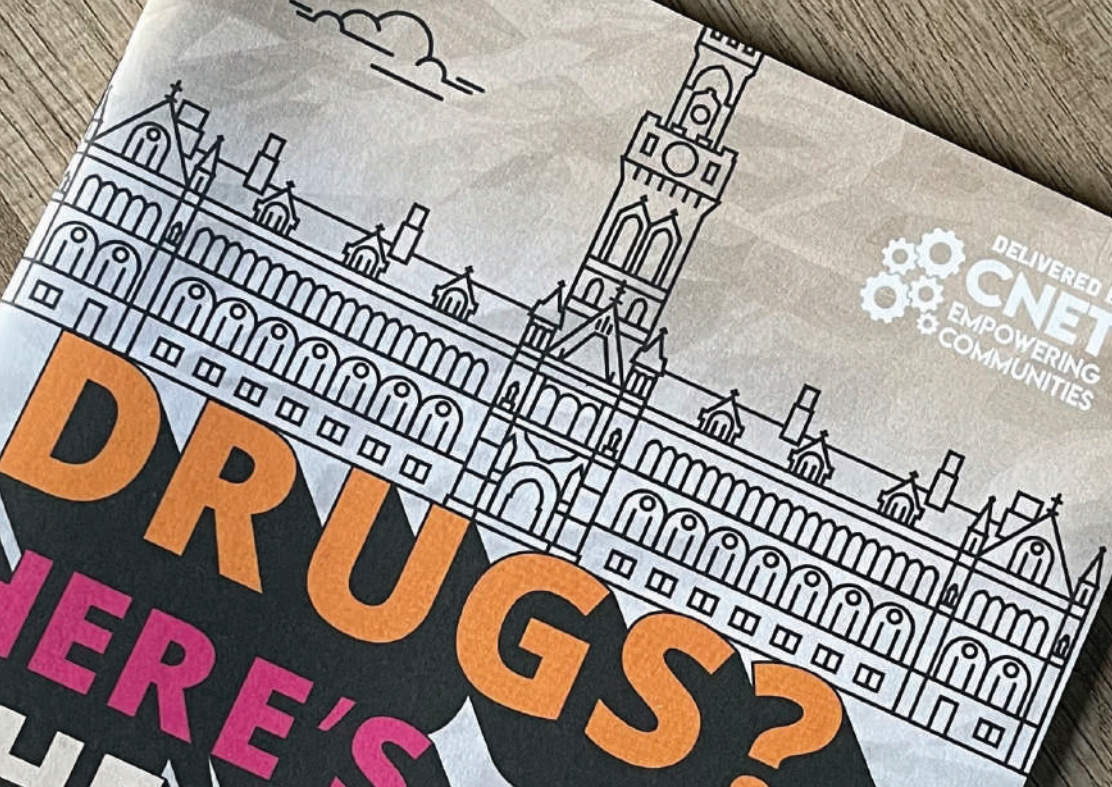




Project YouTurn Evaluation Report For CNet, Bradford

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DELIVERED BY
CNET
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COMMUNITIES



DRUGS? HERE'S THE DEAL...



YOU PROJECT
NEVER TOO LATE **TURN**

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Executive Summary

- Project YouTurn is an anti-drug programme established in 2020 by CNet. It is funded by the Local Trust's Big Local initiative in Bradford.
- The aims and objectives of the project are centred around creating drug awareness in communities, providing support to people affected, signposting existing drug services and working closely with community members.
- A range of initiatives and activities were delivered throughout the two-year period including online and in-person drug awareness sessions, diversionary activities for young people, drug information booklets, poster and short film competitions, a Child Criminal Exploitation campaign with West Yorkshire Police, a radio slot dedicated to Project YouTurn work, an educational feature film, fitness for women sessions and more.
- Participation levels through workshops and diversionary activities were high for Project YouTurn with 3681 participants in total.
- Collaborative working was a key strength for Project YouTurn's success. They include working with the Police, Council, drug services, councillors, schools, mosques and community centres. Building relationships and maintaining them throughout the years has been beneficial in terms of opportunities to work on a wide range of projects that are mutually beneficial.
- Project YouTurn connected with West Yorkshire Police at a strategic and grassroots level. Strategically, this has led the project to become a strong link into different communities for the Police. Project YouTurn is now being considered for future policing campaigns. The grassroots level work has led to an improvement in the relation between young people and Police Community Support Officers (PCSO) on the ground. Overall, the relationship between BD7 and the Police, in general, has improved.
- Positive feedback was received from the recipients of the drug awareness sessions, workshops and diversionary activities. The evaluation showed that those people who were involved, now had a better understanding of the dangers of drugs, grooming and sentencing of specific criminal offences.
- The 10-week drug awareness programme delivered at the local mosque seemed to have the greatest impact. The young people expressed their previous lack of knowledge and mentioned they enjoyed learning and having fun at the same time.
- 100% of the impact evaluation respondents said Project YouTurn should continue due to the apparent need for drug awareness sessions and diversionary activities for young people.
- The 'bitesize' approach of small and consistent activities through different community and educational settings was thought to be an effective strategy. Respondents felt that this style of delivery should continue for a long-term impact.
- Respondents felt that Project YouTurn should do more to promote their work on social media and through other channels such as TV and newspaper.
- Key stakeholders stated that funding needs to be sourced soon to enable the programme to continue. One suggestion was to work with existing partners to apply for relevant pots using the evidence collated in this evaluation.
- The majority of respondents stated that Project YouTurn needs to expand in the future and cover the whole of Bradford and District, West Yorkshire and the country.

Introduction

Project YouTurn is an anti-drug programme established by CNet Bradford in 2020. It is funded by the Local Trust's Big Local initiative (Greenmoor Big Local) based in the BD7 area of Bradford. Having delivered the project for over two years, this report sets to evaluate the work undertaken and explores the future of the project.

Background

The problem of drug use and drug dealing was identified from the outset within the Big Local work in BD7. It was one of the main priorities in the first major consultation that was undertaken in 2013 and was a key issue and concern of the residents in all the consultations done since.

Although much work was done to address the drug situation via diversionary activities for young people, the residents leading the work felt more needed to be done. This need was emphasised through further conversations with Local Trust representatives who were working on the national impact evaluation of the Big Local initiative.

Since these conversations in October 2019, a programme was developed to address and improve the drug situation in the area. This work was informed by key partners including ADEPT (Alcohol, Drug Education Prevention Team) at Bradford Council, Councillors, West Yorkshire Police and key community groups.

A project plan and a budget was developed with the information gathered and research done over 7 months. The plan was approved by the Big Local Board and the Local Trust. The project was awarded to CNet to deliver for the next two years.

Project YouTurn Aims and Objectives

The project set out aims and objectives in an effort to focus on key concerns and measure the impact of the activities to be delivered:

- 1 Creating awareness of different type of drug use and the signs of drug use through specific community sessions and education in local schools.
- 2 Understanding and supporting parents of drug users through support groups designed specifically with the needs of that particular community.
- 3 Equipping family and friends with knowledge, information and confidence to prevent their children from taking and / or dealing drugs, through providing relevant information in the tailored format.
- 4 Reduce and / or eradicate the selling of drugs. Working with community groups, schools, Mosques, places of worship and the West Yorkshire Police.
- 5 Promoting existing drug and alcohol services in the local and wider area, through sending out information and events under the 'Health and Well Being' banner.
- 6 Engaging with our communities and collecting information to help serve them better, through providing a support worker at key service points who is culturally aware and speaks the relevant languages.

Project Design

Six themes were developed for the project within which the activities would fall. The themes were informed by the stakeholders involved in the preliminary research.

Programme Manager Post

A Programme Managers post was created to co-ordinate the work for the project. The key role for the post was to lead and deliver the plan, working with the resident group from the area. Due to the pandemic, the onus was on the Programme Manager to determine what could be delivered (safely) and to develop creative ways to reach people during lockdown. It was also imperative that informed judgements were made to limit any activities if they were not proving successful.

Support Recovery

This strand concentrated on family and friends who need support due to their loved one taking or selling drugs. The early research identified that Bradford has a number of support services to help drug users with some/minimal support for the parents, friends and family.

The rich diversity of the area was recognised at the outset of the project, which meant a good understanding that the support provided through this project cannot be 'one approach fits all'.

Restrict Supply

This strand allowed Project YouTurn to work closely with West Yorkshire Police (WYP). The Police Principal Community Engagement Officer was a key partner to this project and provided opportunities to work collaboratively on existing WYP drug related initiatives and beyond.

Reduce Demand

This was the most extensive strand as it concentrated on creating awareness of drugs and health, how to work with loved ones you may suspect are using drugs, how and where to find help if you are struggling due to issues such as culture or community pressures.

With the use of the resident group contacts along with relationships built with schools, mosques, community and youth groups – the project reach was wide and promising.

Increase Communication

The communication element was the core of this project - it enabled a much-needed co-ordinated approach. A resident sub group and a 'steering group' of stakeholders was created. The stakeholders included services and organisations who could make a difference with their knowledge, experience and authority. The resident group provided insight into experiences and information on when and where Project YouTurn activities were needed.

Project Delivery

In the space of two years, Project YouTurn has delivered many activities and reached a large and varied audience. A few of the activities have been showcased below. (See page 11 for a full summary).

Partnership working

Project YouTurn has had a strong relationship with many stakeholders since 2019. They included councillors, drug service organisations and community organisations. The Programme Manager has continued to maintain these relationships to ensure the best expert advice is considered. This has led to collaborative work and services being offered in kind, allowing Project YouTurn to deliver more for less money.



West Yorkshire Police

Child Criminal Exploitation (CCE) Campaign:

In 2020, the Head of Serious Organised Crime delivered a workshop to the resident group from BD7 on Child Criminal Exploitation (CCE). In the informal workshop, he explained in detail what CCE entailed, who it could effect, what signs to look out for and what to do if you think a young or vulnerable person is at risk. The residents went away from the session with a better understanding of CCE. They were also advised to share the information received with their peers and wider community.

The resident group were meaningfully consulted on the CCE campaign with their contributions shaping the social media content. West Yorkshire Police were delighted and grateful with the feedback received from the group and incorporated the key findings into the visuals. For example, there was no Muslim representation in the content. The group highlighted that Muslim people may disregard the information because they would not feel it was for them, however, seeing a girl in a hijab would help register that young Muslim women could also be groomed.



Any child could be exploited by criminals

Signs to be aware of...

- BEHAVIOUR?** Disrespectful, secretive, change in attitude.
- LOTS OF MONEY?** Unexplained money, different phone, expensive clothes.
- POPULAR?** Frequent texts and calls at all hours. New friends, might be older.
- DISTANT?** Signs of harm or depression. Missing school.
- UNUSUAL ITEMS?** Balaclava, debit cards, drugs, knives.
- JOURNEYS?** Frequent and repeat trips. Leaving without explanation.

The parent or child is never to blame.
For help and advice visit:
www.westyorkshire.police.uk/CCE

Office of the Police & Crime Commissioner
West Yorkshire Violence Reduction Unit
101
WEST YORKSHIRE POLICE



Bradford Youth Service

Project YouTurn worked closely with the Bradford Youth Service in 2020. The lead Youth Worker in the area understood the project and was keen to be a part of it. During this pandemic phase, a team of youth workers went out to speak with young people ‘hanging out’ outdoors. Their primary aim was to check on the young people’s health and well-being, encouraging them to take part in outdoor activities designed for specific age groups. In addition, they were providing the young people with information on drugs, grooming and crime on behalf of Project YouTurn.

Drug awareness campaign:

ADEPT (Alcohol Drugs Education Prevention Team) at Bradford Council were the only service the Project YouTurn mapping could identify as those who delivered drug awareness sessions – however, this was a small team of 4 covering the whole of Bradford and District. Having built a relationship with ADEPT, a drugs worker with expertise spanning 20 years was assigned to Project YouTurn. Although ADEPT closed down during the delivery period, the drugs worker continued to work with Project YouTurn as a freelancer.

Drugs booklet with ADEPT

A jargon-free, easy to read and accessible drugs booklet was designed with the target audience being the people of BD7. The drugs worker highlighted the key drugs in the area and the text and images were checked for accuracy. The creative aspect of this booklet was that it was written in both English and Urdu, one of the main (universal) languages spoken by the South Asian Pakistani community. There was



also an option to translate in different languages if need be. This booklet was hand-delivered to every single household that Big Local covered in BD7.

The booklet was a success and gained good feedback with a request for a ‘children and young people’ friendly version. During the coming months in 2021, organisations from other areas requested hard copies including West Yorkshire Police.

Workshops

Up to 40 workshops have been delivered so far including those on drug awareness, child criminal exploitation and county lines. After speaking with the Imam from the local mosque, Project YouTurn developed a 10 week programme to explore the issue around drug dealing and drug taking. This was linked with fun activities for young people to keep them engaged with the process. The programme covered general drug awareness, the law, cocaine, heroin, nitrous oxide and legal highs plus a drug awareness poster competition. Positive feedback was received from the young boys and girls:

"The workshops were fun and I learnt new things about the dangers of drug."

"I tell my parents about everything I learn from the workshops."

"I didn't know what the silver pellets were ..now I know that they are dangerous.. I now tell my friends not to pick them up."



Short video clips in different languages

Project YouTurn worked with the Police to film short videos in English, Urdu, Slovak and Polish to create awareness on grooming and Child Criminal Exploitation (CCE). A number of languages were used in an effort to reach the wider community. Filming took place at the Police studios and shared via their social media and community WhatsApp groups.

Feedback from the Police included:

“We were able to reach young people from communities that we have struggled to engage with through this method – we were impressed with Project YouTurn and their commitment to get the right messaging out there in creative ways if necessary.”



Scholemoor Beacon Centre: Men's support session

Health and well-being sessions were specifically designed for young men from the Scholemoor area. A general 'dangers of drugs and alcohol' meetings took place with substantial emphasis on signposting to the relevant support agencies. Visits to the photography museum and meals out were also provided to combine the educational and social elements.

Scholemoor
MEN'S GROUP

- Activities
- Socialising
- Games
- A safe meeting space for men

@ Scholemoor Beacon Community Centre
Wednesday's at 1.30pm

PROJECT **YOU** **TURN**

The collage features a list of activities and two photographs of men sitting on a sofa in a meeting space. The text is arranged in a clean, modern layout with decorative elements like torn paper edges and colored circles.

Diversionsary activities:

Diversionsary activities that are coupled with drugs education seemed to be the best way to connect with young people. A range of activities have been delivered including:



Alpha United Junior Football Club - Go Karting

Alpha United is a four-time national award winner including the Queens Voluntary Service award. They have been strong partners with Project YouTurn since the inception of the project. They have 15 voluntary coaches who work with 300 children and young people – they pride themselves on making their club accessible to all regardless of gender, race or ethnicity. Alpha have delivered many activities and educational sessions working in partnership with Project YouTurn. They include Go Karting for 50 young people, Laser Quest and more.

Girl's meal out – Local mosque

After an educational session on drugs, the girls were asked what activity they would like to do and they chose to go out for a meal to not only reflect on their learnings from the session and feedback to the group but also to have fun!



Khidmat Centre: Women's Fitness

The Programme Manager identified a local female fitness instructor and talked through the idea behind Project YouTurn. The purpose of these free sessions to the women in the area was to maintain their mental health through exercise (especially if they were experiencing drug related issues with themselves or family members), provide information through accessible literature and talks from female police officers. The group initially started with 4 and after two years has become 20 strong! The fitness instructor has created a WhatsApp group to keep the women informed and connected. This group is also used to have social chats and a trusted place to have meaningful conversations around issues affecting their lives.



Creative engagement:

Radio Mac

Radio Mac is a district wide South Asian Islamic radio station with approximately 95,000 daily listeners. The Radio Mac Director was involved right from the start of the project and gave a radio slot on Fridays to Project YouTurn for a year. The radio session include conversations and call ins from the public on drug related issues such as addiction and crime. Specialist and experts such as drugs and crime academic, Mohammed Qasim were invited onto the show to speak and discuss these hard hitting issues, especially in the context of South Asian communities. The programme ran for a year and covered drug awareness, impact of drugs on families, community engagement and the role of religion in tackling drug abuse. Estimated listeners are 6000 with 25 interactions per session. Radio Mac also have a large social media following and they made efforts to share Project YouTurn posts and activities.





Long Story Short – Project YouTurn Film

The Project YouTurn film was the most time-invested activity throughout the programme. The concept was developed in 2021 and the film was completed in July 2022 with the launch set for November 2022. This powerful film covers the impact of drug taking and dealing in Bradford communities and how it deeply affects whole families. Once launched, the plan is to use the film in schools, community settings, mosques (and other religious teaching institutions) for educational purposes.

Short film competition

Inspired by the work being undertaken during the film making of ‘Long Story Short’, a short film competition was held with age categories. The brief was simple, ‘to design a short film on a smart phone that highlights the dangers of drugs and will make people think twice before using it or selling it’. There were 50 entries with 4 winners. In particular, the Academy at St James School was very excited to be involved and have requested more work to be done in collaboration with Project YouTurn in the future.



Social Media:

The need to be on social media was essential especially to reach young audiences (Instagram / Snap) and parents (Facebook). Twitter, Facebook and Instagram accounts were created, now with a combined following of 753. In year 2 of the project it was clear that further assistance was needed, so a young person was employed to manage the accounts, as the Social Media Officer.



Participation

The following numbers show the level of participation over the two year period through the workshops and diversionary activities. As illustrated below, Project YouTurn reached an audience of nearly 2000 through delivering drug awareness workshops.

In addition, the next table highlights the participation numbers of young people in the diversionary activities. A further 1714 were involved through various activities. In total 3681 people were engaged by Project YouTurn over two years through workshops and diversionary activities alone. This exceptional high number can be considered a success as it exceeds the expected targets.

It is worth noting the reach other activities have had. Although not confirmed when considering radio and booklet reach, informed 'guesstimates' were made with the partners. Again, these show exceptionally high numbers, which is encouraging.

Partner	No. of Workshops	No. of Participants
Millat e Islamia	9	769
Al Hikam Institute	18	892
Scholemoor Beacon	2	35
Alpha United Juniors FC	3	138
The Faith Cave	1	50
Bengali Youth Organisation	1	25
Online Workshops	6	58
Total to date	40	1967

Activity	Partner	No. of Participants
Insane Air Trampoline Park	Millat E Islamia	36
Ju Jit Su classes	Horton Grange Primary	60
Summer Camp	Scholemoor Beacon	100
Go Karting	Alpha UJFC	20
Funzy Inflatable Park	Alpha UJFC	40
Bradford City FC	Alpha UJFC	120
Insane Air Trampoline Park	Alpha UJFC	60
Outreach Programme	Bradford Youth Services	180
Boxercise	Millat E Islamia	330
Fifa PS5 tournament	The Faith Cave	50
Nerf sessions	BYS/Faith cave	200
Insane Air Trampoline Park	Spencer Youth Project	60
Lazer Zone	Alpha UJFC	50
Insane Air Trampoline Park	Bradford Central	20
Go Karting	Alpha UJFC	32
Archery	Spencer Youth Project	18
Go Karting	Scholemoor Beacon	16
Bowling	Scholemoor Beacon	20
Girls evening	Millat E Islamia	32
Football tournament	Millat E Islamia	40
Pizza evening	Millat E Islamia	80
Flamingo Land	Multiple	150
	Total Participants	1714

Other activities	Partner	
Womens fitness classes	Fitness instructor	800
Drug awareness booklet	Project YouTurn	3000
Radio slot	Radio Mac	240000
Poster competition	Millat e Islamia	50
Poster competition	Al Hikam Institute	50
Poster competition	Radio Mac	40
	Total reach	243940

Introduction

In order to understand the impact of the project it was essential to speak with the partners and beneficiaries of the project so far. This section explores how people have received Project YouTurn and the activities delivered.

Methodology & Analysis

In total 10 in-depth interviews were undertaken with stakeholders and community group leaders involved with the programme. These were a mixture of zoom, telephone and face-to-face conversations. The interviews were then written up and analysed.

Findings

The following are key findings from the research on which the recommendations are based.

Working with Project YouTurn

Overall participants had a very positive experience working with Project YouTurn. In particular, creating interest and involvement of the key organisations from the start was recognised to be the main factor contributing to the success of the project. Participants stated that that the approach taken was well thought through, considered and flexible:

“PYT involved the correct stakeholders from the beginning, and it was a holistic approach, in terms of working together to help communities. PYT acts as a legitimate link between police and other stakeholders, and communities.” (Principal Community Engagement Officer, West Yorkshire Police)

Having the community advisory sub-group enabled the project to be grounded in community experiences. Their involvement in steering the programme has led to reaching people that may not have been included.

“I was able to give my opinion freely and was comfortable enough to ask questions without feeling embarrassed. Project YouTurn really understood us, they understand the culture we are from and how hard it is to talk about drugs and stuff like that. I was comfortable enough to share my experiences without the feeling of being judged.” (Sub group member)

Bringing in experts on specific areas such as a qualified drugs worker to help create awareness on drugs, the Head of Organised Crime at West Yorkshire Police to talk about Child Criminal Exploitation (CCE) and PCSO's to discuss knife crime has been tremendously successful. Feedback from beneficiaries in sessions highlighted:

- They felt safe and comfortable to ask the expert questions
- They were surprised at the different types of drugs there were and how they affect your physical and mental health
- Some young people were shocked at the sentencing time the possession and intent to deal drugs carried

- One participant was shocked and upset to learn about the intricacies of grooming and ‘trap houses’
- Some respondents commented on never having the opportunity to ask about these things and how grateful they were to have a better understanding of it
- Some young respondents stated they would feel more comfortable to approach the Police since they had spoken to the PCSO’s.

One PCSO went on to explain the start of long-term work due to the introduction through Project YouTurn:

“We have now set up a local contact point in one of the mosques where local residents can come and speak with us. Again, this is building trust with local residents and letting them see that we can be approachable and any information passed to us will be held in the strictest confidence.” (PCSO)

Authentic and frank relationships

A theme of good communication and ‘frank’ conversations emerged in the analysis. All the partners of the project appreciated the open conversations that took place, whether this was about funding, the precarious relationship between the Police and the communities or highlighting the lack of understanding of certain communities or the shortcomings of the existing drug services. To bring up these issues and addressing them seemed a great way forward to change the drug situation in the area for the better.

Project YouTurn has established an excellent relationship with West Yorkshire Police and with that have been able to access many services at no cost, including studio filming for the CCE films, workshops on organised crime, knife crime talks and more. The two-way relationship has enabled the programme to understand and take into consideration the complexities of the drug dealing and taking areas such as Bradford. For example, the ladder of crime explained by the Police helped inform the development of the diversionary activities for young people.

Information provided by the experts was adjusted and enhanced by the sub group, in a way that community members could understand and relate to. For example during the CCE campaign partnership work, the text and images were re-worked to bring about more representation to appeal and attract South Asian muslims to read it!

Improving the relationship with the police

Another apparent theme was the improvement of the relationship between the diverse communities and the police. Young people felt more comfortable with asking questions at the PCSO sessions and it ‘lessened their fear’. The sessions also contributed to a better understanding on the police’s role in the community.

“Project YouTurn allowed the kids to see colleagues and me as people and not just someone in uniform. This helped break down barriers we face when getting involved in the community; we find now that the kids come and speak to us willingly instead of trying to avoid us or being scared to approach us.” (PCSO)

One officer explained that within conversations, the young people were exploring ideas on projects that could be developed to help deter young people from a life of crime:

“Then in the weeks afterwards, we have been approached by various youths that have been at the inputs and they have come to speak to us about their ideas and engage with us.” (PCSO)

In addition, building the relationships enabled the officers to understand the young person’s life, the realities, cultural nuances and more. This was thought to be due to the design of the interaction, young people seemed to be more receptive when undertaking fun activities with the officer rather than been given ‘a talk’.

“We also attended a football event where we spoke to kids about general things going on in their lives, played pool and watched them take part in a Fifa tournament, this worked well. There will be a lot more involvement to come in the future.” (PCSO)

The strategic representative of the police felt Project YouTurn was invaluable to the Police in terms of reach and relationship building:

“I cannot stress enough the trust that PYT builds with communities and other strategic partners, bringing expertise around sensitivities and what will work for communities. PYT is able to link into strategists and different organisations, and work with communities to give them a voice and involvement, and to make changes to keep their loved ones safe.”

Clearly the strategic level as well as the grassroot level policing felt the positive impact of the work undertaken. This needs to be built on.

Session impact on groups

All the group leaders stated that the drug awareness sessions had a positive impact on the young people. A few mentioned that this subject matter had encouraged the young people to talk about the drug situation in their communities and even in their families. Specifically in the Muslim communities, drugs and alcohol is a taboo subject and to deliver a session in a mosque was regarded as ‘ground-breaking’ and much needed. The drugs worker is Muslim and of Pakistani heritage which was a factor that helped access the mosques and build relationships with those faith leaders.

“The children had never discussed this subject in a formal setting before and they were very keen to know. They were inquisitive and asked questions. It is so important that they know what the stuff looks like in reality and how it affects the body. We were worried that parents would not want them to be part of it but they were on board and saw the importance.”

(Mosque representative)

“Afterwards we spent weeks on discussing the sessions and what the young people thought. They got creative with the ‘say no drugs’ poster campaign which helped their understanding further. We discussed how this was haram (forbidden) in Islam and why.”

(Mosque representative)

In general, it was felt that the 10 week programme was more impactful than one off sessions. The longer sessions allowed the drugs worker to cover more areas in depth and enabled the young people to digest, process and ask more questions. The mosque is now in talks with Project YouTurn to deliver more in the future.

Since the involvement of one mosque in the work, more have been in contact for the same programme, which suggests that word of mouth, and social media activity is helping to grow the project.

In addition, the junior football club lead mentioned that a residential around the theme of well-being and dangers of drugs would be even more effective.

“I think one off sessions are good, better than nothing, but to spend time with the kids to talk about the well-being and right choices in life should be a longer period thing. We were thinking of taking our young people on residential where they could do activities to get them fit have fun and talk about life and aspirations. To embed some drug and crime education during this time would be effective, allowing them to process and remember conversations.” (Alpha United lead contact)

Creative engagement

Project YouTurn has strived to be inclusive and creative when developing ideas for activities that fit into their 6 key themes. The Programme Manager talked about the take up and awareness raised via the short film competition:

“The short film competition went well because the film-making element really excited people as well as the incentive which was a cash prize of £250 . We had lots of entries in the different age categories, under 12’s, under 17’s, under 21’s and open age. It was clear that people had thought about the effect of drugs – some were extremely deep! The winners of the local school were celebrated along with other winners and this was promoted in the Telegraph and Argus paper.” (Programme Manager)

Evidently, the many young people were excited to be involved in a film project, the incentive was an exceptional pull! The coverage in the local newspaper promoted the work and received positive comments and interest from the public and other schools.

Working with Radio Mac yielded many positives and challenges. Positives included frank discussions on the radio on often a taboo subject. It allowed people to ask difficult questions to the experts, which was thought to be helpful. However, having heard about the programme, people contacted the Programme Manager via Facebook and phone about their personal tough drug related situations. They viewed the programme as a drugs service. All efforts were made to sign post people to the right support, including The Bridge Project and FRANK.

'Long Story Short', the Project YouTurn film had not been launched when this report was compiled; however, the Programme Manager explained the plans for the future:

"It is a powerful film that explores the impact of drugs on families in Bradford. It takes the 'money, cars, 'glamour" away to shine a light on the realities of the problem, focusing on how the effects are felt throughout the community. Many months of research was done before the film was produced and that is clear from the quality. We intend to work with the drugs worker, schools and the police to design work sessions for different age groups. It is very exciting as there is a lot of potential for educating people, including adult communities across Bradford." (Programme Manager)

Women specific engagement

Activities were designed for women within Project YouTurn but according to many participants more could be done. The fitness activity in Khidmat Centre was deemed a huge success, starting from a small group of local women and now up to 20 taking part regularly. The female instructor has built an excellent relationship with the group for over a year and she felt that these session should continue with an introduction of more well-being information and talks:

"More awareness sessions are needed, both for the elder generations and young people. Maybe in schools and madrassas, possibly interspersed with exercise sessions. Important to start at an early age." (Female fitness instructor)

One participant felt that women in the area who were mothers should be targeted with tailored drug education sessions, so they have a better understanding of behaviours and substances to look out for on their children:

"So, if you can imagine a mum that is doing the washing for her young teenage kids. If the kid has started to take drugs or experimenting chances are they will have left some evidence of it somewhere, maybe in the pocket or in the room. So, if the mum is doing the washing and sees something like a green substance (marijuana), she may think it's just some rubbish and throw it away, some parents ARE that naïve! They need to be educated on what common drugs look and smell like so they can help stop what is going on by supporting their children. This is why educating parents, especially mums is really important – nipping the situation in the bud." (Sub group member)

The Programme Manager mentioned an intense course designed by CHART Kirklees aimed at South Asian parents and explained that they are considering to use it in the future:

"We identified a fantastic course aimed at the South Asian community by CHART Kirklees. We are planning to roll this course out soon. They mentioned that more women attend than men do and that they were working hard to engage more dads. It is definitely something we will be exploring." (Programme Manager)

Limitations and challenges

As Project YouTurn was launched in the heart of the Covid-19 pandemic, needless to say, this had an impact on some elements of delivery, in particular the face-to-face side of the plans. One specific idea was to have regular get togethers at local community centres for women. A space where they would meet, have tea and generally socialise. A female Project YouTurn worker would build trust over the months and speak to them about any issues they were facing and sign post to relevant services. This maybe taken up in the future as the pandemic subsides.

Diverse communities of BD7

The original ambitious aims of the project was to tailor activities to the need of all communities. Although the project has included groups from different backgrounds, it has mainly concentrated on the South Asian Pakistani Muslim population – for good reason. In short, the drugs problem is not only rife in this community, it is riddled with cultural and societal complexities, making it a unique phenomenon. This needs to be addressed, unpacked and researched. As the project progressed, it was clear that the South Asian Pakistani Muslim community were in the greatest need of Project YouTurn.

The future of Project YouTurn

When asked whether there was a need for Project YouTurn to continue, with 1 being no need and 10 being needed a lot, 100% participants said scored 10 with one scoring 11!

“There is a need for such a project. Nothing currently exists that addresses the issues that Project YouTurn has. Project YouTurn has been an excellent initiative, reaching out to the people of City Ward, and my communities have benefitted massively through this.” (Councillor)

Further discussions highlighted the need to start sourcing funding to extend the project. One participant mentioned that CNet should work together with existing partners to bid for pots of funding, using the evidence of need and positive impact from this evaluation. Others thought the project should be grown wider:

“Project YouTurn needs to be a national project, so funding is essential.” (Councillor)

In-depth conversation with the Chair of Greenmoor Big Local highlighted the need for Project YouTurn to be more focused on a specific area of work and apply for funding on that, for example, this could be a focus on children and young people, women or Muslim men or a specific community.

He went on to explain the ‘bite size’ work being delivered consistently at a high standard by Project YouTurn was starting to be recognised across Bradford. He felt that this approach would have a long-term impact and be more sustainable compared to a one off event:

“I think this bitesize delivery approach is very unique and impactful and I am hearing people talking a lot about Project YouTurn over the past year! People are connecting to it from all different places, from the radio, schools, events and even the drugs booklet. This is the approach that should continue to be taken, it is much better than one off big event that can easily be forgotten. Continue the work you are doing, it seems to be working well.”

A service designed specifically for South Asian Muslim people was also explored with poignant points made around need and justification:

“We shouldn’t shy away from creating a service specifically for Muslim men, if there is a need, there is a need. We wouldn’t turn anyone away but the service would be tailored to the religious and cultural need of Muslim men.”

The need to expand the area of delivery was echoed by many of the participants. It was clear from the information collected that this issue is not local to BD7 and that there is need across Bradford, West Yorkshire and the UK in general.

“I can’t go on enough how successful Project YouTurn was in terms of the partnership element and linking with communities at ground level. The work was completely joined up and brought together experts, partners and communities. Tremendous communication, pitched at exactly the right level for each stakeholder. There is a need for this for the whole of Bradford, West Yorkshire – in fact this should be a national approach.” (Principal Community Engagement Officer, West Yorkshire Police)

Furthermore, nearly all participants felt that Project YouTurn should be publicised more via the local paper and social media. Suggestions included more TV news coverage and a ‘proper’ launch of the project with local political figures and community organisations in attendance.

Conclusions and Recommendations

Collaborative work

Exceptional collaborative working is a key strength of Project YouTurn. Strong partners include West Yorkshire Police, Alpha United, Radio Mac and Milat E Islamia (mosque).

Recommendations:

Continue to build and maintain relationships with partners and explore projects that could be developed and produced together. For example, work closely with West Yorkshire Police on drug related issue projects. Project YouTurn has been described as a powerful conduit to the improvement of relationships between the police and communities, this should be built on to serve as a benefit to both parties.

Continue to connect and meet with people and organisations of interest to see how Project YouTurn can work with others. This approach has worked well and proved fruitful. For example, meeting with a drugs worker from CHART Kirklees has led to accessing a parents’ drug awareness course specifically designed for South Asian parents. Another example is meeting the female fitness instructor through Facebook, who is now part of the Project YouTurn team running women’s fitness sessions in Lidget Green.

Impact on communities

The impact of the drug awareness sessions as well as the activities has been overall, positive. With the majority of young people and adults reporting a better understanding of the danger of drugs and the impact on families.

Recommendations

Continue diversionary activities for young people in the area with the educational element. Schools and mosques have shown a strong interest in Project YouTurn. This should be followed up, explored and expanded. These institutions have a captive audience, which means an ability to reach a large audience. Furthermore, information to parents could also be introduced at a later stage.

Longer programmes for young people rather than one-off sessions should be considered to ensure long-term effect. The combination of fun activities and education was deemed to be a success - this should be encouraged and continued.

More women-focused work should be done by Project YouTurn. The time invested in the women's fitness project has led to a small group of women who connect often on Whatsapp. There is a potential to grow this group but more importantly engage with them on issues affecting their lives, which could be drugs and crime. This area of work needs to be planned further. Additionally, the Mayor of West Yorkshire has highlighted stopping violence against women and girls as a priority and as such, funding for a project addressing these issues is likely to be available.

Creative engagement

Trialling out innovative ways, such as film competitions, film making, poster competitions to educate and engage with local communities has worked well for Project YouTurn.

Recommendations:

Project YouTurn should continue trialling out new ways using the feedback from their audience and experts. However, more efforts should be made to evaluate the impact for each element after the activity has been delivered. Ideally, the audience should be asked about their expectations of the activity (what they hope to get out of it etc.), record their experience during and most importantly their thoughts afterwards, for example what did you learn? What would you have changed? What would you have added to this?

The film, Long Story Short, has a great deal of potential in terms of education and publicity for Project YouTurn. Schools, mosques (and other places of worship that teach children and young people), community centres are places where the film can be shown and discussed. More time needs to be spent by the Programme Manager, sub-group and CNet to work out how to maximise the use of this film.

In terms of publicity, a marketing plan needs to be developed to introduce and maximise exposure of the film on social media and film festivals.

As suggested by the Programme Manager, the first major launch of the film should be to stakeholders, including organisations Project YouTurn have worked with, would like to work with and those who have any links to the subject matter. This should be followed by community launches in the local community centres across BD7. The audience should have a space after the film where they can discuss their thoughts and provide feedback.

Radio Mac is a strong partner and has helped reach a wide audience, this work should be continued. One area of improvement could be to plan the Project YouTurn slot content quarterly.

Programme development

The participation rate in workshops, diversionary activities and other activities is exceptionally high, which is extremely positive and should be celebrated. There is much scope to develop Project YouTurn to cover more geographical areas, from Bradford and district to West Yorkshire and further. The interest received from outside of BD7 suggests there is a wider need for this project.

Recommendations:

The 'bitesize' approach taken by Project YouTurn has been successful. Relatively small projects delivered consistently in various community and group settings has had a greater impact than one large 'drug awareness' event. This approach should continue and more engagement should take place with community members to collate ideas on how to educate people on drugs, grooming and crime.

There was a strong indication that a specific stand-alone South Asian Muslim service is needed in Bradford. A service that caters to the various cultural and religious needs of that community. However, it should also be open to ALL. The service should be clear about their offer so people who are not from a South Asian Muslim background would know what to expect.

The work of Project YouTurn should be better promoted and publicised. Due to the very small number of people working on the project (three), the promotion of the work being undertaken has been limited both on social media and networking. To start with, a team of up to 5 people should be set up in order to help the delivery of the project, as the project expands the team should too (if budget permits). There is anecdotal evidence that this project is needed in other areas of Bradford, new members of the team should look to start similar activities (that have already been done by Project YouTurn) in those areas of interest.

Source funding

The need for more funding was emphasised throughout the evaluation conversations, especially by elected members and community police.

It would be worth developing a plan of Project YouTurn delivery for the next 2 to 5 years to help source funding. There is ample evidence of the effectiveness of the activities delivered which includes quantitative and qualitative data. This should be referenced in bid applications, especially the figures in the Participation table.



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