

**WIDER IMPACT CONSULTANCY**  
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**YOUTH WORKS WILDMILL BRIDGEND**

**AN INDEPENDENT EVALUATION  
JULY 2004 TO MARCH 2006**

**Report Commissioned by  
The Youth Works Steering Group**

**Funded by the Community Fund (Wales)**

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## **1. ACKNOWLEDGEMENTS**

Wider Impact Consultancy would like to thank the following for their efforts in making this report possible:

The Young People of Wildmill  
The Youth Works Team  
Groundwork Bridgend & Neath Port Talbot  
The Youth Works Local Multi Agency Steering Group  
Wildmill Tenants & Residents Association  
Local Businesses  
Youth Services  
Safer Bridgend Community Safety Partnership  
The Youth Offending Team  
Children & Young Peoples' Framework Partnership  
Bridgend Police  
Valleys to Coast Housing Association  
Read Evans & Co Estate Agents

Contributions have included data, information, time and most importantly honest feedback on how the Youth Works programme is making a difference to young people and their families living on the Wildmill Estate Bridgend.

## 2. TERMS OF REFERENCE

Wider Impact Consultancy has been commissioned by the Youth Works Steering Group to carry out an independent evaluation of the effectiveness of the Youth Works programme on the Wildmill Estate between July 2004 and March 2006; which coincides with the start of ongoing funding by the Community Fund.

Based on the outputs and outcomes agreed with the Community Fund, the research has examined impacts on the **social, physical** and **economic** regeneration of the Estate.

## 3. METHODOLOGY

In addition to interviewing the Groundwork Bridgend & Neath Port Talbot's Youth Works team and accessing internal data and information; opportunity has been taken to interview and obtain data and information from external key partners, including:

- The Young People of Wildmill
- Wildmill Tenants & Residents Association
- Local Businesses
- Youth Services
- Safer Bridgend Community Safety Partnership
- The Youth Offending Team
- Children & Young Peoples' Framework Partnership
- Bridgend Police
- Valleys to Coast Housing Association
- Read Evans & Co Estate Agents

The research has also involved a number of site visits to the Wildmill Estate, when opportunity has been taken to:

- Observe young people in the Youth Works Drop In Centre, involved in activities such as cookery and healthy living being delivered by Youth Works staff and community volunteers - which included a local 'mum';
- Observe young people involved in the 'Super Channel' project;
- Observe young people relating to older residents and shop staff within the Wildmill precinct and surrounding areas;
- Observe bulb planting sites and other physical regeneration projects and initiatives.

#### 4. EXECUTIVE SUMMARY

The Wildmill area is a social housing estate of some one thousand dwellings, with a population of around 2,500 residents. Inspired by the Youth Offending Team Manager and funded by the local Police Commander, a feasibility study carried out by Crime Concern in April 2001 concluded there was sufficient evidence of social, physical and economic deprivation to justify the development of a Youth Works programme on the Estate. Noticeably, young people agreed levels of drug and alcohol misuse was high, violence was common place and there was a lack of youth facilities.

During April 2002, supported by the Youth Works Central Development Team, Groundwork Bridgend & Neath Port Talbot agreed to coordinate funding applications, recruit and manage a Youth Works Programme Manager, whose selection process significantly involved a youth representative. Guided by a Local Multi Agency Steering Group, the Programme Manager took time to access the needs of the young people. An 'early win' was the opening of a Drop In Centre (sponsored by a Local Authority 'pepper corn rent') painted and decorated by the young people themselves.

Structured activities followed, which involved recruitment of local people as volunteers and a support from key agencies such as the Youth Service, local Police Officers and the Tenants & Residents Association. Such inputs quickly enabled a noticeable turn around in the attitudes and behaviour of the young people. Independent evaluation carried out during 2004, revealed reductions in crime and an impressive **55%** reduction in the number of youth annoyance calls in the Wildmill precinct area, where the Drop In Centre is situated. Other initiatives on the Estate included the introduction of CCTV cameras, Positive Futures and innovative community policing by Bridgend Police.

Building on such successes, a significant National Lottery Community Fund grant enabled by Groundwork Bridgend & Neath Port Talbot during 2004, provided a solid foundation for the development of Youth Works on Wildmill, with an emphasis on the delivery of accredited courses (leading to improved educational or employment opportunities), access to drug, alcohol and sexual health awareness sessions, diversionary activities and community benefits such as reduced crime, physical improvements, leading to better relationships with young people and a greater sense of community on the estate.

This second independent evaluation has concluded that Youth Works continues to deliver national aims and objectives, local youth related and crime reduction targets and is well on track to deliver outputs and outcomes agreed with the Community Fund. Outcomes of note include a **47%** reduction in crime, **53%** reduction in youth nuisance calls, confidence by the Police **not to** apply for ASBOs and a **61%** reduction in tenant turnover rates from 83% to 32%. Wider impacts include evidence of young peoples' lives being turned around and a real sense of hope and community well being on the Estate.

The evaluation emphasises that such impressive results are not just due to Youth Works alone; more a multi agency collaborative approach, which was 'kick started' by Youth Works arriving on the Estate in 2002. This report also highlights the work is far from done on Wildmill. In the words of the current Police Commander, *'Youth Works has helped turn dysfunctional young people into functional members of the community, who now have a lead role in the long term regeneration of Wildmill; making it a place where they and their children are proud to come from'*.

## 5. THE NATIONAL YOUTH WORKS PROGRAMME

As of November 2005 there are 21 Youth Works programmes operating throughout a number of deprived areas in England and Wales.

At national level, the programme is supported by a partnership between Crime Concern, Groundwork UK and Marks & Spencer. The majority of programmes are managed by local Groundwork Trusts, supported by multi-agency steering groups.

The Mission Statement of Youth Works is:

***‘Youth Works provides young people growing up in disadvantaged neighbourhoods with the skills and opportunities to develop their skills to reduce crime and improve their social, physical and economic environments.’***

Youth Works programmes cover an age range of 8 to 25 years.

The Aims of Youth Works are:

1. Address issues of crime and criminality among young people. Targets have been set to reduce recorded crime and nuisance levels by 30% to 50% within a three year period;
2. Provide structured, vibrant and optimistic programmes and activities aimed at providing young people with the skills, capacity and motivation to become directly involved in their personal development and the regeneration of their local community.
3. Involve the wider community, to ensure that the Youth Works programme is sustained, adding value to existing and new partnerships.

Activities Include:

- **Community Work** – Drop In Centres for young people, accredited training for volunteers and community leaders;
- **Preventative Work** – community link activities, working with families in crisis and school support programmes;
- **Diversionsary Work** – after school programmes, summer play schemes, sporting activities, arts and cultural projects;
- **Remedial Work** – mentoring ‘high risk’ young people, detached youth work and links with rehabilitation programmes;
- **Skills Development** – homework clubs, cyber cafes, IT training and work experience.

Further information about Youth Works at national level and the role of the Youth Works Central Development Team can be found on [www.youth-works.com](http://www.youth-works.com).

## 6. YOUTH WORKS WILDMILL

### PROGRAMME HISTORY

Managed by **Groundwork Bridgend & Neath Port Talbot**, Youth Works Wildmill is the first Youth Works programme in Wales and as such is a 'flagship' programme for the Country. It was established following exploratory meetings in 2000/01, with the Youth Offending Team (YOT) Manager and the then Youth Works Development Manager.

Representing the Youth Annoyance Sub Group, the YOT Manager was aware of the Youth Works programme and was interested in its suitability for the Wildmill Estate, Bridgend. Following a series of multi-agency meetings, it was agreed Crime Concern (Wales) would be commissioned to carry out an in depth feasibility study to assess whether conditions on Wildmill were suitable for a Youth Works programme.

The feasibility study was assessed on 9 criteria:

1. **The area should be served by a Groundwork Trust** – Groundwork Bridgend & Neath Port Talbot is well established and was working on the estate;
2. **It should be residential in character** – Wildmill is a residential estate, at that time, owned by the local authority, comprising of 4 streets and around 1000 homes, built in the late 1960s and early 1970s.
3. **It should have a population between 2,000 and 5,000** – The population was calculated at 2,308;
4. **It should be easily identified and have meaning to the local community** – Wildmill is well delineated geographically and those living there have a strong affinity with the neighbourhood and its identity;
5. **The socio demographic profile of the area should indicate factors associated with the likelihood of offending** – Indicators were that the area scored high on areas such as youth unemployment, high density of children in low earning households and families under stress;
6. **Total crime, including youth crime and disorder, should be significantly higher than the district average** – While precise ward based data was unavailable at the time, there was no doubt that the police viewed Wildmill as a crime and nuisance 'hotspot'. For example there were double the amounts of crime reported on Wildmill, compared to Pendre, an estate of similar size and with a similar socio economic profile. In the year prior to Youth Works being established, there were 218 complaints of youth annoyance, compared with 114 a year later.
7. **The local economy and environment should be in need of sustained regeneration and the programme should recognise the value of environmental action as a catalyst for capacity building and good citizenship** – Anecdotal evidence suggested many young people were not optimistic about finding work. There was considerable scope for environmental work, including a community park, unused petrol station, boiler house and local gardens.



It was apparent that environmental projects would offer the opportunity to meet some of the identified needs for young people e.g. improved facilities, while improving the appearance of the area, contributing to community well being and demonstrating the capacity of young people to play a positive role in community life.

8. **Local stakeholders should have a commitment to partnership working, targeting resources, community action and a holistic approach to crime prevention and community regeneration** – Community groups and local agencies delivered a clear commitment to this criteria.
9. **It should be recognised that the Youth Works programme will add value to existing and new partnership initiatives** – There was a strong commitment to integrating a Youth Works programme in Wildmill, with an objective of filling gaps, avoiding duplication; and sharing good practice.

The feasibility study concluded with a recommendation that a Youth Works programme should be set up on the Wildmill Estate, Bridgend.

### **Early Funding and Support**

A total of **£65,804** 'kick start' funding was obtained from a number of sources, which included Bridgend County Borough Council New Burdens Fund (£10,000), Bridgend County Borough Council Safer Communities Budget (£6,000), Safer Bridgend Community Partnership (£20,000), Youth Justice Board (£9,404), Lloyds TSB (£5,000) and The Prince's Trust (£14,800).

In addition, 'in kind' funding and support in the form of materials, furniture and labour was 'begged and borrowed' from a variety of sources by the project team and the young people themselves to decorate and equip the 'Drop In' Centre.

### **Programme Launch**

The Youth Works Programme Manager was appointed in April 2002, following an interview process, which involved a young person from the Estate. This served the purpose of demonstrating to young people that something was about to happen and it would involve them, taking into account their views and opinions.

An 'early win' was the creation of a disused shop as a base, or 'Drop In' Centre, which the young people could claim as their own. This ownership was demonstrated by the young people being involved in the decoration of the premises. It was also noticeable that teenagers and children were often queuing outside, waiting for the building to open before project staff arrived.

## **EARLY SUCCESSES & ACHIEVEMENTS** (Year One)

Youth Works Wildmill was independently evaluated by **Janice Webb Research** early in 2004, from which two reports were produced:

- **Youth Works in Bridgend:** An Evaluation of the First Year of the Bridgend Wildmill Youth Works Programme (February 2004);
- **Visible for the Right Reasons:** Evaluation of the [National] Youth Works Programme 2003 – 2004 (June 2004).

Both reports painted a positive picture of Youth Works Wildmill, which included:

- Complaints of youths causing annoyance falling by **33.9%** on the whole Estate over the 12 months that Youth Works was in operation;
- Complaints of youths causing annoyance falling by **55.8%** on the Estate shopping precinct;
- Evidence of residents feeling safer walking around the estate and a feeling that crime and nuisance being reduced;
- Three of four young people subject of 1:1 in depth interviews, who admitted previously getting into trouble, saying they were getting into less trouble than 12 months previously. Youth Works has provided them with things to do and they were now considering the consequences of their actions;
- Evidence of Youth Works working with **123** young people, **432** sessions, comprising of **1,014.5** hours of activities, attracting **5,822** attendances.;
- Representatives of partner agencies being impressed with Youth Works, especially its focus on working in and with the community.

Significantly Youth Works Wildmill was highlighted in the 2003 Government White Paper, '**Respect and Responsibility**'. The programme was cited as a national good practice example of partnership working between young people and a private sector company, Adshel (manufactures of bus shelters and commercial advertising space). Objectives of the partnership included reducing incidences of criminal damage to bus shelters and other street furniture.

## 7. PROGRAMME DEVELOPMENT

### LOCAL MULTI AGENCY STEERING GROUP

A Bridgend based Multi Agency Steering Group is in place to 'steer' the development and delivery of the programme. Current membership includes senior representatives of local agencies such as Youth Offending Team, Police, Youth Services, Valleys to Coast Housing Association, Local Authority Partnership Coordinator, Communities First Coordinator, Safer Bridgend Community Safety Partnership Coordinator, Groundwork Bridgend Neath & Port Talbot, Business Representative (Chair).

**It is noticeable there are no resident/community or young people's representatives on the Steering Group.**

As the adjacent article in the *Recorder* outlines, during August 2004, **Ground Work Bridgend & Neath Port Talbot** secured and acts as the Accountable Body for a **£185,076.00** grant from the **Community Fund**, to enable the Youth Works Wildmill programme to continue in its current format until August 2007.



Required 3 year **outputs** are:

- 60 young people to attend training courses/awareness sessions at the centre;
- 120 young people from the Estate will participate in diversionary activities;
- Deliver a programme of health awareness sessions and drug and alcohol awareness sessions for 60 young people;
- Complete environmental improvement schemes on the Estate;
- 4 volunteers from the Estate trained as youth workers/sports coaches;
- Maintain an attendance rate of 80 young people per year.

Required 3 year **outcomes** are:

- 60 young people will receive accreditation for acquiring new skills, leading to improved educational or employment opportunities;
- 200 young people will have access to drug, alcohol and sexual health awareness sessions, allowing young people to make informed choices and achieve a reduction in damaging behaviour;
- 280 young people will participate in diversionary activities, reducing the instances of nuisance behaviour on the Estate;
- The community as a whole will benefit from reduced crime and physical improvements, leading to a better relationship with young people and a greater sense of community on the Estate.

## 8. PROGRAMME EVALUATION (AUGUST 2004 – MARCH 2006)

### OUTPUTS

Youth Works Wildmill remains committed to working with the most 'at risk' young people; as well as all those young people who value access to activities and opportunity to become involved in the regeneration of their community. **The programme is clearly meeting Community Fund output targets.**

As table 1 outlines, the programme continues to reach a large number of young people, with over **85%** deemed 'at risk'.

**Table 1. Youth Works Wildmill Numbers of Young People Worked With, Activities, Activity Hours and Attendance Rates (July 04 to March 06)**

Description	July 04 – June 05 12 months		July 05 – Feb 06 8 months	
	No.	%	No.	%
Total number of young people worked with	<b>162</b>	-	<b>146</b>	-
Number deemed 'at risk'	138	85.2	124	85
Male	78	48.1	69	47.3
Female	84	51.9	77	52.7
Physical disabilities	4	2.5	4	2.7
Hidden disabilities	11	6.8	16	11
Ethnic mix	4	2.5	4	2.7
Age range – below 10 years	10	6.2	12	8.2
10 – 13 years	59	36.4	52	35.6
14 – 16 years	83	51.2	67	45.9
Over 17 years	10	6.2	15	10.3
Number of sessions or activities	239	-	262	-
Number of activity hours	1334	-	1808	-
Total attendance rate for activities	3711	-	3720	-
Number of volunteers trained as youth workers/sports coaches	-	-	4	-

**Source:** Youth Works Wildmill (March 2006)

### ACTIVITIES

The programme delivers a wide range of activities which includes:

Boys and girls football, hair and beauty, healthy living, health and fitness, cookery, counselling, art and craft, gardening, baby and movement, baby massage, film making, gorge walking, swimming, dance, kayaking, archery, wall climbing, self defence, paint balling, community arts, community regeneration, home decorating, energy awareness, danger awareness (railways, electricity pylons, river etc.), drug and alcohol abuse awareness, graffiti clean ups, litter picks, fire awareness, residential camps, school holiday fun days, Chinese New Year celebrations, midnight skating, talent competitions, fund raising, Whitbread Volunteering Scheme, Training and Mentoring, Youth Council, hosting visits from other areas.

## ACTIVITIES OF NOTE

### Healthy Eating



The young people are directly involved in an ongoing healthy eating programme, which involves the young growing vegetables and other produce in an improvised allotment at the rear of the Drop In Centre.

Parents have been recruited as volunteers to teach the young people how to cook and prepare the produce; replacing unhealthy food previously supplied at the Tuck Shop.

*Tasting the Produce at Youth Works*

### Taking Responsibility



Boys and girls attend sessions, outlining the importance of taking responsibility for actions such as contraception and the need to care for mothers, babies and infants.

*Understanding the Risks*

### Environmental Regeneration



Youth Works has coordinated the planting of 1000s of bulbs supplied by the Valley to Coast Housing Association.

As this picture outlines, the work has been carried out by the young people themselves, who have also helped select planting sites.

*Looking forward to Spring*

## OUTCOMES

**As table 2 outlines, Youth Works Wildmill is on target to meet 3 year (2004 to 2007) outcomes agreed with the Community Fund and should be pleased with its efforts.**

**34** young people have received accreditation for acquiring new skills to educational or employment opportunities (target 60).

**245** young people have received access to drug, alcohol and sexual health awareness sessions (target 280).

**464** young people have received access to diversionary activities (target 200).

**Table 2. Outcomes Relating to Accredited Courses, Access to Awareness Sessions and Diversionary Activities (July 04 to March 06)**

Details	July 04 – June 05 12 months			July 05 – March 06 8 months		
	8-12 yrs	13-18	16-25*	8-12 yrs	13-18	16-25*
Number of young people receiving accreditation for acquiring new skills leading to educational or employment opportunities <b>(Target 60)</b>	-	13	-	1	20	-
Number of young people having access to drug, alcohol and sexual health awareness sessions <b>(Target 280)</b>	49	41	-	83	65	7
Number of young people participating in diversionary activities <b>(Target 200)</b>	14	66	-	175	202	7

**Source:** Youth Works Wildmill (March 2006)

\* Young Mothers/Single Parents

**Consideration should be given to targeting young mothers/single parents in the 16 to 25 age group, as this group are currently under represented in relation to training opportunities and access to activities.**

## JOINING UP SERVICES

**Jeannette Keefe**, Community Education Manager and her staff praise Youth Works on its ability to '*Work in partnership with a wide variety of local agencies*'. Her department enables a small but significant annual grant to support the delivery of the youth club and provides essential 'in kind' support in terms of sessional youth workers and management of partnership initiatives such as:

- **Positive Futures** – a partnership scheme targeting disaffected and disadvantaged 10 to 19 year olds at risk of becoming involved in misusing drugs;
- **Detached Project** – engaging with young people who do not use existing services in their communities; encouraging them to attend drop ins and take part in issue based workshops, residential, sport, recreation and educational visits;
- **Ogwr Drug and Alcohol Self Help Team** - drop in counselling sessions;
- **Sure Start** – providing young mothers with direct 1:1 support;
- **Sign Language Sessions** – classes which are proving popular to young people living on the Estate;
- **Super Channel** – based above the Youth Works Drop In Centre on the Wildmill Estate, a Welsh Assembly sponsored network of an independent organisation, which is able to display young peoples' interests, productions and activities via internet broadcasts accessible to all. Accredited courses are provided to the young people.

## INTERNATIONAL CONNECTIONS



*Civic Reception for Ukraine Visitors*



*Executive Director Mark Evans Exchanging Gifts at Groundwork*

During February 2006, the County Borough of Bridgend hosted partners from Ukraine, as part of a European funded initiative (Takis Institution Building Programme) to develop 8 pilot Youth Works programmes in the Country.

Along with other Youth Works Managers from across the UK, Youth Works Wildmill Manager Reg Denley has visited the Ukraine, providing valuable support and advice to colleagues and non government agencies (NGAs).

**This is a commendable example of partnership working, for which the Local Authority, Groundwork Bridgend & Neath Port Talbot, the Youth Works Steering Group and the Youth Works Team should be proud.**



## IMPACTS ON YOUNG PEOPLES LIVES

**As the Case Studies outline (Appendix A), there is evidence that Youth Works is having long term impacts on young peoples' lives, in terms of their personal development and the regeneration of their local community.**

What is apparent is the level of understanding the young people have regarding their experiences with Youth Works staff. **Simon** - *'I would have been in prison like my younger brother is now. His girl friend is pregnant again. He never bothered with Youth Works'*. **Jane** - *'Reg helped me understand how important it is to communicate properly and how my bad behaviour could hold me back'*.

This understanding also includes issues such as their relationships with the wider community, **Simon** - *'It's a nicer place to live now and people can walk to the shops at night and will help each other'*. **Jane** - *'What Youth Works has done is get most of the young people off the streets and involve them in turning things around'*.

Perhaps most significant is their understanding of what they could have lost in relation to their long term prospects, **Simon** - *'My mother says I am a different person now – more caring and a nicer person ... I'm joining the Army for a few years and then I am going to be a Youth Worker. I'm going to achieve something with my life!'* **Jane** - *'Awareness of the role I have in where my life ends up and the impact I will have on any children I have. If I have a good job and am a good person, they are more likely to have a good life too'*.

**Simon's involvement in the Leonardo da Vinci European Community programme is inspirational and should be commended. Clearly his three month placement in Estonia will have a lasting impact on his life, his peers and those he was privileged to support.**

## EMPLOYMENT OPPORTUNITIES

**Young People** - Youth Works Wildmill is committed to improving the employment opportunities of young people and the wider community.



**Acquiring New Skills**

As the adjacent photograph demonstrates, there is a noticeable emphasis on accredited training and experience as volunteers on the programme itself, as the young people develop into young adults.

As table 2 outlines, since July 2004, **34** young people have received accreditation for acquiring new skills leading to educational or employment opportunities.



**Adults** - Every opportunity is taken to recruit local volunteers from the Wildmill community to deliver much valued activities such as cookery and decorating. Such experience is often a valuable inclusion on CVs and employment applications.

An excellent example is the Youth Works Coodinator, **Tyrone Hughes** (see Case Study, Appendix A). Starting as a sessional worker, Tyrone has secured full time employment on the programme and has become a respected member of the Youth Works team.

Youth Works has encouraged him to achieve accredited training in subjects such as a Youth and Community Foundation Course, Welsh Rugby Union Level 3 Coaching Award, F.A.W Football Award. Most significantly Tyrone has commenced a Youth and Community Diploma, demonstrating a commitment to a long term career in youth and community work.

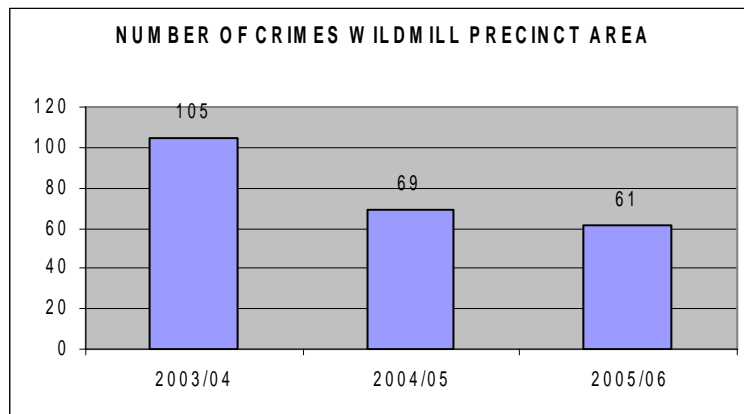
## IMPACTS ON THE WIDER COMMUNITY

### Crime and Anti-Social Behaviour

**Supporting an outcome agreed with the Community Fund - *The community as a whole will benefit from reduced crime and physical improvements, leading to a better relationship with young people and a greater sense of community on the Estate*; there is clear evidence that Youth Works is continuing to reduce crime and anti social behaviour.**

Table 3 demonstrates a **42%** reduction in all crimes since 2003, in and around the Wildmill precinct area where the Youth Works Drop In Centre is situated.

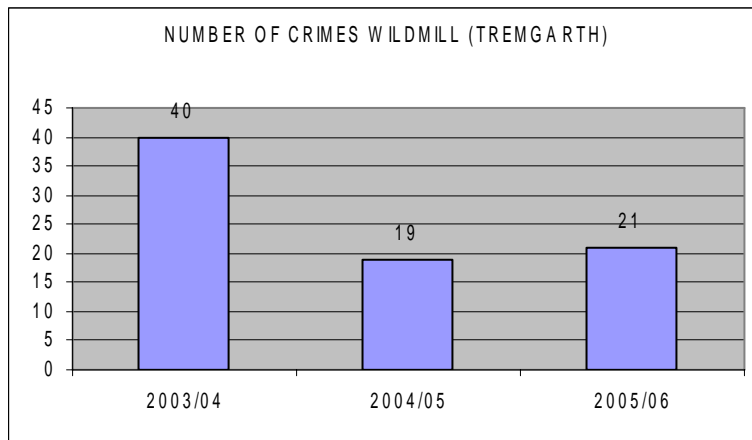
**Table 3. Recorded Crime Wildmill Precinct (Tairfelin)**



**Source: Bridgend Police (March 2006)**

While crime in the Maes-Y-Felin area (predominantly residential/flats/single person occupancy) has increased by 18.5%; and the Glanffornwg area (predominantly bungalows/elderly) have remained constant, table 4 demonstrates a **47.5%** reduction in all crimes in the Tremgarth area - where Youth Works is working closely with young people and the wider community to develop a community park and play areas.

**Table 4. Recorded Crimes Wildmill (Tremgarth)**



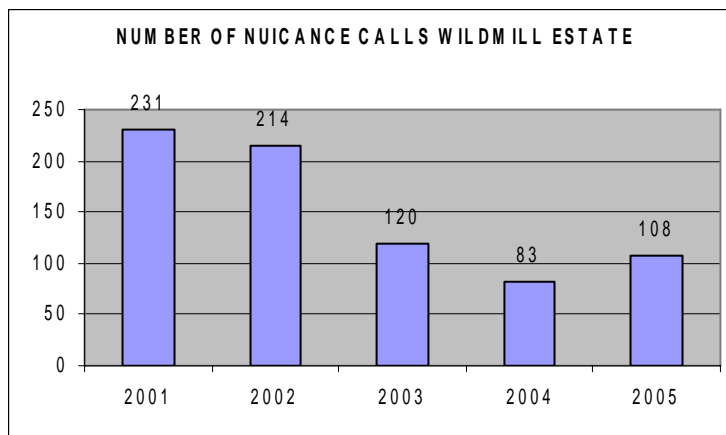
Source: Bridgend Police (March 2006)

It should be noted these impressive results have been achieved following changes in Police crime reporting procedures, which have resulted in more crimes being recorded since 2003.

### Youth Nuisance Calls

Table 3 outlines details of youth nuisance calls to Bridgend Police. As will be noted, there is a **53%** reduction based on 2001 figures (prior to Youth Works) and 2005. Such low level has been maintained for an impressive **3 years**.

**Table 3. Youth Nuisance Calls Wildmill Estate Bridgend**



Source: Bridgend Police (March 2006)

### Anti Social Behaviour Orders (ASBOs)

Police Community Support Officer, **PC Paul Galtry** is pleased to report that at present there are **no plans** to issue any ASBOs on the Wildmill Estate. *'We have issued 63 ASBOs on Wildmill since April 2004, but have found them counter productive on the Estate. For example, if an ASBO prevents a young person entering the precinct, it also prevents attendance at the Youth Works Drop In Centre.'*

*What we do now is write to mum; bringing her son or daughters poor behaviour to note and work in partnership with Tyrone Hughes from Youth Works to develop action plans to help divert them away from whatever is getting them into trouble’.*

PC Galtry is full of praise for Youth Works, *‘They are doing a fantastic job with the young people. I only wish they could open the Drop In Centre every night, because we get more calls about young people whenever it is closed. It is amazing to see the young people looking after and policing the sites where they have planted the bulbs. They won’t let anyone damage or walk over them – they have developed pride in their area and are determined to look after it’.*

## **VIEWS OF KEY PARTNER AGENCIES**

**Phil Loveday, Chair of the Tenants & Residents Association** is upbeat about the Wildmill Estate and is full of praise for the Youth Works staff. *‘Before Youth Works arrived, this Estate was rough and uncaring. A major problem was the young people, as they were running riot. There were drugs about and they were smashing everywhere up. It was clear they had nothing to do. I really hated living here.*

*We tried to open a youth club, but we just didn’t have the skills or time to maintain it. Then Reg Denley arrived and spend time listening to the young people and the older residents. It was two way; he showed respect and in time received their respect. He brought in other staff such as Tyrone Hughes and involved local residents as volunteers; and together we have worked together to take the kids off the streets and keep them occupied’.*



**Young and Old Enjoying a Local Event**

Phil is keen to point out that Youth Works has not achieved change on the Estate on its own and acknowledges the work of other partners such as the residents, Youth Services, Valleys to Coast, local Police officers and young people. *‘While there is still a lot to do, we are all working together for the good of this community. People are starting to want to stay on Wildmill now and live here from other areas, which includes private developers building new homes.*

*There is a real buzz about the place. Thousands of bulbs have been planted by the young people. Imagine what the Estate will look like when they come out in Spring?’*

**Patricia Whelan owner, The Studio Hairdressing Business** situated on the Wildmill precinct says. *‘While some older youths still cause problems when they hang around; on the whole things have improved a lot since Youth Works started up. The kids seem more willing to talk to us now, rather than use foul language. They pop their heads through the door and tell us when they are going on trips and are involved in activities.*

*We are currently concerned about Youth Works exploring developing the precinct. I do have some worries about benches being installed, as it could attract the older youths; but the good news is we have a communication channel open with Youth Works and we can work with the young people to agree the best options.*

*My business is improving and I am always happy to see the Youth Works staff about. There is no doubt this Estate is on the way up and I am pleased to have a long lease on my property, as I intend to be here for a good while. I am aware that other businesses on the Estate are also happy with the way the Estate is going and are currently negotiating long term leases for their premises'.*

**John Davis, Safer Bridgend Community Safety Partnership Coordinator** is supportive of the Youth Works approach. *'As long as Youth Works plays such a positive role in delivering such impressive outcomes, there is little doubt that key agencies in Bridgend will continue to provide support to the programme'.*

**It is significant that Groundwork Bridgend & Neath Port Talbot (Youth Works) is included in the Safer Bridgend 2005 – 2008 'In Vision Together in Partnership' Crime & Disorder Strategy and Action Plan, as a lead agency, tackling anti social behaviour and youth crime prevention priorities.**

**Mal Gay, Bridgend Youth Offending Team Manager**, clearly takes satisfaction in helping to introduce Youth Works to the Bridgend area. *'I still remember what the Wildmill Estate was like before Youth Works. What is most rewarding is seeing the young people making something of their lives and becoming involved in the regeneration of their community. There is no doubt that such a targeted approach, supporting the most 'at risk' young people and their families within their communities does work'.*

**Les Jones, Children & Young People's Framework Partnership**, says *'Youth Works is delivering the outcomes we are looking for – joined up services, reaching and supporting the most hard to reach 'at risk' young people and linking with the aims and objectives of the Youth Justice Board's Prevent and Deter strand of the Prolific and Other Priority Offender Strategy'.*

**Superintendent Ruddy, Bridgend Police** is delighted with the role Youth Works has on the Wildmill Estate. *'I am not surprised crime and anti social behaviour reports remain low. Youth Works has the ability to reach the most hard to reach young people and their families and help move them from being dysfunctional to functional members of the community.*

*It of course important to point out Youth Works is part of a wider strategy, which includes installing CCTV and the presence of two Community Support Officers and a Community Beat Officer.*

*We have developed close working relationships with the Youth Works team and include them in Community Impact Assessments before we carry out major or significant operations. There is still a lot more work to do and Reg and his team will continue to have the support of Bridgend Police'.*

### **Valleys to Coast Housing Association (V2C)**

V2C was established following a large scale housing stock voluntary transfer from Bridgend County Borough Council to V2C during September 2003. There is a consensus of opinion from residents (including young people interviewed) that there have been noticeable improvements on the Estate since V2C *'arrived on the scene'.*

Examples include properties being painted externally and steps to ensure homes meet Decent Homes Standard. Youth Works staff particularly praises V2C on its interest and support for the programme.

V2C is likewise supportive of Youth Works on Wildmill and examples of support and partnership working includes:

- The Drop In Centre continuing to be leased at a 'pepper corn' rent;
- Provision of the upstairs flat for training rooms, 1:1 meetings and the Welsh Assembly funded 'Super Channel' project;
- Provision of a new mini bus for exclusive use by Youth Works;
- Regular meetings with V2C and Youth Works staff to resolve issues and involve young people in the regeneration of the Estate;
- Links with a V2C, a V2C contractor, Youth Works staff and a local school to involve Estate based young people in open space design and regeneration initiatives; outcomes of which will include previously redundant public space being taken into use and 'rewards' for the young people and their school.

### 'In Kind' Support

The adjacent article in the **Glamorgan Gazette** records V2C Chief Executive **Peter Cahill** generously 'handing over' the keys to a mini bus to Youth Works Programme Manager, **Reg Denley**



**Nigel Draper**, V2C Community Development Manager is keen to shout the praises of Youth Works staff and their ability to work with difficult to reach young people on the Estate.

While he acknowledges that no one agency can claim credit for change, he is aware '*there is a buzz on the Estate, of which the young people are a part of*'.

Evidence of change on the Estate includes:

- Shop tenants currently negotiating 99 year leases – which will enable inward investment to the businesses and prosperity to the community as whole (something, which would have been unlikely prior to Youth Works arriving on the Estate);

- Major bulb planting programmes, organised by Youth Works and young people living on the Estate.
- Tenants looking to work with Youth Works to resolve youth related problems; rather than adopting a 'blame approach';
- Plans to work with Youth Works staff to eventually remove 'no ball games' signs on the Estate;

Significantly, it is evident that tenants are happier with living on the Estate, which is evidenced by the reducing number of void properties and turnover of tenants since the 2003 housing stock transfer.

**Table 4 highlights the positive changes. It will be noted there is a 39% reduction in void properties and a 61% reduction in tenant turnover, which coincides with the development of collaborative working between Youth Works, V2C, tenants, residents and other key local agencies.**

**Table 4. Wildmill Void Properties & Tenants Turnover Rates**

Description	Change	
	2003 (Prior to stock transfer)	2006
Void Properties	36	22
Tenant Turnover	83%	32%

**Source:** Valley to Coast Housing Association (March 2006)

### Local Estate Agents

While such indicators are extremely positive, care should be taken to avoid running away with the idea that 'all in the garden is rosy'. Opportunity has been taken to obtain the views of a local estate agent, who is well placed to access the impact of change on the Wildmill Estate.

**Read Evans & Co.** acknowledges ongoing work to regenerate the Estate, but is cautious about Wildmill's recovery; a spokesperson commenting, *'While the differences are noticeable, there is still a long way to go. A while ago there was a report in the South Wales Echo of a fire in a stair well of one of the properties. People read this and judge accordingly. The Estate has had it ups and downs and has had a bad reputation; so hopefully it is on the way up now'*.

A typical price for a three bedroom ex Council House on the Wildmill Estate is circa **£85,000**. A similar property on a comparable estate, with a better reputation is circa **£110,000**; while a similar 'modern house' in the Bridgend area will cost in the region of **£128,000 to £140,000** (Source: Read Evans & Co. Estate Agents).

## 10. DEVELOPMENT OPPORTUNITIES

The National Assembly's priorities for urban areas, as contained in **Planning Policy Wales**, are to secure environmentally sound and socially inclusive regeneration in those areas which require it, so they become more desirable places in which to live and work.

The **South Wales Spatial Plan**, identifies that the first challenge in building sustainable communities is to tackle deprivation and particularly concentrations of poverty and worklessness. The Government's objectives in this respect include retaining balanced communities through ensuring access to affordable housing in locations which are convenient for local work and services and by ensuring that a range of housing types is available in high quality environments. Spatially targeted actions include the **National Housing Strategy – Better Homes for People in Wales**.

The **Bridgend County Borough Council's Adopted Unitary Development Plan (UDP)** lists a number of regeneration schemes with the County Borough. These strategic priorities objectives are to combat social exclusion, particularly amongst disaffected young people; improve the skills base of the local population, and the competitiveness of local SMEs; create new and sustainable employment opportunities for local people; and to improve the physical environments of communities such as Wildmill.

Linked to such strategies, Valleys to Coast Housing (V2C) is keen to maintain the momentum of change on the Wildmill Estate; which is one of four estates in the region (Wildmill, Caerau Park, Marlas, Tudor), to be involved in the V2C **Estates Improvements Plan**. A Consultancy Company is currently supporting V2C in developing a preferred strategy, in which, '*Youth Works will play a key role*'.

**Nigel Draper**, V2C Community Development Manager points out that the presence of the Youth Works programme on Wildmill and two other estates - Caerau Park and Marlas, played a major role in the estates being selected for what will be '*A major long term regeneration initiative*'.

It should also be noted that the Youth Works model supports delivery of the Youth Justice Board **Prevent and Deter** strand of the **Prolific and Other Offender Strategy**, the purpose of which is to:

- Prevent the most at risk young offenders from becoming the PPOs of the future through appropriately targeted youth justice interventions, supported by community based interventions to tackle risk factors that may drive their offending behaviour.

This purpose is supported by the secondary aim of:

- Preventing children and young people from becoming involved in criminality, by identifying and targeting those most at risk of offending with the appropriate intervention programmes.

**Youth Works managed by Groundwork Bridgend & Neath Port Talbot and supported by the Youth Works Multi Agency Steering Group, is well placed and able to support long term delivery of such strategies on the Wildmill Estate and similar communities with the County Borough of Bridgend.**



## 10. SUMMARY

It is the opinion of Wider Impact that Youth Works Wildmill is effective and is achieving the aims and objectives of:

- The National Lottery Community Fund
- Key agencies within the County Borough of Bridgend
- Youth Works Nationally

**This has been achieved in the main, by involving young people, the wider community and key support agencies in 'joined up' neighbourhood based, collaborative working.**

The programme is effective in three areas:

**Social** - There is strong evidence of the programme improving the attitudes of young people, which has resulted in significant improvements in their personal development and how they relate to the wider community. This has been achieved by access to accredited training, diversionary activities and most importantly peer support from dedicated Youth Works staff, key agencies such as Youth Services, local Police Officers and community volunteers. Activities of note include Healthy Eating, Taking Responsibility and Environmental Regeneration.

Outcomes include a safer, vibrant community, which is growing in self esteem and community well being. Evidence of success included a significant and sustained **47%** reduction in crime; **53%** reductions in Youth Nuisance and the Police having the confidence **not to** issue ASBOs on the Estate at the current time.

**Physical** – There is no doubt Groundwork's influence in the programme is paying dividends on the Estate. Residents and visitors cannot fail to notice improvements such as the massive bulb planting initiative and the reduction of graffiti and vandalism in the general area of the Estate. It is noticeable that Valleys to Coast share Groundwork's commitment to physical regeneration and initiatives such as painting the external walls of properties and involving young people in re designing the precinct area is making a real difference to the Estate. The Estates Improvement Plan is a major opportunity to regenerate the Estate and it significant that Youth Works will play a role in its delivery.

Outcomes include a strong sense of community well being on the Estate, which is evidenced by an impressive **61%** reduction in tenant turnover rates and a **39%** reduction in void properties since 2003.

**Economic** – Outcomes, which include accredited training, leading to improved educational or employment opportunities are commendable and are clearly achieving objectives. Links with initiatives such as the Welsh Assembly Super Channel are clearly effective as young people have doors opened to them, which would normally be closed. Evidence includes the young people's case studies, who are focussed in their determination to become long term employed. It is noticeable that the young people acknowledge that without the intervention of Youth Works, their futures would be much different. Initiatives such as Simon's opportunity to attend a work placement in Estonia as part of the Leonardo da Vinci European Community programme is inspirational and should also be commended.



It is noticeable that local business people are up beat about Wildmill and clearly see a developing future for their businesses. This is evidenced by landlord Valleys to Coast being approached for long term leases, which will enable inward investment to the Estate and improved employment opportunities for local people.

**While the work of other key local agencies MUST NOT be overlooked, the role of the Youth Works team as a whole and the Youth Works 'model' has clearly had a significant wider impact in making the Wildmill Estate a safer and more pleasant place to live, work and socialise.**

## **RECOMMENDATIONS**

1. The work of Youth Works on the Wildmill Estate is far from complete and has a 'front line' role in the long term regeneration of the Estate;
2. The programme takes opportunity to update and refine its monitoring and evaluation systems, to include precise and accurate details of individual's involvement in the programme; and long term tracking of individual's outcomes, which should include information such as reductions in criminal activities and personal development in areas such as community involvement, education and employment;
3. The project takes steps to fill gaps in the delivery of accredited training and access to activities to young mothers/single parents;
4. Young people and other local residents should be directly involved in the development of the Youth Works programme. It is noticeable that neither group is represented on the Youth Works Steering Group;
5. The Youth Works Steering Group and other local agencies should explore opportunities to involve young people and the wider Wildmill community in locally based employment opportunities, linked to Social Enterprise and Community Development Trust models. Such initiatives have the potential to leave a sustained legacy; which will help support community empowerment, when Youth Works inevitably withdraws from the neighbourhood;

## **CONCLUSIONS**

All those involved in the delivery of Youth Works on the Wildmill Estate should be congratulated for their involvement for the delivery of the programme. This includes:

The Community Fund, other key funders, sponsors, local agencies and 'in kind' supporters;

The Young People of Wildmill;

Wildmill Tenants, Residents and Local Businesses;

The Youth Works Team (which includes the Youth Works Steering Group);

Groundwork Bridgend & Neath Port Talbot (Managing Agent).

Wider Impact April 2006

## APPENDIX A

## CASE STUDIES

**Case Study 1** Simon 21 years (*Name changed*)

Simon remembers what Wildmill was like before Youth Works. *'There was nothing to do but hang around a get into trouble. We used to egg cars as they drove through the estate and played football in the streets – there used to be no ball signs everywhere. It was getting really bad and this was not a nice place to be. We used to run riot. Crime was really bad and a lot of kids were into drugs - pot and powder. We were just bored'*.

Simon remembers when the Youth Works Manager turned up. *'One day Reg turned up and listened to what we wanted. Games were organised on the grass and the next thing we were helping to paint the Youth Centre. We picked the colours and everything. It was **our** place and some of us started writing letters to companies such as Sony for things like computers. Some didn't reply, but Sony did'*.

When asked what difference Youth Works has had on his life, Simon is clear. *'I would have been in prison like my younger brother is now. His girl friend is pregnant again. He never bothered with Youth Works. I have been trained as a youth volunteer and helped out at Biblins (Youth Service annual camp for Bridgend young people). I am training to get my Level 3 at kayaking and am going to help start a Kayak Club here in Wildmill. I have represented young people at the Council and have an OCN Level 3 in Tackling Drug Abuse. I've also been trained on the Heart Start, Advanced First Aid CPR Course and have a Certificate of Achievement from the Whitbread Action Award. I also went on a Tall Ships week, when young people from disadvantaged areas from all over the United Kingdom worked together to crew the ship'*.

Simon is particularly proud of what he sees as the *'Biggest achievement in his life'*. *'I was picked to work in Estonia for 3 months as part of the Leonardo da Vinci European Community programme. I had never been on a plane before, or really left Wales. It totally changed my life; to see people with so little achieving so much and really appreciating the little they have. I helped set up 5 side football tournaments. Ten pounds of our money will take 25 kids to the zoo for a day. In some ways they are better off than us because we don't always value what we have. When our Youth Club was first opened we did some damage to equipment and messed around. They wouldn't do that in Estonia. My mother says I am a different person now – more caring and a nicer person'*.

Simon is proud of Wildmill and what Youth Works has achieved. *'Valleys to Coast is repairing the houses and we have been planting bulbs everywhere. It's a nicer place to live now and people can walk to the shops at night and will help each other'*.

Simon is clear about where his life is taking him. *'I'm joining the Army for a few years and then I am going to be a Youth Worker. I'm going to achieve something with my life!'*

**Case Study 2** Jane 18 years (Name changed)

Jane has lived on the Wildmill Estate all of her life and remembers how things were before Youth Works, *'It was boring and we just used to hang around causing a nuisance. I hated school, because I thought it was boring. I was 'choppsy' and swore a lot, because that is how we all talked. I got barred from the shop once because I used to argue with everyone. I realise now I had very poor communication skills'*.

*I remember Reg turning up. He listened to us and we helped to paint the Youth Centre. I was given the job of running the Tuck Shop. I loved that shop and Youth Works arranged for me to go on a food hygiene course. I also went on a drug awareness course. Reg helped me understand how important it is to communicate properly and how my poor behaviour could hold me back.*

*Using the experience of running the shop and the food hygiene course, I found myself a part time job as a waitress and passed 10 GCSEs – 2 Bs and 8Cs!*

*I'm at university now, on a degree course studying nursing. I'm going to be a Midwife and currently work at Llandrugh Hospital on a work placement scheme. I have a car and am looking to buy a house with my boyfriend'*

Asked what role Youth Works played in her life, Jane quickly answers, *'Awareness of the role I have in where my life ends up; and the impact I will have on any children I have. If I have a good job and am a good person, they are more likely to have a good life too'*.

Asked about the Wildmill Estate, Jane is aware there is still a lot to do, *'There are still drugs about and it will take more than a lick of paint to make it a place we can be proud to come from.*

*What Youth Works has done is get most of the young people off the streets and involve them in turning things around'.*

### Case Study 3 Tyrone Hughes Youth Works Coordinator

Tyrone has been involved in Youth Works for nearly three years. Previously a professional rugby player he remembers meeting Reg Denley (Youth Works Programme Manager), while he was earning a living as a night club 'bouncer'. *'I was taken in by Reg's commitment to Youth Works and how it can change young peoples' lives and the communities where they live. I understand how troubled children feel, as I became deaf following a childhood illness.*

*My teachers didn't understand me and I was picked on because of my size (over 6' 6"). Luckily I was good at rugby and made a living out of it for a while. I began to realise the role I wanted to play in helping young people due to my links with the Welsh Deaf Rugby Association. Reg came along at the right time in my life and it is a joy to have the opportunity to help and support the Wildmill community'.*

It is hard to have a conversation with Tyrone on the Wildmill Estate as so many young people keep approaching him. *'Every child matters and we sometimes have to work harder to turn some of them around. The work is only part done on Wildmill. We now have their attention and we have to involve them in the regeneration of their community.*

*If we were to walk away now, all the hard work will be undone. Wildmill has to become a place where they are proud to come from.*

*We are working closely with agencies such as the Tenants and Residents Association, Valleys to Coast, Youth Services and the Police on the physical and economic regeneration of the Estate. Some people forget how important it is to involve young people in the process. We never do!*

Tyrone's days as a night club 'bouncer' are clearly over. *'I love this work and am currently studying youth work at Diploma level. Young people are clearly the future and every pound spent today will save thousands in the future; as they will become an asset, rather than the liability they clearly were in danger of becoming before Youth Works arrived on the Estate'.*