

OnSide Youth Zones

Defining the Impact of a Youth Zone

Final Report

May 2015

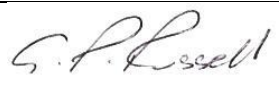


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Final Report

May 2015

Reviewed and approved by:	
Signature(s):	
Name(s):	Graham Russell
Job Title(s):	Chief Executive
Date:	May 2015

AMION Consulting is the trading name of AMION Consulting Limited
Registered Office: Langtons, The Plaza, 100 Old Hall Street, Liverpool L3 9QJ
Company No: 3909897
Tel: 0151 227 5563

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Executive Summary

This report has been prepared by AMION Consulting, a specialist in socio-economic impact assessment. Its objective is to define and assess the impact of the Youth Zones, drawing in particular on the operation of the Youth Zones in Harpurhey, Manchester (The Factory), Oldham (Mahdlo) and Wigan to gather data and evidence regarding the outcomes being delivered for young people and local communities.

In periods when economic conditions remain challenging, it is important that services that make the most significant contribution to both customers and to the communities in which they live are given priority. The report, of which this is a summary, provides the framework to demonstrate why investment in the OnSide Youth Zone model can be made with confidence based on the evidence uncovered by the research.

What do Youth Zones do for young people?

The Youth Zones can make a significant difference to the overall wellbeing and life chances of the young people participating in activities at the Centre. Consultations with both the Youth Zone members and partner organisations, carried out as part of this study, have confirmed that they:

- provide a safe environment in which young people can take part in a wide range of sports, arts and music activities in which they can develop their personal and social skills and qualities needed for learning, work and the transition to adulthood;
- raise young people's aspirations, build their confidence and resilience and provide them with information that will assist them in making the right lifestyle choices – particularly in relation to substance misuse and involvement in crime and anti-social behaviour;
- improve young people's physical and emotional health and wellbeing;
- assist young people at risk of dropping out of learning to engage in activities that will enable them to reach their full potential;
- have the capacity to make a significant impact in their local communities, through improved community cohesion, a reduction in crime and anti-social behaviour, improved perceptions of the area; and
- provide a real 'community' asset, which promotes and facilitates close partnership working.

Why are the Zones successful?

There are a range of factors that key partners have attributed to their success, which include:

- the state of the art facilities;
- the universal and targeted support provided;
- the expertise and dedication of the staff and volunteers;
- their ability to engage young people, listen and respond to their needs; and
- their ability to work closely with partners to facilitate early intervention.

What the young people say:

- 76% of young people were getting on better with family since attending the youth zone;
- 72% are staying out of trouble as a result of attending;
- 70% of members exercise regularly each week at the youth zone;

- 60% of respondent believed that the Youth Zone has helped them understand the dangers of smoking, alcohol & drugs;
- 51% said that they were less likely to miss school or college since attending the youth zone;
- 80% reported getting better marks in class and 73% were getting better grades on coursework/exams;
- 80% of all respondents¹ have been encouraged by staff and volunteers at the Youth Zone to think about their future on leaving school or college; and
- 89% reported feeling more self-confident as a result of attending the Youth Zone.

What the key stakeholders say:

The key stakeholders interviewed² were overwhelmingly positive about the impact of the Youth Zones. In addition to the improved life chances for the young people attending the Zones, they cited the following as areas that the Youth Zones have impact on:

- reduced crime and anti-social behaviour (including youth offending and arson) as a result of the high levels of young people they engage and sustain in positive activities. The Youth Zones in this study attract on average 5590 visits per month from over 1500 Youth Zone members in each area;
- reduced fear of crime – 75% of local businesses surveyed, commented on this as a key benefit for the area in addition to the positive contribution to anti-social behaviour which was having a knock on impact on the perception and image of the area;
- the Government's Youth Contract and capacity to reduce the number of young people not engaged in education, employment or training (NEET) – through targeting support and provision of role models and mentors;
- providing valuable support for troubled families – this includes activities and support to tackle behavioural problems and social skills while at the same time providing respite care for parents - leading to reduced social care costs over the longer term;
- safeguarding – through early intervention and effective referral of young people to specialist services where required;
- improved health and wellbeing – by engaging key agencies and service providers to deliver information, advice and guidance to Young People at the Zones; and
- improved community cohesion – achieved through the policies implemented at the Zones, the initiatives developed to promote cohesion and opening up the premises for wider community uses.

Placing a financial value on the impact of the Youth Zone - their social impact and cost benefit ratio

Measuring social impact has become increasingly important in recent years as the Public Services (Social Value) Act 2012 requires those commissioning or procuring public services contracts to consider how their work can improve the wellbeing of an area.

¹ This question was only asked among the senior Youth Zone members

² GM Police; Local Authorities; Fire and Rescue Service; Connexions; A key Housing Association; Other leisure service providers

There are a range of methodologies for measuring social value which use financial proxies, a figure that can be used to represent the value of something in a calculation, so that the values of the outcomes can be recognised. For the purposes of this study, we have used the HACT³ social value bank figures to make an assessment of the Social Impact of the Youth Zones.

The social value generated by the universal service offered by the Youth Zones and their employability support project are summarised in the table below, along with an indicative cost benefit ratio:

Calculating the Social Value of the Youth Zones				
Universal Services	The Factory	Mahdlo	Wigan	All Youth Zones
Total Social Value (Universal)	£2,073,048	£2,443,251	£3,837,261	£8,353,560
TSV (less deadweight)	£1,679,169	£1,979,033	£3,108,181	£6,766,384
Targeted Service: Employability	The Factory	Mahdlo	Wigan	All Youth Zones
Total Social Value (Employability)	£514,050	£485,815	£435,822	£1,435,687
TSV (less deadweight)	£436,943	£412,943	£370,449	£1,220,334
Overall Social Value – Universal and Targeted	£2,116,112	£2,391,976	£3,478,630	£7,986,718
Cost of the Youth Zones	£1,207,997	£1,141,599	£1,587,871	£3,937,467
Cost to Local Authority	£400,000	£400,000	£400,000	£1,200,000
Cost : benefit ratios	1.75	2.10	2.19	2.03
Cost : benefit ratio to Local Authority	5.29	5.98	8.70	6.66

Therefore, the study confirms that the social value of Youth Zones far outweighs the costs of provision and this is even without placing a value on many of the benefits identified by the report. Benefits not measured include, for example, the health and wellbeing improvements arising through targeted services designed to assist vulnerable young people through one to one counselling, the participation of young people with disabilities through the initiative ‘A level Playing Field’ along with ASB, mental health and alcohol issues which the Youth Zones tackle.

During the coming year, as new robust data collection systems are embedded within the Youth Zones and the approach to measuring outcomes is developed further through the establishment of baselines and an annual survey of beneficiaries, an increasingly comprehensive valuation of benefits will be pursued by OnSide as a key corporate priority.

In short, Youth Zones in the format developed by OnSide involving early intervention and continued partnership working with a range of agencies on the ground Youth Zones can make a real contribution to reducing the demand for a range of public services. At the same time they significantly improve the life chances of the young people that participate in the activities of the Centres. The study concludes that these benefits in turn will lead to significant cost savings in the future for local authorities and other public agencies in the areas served by each Youth Zone.

³ Housing Associations Charitable Trust

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1 Introduction

1.1 Overview

AMION Consulting was appointed by OnSide Youth Zones in November 2014 to define the impact of the Youth Zones on the young people using the facilities, the surrounding communities and key stakeholder organisations. The Youth Zone model comprises a state of the art, large youth facility which offers a wide range of universal and targeted activities. These range from sports, arts, and music through to employment support.

For the purposes of this research, the work has drawn on the operation of three of the six Youth Zones, namely the Youth Zones in Harpurhey, Manchester (The Factory), Oldham (Mahdlo) and Wigan to gather data and evidence regarding the outcomes being delivered for young people and local communities.

The aims of the study were:

- to understand the impact of the Youth Zone model on:
 - young people – particularly with regard to their engagement and participation; ability to establish healthy relationships; confidence, decision making and leadership; aspirations and attainment;
 - surrounding communities – particularly in terms of crime and community safety; and
 - other key stakeholders.
- to identify the indicators that can be used over time to assess the effectiveness of the Youth Zone; and
- to make practical recommendations on how the positive impact of Youth Zones could be increased, either in the existing centres, or by informing the model for future centres.

1.2 Our approach

The work has involved the following:

- (i) **Contextual research** – including a review of relevant strategies and policies at the national and sub-regional levels for the provision and assessment of Youth Services; a review of the Youth Zone Model; and an assessment of the socio-economic conditions in the three areas being considered by the study;
- (ii) **A review of the three Youth Zones in Manchester, Oldham and Wigan** – including site visits; discussions with the youth work managers; a review of monitoring information held by the youth zones; and other documentary evidence provided by the OnSide team;
- (iii) **Development of a framework for assessing the impact of the Youth Zones** – drawing on the documentation review and visits to the Youth Zones;

- (iv) **Surveys** – Spirul (an independent market research company) has carried out a survey of young people who have benefited from the services and facilities provided at each of the three Youth Zones. Surveys have also been carried out with a small number of parents and local businesses in each area. Table 1.1 below provides details of the number of surveys carried out in each area. A copy of the survey questionnaire used with the Youth Zone members is provided at Appendix B.

Table 1.1: Youth Zone members, parents and local businesses surveyed					
	Young People			Parents	Local Businesses
	Juniors (8-12)	Seniors (13-19)	Total		
Wigan	37	30	67	7	15
The Factory	34	40	74	9	14
Mahdlo	30	40	70	20	15
Total	101	110	211	36	44

- (v) **Consultations** – were carried out with the OnSide central team as well as with local team members in each Youth Zone. Other key stakeholder organisations were also consulted including local schools, Local Authorities, Police, Fire Service and other partner agencies identified by the Youth Zones. A list of consultees is provided in Appendix B.

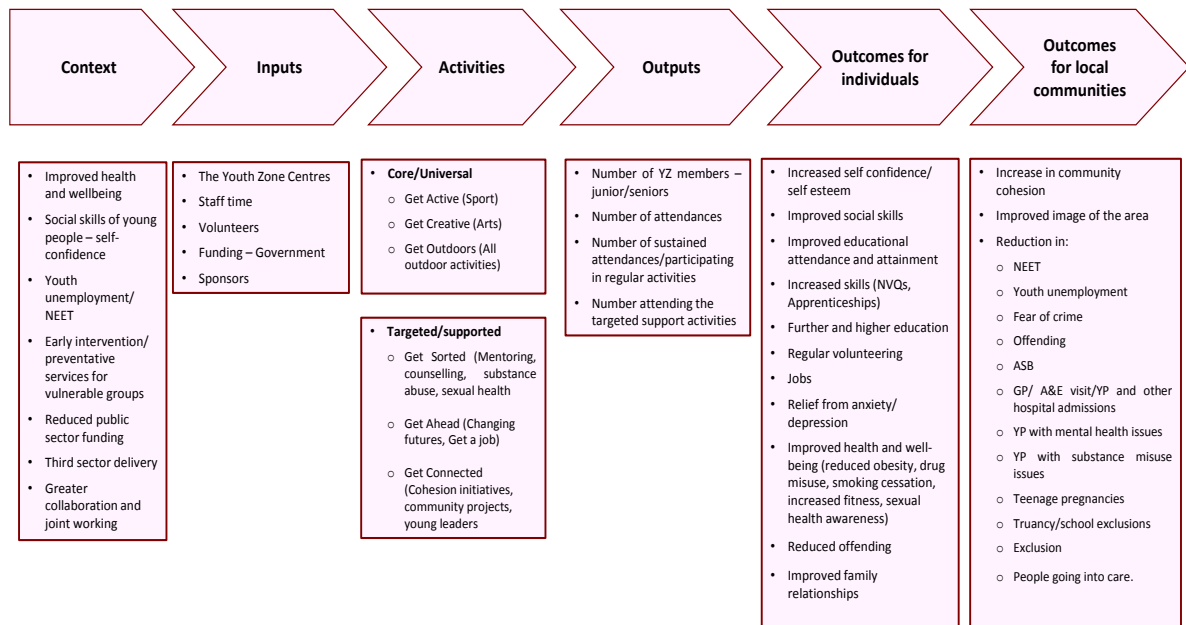
1.3 The framework for defining the outcomes of the Youth Zones

Following the inception meeting with OnSide, a review of the background documentation was undertaken to assess the policy context and the rationale for the Youth Zone model.

After visits to each of the Youth Zones and a review of the work undertaken to date by Mahdlo and OnSide in developing an evaluation framework (which focuses on assessing confidence, emotional intelligence, problem solving, cohesion, aspirations and social skills), a logic chain was prepared to identify the potential outcomes that could be achieved for the young people using the Youth Zones, the local communities and stakeholder organisations delivering services in the area.

The logic model provided the framework for the work undertaken and guidance for the outcomes to be assessed through, for example, the survey of Youth Zone members. It also provides a framework that can be used to steer monitoring and evaluation activities in the future, alongside work currently being developed by the various Youth Zones to gather evidence to demonstrate their impact. The model is set out in Figure 1.1 over the page.

Figure 1.1: Youth Zone Logic Model



1.4 Structure of the report

The remainder of this report continues in the following sections:

- Section 2 – describes the policy context within which the Youth Zones are operating; the Youth Zone Model approach; and the socio-economic conditions in the three Youth Zones being considered as part of this study;
- Section 3 – outlines the principles of the operating model for the Youth Zones and provides a brief overview of the activities and outputs of the three Youth Zones in Manchester, Oldham and Wigan;
- Section 4 – presents the findings from the surveys and the consultations with stakeholder organisations in relation to the outcomes for individuals and local communities;
- Section 5 – provides an indication of the social value generated by the Youth Zones and the potential public sector savings that the Youth Zones could contribute; and
- Section 6 – presents recommendations for both the future monitoring and measurement of outcomes and for improvements for delivery.

2 The Context

2.1 Policy context

2.1.1 Government Policy

The statutory duties governing the provision of Youth Services for local authorities are set out in Section 507B of the Education Act 1996 (as amended by Section 6 of the Education and Inspections Act 2006). This provision places a duty on local authorities 'so far as is reasonably practicable' to secure access to sufficient positive leisure-time activities for young people in their area. The 2006 act also placed new responsibilities on local authorities to:

- secure access to sufficient youth work activities;
- ascertain young people's views on positive activities;
- publicise positive activities; and
- consider alternative providers.

Revised statutory guidance for local authorities on services and activities to improve young people's well-being was published by the Department for Education in June 2012. The wide range of services and activities in scope of this duty that can help improve young people's well-being and life chances include those that:

- enable young people to contribute to society, including through volunteering, and have a voice in decisions which affect their lives;
- provide safe environments in which young people can take part in a wide range of sports, arts and music activities and in which they can develop a strong sense of belonging, socialise safely with their peers, enjoy social mixing, experience spending time with older people and develop relationships with adults they trust;
- support young people to develop the personal and social skills and qualities they need for learning, work, and the transition to adulthood – including self-regulation, relationship-building, and decision-making;
- improve young people's physical and mental health and emotional well-being;
- help those young people at risk of dropping out of learning or not achieving their full potential to engage and attain in education or training; and
- raise young people's aspirations, building their resilience, and informing their decisions – and thereby reducing teenage pregnancy, risky behaviours, such as substance misuse, and involvement in crime and anti-social behaviour.

Local Authorities have two key responsibilities in relation to this Act:

- (i) ***Involving young people*** – to ensure that services are designed in accordance with the needs of young people in the area. To assist this process structured arrangements are

required which include mechanisms for young people to review and comment on provision; and

- (ii) **Securing access to sufficient services and activities** – local authorities should work with young people, the voluntary sector and agencies including health, police, schools and colleges to:
- assess needs;
 - encourage business and other employers to contribute funding;
 - consider the mix of open and targeted provision needed and how to integrate services around young people;
 - consider what facilities are needed and how to make these available and accessible,
 - determine which services and facilities need public funding;
 - consider how to grow the role of CVS including through the commissioning process;
 - agree priorities for publicly funded services and facilities;
 - ensure providers have the capacity and skills to deliver effective services to young people;
 - use feedback from young people to drive improvement, and
 - put systems in place to assure the quality and performance of local services.

A sufficient local offer will result in positive feedback from young people on the adequacy and quality of local provision and positive trends that are indicative of local young people's well-being and personal and social development.

As funding of youth services is not mandatory and provision is local and determined according to the needs of the area, there is a wide variation in spending on youth services across the country.

The Youth Zone Model provides Local Authorities with a solution that addresses the requirements of their statutory duties with regard to the provision of services that will help improve young people's well-being and life chances.

2.2 The Youth Zone Model

OnSide was created in 2008 and was a response to the success of Bolton Lads and Girls Club. OnSides's founders believed that the other towns and cities could benefit from replicating the Bolton model. As a result, further Youth Zones have been established in Blackburn, Carlisle, Manchester, Oldham and Wigan. Together, these Youth Zones currently serve 16,000 members and receive over 30,000 visits per month. Facilities in Wolverhampton and Wirral are due to open in 2016, with further Youth Zones following in London, the North West and North East by 2020.

The Youth Zone model is underpinned by a clear vision and purpose that aims to meet the needs and expectations of the different target groups in the local area, including:

- young people – Youth Zone customers;
- staff, board and volunteers – the people who run the Youth Zone;
- parents and the local community – who can influence the development of the Youth Zone; and
- policy makers, stakeholders and funders – without these people a Youth Zone would not be possible.

Through positive relationships with all of these people, a Youth Zone enables young people to enjoy their leisure time and to reach their full potential. Although each new Youth Zone is developed in partnership with OnSide, they will all develop their own ways of working influenced by local needs and preferences.

At the core of the approach, there has to be:

- 21st Century Youth Facilities;
- active participation of the young people – from design to management; and
- sustainable funding.

Additional pre-requisites include:

- a wide range of high quality activities, from sport to arts;
- nominal entry fees;
- long opening hours (seven nights, weekends and all holidays);
- young people only (never dual-use);
- a strong young people's lead;
- a safe, non-threatening environment which is welcoming, accessible and fully inclusive;
- clear safeguarding arrangements;
- a great atmosphere and a 'tonight is better than last night' philosophy; and
- a range of targeted projects (such as mentoring) for the needs of the most vulnerable and disadvantaged young people.

Through local cross sector partnerships, Youth Zones provide facilities and places for young people to go to, activities to keep them engaged and other young people to talk to. In essence, they provide safe and affordable places for young people to go to during their leisure time.

2.3 The socio-economic context

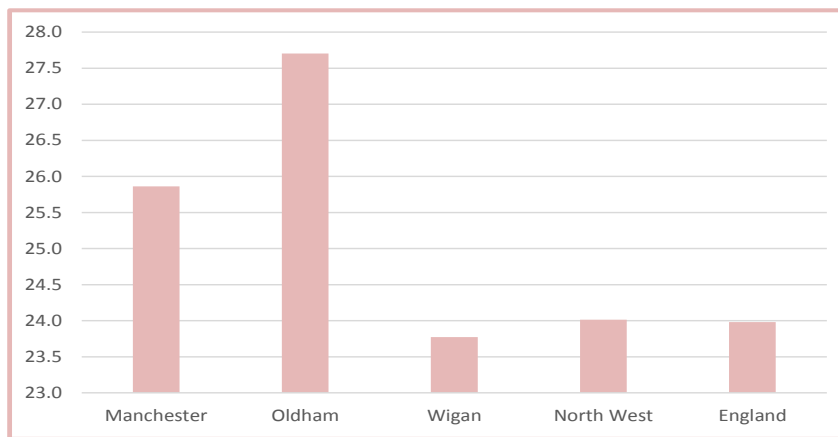
The Youth Zones are located in areas of neutrality within a town coupled with good proximity to deprived areas with relatively few opportunities or provision of services for young people. These areas are characterised by high levels of unemployment, low skills and education attainment, above average crime rates, health inequalities and high levels of social housing. The following

section provides an indication of the socio-economic conditions in the three areas involved in the study.

2.3.1 Demography

In terms of the age profile of the three local authority areas, both Manchester and Oldham have higher proportions of young people (up to and including the age of 19⁴) than the regional and national averages. Wigan has a slightly lower percentage of young people than the regional and national averages, as shown in Figure 2.1.

Figure 2.1: Percentage of the population aged 19 and below



Source: 2011 Census data, Nomis

2.3.2 Education

In relation to educational attainment, the percentage of pupils at Key Stage 4 achieving 5 or more GCSEs (grades A* to C) in both Manchester and Oldham is lower than the regional and national averages (see Figure 2.2). Both these areas have rates below 60% compared with Wigan, which has a rate above 66% - higher than the national average and the rate for the North West.

⁴ Although Youth Zones are open to young people aged up to 21, Census data does not allow for a breakdown up to the age of 21. Above the age of 19, the next age group with data available is ages 20 to 24. We have therefore used 19 for the purposes of defining the population of young people.

Figure 2.2: Percentage of Key Stage 4 students achieving 5+ GCSEs at grade A* to C



Source: GCSE results 2013/14, Department for Education

In addition, both Manchester and Oldham are characterised by relatively low percentages of Key Stage 4 students leaving school and going into further education, employment or training. In 2011/12, only 86% of 16 year old school leavers in Manchester and 88% in Oldham went straight into further education, employment or training compared to regional and national averages of 89%. In Wigan, the figure was 90% (source: Key Stage 4 destination statistics, Department for Education).

Among students leaving school after Key Stage 5, both Manchester and Wigan perform poorly in terms of the percentage remaining in education or going into employment or training. Manchester’s figure of 69% and Wigan’s figure of 78% are below the England and regional averages of 81% and 84% respectively. Oldham performs strongly, with a figure of 87% (source: Key Stage 5 destination statistics, Department for Education).

2.3.3 School absenteeism

There has been a significant decrease in the level of school absenteeism in primary and secondary schools in Manchester and Wigan, with the percentage for Manchester now approaching the regional and national rates and the rate for Wigan being lower than the regional and national rates. However, Oldham saw an increase in the level of absenteeism between 2011 and 2013, as shown in Table 2.1 below.

Table 2.1: School absenteeism - % who have missed 46 or more sessions in term		
	Autumn term 2011	Autumn term 2013
Manchester	1.2%	0.8%
Oldham	0.7%	0.8%
Wigan	0.7%	0.6%
North West	0.8%	0.7%
England	0.8%	0.7%

Source: Department for Education, Pupil absence in schools in England: Note: a session is equivalent to half a day of education

2.3.4 Health

All three local authority areas perform poorly against a range of health indicators, with the number of obese children, teenage pregnancies and prevalence of drug and alcohol misuse being high. Table 2.2 below shows how each local authority area compares to the England average for a range of relevant indicators.

Table 2.2 Health indicators in the three local authority areas				
	Manchester	Oldham	Wigan	England
Obese children ⁵	24.7%	19.3%	18.9%	18.9%
Under 18 conceptions ⁶	45.0	33.1	32.0	27.7
Drug misuse ⁷	13.7	10.7	8.8	8.6
Alcohol specific hospital stays ⁸	68.5	70.1	67.8	44.9

Source: Public Health England – Health Profiles 2014

2.3.5 Crime

Both Manchester and Oldham are characterised by relatively high levels of youth crime. In Manchester there were 945 youth disposals⁹ in 2012 / 13 and 338 in Oldham, equating to nearly 69 and 90 youths per disposal respectively. The national average was over 93 young people per disposal. Wigan has lower levels of youth crime, with nearly 107 young people per disposal. Youth crime figures are set out in Table 2.3.

Table 2.3: Disposals among young people in the three local authority areas, 2012 / 13		
	Number of disposals	Number of 10 to 18 year olds per disposal
Manchester	945	68.9
Oldham	338	89.9
Wigan	354	106.9
England & Wales	73,022	93.1

Source: Youth Justice Statistics 2012 / 2013, Ministry of Justice, and 2011 Census data, Nomis

There has also been a significant fall in the number of cases of criminal damage and arson in the three local authority areas, as shown in Table 2.4.

⁵ % of children in Year 6

⁶ Conception rate per 1,000 females aged 15 to 17

⁷ Estimated drug users per 1,000 residents

⁸ Number of stays per 100,000 residents aged under 18

⁹ A disposal is an umbrella term referring both to sentences given by the court and to pre-court decisions made by the police. Disposals can be divided into four separate categories of increasing seriousness starting with pre-court disposals then moving into first-tier and community-based penalties through to custodial sentences.

Table 2.4: Criminal damage and arson in the three local authority areas				
	Year to Sep. 2011	Year to Sep. 2013	Change	% change
Manchester	8,121	6,274	-1,847	-22.7%
Oldham	3,193	2,547	-646	-20.2%
Wigan	3,957	3,075	-882	-22.3%
North West	93,224	76,988	-16,236	-17.4%
England	649,215	513,633	-135,582	-20.9%

Source: Crime Statistics, ONS

Table 2.5 shows that the percentage fall in criminal damage and arson in all three local authority areas exceeded the regional rate and, in the case of Manchester and Wigan, exceeded the national rates.

The number of Anti-Social Behaviour Orders issued to young people across Greater Manchester has similarly declined in Greater Manchester and exceeded the level of change across the North West and England between 2011 and 2013.

Table 2.5 ASBOs issued to young people aged 10 to 20 in Greater Manchester				
	2011	2013	Change	% change
Greater Manchester	41	23	-18	-43.9%
North West	136	79	-57	-41.9%
England and Wales	597	451	-146	-24.5%

Source: ASBO statistics, England and Wales 2013 Crime Statistics, ONS

2.3.6 Deprivation

All three of the Youth Zones are located in local authority areas which suffer from high levels of deprivation, according to the English Indices of Deprivation 2010. This shows that the percentage of Lower Layer Super Output Area (LSOAs) in the most deprived 30% of LSOAs in England is high in each local authority area, ranging from 43% in Wigan to 75% in Manchester, as shown in Table 2.6 below.

Table 2.6: Number of LSOAs in the most deprived 30% in England					
	Number of LSOAs	Number in most deprived 10% in England	Number in most deprived 10% to 20% in England	Number in most deprived 20% to 30% in England	% in most deprived 30% in England
Manchester	259	118	51	25	75%
Oldham	144	32	26	13	49%
Wigan	200	26	34	26	43%

Source: English Indices of Deprivation 2010

Overall, the Indices show that Manchester is ranked as the 4th most deprived of England's 326 local authority areas, with Oldham ranked 46th and Wigan ranked 85th.

3 The Youth Zone – inputs, activities and outputs

3.1 Operation of the Youth Zones

3.1.1 Governance

All the Youth Zones are set up as charitable organisations in their own right, with the assistance of OnSide in the first instance. Each is governed by a Board, which includes the private sector, representatives from the local authority and other key agencies within the area. The board members are largely drawn from local businesses and provide financial, marketing, and other expertise to support the chief executive who is responsible for the day-to-day operation of the Youth Zone.

3.1.2 Management and delivery

The activities at the Youth Zones are delivered by a core team in conjunction with sessional workers, activity assistants, and coaches which all work on a part time basis in line with timetables developed by the Youth Work managers. The teams also rely on volunteers to support the running of the various sessions on offer.

The size of the Youth Zone team varies according to the size of the facility and the activities on offer, but typically includes the following roles:

- a Chief Executive/General Manager;
- youth work manager - who oversees lead workers for the junior and senior sessions;
- project co-ordinators – covering activities such as inclusion and encouragement of participation by, for example, people with disabilities; mentoring; and employability;
- volunteer co-ordinator;
- funding/grants co-ordinator;
- development manager;
- activity co-ordinator; and
- HR, marketing, admin.

The size of the team in each of the three areas studied is shown in the profiles under section 3.2.3. These core teams range from 15 to 23 members of staff supplemented by approximately 50-60 part-time/sessional workers.

The Youth Zones work with a range of partners to deliver their services, including:

- public sector agencies (for example the Police, Fire Service, and the Local Authority - leisure services, children's services, public health, safeguarding, and schools);
- community and voluntary sector providers in the area delivering activities for young people;

- other key stakeholders such as housing associations; and
- other agencies in the local area which either use the Youth Zone facilities to deliver their services/campaigns on an outreach basis (for example, Brook; Zest; Manchester Stop Smoking) or provide targeted services to various groups at the Youth Zone (such as Mind, Connexions, St John's Ambulance).

3.1.3 Funding

Initially the capital costs of the Youth Zones were funded from a mixture of Government funding (under the MyPlace scheme), Local Authority (land as well as finance) and private donations. However the Myplace funding has now come to an end, so new sources of capital funding need to be sourced alongside the commitment made by the local authority and any private funding that can be raised to build or refurbish existing premises. Mechanisms available to lever finance include the use of Section 106 (S106) funding agreements and/or the Community Infrastructure Levy, which require developers to contribute funding towards putting appropriate infrastructure in place when planning new housing or commercial developments in a locality.

The revenue funding to cover the operating costs of the Youth Zones also comes from a variety of sources:

- local authorities (with a minimum three year funding agreement up front);
- private donations;
- corporate sponsors;
- income raised by the Youth Zone from various activities - membership/entrance fees; café/catering services; and room hire/facility hire; and
- grant funding and contracts to deliver particular activities - for example, the employability project 'get a job'.

The income and expenditure for each of the Youth Zones studied is shown in the profile in section 3.2.3 below. The running costs in 2013/14¹⁰ ranged from approximately £1.14m in Oldham to £1.58m in Wigan.

3.2 Activities and outputs of the Youth Zones

3.2.1 Youth Zone Activities

The Youth Zones are open on a daily basis, seven days a week, 52 weeks of the year for members. Membership costs £5 per annum and entry to the Youth Zone costs 50 pence per attendance. They operate separate sessions for:

- junior members (8-12 year olds);
- senior members (13-19/21 year olds); and

¹⁰ Expenditure figures, as reported in the annual return to the Charities Commission

The junior and senior sessions are run on separate nights of the week, with the junior sessions running until 8 or 9pm and the senior sessions running until 10pm. On Saturdays, the clubs provide morning sessions for the juniors followed by senior sessions in the evenings and Sundays provide opportunities for families and people with disabilities.

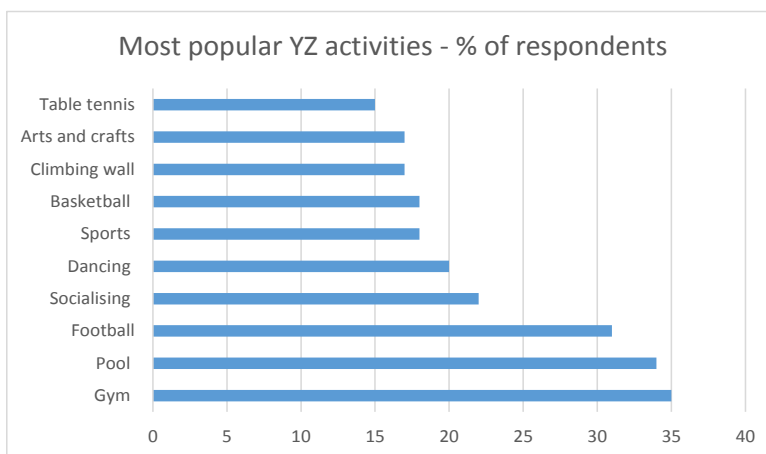
The activities delivered by the Youth Zones fall into two groups:

- **Core/Universal:**
 - Get Active – provides a range of individual and team sporting activities including table tennis, basketball, pool, football, skateboarding, the gym, climbing wall, dance;
 - Get Creative – involves art and design, music, drama, cookery, hair and beauty; and
 - Get Outdoors – all outdoor sporting activities, gardening, Duke of Edinburgh programmes.
- **Targeted:**
 - Get Sorted – mentoring, counselling, substance misuse, sexual health;
 - Get connected – cohesion initiatives, community projects, young leaders; and
 - Get ahead – changing futures, get a job.

The universal services are available throughout the week for both junior and senior members (although some activities, particularly those involving team sports, will be timetabled). Targeted sessions, that aim to assist particular individuals and involve signing up for a particular course of action – whether this is one to one mentoring or group activities, will be carried out over a set number of weeks/months. An example is ‘Get a Job’ which provides training for NEET (Not in Education, Employment or Training) individuals.

With regard to the universal activities, some activities are more popular than others as shown by the feedback gathered from the survey of Youth Zone members carried out as part of the study (see Figure 3.1).

Figure 3.1: Most popular Youth Zone Activities



Source: Survey of Youth Zone Members

3.2.2 Attendance at the Youth Zones

Attendance at the Youth Zones is recorded for each member when they enter the building, using their membership card/number. An IT package called ‘salesforce’ is used to monitor and analyse attendance records, although the system does not currently record the activities that individuals are engaged in while they are at the Youth Zone. For each Youth Zone therefore, records are available for the total number of members on the database and the number of times they have used the Youth Zone. As a result of the information provided when members register, this information can be used to assess:

- the number of junior and senior members attending;
- attendance by males and females, by ethnic origin and by people with a disability;
- regular or sustained attendance; and
- the residence of the Youth Zone members.

Membership of the Youth Zones varies from approximately 2,300 active members at The Factory to 5,400 members in Wigan, with a greater proportion of male attendees across all Zones (approximately 60%).

Analysis of the most recent monthly statistics from salesforce highlights that between 30-40% attend on a regular basis i.e. four or more times a month.

Table 3.1: Attendance at the Youth Zones			
Youth Zone	Monthly Attendance	Members attending	Regular attendees ¹¹
The Factory	3,846 (Feb 2015)	957	381
Mahdlo	5,222 (March 2015)	1,545	464
Wigan	7,700 (March 2015)	2,051	729

Source: Salesforce

Feedback from the survey of Youth Zone members¹² also revealed that:

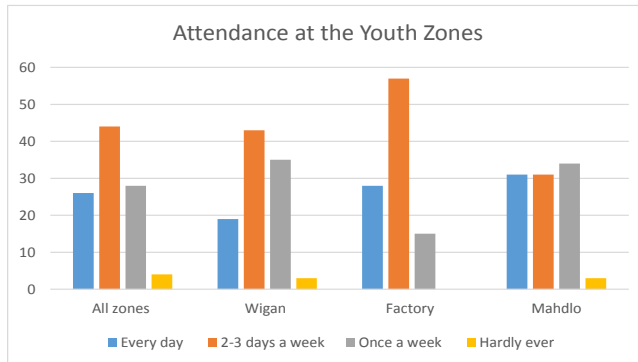
- approximately a quarter of respondents attended the Youth Zones every day;
- over 40% attended 2-3 times a week;
- just under 30% attended approximately once a week; and
- about 5% hardly ever attend.

Approximately half of the young people also attend activities outside the Youth Zone - primarily other sports clubs (37%), guides (7%), scouts (4%), and other youth clubs (4%). Over 50% of respondents reported that the Youth Zones were better than the other facilities they attend.

¹¹ Defined as 4 or more sessions per month – which is being used as a proxy for weekly attendance

¹² In total 211 YZ members were surveyed, 101 Juniors, 110 Seniors

Figures 3.2 Attendance at the Youth Zones



Source: Survey of YZ members

When Youth Zone members were asked what they would be do if they did not attend the Youth Zone, the following responses were given:

- stay at home – 53%;
- meet friends – 21%;
- Play X-box, Play Station or video games – 14%;
- watch TV – 12%;
- playing out and playing on the streets – 10%; and
- other sports – 8%.




Parents confirmed this with 54% reporting that their children would be at home, 43% referred to them watching TV, 9% playing X-box or video games and 9% playing on the streets.

3.2.3 Targeted provision

In addition to the universal service, the Youth Zones also deliver a range of targeted support for particular groups. This includes a BIG lottery funded programme for people with disabilities 'A level playing field'; mentoring and counseling for vulnerable young people; and employability and training support NEET individuals as part of the 'Get a Job' project funded by Accenture. The number of people participating in these activities varies according to demand and targets set by the funding agency. 'A level Playing Field' aims to increase participation and independence of young disabled people, improve their physical and mental health and wellbeing and provide greater support for young families and disabled people in their communities in each Zone. The 'Get a Job' project aims to assist approximately 70 individuals into employment or further education in each Youth Zone area per annum.

3.2.4 Profiles of the Youth Zones

A profile for each of the Youth Zones in Manchester, Oldham and Wigan is set out in Table 3.3. The information has been sourced from the individual Youth Zones and the Charities Commission.

Table 3.3 Profiles of the Youth Zones				
Youth Zone	Funding 2013/14	No of staff/ volunteers	Membership	Monthly attendance
 The Factory – opened February 2012	Expenditure £1,207,997 Income £1,065,464 Voluntary £0.61m Trading £0.08m Charitable £0.38m	Core team: 23 Sessional: 49 Active volunteers: 85	Total: 2,258 Mini: 74 Juniors: 949 Seniors: 1,228 Male: 1,299 (60%) Female: 851 (40%)	Feb 2015: 4,364
 Mahdlo – opened March 2012	Expenditure £1,141,599 Income £1,142,750 Voluntary £0.94m Trading £0.05m Charitable £0.15m	Core team: 15 (20) Part-time & sessional: 68 Active Volunteers: 54	Total: 3,312 Juniors: 1,800 Seniors: 1,512 Male: 1,952 (59%) Female: 1,360 (41%)	March 2015: 5,222
 Wigan Youth Zone – opened June 2013	Expenditure £1,587,871 Income £2,393,008 Voluntary £2.11m Trading £0.28m	Core team: 23 Part-time & sessional: 58 Active Volunteers: 84	Total: 5,402 Juniors: 2,193 Seniors: 2,963 Male: 3,090 (57%) Female: 2,331 (43%)	March 2015: 7,700

4 The Youth Zone – outcomes

4.1 Defining the outcomes

The activities and targeted support delivered by the Youth Zones has the potential to generate a range of outcomes for the members and the local communities in which they live. These include the outcomes listed in the overall framework for assessment presented earlier in Figure 1.1 and detailed below:

<p><i>Outcomes for individuals:</i></p> <ul style="list-style-type: none"> • Increased self-confidence and self esteem • Improved social skills • Improved educational attendance and attainment • Access to vocational skills (NVQs, Apprenticeships) • Access to further/higher education • Volunteering experience • Access to jobs • Relief for anxiety/depression • Improved health and wellbeing – reduced obesity, drug misuse, smoking cessation, increased fitness, sexual health awareness • Improved family relationships • Reduced offending 	<p><i>Outcomes for local communities:</i></p> <p>Reduction in:</p> <ul style="list-style-type: none"> • NEETs • Youth unemployment • Fear of crime • Anti-social behaviour and offending • Young people with mental health problems • Young people with substance misuse issues • Teenage pregnancies • GP visits and A&E visits • YP going into care • Truancy and exclusion • Improved community cohesion • Improved perception of the area
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4.2 Outcomes for Youth Zone members

In line with the brief, a survey of Youth Zone members was undertaken to assess the extent to which some of the outcomes identified above were being achieved as a result of participation and attendance at the Youth Zone. In total, 211 Youth Zone members were interviewed across the three sites comprising 101 juniors and 110 seniors. A small number of questions – including those relating to future prospects - were only directed to the senior members. The following sections highlight some of the key findings in relation to:

- health and wellbeing;
- establishing healthy relationships;
- improved self-confidence;
- educational attendance and attainment; and

- aspirations on leaving school.

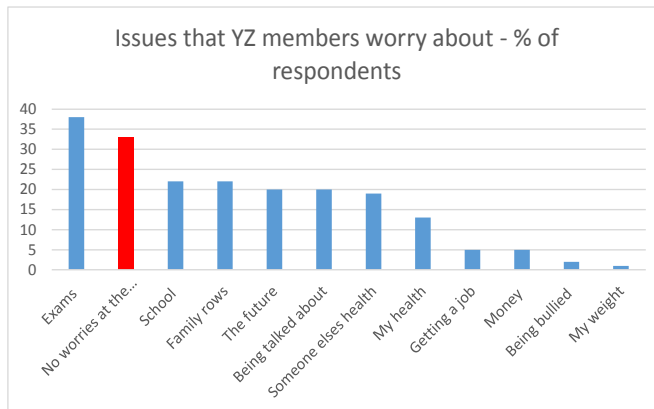
In addition to the survey, outcomes data is also available for the employability support project, in terms of the number of young people assisted to gain L1 and L2 PEARL accreditations and the number of people moving into jobs and further education as a result of participation on the programme.

4.2.1 *Health and wellbeing*

The questions relating to health and wellbeing focused on participation in physical activity; experiences with smoking, alcohol and drugs; and overall emotional wellbeing in terms of the number reporting to be happy and have no worries. The key findings include:

- 70% of Youth Zone members exercise regularly each week at the Youth Zone – ranging from 30mins to 7+ hours (36% for 2-3 hours and above);
- 46% take part in team sports at the Youth Zone, 41% take part in individual activities and 30% do not take part in any physical activity;
- 60% of respondents felt that the Youth Zone has helped them understand the dangers of smoking; alcohol and drugs;
- 78% never smoked; 71% never tried alcohol; 90% never tried drugs:
 - the figures relating to the juniors and seniors are very different as expected. In terms of Juniors, 97% have never smoked, 87% never tried alcohol; and 99% never tried drugs;
 - with regard to the seniors, 21% reported that they regularly smoke; 5% regularly drink and 3% regularly try drugs.
- 18% reported that they had bullied someone at school in the past year; 3% at the Youth Zone; and
- 43% reported feeling very happy, 55% happy;
- 87% feel either happier or much happier while they are at the Youth Zone;
- only 33% of young people reported having no worries at the moment – with exams and school being the two key sources of concern. Analysis of the juniors and seniors shows that:
 - juniors – only 30% report having no worries – with key concerns being exams (40%); family rows (29%); and being talked about (27%); and
 - seniors – 36% report no worries, with their key concerns relating to exams (36%) and their future (25%).

Figure 4.1: Issues that Youth Zone members worry about



Source: Survey of YZ members

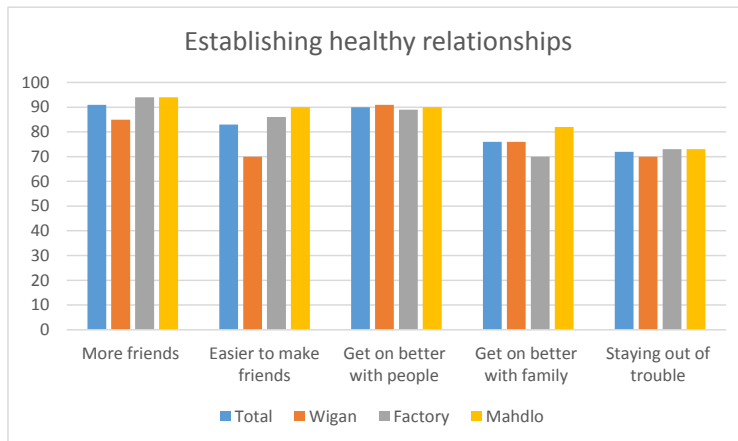
4.2.2 *Establishing healthy relationships*

Developing social skills and the ability to establish strong interpersonal relationships are key for young people in terms of their ability to progress in life. Well-developed social skills can also increase happiness and satisfaction which can in turn reduce the negative effects of stress. The Youth Zones provide significant opportunities for Young People to develop these skills, through interaction with friends, the Youth Zone staff and volunteers at the centres. The survey found that:

- 91% agreed that they had more friends since attending the Youth Zone;
- 83% reported finding it easier to make friends;
- 90% feel they get on better with people;
- 76% of young people were getting on better with family since attending; and
- 72% are staying out of trouble as a result of attending.

Parents similarly reported notable improvements in their children's ability to make new friends and 81% agreed or strongly agreed that their child was getting on better with the family since they started at the Youth Zone. 78% felt that attendance at Mahdlo had made a difference to family life.

Figure 4.2: Establishing healthy relationships



Source: Survey of YZ members

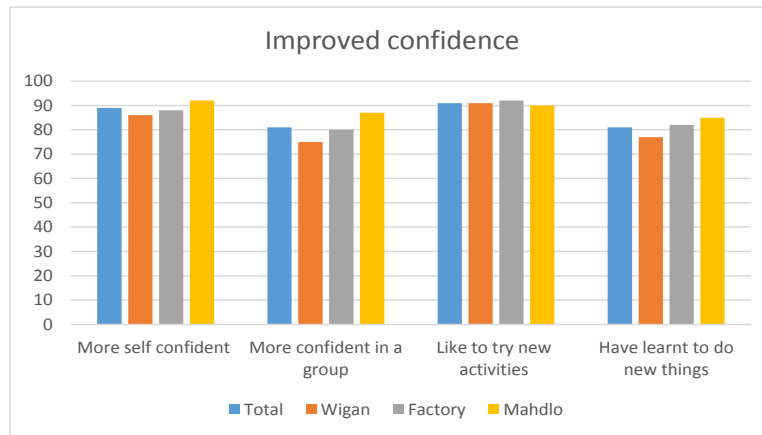
4.2.3 Improved confidence

The Youth Zones offer a range of activities and opportunities to challenge young people and a safe, welcoming environment, which fosters participation and a sense of belonging. Many of these activities (sports, drama and music) will assist participants to build and improve their self-confidence and self-esteem. Since starting at the Youth Zone:

- 89% young people reported feeling more self-confident as a result of attending the Youth Zone;
- 81% are more confident in a group;
- 91% now like trying new activities; and
- 81% have learnt how to do new things.

The young people at Mahdlo were very positive about the impact on self-confidence. 69% strongly agreed that they were more self-confident compared with 52% for the Youth Zones overall and a further 23% agreed, bringing the total to 92%. Similarly 63% strongly agreed that they felt more confident in a group compared with 44% for all the Youth Zones.

Figure 4.3: Improved confidence



Source: Survey of YZ members

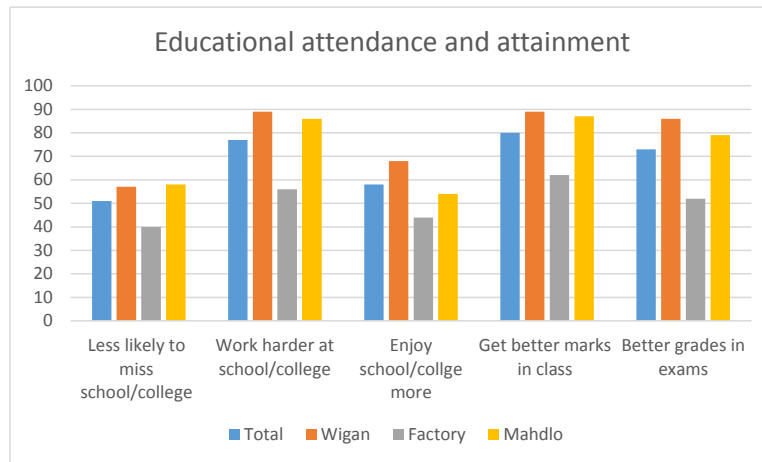
4.2.4 Educational attendance and attainment

Research evidence shows that education and health are closely linked. A recent briefing from Public Health England¹³ states that ‘the health and wellbeing of children and young people contributes to their ability to benefit from good quality teaching and to achieve their full academic potential’. Improved health and wellbeing arising from participation at the Youth Zones does therefore have the potential to influence the academic performance of attendees. When questioned about their education attendance and attainment since attending the Youth Zone, the following responses were given:

- 51% reported that they were less likely to miss school or college;
- 77% work harder at school/college;
- 58% enjoy school or college more;
- 80% reported getting better marks in class; and
- 73% get better grades on coursework/exams.

¹³ The Link between pupil health and wellbeing and attainment: A briefing for head teachers, governors and staff in education settings, PHE November 2014

Figure 4.4 Educational attendance and attainment

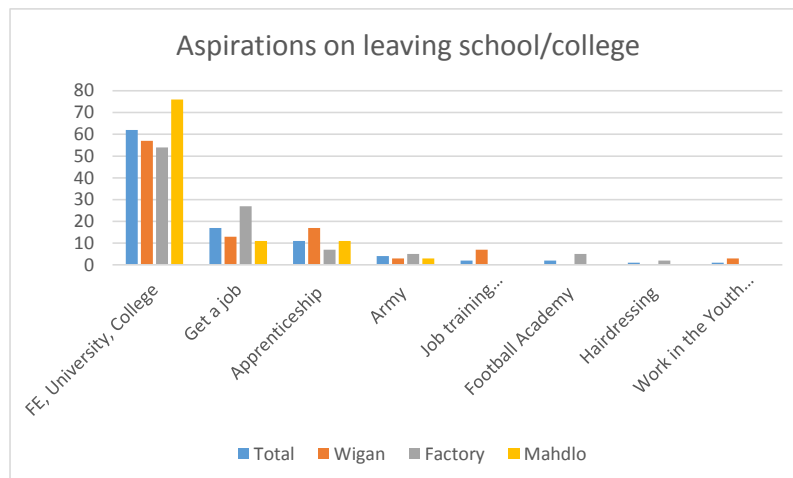


Source: Survey of YZ members

4.2.5 Aspirations on leaving school or college

Improved attitudes towards learning and better attainment have also had a beneficial impact on young peoples' aspirations within the Youth Zone. 80% of all respondents¹⁴ have been encouraged by staff and volunteers at the Youth Zone to think about their future on leaving school or college. Over 60% of the young people interviewed, expect to go on to Further Education, College or University, with a particularly high percentage (75%) in Oldham. Parents had even higher expectations and all parents interviewed believed that their children would go on to further education, college or university on leaving school.

Figure 4.5: Aspirations on leaving school and college



Source: Survey of YZ members

¹⁴ This question was only asked among the senior Youth Zone members

4.2.6 Employability

As referred to earlier, the Youth Zones also deliver targeted support such as the ‘Get a Job’ course for NEET individuals which lasts approximately 6-8 weeks. Since its inception, the project, funded by Accenture, has assisted 7 cohorts of individuals at each Youth Zone to access employment or further training. While participants are on the course they participate in learning and have the opportunity to get either a Level 1 PEARL (Personal Employability Achievement and Reflection for Learning) or L2 accreditation. The numbers participating in the course during 2014 (excluding 22 young people who dropped out), achieving L1 and L2 accreditations, and the number moving into employment and further education are set out in Table 4.1.

Table 4.1: Participation in Get a Job					
Youth Zone	No participating 2014	No achieving L1	No achieving L2	No into further education	No into Jobs
The Factory	70	55	22	25	35
Mahdlo	61	55	6	28	34
Wigan	72	40	36	30	27

Source: OnSide Youth Zones

4.3 Outcomes for the local community

Improved outcomes for individuals achieved as result of attendance at the Youth Zone has the capacity to reduce demand for a range of public services (leading to cost savings) and also to improve outcomes for the local community. As part of the consultation process, key stakeholders have identified a range of impacts that they believe the Youth Zones have contributed to. These include:

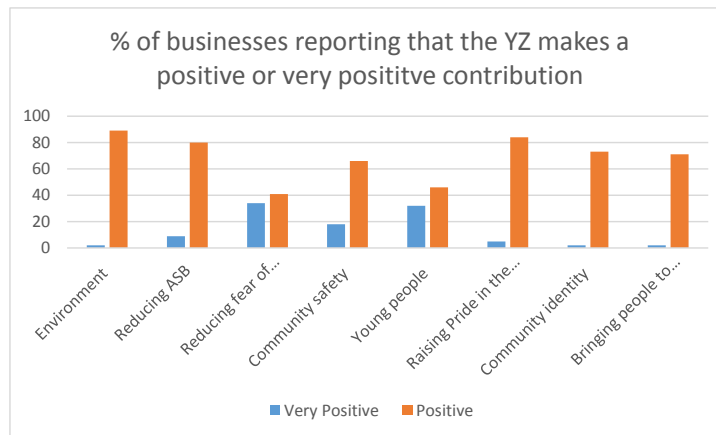
- reduced crime and anti-social behaviour;
- improved health and wellbeing;
- support for schools and troubled families; and
- improved community cohesion.

4.3.1 Crime and Anti-Social Behaviour

All stakeholders consulted believe that the Youth Zones have had a positive impact in reducing crime and anti-social behavior in the areas in which they are located and the areas in which the young people live. This has been achieved as a result of engaging young people in positive activities at the Youth Zone, provision of outreach services and transport to the Youth Zone premises. The Zones in effect help to remove ‘the audience’ for other young people intent on causing trouble. They undertake joint work with other agencies to ensure that diversionary activities are put in place to prevent anti-social behaviour at key times of the year (for example, bonfire night, school holidays) as well as sharing data and intelligence. Staff at the Youth Zone premises engage proactively with the Police and other agencies to address issues as they arise and also represent the young people on an advocacy basis.

In addition to an improved quality of life for residents living in the local communities affected by anti-social behaviour, key agencies benefiting from a reduction in demand for their services include the local Police, Fire and Rescue Services, Local Authorities, and Housing Associations/Social Housing providers. Local businesses also benefit from these improvements. Figure 4.6 provides feedback from the recent survey in which businesses cited the Youth Zone as having made a very positive contribution to reducing the fear of crime, anti-social behaviour and community safety in the immediate vicinity of the Youth Zone facilities.

Figure 4.6: Improvements to the Environments surrounding the Youth Zones



Much of the evidence for demonstrating the impact of the Youth Zones on reducing crime and anti-social behavior is, however, still anecdotal and should be considered in the context of other interventions being pursued by local agencies to prevent young people entering the criminal justice system in the first place. In Wigan for example, there has been a significant reduction in Youth Offending over the last five years where figures have declined from 500 to 93 young people entering the system last year. Part of this reduction has been attributed to the introduction of Restorative Justice - an approach to justice that focuses on the needs of the victims and the offenders, as well as the involved community, instead of satisfying abstract legal principles or punishing the offender. At the same time however, the potential to signpost some of these actual and potential offenders to the Youth Zone and engage them in positive activities is very likely to have contributed in some way to changing behaviours.

To date, the following impacts have been linked with the Youth Zones:

- in Manchester, local police refer to a 15% reduction in anti-social behaviour in Year 1 and 51% reduction in Year 2 since the Zone opened;
- in Oldham, there has been a reported 30% reduction in anti-social behaviour involving young people and a 40% decline in young people being victims of street crime. Recent discussions with the local police, suggested that police callouts have reduced from as many as 6 a week, to below 20 recorded incidents per annum in the St Mary's area where the Youth Zone is situated;

- in Wigan, following the establishment of the Youth Zone, there was a 77% reduction in ASB incidents¹⁵ in Mesnes Park as the Youth Zone staff worked pro-actively with the Police to encourage young people to attend the centre;
- there has been a significant fall in deliberate secondary fires started. In total, in the wards in which the Youth Zones are located, there has been a reduction of 71 fires started in the past year alone (2013/14-2014/15). Greater Manchester Fire and Rescue Service believe that the Youth Zones had made a significant contribution towards this reduction, particularly as they engage such a significant proportion of the young people in the Youth Zone areas; and
- in Wigan, empirical evidence suggests that anti-social behaviour has reduced at weekends in Higher Folds – the biggest success area for the outreach bus service – parents in the area have passed on their positive feedback about the impact of the bus service.

4.3.2 *Improved health and wellbeing*

The Youth Zones have the potential to significantly improve the health and wellbeing of the young people attending. The benefits of physical exercise in reducing obesity and associated health problems, and improving mental health are well documented.

In addition to providing a wide range of sporting opportunities, the Youth Zones do much more in terms of promoting healthy lifestyles across the board (including healthy eating and cooking; sexual health; positive mental health). They provide an ideal setting for a number of key agencies working with a public health agenda to reach young people. Examples include Brook Sexual Health Services, Zest Healthy Living, Smoking Cessation agencies and other organisations such as Manchester Women’s Aid – who have delivered ‘Safe Choices’ for girls groups regarding healthy relationships and domestic violence at the Youth Zones. As noted, 60% of the young people interviewed, reported that the Youth Zone had provided them with information regarding the dangers of smoking, alcohol and drugs.

Furthermore, the Youth Zones also provide the opportunity for one-to-one mentoring, counseling and referral to specialist agencies for individuals affected by particular health-related and safety issues. The safeguarding expertise of the staff, and dedicated officers within the Zones, often mean that they are the first point of call for some of the more vulnerable young people attending the Youth Zones.

Analysis of the safeguarding issues dealt with in one of the Youth Zones identified that the safeguarding officer had held approximately 180 one-to-one sessions with young people during 2014/15 and made 53 referrals/or calls to outside agencies including CAMHS (child and adolescent mental health services), social care, respite care, residential care, police, schools, domestic violence advisor, housing services, Brook, Barnardos and the local authority drugs and alcohol team. Topics covered in these one to one sessions are wide ranging and include:

- sexual health;
- self-harm;
- family breakdown, relationships;

¹⁵ This reduction relates to incidents in May-August 2013 compared with the same period in 2014

- drugs and alcohol;
- mental health;
- truancy;
- domestic violence, personal safety, bullying; and
- body image, eating disorders.

Provision of these one-to-one services, the recent recruitment of a dedicated mental health officer for the Youth Zones (which was instigated in response to demand from the young people) and the safe environment provided by the Youth Zones are crucial in terms of identifying and addressing issues at an early stage. These services again, have the capacity to offset the need for more re-active, costly interventions down the line, particularly in relation to mental health problems, drug and alcohol services, teenage pregnancies and other health and social care issues.

4.3.3 Support for schools and troubled families

The Youth Zones work closely with a range of partners providing support for vulnerable young people. A number of these agencies have commented on the valuable support offered by the Youth Zones, in terms of providing 'neutral premises' to meet with the young people, providing advocacy support, and attending multi-agency meetings.

The provision of diversionary activities and support to address behavioural problems are of particular benefit for children from troubled families. One case worker commented on the fact that out of five families on their caseload, four included children who had been signposted to the Youth Zone. Similarly the Youth Zones also work with schools to provide tailored sessions for particular groups of students. Examples include:

- structured sessions (incorporating the use of the climbing wall) for students from the Pupil Referral Units;
- programmes to develop the social skills of pupils in receipt of 'pupil premium funding';
- programmes to reward good behaviour and attendance at school; and
- the delivery of Duke of Edinburgh programmes.

These sessions provide opportunities for promoting the services of the Youth Zones and engaging students outside school hours and improving their attitudes and behaviour more generally, including attitudes towards attendance and attainment at school. While reductions in truancy and exclusions will have an impact on local authority and police services in the short term, the longer term savings with regard to reducing the level of NEET young people in the area and youth unemployment are significant.

4.3.4 Community cohesion and improved perceptions of the area

While the Youth Zone facilities have been designed to attract and engage young people, outside school hours, they also provide ideal 'community' facilities and opportunities for groups wishing to use the centres. In Oldham, one of the local schools commented on how the Youth Zone has

developed greater community cohesion and the ability to engage parents who wouldn't traditionally get involved. This has been achieved through the provision of a health and fitness class for mums at the school (many of Bengal ethnic origin). These classes have helped to break down some of the barriers and negative perceptions of the school and provide the opportunity to communicate with these parents in a more informal setting about a range of issues impacting on school life, including healthy lifestyles, homework, bedtime routines and sleep patterns. Like the other school sessions referred to earlier, use of the centres by their parents also encourages the children to try Youth Zones themselves. The parents are seen as key role models for the children attending.

In addition, the Youth Zones have also been successful in promoting inter-generational cohesion through for example, visits to retirement/care homes and other volunteer projects in the community; hosting a stall on Wigan Market; and by virtue of the young people mixing freely with the staff and volunteers at the Youth Zones who provide positive role models for the young people.

The scale and extent to which the Youth Zones impact extends beyond the immediate vicinity however differs by area. In Manchester for example, one consultee commented on the fact that although the Youth Zone itself provided a very safe, welcoming environment that promoted integration of young people and was free from any sort of conflict, tensions did still exist outside the Youth Zone and in particular the impact of the Youth Zone had not reached a neighbouring community, ten minutes from the Centre.

In the areas surrounding the Youth Zones, local businesses were consulted to gather their views on the impact of the Youth Zone since opening. Their responses were extremely positive, from a community safety, and fear of crime perspective to a more general perception that the Youth Zone was good for business and had improved the image of the area. Of the 44 business owners surveyed:

- 91% rated the Youth Zone as either good or very good for the environment;
- 89% felt the Youth Zone made a positive or very positive contribution to reducing anti-social behavior;
- 84% believed the Youth Zone had improved community safety;
- 75% commented it had been good for reducing the fear of crime;
- 85% reported an improved customer base;
- 77% felt the YZ had improved the immediate image of the area;
- 73% reported that the YZ has made the area a better place to do business;
- 93% felt it was the right location for the Youth Zone;
- General comments included:
 - 'run more sessions';
 - 'great for keeping the kids occupied'; and
 - 'helps the kids feel they can do something and, if they get a job, that is good for the area'.

5 Valuing the outcomes

5.1 Introduction

This section provides an assessment of the social impact generated by the Youth Zones, using the HACT¹⁶ methodology and social value bank outcome values to inform a cost benefit analysis. It presents a summary of the key benefits identified by stakeholder organisations and describes some of the potential public sector cost savings that the Youth Zones have the capacity to influence.

5.2 Social Value

Measuring social impact has become increasingly important in recent years as the Public Services (Social Value) Act 2012 requires those commissioning or procuring public services contracts to consider how the work can improve the wellbeing of an area. Unlike private sector businesses that are able to assess whether activities are working through an assessment of turnover and profits, an organisation that seeks to create improvements in society, needs a measure of its social impact.

Wellbeing Valuation is the latest thinking in social impact measurement as it enables organisations to measure the success of a social intervention by how much it increases people's wellbeing. This is done using the results from large national surveys¹⁷ to isolate the effect of a particular factor on a person's wellbeing. Analysis then reveals the equivalent amount of money needed to increase someone's wellbeing by the same amount.

The main advantage of Wellbeing Valuation is that the values contained within the Social Value Bank¹⁸ are consistent and robust. Wellbeing Valuation is in HM Treasury's Green Book – the UK Government's core guide to policy appraisal and evaluation – as a method for placing values on things that do not have a market value through being bought and sold. It is increasingly being used a range of leading authorities and central government departments (including the Department for Business, Innovation and Skills, the Department for Culture, Media and Sport, the Department for Work and Pensions, HM Treasury and the Department for Communities and Local Government).

The Social Value Bank and methodology developed by HACT (the Housing Associations Charitable Trust) has been used to measure the social impact of the Youth Zones. While HACT initially developed the methodology for a group of Housing Associations, the model can be applied to assess the social value of community initiatives more broadly. Table 5.1 below summarises the results of its application to both the Universal Services offered by the Youth Zones and an assessment of the targeted 'Get a Job' employability initiative.

As such, this assessment is likely to understate the full social value or impact of the Youth Zones as it only provides a measure for one of the targeted services delivered. To gain a more accurate

¹⁶ Housing Associations Charitable Trust

¹⁷ British Household Panel Survey; Understanding Society; The Crime Survey for England and Wales; and The Taking Part Survey

¹⁸ The Social Value Bank has been developed by HACT in conjunction with Daniel Fujiwara (a leading econometrician)

and comprehensive assessment, survey work will be required with participants of the mentoring and counselling services to identify whether changes in, for example: a person's state of mental health has improved as a result of the support received at the Youth Zone. At present, these indicators are not measured but should be incorporated into future monitoring requirements so that evidence of outcomes is captured on a more consistent basis. Two key indicators relate to:

- relief from depression/anxiety; and
- improvements in confidence.

Equally the assessment could also be refined, if the type of sports activity undertaken by Youth Zone members was known and the extent to which exercise is mild or moderate. At this stage an overall figure has been applied for 'frequent moderate exercise'.

The key assumptions underpinning the assessment of social value and sources of data used are set out below:

- participation in organised activities – relates to the provision of universal services and the number of times a member attends the Youth Zone. For the purposes of this analysis we have only included the number of members who attend 4 or more times each month. This data has been drawn from the Salesforce Database
- the average values used in the analysis, taken from the Social Value Bank are as follows:

Outcome	Average Value
Go to Youth Clubs	£2,464
Frequent Moderate Exercise	£3,729
Regular Volunteering	£1,644
Full-time Employment	£10,036
Apprenticeships – training	£2,795
Vocational training	£1,019
Employment training	£ 484
General training for a job	£2,507

Source: HACT Social Value Bank

- the number participating in frequent moderate exercise is taken from the results of the survey (70%) and applied to the number of young people participating;
- the number of active volunteers has been supplied by the Volunteer Co-ordinators at each Youth Zone;
- the question of cause and effect is an issue in any kind of impact appraisal. While wellbeing valuation provides a robust and reliable estimate of the social value that the intervention helps to create, it does not provide certainty as to how much the intervention was responsible. Deadweight relates to what would have happened anyway, and is an adjustment applied to prevent over claiming. Average deadweight estimates have been produced by the

Homes and Communities Agency (HCA), in the additionality guide (January 2014), depending on the nature of the programme. The two used in this calculation include:

- training and access to labour market – 15%; and
- community and social – 19%;
- for the employability programme, participant numbers and outcomes have been provided by OnSide and the individual Youth Zones;
- the activity or training undertaken is assumed to be employment training, while the training participants have moved into relates to apprenticeships and vocational training. Jobs gained by participants are assumed to be full time; and
- a cost benefit ratio has been calculated based on a comparison of the total social value generated (less deadweight) with the total cost of running the Youth Zone facility (see Table 5.1).

Table 5.1: Calculating the Social Value of the Youth Zones				
Universal Services	The Factory	Mahdlo	Wigan	All Youth Zones
Participation in organised activities (at least once a week)	381	464	729	1574
Social Value	£938,784	£1,143,296	£1,796,256	£3,878,336
Frequent moderate exercise	267	325	510	1102
Social Value	£994,524	£1,211,179	£1,902,909	£4,108,612
No of active volunteers	85	54	84	223
Social Value	£139,740	£88,776	£138,096	£366,612
Total Social Value (Universal)	£2,073,048	£2,443,251	£3,837,261	£8,353,560
TSV (less deadweight)	£1,679,169	£1,979,033	£3,108,181	£6,766,384
Targeted Service: Employability	The Factory	Mahdlo	Wigan	All Youth Zones
No of Young People gaining qualifications (L1 & L2)	77	61	72	210
Social Value	£115,115	£91,195	£107,640	£313,950
No of people getting a job	35	34	27	96
Social Value	£351,260	£341,224	£270,972	£963,456
Further education	25	28	30	83
Social Value	£47,675	£53,396	£57,210	£158,281
Total Social Value (Employability)	£514,050	£485,815	£435,822	£1,435,687
TSV (less deadweight)	£436,943	£412,943	£370,449	£1,220,334
Overall Social Value – Universal and Targeted	£2,116,112	£2,391,976	£3,478,630	£7,986,718
Cost of the Youth Zones	£1,207,997	£1,141,599	£1,587,871	£3,937,467
Costs to the Local Authority	£400,000	£400,000	£400,000	£1,200,000
Cost benefit ratio for the Youth Zone	1.75	2.10	2.19	2.03
Cost benefit ratio for Local Authority	5.29	5.98	8.70	6.66

This analysis suggests that in all cases, the Youth Zones generate significantly more benefits than they cost to deliver. On average, the Youth Zones generate £2.03 of social value for every £1 spent on running the facilities or £6.66 for every £1 invested by the Local Authority. As referred to earlier, this represents a conservative view of the total benefits that accrue from the Youth Zones. A more robust monitoring system will be required moving forward, to provide baselines from which evidence of change and outcomes achieved can be captured.

5.3 Public sector savings

5.3.1 Benefits for Key Stakeholders

A range of key stakeholders (Police, Fire Service, Schools, Local Authorities, and other agencies delivering services to young people in the areas) have been consulted as part of this study to identify the benefits and impacts delivered by the Youth Zones for their organisations. Table 5.2 presents a summary of their feedback which was extremely positive about the benefits offered by the facilities, the staff working in the Youth Zones, and their ability to engage young people and make a significant difference to their well-being and life chances.

Table 5.2: Benefits of the Youth Zones for Key Stakeholder Organisations	
	Benefits offered by the Youth Zones:
Premises	<ul style="list-style-type: none"> • Premises and an access route for organisations wishing to engage Young People – e.g. Brook Advisory Services, Zest, NHS Manchester Stop Smoking Service, Police • Neutral premises – not school or local authority/social services - that offer a safe, welcoming environment • High quality/ well-equipped facilities – for young people and access outside core hours (hosting events)
Universal services	<ul style="list-style-type: none"> • Provision of a ‘Universal Offer’ for all young children (particularly for Local Authorities wishing to fulfil their statutory rights in relation to Youth Service provision) • High quality services – strong brand • Wide range of activities – that develop social and practical skills • Third sector delivery – facilitates greater engagement and participation of young people
Targeted support	<ul style="list-style-type: none"> • Ability to deliver targeted provision and support tailored to the needs of individuals - including people with disabilities; NEET and at risk of becoming NEET; students in receipt of pupil premium funding • Employability project; Mentoring; Mental health project
Staff	<ul style="list-style-type: none"> • Committed staff and youth workers/volunteers – trusted by the YZ members – ability to raise and address safeguarding issues at an early stage • Staff willing to work in partnership with other agencies and provide an advocacy/mediation role • Role models/ volunteering opportunities – that enhance the capacity of staff

Access to young people	<ul style="list-style-type: none"> • Voice – consultations (Youth Forum) • Local intelligence (police)
Engagement of Young People	<ul style="list-style-type: none"> • Effective outreach mechanisms • Tailored programmes – Pathway to Participation project – for vulnerable groups
Provision of diversionary activities	<ul style="list-style-type: none"> • Respite/ disabilities – troubled families • Diverse range of activities/and facilities to engage YP – reduction in ASB/fear of crime on estates; ‘removal of the audience’ • Pro-active services and joint working with other agencies – e.g. – provision planned to coincide with ASB spikes – bonfire night, school holidays, to prevent issues arising
Partnership working	<ul style="list-style-type: none"> • Data Sharing • Development and delivery of joint projects (e.g. Community Investment Fund project to assist vulnerable young people in Wigan)

5.3.2 Public sector savings

The Youth Zones have the potential to generate a range of public sector savings as a result of early intervention and engaging young people in positive activities which will improve their wellbeing and life chances.

Table 5.3 below demonstrates the level of savings that could be generated if a range of outcomes were achieved. These outcomes relate to those that the Youth Zone is most likely to be able to influence. The annual savings figures are drawn from the Unit Cost Database that was developed to inform the Cost Benefit Analysis guidance (by the New Economy, HMT and the Public Service Transformation Network) to support local partnerships with their public service transformation.

Table 5.3: Potential public sector savings arising from a reduction in key outcomes – that Youth Zone activities can influence		
Outcomes	Annual Savings	Agency Saving
NEETs	£4,637	DWP
Unemployment (YP on JSA)	£10,321	DWP
Youth Offending	£3,620	Criminal Justice System
Anti-social behaviour	£673 per incident	Police; Local Authority
Arson – deliberate fires	£3,659	Fire service
GP/ A&E and other hospital admissions	£64 A&E £1,713 Admission	CCG
YP with mental health issues	£271	CCG; NHS
YP with alcohol issues	£2,015	NHS; CCG

YP with drugs issues	£3,727	NHS, CCG
Truancy	£1,878	Local Authority, Police
Exclusion (Pupil Referral Unit)	£11,473	Local Authority
Young people going into care	£52,676	Local Authority

Through consultations and a review of the evidence to date, it has been identified that the Youth Zones have the ability to contribute to a reduction in the range of key outcomes listed in the table above which could in turn generate significant savings for agencies involved in the delivery of services for these individuals. While it is difficult to attribute the impact that the Youth Zone makes to these outcomes – anecdotal evidence suggests it is considerable in some instances.

Using the unit cost figures identified above and applying these to some of the examples cited earlier, the type of savings that could be attributed (either wholly or partially) to the Youth Zones are set out below:

- *Reduction in NEETS* - the employability course ‘Get a Job’ has assisted 179 NEET individuals (across all three Youth Zones) to move into positive outcomes. This offers a gross saving of £830,000;
- *Reduction in arson activity* in the three wards where the Youth Zones are located equated to decline of 71 deliberate fires – the savings accruing from this reduction would be approx. £260,000; and
- *Reduction in antisocial behaviour* – the 77% reduction around Mesnes Park in Wigan (64 incidents¹⁹) equates to a public sector saving of £43,000.

These indicative estimates show that the Youth Zones can contribute substantially to public sector savings and could form an important part of local public service transformation programmes. However, more robust evidence is required, in particular, in relation to outcomes such as preventing young people going into care and school exclusions. Gathering this evidence should form part of future monitoring arrangements.

¹⁹ This reduction relates to a four month period May-August 2013 compared with the same period in 2014

6 Recommendations for future delivery

6.1 Conclusions

The Youth Zones have the capacity to make a significant difference to the overall wellbeing and life chances of the young people participating in activities at the Centre. Consultations with both the Youth Zone members and partner organisations have confirmed that they:

- provide a safe environment in which young people can take part in a wide range of sports, arts and music activities and in which they can develop their personal and social skills and qualities needed for learning, work and the transition to adulthood;
- raise young people's aspirations, build their confidence and resilience and provide them with information that will assist them in making the right lifestyle choices – particularly in relation to substance misuse and involvement in crime and anti-social behaviour;
- improve young people's physical and emotional health and wellbeing; and
- assist young people at risk of dropping out of learning to engage in activities that will enable them to reach their full potential.

There are a range of factors that have been attributed to their success which include - the state of the art facilities; the universal and targeted support provided; the expertise and dedication of the staff and volunteers; their ability to engage young people, listen and respond to their needs; and their ability to work closely with partners to facilitate early intervention.

The social value generated by the Youth Zones far outweighs the costs of provision, and through continued partnership working with a range of agencies on the ground, they have the ability to continue making a significant contribution to reducing the demand for a range of, often costly, public services in the future.

6.2 Future monitoring and measurement of outcomes:

This report has focused on measuring the social impact of the Youth Zones, using the HACT methodology and social value bank to undertake a cost benefit analysis. As the measurement of social value will remain a key issue for public sector agencies seeking to procure services, it is recommended that the Youth Zones embed a process for capturing data that will enable the assessment of social value on an ongoing basis.

To supplement the data already collated by the Youth Zones, it is recommended that where feasible, the Youth Zones:

- record the types of activities undertaken by the young people whilst they are at the Youth Zone;
- carry out more systematic tracking of targeted interventions for particular groups – for example use of the facilities linked to GP referral; provision of assistance for young people with mental health issues; safeguarding referrals and outcomes; support provided to looked after children;

- continue to map and review where members are drawn from to ensure the Youth Zone is reaching young people from deprived areas and measure the number of vulnerable and disadvantaged children accessing the facilities;
- assess the young people using the ‘targeted support interventions’ at the start of any intervention to gather a baseline for measuring change in the future; and
- undertake an annual survey of Youth Zone members which clearly differentiates those young people accessing the universal service and young people in receipt of targeted support.

In order to make the Annual Survey more robust, it is recommended that OnSide and the Youth Zones explore the potential to establish a comparator/control group of students drawn from the local schools. This will require close working with both primary and secondary schools to identify students who do not attend the Youth Zone, but could be trialled as a pilot project in the first instance.

6.3 Recommendations for future delivery

Overall the feedback from the consultation process with the Youth Zone members, local businesses and key stakeholders was extremely positive. A limited number of recommendations for improving future delivery have been identified, as set out below:

- greater data sharing with partner agencies and the use of a unique identifier to track individuals use of services more effectively to reduce duplication of services;
- expansion of the existing Youth Zones to capitalise on the ‘Youth Zone Brand’ – through the establishment of a hub and spoke model, with the Youth Zone at the hub and potential spokes are established in areas across the borough, building on those community facilities identified as already in place;
- more outreach and engagement work, with a focus on identifying the barriers preventing participation and development of solutions that respond to the needs of disengaged and vulnerable young people. This was linked to the potential to offer more taster sessions to attract young people from areas not served by the Youth Zone;
- continued partnership working and more joint working with partners responsible for commissioning health and well-being services;
- continued use of intelligence from the Youth Forum to ensure that the ‘offer’ remains relevant to the needs of young people and complements, rather than duplicates existing delivery;
- further extension and use of the ‘community’ facilities by other groups outside school hours; and
- development of more targeted support offers - with the capacity to attract funding for delivery – which maximise the use of the facilities at the Centres. Examples ranged from use of the IT facilities/suites to improve digital skills more broadly within the community to the provision of a tailored offer for children with mental health problems or children from troubled families (and the potential to use some of their personalised budget to pay for this provision).

Appendix A: Consultees

During the course of the study, the following people were consulted:

Consultee	Organisation
Kathryn Morley	OnSide
Fiona Norcross	OnSide
Pamela Whitworth	The Factory
Michael Phipps	The Factory
Christine Cox	Foundation4peace
Helen Neate	Connexions
Sheila Dale	Oasis Academy Harpur Mount
Caroline Ford	The Deanery
Carl Jones	Holy Cross School
Tony Riley	GM Police
Myles Edwards	GM Police
Adam Wall	GM Police
Mike Reid	GM Police
Steve Sheridan	Manchester Fire and Rescue
Claire Hibbert	Oldham Borough Council
Jill Beaumont	Oldham Borough Council
Helen Taylor/Lucy Kershaw	Mahdlo
Phil Marsh/John Harker	Wigan Youth Zone
James Winterbottom	Wigan Borough Council
Sheila Martland	Wigan Borough Council
Vicky Bannister	Wigan and Leigh Housing
Chris Essex Crosby	Wigan Leisure and Culture Trust
Tom Flower	Wigan Athletic

Appendix B: Youth Zone Member Questionnaire



Mahdlo; The Factory; Wigan YZ Survey

My name is from Spirul, we would like to ask you some simple questions about Mahdlo; The Factory; Wigan YZ and how it has or has not helped you. This survey will take about 10 minutes to complete. Please could you spare a few minutes to answer some questions?

Please answer truthfully, anything you say will be completely confidential. You will not get into trouble, whatever answers you give to these questions.

- Q0 Junior or Senior session**
INTERVIEWER TO CODE
- Junior
- Senior.....

- Q00 Location**
INTERVIEWER TO CODE
- Mahdlo
- The Factory.....
- Wigan.....

SECTION A: Attendance at Mahdlo; The Factory; Wigan YZ

- QA1 How long have you been a member of Mahdlo; The Factory; Wigan YZ?**
WRITE IN
Please write in

QB2 And if you did not attend Mahdlo; The Factory; Wigan YZ what would you do instead?

WRITE IN

SECTION C: Physical Activity

Physical activity is any activity that increases your heart rate and makes you get out of breath. Physical activity can be done in sports, school activities, playing with friends, or walking to school. Some examples are running, brisk walking, rollerblading, biking, dancing, skateboarding, swimming, football, and basketball.

QC1 Over the past week, on how many days were you physically active for a total of at least 60 minutes per day?

READ OUT/ SINGLE CODE ONLY

- One.....
- Two.....
- Three.....
- Four.....
- Five.....
- Six.....
- Seven.....

QC2 Outside school hours: How often do you usually exercise in your free time so much that you get out of breath?

READ OUT/ SINGLE CODE ONLY FOR EACH COLUMN

	At Mahdlo; The Factory; Wigan YZ	Elsewhere
Every day.....	<input type="checkbox"/>	<input type="checkbox"/>
4 to 6 times a week.....	<input type="checkbox"/>	<input type="checkbox"/>
2 to 3 times a week.....	<input type="checkbox"/>	<input type="checkbox"/>
Once a week.....	<input type="checkbox"/>	<input type="checkbox"/>
Once a month.....	<input type="checkbox"/>	<input type="checkbox"/>
Less than once a month.....	<input type="checkbox"/>	<input type="checkbox"/>
Never.....	<input type="checkbox"/>	<input type="checkbox"/>

QC3 Outside school hours: How many hours a week do you usually exercise in your free time so much that you get out of breath?

READ OUT/ SINGLE CODE ONLY FOR EACH COLUMN

	At Mahdlo; The Factory; Wigan YZ	Elsewhere
None.....	<input type="checkbox"/>	<input type="checkbox"/>
About half an hour.....	<input type="checkbox"/>	<input type="checkbox"/>
About an hour.....	<input type="checkbox"/>	<input type="checkbox"/>
About 2-3 hours.....	<input type="checkbox"/>	<input type="checkbox"/>
About 4-6 hours.....	<input type="checkbox"/>	<input type="checkbox"/>
About 7 hours or more.....	<input type="checkbox"/>	<input type="checkbox"/>

QC4 Outside school hours, what type of physical activity do you regularly take part in?

READ OUT/ TICK ALL THAT APPLY

	At Mahdlo; The Factory; Wigan YZ	Elsewhere
Team sports (e.g. football, netball)	<input type="checkbox"/>	<input type="checkbox"/>
Individual activity (e.g. dance, swimming).....	<input type="checkbox"/>	<input type="checkbox"/>
None.....	<input type="checkbox"/>	<input type="checkbox"/>
Other.....	<input type="checkbox"/>	<input type="checkbox"/>

Please tell us what
WRITE IN

SECTION D: How Do You Feel

QD1 In general how happy or unhappy do you feel?

READ OUT/ SINGLE CODE ONLY

Very happy.....	<input type="checkbox"/>
Happy.....	<input type="checkbox"/>
Unhappy.....	<input type="checkbox"/>
Very unhappy.....	<input type="checkbox"/>

QD2 And thinking about how you feel when you are at Mahdlo; The Factory; Wigan YZ do you feel more or less happy than at other times?

READ OUT/ SINGLE CODE ONLY

	<i>Much happier</i>	<i>Happier</i>	<i>About the same</i>	<i>Less happy</i>	<i>Much less happy</i>	<i>Don't know</i>
Mahdlo; The Factory; Wigan YZ.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

QD3 Which, if any, of these things do you worry about?

READ OUT/ TICK ALL THAT APPLY

Exams.....	<input type="checkbox"/>	Being talked about.....	<input type="checkbox"/>
School.....	<input type="checkbox"/>	Family rows.....	<input type="checkbox"/>
The future	<input type="checkbox"/>	Getting a job...(SENIOR ONLY).....	<input type="checkbox"/>
My own health.....	<input type="checkbox"/>	Money problems...(SENIOR ONLY)...	<input type="checkbox"/>
Someone else's health	<input type="checkbox"/>	I have no worries at the moment.....	<input type="checkbox"/>
Other	<input type="checkbox"/>		

Go to QD5

Please tell us what
WRITE IN

QD4 And thinking about the things that you worry about, does Mahdlo; The Factory; Wigan YZ help you to be more or less worried

READ OUT/ SINGLE CODE FOR EACH THING IDENTIFIED IN QC3

	<i>Much less worried</i>	<i>Less worried</i>	<i>About the same</i>	<i>More worried</i>	<i>Much more worried</i>	<i>Don't know</i>
Exams.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
School.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Family rows.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Being talked about.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My own health.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Someone else's health	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The future	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Getting a job...(SENIOR ONLY)...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Money problems.(SENIOR ONLY)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please tell us what
WRITE IN

QD5 Have you ever felt afraid of going to school, Mahdlo; The Factory; Wigan YZ or elsewhere because of bullying in the past year?

READ OUT/ SINGLE CODE ONLY FOR EACH COLUMN

	School	Mahdlo; The Factory; Wigan YZ	Elsewhere
Never.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Once or twice.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sometimes.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Often.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Very often.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

QD6 Have you bullied or frightened someone at school, Mahdlo; The Factory; Wigan YZ or elsewhere in the past year?

READ OUT/ SINGLE CODE ONLY FOR EACH COLUMN

	School	Mahdlo; The Factory; Wigan YZ	Elsewhere
Never.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Once or twice.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sometimes.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Often.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Very often.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

QD7 Has coming to Mahdlo; The Factory; Wigan YZ helped you to stop being bullied and/or stop bullying?

READ OUT/ SINGLE CODE ONLY FOR EACH COLUMN THAT APPLIES

	Those that have been bullied	Those that have bullied
Helped a lot.....	<input type="checkbox"/>	<input type="checkbox"/>
Helped a little.....	<input type="checkbox"/>	<input type="checkbox"/>
Not helped at all.....	<input type="checkbox"/>	<input type="checkbox"/>

SECTION G: Your Future (for Seniors only)

QG1 What do you hope to do, or what did you do, straight after leaving school?

READ OUT/ SINGLE CODE ONLY

- | | | | |
|--|--------------------------|---|--------------------------|
| Obtain training or job training scheme (NVQs)..... | <input type="checkbox"/> | Go to further education/college/university..... | <input type="checkbox"/> |
| Apprenticeship..... | <input type="checkbox"/> | Get a job..... | <input type="checkbox"/> |
| Other..... | <input type="checkbox"/> | | |

Please tell us what
WRITE IN

QG2 Do the staff and volunteers at Mahdlo; The Factory; Wigan YZ encourage you to think about your future (e.g. getting a job, going to college etc)

DO NOT READ OUT/ SINGLE CODE ONLY

- | | |
|----------|--------------------------|
| Yes..... | <input type="checkbox"/> |
| No | <input type="checkbox"/> |

QG3 To what extent do you think Mahdlo; The Factory; Wigan YZ has prepared you for the future?

READ OUT/ SINGLE CODE ONLY

- | | |
|----------------------|--------------------------|
| Very well..... | <input type="checkbox"/> |
| Fairly well..... | <input type="checkbox"/> |
| Not at all well..... | <input type="checkbox"/> |

SECTION H: About You

QH1 Are you male or female

INTERVIEWER TO CODE

- | | |
|--------------|--------------------------|
| Male | <input type="checkbox"/> |
| Female | <input type="checkbox"/> |

QH2 How old are you?

READ OUT/ SINGLE CODE ONLY

- | | | | |
|---------|--------------------------|---------|--------------------------|
| 8..... | <input type="checkbox"/> | 14..... | <input type="checkbox"/> |
| 9..... | <input type="checkbox"/> | 15..... | <input type="checkbox"/> |
| 10..... | <input type="checkbox"/> | 16..... | <input type="checkbox"/> |
| 11..... | <input type="checkbox"/> | 17..... | <input type="checkbox"/> |
| 12..... | <input type="checkbox"/> | 18..... | <input type="checkbox"/> |
| 13..... | <input type="checkbox"/> | 19..... | <input type="checkbox"/> |

QH3 What are you currently doing?

READ OUT/ SINGLE CODE ONLY

- | | | | |
|--|--------------------------|--|--------------------------|
| At school..... | <input type="checkbox"/> | Working..... | <input type="checkbox"/> |
| In further education/college/university
..... | <input type="checkbox"/> | In training or job training
scheme..... | <input type="checkbox"/> |
| NEET..... | <input type="checkbox"/> | Other..... | <input type="checkbox"/> |

Please tell us what
WRITE IN

QH4 How would you describe your ethnic origin?

READ OUT/ SINGLE CODE ONLY

- | | | | |
|--------------------------------------|--------------------------|-------------------------------------|--------------------------|
| Asian or Asian British (inc Chinese) | <input type="checkbox"/> | White | <input type="checkbox"/> |
| Black or Black British | <input type="checkbox"/> | Other ethnic group (inc Arab) | <input type="checkbox"/> |
| Mixed | <input type="checkbox"/> | | |

QH5 Do you consider yourself to have a physical disability (defined as “a physical, sensory or mental impairment which has, or had a substantial and long-term adverse effect on a person’s ability to carry out normal day to day activities”)?

DO NOT READ OUT/ SINGLE CODE ONLY

- | | |
|----------|--------------------------|
| Yes..... | <input type="checkbox"/> |
| No | <input type="checkbox"/> |

CLOSE/ THANK PARTICIPANT

Thank you very much for your time and co-operation. I'll just confirm that my name is from Spirul on behalf of OnSide and this interview has been conducted within the Code of Conduct of the Market Research Society.

Interviewer declaration:

I hereby declare that this questionnaire has been completed within the MRS Code of Conduct and in accordance with the instructions supplied to me. I have carefully checked the questionnaire and am aware that it is subject to quality control procedures.

Interviewers name:



Signature:

Date:



Appendix C: Survey report (see separate document)