



HARLEY *of* LONDON

Made by Londoners *for the* World

“LIFE READY” – A Youth Wisdom & Skill Accelerator Initiative

“We are losing our children—not to war, but to hopelessness. Every stolen phone, every broken window, every life lost to a knife is a cry for help. Let us not turn away. Let us turn up. Let us build a London where every youth is LIFE READY, armed not with weapons, but with wisdom, skills, and dreams.”

---Sanjeev Kumar, Chief Visionary Officer, **HARLEY of LONDON**

A Personal Story: When the Mission Found Me

Last Sunday, in the heart of London’s iconic Hyde Park, something happened that I’ll never forget. In broad daylight, surrounded by the hum of city life, my phone was snatched—ripped from my hand by a group of boys, barely 15 to 17 years old.

It happened in a flash. But what stayed with me wasn’t the shock of losing a device—it was the look in their eyes. Not rage. Not fear. Just... emptiness. A hollow stare that said more than words ever could.

These weren’t hardened criminals. These were kids. Kids who should’ve been in school, at home, dreaming about their future—not sprinting through a park with stolen phones and stolen childhoods.

As I watched them disappear into the crowd, it hit me: they weren’t just running from the law. They were running from their future. From responsibility. From themselves. And maybe, from a society they never truly felt a part of.

That moment didn’t just shake me—it ignited something in me. It made this mission personal. Because behind every headline, every statistic, every stolen phone... is a young life spiralling. A child who’s been failed. A future that’s slipping through our fingers.

We can’t afford to look away anymore. We must act—with urgency, with compassion, and with purpose.

The Crisis: A Generation at Risk

London's youth are facing a silent emergency. Many are lost, disillusioned, and disconnected, turning to crime, violence, and destruction as a misguided outlet for their pain and confusion. The statistics are alarming:

- In 2023, **7,512 children aged 10–14** were suspected of violent crime in London, including knife offences—a **38% increase** from 2020
- In 2022/23, **467 children** were treated in hospital for knife injuries—a **47% rise** from a decade ago
- The number of **proven offences committed by children** rose by **4%** in 2023/24, with **custodial sentences increasing by 21%**, the first rise in a decade
- The **reoffending rate** for children has climbed to **32.5%**, showing a worrying trend of cyclical crime

These are not just numbers—they are lives. Lives of young people who could be artists, engineers, leaders, or healers. Instead, they are becoming both **perpetrators and victims** of a broken system.

The Vision: Save Our Youth, Secure Our Future

We must act now—not with punishment, but with purpose. We propose “**LIFE READY**”, a two-year **Wisdom & Skill Accelerator Program** designed to:

- **Rescue** youth from the path of crime.
- **Rebuild** their confidence, character, and capabilities.
- **Reconnect** them with society, purpose, and opportunity.

Why HARLEY of LONDON Is Leading This

HARLEY of LONDON has always stood for **resilience, reinvention, and responsibility**. As a brand rooted in the spirit of transformation, we believe in **empowering the next generation**. This initiative is not charity—it's **legacy**. We are investing in the future of London.



The Role of Harley Wellness Dollar

The **Harley Wellness Dollar (HWD)** is a digital ecosystem designed to **fund, reward, and sustain** wellness and social impact. It will:

- **Fund the program** through grants, donations, and stakeholder contributions.
- **Reward youth** for milestones, achievements, and community service.
- **Enable micro-grants** at the end of the program to help youth start businesses, pursue education, or support their families.

Program Structure: LIFE READY

1. Wisdom Exchange

- Partner with **care homes** to connect youth with retired **teachers, doctors, police officers, and community leaders**.
- Facilitate **intergenerational storytelling, mentorship, and life coaching**.

2. Discipline & Resilience Training

- Engage **retired SOS and army personnel** to lead **boot camps** focused on:
 - Physical fitness
 - Mental toughness
 - Ethical leadership
 - Conflict resolution

3. Skill Accelerator

- Offer training in:
 - **AI, coding, and digital literacy**
 - **Entrepreneurship and financial literacy**
 - **Communication, teamwork, and emotional intelligence**

4. Mental Wellbeing & Mentorship

- Partner with **mental health professionals** and **life coaches** to provide:
 - Trauma-informed therapy
 - Group support sessions
 - One-on-one mentorship



5. Global Youth Exchange

- Connect with similar programs in **New York and Paris** to:
 - Share stories and solutions
 - Host virtual summits and cultural exchanges
 - Build a global youth movement

6. Showcase & Graduation

- Annual **Youth Impact Festival** to:
 - Celebrate achievements
 - Award grants via HWD
 - Inspire others to join the movement

Stakeholder Engagement

We propose a **multi-sector coalition** including:

- **London Mayor's Office**
- **Local Councils**
- **Retailers Association**
- **Educational Institutions**
- **Police Force**
- **Mental Health NGOs**
- **Corporate Sponsors**

Additional Ideas to Strengthen the Initiative

- **Youth-Led Media Channel:** A digital platform where participants can share their journey, art, and ideas.
- **Community Service Credits:** Earn HWD for volunteering in local projects.
- **Parent & Guardian Workshops:** Equip families to support their children's transformation.
- **Mobile Outreach Units:** Bring the program to underserved boroughs.



A Call to Action

We are not just building a program—we are building bridges back to hope. Every young person in London deserves a chance to rewrite their story, to be seen, heard, and empowered. At HARLEY of LONDON, we believe in transformation, not just of style, but of soul. The Harley Wellness Dollar is our commitment to invest in the future—not in currency, but in courage, character, and community.”

— Sanjeev Kumar, Chief Visionary Officer, **HARLEY of LONDON**

By Harley Street Healthcare Group

JOIN US ON THIS IMPORTANT JOURNEY TO SAVE OUR YOUTH.

PARTNERS WE WOULD LIKE TO WORK WITH ON THIS INITIATIVE

Government & Public Sector

- **Mayor of London’s Office**
- **Greater London Authority (GLA)**
- **Metropolitan Police Service**
- **Local Borough Councils** (e.g., Hackney, Croydon, Tower Hamlets)
- **UK Home Office – Youth Justice Board**
- **Department for Education (DfE)**
- **NHS England – Mental Health Services**

Health & Wellbeing

- **Mind UK**
- **YoungMinds**
- **Kooth**
- **Place2Be**
- **The Anna Freud Centre**
- **NHS CAMHS (Child and Adolescent Mental Health Services)**



Education & Skills Development

- **London Youth**
- **The Prince's Trust**
- **Teach First**
- **City & Guilds**
- **London South Bank University**
- **University College London (UCL)**
- **General Assembly (for tech & AI training)**
- **Code First Girls / School of Code / Founders4Schools**

Retail & Business Sector

- **British Retail Consortium**
- **Westfield London**
- **John Lewis Partnership**
- **Tesco, Sainsbury's, and Co-op (community programs)**
- **Harley of London (Lead Sponsor)**
- **Barclays LifeSkills / NatWest Thrive**
- **Google UK / Microsoft UK / Amazon UK (CSR & youth programs)**

Security, Discipline & Resilience

- **Royal British Legion**
- **SSAFA – The Armed Forces Charity**
- **Retired Police Officers Association**
- **British Army Veterans Network**
- **Royal Navy & RAF Veterans Associations**



Intergenerational Wisdom Partners

- **Anchor Hanover (Care Homes)**
- **Age UK**
- **Royal Voluntary Service**
- **Care England**
- **Local care homes and retirement communities**

International Collaboration

- **NYC Department of Youth and Community Development**
- **Paris Youth Council**
- **UNESCO Youth Programs**
- **Global Shapers (World Economic Forum)**

Media, Arts & Culture

- **BBC Children & Education**
- **Channel 4 – 4Skills**
- **The Roundhouse**
- **Shakespeare's Globe Education**
- **Southbank Centre Youth Programs**

Innovation & Tech

- **Tech Nation**
- **Nesta**
- **London & Partners**
- **AI for Good Foundation**
- **DeepMind / OpenAI (for AI education support)**



