

# Making the Change....

## Jobs and Learning Opportunities for Duffryn



### Event Evaluation

Helen Murray, 08.11

## **Introduction**

The Duffryn area or Tredegar Park Ward is served by the Tredegar Park Ward Communities First Local Partnership Board. The Partnership Board consists of a number of organisations with specific interest in the area. It comprises of local people and organisational partners from local schools, police, fire service, Newport City Homes, local businesses, Friends of Tredegar House, Parent and Teacher's Association, Job Centre Plus, Deprived Area Fund, Forest Children's Centre, Community Centre, Duffryn Residents and Tenants Association and Duffryn Community Link. The staff team based at Duffryn Community Link, Forest (integrated) Children's Centre, and Duffryn Infant and Junior Schools are responsible for delivering the work programme on behalf of the partnership and adding value to assist partner working through their successful funding applications and a flexible approach to their working.

The Partnership works for the whole community and is passionate about working with those most at risk from long term social exclusion. In the 2008 Welsh index of Multiple Deprivation, the statistical geography of the area is defined as 2 lower super output areas (Tredegar Park 1 and 2). Whilst Tredegar Park 1 is not classed as experiencing the same level of deprivation as Tredegar Park 2, its specific areas of need include the physical environment, education and community safety. For Tredegar Park 2, it's needs can be approached individually with high need identified in physical environment, education and income; but it's overall rating as being the 31st most deprived area in Wales (out of 1896), demonstrates the significant development work required in terms of increasing employment levels and also salary levels.

The Partnership treats multiple deprivation as being the product of a range of influences on an individual which can only be addressed by a diverse array of services which place the individual in control of their own personal development. The journey that a person takes through all of these services and projects is assisted by the workers who pride themselves with their compassionate and empathetic approach, and extensive knowledge and access to support. The model has worked on the very basic level of getting support for confidence, counselling, debt advice and basic skills before people can be in a life stage where they are in a position to learn or seek employment. This has included getting support for families to spend time together where there may be difficulties with substance misuse, domestic abuse or mental health. Having this family time means that parents find value in what we do, learn to support their children emotionally as well as educationally, as well as finding their own path to better quality of life. Some of our parents who have had this support, and the assistance of a dad's officer, volunteer support worker, outreach worker or livelihoods worker have found their way back into employment. There are a wide range of opportunities available - from gaining employment experience by volunteering in the office, play group or bike club;- to boosting basic skills by playing pool, darts and scrabble. Some individuals have moved onto work experience with our business partners so it really is an organic

progressive approach. From the BEST (employability) course that has now run for 3 years, on average 80% or more of the participants enter further learning or employment on exit from the course, and some continue to volunteer for us when they get chance. The projects that are facilitated by the partnership regularly attract about 200 people per week from all ages and the organisation constantly strives to brand everything that we do.

The Partnership currently supports a job club at the Forest Children's Centre and this was seen as an extension to that work, but also to build on the positive networking relationships that had been developed in recent months with Job Centre Plus and local businesses, particularly following Duffryn Community Link receiving the Business in the Community 2010 Marks and Spencer Sieff Award for individuals based in the community who have best collaborated with business to benefit society.

The event was planned as a repeat of the 2010 Job's Fair held at the Duffryn Community Centre with a view to making it an annual attraction for the community. The organising partners from the Tredegar Park Ward Communities First Local Partnership Board this year included:

- Job Centre Plus
- Forest Children's Centre
- Duffryn Community Link

The steering organisations worked with their networks to secure colleagues from a range of sectors including learning, employing, recruitment, childcare and support. The event was branded as 'Making the Change... jobs and learning opportunities for Duffryn' and marketed as follows:

A great opportunity for you to get involved with your local community to recruit, network and share information with your customers.

The event is called 'Making the Change' and will focus on the west of Newport communities; specifically Duffryn. As a local community partnership, we have access to a wide section of the community and our events are always well attended by local people and by services and businesses.

## Preparation

The initial project plan was co-ordinated through the Jobs and Business sub-group of the Tredegar Park Ward Communities First Local Partnership Board in order to gain buy in and to use the expertise of members of the group <sup>1</sup>to ensure a successful event. The main principle in preparing for the day was in partnership working between the 3

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<sup>1</sup> Morgan's Fish Bar, Duffryn Community Link, Newport City Council Economic Partnership, Want2Work, Angelicakes, Careers Wales, Forest Children's Centre, JobCentre Plus, Communities First.

steering organisations (Forest Children’s Centre, Duffryn Community Link and Job Centre Plus) as well as the inclusion of Want2Work.

Almost 2000 leaflets were distributed to homes in all parts of the Tredegar Park ward including the outlying areas of newer housing which are included in the statistical geographies known as lower super output areas and labelled as Tredegar Park 1 and Tredegar Park 2. During the marketing distribution at least 40 face to face contacts were made where the details of the day were discussed with community members who were encouraged to attend.

Additionally, all community projects were made aware of the event and referred their participants to the event, where appropriate.

The organisations were contacted through a range of networks and primarily utilised 1) existing contacts 2) employer adviser contacts and 3) current Duffryn learning/support providers. Whilst branded as a jobs event, it was important to provide access to services which could alleviate key barriers to employment. In terms of skills development this was regarded as essential because one side of the ward (classified as Tredegar Park 2 lower super output area) is the 13<sup>th</sup> most deprived area in terms of education out of 1896 in Wales, meaning it is in the 10% most educationally deprived areas in Wales.

**The Event**

Colleagues who participated during the day included:

Community café	Army	Newport Construction Initiative
Duffryn Community Link	Positive Futures	Mears Care
Childcare employment and support	NACRO	HR GO Recruitment
Forest Children’s Centre	Wales and West Utilities	Job Centre Plus
Crèche information	Admiral	Workers Educational Association – Getting Involved in Newport
Forest Children’s Centre Outreach and Dad’s Officer information	Homebase	A4E
Careers Wales	Carers Pathway	Newport City Council Inactivity worker
UWCN BeWehl	Gingerbread/Marks and Start	
	Want2Work	

Attendees were attracted in the community with the following marketing:

# Making the Change....

## Jobs and Learning Opportunities for Duffryn

Ever thought.... 'if only I could – I really would!?' Here's your chance

YOU'RE  
HIRED!

Free refreshments and time to consider what's available for employment and learning - to suit you!

10am – 1pm Friday 29<sup>th</sup> July 2011  
Forest Children's Centre, Duffryn

Look out for posters or call the Centre on 01633 816774 or the Link 01633 816916



Attendances totalled 108 adult individuals and an evaluation prize draw was conducted in order to increase evaluation form returns. Prizes were donated and included a tool kit, kitchen utensils, MP4 player, saucepans, alarm clock and steamer.

### Key Figures

108 Event contacts

### Evaluation:

Evaluation forms returned = 41

#### GEOGRAPHY

22 from Tredegar Park Lower Super Output areas = 54% of responses

40 from Newport = 98%, 1 person from Gloucestershire, England

#### GENDER

27% of respondents were male, 73% of respondents were female.

#### EMPLOYMENT STATUS

48% of respondents were unemployed, 22% were employed

17% stated training or looking for work, 12% did not disclose their status

	<b>Happy</b>	<b>Unsure</b>	<b>Unhappy</b>
<b>How did the participant feel about the location?</b>	35	6	0
<b>How did the participant feel about the services provided?</b>	33	7	1
<b>Did the participant feel they gained anything?</b>	32	6	3

### **Key Learning Points**

The steering organisations agreed that the event was successful and something they see as important for the community and would recommend to repeat in coming years. Evaluation comments were generally supportive, but some individuals had misunderstood the focus of the day and felt that the event should have been more central. However, the event had been planned for Newport West, and specifically Duffryn. The success of the day can be linked to the key partnership working, the involvement of employer advisers, the use of existing networks and an extensive marketing distribution which attracted people from all over Newport in wet weather. The evaluation prize draw assisted in gaining information about those attending.

## Appendix A

### Feedback from colleagues

#### Workers Educational Association - Getting Involved in Newport

This was a well organised event which was well attended.

Working in partnership with communities first and others we have a new project covering 8 communities first areas of Newport. The areas include: Bettws, Duffryn, Gaer, Malpas, Pill, Ringland, Sommerton and Stow Hill.

The event provided a great opportunity to network with other professionals/organisations in Newport to make them aware of the project objectives and opportunities for working in partnership.

We were able to discuss with the University possible ways of working together in order to provide progression routes for learners within their outreach programme.

We were able to engage with a number of local people to inform them of the opportunities available in their areas. We can offer 15 hours of free learning within their communities, some with free child care if required.

We collected information from 19 people who expressed an interest in attending courses and they completed forms showing what courses they would like to attend and gave contact details in order for us to up date them as courses start.

One lady has already enrolled and started a Computers for the Terrified course in Duffryn Link.

This was a very worth while event and there were many positive comments made throughout the morning.