

CHANGE!
Template - Good practice factsheets

| Title of good practice/initiative | Image/photo of good practice/initiative |
|-----------------------------------|--|
| Youth Guides |  |

| Description of the good practice /initiative: history, activities, number of involved people, territorial scope, current scale, future plans, impact and benefits (Max. 400 words) |
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| <p>The Urban development project DrottningH is working to develop and transform the residential area Drottninghög in Helsingborg. Within the project there is a need to assure the quality of the reception of the project, study visits and at the same time there is a strong willingness to involve young people in the project. This led to the recruitment of youth guides aged 16-20, which as a part of the project created a joint guided tour with other people operating in Drottninghög.</p> <p>The municipality put up advertisement in the area and on their website about the opportunity to work as youth guides. Youths were invited to submit applications and short interviews were then held. Then the youths got educated and they began working with the guided tour.</p> <p>Whenever there's been a study visit to DrottningH, the youth guides has taken care of the guide tour.</p> |

| Brief description of how the specific local public service has been challenged (with figures, if possible) |
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| <p>The residential area Drottninghög has an undeserved bad reputation. One way to change this reputation is by giving visitors, neighbours and other citizens of Helsingborg a more varied and diverse picture of the area. By hiring youth guides who knows the area both a youth perspective and the Drottninghög-citizen perspective was covered.</p> |

| Role of the municipality within the process (e.g. how the municipality facilitates or coordinates the process to systematise/upscale a civic initiative) |
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| <p>The project manager of the subproject Dialog 3.0 took initiative to work with youth guides as a way of involving young people in the urban development project. The project group hired and trained six youth guides who was born and raised in Drottninghög. We trained them in "how to lead a group", how to give a speech etc. Through various exercises the youth guides created the guide tour. They decided which stops they were going to make and which information and stories that they would talk about. They also</p> |

received backing from local businesses and from the urban development project, which they used in the guided tour.

Budget (in total and municipality's own contribution)

The "youth guides" were part of a dialogue project in DrottningH. It was partly financed by National Board of Housing, Building and Planning. The total budget for the Dialogue project were 3 002 837 kr, the National Board of Housing, Building and Planning contributed with 810 000 kr.

Key attributes (success factors) enabling (municipal) staff to implement the project successfully

The study visits become more valuable when young people who live in the area talk about Drottninghög and many visitors has a positive experience thereof.

The commitment for the tour has grown since broad group of people have been able to influence the guided tours because of the involvement of both residents and people from various businesses. Working together is positive!

Increased security

Less problem with: vandalism, crime and youth gangs.

Key internal, organisational, behavioural weaknesses the municipality/organisation had to overcome during the process

Involving people in making decisions in the urban development project means giving up some of our power as civil servants and experts. That can be a bit unfamiliar in the beginning but in this case we got so much back by involving them in the project. The youths went to school when they were involved in the project which meant that we had to work in the evenings and on school breaks, a flexible organization is a key element when working with youths.

Links to website for further information on the good practice/initiative

<http://www.dialogguiden.se/article/show/703>