

Alison Madgin

Founder of Samantha's Legacy.

Person with Purpose Winner
NPW Awards 2022



HOW TO TURN TRAGEDY INTO POSITIVE CHANGE

NORTHERN POWER WOMEN
PODCAST



Samantha's Story

Told by her mother Alison Madgin

She was just a normal girl. She loved her family, loved life, and was beautiful. Samantha became pregnant when she was 18, but she became a good role model for young mothers.

She had Callum in May 2007. On August 2nd 2007, she went out with two friends. They were chatting in the back lane and two males that had previously passed by them were both armed with knives and started to chase two of Samantha's friends.

A 15-year-old girl (that was with the two males) went into a flat nearby, picked up a knife, ran out of the flat and attacked Samantha. She suffered severe wounds in the attack and she died at the scene.

Alison's purpose to reduce knife crime

- I wanted to change sentences and fight for tougher sentences. To get people being stopped with knives.
- When Samantha should have turned 30, we decided it was time to launch Samantha's Legacy because we could see that knife crime was not improving.
- I am Samantha's voice and I know because of the type of person Samantha was, she would be shouting from above: "Mam, tell them it just has to stop."
- I feel my purpose is to make something good out of something so tragic.

Importance of educating young people

- It's all about prevention, education, and anything we can do to prevent another family going through this.
- I'm determined that these young people should get a chance in life and not have to worry about what's going on around the corner.
- Young people now are just so open about it and just think it's the norm to carry a knife and that's what makes us more determined.

What's next for Samantha's Legacy?

- Alison received recognition from Boris Johnson when he was Prime Minister for the Point of Light Award and won the NPW Person with Purpose Award.
- Her main aim is to try and prevent knife crime, to reduce knife crime, even if it's just by a small percent.
- Alison is passionate about making a difference for young people. This includes making them know that they also have a purpose. Alison wants to help them everywhere she can.