

Fully Dedicated

Jacob Henry began his journey into social entrepreneurship with Vibe Youth CIC in 2017 to support the wellbeing and personal development of young people.

In 2022, Jacob founded Fully Dedicated, a second community interest company focused on collaborating with the criminal justice system to deepen understanding of racial discrimination.

Challenges

From a young age, Jacob has faced racial discrimination and encountered barriers because of his ethnicity. Jacob was in a London gang which ultimately led to a 10-year prison sentence, but this is when he decided to turn his life around.

After leaving prison, Jacob continued to receive unfair treatment and was frequently stopped by the police without valid reasons. Black people are 6.2 times more likely to be stopped and searched than white people. Jacob filed a complaint with the Commissioner's Office and shortly after was invited to share his personal experiences of racism and bias with individuals from the criminal justice system.

Solution

After delivering several of these sessions, Jacob was asked to facilitate training. Jacob involved academic specialists as well as people from minority groups to bring a diverse range of voices and lived experiences of bias.

The sessions create a safe space where people working within the criminal justice system can learn the harsh truths of the relationship between them and ethnic minority people. BAME people are up to 81% more likely to be sent to prison than white people. Participants are encouraged to reflect on how their beliefs and behaviours may be influenced by cultural or racial biases and draw insights from Jacob's personal encounters with these biases.

Achievements

Jacob has delivered training to 249 employees in South Wales Police so far. Staff often leave feeling emotional and reflective, ready to continue learning in their everyday lives. Jacob has also spoken to senior police staff at national conferences.

What He's Learnt

Jacob has learnt that his negative experiences can become powerful stories to create lasting change in society.

What's Next?

- Bringing in people from the community who have experienced bias to work with organisations and the criminal justice system.
- Providing one-on-one mentorship at sessions for more personalised insight and guidance.



Social Business Wales Support

- Ecwiti funding award allowed Jacob to invest in uniforms, a website, technology, workbooks and branding.
- Jacob feels less isolated after being connected with a community of social entrepreneurs.
- UnLtd provided tailored support to boost Jacob's confidence.
- ***Find out more about Social Business Wales support available to social entrepreneurs living in Wales [here](#).***
- ***Find out more about Fully Dedicated [here](#).***

