

**Media Release 11.06.25**

## **Young People Empowering Communities to Make a Difference During Emergencies**



### **First Responders Award Win, Sported Awards, Tower Hamlets, London 11 June 2025**

The First Responders project, a groundbreaking and now *award winning* project that highlights the importance of community unity during emergencies. The initiative aims to empower individuals with the knowledge and skills necessary to take immediate action before paramedics arrive, emphasising the significant impact collective responsibility can have in times of crisis.

The project, a collaboration between Mile End Community Project, Osmani Trust/THICN, Perspective Pictures, London Training Centre, and Genesis Cinema has won the prestigious “Contribution to Enhance Community Safety Award” at the inaugural Sported Awards,

recognising the amazing work celebrating the difference being made in communities across the UK.

By working together and exploring various methods to connect with the community, First Responders recognises the necessity of raising awareness and actively involving community members in potentially lifesaving scenarios.

The project included a bus stop advertising campaign, significant online social media presence, an innovative 6 month pre-feature film trailer campaign and prominent space across mainstream and ethnic media television stations, reaching young people, families and the wider community with over 200,000 reached.

First Responders seeks to address community needs by promoting diverse perspectives and innovative strategies including the transliteration of the project and it's video into Sylheti and Somali ensuring that language is no barrier to communities deemed "*Hard to Reach*".

The project funded by London's Violence Reduction Unit and the Sadiq Khan's flagship MyEnds Programme highlights the value of collective efforts in achieving positive outcomes and emphasises the importance of informing the community about the significance of collaboration and exploring different approaches.

"The recognition is truly special and will help to continue to raise awareness and educate young people and the wider community on how they can respond effectively to emergencies on the streets, empowering them to be actively part of local community-based support." – Kamrul Islam, Osmani Trust/THICN Programme Manager.

"We are confident that by developing resources like these, along with additional materials, we can extend our reach to a broader audience and empower our community with life-saving skills. Our ultimate aim is to foster greater unity within our community." - Nurull Islam - Mile End Community Project.

"It's been amazing to be involved in this project, helping shape the content and steering the discussions on an issue so important to us as young people. I'm confident that this project will and has saved lives and encourage my peers and my community, towards being a first responder, being that difference in a time of need for a fellow Londoner." – Robin McDonnell – Young Person – Osmani Trust/THICN

"The MyEnds Programme provides communities with the tools and resources to deliver their own prevention measures. This includes support networks for parents and carers, after-school activities, youth work in neighbourhoods and youth clubs , as well as sport, music, arts and drama activities. We are extremely proud of the First Responders project, a piece of work that transcends beyond London and will have a lifelong impact in playing a part in showcasing that *violence is preventable, not inevitable.*"

The next stage of First Responders will focus on training more young individuals to attend first aid courses. This training not only benefits them personally but can also provide paid work opportunities. Additionally, the project aims to develop a user-friendly website and app that will serve as valuable tools for community members to access information and resources related to the campaign as part of the next phase of the project.

In summary, the First Responders project encompasses publicity, campaign activities, screenings, resource development, and the crucial goal of equipping the community with life-saving skills. By tackling pressing issues such as violent crime, drug abuse, and dangerous driving, and by training young individuals in first aid, the initiative strives to make a positive impact on the well-being and safety of the community.



## Ends

### Notes for Editors:

1. First Responders is a Mile End Community Project Initiative supported by Osmani Trust, Perspective Pictures, London Training Centre, Genesis, VRU ( Violent Reduction Unit), and THICN ( Tower Hamlets Island Community Netowkr). The initiative aims to highlight the importance of community unity during emergencies and empower individuals with life-saving skills. Through comprehensive campaigns, screenings, and resource development, First Responders seeks to make a positive impact on the well-being and safety of the community.
2. Tower Hamlets Island Community Network (THICN) is a grassroots consortium supporting young people facing multiple/complex disadvantages on the Isle of Dogs lead by Osmani Trust.
3. Funded by the London's Violence Reduction Unit (VRU), THICN is one of a number of grassroots neighbourhood partnerships funded in London as part of the MyEnds programme for 5 years until March 2026.
4. Osmani Trust is a youth and community organisation based in Tower Hamlets. The Trust offers a wide range of youth, social welfare, education, training, health, and sporting initiatives tailored to the needs of local communities. It aims to provide a holistic service, which helps people, particularly those living in disadvantaged urban communities to re - engage with mainstream society and improve their quality of life.

***For media queries:***

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***For more about First Responders***

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