.**

The Mayor of London, Sadiq Khan's City Hall analysis in December 2021 revealed some complex socio-economic and familial factors in people's lives, homes and communities that could increase the chance of them taking the wrong path and turning to violence. These included poverty, inequality, growing up in social care, high unemployment, school exclusion, poor mental health and a lack of youth services in addition to substance abuse, easy access to weapons, peer pressure and a lack of parental guidance or positive role models.

A lack of opportunities and things to do have also been cited with austerity measures over the past decade leading to significant cuts in youth centres and youth services. With fewer constructive activities and support systems for young people they become more vulnerable to negative influences and those surrounded by crime and violence are at greater risk of being criminalised as children.

# The bigger picture

Categories of offences committed by young people in the Capital include violence against a person, sexual offences, robbery, burglary, vehicle/driving offences, theft, arson and criminal damage, drug offences including possession of drugs and intention to supply, possession of weapons, public order offences and miscellaneous crimes against society. Within this, most significantly, knife crime offences have taken the lead in London since the COVID 19 pandemic with 18 of the 21 teenage homicides recorded in London in 2023 being stabbings. Young people say carrying a weapon is the norm, not the exception and is for protection through the fear of either knowing someone who has been a victim of knife crime or knowing someone who carries a knife.

Violent crime takes an appalling toll on our city, inflicting terrible harm on victims, devastating families and traumatising communities. Reducing and preventing violence in all its forms is the Mayor's priority for this term. We must do everything in our power to safeguard the future by helping young people lead the most fundamental, formative years of their lives. By focusing on the root causes we should recognise that childhood vulnerabilities need to be tackled in order to prevent the next generation from engaging in violence. In the meantime we must guide young people already in the criminal justice system and steer them on a path of honesty, integrity, and dignity.



# DIVERT at a glance

DIVERT began in 2015 and has been providing support for young adults since 2016. It was underpinned by three core values, which were seen as central to the programme's ethos and success.

- **Deliverability** - staff to deliver on promises made to young adults, keep them engaged in the programme and supported to change.
- **Commitment** - partners, individuals and organisations employed to be committed to the success of the intervention.
- **Collaboration** - effective partnership working and sharing of resources between all groups, including custody staff and officers.

Since 2015 DIVERT has helped  
**8002** young adults make a  
positive change to their lives

30%

30% of our candidates are referred into ETE



DIVERT operates in 12 of London's busiest police stations



DIVERT has been awarded or nominated for 10 prestigious sector related awards

75%

75% of police officers in the BCU area are trained in the DIVERT app

100+

We have strong working relationships with over 100 partner organisations



Worked with 8 Football Club foundation

100%  
INCREASE

224 Participants have attended our **World of Work** course since 2021  
**104 participants** in 2024 = **100% increase** in 2 years

Over 10 years DIVERT has built a team of dedicated, highly trained Custody Intervention Coaches (CIC's) who are embedded across 12 Custody Suites, and a strong network of over 100 partners giving CIC's access to a massive range of support and Education, Training and Employment (ETE) opportunities.

Engagements with the programme and referrals to ETE are recorded but the impact of the intervention on the participant goes beyond these outcomes.

The Information, Advice and Guidance (IAG) engagement meeting with the coach at the start of the journey contributes to the success by helping young adults to recognise the need for change in their lifestyle or behaviour. It is then their persistence, commitment, and consistent on-going mentoring that is fundamental in the critical development of the young person in other important aspects including self-confidence, self-esteem and psychosocial wellbeing.

Furthermore, whilst aiming to reduce the number of young people presenting at custody suites, DIVERT strives to increase understanding of the consequences of crime, cooperation with police and compliance with the law, and foster a more positive perception of young adults by police.

4 knife crime clinics have engaged with 12 young people aged between 17 and 26

# The **DIVERT** Programme

**DIVERT** is a unique award winning Metropolitan Police custody intervention programme that aims to reduce offending and reoffending amongst 18-25 year olds by directing them away from crime and supporting them into a positive way forward in a range of opportunities including education, training and employment. It offers a totally different approach that gives the individual choice and the opportunity to explore new pathways that are right for them.

The programme operates in 12 of the busiest police stations in London where young people have the opportunity to meet with a **DIVERT** intervention coach immediately post arrest, whilst they are detained in police custody.

Capitalising upon this time which is deemed a teachable moment when people are feeling vulnerable and more receptive to intervention, a coach will meet with them 1-2-1 for a non-judgemental, impartial discussion which is in complete confidence. Trained in trauma informed approaches, conflict resolution and neurodiversity awareness, with a diverse wealth of delivery experience, the coaches listen with empathy and work to understand the persons circumstances and situation that lead to the arrest.

The programme works in parallel with the criminal justice system whilst proceedings are in progress and tailors the intervention according to the judicial circumstances but without interfering with the course of justice. It has no impact on the police investigation or any subsequent charges and once the dialogue has begun coaches can continue to work with candidates regardless of the outcome. The ultimate objective is to redirect young people away from the problematic, recidivist and harmful behaviours that have contributed to their lifestyle and arrest towards improved outlooks and achievable success. They offer wraparound support through coaching, mentoring, life skill development as well as access to education, training and work in the community - connecting them to the right opportunities that suit their needs.



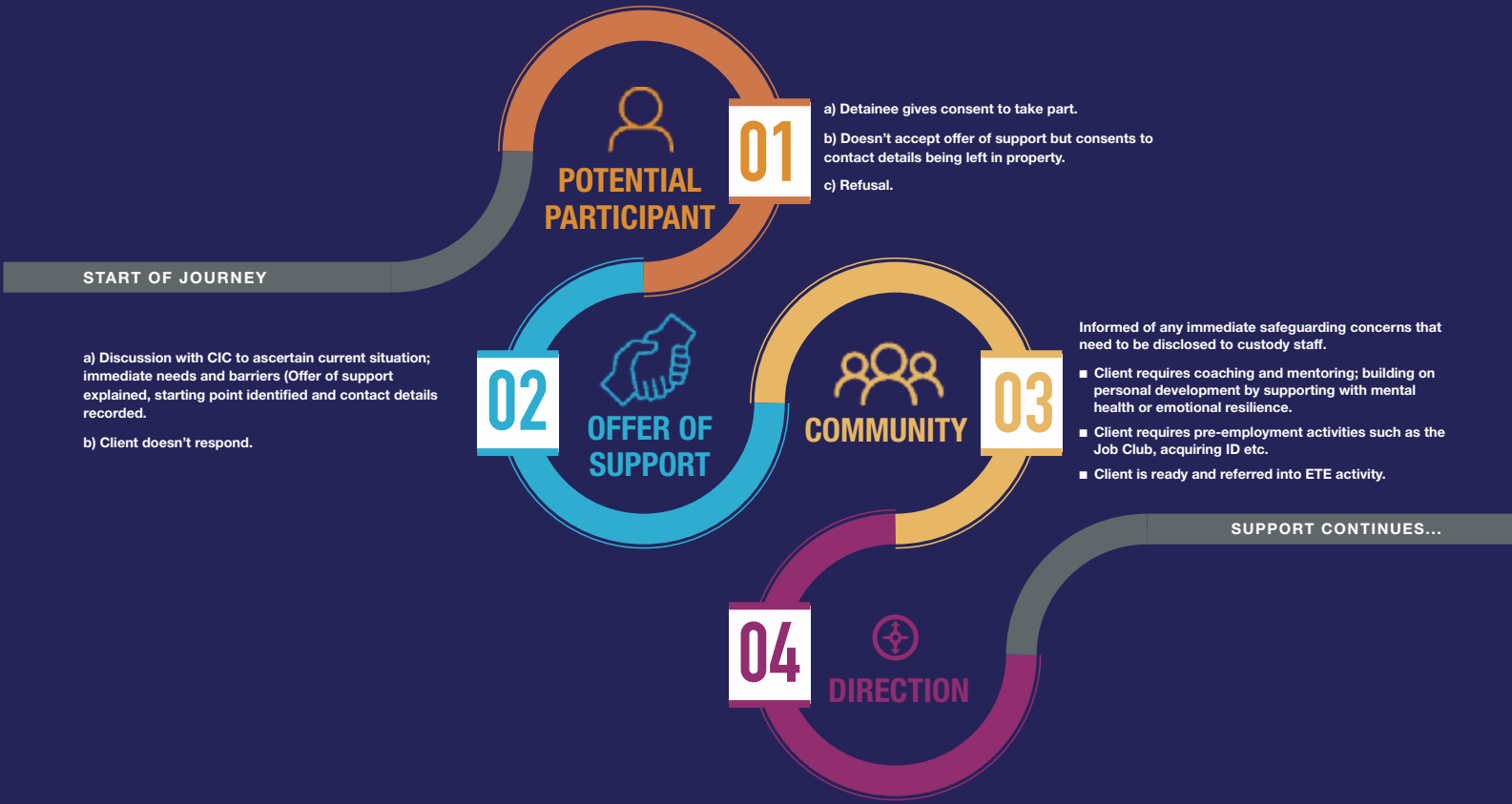
## Operational Stations 2024

(accurate as of December 2024)



# The **DIVERT** Journey

Following arrest the young person is approached by a custody intervention coach and introduced to the programme.



## How it operates

Coaches routinely stationed in the police custody suite begin the engagement by approaching the hatch for a friendly introduction to the programme.

On agreement to engage with this offer of support a meeting is held in a consultation room in the police station, or in the community post release, for a more in-depth introduction to the programme.

The participants need are assessed using during this discussion using questionnaires and the software system **IEWS** to establish the areas in their lives which needs working on. A plan is then collaboratively created to outline the steps and actions that will need to be taken, identifying the opportunities that are available and what options are right moving forward.

This plan can include a diverse range of holistic wraparound interventions from addiction support to help into employment for those that are ready for work. The support continues from the intervention coach for as long as they feel it is needed to help their participant in reaching their aims and can extend to years.





# World of **Work** workshops

Our weekly drop in "World of Work" Job Club is hosted in the community and enables our clients to access further training, education and any specific personal developmental activities they might benefit from as well as helping to get them work ready and introduced to a diverse range of employment opportunities.

Coaches attend an initial assessment with clients to ascertain their aspirations and how our service could support them. Working together with clients over the following weeks the programme is designed to build confidence and prepare people for the world of work assisting with careers advice, CV and profile writing, job searches and matching, job applications, interview technique and communication skills. It additionally covers other areas including employee interactions, problem solving, working under pressure, dealing with a work environment and the importance of teamwork and working in a team.



Through relationships with local employers we are able to offer opportunities for our young people in a diverse range of industries including construction, railway, driving, warehouse, retail, catering/hospitality and admin. Where education or training is required we make the relevant referrals to other organisations, and, with construction a popular choice, we specifically offer CSCS Mock Testing and deliver the 'Health and Safety in a Construction Environment' NVQ Level 1 through our partnership with Equans.

***"I really enjoyed this course and learnt a lot. DIVERT has been amazing in my journey at a time when I thought all hope was lost I'm excited and feel much more confident about getting a job now."***

Young person from World of Work course





# Knife-related workshops

In addition to our bespoke mentoring we run specialist courses and workshops including Knife-Related Crime. Our knife related restorative clinics provide a holistic approach to educating and supporting young people at risk of knife-related incidents, equipping them with the tools needed to avoid involvement and foster safer communities.

From 2023-2024, DIVERT's clinics achieved significant milestones in tackling the pervasive issue of knife crime among young individuals serving as a crucial component of DIVERT's broader strategy to combat youth violence.

The primary objectives of the clinics are to raise awareness, encourage dialogue in a safe space, promote restorative and community justice and empower young people. Delivered regularly in the community they are structured around 3 key pillars:

- Restorative Practices (accountability and consequences of knife crime)
- Education (the dangers and legal ramifications and the impact on victims and society)
- Personalised Support and Mentorship (tailored ongoing guidance to reshape perspectives and behaviours).

With objectives reflected in the outcomes, the programme contributes to a measurable reduction in knife-related incidents amongst those who participate. Its success is further reflected in the positive feedback with participants emphasising how the clinics deepened their understanding of the severe consequences of knife crime, giving valuable insights into the legal, social and personal ramifications which many had not fully appreciated before. Beyond this, the clinics equipped them with practical skills in conflict resolution and emotional intelligence - tools that are critical for navigating challenges in their daily lives.

Participants completing clinics receive certificates on:

- Dangers and Negative Impacts of Carrying a Weapon
  - Conflict Resolution
  - Emotional Resilience
- Resolving Conflicts
  - Advocating for Change
  - Knife Crime Dangers
- Promoting Awareness
  - Fostering Belonging
  - Evaluating Impact



DIVERT knife crime workshops are delivered in association with the Charity Kent Opera

*“I learned so much from the program. The sessions on the legal consequences of knife crime and the real-life stories were eye-opening. Now I know the risks and feel way better about making smart choices.”*

*“The workshop was a real experience for me. The interactive discussions allowed me to share my thoughts. I felt heard and supported, and it was good to learn about community justice. I am now more committed to resolving conflicts peacefully and helping others do the same.”*

*“I used to think I needed a knife to stay safe, but now I’m on a different vibe. The role-playing showed me how dangerous it is and got me thinking. I feel more confident now.”*

Just some of the participant feedback from the workshops

Objectives	Outcomes
Raise Awareness of the dangers and consequences of knife crime and its impact on victims, families, and communities	A heightened understanding of the legal, social, and personal consequences of knife crime which translated into more informed decision-making
Encourage Dialogue and open conversations about the factors contributing to knife crime	Stronger communication skills were developed, enabling participants to express their thoughts and emotions more constructively and engage with peers and mentors
Promote Restorative and Community Justice helping participants recognise the harm caused and take responsibility for their actions	The restorative sessions allowed participants to confront the impact of their actions, fostering a sense of accountability
Empowering participants with the tools and skills to resist involvement and make positive choices	Participants felt empowered to take control of their futures with the confidence and resources to pursue constructive paths away from violence and crime



# Football Clubs Association

**Our association with football club foundations is a powerful asset and differentiator.**



As the charitable arm of the football clubs, these foundations have a united mission to use the power of football and their club brand to promote positive change in the lives of young people and reduce anti-social behaviour and violent crime by providing young people with a safe space to take part in a sport they enjoy.

Working within the London boroughs they address local needs to make a difference to individuals and our communities. Fostering strong connections within local communities and businesses, they provide opportunities based on the main objectives of improving mental & physical health, education, social inclusion, and participation. This includes running initiatives designed to alleviate isolation and motivate, educate and inspire young people to find a better path that leads to a healthier life, whilst equipping them with the skills they need to start thinking about their future careers.

Targeting young people in areas of deprivation these foundations transform communities where the need is greatest and the impact will be strongest. Reaching out to the most hard-to-reach and hard-to-help their offering is broad - from the provision of outstanding grassroots sports facilities for football academies and free football sessions for young people in deprived areas to delivering assemblies and workshops in local schools and colleges and providing pastoral support, often teaming up with other local partners to further enhance their outreach work.

We are currently working with five prominent football trusts and foundations: Palace for Life Foundation, QPR Community Trust, Leyton Orient Trust, AFC Wimbledon the DONS TRUST and Millwall Community TRUST. Each provide a Custody Intervention Coach who is based within a Police Custody Suite of one of our stations. As an integral part of our team, they operate in the same way as our other coaches approaching and presenting options to the young people upon arrest.

Football Foundation partnerships have been in place since DIVERT's inception in 2015. The relationships are mutually beneficial enabling clubs to fulfil their social responsibility and reach young, at risk people as we seek to broaden our opportunities for our people in the community.



## Crystal Palace

As a traditional community club our focus was on football and sports development giving young people wanting to be footballers a safe space in the community to play. However, we were keen to develop our areas of targeted intervention and felt the opportunity with DIVERT back in 2014 was in line with what our foundation stands for - giving people another chance and being right in amongst the community. We believe our impact is not just the hard outcome of reducing crime - it is also helping people build networks, feel less isolated and supported, and providing other activities they can be a part of within the foundation.

## Leyton Orient

Our association provides young people with access to personal development, employability and life skills workshops, as well as networking opportunities with a wide range of local and national multi sector partners.

Additionally, as a club selected to deliver "The Advantage Mentoring Programme", designed to increase access to NHS Adolescent Mental Health Services, the programme provides weekly 1-2-1 mentoring support for young people with mild-moderate mental health and emotional wellbeing support needs. Creating a link between the NHS and professional football club community organisations, this connection in turn gives DIVERT coaches the opportunity to tap into our wider resources to better support young people who potentially meet the Advantage Criteria, and offer a goals-based approach with an aim to better improve life opportunities and overall wellbeing.

## Millwall Community Trust

We are often referred to as a 'legacy club' due to our involvement with DIVERT since 2018 through the 'power of the badge' initiative. Our support to DIVERT clients is not only through the football training provision but also through building connections, navigating their mental health and discovering new abilities and skills whilst offering a wide range of job opportunities in an effort to give young people the opportunity to positively contribute to their local communities and wider afield.

We have provided pathways for people to engage with the club's community activities, charitable work and football training whilst also providing job opportunities enabling local people to work at the club. And, in an effort to further engage locals, we have recently converted part of the Millwall Community Trust building into a 'hub' and secured a Job Centre Plus representative to be permanently stationed there to provide advice and support for the local community and help find to relevant training, education or jobs.

## QPR Community Trust

Our partnership commenced in 2019. Sitting within the Youth & Communities department, alongside a range of other diversionary and mentoring projects delivered within prisons and the local area, DIVERT was a great opportunity for us to enhance our existing offer in West London.

Through high quality mentoring our Trust strives to increase access to opportunities for young people and we have supported DIVERT participants with volunteering, work experience and employment within the club. With a

diverse range of roles on offer, participants have been involved with supporting the delivery of match day operations, hospitality and catering, social media marketing and community football projects such as Kicks.



**A 2024 highlight. A DIVERT young person was awarded the Participant of the Year Award at the QPR Community Trust Staff Awards, in recognition of their completion of a Track Operative course and employment on the railways, as well as working towards a Level 1 Youth Work qualification.**

## AFC Wimbledon

Our exciting new alliance formed in 2024, gives us the opportunity to contribute towards the important custody-based diversionary work for young adults alongside some other fantastic initiatives our Foundation leads on.

These include EFL's Training Ground programme which, aimed at supporting young people between 16 and 24 into employment and further training, has closely-aligned goals with the DIVERT programme - thereby increasing the potential for cross collaboration to achieve even greater outcomes through ETE. Also, the Street Soccer Academy programme our Foundation delivers, working with vulnerable young adults to turn their lives around using football to educate, up-skill and inspire them is another point of referral for DIVERT participants.





# Our **DIVERT** team

Our Intervention Coaches are our greatest asset – they have a diverse wealth of delivery experience and are highly trained in a number of areas including trauma informed approaches, conflict resolution and neurodiversity awareness. They are young, friendly, unbiased and compassionate and invest their time with genuine consideration to initiate a meaningful engagement in order to address the factors surrounding the young person’s life and have a positive impact.

With a genuine purpose they look to understand the factors surrounding the young person’s life and to redirect them away from the problematic, recidivist and harmful behaviours that have contributed to their behaviour and arrest. They offer wrap around support through coaching, mentoring and life skill development to realign mindsets towards improved outlooks and achievable success as well as access to education, training and employment opportunities. And, being locally based, coaches have a lot of local borough specific knowledge enabling them to connect participants to the right opportunities that best suit their needs as well as giving access to local community support and interests including sport, the arts, music and more.

**Between 84-86% of young people who engage with DIVERT live with poor mental health and are dependent on control measures for self-management purposes.**

The DIVERT team strives to provide immediate intervention in response to health concerns, including access to Neurodiversity assessments to help the participants further understand their cognitive functionalities and behavioural traits.

We also embody an integral public health wrap around package that prioritises supporting recovery from historical as well as current substance misuse and poor mental health and, with our extensive partnership networks, our intention is to sustain the recovery of the individual towards significantly improved health and wellbeing.



*“We are motivated by our belief that giving young people the right support and skills they need to develop their lives, makes them, and our communities stronger. Our efforts are successful because they focus on tackling the underlying causes of criminal activity and giving the young people we assist a feeling of direction and hope.”* DIVERT Team

# Staff Development

DIVERT invests heavily in staff training to equip them with the skills and knowledge to effectively support young people and continually further enhance their capabilities. This includes ongoing participation in a diverse range of accredited training sessions.

- |                                  |                                  |
|----------------------------------|----------------------------------|
| Physical Intervention Training   | Neurodiversity Awareness         |
| First Aid                        | Accredited CIC Training          |
| Risk Awareness                   | VIEWS Training                   |
| Safeguarding Policy and Training | Psychoactive Substance Awareness |
| Mental Health Awareness          |                                  |

Additionally, staff regularly participate in wellbeing sessions to help with their self-care and management of the stress caused by the intense nature of their work.

*“I love building trusting relationships with my clients and seeing the impact I have in helping them realise their potential and achieve their goals - guiding them into tangible job and training opportunities, developing their sense of purpose and self-esteem, as well as reducing the likelihood of them reoffending. Furthermore, working alongside such amazing colleagues gives me immense pride and motivation in my role to help change people’s lives..”*

Billy, DIVERT Intervention Coach





# The **DIVERT** app

**The DIVERT APP is a powerful online mechanism which is accessed by police officers when they are out in the community. It enables them to efficiently capture information on young people aged 14-25yrs via any electronic device and refer them directly into the same specialist 1-2-1 support, guidance and opportunities from a DIVERT Engagement Specialist as participants who are referred in custody onto the programme.**

With research indicating that victims and witnesses of violence often become perpetrators of crime, referrals via the App also include young people who are most at risk of grooming or exploitation, thereby offering early intervention capabilities in its purest form to those with the greatest need at an early stage in the offending cycle. Furthermore, negating the requirement for individuals to actually be arrested to qualify for the support of the programme, the App also reaches the large proportion of juveniles over the age of 14 that would not be captured due to the fact they were under 18 years of age.

Consent is required from participants for the referral but once the police have completed and submitted the form, they have no further involvement and all of the personal information gathered is encrypted and stored on DIVERT's fully secure server – none is held on any police system and it cannot be used for any police purposes. Furthermore, such is the confidentiality, they are not able to access any subsequent information relating to the referral or its outcome.

## An App referral

KDL was a 16yr old boy who had been arrested several times for drug and weapon offences. His school recognised his ability but feared that without support he would be likely to enter the Criminal Justice System.

Their referral was supported by his grandmother and KDL met a DIVERT case worker to understand his needs, assist him through the CJS process and to engage with the Youth Offending Service.

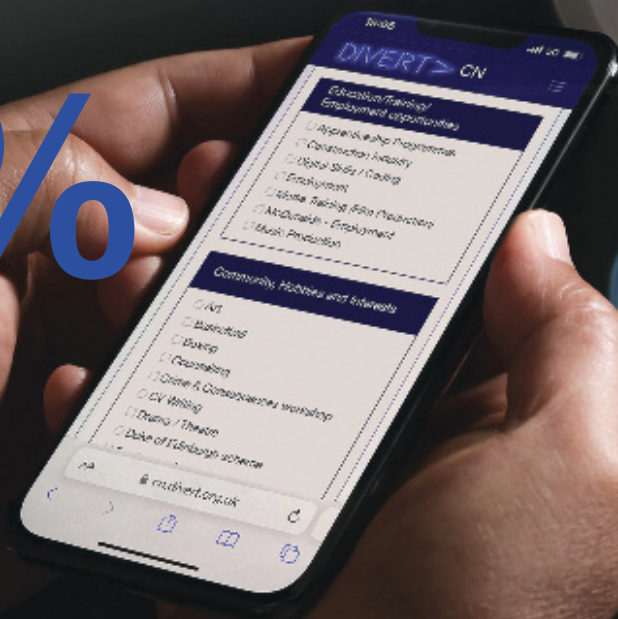
DIVERT supported KDL into an electrical installation course at a local college and a part time job at Pret-a-Manger to build his CV whilst he was training. He is now excelling professionally and academically.

**“If I hadn’t been referred, I would still be hanging around with the same people who I got arrested with. I’ve left them behind and now I have a job earning my own money, a college course to learn a new skill for life but most importantly I have a future.”**

# 75%

**75% of the 1502** police officers and operational support staff in the BCU area are trained in the use of the App.

The App has been operating on CN BCU since April 2022. To date 300 referrals have been received with Positive Outcomes being provided to 40% of the engaged cohort.



# What we have **achieved**

DIVERT's achievements have been recognised through numerous awards and nominations including the Criminal Justice Alliance Award for Outstanding Organisation. Additionally it's tailored approach to helping young adults within the criminal justice system was acknowledged by the Police Foundation who named DIVERT in their top four diversion programmes. DIVERT also featured in HM Governments Serious Violence Strategy in 2018 and the programme was featured nationally on ITV News in January of 2025.

## ■ High Sherriffs Award 2024

## ■ National Crimebeat Award 2024

- Greater London - Runner up

## ■ Winner Outstanding Organisation of the Year CXP Awards 2023

## ■ Children & Young People Now Awards 2023

- Shortlisted for The Youth Justice Award

## ■ The Metropolitan Excellence Awards 2020

- Support Team of the Year

## ■ London Football Awards 2020

- Winner Best Community Project delivered by a London Football Club

## ■ The Howard League Awards 2019

- Commended

## ■ Centre for Social Justice Awards 2019

- Shortlisted

## ■ The Criminal Justice Alliance awarded DIVERT the Outstanding Organisation award in 2018.

## ■ Criminal Justice Alliance Awards 2017

- Winner Outstanding Organisation of the Year

## ■ ITV News special feature 2025

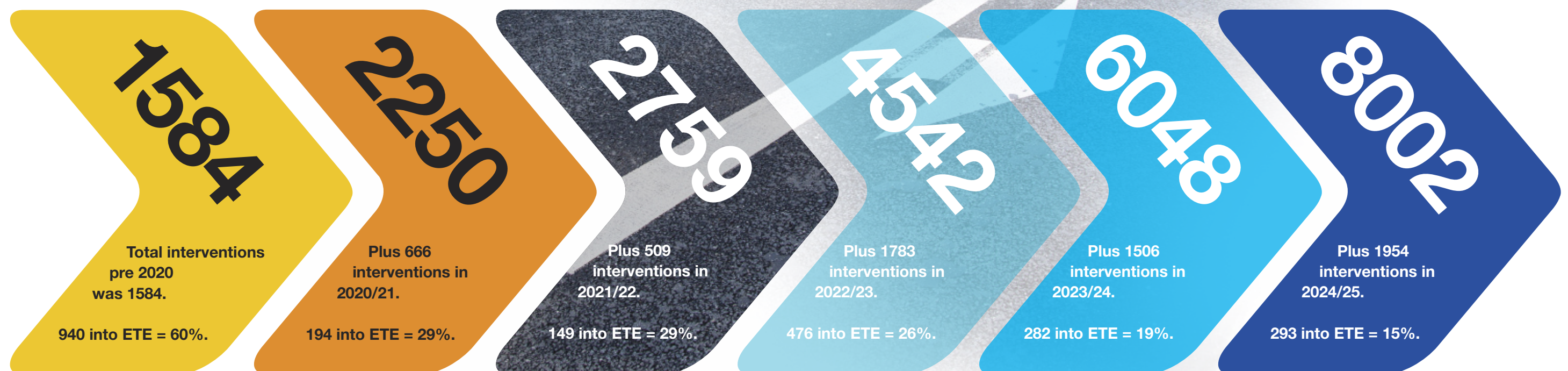




# TOTAL SUMMARISED Impact by **DIVERT** **ETE opportunities and supportive interventions since 2016**

- Our intervention coaches have introduced, advised and given guidance (IAG) to 8002 clients since 2016.
- 30% (2400) have been referred into education, training or employment (ETE).

- 2024/25 referrals include those made via the DIVERT app.
- Our period covers the COVID years 2020 to 2022 where interventions were more challenging.





# DIVERT good news stories

*"Young people must live with hope, and young people must experience opportunity. I am passionate about being an ambassador for DIVERT because the initiative delivers the hope and opportunities young people need. The wonderful coaches at DIVERT are passionate about helping others, and this passion is infectious in supporting young people into achieving their goals and ambitions."*

Tom Gaymor, Ambassador

## Fabio

I had a history of drugs and weapons-related offending and having been so heavily involved in gangs I had to relocate with my family during my teens. I had wanted to get away from it all for some time, for myself, my mum and family.

I was referred by a police officer who realised I was at a critical point in my life. At first I didn't trust the help but I went with it. It's not been easy as I've had trouble from old contacts not wanting me to go, but that's just shown me that I'm on the right path.

Working with DIVERT, I completed a Level 1 Railway Engineering and Track Safety course and Construction Skills (CSCS) course. This uncovered a passion to work in the railway and engineering sectors and I completed a Route Into Work course with Transport for London and attended an assessment centre for apprenticeship roles across the network.

I am now working for Ngage Resourcing through the British Drilling Association on national critical infrastructure between Devon and the surrounding counties. I am gaining skills, experience and qualifications in ground engineering, grouting operations, soil nails & catch fences, concrete repairs and much more.

Without my coach and their help I do not know where I would be.



## Oubeyda

I knew there was something bigger to the world than being in stairwells and blocks doing nothing positive for myself smoking cannabis.

I was referred to DIVERT by a Police officer in Islington who realised I desperately needed support and guidance to help me to dramatically change my environment and way of life including my drug use.

Engaging with DIVERT I have attained my First Aid Certificate, completed an Employability Skills Course and I started working 4 days per week at Pret, as one of the Rising Stars for the Pret Foundation Programme. I have completed and now achieved a Level 2 Diploma in Plumbing and have started my Level 3 whilst I am doing work experience for a company where I am also applying for an apprenticeship.

I am so grateful that officer reached out to me that day as I have benefited so much from the support and opportunities the programme has offered me. I have also made friends with other ambassadors and am really proud to be one myself.

My support from DIVERT is ongoing and I still see them every week to receive Life Skills Mentoring.



## Courtney

I was going through a difficult phase in my life and felt very alone battling mental health, complex family dynamics, unstable employment and a lack of direction. As a result I was repeatedly in police custody with a loss of hope.

I was referred by a custody mental health nurse when I was in Brixton station during the outbreak of Covid.

DIVERT gave me a lifeline and have supported me in every way possible including numerous training courses, applications for benefits such as UC, Housing benefit and PIP as well as mental health, counselling and other emotional support.

I have always aspired to be a paramedic. DIVERT signposted me to courses including UR4 driving and programmes such as "Get into Social Care" with Prince's Trust and St. John's ambulance "Rising Stars" to enable me to get the qualifications I needed and supported me into the NHS securing employment in a Vaccination Centre and GP surgery. I am so excited to report that I am now on my paramedic apprenticeship, loving every minute of it and so happy I have fulfilled my ambition.

I have been an ambassador for DIVERT since I have been on the programme and had the opportunity to share my experiences with the Mayor of London and The Met Commissioner.



## Danny

Thanks to DIVERT I avoided serving time in prison. John introduced me to the programme whilst I was in custody in Lewisham having been arrested for several serious offences. Their intervention was timely as it was my first time in Police Custody and I was facing the unknown in regards to punishment. I did question his intention not understanding 'why' people wanted to help me but thankfully I engaged with initial IAG consultation. He showed genuine interest in me and I contacted him on release to start making a plan.

I was surrounded locally by problematic individuals and had developed risk taking behaviour - I needed direction. Through DIVERT and their partners I had several coaching, mentoring, life & human skills development and pre-employment sessions. Having previous work experience in construction I decided to go back into it.

DIVERT put me on many courses including Pre-Employment, Health & Safety Awareness, Fire Safety Awareness, Manual Handling & Working at Height, Green Labourers CSCS Card & Level 1 Health & Safety in a Construction Environment. They introduced me to job opportunities and I accepted an offer as a General Labourer with Bespoke Loft Extension in March 2024. DIVERT were amazing and provided the equipment I needed.







# DIVERT partners

Our partnership engagements are dynamic ensuring we maintain, and constantly develop, an updated register of resources that are able to respond to, and reflect, an everchanging support network requirement helping us to prepare participants, as best as possible, for a secure and stable future.

In partnership with



**No Going Back -**  
offer candidates employability assessment and support with ETE



**Brave The Rage -**  
offer a targeted and unique solution focused approach addressing mental health management for Coaches



**Ingeus -**  
offers basic skills and access to training courses



**The Lowe Group -**  
utilise vacant properties to provide temporary living space for our participants



**LMP Education -**  
help candidates develop their technical and educational skills



**Kent Opera -**  
supports clients with 1-2-1 mentoring in our Knife Crime workshops



**My Options -**  
co hosting our weekly Job Club My Options assist with training and/or employment



**PropUp -**  
the PropUp Project supports our clients as and when there is a need



**Connection Crew -**  
offer a range of employment opportunities with mentorship



**McDonalds -**  
train and employ a number of our candidates



**Standing Tall -**  
supports participants experiencing homelessness into full time jobs and stable housing



**Novotel -**  
chose us as their Charity of Choice for their 2024 donation



**XO Bikes -**  
teach the manual skills and give opportunities to repair bikes in their mechanic training centre

# DIVERT collaboration

Collaboration with a number of organisations enables us to dramatically broaden our range of resources and opportunities for participants and achieve far more than we would alone.

2 Generations  
4-22 Foundation  
999 Club  
A New Direction  
Access UK  
Action West London  
AEET  
Alandale  
Alpha Building Services  
Apex Lifts UK Ltd.  
Arit Eminue - Coaching  
Barons Court Project  
Building Hope  
Colosseum - Juan Lopez  
Canary Wharf Contractors  
Careys Construction  
Catch 22  
Catering - Only a Pavement Away  
Centrepont  
Change Please - Barista Training  
Cidori- Training  
City Calling  
College of Haringey, Enfield and Northeast London (CONEL)  
Construction Gateway  
Diffusion Elite Security  
Dad's House  
Croydon Violence Reduction and Gangs Unit  
Edwardian Hotels  
EET Group  
Enfield Construction Skills Academy  
Euston Skills Centre  
Evolve  
Fire Alarm Engineers - PFS Group  
Flower Skills  
Future Men  
Free to Learn  
Four Corners  
Galvin's Chance  
Green skills Partnership  
H&F Foodbank  
Haringey Works  
Help for Homeless  
Hercules Academy  
Hilton Hotel Group

Horizon Drug and Alcohol services  
Housing - De Paul resources  
HMDT Music  
Housing - Riverside  
My Options CIC / World of work  
John Ruskin College  
James Place  
Just Homes  
Khadys Dream  
Kickstart Homes  
Knife Crime Awareness Workshop  
Laing O'Rourke  
Learning Curve Group  
Lewisham College  
LIFT - Leading Inclusive Futures through Technology - Islington, Camden, Hackney and Tower Hamlets  
LMP Education  
London Construction Academy  
London Security College  
Lowe Group  
Mace Construction  
Marylebone Project  
Maximus  
Mayor's Academy of Hospitality  
Microsoft - Embrace mentoring  
Microsoft - Engage mentoring  
MTC Learning  
NASC  
National Careers Service  
New Horizon Youth Centre  
Newham College  
New City College  
Night Stop - emergency housing  
Only a Pavement Away  
Osmani Trust - SIA training  
Pas construction skills  
Personal Fitness Traineeship - Skills Room  
Papyrus UK  
Poplar HARCA  
Plias Resettlement  
PRAXIS for Migrants and Refugees

Pret a Manger - Rising Stars Project  
Project Future - Community support service for young people  
Quaker Social Action  
Railway Recruitment - Ontrak  
Redemption Roasters - Barista training  
Redthread  
Reliable Contractors  
Rio Ferdinand Foundation  
Refocus  
Runway Training  
Sapphire Independent Housing  
SIMIAN Construction Academy - Scaffolding  
Social Switch Project  
South Thames College  
Spark 2 Life - gang intervention diversion service  
Spear Bethnal Green  
Spear Islington  
Spitalfields Crypt Trust  
St Pancras Hotels Group  
Step Ahead Social Enterprise Recruitment and Training Agency  
Streetlink  
Strive Development  
The Fridge Project  
TK Maxx - via Prince's Trust  
The Brave Project  
The Passage (Westminster)  
The Princes Trust  
The Reasons Why Foundation  
The Skill Centre Build East  
The Social Switch - Catch 22  
The STC Group  
The Upper Room  
Trash Gxng  
Trinity  
Twining Enterprise  
UR4 Driving  
Vision Housing  
Waltham Forest College  
We are Breakthrough  
Well Grounded - Barista Training



# Delivering **social impact** in the present and for generations to come

**At Bounce Back, we believe that everyone can change and should be given the opportunity to do so. Our DIVERT team support young people to change the direction of their lives and reduce offending, to shape a society where every young person can look forward to a future in which they can thrive into adulthood, make positive choices and build prosperous lives.**

Crime affects everyone, victims, families and communities. When a young person makes good choices, it's not just their lives that improve, we see the positive impact it has on their siblings, wider family and beyond. This is when we really see the long-term changes to communities and generations to come.

From that first teachable moment in police custody, our DIVERT coaches listen, discuss the situation, provide information, advice and opportunities for a way forward. It's voluntary for any young person. We work with them for long as they need us, with a personalised plan that steps away from crime and towards education, training and jobs with prospects.

Employment is the greatest way to reduce re-offending. A third of UK employers report staff shortages and difficulties recruiting and retaining staff across all sectors. Through our in-house training academy and World of Work programmes, we bring employers to meet our young people and match them directly to jobs. Here they get to see first-hand young people, who, for whatever reason they found themselves caught up in the criminal justice system, are now really committed to learning new skills and becoming job-ready to create a different life for themselves, and the people they care about.

At Bounce Back, we believe in partnership working. Intervening earlier to stop young people being drawn further into crime and anti-social behaviour, our DIVERT team work with the MET police, premiership football clubs and an amazing network of community groups and organisations spanning Greater London and beyond. What's important is they all want to contribute to making a difference to the lives of the young people from their communities. That goes to our ambassadors, volunteers and corporate volunteers too, who give their time and skills for free. As positive role models, they allow us to enrich our offer to do so much more.

Having worked in criminal justice for almost 30 years, I'm truly passionate in what we do, and am incredibly proud of DIVERT, an award-winning programme that transforms lives. I am hopeful it's future is secured and expanded across London and beyond.

**Shirley Riley**

Director for Bounce Back

**bounce  
back.**



Data by Rena Begum of DIVERT. Compiled by Gail Stephens and designed by www.bullstrategic.com

Three DIVERT ambassadors celebrating the achievement of the National Crimebeat Award in London.



“The **DIVERT** team plants seeds of hope during difficult moments within custody. The team works hard to empower young people and support them into positive opportunities within their communities.”

**Bolanle Anyaegbu Programme Manager**  
London's Violence Reduction Unit



**DIVERT>**

IMPACT 2015-2025



Find out more via the QR code  
or at [www.bouncebackproject.com](http://www.bouncebackproject.com)

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