

**OUR
PAST**



**OUR
PRESENT**



**OUR
IMPACT**



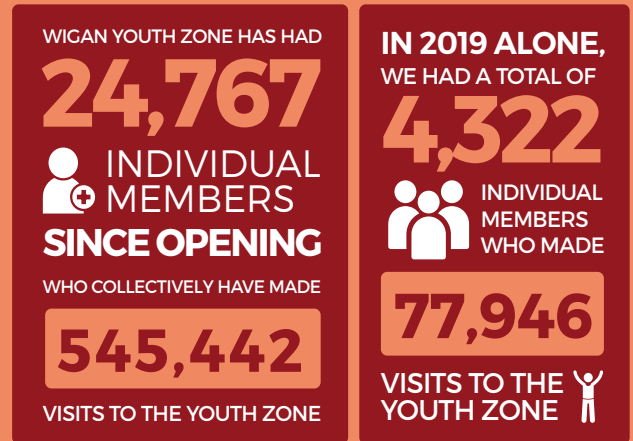
wigan youth zone

WIGANYOUTHZONE.ORG

THE GLASS BOX CHANGING YOUNG PEOPLE'S LIVES: THE IMPACT OF WIGAN YOUTH ZONE 2013-2019

Wigan Youth Zone opened its doors for the first time in June 2013 to give young people aged 8-19 (up to 25 with a disability) somewhere to go, something to do and someone to talk to. Our facilities are extensive and give our members the opportunity to engage in a wide-ranging programme. In addition to our universal offer (open c355 days a year), we have a number of other services including counselling, mentoring, life skills training & advice, employability and enterprise programmes, days out and holiday clubs. We give young people a chance to enjoy their childhood, get a better start to life and prepare for adulthood.

In 2019 OnSide Youth Zones commissioned Ask for Research to conduct independent research into the impact of the Youth Zones. Wigan Youth Zone was included as part of the research with over 130 young people participating in the Impact Survey (online questionnaire), over 130 young people participating in the Deep Dive Survey (face to face interviews) and 75 parents and 3 stakeholders Surveys (online). The overall findings across the network are significant, as is the impact of Wigan Youth Zone in isolation which this report focusses on.



WE ALSO HAD OUR HIGHEST ATTENDANCES ON RECORD IN THE MONTHS OF **OCTOBER** AND **NOVEMBER** IN 2019.



GIVING YOUNG PEOPLE A SAFE PLACE TO HAVE FUN AND GROW

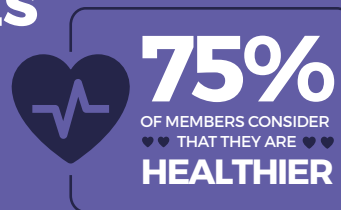
Giving young people a physical space in their community outside of school is crucial to developing relationships and resilience. From the research it is clear that Wigan Youth Zone is performing exceptionally in this regard – building confidence and increasing friendship for most young people.

When asked what they would be doing if they didn't go to the Youth Zone the answers included staying at home on social media and playing computer games to drinking and causing trouble.

HELPING YOUNG PEOPLE LEAD HEALTHIER, HAPPIER LIVES

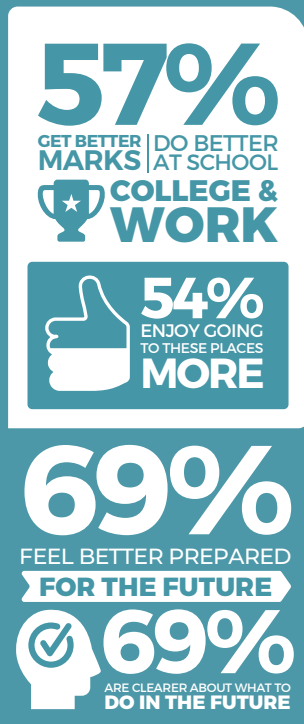
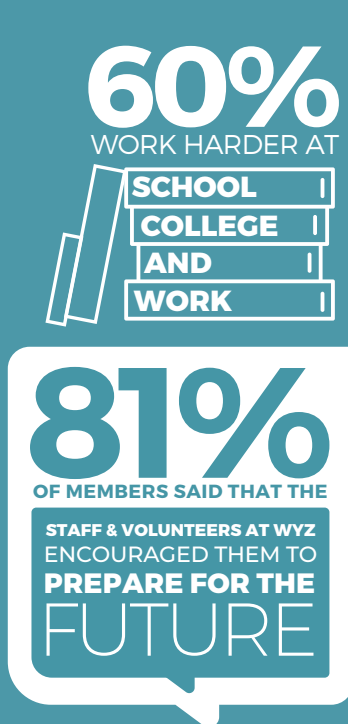
Children from deprived backgrounds experience much worse health compared with the most affluent (State of Child Health, 2017). Wigan is ranked in the top 30% of local authorities for deprivation. The town suffers from higher than the national average levels of unemployment, smoking, excessive alcohol intake and nearly **27% of the population are obese**.

This is the context for young people growing up in the area and at least in part explains why Wigan has growing levels of children with special educational needs, higher levels of children living in poverty, more children in need and increasing numbers of children going missing from home (Wigan Borough Council 2017). By coming to Wigan Youth Zone:



ENABLE YOUNG PEOPLE TO BETTER FACE LIFE'S CHALLENGES

According to the Mental Health of Children and Young People report written by the NHS in 2017, emotional disorders are on the rise amongst young people. Increasing evidence emphasises the importance of out-of-school activities and other resources for young people to draw on to improve their resilience. By coming to Wigan Youth Zone:

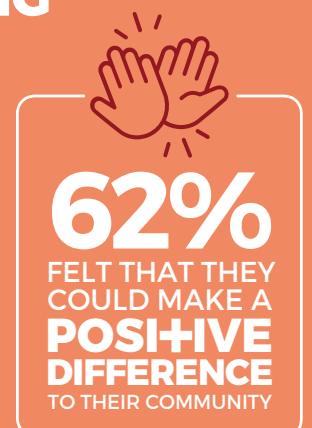


HELP YOUNG PEOPLE TO RAISE THEIR ASPIRATIONS AND ACHIEVE IN EDUCATION AND EMPLOYMENT

In addition to all the positive outcomes that attendance at Wigan Youth Zone has in the lives of young people, there are additional benefits for the young people in other aspects of their lives. Improvements in attitude and performance at their educational institutes and having clarity about their futures is another by-product. By coming to Wigan Youth Zone:

STRENGTHEN COMMUNITIES SUPPORTING YOUNG PEOPLE TO BE EMPOWERED, ACTIVE, CARING CITIZENS.

Youth Zones are a key part of their community and work in partnership with a network of public and voluntary sector organisations. It is clear that partnership working is a strength allowing all parties to maximise resources for impact and contributing to the public sector's ability to meet its goals. By coming to Wigan Youth Zone:



SOCIAL VALUE

The last time that external evaluation on Wigan Youth Zone's provision was conducted was in 2015 by Amion Consultancy. In addition to obtaining a number of helpful statistics, like the ones above, they also looked at the social value of the Youth Zone in terms of the impact and savings it had on the wider community. Wigan Youth Zone received a social value of 2.19 meaning that for every £1 invested returned a social value of £2.19.

Based on the information in the report collected by Ask for Research, we used the HACT social value calculator which boasts the largest bank of methodologically consistent and robust social values ever produced. We conservatively inputted values of the number of young people that have benefitted from Wigan Youth Zone over the past four years, the number of people who had volunteered for the Youth Zone regularly and the number of young people completing our employability course - this generated a value of £3,830,974 per annum. Comparing this against the average annual expenditure of

the Youth Zone in the same time period means that the social value is 2.17 or in other words for every £1 invested in Wigan Youth Zone returns a social value of £2.17. This is remarkably consistent from the last calculation over four years ago and demonstrates the continued effectiveness and impact of the charity. It is also worth noting that we have only used statistics which we are able to fully measure based on the data - if we were able to accurately measure other data sets for example increased confidence, which we know that the Youth Zone assists, the social value would **grow by as much as a further £1.**



FOR EVERY ONE POUND INVESTED IN WIGAN YOUTH ZONE:

82p

GOES STRAIGHT TO SUPPORTING THE YOUNG PEOPLE OF WIGAN AND LEIGH

14p

GOES TOWARDS RAISING THE NEXT POUND

4p

IS SPENT ON GOOD GOVERNANCE

THE SCREENS CHANGING YOUNG PEOPLE'S LIVES: OUR PRESENT 2020 IMPACT

Within 72 hours of the lockdown being announced, our creative and talented team launched our 'Virtual Youth Zone' to provide open-access and universal content for all young people and their families to engage with. Operational seven days a week, young people can engage with our pre-recorded and live activities which cover a variety of topics. **In the months of April, May and June we:**

188 ONE-HOUR INTERACTIVE LIVE SESSIONS & **85** VIDEO ACTIVITIES WHICH COLLECTIVELY ATTRACTED **84,929** LIKES | COMMENTS | SHARES

SET UP A REACTIVE EMAIL AND TEXT SUPPORT SERVICE FOR YOUNG PEOPLE TO REACH OUT TO A YOUTH WORKER

HAD A TOTAL **16,644** INSTAGRAM REACH OF WITH **7,928** ENGAGEMENT AT ON FACEBOOK OUR REACH WAS **640,000** WITH ENGAGEMENT AT **81,000** IN THE SAME TIMEFRAME, WE HAD **350** NEW INSTAGRAM FOLLOWERS & **400** NEW FACEBOOK FOLLOWERS

EMPOWER TARGETED GROUP WORK VULNERABLE YOUNG WOMEN, **FOUR DAYS A WEEK** PROVIDED OPPORTUNITIES FOR YOUTH ENGAGEMENT/VOICE EACH WEEK

CALLED HOME TO **591** OF OUR MEMBERS TO CHECK-IN WITH THEM

DELIVERED **32** CARE PACKS ON EMPOWER **24** YOUNG PEOPLE ON MENTORING

DELIVERED **200** ACTIVITY PACKS FOR OUR JUNIOR & SENIOR MEMBERS

HOSTED OVER **210** ZOOM SESSIONS WITH **10-15** YOUNG PEOPLE AT EACH ONE

FACILITATED A TOTAL OF **1,220** CONVERSATIONS ONLINE WITH YOUNG PEOPLE

RAN **225** ONE-TO-ONE MENTORING SESSIONS FOR OUR MOST VULNERABLE MEMBERS

The purpose of all these interventions is to provide safe spaces for young people to enjoy themselves, share their feelings, connect with peers and youth workers and to give support and encouragement to each other in these difficult times. This is an essential space as without it, we would have definitely seen an increase in loneliness which is proven to have a detrimental impact on both mental and physical health.

In addition to the content created by the Wigan Youth Zone team, our young people have also enjoyed special video sessions and messages from a range of celebrities including Roberto Martinez, Sam Bailey, Lucy Spraggan and current Latics and Warriors players.

Finally, in addition to all the activities we have been running for young people online we are thrilled to be supporting Wigan Council's response to the current situation by providing access to the Youth Zone to offer respite for looked-after young people - it is receiving wonderful feedback and we are delighted we could play our part in these vital efforts to support the most vulnerable.

We have been speechless by the positive response we have received over the past month and it is clear that our efforts are having a significant impact on the young people and their families. We have also been featured by Wigan Today, Wigan Observer, BBC Radio Leicester and Granada Reports

Wigan Youth Zone is a charity which will always be here for young people and it would not be possible to offer this vital provision without the support of the Wigan and Leigh community. In the coming months we look forward to sharing the organisation's three year strategy which is currently in development.

THANK YOU!

