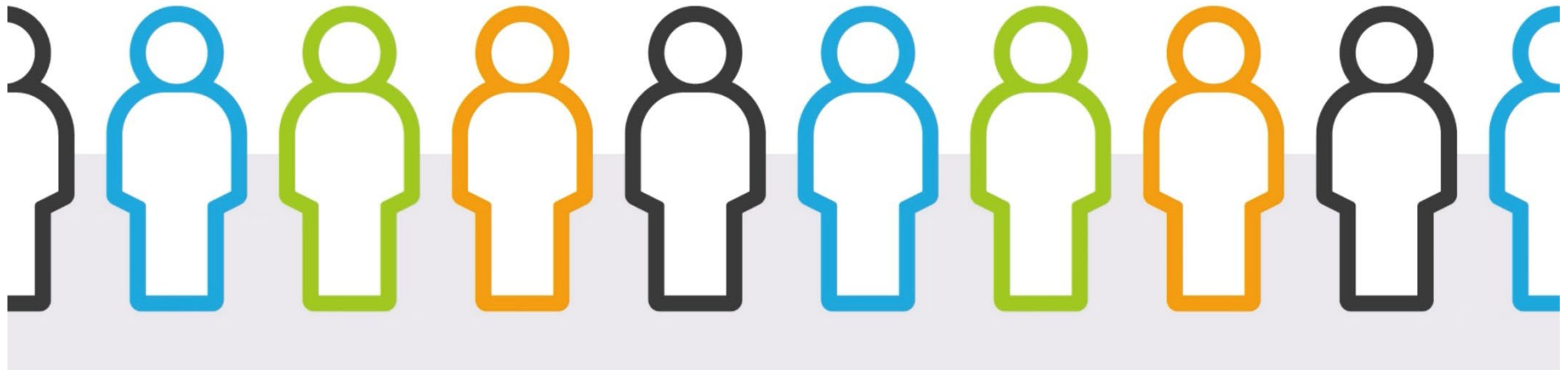


People Zones Evaluation 2024

MAPPING FOR CHANGE



Contents

| | |
|--|----|
| Executive Summary..... | 2 |
| Introduction..... | 8 |
| Approach..... | 8 |
| Research co-design | 9 |
| Who we engaged | 16 |
| Awareness of People Zones | 17 |
| Impact of People Zones - Community development..... | 22 |
| Impact of People Zones – Building partnerships | 53 |
| Impact of People Zones – Community Payback | 56 |
| Impact of People Zones on Crime and Safety | 57 |
| Processes and procedures | 76 |
| Discussion..... | 81 |
| Recommendations | 84 |
| Acknowledgements | 85 |
| Contact for enquiries | 85 |

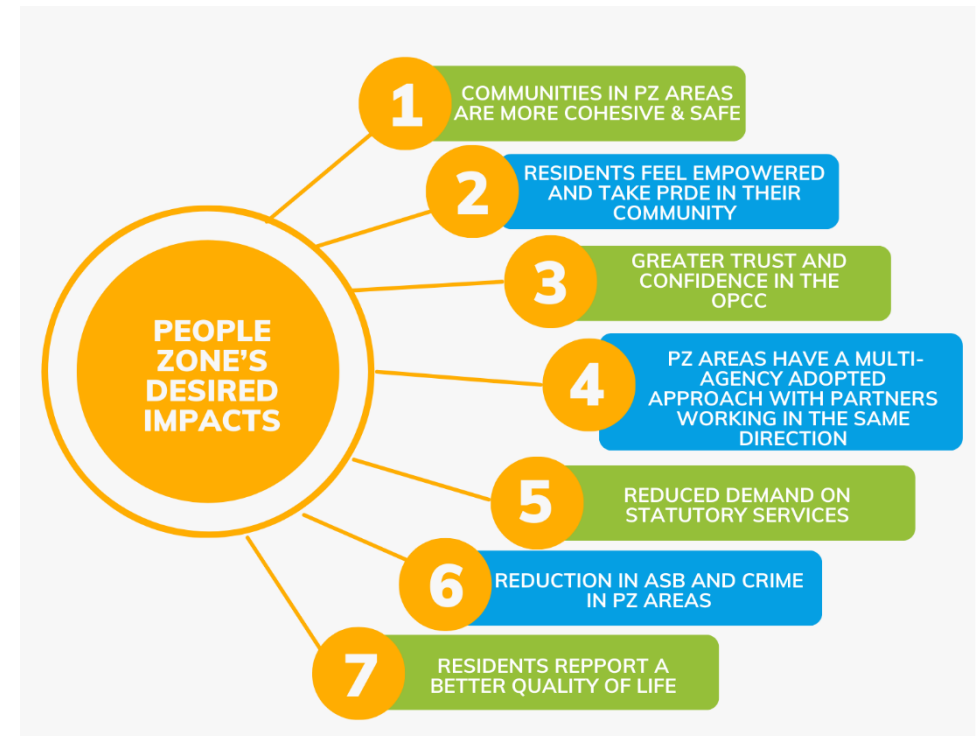
Executive Summary

What are People Zones?

People Zones is an initiative that was created by the Office of the Police and Crime Commissioner for Leicester, Leicestershire and Rutland (LLR) (OPCC). The OPCC's overall vision for People Zones is: To grow safer communities by building on strengths, creating connections, and empowering everyone to play a role. There are currently three areas designated as a People Zone: Bell Foundry, New Parks and Thringstone & Whitwick.

Strategy

The People Zone project is guided by the principles of Asset Based Community Development. Asset Based Community Development takes a different approach to addressing the challenges faced by communities and neighbourhoods. It focuses on uncovering hidden, undervalued, and potential intangible assets, moving away from the 'what is missing' conversation. In doing so, the role of the community members shifts from 'client' or 'service user' to 'contributor', 'actor' or 'agent of change' adding value in a variety of ways. Communities can ultimately bring about the change they want to see themselves with People Zones providing the support required. A theory of change was developed to guide its strategy and direction. This takes the desired impacts and breaks them down into the different objectives, along with specific activities and actions to meet these. The objectives can be grouped into five strands of work: Research, Building Partnerships, Community Development, Community Payback, and Communication & Campaigns.



Achievements

- ✓ Research report and online asset map delivered for each People Zone.
- ✓ Training for OPCC staff on ABCD approach delivered and multi-agency steering groups set up in each People Zone.
- ✓ Improved relationships and connections in all People Zones between the local organisations, schools, Community Payback and statutory services.
- ✓ 15 people participated in the Community Leadership Programme and 14 went on to either lead or be involved in PZ community projects.
- ✓ Over £200,000 invested in 42 community projects and new organisations have applied for funding in the later rounds.
- ✓ Four Community Payback projects completed, with over 1,717 hours attributed to PZ projects.
- ✓ Comms strategy developed; People Zone website and Facebook posts published; and public events organised and attended by People Zone team.

Progress

The evaluation has shown progress across all five strands of the project. The research strand was addressed by the research undertaken in 2022 where the assets and needs of the three communities were identified; the steering groups were established; and the People Zone team received training on the Asset Based Community Development approach. Other shorter-term targets within the communications and campaigns strand, e.g. creating the branding and comms strategy, have also been met. This provided a solid foundation from which to build People Zones which has since invested over £200,000 in 42 community

projects as well as having 1,717 hours of unpaid work attributed to it through Community Payback.

Impact

The longer-term objectives around community development have shown positive changes. The successful delivery of the Community Leadership Programme has enabled 14 people to go on to get involved with or lead community projects. The data shows a reduction in crime and anti-social behaviour, as well as people's perception of it. Community Payback has delivered four successful projects which have been well received by the community. People Zones has been a catalyst for fostering new partnerships between organisations which has led to a reduced reliance on the police as a service.

Development

The long-term objectives are ongoing and will take sustained effort to remain on course, such as building on the collaborations between communities and statutory partners and increasing the number of community groups in the Zones. There is also a lack of awareness of the project among community members, despite online and offline engagement.

It is apparent that each of the three People Zones are at different stages of their development due to various factors and require different levels of support from the People Zone team. There is a clear appreciation for the project in all of the Zones and the potential to make even more impact. The success of the project in the Zones appears to largely dependent on the enthusiasm and capacity of the community leaders and People Zone team driving it forward and their efforts should not be underestimated.

Recommendations

- Increase visibility and communicate the impact of People Zones through the funded projects and partners.
- Develop a clear evaluation framework with SMART objectives and clear data collection methods to measure progress and success.
- Encourage collaborative working between organisations both within and between the People Zones to share lessons, resources and inspiration.
- Provide a calendar of funding rounds so more time is available to plan ahead and work in partnerships.
- Raise awareness of the ease of the application process and support available to community groups to encourage uptake.
- Work with Community Payback team to understand how they can be supported in delivering more projects that actively involve the community,

The table below sets out the specific objectives from the theory of change as well as the intended outcomes and the progress that has been made in relation to each strand.

| Summary of progress against objectives | | | |
|--|--|---|--|
| | Objective | Intermediate outcomes | Progress/outputs |
| Research | 1.1 - Improved understanding of local concerns within the PZs, such as knife crime or mental health problems | <ul style="list-style-type: none"> • Mobilisation plan with commissioned service • Asset mapping in each PZ • Data collection including; survey's, workshops, forums, interviews, desk top research, and focus groups. • Delivery of training to OPCC staff in ABCD • Recommendations/roadmap for the future | <ul style="list-style-type: none"> ✓ Research report with recommendations delivered for each People Zone ✓ Online asset map created for each People Zone ✓ Training for OPCC staff delivered ✓ Multi agency steering groups set up in each People Zone |
| | 1.2 - Greater awareness of local needs & issues in each PZ area | | |
| | 1.3 - OPCC and partners have improved knowledge of local services in the area | | |

People Zone Evaluation Report 2024

| | | | |
|------------------------------|---|--|---|
| | 1.4 - Residents can utilise local assets through improved knowledge | | |
| | 1.5 – Adopts a multi-agency approach where partners support the PZ communities | | |
| | 1.6 – Residents become more included in a co-production approach | | |
| | 1.7 - OPCC staff acquire the skills to maintain an ABCD approach to the project long-term | | |
| Building partnerships | 2.1 - Increased interaction with and understanding of the OPCC and PZs | <ul style="list-style-type: none"> • Broker relationships and connect services to community e.g. Community Payback • Identify new groups and services for the OPCC to develop relationships with • Keep partners and residents informed of PZ progress through different channels e.g. Neighbourhood Link • Steering group established in each PZ comprising of community leaders and partners | <ul style="list-style-type: none"> ✓ Steering groups comprising community leaders set up in each People Zone. ✓ Research shows improved relationships and connections being built in all People Zones between the local organisations, Community Payback and statutory services. ✓ New organisations have applied for funding in the later rounds. ✓ Relationships with schools have been built. ✓ Public events have been organised and attended by People Zone team. |
| | 2.2 - Collaborations between communities and statutory partners | | |
| | 2.3 - Increased number of services/interventions in the area | | |
| | 2.4 - Community events for residents and partners to celebrate successes or raise awareness | | |

People Zone Evaluation Report 2024

| | | | |
|------------------------------|---|---|--|
| | 2.5 - Steering/working group for the PZs project formed to adopt a multi-agency approach to support PZs | | |
| Community Development | 3.1 - Improved knowledge and leadership skills | <ul style="list-style-type: none"> • Community Leadership Programme - three-month programme to develop community leaders and their skills • Grants – Adopts an ABCD approach and encourages communities to identify gaps in provision | <ul style="list-style-type: none"> ✓ Community Leadership Programme (CLP) has been implemented and is open to residents from all People Zones. ✓ 15 people have participated in the CLP and 14 of these have gone on to either lead or be involved in PZ community projects. ✓ CLP now integrated with the Leaders Network. ✓ 42 community projects have been funded. ✓ Over £200,000 has been invested in community led projects through the grants programme. |
| | 3.2 - Increased investment in PZ areas | | |
| | 3.3 - Increased number of community groups or involvement in interventions in PZ areas | | |
| | 3.4 - Specific themes of focus for each PZ | | |
| Community Payback | 4.1 - Improvement in resident involvement and purposeful activity | <ul style="list-style-type: none"> • Probation service users give back to their communities through ‘unpaid services’ (e.g. building objects, horticulture, volunteer placements within organisations) • Broker relationships with different community groups for payback opportunities | <ul style="list-style-type: none"> ✓ Four projects completed. ✓ Volunteers continue the projects after the intervention ✓ OPCC and Community Payback worked in partnership and over 1,717 hours were attributed to People Zone projects. |
| | 4.2 - Reduction in social isolation and promotes community cohesion | | |
| | 4.3 - Service users improve work readiness | | |

People Zone Evaluation Report 2024

| | | | |
|----------------------------|---|---|--|
| | 4.4 - Ex-offenders secure employment through new skills learnt | <ul style="list-style-type: none"> • Adopts an ABCD approach and promotes community cohesion • Community Payback leads to the development of community projects e.g. community gardens • OPCC provides funding for initial material costs for the community to then maintain spaces long-term | |
| | 4.5 - New skills given to residents within PZs | | |
| | 4.6 – Increased engagement between residents, community groups and service users | | |
| Comms and Campaigns | 5.1 - Improved understanding of effective methods of communication with different residents/communities | <ul style="list-style-type: none"> • Consult with residents in PZs of preferred method of communication • Developing a comms strategy: Press releases, newsletters, social media updates, leaflet drops, events • Neighbourhood Link surveys and comms • Provide local data updates to communities and partners | <ul style="list-style-type: none"> ✓ Residents were asked about communication preferences in the original research. ✓ Comms strategy has been developed. ✓ People Zone website and Facebook posts are published and being seen. |
| | 5.2 Consistent branding | | |
| | 5.3 - Improved awareness of PZs amongst residents and partners | | |
| | 5.4 - As a result of increased awareness of PZs, there is improved engagement with PZ projects | | |

Introduction

Mapping for Change was commissioned to undertake an evaluation of the People Zones programme to assess its effectiveness against the set objectives. This was conducted in the three People Zones: Bell Foundry, New Parks and Thringstone & Whitwick, between March and May 2024.

People Zones is an initiative that was created by the Office of the Police and Crime Commissioner (OPCC) in 2018. People Zones are areas in Leicester, Leicestershire and Rutland which have been identified through crime, public health, and census data as neighbourhoods that could benefit from extra direct and financial support from the OPCC. This support will work with local organisations and residents to develop community led initiatives, taking an asset-based community development approach.

The Office of the Police and Crime Commissioner's overall vision for People Zones is: To grow safer communities by building on strengths, creating connections, and empowering everyone to play a role. The programme has a number of objectives developed within its theory of change. This evaluation has been designed to assess success against the objectives that were not covered in the original research.

Approach

The research was carried out using a mixed method approach comprising surveys, interviews, a focus group, a round table meeting, pop-up events, data analysis and desk research. The aim was to engage three different groups in the research, those organisations who have received a People Zone grant; those community members who have

taken part in an activity or project that was funded by such grants; and the wider general public within each People Zone Boundary.

The grant recipients contributed to the evaluation in several ways. Some attended a round table meeting at the beginning to help design the research approach and validate the programme objectives to see if they were still relevant and fit for purpose. They also shared their experiences of the grant application and reporting process and the benefits and challenges of People Zones. Others joined a focus group session to share good news stories from their Zone and discuss community payback, community building and awareness of People Zones. Any organisation who had received a grant were also invited to complete an online survey which gathered information on all different aspects of People Zones. To gain deeper insights, a representative from each People Zone was interviewed about their experiences and suggestions for the future.

The participants in the funded projects and the general public were invited to complete a shorter survey, online or in print, to share their views on People Zones and their neighbourhood in general. Several pop-up events were held to engage people directly and ask them about their awareness and perceptions of People Zones and the projects it supports.

The statistics around crime and online promotional activity were also reviewed to add further context to the findings.

The research sought not only to evaluate the progress against the programme objectives, but also to understand if any improvements could be made to the grant application and reporting process; and to assess the awareness that people had of People Zones in general.



Research co-design

In line with the ethos of People Zones being a community led initiative, and in order for the research to be robust and well received, it was important to include key members of each People Zone and request their input at the start of the evaluation.

Table 1 below shows the combined outputs from all the breakout groups. In general, there was a clear call for improved communications; internally between the partners and externally with and from the community to increase awareness and engagement. There were also several mentions of having data and insights available and collected in an effective manner to be used to guide and evaluate future actions. The third main theme that ran through the responses was a desire for joined-up working, planning and delivery of projects between the organisations and the agencies, including statutory agencies in each People Zone, as well as networking between the Zones.



Photograph taken at the research co-design meeting

Table 1: Responses of the objective validation exercise during the Round Table meeting, the colours are used to delineate responses from the different groups and are purposely inconsistent between tables to increase anonymity.

| Research | | | |
|--|--|--|---|
| Outcome | 1-12 month target | 13-24 month target | Barriers/challenges |
| 1.1 - Improved understanding of local concerns within the PZs, such as knife crime or mental health problems | <p>Have clear data sets – crime/health/wider determinants of health.</p> <p>Have fewer digital platforms.</p> <p>Have more ground signage & bigger social media profile.</p> <p>People in the community are supported to access the support they need, in particular mental health support.</p> | <p>Additional services are introduced into the area.</p> | <p>Too many digital platforms</p> |
| 1.2 - Greater awareness of local needs & issues in each PZ area | <p>Organisations have a clear understanding through insight collection.</p> <p>A clear process for community to feed in ongoingly is in place.</p> <p>A referral process for the PZ residents to respond to needs is set up.</p> <p>Organisations have increased knowledge and awareness of need of the communities enabled by PZ funding.</p> | <p>A clear plan is in place to address relevant issues.</p> | |
| 1.3 - OPCC and partners have improved knowledge of local services in the area | <p>Identified services are mapped.</p> <p>Partners know who is engaging, who is not and why not.</p> <p>The names of partners/projects include People Zones.</p> <p>Monthly newsletter promotes local services and opportunities to collaborate.</p> | <p>Engagement of all services has increased.</p> <p>Partners have a clear understanding of what needs to happen to engage and make these changes.</p> <p>Communication from services is improved and more efficient.</p> <p>More projects are delivered.</p> | |
| 1.4 - Residents can utilise local assets through improved knowledge | <p>Information about services is shared through improved, regular communication.</p> <p>Clear routes to access services are in place.</p> <p>Joint plan on how to utilise assets across different areas is developed.</p> | <p>Residents are accessing services as they are now aware.</p> <p>Services feed back on access.</p> <p>Plan is rolled out and evaluated.</p> | <p>Residents not interested in local assets</p> |

People Zone Evaluation Report 2024

| | | | |
|--|--|--|--|
| 1.5 – Adopts a multi-agency approach where partners support the PZ communities | Partners are bought into a multi-agency approach and can see the benefit so are committed to being a part of it. A space for agencies to work from within the People Zone on a regular basis is created. Opportunities for multi-agency bids that cover all possible beneficiaries are established. | Organisations are fully engaged, capturing data, outcomes, outputs and taking more of a lead. Multi agency bids offer more communication opportunities than single agency bids. | |
| 1.6 – Residents become more included in a co-production approach | Residents are invited to events. Partners are responsive and listen to residents. Agencies engage with the residents better. More events for residents to get involved in PZ are promoted and hosted. Communications strategy developed to advertise opportunities to get community involvement/opinions. | Community members are engaged and active in projects. Residents take a greater role in organising and hosting events. | Reliant on the success of objectives 1.4 and 1.5 |
| Building Partnerships | | | |
| Outcome | 1-12 month target | 13-24 month target | Barriers/challenges |
| 2.1 - Increased interaction with and understanding of the OPCC and PZs | 40% of residents have at least heard of PZs. Increased interaction by prioritising PZ engagement over OPCC. More networking events. | 60% understand PZ and show support, and aware of outcomes and impact. | |
| 2.2 - Collaborations between communities and statutory partners | Regular working groups are held with representation from most groups, moving towards being led by the community. There is a high level of statutory partner support. Collaborations are improved by PZ funding and agencies/Partners. Communication channels such as WhatsApp groups or a website are set up. | Strong collaborations which deliver outcomes. Collaborations mostly led by the community. | |

People Zone Evaluation Report 2024

| | | | |
|--|--|---|--|
| <p>2.3 - Increased number of services/interventions in the area</p> | <p>Working group/partners are aware of what services exist, where there are gaps and are supported to find solutions to gaps in services that are needed. Massive increase in services. Make it mandatory as part of bids that successful candidates clearly demonstrate how they have promoted PZs. Been a clear increase in services.</p> | <p>Sustainable services continue. Momentum is maintained. Capacity to evaluate and demonstrate impact in a way that collects evidence that can be used for grant applications is built into the services. Keep the service increase sustainable.</p> | |
| <p>2.4 - Community events for residents and partners to celebrate successes or raise awareness</p> | <p>Community understands where they can get involved and what's available. Community is aware of events in PZ. 3 or 4 community events being delivered at Team Hub.</p> | <p>Community is involved and encourages others to be involved. Planned future events.</p> | |
| <p>2.5 - Steering/working group for the PZs project formed to adopt a multi-agency approach to support PZs</p> | <p>Right groups are engaged. Members understand vision/aims and their roles. All Zones come together to share best practice. Steering Group functions better as joined-up bids and funding will keep people accountable and engaged.</p> | <p>Group is working towards the vision. Members carrying out role for overall benefit of community. Learnt from best practice and evaluation. Increased attendance. Streamlined meetings.</p> | <p>Some members drop out of Steering Groups, such as large agencies.</p> |
| <p>Community Development</p> | | | |
| <p>Outcome</p> | <p>1-12 month target</p> | <p>13-24 month target</p> | <p>Barriers/challenges</p> |
| <p>3.1 - Improved knowledge and leadership skills</p> | <p>The community has a greater knowledge of what is available. Leadership within smaller projects (Allotments) (Craft groups) is enabled. Upskilling opportunities (TIP,MECC, MHFP, DA Champions) Defib are made available.</p> | <p>Community members have new skills which they actively use in the community. Community is aware of these people and the support they can offer.</p> | |

People Zone Evaluation Report 2024

| | | | |
|--|--|--|---|
| 3.2 - Increased investment in PZ areas | <p>Process is in place to support funding to joint community projects.</p> <p>The community needs are understood.</p> <p>Ideas are put forward for large impactful joint projects.</p> | <p>Joint applications are made.</p> <p>Successful applications are being delivered.</p> | |
| 3.3 - Increased number of community groups or involvement in interventions in PZ areas | <p>To maintain involvement, regular meetings are scheduled to meet the needs of members with enough time between to get work done.</p> <p>New groups have accessed the PZ.</p> | | <p>Some groups have been lost who were part of PZ but not directly part of the community.</p> |
| 3.4 - Specific themes of focus for each PZ | <p>Increased community pride making living in the PZ better.</p> <p>Improved understanding between groups that sometimes don't get on, e.g. younger and older residents.</p> | | |
| Community Payback | | | |
| Outcome | 1-12 month target | 13-24 month target | |
| 4.1 - Improvement in resident involvement and purposeful activity | <p>Community gardens – created in New Parks and Fearon Hall.</p> <p>Volunteers that can be involved are identified.</p> <p>Suitable projects that can become sustainable are identified.</p> | <p>More long-term sustainable projects.</p> <p>Projects start with volunteer who can take it on long term.</p> <p>Start to see some outcomes.</p> <p>Align to wider projects like Britain in Bloom to help improve status, funding, resources etc.</p> | |
| 4.2 - Reduction in social isolation and promotes community cohesion | <p>Garden project at New Parks - Community hub has promoted community cohesion, group regularly attended with local residents all ages.</p> <p>Identify volunteers who are isolated.</p> <p>Bad weather back up for garden project - online app to build garden & unlock flowers by being more active.</p> | <p>People on probation being given opportunities to volunteer with partners.</p> | |

People Zone Evaluation Report 2024

| | | | |
|---|--|---|--|
| | Volunteers to get gardens ready for people, taking pride, linking into probation volunteering. | | |
| 4.3 - Service users improve work readiness | Regular attendance to unpaid work helps improve motivation and work readiness. Gaining skills – Need to evidence this and have a needs led approach e.g. want to gain landscaping skills. | Basic course or certificates aligned to unpaid work that could support CV and future job prospects. | |
| 4.5 - New skills given to residents within PZs | Long term projects/instructing local residents to attend and complete unpaid work hours. A needs-led provision. Residents know how they can get involved – clear application process. | Accredited training provided by partners. Feed into apprenticeships that allow continued training and payment. | |
| 4.6 – Increased engagement between residents, community groups and service users | More individual placement with agencies in PZs. Greater promotion of PZ and collective gain for community. | Gaining employment via placements with agencies such as local authority services. | |
| Comms and Campaigns | | | |
| Outcome | 1-12 month target | 13-24 month target | Barriers/challenges |
| 5.1 - Improved understanding of effective methods of communication with different residents/communities | People see improvement in the People Zone. OPCC spends more time with agencies to film, promote, social media. | Establish resident-based PZ champions to understand preferred comms methods. Create role specifically for promotion comms and use local space. | There is a struggle to get over the brand 'People Zone'. |
| 5.3 - Improved awareness of PZs amongst residents and partners | Even more people are aware of PZ. | Roll out PZ champions who promote funded projects, opportunities etc. Bigger social media funding and promote statutory partners. | |

People Zone Evaluation Report 2024

| | | | |
|--|--|---|--|
| 5.4 - As a result of increased awareness of PZs, there is improved engagement with PZ projects | All of the projects that are delivering benefit are clear about the role of PZs is playing. More time is dedicated when engaging with residents as part of PZ activities to explain the value of community involvement in PZ. | Promote statutory partners. Residents spreading the word of value of engaging in PZ. | |
|--|--|---|--|



Who we engaged

A total of 21 organisations that have received a grant through People Zones completed a specific survey to reflect on their experiences. Due to the relatively small sample size, this analysis will carefully navigate the data to protect privacy and prevent possible identification of any single organisation. In addition, eight representatives attended the round table, seven attended the focus group covering all three People Zones, and one representative from each People Zone Steering Group took part in an in-depth interview.

Two members of the People Zone team were also interviewed to establish any challenges, learnings, and impact experienced by them in their roles.



Image of a pop-up stand with give-away items

The demographic profile of the survey respondents is as follows:

Bell Foundry

- The gender split was approximately half female and half male.
- Three quarters of respondents were White, and the next most represented ethnic group was Asian (10%).
- There was a range of ages but no one under 16 or over 75 responded. The majority were between 35 and 54 years old.
- A quarter of respondents had a disability.
- 85% of respondents were heterosexual.

New Parks

- Almost three quarters of respondents were female.
- Almost 90% of respondents were White, the remaining 10% were Mixed background, Black or Asian.
- There was an even spread across all age groups, ranging from 0-16 to 75+.
- 16% of respondents had a disability.
- 80% of respondents were heterosexual.

Thringstone & Whitwick

- Almost three quarters of respondents were female.
- Over 90% of respondents were White.
- There was a range of all ages with half being between 35 to 54 years old.
- 11% of respondents had a disability.
- 87% of respondents were heterosexual.



Awareness of People Zones

The levels of awareness that People Zones has generated were assessed via different methods to evaluate success against the following objectives:

- 1.3 - OPCC and partners have improved knowledge of local services in the area
- 2.1 - Increased interaction with and understanding of the OPCC and PZs
- 2.4 - Community events for residents and partners to celebrate successes or raise awareness
- 5.1- Improved understanding of effective methods of communication with different residents/communities
- 5.2 - Consistent branding
- 5.3 - Improved awareness of PZs amongst residents and partners
- 5.5 - Improved awareness of the PCC’s vision for involving communities

The People Zone Team organised and attended a range of events and meetings in each of the People Zones to engage stakeholders and promote People Zones. Table 2 summarises this activity. There was a relatively even spread of activity across all three Zones and most effort was put into partnership events, followed by public events for the community.

Table 2: The count of People Zone events, per Zone, per type.

| | Bell Foundry | New Parks | Thringstone & Whitwick | Total per event type |
|----------------|--------------|-----------|------------------------|----------------------|
| Internal | 33 | 23 | 22 | 78 |
| Partnerships | 50 | 51 | 70 | 171 |
| Public | 54 | 65 | 42 | 161 |
| Total per Zone | 137 | 139 | 134 | 410 |

The different stakeholder groups were asked questions in the survey around the general awareness of People Zones as an overall programme. The grant recipients were asked if they thought their service users/ visitors knew about People Zones and its aims. Over half of the recipients lacked knowledge of their service users' familiarity with the People Zones to be able to answer the question but 43% thought that their service users were aware.

The community survey presented a different picture as Figure 1 shows. In all three Zones, awareness was approximately a quarter of all respondents. The lowest awareness was seen amongst the visitors to the areas, although in Bell Foundry there was also a very low level of awareness among those respondents who lived in the zone. In contrast, those working / working and living in Bell Foundry showed higher levels of awareness than in the other two zones.

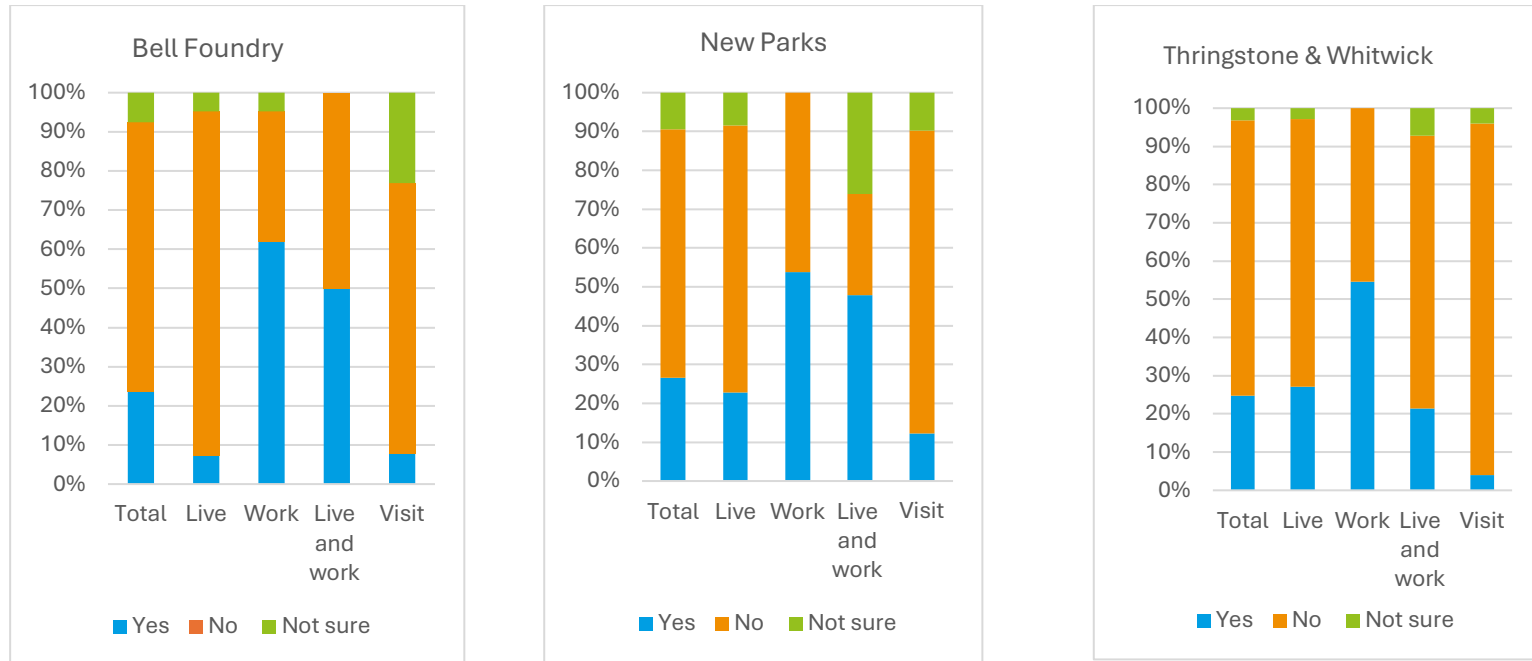


Figure 1: The proportion of residents who have heard of People Zones, in each Zone

When those who responded yes, were asked an open question about how much they knew about People Zones, around a quarter said they didn't know much or knew nothing. There were five negative responses which constituted 4% of the total responses. Other answers focussed on funding organisations and community projects; increasing activities and services; and improving the neighbourhood.

The level of awareness of People Zones was also investigated through the pop-up events. Discussions revealed a mixed level of awareness

and engagement with the project among local communities. Although there were some positive responses about specific funded projects and activities, many people were unclear about what People Zones encompasses, often attributing improvements to grant organisations without recognising the link to People Zones at all. The mention of the branded merchandise previously distributed aided the memory of some residents.

People Zone Evaluation Report 2024

A question around awareness was also asked at the focus group, and the participants discussed current levels of awareness and how to increase it among the community. Most felt that their visitors and service users weren't aware of People Zones, despite being involved in the projects and People Zones being promoted in newsletters and via word of mouth. There appears to be a disconnect as it is too far removed from their day to day lives and the direct connection is with the organisation supporting them. There were suggestions to consider the language and message, so it is clearer for people to understand. There could be more effort put in to making the community payback actions more visible under the People Zone banner as these directly affect the people living and working close by. A more joined up approach to promoting People Zones and its projects could also be considered so different organisations advertise in each other's newsletters.

Interviewees were asked if they thought their community was aware of People Zones, and overall, they felt awareness was low despite their best efforts to promote it through newsletters, social media and attending events. Some people engage with the funded projects and some of these understand that People Zones puts money into the community, but the wider message is lost. It was also thought that residents could have mixed feelings about People Zones due to the close association with the police. It was suggested that promotion of People Zones could be extended across Leicester, Leicestershire, and Rutland as it would be beneficial for more people to know what a People Zone is.

To gain some insights to the reach of online promotional activities, the statistics for website engagement and social media were reviewed. Statistics for visitors to the People Zones website cover January 2023 to April 2024.

- The website had 3,229 page views in 2023 and 408 page views in 2024 up to April.
- Page views in 2024 are trending downward compared to the previous year but there was also a sharp drop off in 2023 from March to April by 72% which recovered again in June 2023.
- From January to April 2024, page views per month have been consistently less than their 2023 counterparts by 43.5%, 56.4%, 85.7%, and 14.8%, respectively.
- In the first two months of 2024, the website had 131 and 130 page views, comparable to the December 2023 figure of 136, come spring 2024, there was a sharp 56% decline with only 55 page views in March (Table 3).
- Other drops from July to August, Sept to Oct and November to December in 2023 seem to coincide with school holidays – Easter, summer and half terms. This would track for Easter 2024 which was earlier this year in March rather than April.
- Weekdays have averaged 75.4 page views, significantly more than weekends, which average 15.5 views (Table 4).

Table 3: Monthly page view statistics for People Zone website

| People Zones Website Page Views Jan 2023 – April 2024 by Month | | | | | | | | | | | | |
|--|--------|--------|--------|--------|-----|-----|-----|-----|-----|-----|-----|-----|
| | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |
| 2023 | 232 | 298 | 384 | 108 | 104 | 351 | 339 | 149 | 452 | 121 | 555 | 136 |
| 2024 | 131 | 130 | 55 | 92 | | | | | | | | |
| %age Change | -43.5% | -56.4% | -85.7% | -14.8% | | | | | | | | |

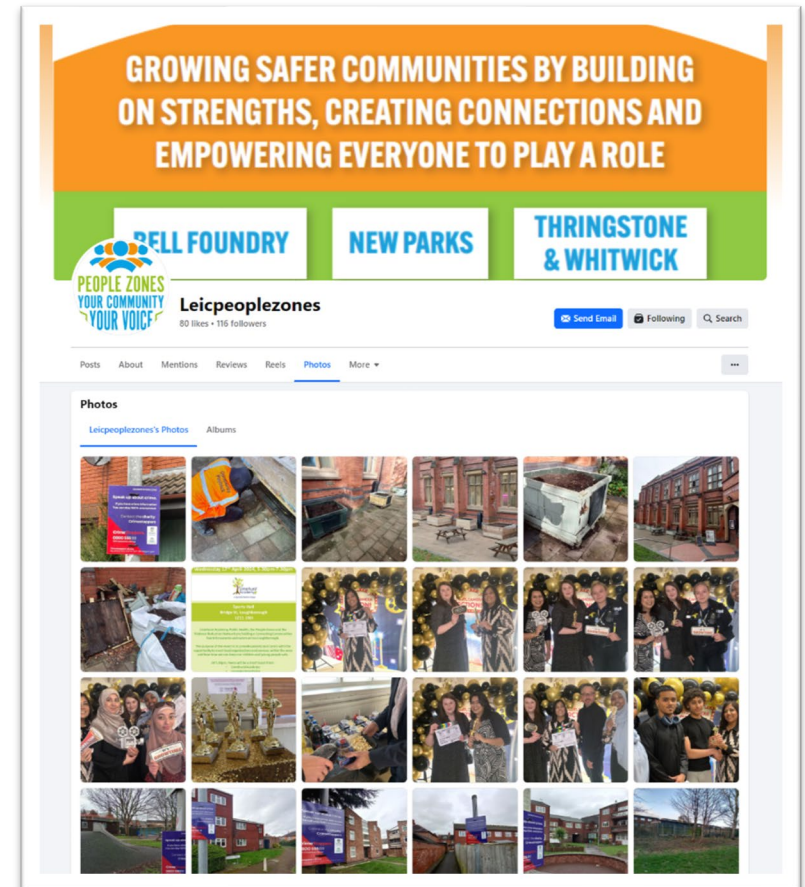
Table 4: Daily and monthly pattern of People Zone website visits

| People Zones Website Page Views 2024 by Month and Day | | | | | | | | | |
|---|-----|------|------|-------|-----|-----|-----|----------------|----------------|
| | Mon | Tues | Weds | Thurs | Fri | Sat | Sun | Total by Month | Range by Month |
| Jan | 22 | 26 | 22 | 19 | 36 | 6 | 0 | 131 | 36 |
| Feb | 29 | 27 | 20 | 27 | 16 | 7 | 4 | 130 | 25 |
| March | 4 | 8 | 17 | 10 | 9 | 6 | 1 | 55 | 16 |
| April | 12 | 29 | 15 | 15 | 14 | 3 | 4 | 92 | 26 |
| Total by Day | 67 | 90 | 74 | 71 | 75 | 22 | 9 | | |
| Range by Day | 25 | 21 | 7 | 17 | 27 | 4 | 4 | | |

People Zones has also maintained an online presence on Facebook. The project posts have reached 8,700 people between 1st January and 9th May 2024. An increasing proportion of this reach is organic, not coming from ads, meaning the project is spreading effectively through word of mouth. There was a major peak in Facebook reach around the 10th of February, but this did not translate to website page views, which stayed consistent through January and February. The project's Facebook page also saw a sharp rise in new followers around the 30th of April, but again, this did not translate to website page views, suggesting people's engagement with Facebook posts is not prompting them to learn more about the project. However, Facebook has been useful in engaging women and girls, as 82.2% of followers on Facebook are female.



Screenshot of the website



Screenshot of the Facebook profile



Impact of People Zones - Community development

The impact of People Zones on community development was assessed via different methods to evaluate success against the following objectives:

- 1.4 - Residents can utilise local assets through improved knowledge
- 1.6 - Residents become more included in a co-production approach
- 3.1 - Improved knowledge and leadership skills
- 3.2 - Increased investment in PZ areas
- 3.3 - Increased number of community groups or involvement in interventions in PZ areas
- 3.4 - Specific themes of focus for each PZ
- 4.2 - Reduction in social isolation and promotes community cohesion
- 5.4 - As a result of increased awareness of PZs, there is improved engagement with PZ projects

To ascertain if residents, workers, and visitors were aware of the projects supported by People Zones, the survey listed the projects within their Zone and asked them to select if they were 'involved in', 'aware of', or had 'never heard of' each project.

Figure 2 shows the results for Bell Foundry. The awareness levels are lowest (less than 30% in all projects) for residents and are highest

among those working in the area. Overall, the best-known project was the Marios Tinenti Centre Newsletter, and the least-known was Smart Screen Studios. Despite the low awareness, the most involvement in projects was among those living in the Zone and the most engaged with project was Fearon Hall Stories of Kindness. According to the end of project reports, a total of 346 people were directly engaged in the project in Bell Foundry.

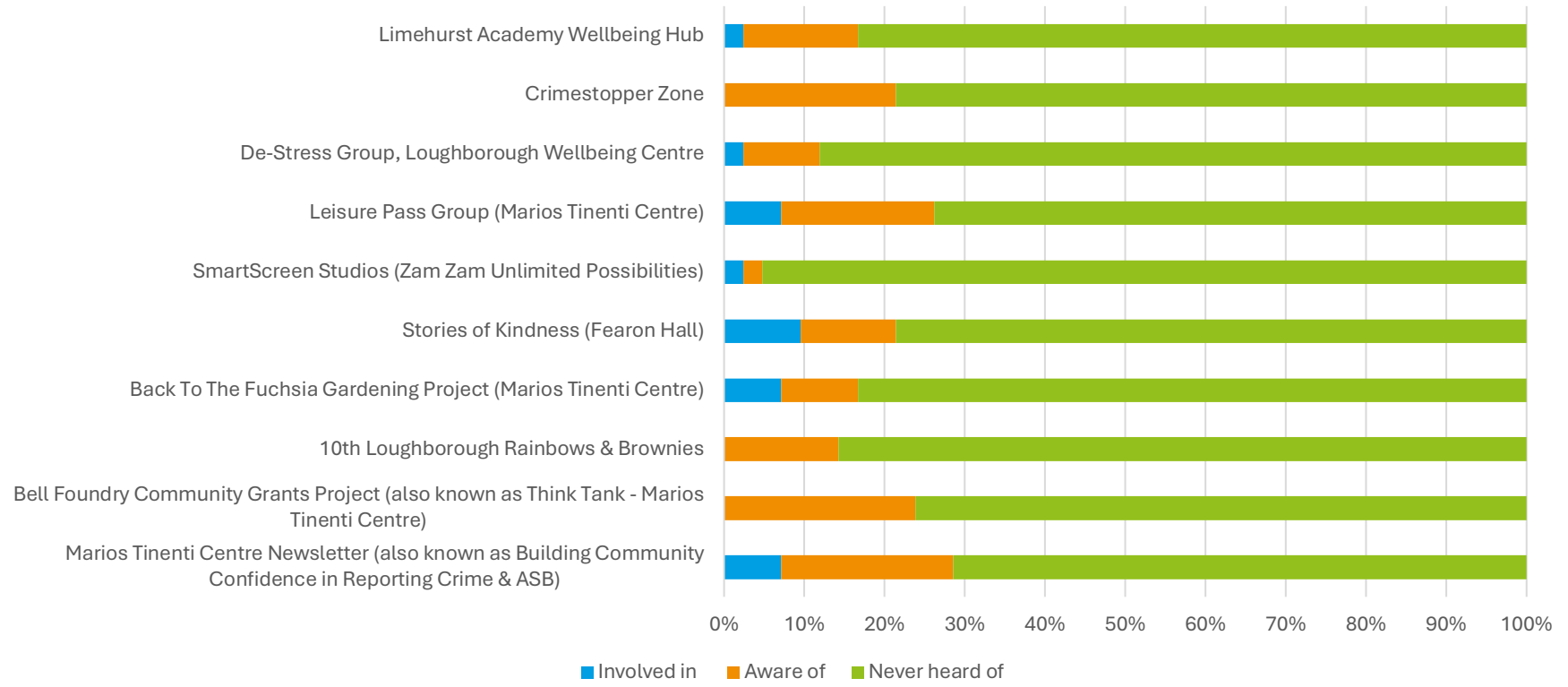
Figure 3 shows the results for New Parks. This Zone achieved the highest levels of awareness and involvement at a project level of all the three Zones. Awareness levels are varied but highest among those working in the area. The best-known project was The New Parks Adventure Playground among all groups except visitors, closely followed by Team Hub Community Christmas Event. The least-known project by all groups was Rose Alchemy CIC – Aligned and Empowered. The most involvement was among those living in the Zone and with the projects at Team Hub and The New Parks Adventure Playground.

According to the end of project reports, a total of 609 people were directly engaged in project in New Parks.

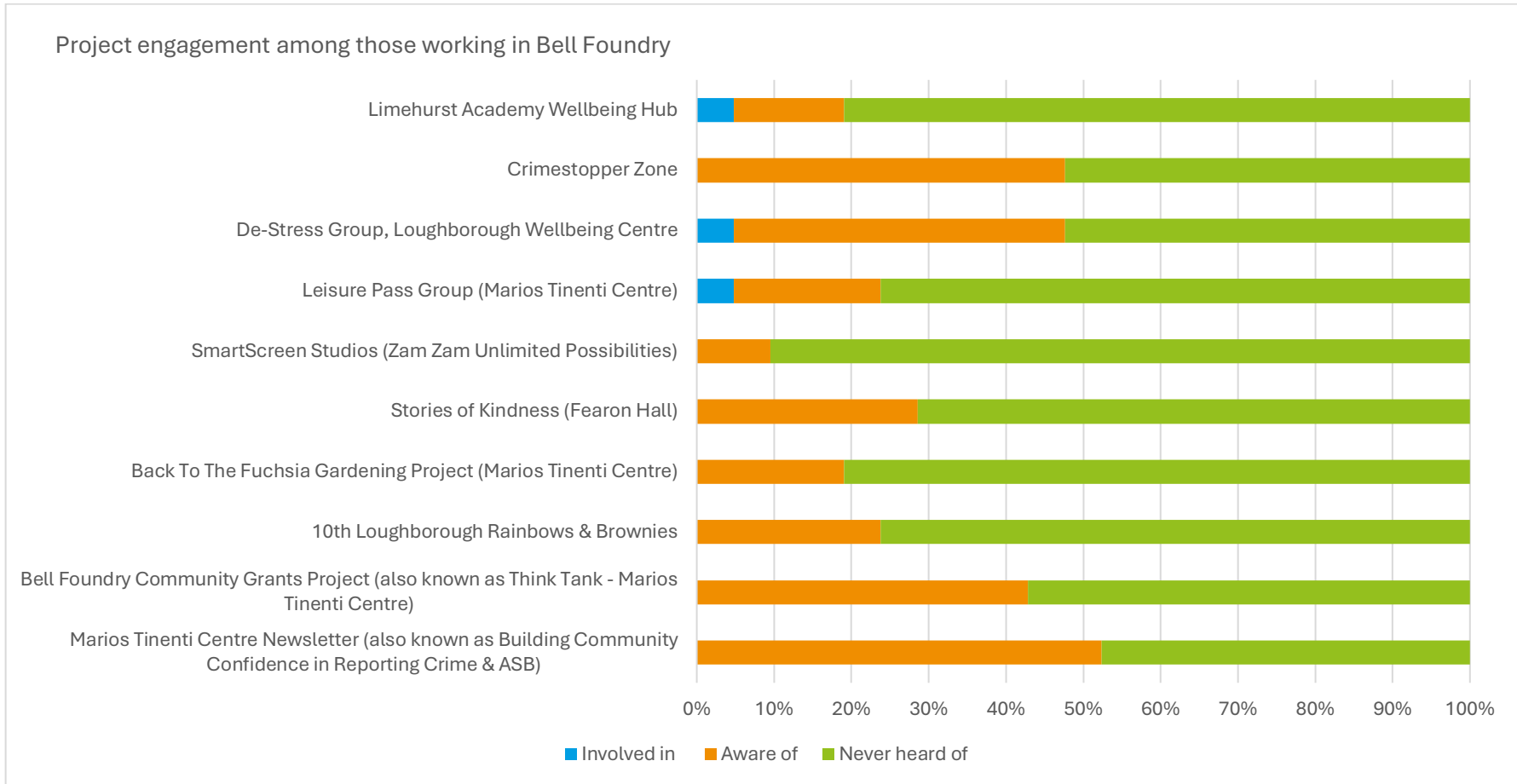
The awareness of projects within the Thringstone & Whitwick Zone was also varied (Figure 4) but levels were less than half for almost all projects. Visitors were most aware of St Joseph's Rural Centre Wellbeing Sanctuary, whereas those living and/or working in the area were most aware of Marlene Reid Centre Dial a Ride. The highest level of involvement was with Whitwick Scouts projects across residents, workers, and visitor groups.

According to the end of project reports, a total of 200 people were directly engaged in project in Thringstone & Whitwick.

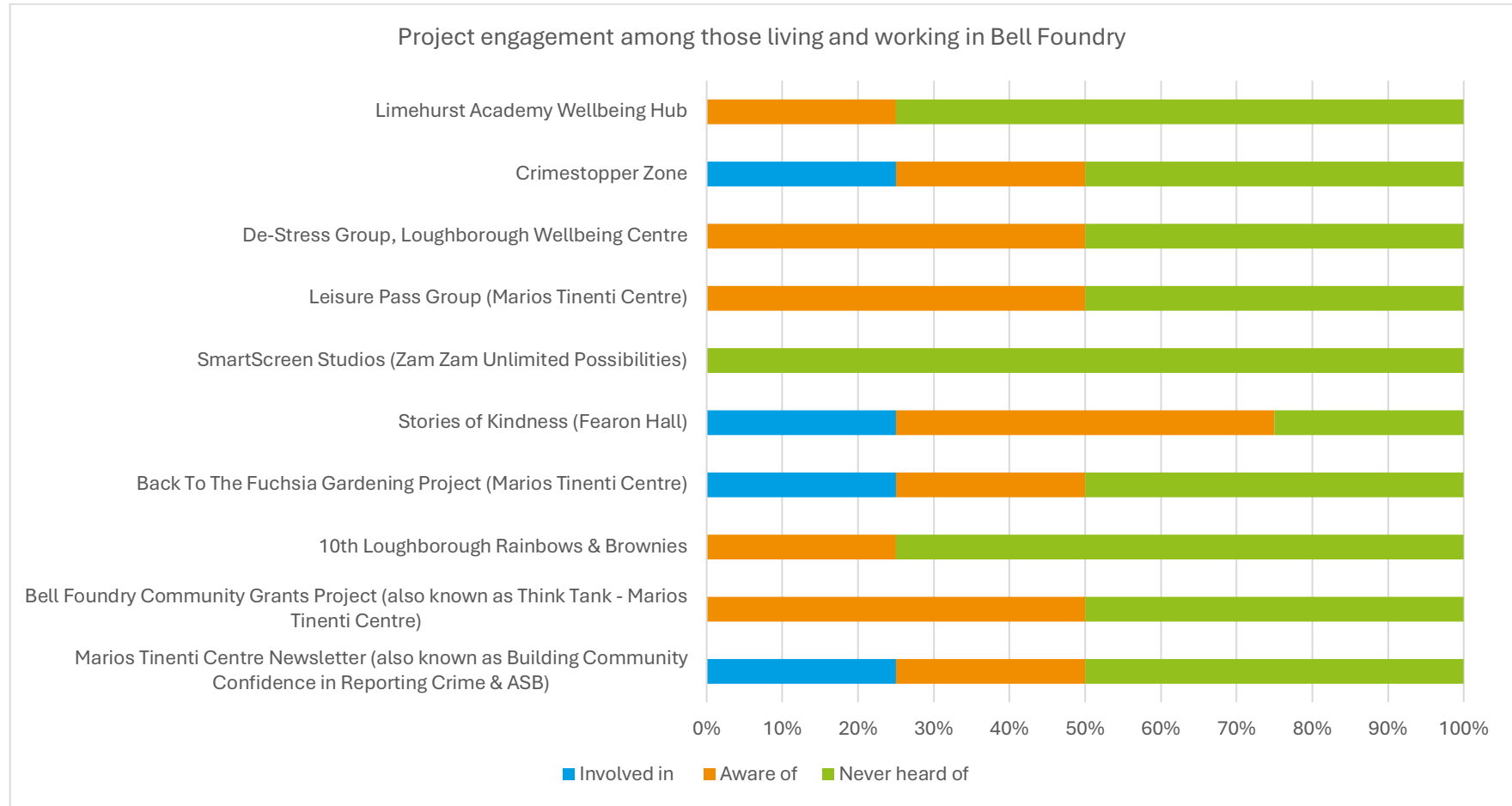
Project engagement among those living in Bell Foundry



People Zone Evaluation Report 2024



People Zone Evaluation Report 2024



People Zone Evaluation Report 2024

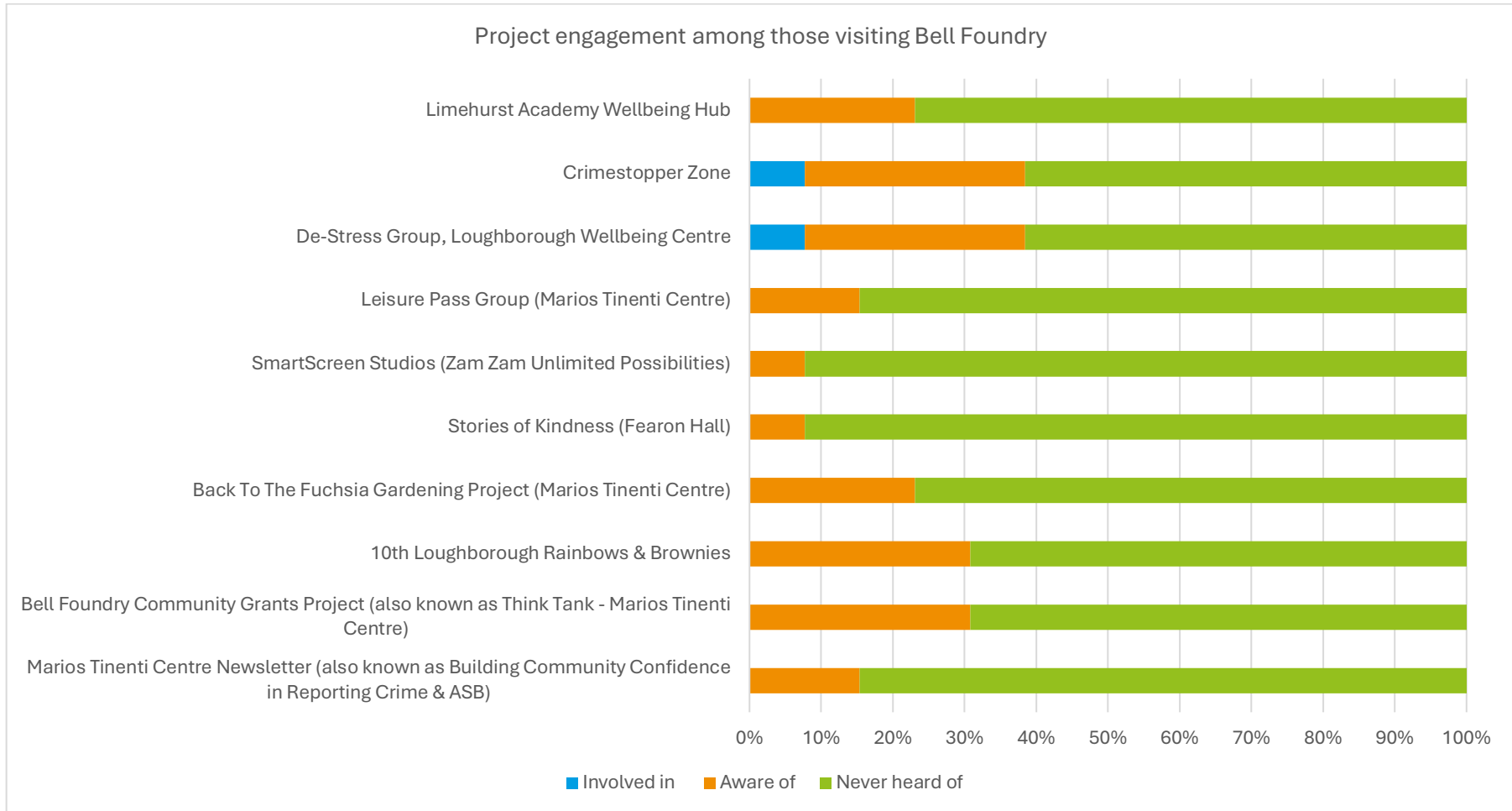
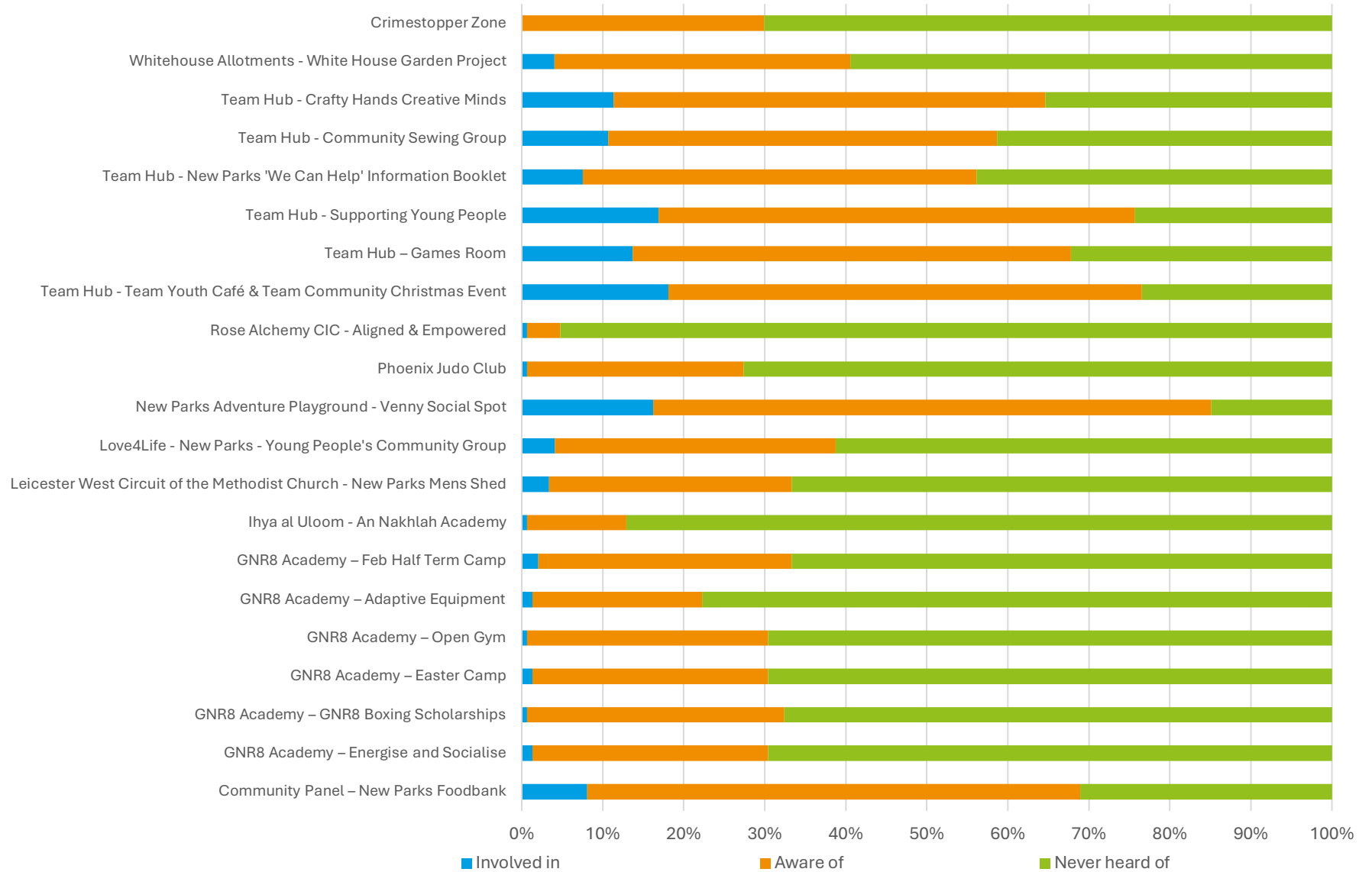
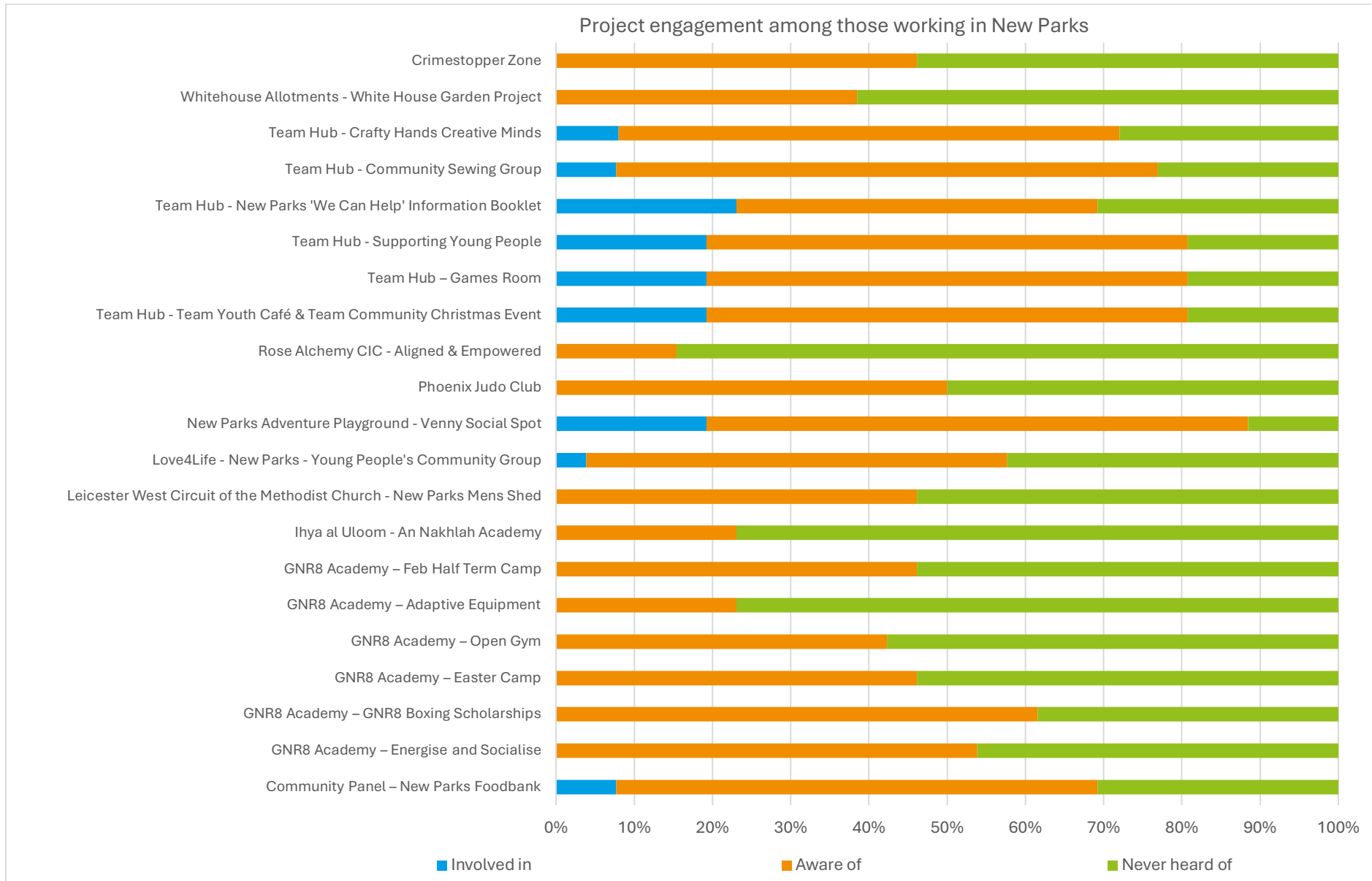


Figure 2: The proportion of survey respondents who are involved in, aware of, or have never heard of the People Zone funded projects in Bell Foundry, broken down by stakeholder type.

Project engagement among those living in New Parks

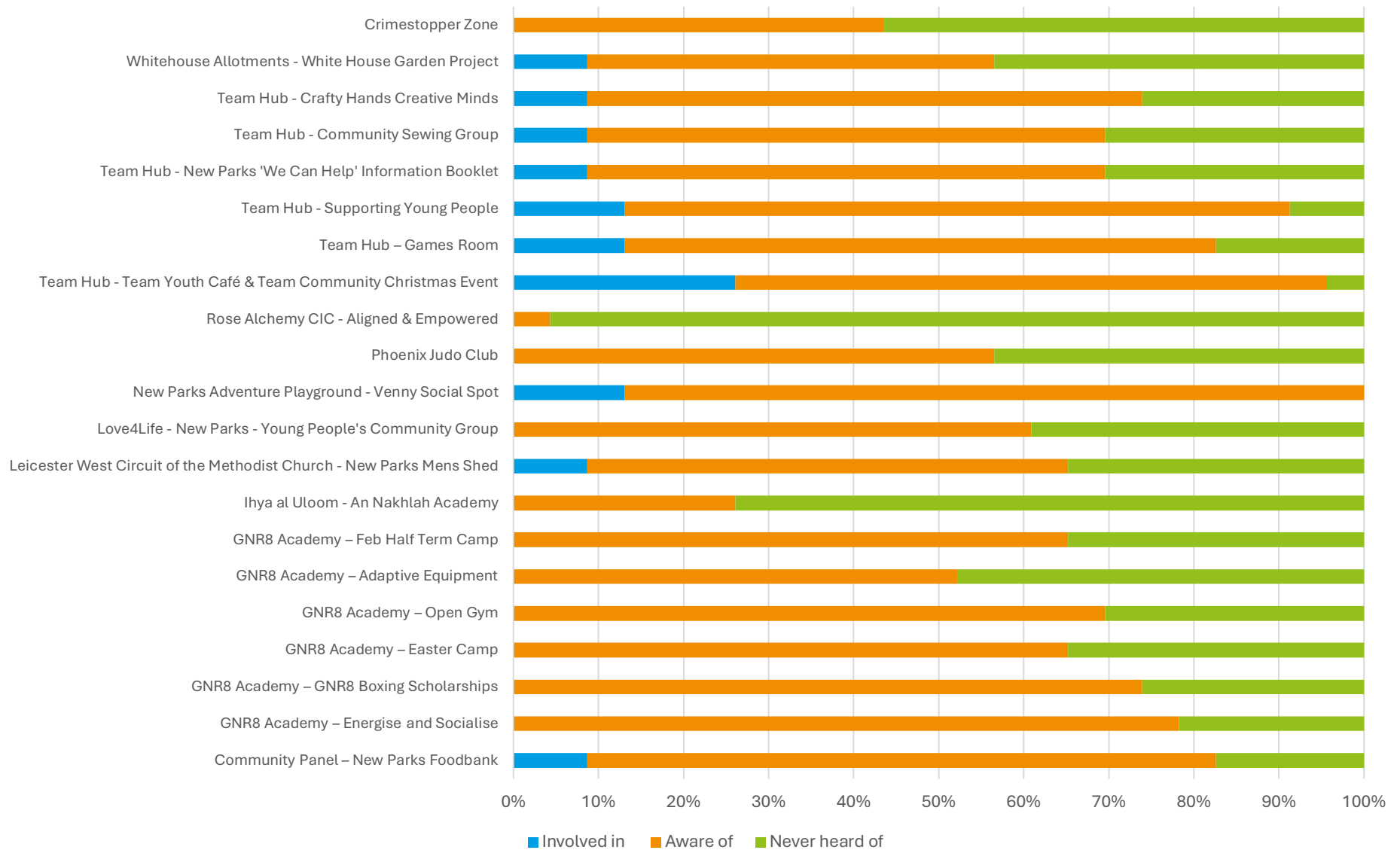


People Zone Evaluation Report 2024



People Zone Evaluation Report 2024

Project engagement among those living and working in New Parks



People Zone Evaluation Report 2024

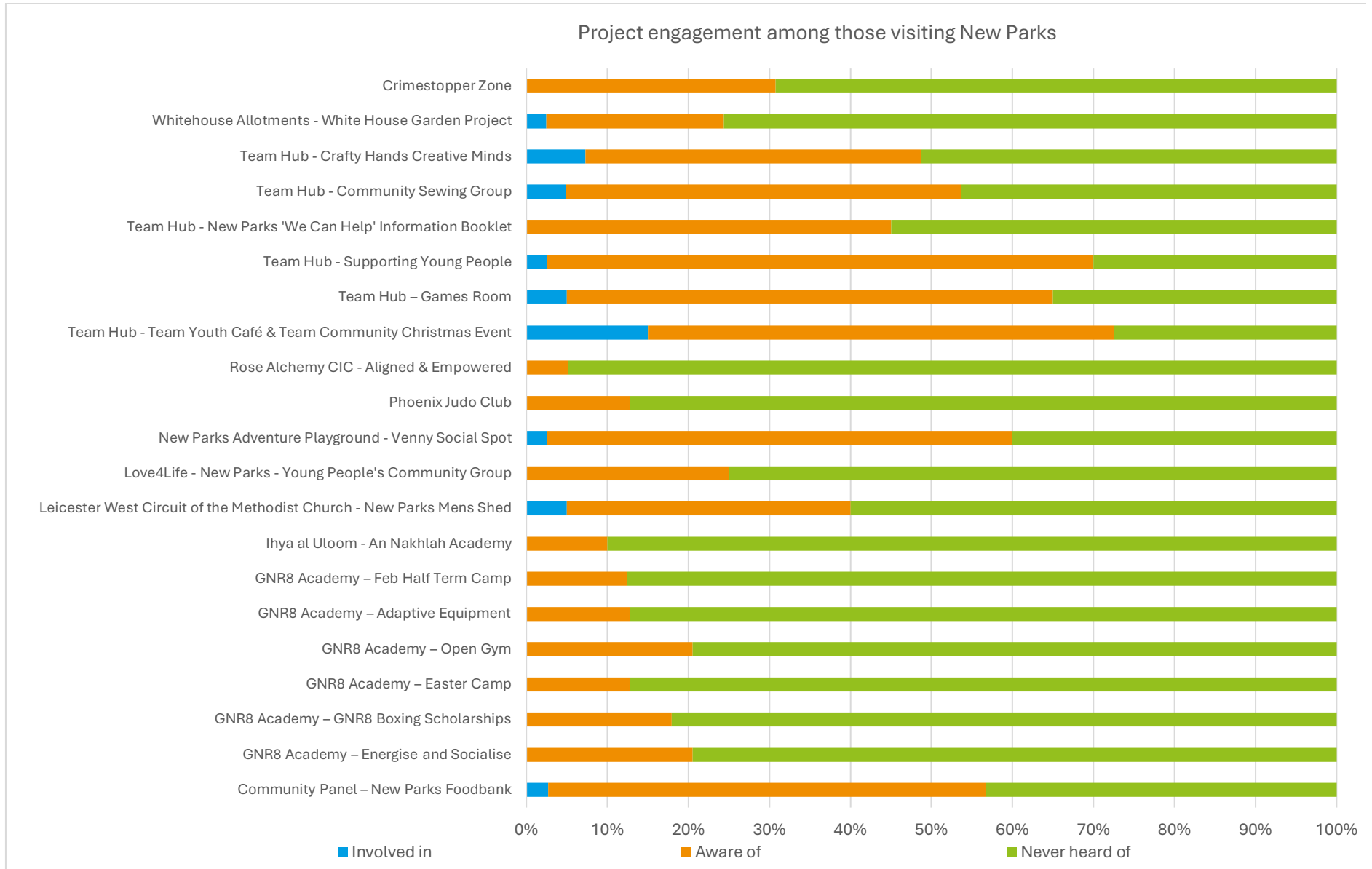
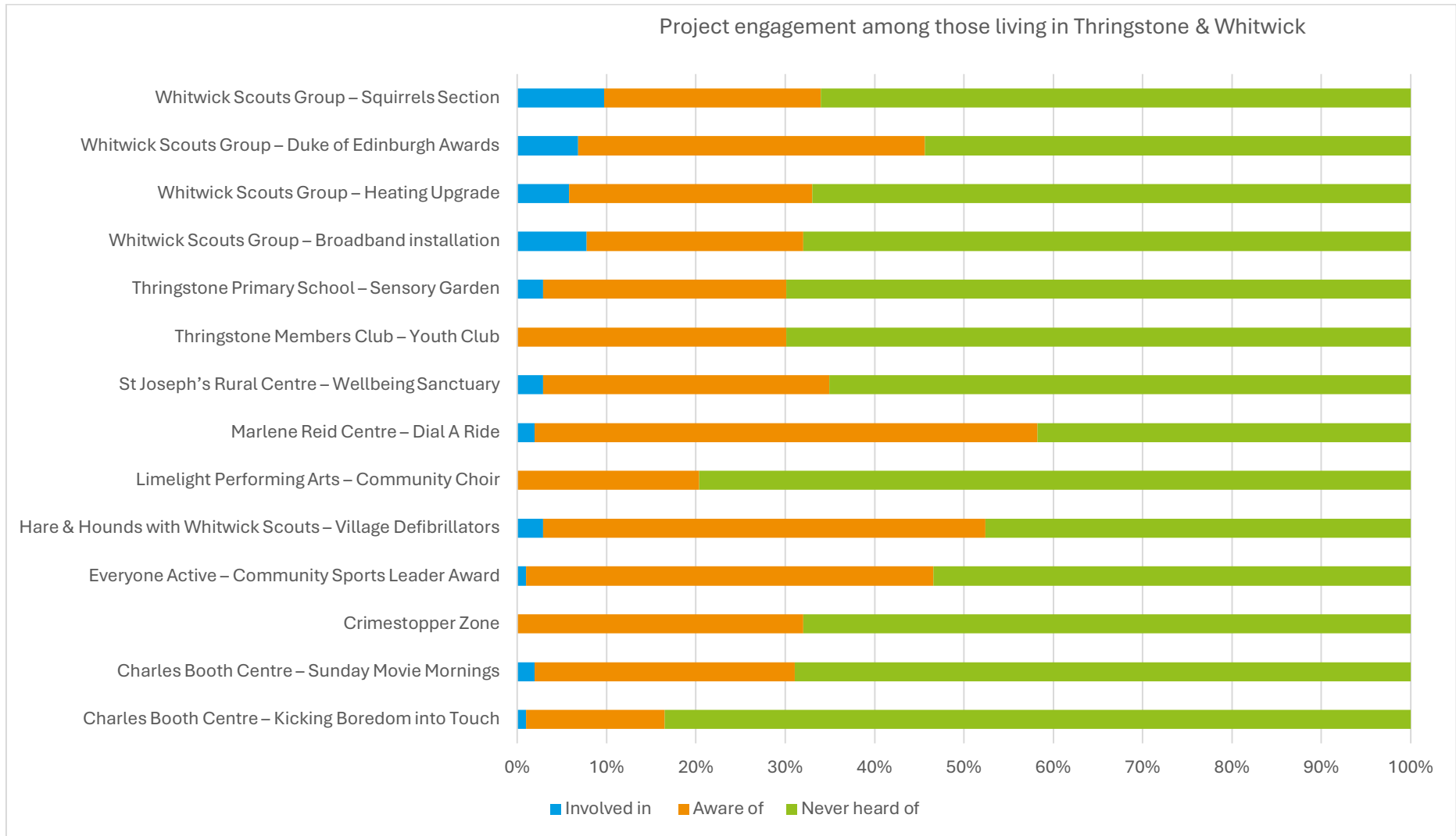
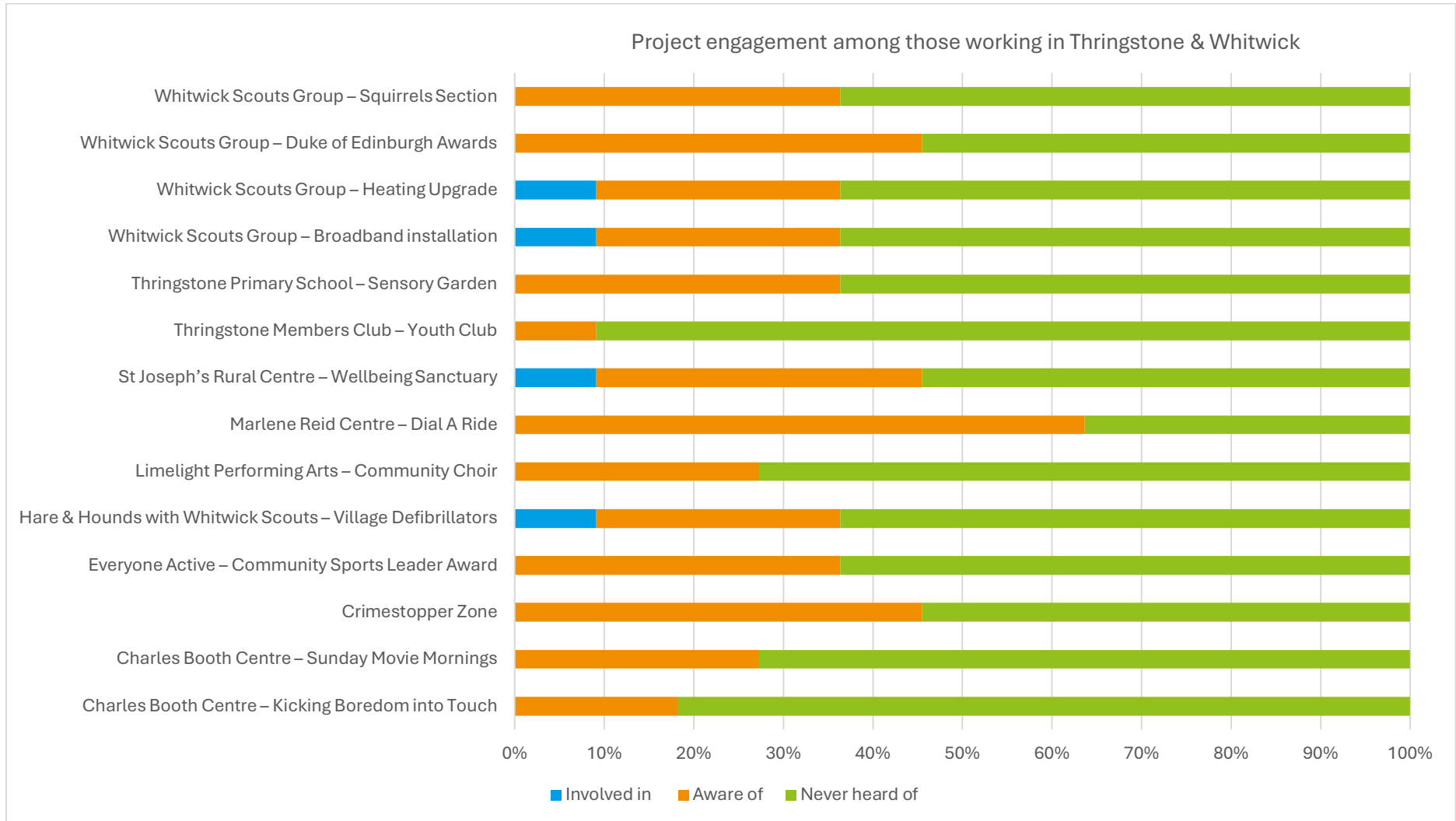


Figure 3: The proportion of survey respondents who are involved in, aware of, or have never heard of the People Zone funded projects in New Parks, broken down by stakeholder type.

People Zone Evaluation Report 2024

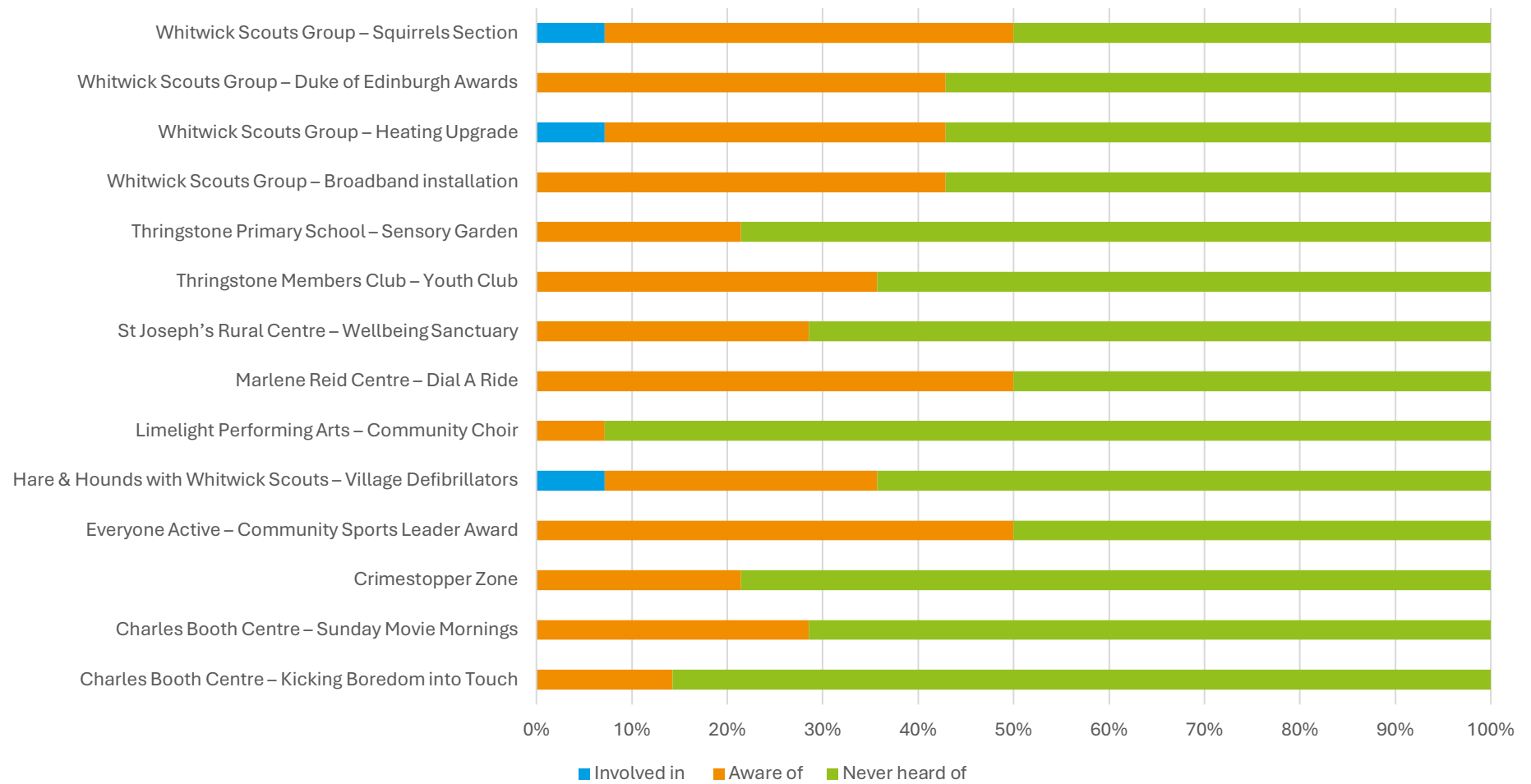


People Zone Evaluation Report 2024



People Zone Evaluation Report 2024

Project engagement among those living and working in Thringstone & Whitwick



People Zone Evaluation Report 2024

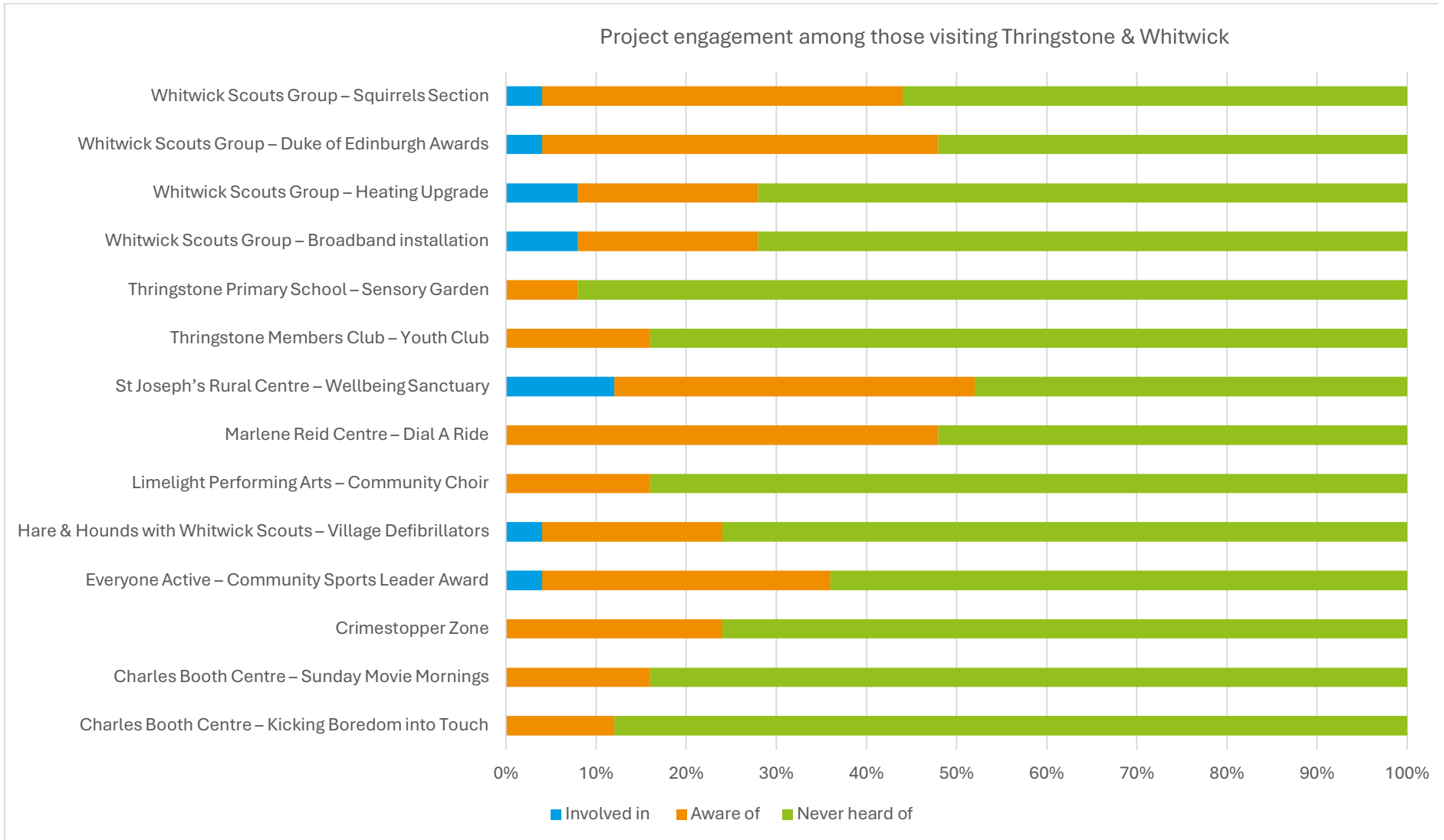


Figure 4: The proportion of survey respondents who are involved in, aware of, or have never heard of the People Zone funded projects in Thringstone & Whitwick, broken down by stakeholder type.

Of the respondents who said they were aware of at least one project, only 51 out of 424 were aware that they had been funded by People Zones, although 88 were aware that some of the projects had. Table 5 shows the breakdown per People Zone.

Table 5: The number of survey respondents who were or were not aware that the projects were funded by People Zones

| | Yes | No | Some of them | Not Sure |
|-----------------------------------|-----|-----|--------------|----------|
| Bell Foundry | 7 | 38 | 2 | 11 |
| New Parks | 25 | 125 | 60 | 14 |
| Thringstone & Whitwick | 19 | 88 | 26 | 9 |

During interactions at the pop-up events instances of people being aware of specific activities without recognising their association with People Zones were common. For example, parents were aware and eager to have their children participate in the oversubscribed Rainbows group but did not know it was linked to People Zones. Similarly, the forest school project at Thringstone and Whitwick Primary was popular and known amongst parents and children, but none were aware of the People Zones connection. Outside of schools, some residents were pleased to discover that People Zones had enabled street improvements like the alleyway clean-up in Bell Foundry.

Issues such as poor public transport, outdated notice boards, and lack of effective communication channels, like social media or visible banners, have hindered widespread knowledge about People Zones initiatives. Suggestions for better communication from residents included using more TV and social media posts instead of traditional posters, which often go unnoticed, and pooled resources for delivering

newsletters. There was also a desire for more targeted and joined-up initiatives, as some felt overwhelmed by the numerous smaller projects.

One resident already in touch with the project was looking to set up a group to support her child, and others, with additional needs. Even though many residents were unclear about the exact nature of People Zones, some had visions for local activities they would like to see, indicating an appetite for and potential proliferation of community-led initiatives.

Each People Zone has its own online asset map, created at the start of People Zones, to improve awareness of and engagement with the local assets and activities, providing another opportunity for people to engage and also allowing organisations to see what is already on offer so as to complement existing services/activities. The map is open to contributions from all organisations and the public.

To assess the awareness of the map, the grant recipients were asked if they find the asset map useful and if they promote it to their visitors/users (Table 6). The majority of respondents, 76%, find the asset map useful. However, within this group, only 44% actively promote it to their service users. Additionally, 24% of grant recipients do not find the map useful.

Table 6: Grant recipient survey respondents use and promotion of the online asset map.

| | Responses |
|---|-----------|
| Finds the asset map useful and promotes it to service users | 7 |
| Finds the asset map useful but does not promote it to service users | 9 |
| Does not find the asset map useful and does not promote it to service users | 4 |
| Does not find the asset map useful but does promote it to service users | 1 |

A total of 42 projects have been funded to date based on the priorities identified in the original research for each People Zone. This amounts to £207,524.62 being distributed among 26 different organisations.

Considering the impact of People Zones on the organisations themselves, the grant recipients were asked if this was the first grant they had received and if it had led to further funding opportunities, to assess the increased sustainability of the organisations and local projects. There was a mixed response to these questions but eight respondents said it had led to further funding and nine said it hadn't. Eight respondents said that the People Zones grant was the first grant they had received (Figure 5).

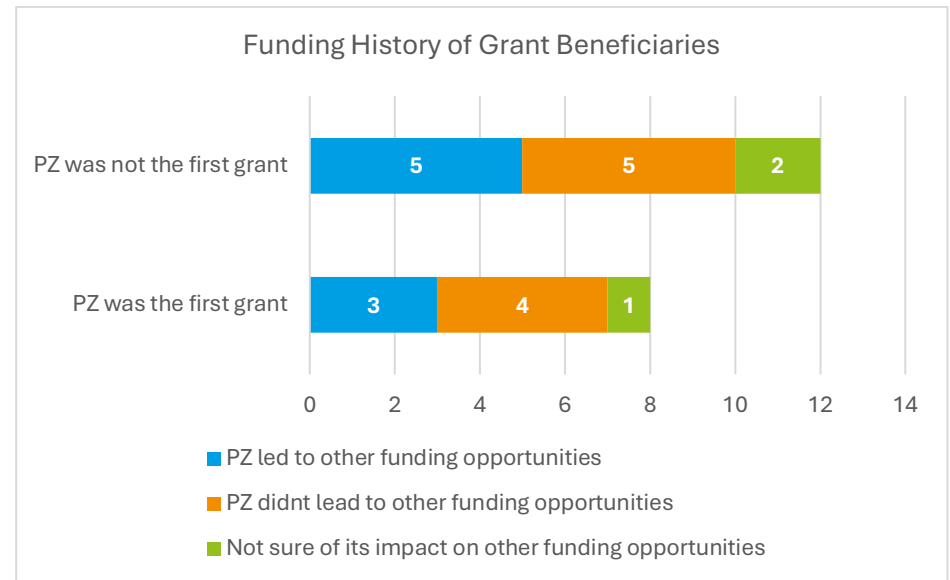


Figure 5: Organisations who have received previous or further funding since a People Zone grant.

According to the grant recipient survey, the project has increased skills among a diverse group of individuals, including lone parents, children and young people, girls and women, lonely boys and men, and other community members. Grant recipients provided specific examples of this upskilling. Participants were supported to improve their health through healthy eating education, as well as mental health, sexual health, and drug awareness support. At least 12 individuals enhanced their interpersonal skills, gaining confidence, resilience, friendship, and character and team building abilities, empowering them to build stronger social and community bonds. Approximately 10 young people developed film and media skills, learning to plan and shoot videos. Additionally, young people connected with the environment by learning

People Zone Evaluation Report 2024

how to grow food, camp, and go on expeditions. It is not only young people who have been involved. Survey respondents reported that individuals from 4 years old to over 50 years old have benefited from the upskilling. Approximately 15 young people were coached on employability and administrative skills, such as CV writing and interview skills, aiding their transition into adulthood.

The community survey asked those who responded positively to being involved in at least one project, what it was they most enjoyed about being involved. The responses were open text and so they have been grouped into themes in Table 7. Helping people and contributing to the community was the most cited element that people enjoyed about the project, followed by meeting people in Bell Foundry and New Parks People Zones. Learning new skills was mentioned the least.

The survey then asked if the projects had made the respondents want to get more involved in the community e.g. by volunteering. Just under half of Bell Foundry respondents said it had, along with 58% of New Parks respondents and 42% of those from Thringstone & Whitwick. The main reasons cited for not wanting to get more involved in the community were lack of time and lack of awareness around opportunities. The reasons why people would want to get more involved focused around giving back to the community, making new friends, sharing their expertise.

Of all the survey respondents; 20 in Bell Foundry, 34 in New Parks and 18 in Thringstone & Whitwick said they felt willing or able to set up their own community project with support. This included people of all ages, ethnicities, and genders. When asked about what they might need to set up a project, aside from funding, the most needed was advice and support for Bell Foundry and New Parks, and a venue or space in Thringstone & Whitwick. Other suggestions included help to promote the project and get volunteers, as well as help setting up the project.

The surveys asked participants if they had noticed any changes in the priority areas over the last 12 months. Figure 6 shows the perceptions of the organisations who received a grant and is not specific to a particular Zone. The greatest positive change noticed by this group was in the sense of community and activities for young people. Over half of the respondents also saw an improvement in opportunities to volunteer in the community, opportunities to learn new skills, relationships between the police and the community, and isolation and loneliness. There was least change or negative change seen in drug and alcohol issues, and litter and fly tipping.

Table 7: What the community survey respondents enjoyed most about being involved in the projects, grouped into themes.

| | Socialising/ meeting people | Helping people/ contributing to the community | Learning new skills | Being occupied | Improving community cohesion |
|-----------------------------------|--------------------------------|---|------------------------|----------------|---------------------------------|
| Bell Foundry | 3 | 4 | 2 | 0 | 2 |
| New Parks | 14 | 15 | 2 | 8 | 9 |
| Thringstone & Whitwick | 4 | 14 | 4 | 2 | 6 |
| TOTAL | 20 | 33 | 8 | 10 | 17 |

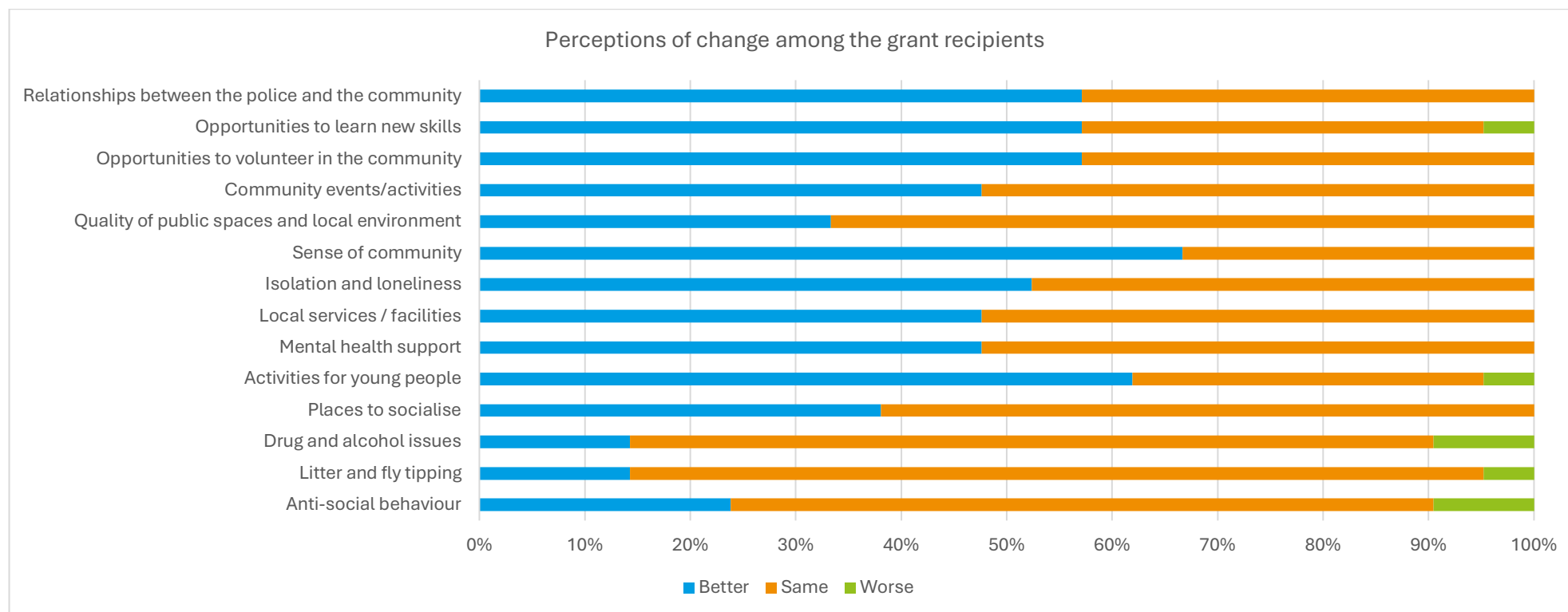


Figure 6: Proportion of grant recipients noticing changes in the priority themes.

The community survey asked the same questions about any changes noticed. The results for each People Zone are presented below, broken down by stakeholder group to assess any variation in perceptions between those living, working and visiting the area.

Figure 7 corresponds to Bell Foundry. The charts show that most respondents noticed no change in all aspects. The group who live and work in the People Zone proportionately reported the most negative changes of all the groups. Conversely, those only working in the area saw the most positive change, followed by those visiting the area. There was a mixed response to all the priorities with those living in the area seeing the most positive change in opportunities to learn new skills while those visiting saw the least positive change in this. The perceived improvement in relationships between the police and the community ranged between 14% (residents) and 25% (living and working).

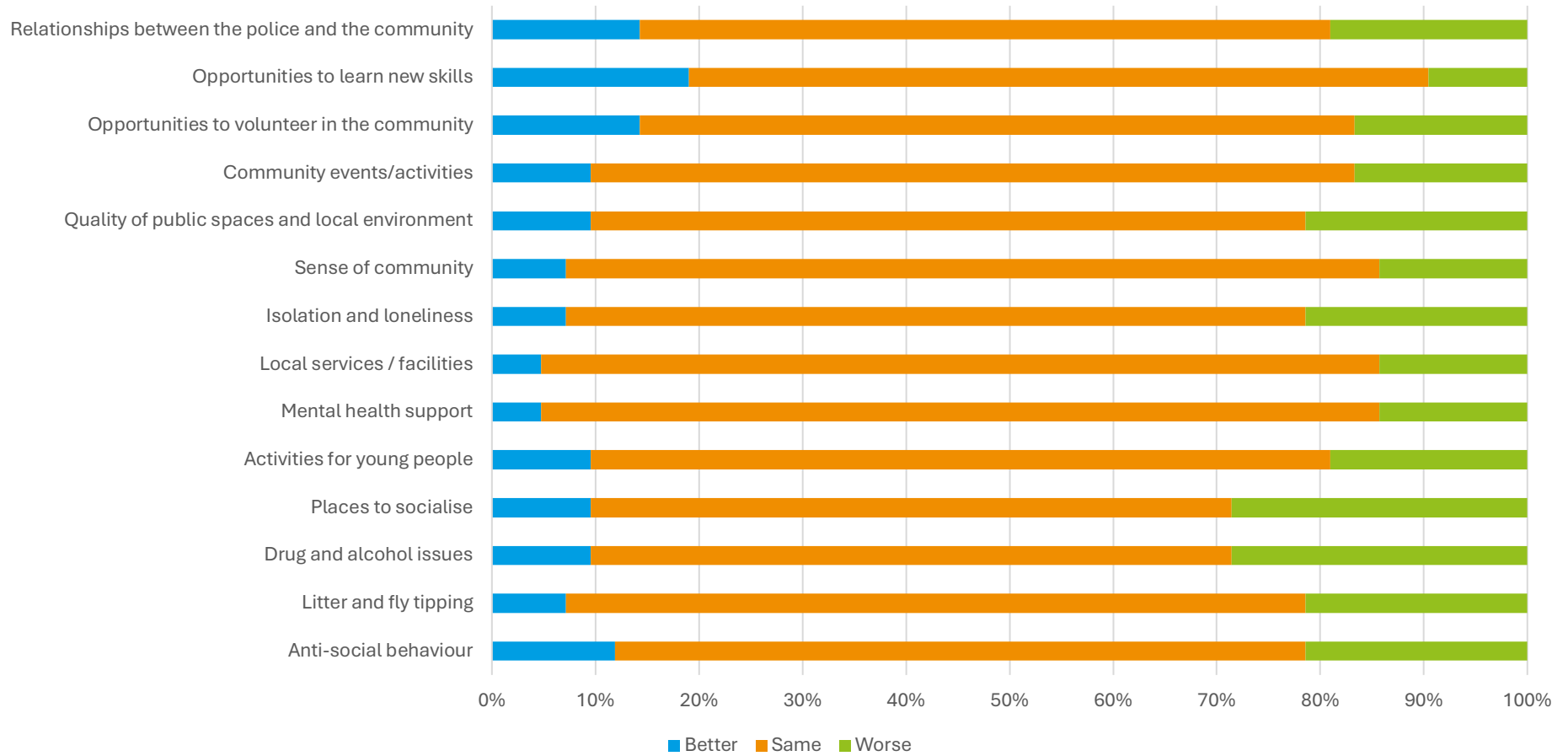
Figure 8 shows the perceived changes in New Parks. This shows a deal of change, but clearly opposing views, with many aspects seeing both positive and negative changes across all the stakeholder groups. The

greatest negative change seen across all groups was for litter and fly-tipping, this also received fewest positive responses from those who live in the area. Drug and alcohol misuse saw the least positive change in all groups except the residents. Mental health support was seen as most improved by the visitors and those who live and work in New Parks, whereas of those only working in the area felt that community events and activities had improved. Among the respondents who live in the area, the most improved element was activities for young people, followed by community events.

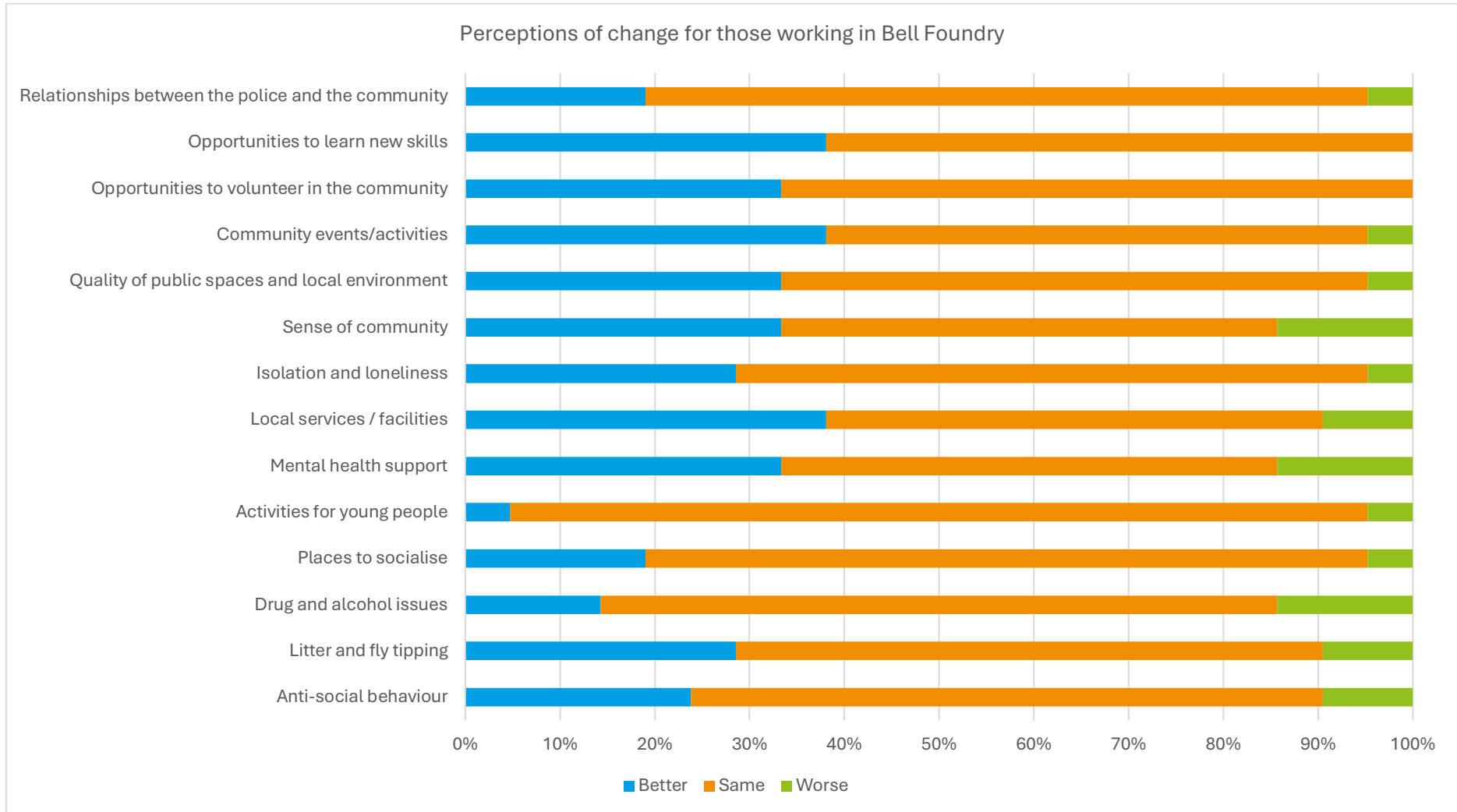
Figure 9 shows the same results as above for Thringstone & Whitwick. Litter and fly tipping along with local transport received the biggest proportions of negative responses. Sense of community and places to socialise were the most divisive topics, attracting almost even positive and negative responses across all groups. The least change was noticed in the Digital skills /support for the community. Those visiting Thringstone & Whitwick noticed fewer changes overall.

People Zone Evaluation Report 2024

Perceptions of change for those living in Bell Foundry

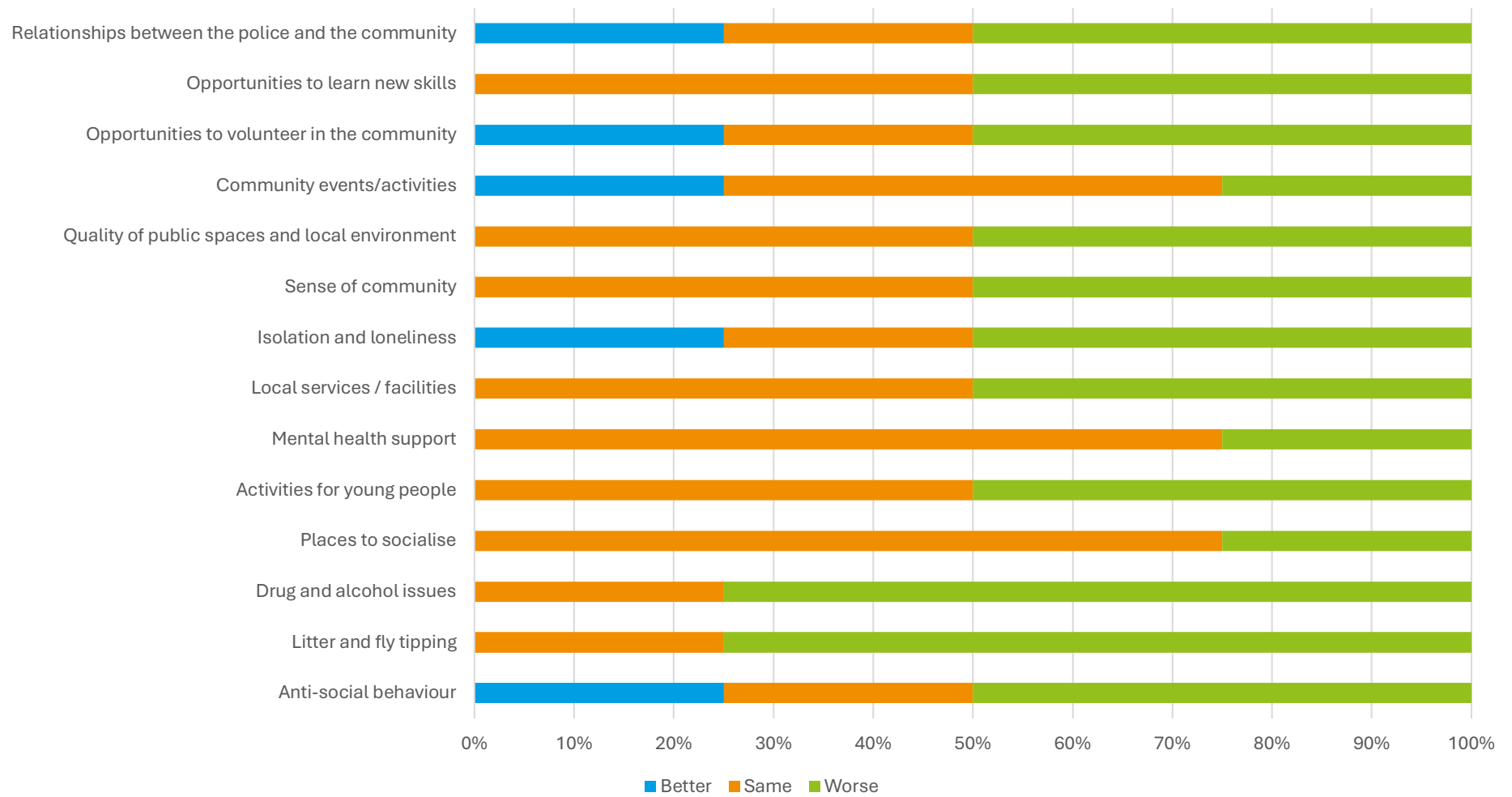


People Zone Evaluation Report 2024



People Zone Evaluation Report 2024

Perceptions of change for those living and working in Bell Foundry



People Zone Evaluation Report 2024

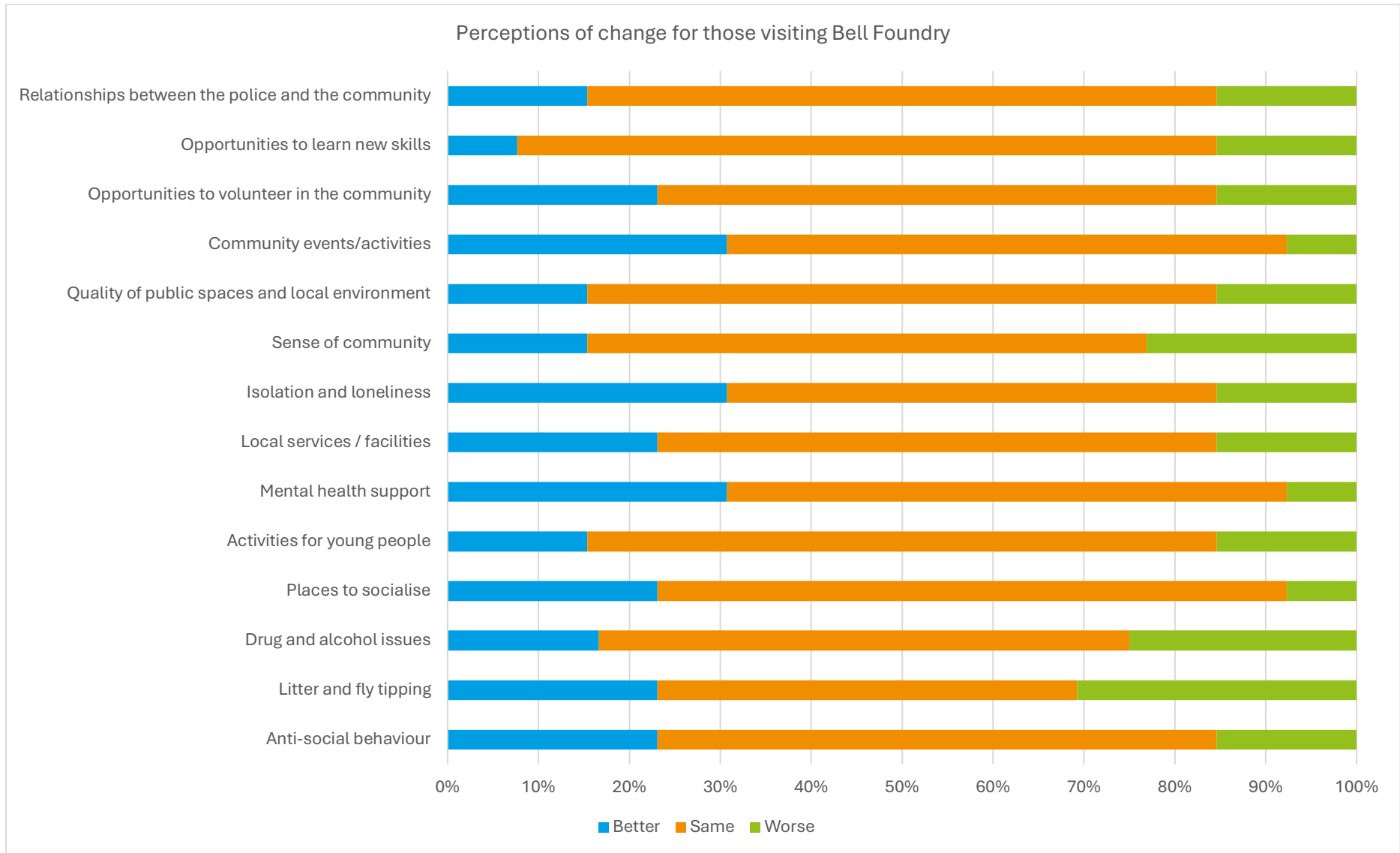
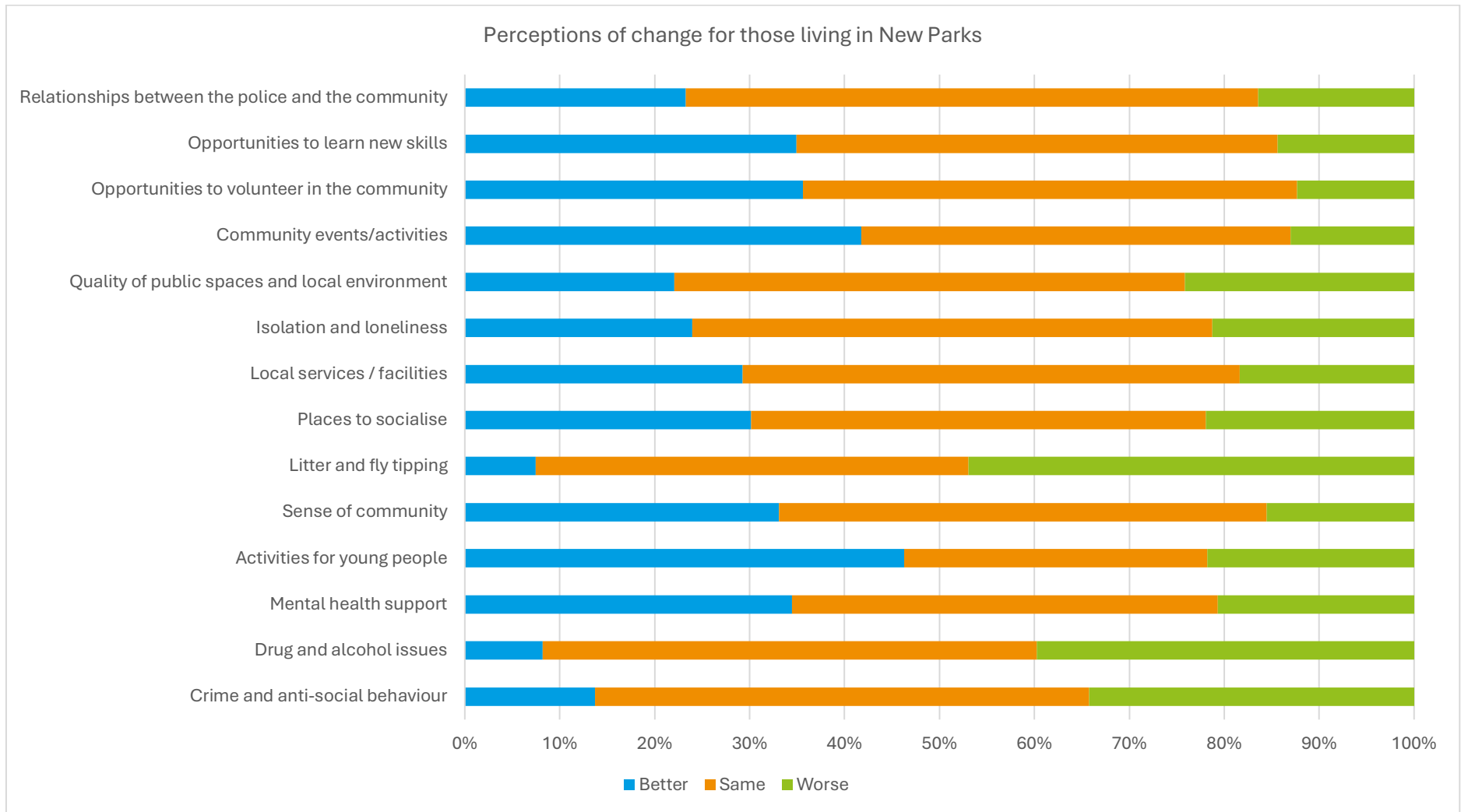
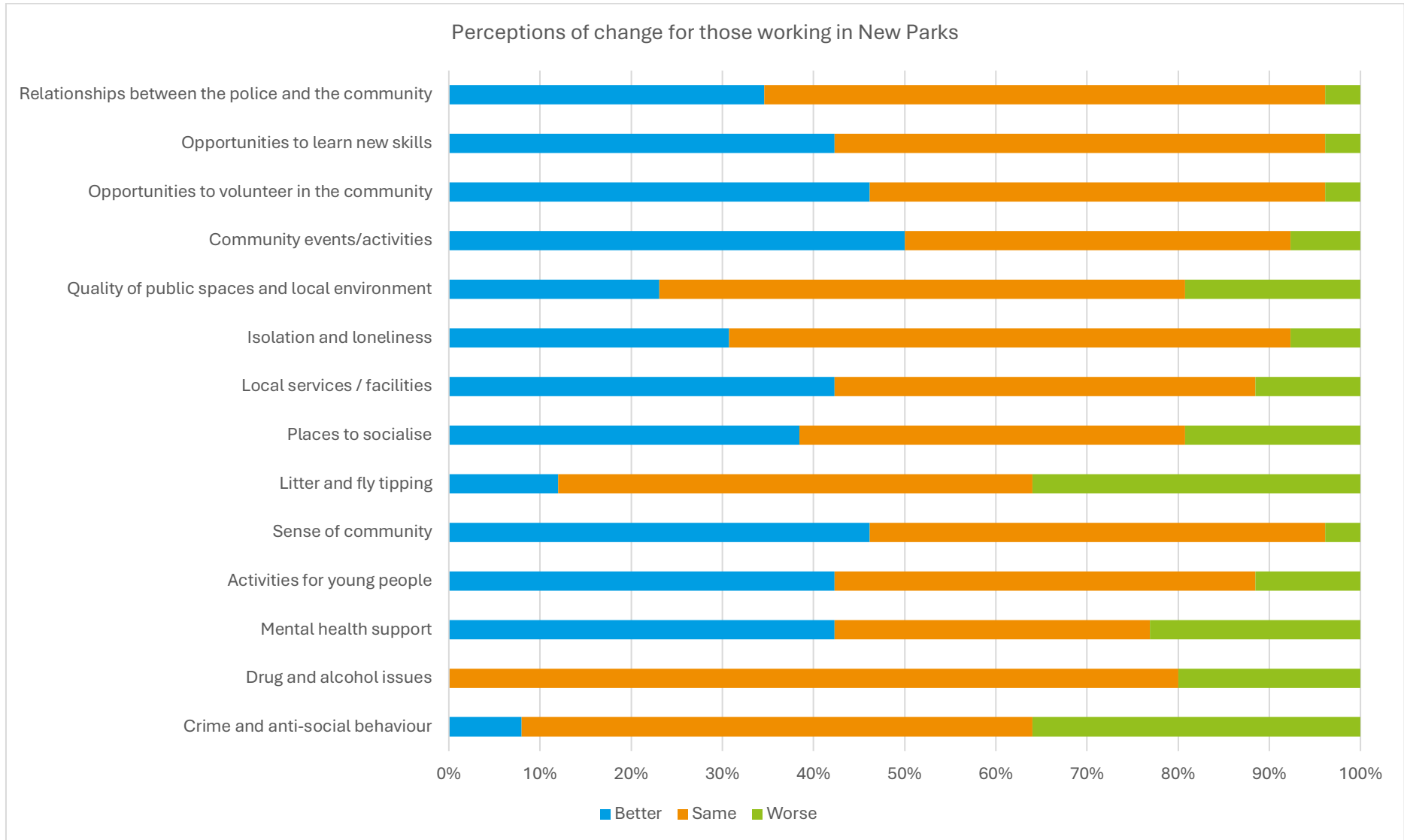


Figure 7: The perceptions of change in the identified priority areas for Bell Foundry, according to the different stakeholder groups.

People Zone Evaluation Report 2024

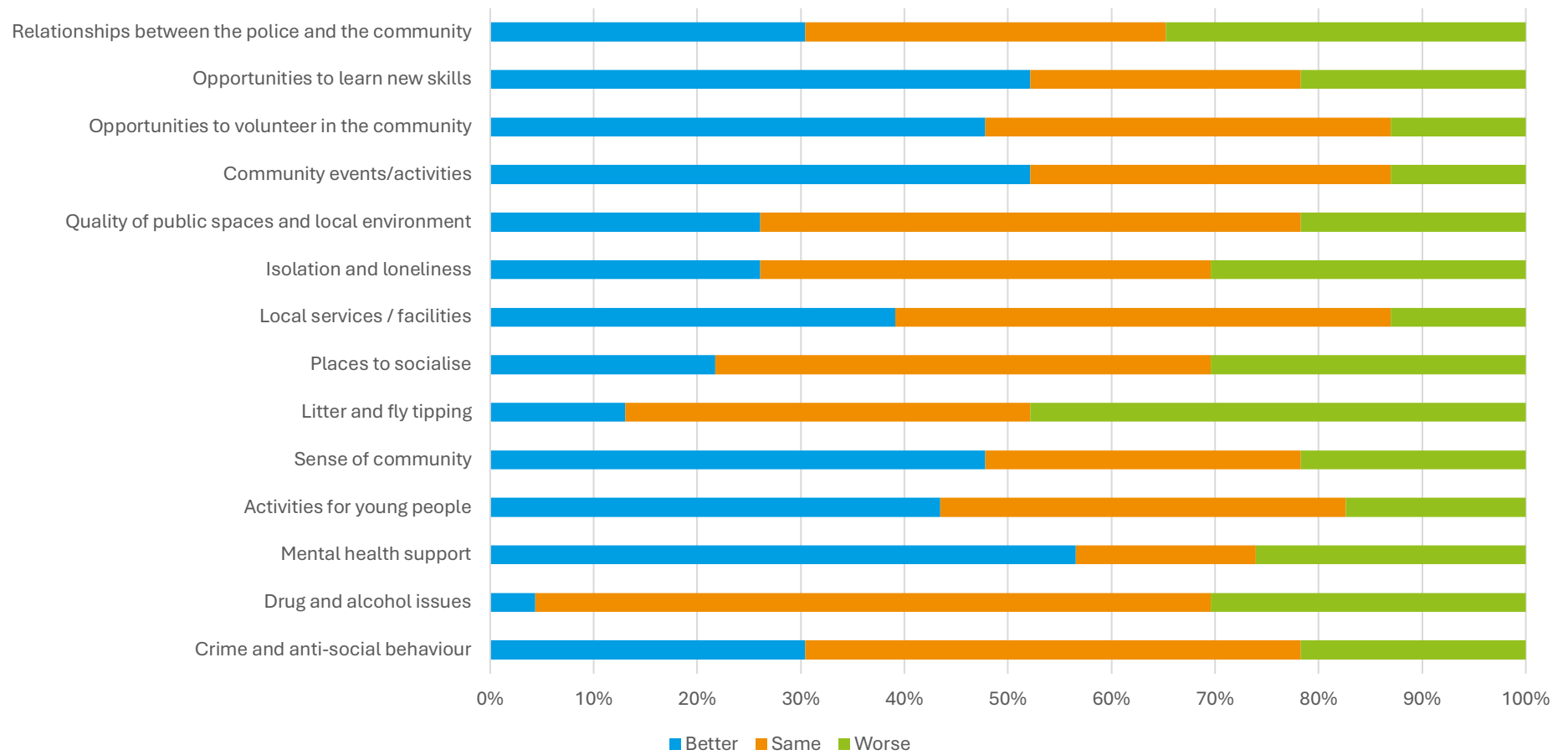


People Zone Evaluation Report 2024



People Zone Evaluation Report 2024

Perceptions of change for those living and working in New Parks



People Zone Evaluation Report 2024

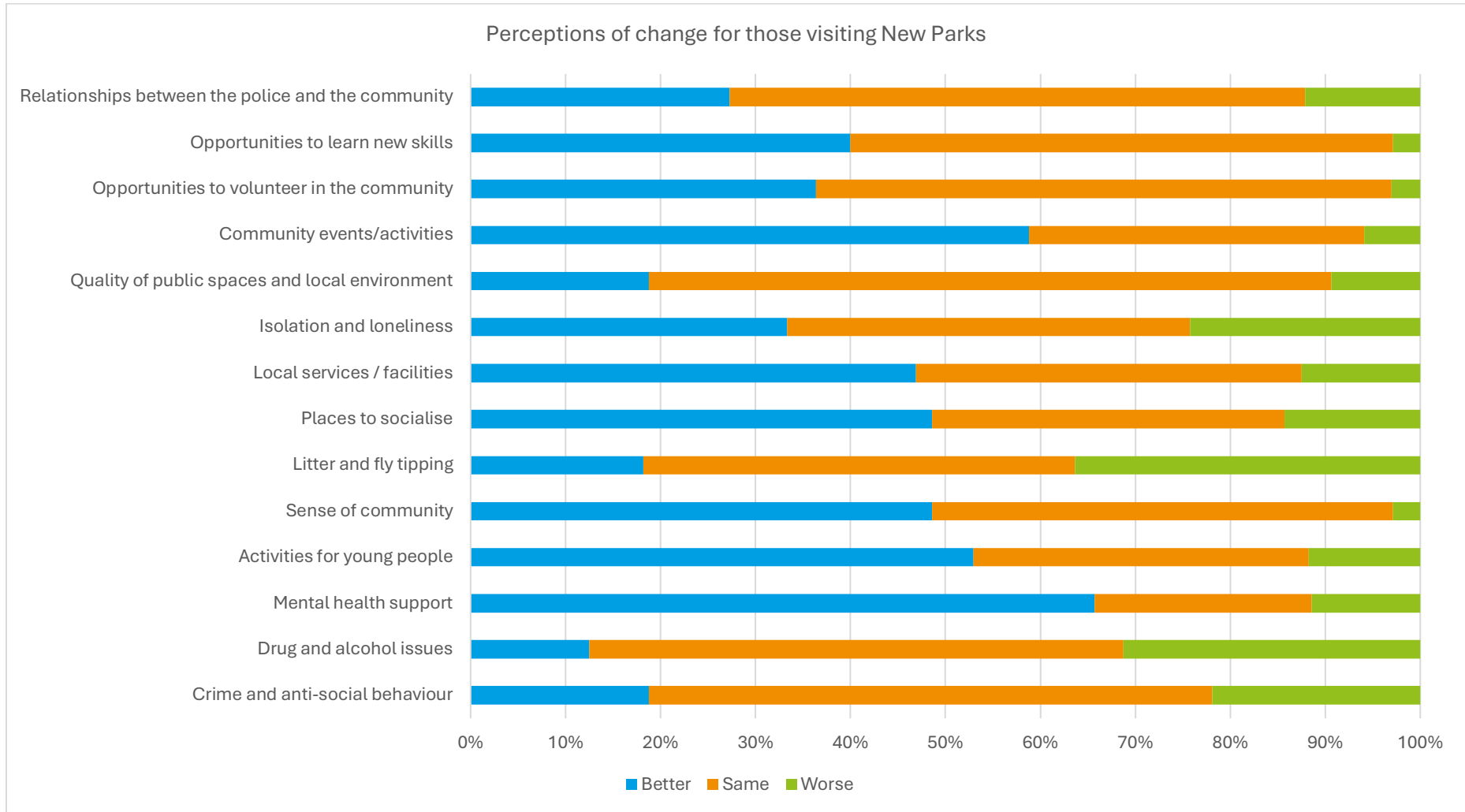
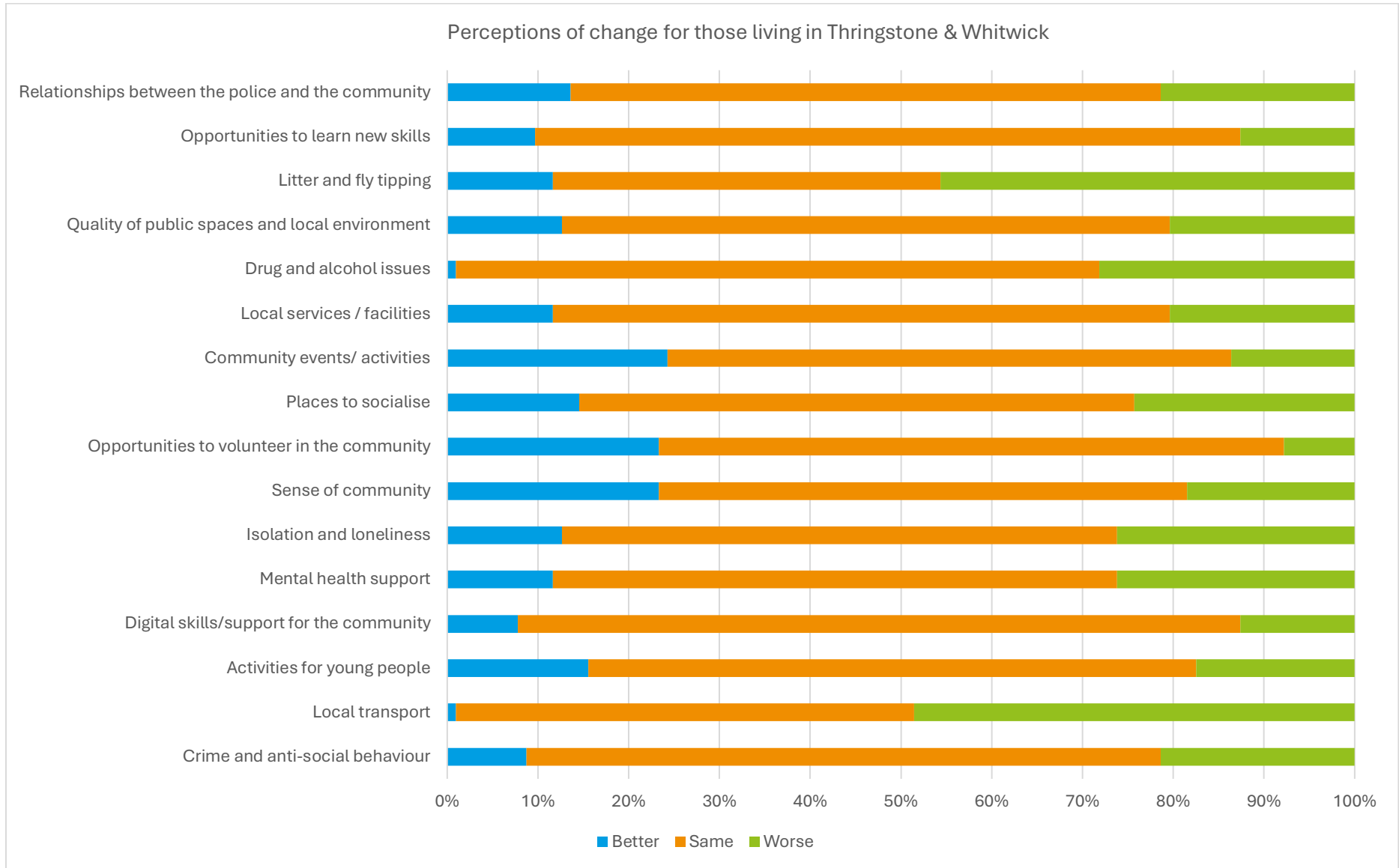
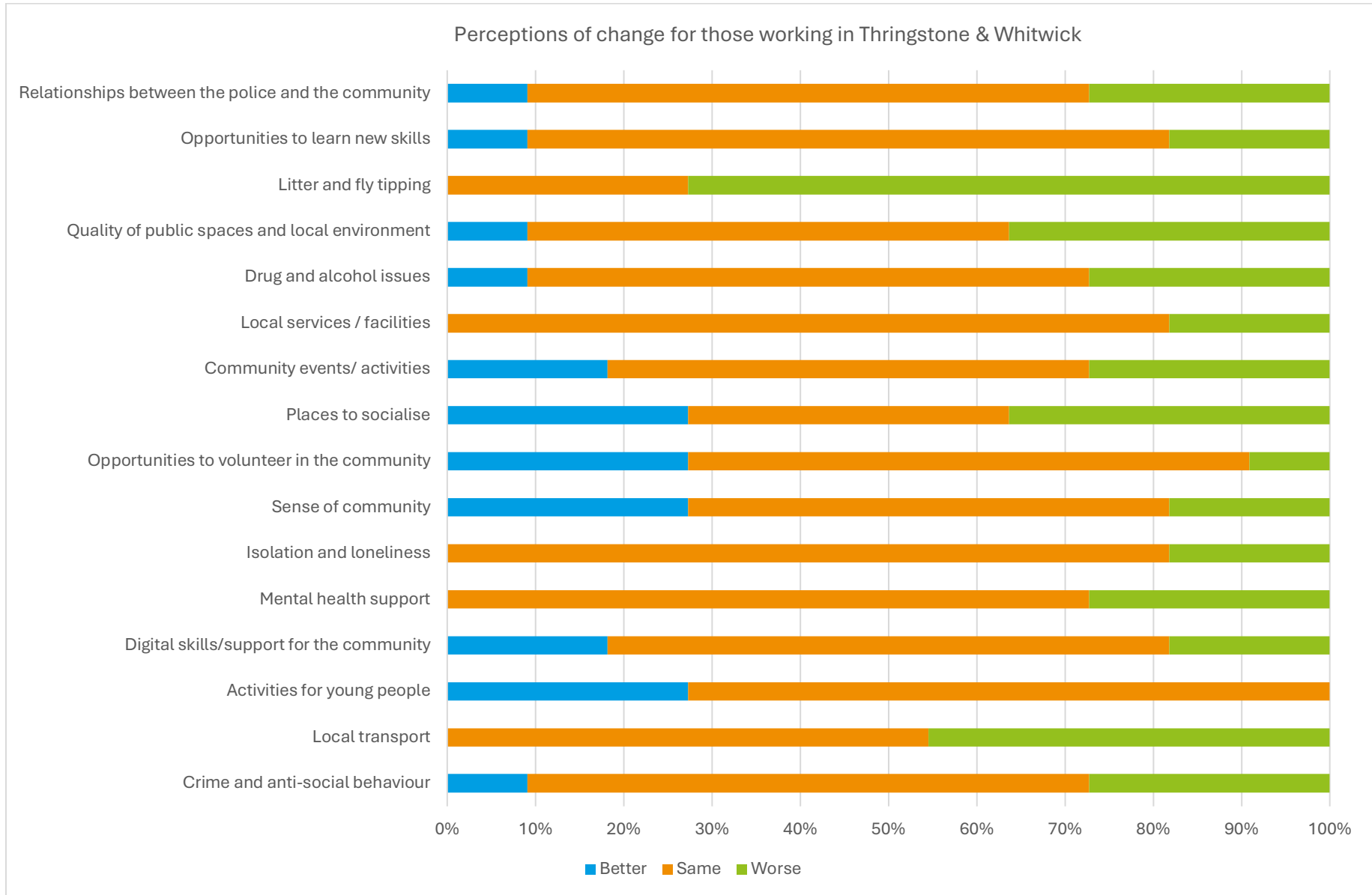


Figure 8: The perceptions of change in the identified priority areas for New Parks, according to the different stakeholder groups.

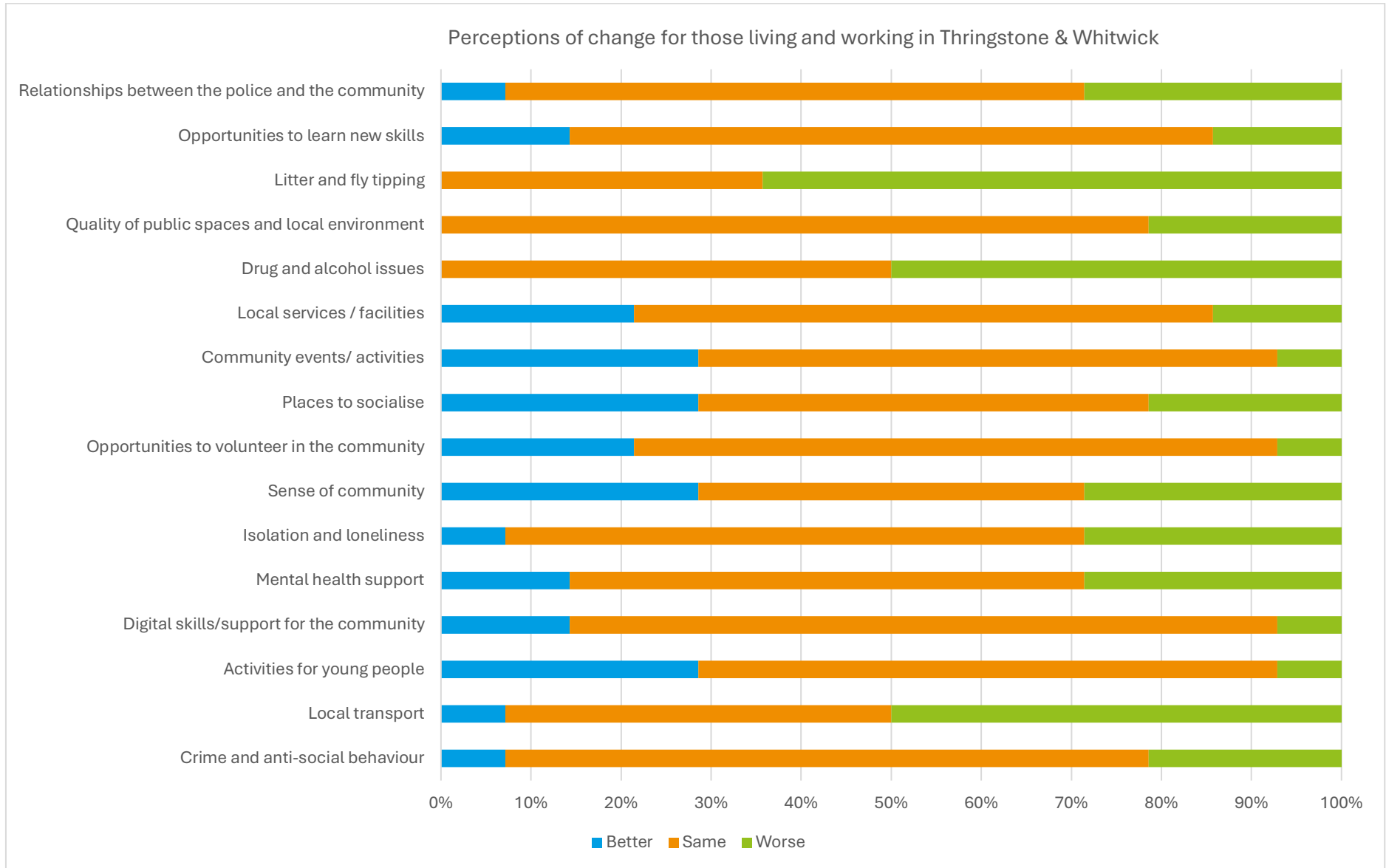
People Zone Evaluation Report 2024



People Zone Evaluation Report 2024



People Zone Evaluation Report 2024



People Zone Evaluation Report 2024

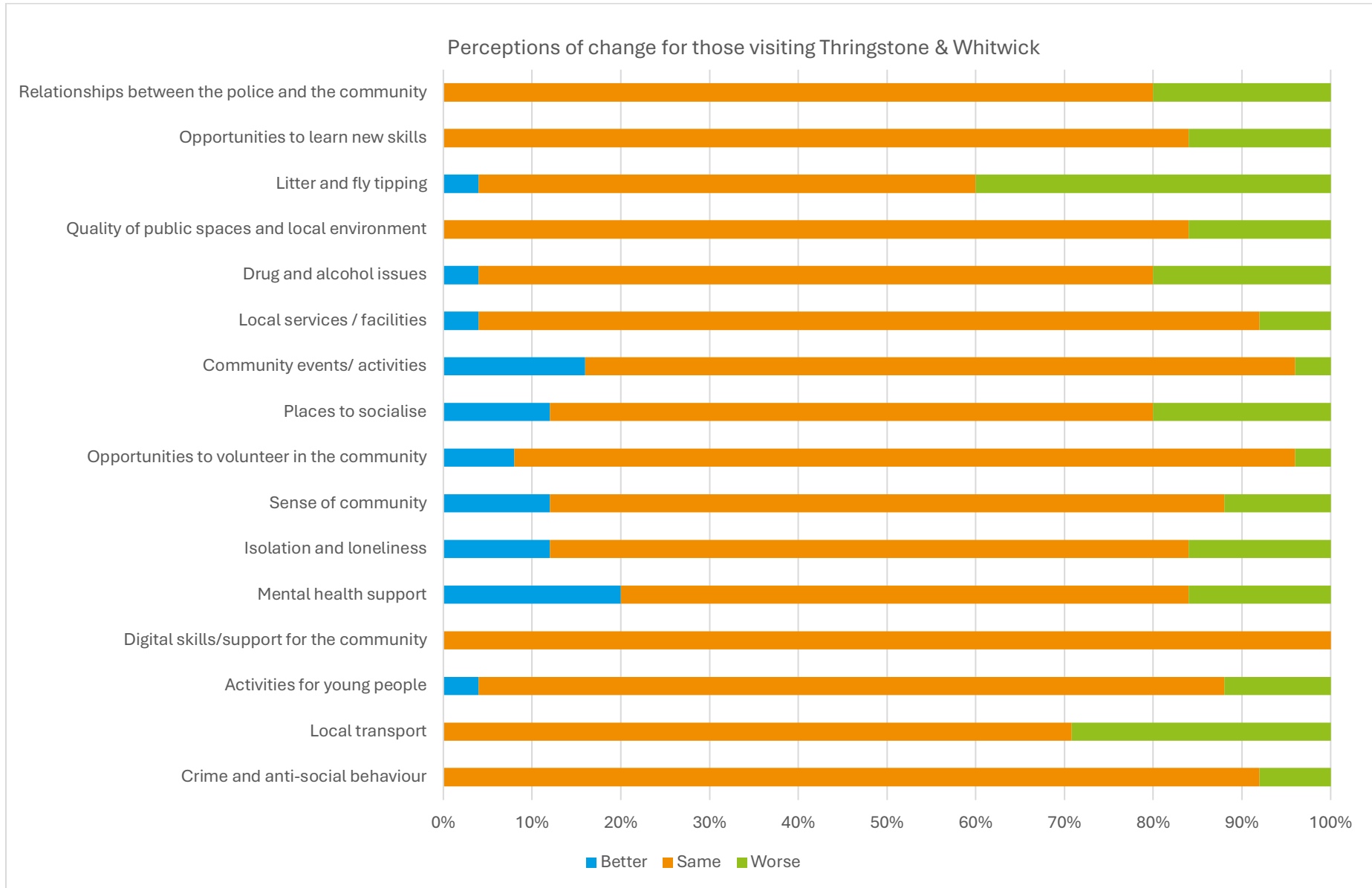


Figure 9: The perceptions of change in the identified priority areas for Thringstone & Whitwick, according to the different stakeholder groups.

The interviewees were asked if they had noticed any changes in community spirit and togetherness since People Zones has been running. In Bell Foundry, the biggest issue is drug and alcohol related crime, which is difficult to address. However there has been some progress in other areas. Limehurst Academy is an example of where successful connections can make a difference, introducing a Public Health Trauma Informed Officer to the school, who in turn engaged the Violence Reduction Network (VRN) to the school, sharing information on other funding streams and subsequently receiving a grant for a sensory garden. Limehurst has hosted events to bring people together in the community, and whilst they had a low turnout, they still proved to be important networking opportunities. Time banking also has the potential to get more people involved with organisations such as Fearon Hall.

In New Parks, feedback shows a marked difference in behaviour. People now see things happening and know where to go for help. The response from the flats on Aikman Avenue where a lot of effort has been focused on engagement has been positive. There is now an aim and willingness to set up a tenants' association and get more community involvement, which is possible with support for members to build confidence and make this happen.

In Thringstone and Whitwick projects are still early but show promise. Whitwick Scouts make programs like the Duke of Edinburgh affordable, sharing equipment with local schools. The Charles Booth cinema club for young people is getting great feedback, bringing people together and is aiming to expand this to adult sessions. The mini police program in Thringstone Primary School has inspired adult ambassadors, spreading a positive message to homes. People Zones have connected various

entities and organisations such as Saint Joseph's, who received funding for a wellbeing hub.

These efforts have started changing the community spirit. Positive activities reduce antisocial behaviour, creating a more cohesive and happier community. Youth activities will hopefully reduce anti-social behaviour further.

When asked if they thought more people were getting involved in community activities and contributing to them since People Zones has been running, the interviewees said that they did in many instances. However, delays in starting projects, for various reasons, has meant some residents have lost the momentum so change is slow. Confidence needs to be built for residents to feel able to get involved and this in turn further increases their confidence. These residents can serve as inspiration for others and reduce isolation. Support from local councillors and partnerships with organisations is crucial for projects, such as the mental health friendly places, of which People Zones supported a pilot in Bell Foundry to work with barbers prior to its official launch. In New Parks, moving activities to the Aikman Avenue flats area has increased engagement and now a community room is opening for coffee mornings and other activities to integrate residents more. It's a mindset change, but progress is visible.

Overall, these efforts are fostering a stronger, more connected community, addressing key issues, and providing meaningful activities and support.



Impact of People Zones – Building partnerships

The impact of People Zones on building partnerships was assessed via different methods to evaluate success against the following objectives:

- 1.5 - Adopts a multi-agency approach where partners support the PZ communities
- 2.2 - Collaborations between communities and statutory partners
- 2.3 - Increased number of services/interventions in the area

The focus group agreed that being involved in People Zones has provided more opportunities of working together. It has built up community groups, in particular a gardening group which has grown into a formalised group, helping them to plan activities that they wish to undertake. In New Parks it was felt that the number of anti-social behaviour incidents has reduced. During the session, the improvement of relationships was a recurring theme. People Zones has provided the reason or mechanism for organisations to reach out to others in the area and build working relationships, as well as strengthening existing ones. In New Parks, Team Hub and New Parks Adventure Playground have been able to connect with the neighbouring New College for the first time and also improve their communications with New Parks Library. This has led to collaborations in terms of addressing anti-social behaviour by engaging directly with the young people without the need to involve the Police, and also improved organisational knowledge of the different services available to signpost the community to. In Bell Foundry, People Zones have worked to build relationships between

various organisations and providers and has helped to increase their awareness of each other. People Zones has also made inroads into increasing introductions to areas in need of Community Payback support.

The majority of respondents reported that the People Zones grant improved their organisation's engagement and way of working, particularly in areas of partnerships and networking, organisational skills and capacity, number of visitors and users, and project awareness. However, the People Zones grant had limited impact on volunteer recruitment, with only 20% noting an increase in the number of volunteers. Responses were evenly split on whether the organisation's confidence levels had increased (Figure 10).

I think I think a lot of people tend to work in silo without realising it and People Zones has almost given them the opportunity to work more collaboratively. ...

...People say it takes a village to raise a child but I think that same kind of thing applies to communities as well, like it takes the whole community to work together to thrive and foster positive change.

Our job really is just to kind of empower people to play that role, to make that positive change to band together as a community. I think People Zones has definitely put that into perspective for a lot of people.

People Zone Evaluation Report 2024

Over half (11) of the grant recipients also said that People Zones has helped them collaborate with other organisations, and almost half (9) felt more supported by the statutory services since People Zones has been running.

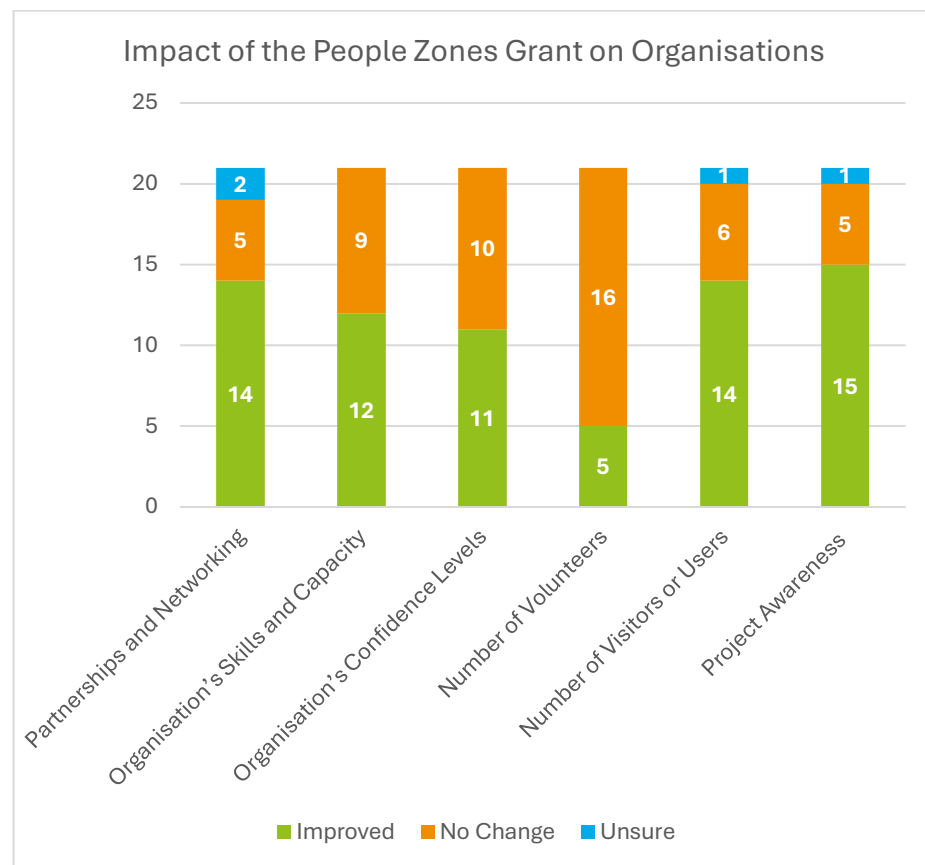


Figure 10: Grant recipient survey responses to the question – “Has your People Zone grant helped your work in any of the following ways beyond the funding itself?”

The interviews included two questions that focused on building relationships. The first asked if they thought that the People Zones project has supported or enabled any change in relationships between the police, the OPCC and the community, e.g. increased communication, increased trust. An initial important point was made that COVID initially disrupted People Zones, but progress has been made since to gain trust. Getting community leaders on board is crucial for this and their attendance at steering groups to make connections has been strongly encouraged.

Barriers to changing relationships with the police in Bell Foundry were stated as not enough private and sound proofed space at the Marios Tinenti Centre to safely hold private conversations. Police presence is often lacking unless they are dealing with specific issues but although once people would have left if a police officer walked in, now they will stay, chat, and have a cup of tea. This builds relationships at their level. Educating the community about reporting and building intelligence is crucial. Crime Stoppers and Neighbourhood Link awareness have been helpful, but more can be done, such as police carrying out more walks and door knocks.

In New Parks, the beat team, especially Sally, has been seen as supportive. Open communication and follow-through on promises have made a big difference. The current PCC, Rupert Matthews, has also made and kept promises, which is important to the community. An example of working together was Team Hub working with a family dealing with a lot of ASB challenges, and after the mother failed to attend an interview Team Hub took the police to their home to discuss a safety plan. This showed the community that the organisations can work together without conflict.

In Thringstone & Whitwick, there's been an increase in communication and police presence at steering group meetings. Off-road bikes on Melrose Field have caused complaints, and many reports have gone

through Crime Stoppers. The beat team is rethinking how they do surgeries and engage with the community.

The second question related to relationships was whether they thought that the People Zones project has helped to bring different organisations and agencies together more successfully and supported a more joined up approach. The interviewees cited some examples of this but moreover, there was a desire to improve this within and between the Zones.

A useful process could be to implement and facilitate a People Zone Leader Network as part of the grant-funded project, allowing for the sharing of best practices among steering group representatives. This was re-iterated at the round table and focus group sessions where it was clear that people valued being together and hearing about other People Zones. Steering groups have shown that projects flourish when there's engagement.

One barrier is GDPR, which complicates sharing information about individuals with complex needs. However, New Parks Team Hub's relationship with New College has shown that this can be overcome with effort on all sides allowing them to collaborate on safeguarding issues effectively. Open access to teachers and regular meetings has led to better outcomes for young people.

Within New Parks there is a desire to signpost and promote the other funded projects, such as from the mental health café to the Men's Shed. In addition, pooling of resources and expertise has helped support individual organisations facing funding challenges, such as the Adventure Playground.

There are challenges in Thringstone & Whitwick around the organisations working together effectively. With People Zones being a community-led initiative there is a limit to how far the local authorities can get involved, but other organisations don't necessarily have the capacity to lead the whole group and so it can mean organisations going off in different directions. Communication with different organisations

has improved though, with the Friends of Thringstone, being more vocal about their activities and The Members Club offering after-school clubs, bingo, and community events.

There was a missing but important link identified which was GP surgeries who have been difficult to engage.

There are actually projects that this community needs and the outcomes are happening. You can see that difference.

We've seen the reduction in the antisocial behaviour in the [New Parks] library. So that has now totally stopped and we've been able to build that that bridge up even though we had a good relationship with them. Now they have our [Team Hub] contact number. So instead of us going down every night, there's nobody there and it's kind of a bit of a wait, a waste of time and money really. They will ring us if there's young people hanging around and not being appropriate. And then the team will just go down because it's literally down the road. So, their first port of call now is to call us instead of the police.



Impact of People Zones – Community Payback

The impact of People Zones on Community Payback was assessed via different methods to evaluate success against the following objectives:

- 4.1 - Improvement in resident involvement and purposeful activity
- 4.3 - Service users improve work readiness
- 4.4 - Ex-offenders secure employment through new skills learnt
- 4.5 - New skills given to residents within PZs
- 4.6 - Increased engagement between residents, community groups and service users

During the focus group, the participants were guided to discuss community payback aspects of People Zones. It was felt that it has had a direct effect on improving the environment for residents, including litter picking, gardening, maintaining playgrounds. There is also a strong pipeline of projects to work on in the different Zones, especially Thringstone & Whitwick. In total, 71 individuals have directly put work back into their local community because of PZ projects through Community Payback. In addition, people who are made aware of and recognise the benefits of these projects can sometimes in turn volunteer.

The interviewees felt that Community Payback delivered great results in terms of visible changes to the Zones, showing the value of People Zones, and long-lasting benefits. It was thought that the Community Payback projects have been beneficial for both the community and local persons on probation who were allocated to projects close to

them. There were however some criticisms in terms of the process and delivery. A lack of prior notice and also no interaction during the work made it feel like the local organisation wasn't able to be involved as much they might like or to discuss future ideas. More opportunity for community involvement would be welcomed to increase ownership and sustainability of longer-term projects, such as a community orchard. If this project goes ahead it would act as a success legacy for People Zones.

In terms of quantitative data, the accredited hours spent up to mid-January 2024 totalled 1,717 hours. There have been four completed projects, two in progress and four in the pipeline. The completed projects are the clean-up in Bell Foundry near Cobden Primary School; community gardens in New Parks and Fearon Hall; and the Forest School area in Thringstone Primary School. Projects in the pipeline are at Cobden Primary School in Bell Foundry and a community orchard at the Charles Booth Centre in Thringstone

Direct feedback from the Unpaid Work team report that all projects have been well received, in particular the specific short term clean-up projects in New Parks and Bell Foundry were very much welcomed. In the area in Bell Foundry around Cobden Primary School it has been noted that there has not been a return to the same levels of anti-social behaviour as existed prior to the intervention. Fearon Hall and New Parks Community Hub's Community Gardens have proved of great benefit to the local community, brightened their spaces, made planting produce possible, all of which would have been unlikely to have happened so swiftly without Community Payback labour and PCC funding. Local volunteer groups have normally continued to maintain and improve the projects once the Community payback team have finished.. Thringstone Primary School has appreciated the rapid progress of its forest school having seen sporadic and slow development previously.



Impact of People Zones on Crime and Safety

Although there are no specific objectives relating to crime and safety, the evaluation included this as an intrinsic aim of People Zones.

The survey asked participants if and when they felt safe within their neighbourhood. The same question was asked in the original survey in 2022 that helped to inform the priorities of People Zones. Figures 11 and 12 below compare the two Bell Foundry data sets to identify any changes in perceptions. A higher proportion of females and those whose gender is other/unknown feel safe during the day in 2024 and a higher proportion male respondents always feel safe compared to 2022. A smaller proportion of all genders said they never feel safe in 2024 than they did in 2022.

Figures 13 and 14 compare the perceptions of safety around New Parks in 2022 and 2024. A higher proportion of males and those with other/unknown gender said they always feel safe in 2024 than in 2022 whereas the proportion of females reduced slightly. The proportion of males and those with other/unknown gender who never felt safe fell in 2024 but the proportion of females who never felt safe remained unchanged at around 10%.

When comparing perceptions of safety in Thringstone & Whitwick, a lower percentage of respondents said they never felt safe in 2024 than in 2022. Those of other/unknown gender and females had improved perceptions of always feeling safe but this remained unchanged for male respondents (Figures 15 and 16).



Image from the Ivan campaign in New Parks promoting CrimeStoppers, People Zones and Live Safe

People Zone Evaluation Report 2024

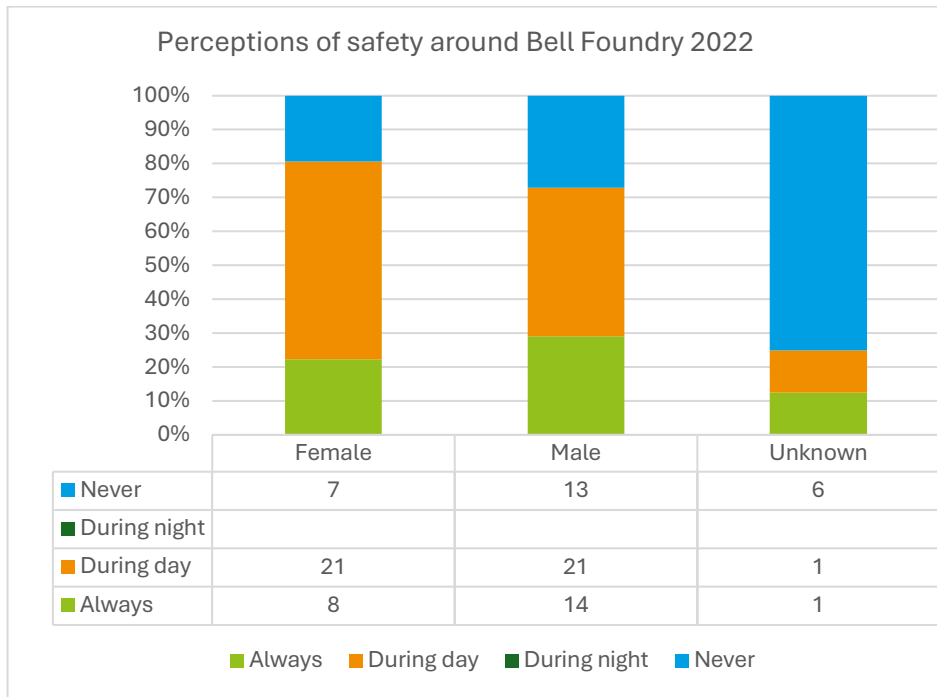


Figure 11: Perceptions of safety around Bell Foundry from the 2022 survey

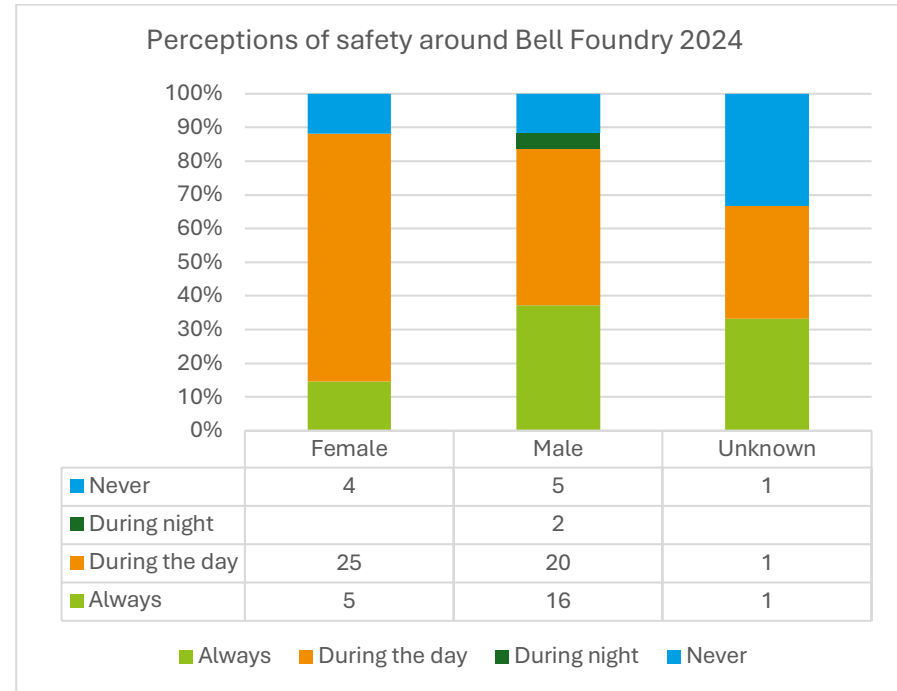


Figure 12: Perceptions of safety around Bell Foundry 2022 from the 2024 survey

People Zone Evaluation Report 2024

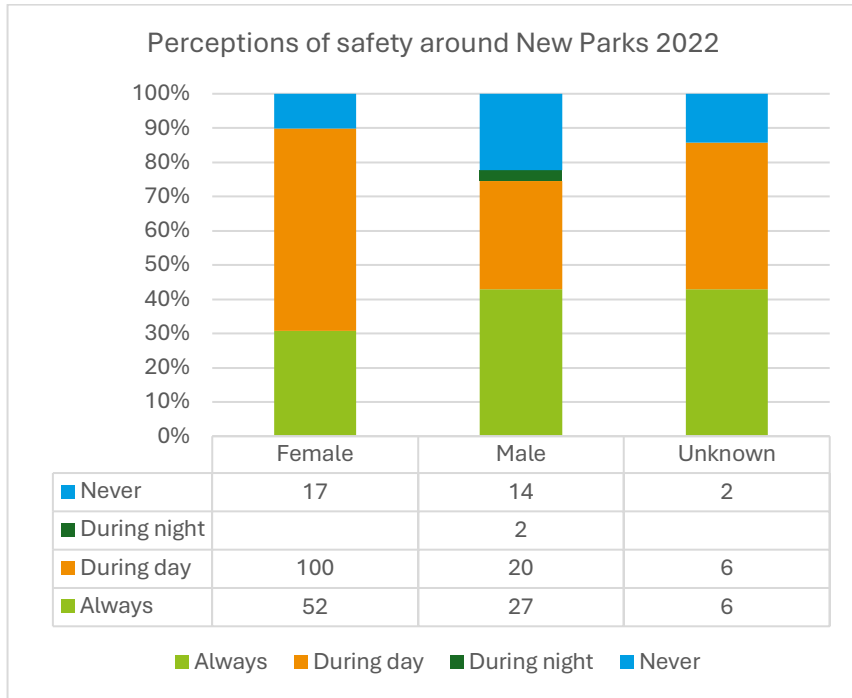


Figure 13: Perceptions of safety around New Parks from the 2022 survey.

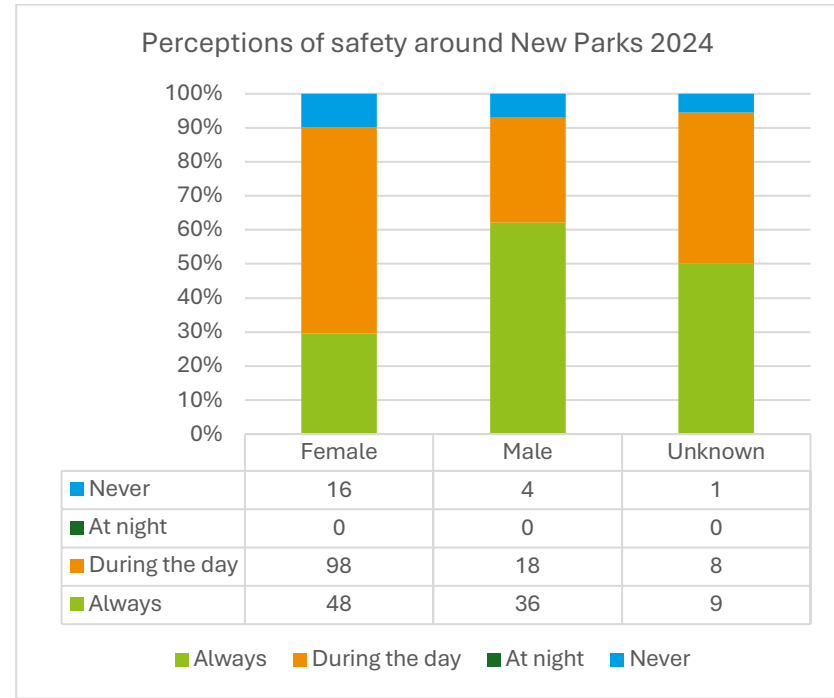


Figure 14: Perceptions of safety around New Parks from the 2024 survey.

People Zone Evaluation Report 2024

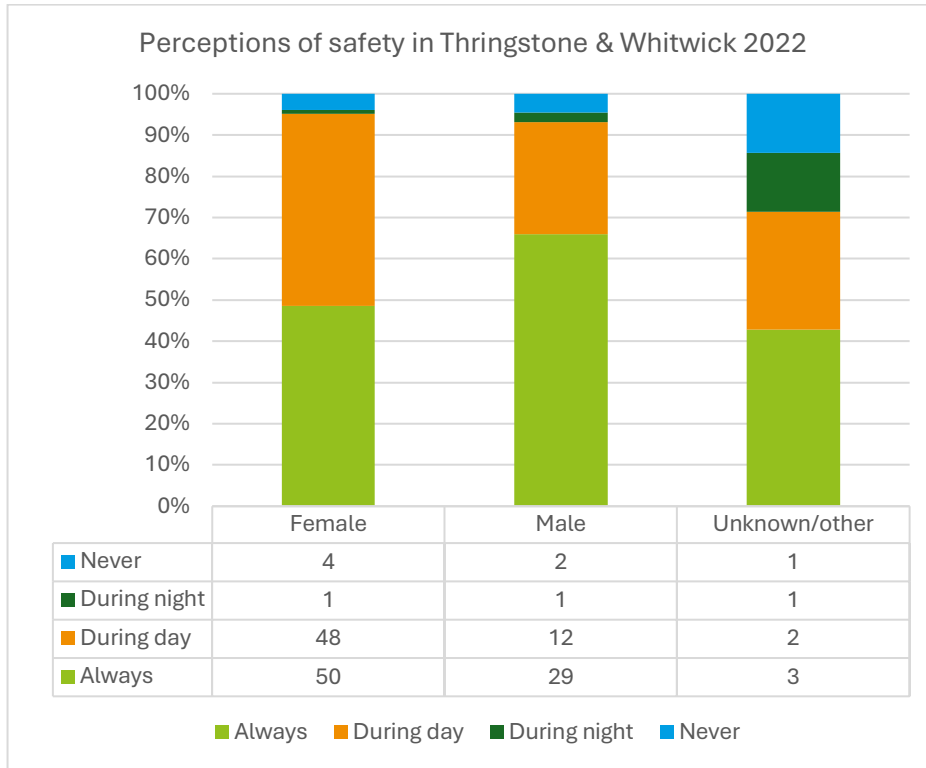


Figure 15: Perceptions of safety in Thringstone & Whitwick from the 2022 survey.

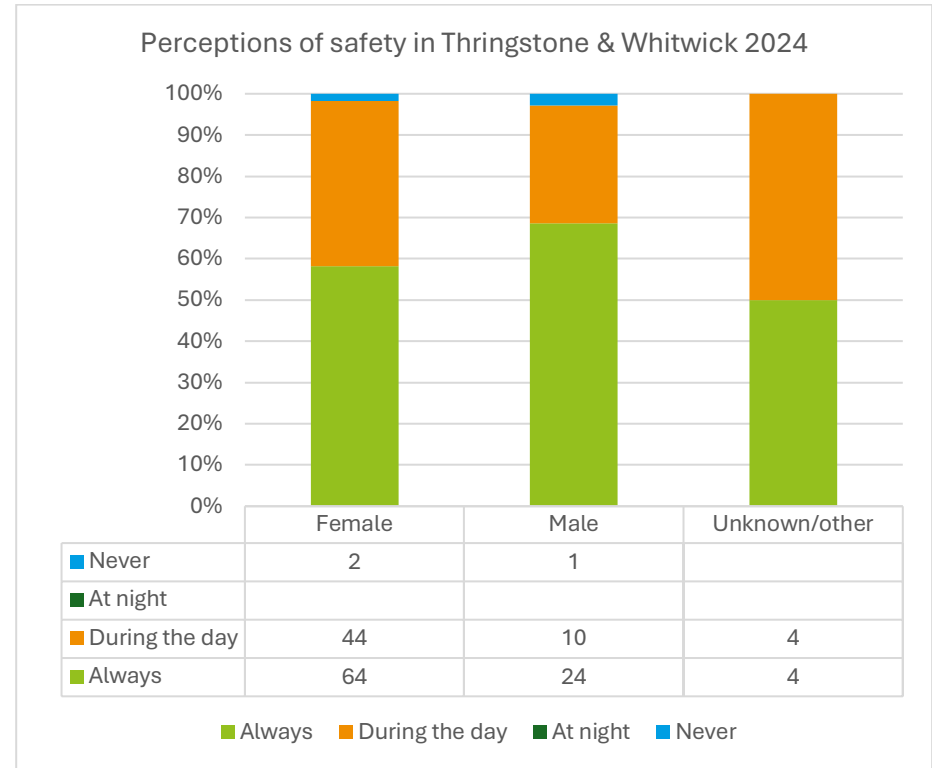


Figure 16: Perceptions of safety in Thringstone & Whitwick from the 2024 survey.

People Zone Evaluation Report 2024

Survey respondents were asked to list specific areas where they felt unsafe within their respective Zone. In addition to specific responses of areas or roads, some said that they felt unsafe everywhere in the area and others said that there were no areas where they felt unsafe. Table 8 summarises these responses.

Table 8: The number of community survey responses who either felt unsafe everywhere or nowhere in their People Zone

| | Nowhere | Everywhere |
|-----------------------------------|---------|------------|
| Bell Foundry | 9 | 8 |
| New Parks | 15 | 17 |
| Thringstone & Whitwick | 8 | 1 |

Thringstone & Whitwick in particular cited dangerous traffic, speeding motorbikes and poor lighting as some of the reasons for feeling unsafe. New Parks also mentioned the poor lighting and dark areas as an issue for safety.

To identify any changes since the original research, maps for each Zone have been compared below. The first map of each Zone shows the responses from the 2022 survey and the second from this evaluation survey.

Looking at Bell Foundry in Figures 17 and 18, some of the same areas were mentioned in 2022 and 2024, these include Russell Street, Moira Street, Moor Lane and Peel Drive, albeit, there were fewer mentions in 2024. One slight change was the shift from Pinfold Gate to Cobden Street and School Street in 2024. According to the official crime statistics, the crime hotspot areas remain the same around the A6/Moira Street junction and a smaller hotspot around Peel Drive.

In New Parks (Figures 19 and 20), overall, there were fewer locations cited in 2024 than 2022, for example, there were no mentions of Stokeswood Park being unsafe, compared to in 2022 when this received 7 mentions. Western Park is still an area of concern for many as are areas around the flats on Aikman Avenue. It is important to note that in 2022 many mentioned 'Aikman Avenue' and so the whole road was marked whereas in 2024, the responses were more specific and so were broken down into Aikman Avenue, 'the flats on Aikman Avenue' and 'Behind the flats'. Keightley Road was mentioned less in 2024 than 2022, however and St Oswald's Road was mentioned twice in 2024 and not at all in 2022. The official crime statistics show that the crime hotspot in 2021 - 2022 extended along Aikman Avenue from Kay Road to Adcock Road. In 2023, the hotspot became more concentrated between Kay Road roundabout and Pindar Road, suggesting a crime reduction south of Aikman Avenue/Pindar Road or a relative increase north of that point.

The respondents in Thringstone & Whitwick mainly focused on the woods and parks as unsafe areas as shown in Figures 21 and 22), this applied to both the 2022 and 2024 surveys, although far fewer cited these in the 2024 survey. Holly Hayes Woodland was mentioned for the first time in this evaluation. The only other area that some felt unsafe was the Melrose Estate, but again far fewer in this survey. The roads considered unsafe were often due to speeding traffic. The quieter areas, such as the Bosworth Trail were not listed in the 2024 survey whereas five people mentioned this in 2022. The Market Place received two mentions in 2024 and one in 2022.



Figure 17: Bell Foundry map of areas perceived as unsafe in the 2022 survey.

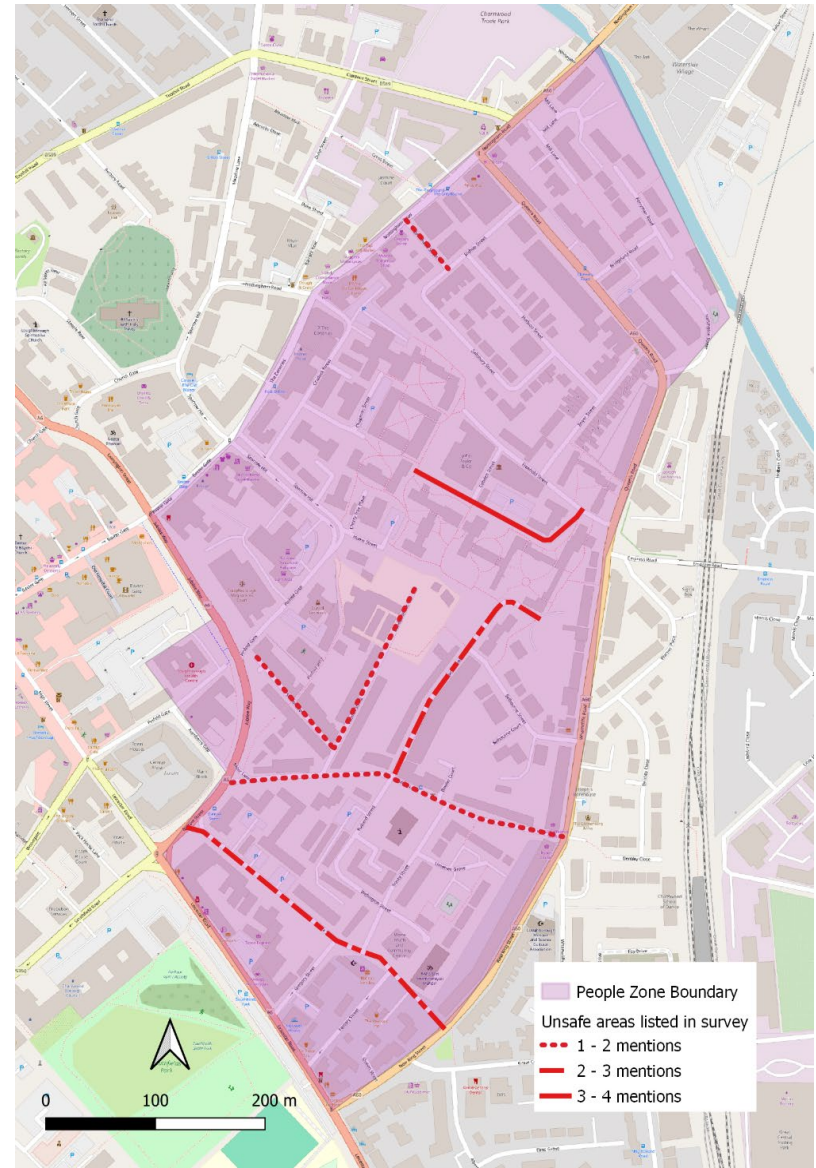


Figure 18: Bell Foundry map of areas perceived as unsafe in the 2024 survey.

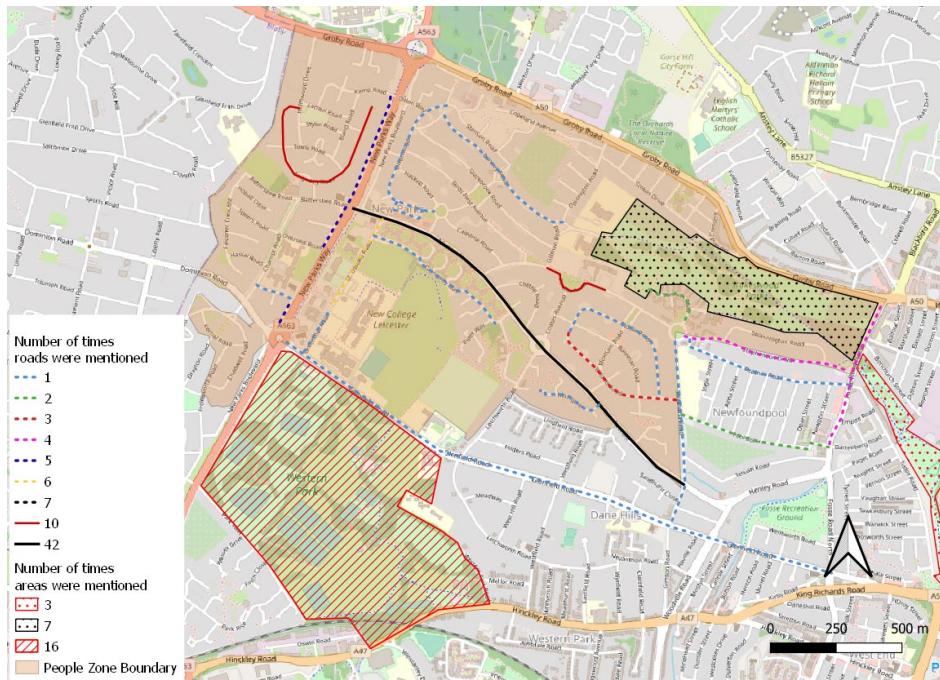


Figure 19: New Parks map of areas perceived as unsafe in the 2022 survey.

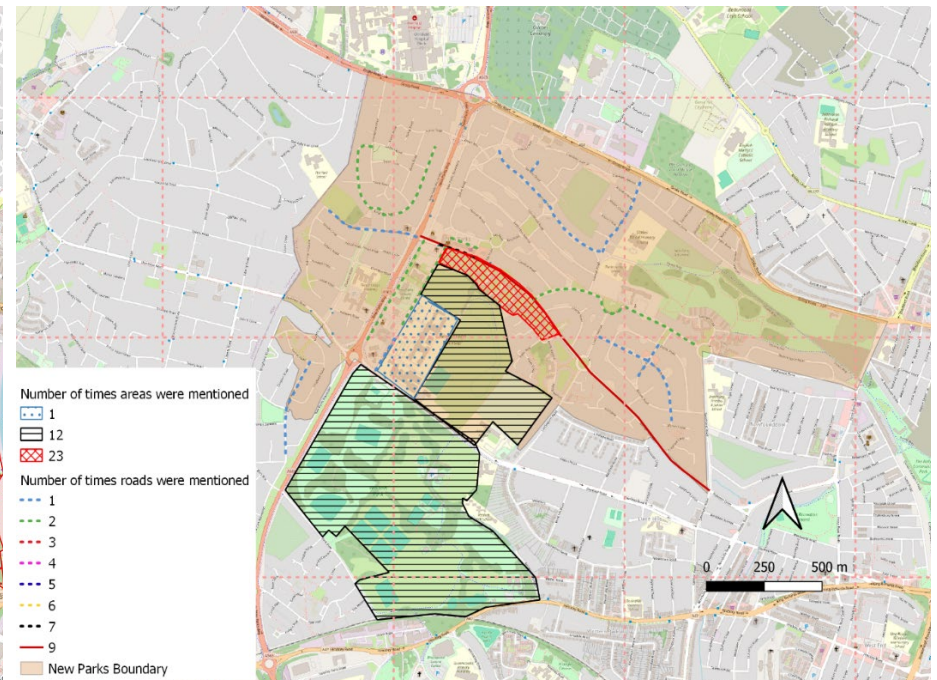


Figure 20: New Parks map of areas perceived as unsafe in the 2024 survey.

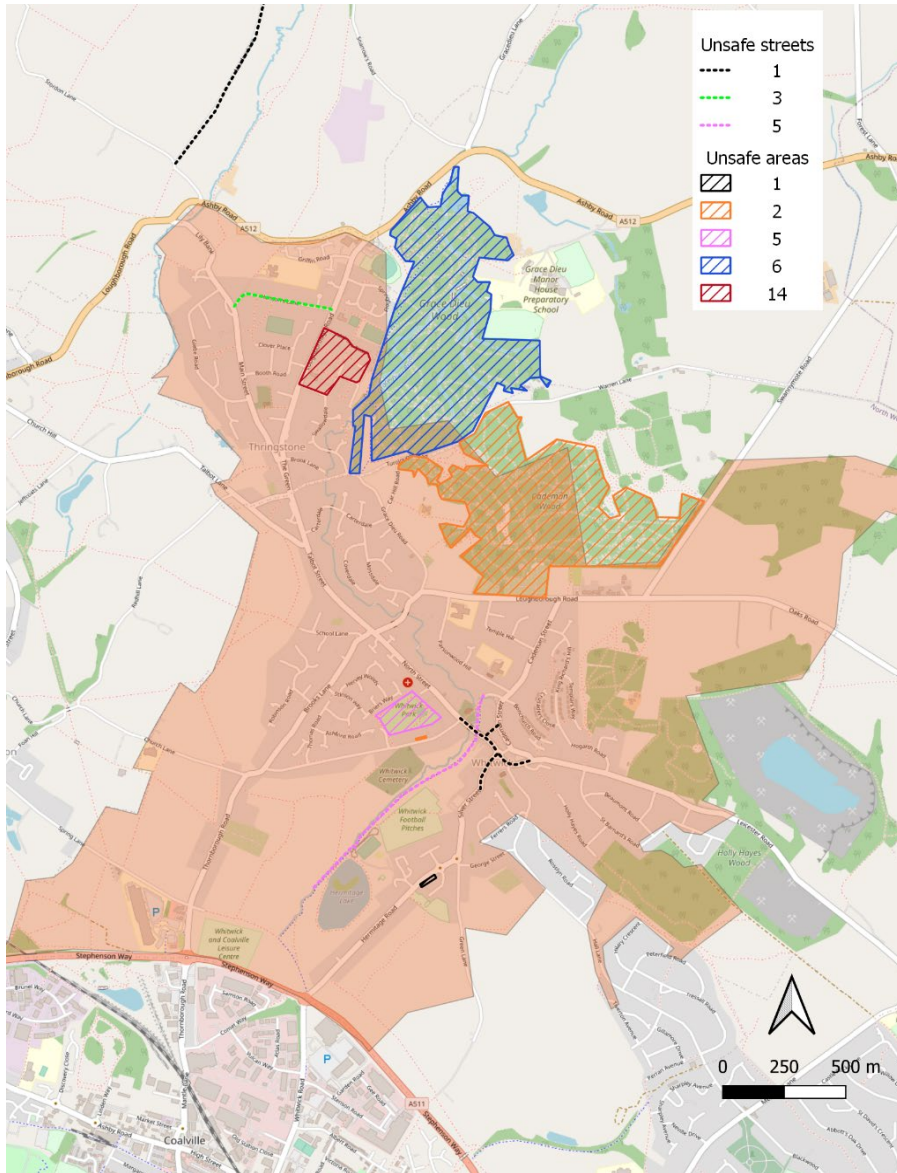


Figure 21: Thringstone & Whitwick map of areas perceived as unsafe in the 2022 survey.

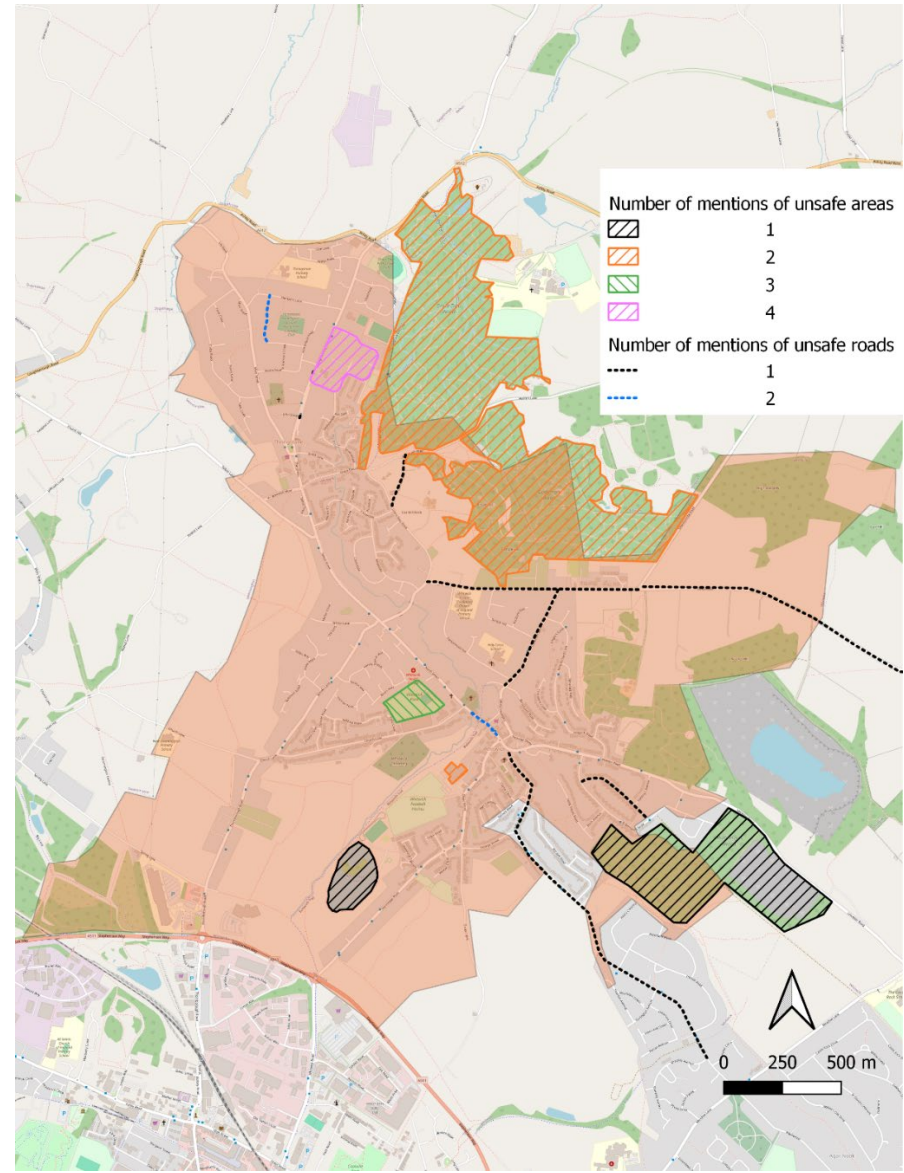


Figure 22: Thringstone & Whitwick map of areas perceived as unsafe in the 2024 survey.

Linked with perceptions of safety, the survey asked about the likelihood or reporting a local crime or anti-social behaviour. As above, these responses can be compared to the 2022 survey to assess any change in the People Zones. The only clear change can be seen in Thringstone & Whitwick (Figure 25) where the likelihood of reporting a crime increased by 10 percentage points. It also increased in Bell Foundry (Figure 23) and New Parks (Figure 24) but only slightly. Most respondents New Parks said it would depend on the situation.

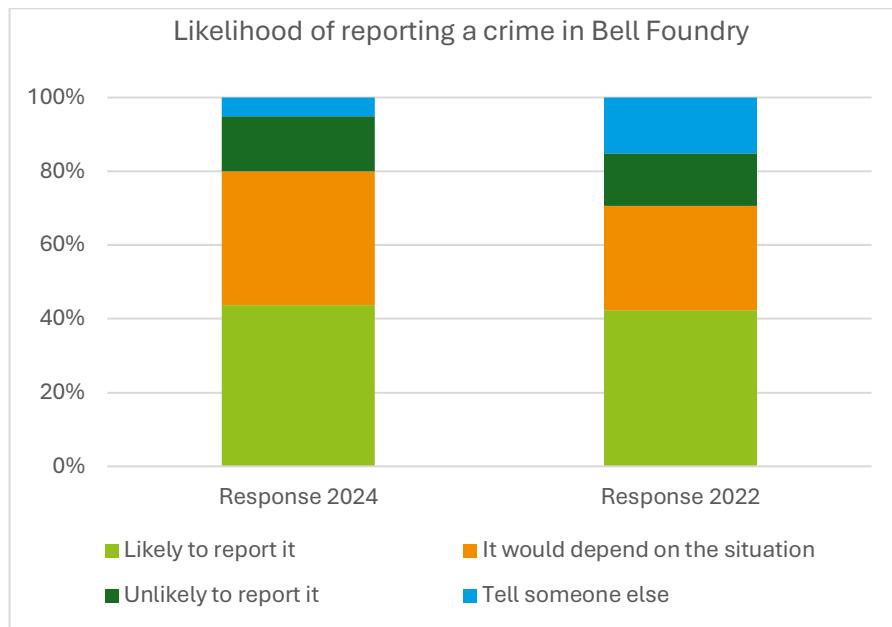


Figure 23: Likelihood of survey respondents reporting a local crime or antisocial behaviour in Bell Foundry in 2022 and 2024

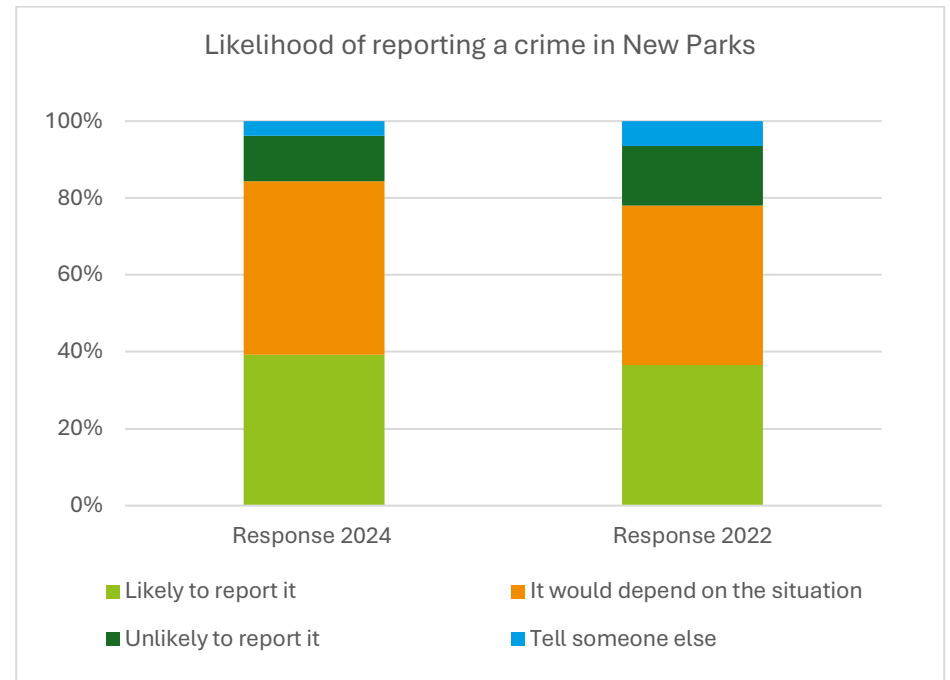


Figure 24: Likelihood of survey respondents reporting a local crime or antisocial behaviour in New Parks in 2022 and 2024

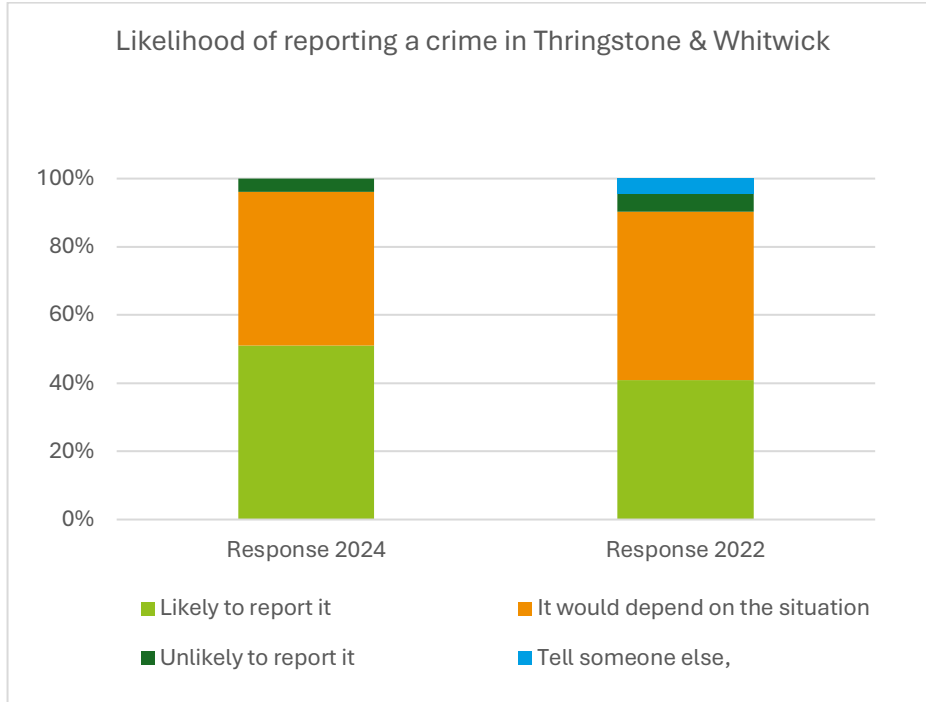


Figure 25: Likelihood of survey respondents reporting a local crime or antisocial behaviour in Thringstone & Whitwick in 2022 and 2024

Having considered the perceptions of safety and crime through the research activities, the reported crime statistics must also be reviewed. The profiles of each People Zone for summer 2021-to-summer 2022 and

January 2023 to December 2023 have been compared to identify patterns in crime.

Bell Foundry:

- June sees the most occurrences of crime in both data sets.
- Fridays and Sundays jointly had the highest number of crimes in 2021 - 2022. In 2023, Sundays had the most, followed by Saturdays and Wednesdays in joint second. Consequently, in 2023, Friday dropped from 1st to 5th for the number of crimes by day.
- In 2021 - 2022, most violence with injury occurred on Sundays, with Thursday, Friday, and Saturday tied for second. In 2023, Saturday has the highest occurrence, with Sunday second. Thursdays now see the least violence with injury, falling from 1st place.
- In 2021 - 2022, Sunday had the most instances of violence without injury, in 2023 this was Saturday.
- The range between the days with the most and fewest number of occurrences of violence without injury increased from (33-20) in 2021 - 22 to 26 (30-4) in 2023.
- In 2023, all days except Saturday have consistently fewer cases of violence without injury, all below 10 on average.

Table 9 below breaks down the comparisons of the available crime statistics for Bell Foundry.

Table 9: Breakdown of the available crime data for Bell Foundry comparing 2021/22 and 2023.

| Bell Foundry | | | | |
|---|-------------|-------------|----------|-------------------|
| GENDER DATA | | | | |
| Gender of Victims | | 2021 - 2022 | 2023 | Percentage Change |
| | Female | 41% | 29% | -12% |
| | Male | 40% | 40.1% | +0.1% |
| | Unknown | 19% | 30.9% | +11.9% |
| | | | | |
| Gender of Suspects and Offenders | Female | 22% | 21.4% | -0.6% |
| | Male | 78% | 74.1% | -3.9% |
| | Unknown | 0% | 4.5% | +4.5% |
| AGE DATA | | | | |
| <p>Percentages do not account for instances of crime where the victim's age was unknown or not recorded. Age data obtained had inconsistent age range boundaries, preventing direct comparisons across years.</p> | | | | |
| Age of Victims | 2021 – 2022 | | 2023 | |
| | 0 – 20 | 13.4% | Under 18 | 5.2% |
| | 20 – 30 | 28.4% | 18 - 30 | 29.8% |
| | 30 – 40 | 27.5% | 31 – 40 | 29% |
| | 40 – 50 | 22.8% | 41 – 50 | 20.2% |
| | 50 – 60 | 13.5% | 51 – 60 | 8.5% |
| | 60 + | 7.8% | 61+ | 7.3% |
| | | | | |
| Age of Suspects and Offenders | 0 – 16 | 3.8% | Under 18 | 7.5% |
| | 16 – 36 | 59% | 18 - 30 | 35.4% |
| | 36 – 46 | 19.8% | 31 – 40 | 22% |
| | 46 – 56 | 11.3% | 41 – 50 | 17.7% |
| | 56 – 66 | 5.5% | 51 – 60 | 10.6% |
| | 66+ | 0.6% | 61+ | 6.7% |

People Zone Evaluation Report 2024

| ETHNICITY DATA | | | | |
|--|--|--------------------------------|-------------|--------------------------|
| | | 2021 – 2022 | 2023 | Percentage Change |
| Ethnicity of Victims | White or North European | 45.7% | 43.5% | -2.2% |
| | Black | 2.2% | 2% | -0.2% |
| | Asian | 6.8% | 5% | -1.8% |
| | White or South European | 0.5% | 1.4% | +0.9% |
| | Middle Eastern | 0.4% | 1.7% | +1.3% |
| | Chinese, Japanese and Southeast Asian | 1% | 0.6% | -0.4% |
| | Unknown and Blank | 43.4% | 45.8% | +2.4% |
| | Ethnicity of Suspects and Offenders | White or North European | 57.3% | 59% |
| Black | | 3.7% | 4.9% | -1.2% |
| Asian | | 9.1% | 4.9% | -4.2% |
| White or South European | | 0.8% | 0.8% | 0% |
| Middle Eastern | | 0.6% | 0.7% | +0.1% |
| Chinese, Japanese and Southeast Asian | | 0.2% | 0% | -0.2% |
| Unknown and Blank | | 28.4% | 29.7% | +1.3% |

People Zone Evaluation Report 2024

| TIME DATA | | | | | |
|---|----------------------|-------------------|-------|----------|-------|
| | | 2021 - 2022 | | 2023 | |
| <i>Percentages do not account for instances of crime where the weekday or month was unknown or not recorded</i> | | | | | |
| Crime Occurrence by Day | Most Crimes | Friday and Sunday | 15.5% | Sunday | 18.5% |
| | Fewest Crimes | Monday | 12.8% | Thursday | 10.1% |
| Crime Occurrence by Month | Most Crimes | June | 9.8% | June | 12.6% |
| | Fewest Crimes | December | 6.2% | February | 4.3% |

- Violence causing injury was highest on Sundays in 2021 – 2022 (199), shifting to Saturdays in 2023 (61).
- Violence without injury was highest on Thursdays in 2021 – 2022 (305), shifting to Fridays in 2023 (64).
- Most criminal damage occurred on Saturdays in 2021 - 2022 (108 incidents); this shifted to Fridays in 2023 (46 incidents).
- Sexual offences remained most frequent on Wednesdays in both years.

Table 10 below breaks down the comparisons of the available crime statistics for New Parks.

New Parks:

- Mondays saw the most crime in 2021 - 2022; this changed to Thursdays in 2023. Tuesdays had the least crime in both years.
- In 2021 - 2022, under 18s were mostly victims of crime on Wednesdays; in 2023, this shifted to Thursdays.
- For the 18-24 age group, the number of crime victims peaked on Sundays and Mondays in 2022; in 2023, this shifted to Fridays.
- Across both data sets, most victims of crime are 31-40 years old, second most is under 18s.
- In 2023 the proportion of female suspects and offenders increased by 7.3% to 33.8%
- In both 2021 - 2022 and 2023, most crimes occurred between 00:00 and 1:00AM, with a significant rise compared to the preceding and following hours, especially for under 18s. However, in 2023, there was an additional peak for under 18s between 3:00 and 4:00 PM, matching the crime rate during 00:00 to 1:00AM.

People Zone Evaluation Report 2024

Table 10: Breakdown of the available crime data for New Parks comparing 2021/22 and 2023.

| New Parks | | | | |
|---|--------------------|--------------------|-------------|--------------------------|
| GENDER DATA | | | | |
| Gender of Victims | | 2021 - 2022 | 2023 | Percentage Change |
| | Female | 52% | 50% | -2% |
| | Male | 33% | 33.8% | +0.8% |
| | Unknown | 15% | 16.2% | +1.2% |
| Gender of Suspects and Offenders | Female | 26% | 33.3% | +7.3% |
| | Male | 72% | 65.5% | -5.5% |
| | Unknown | 1% | 1.2% | +0.2% |
| AGE DATA | | | | |
| <p>Percentages do not account for instances of crime where the victim's age was unknown or not recorded. Age data obtained had inconsistent age range boundaries, preventing direct comparisons across years.</p> | | | | |
| Age of Victims | 2021 - 2022 | | 2023 | |
| | 0 - 20 | 23.2% | Under 18 | 16.8% |
| | 20 - 30 | 21% | 18 - 30 | 21.9% |
| | 30 - 40 | 21% | 31 - 40 | 26.9% |
| | 40 - 50 | 16% | 41 - 50 | 15.6% |
| | 50 - 60 | 10.7% | 51 - 60 | 12% |
| | 60 + | 8% | 61+ | 6.8% |
| Age of Suspects and Offenders | Under 17 | 17.6% | Under 18 | 25.6% |
| | 17 - 37 | 52.4% | 18 - 30 | 25.8% |
| | 37 - 47 | 16.3% | 31 - 40 | 24.3% |
| | 47 - 57 | 8.8% | 41 - 50 | 12.3% |
| | 57 - 67 | 3% | 51 - 60 | 10% |
| | 67+ | 1.9% | 61+ | 2.1% |

People Zone Evaluation Report 2024

ETHNICITY DATA

| | | 2021 – 2022 | 2023 | Percentage Change |
|-----------------------------|---|--------------------|-------------|--------------------------|
| Ethnicity of Victims | White or North European | 59.3% | 53.3% | -6% |
| | Black | 7.2% | 6.3% | -0.9% |
| | Asian | 2.8% | 4.8% | +2% |
| | White or South European | 1.4% | 1.8% | +0.4% |
| | Middle Eastern | 0.2% | 0.6% | +0.4% |
| | Chinese , Japanese and Southeast Asian | 0.3% | 0.1% | -0.2% |
| | Unknown and Blank | 22.6% | 23.2% | +0.6% |

| | | | | |
|--|--|-------|-------|-------|
| Ethnicity of Suspects and Offenders | White or North European | 59.3% | 63.6% | +4.3% |
| | Black | 7.2% | 8.9% | +1.7% |
| | Asian | 2.8% | 3% | +0.2% |
| | White or South European | 1.5% | 1.5% | 0% |
| | Middle Eastern | 0.2% | 0.4% | +0.2% |
| | Chinese, Japanese and Southeast Asian | 0.2% | 0% | -0.2% |
| | Unknown and Blank | 28.8% | 25.9% | -2.9% |

People Zone Evaluation Report 2024

| TIME DATA | | | | | |
|--|----------------------|-------------|-------|-----------|-------|
| | | 2021 - 2022 | | 2023 | |
| <i>Percentages do not account for instances of crime where the week day or month was unknown or not recorded</i> | | | | | |
| Crime Occurrence by Day | Most Crimes | Monday | 16.2% | Thursday | 15.8% |
| | Fewest Crimes | Tuesday | 12.4% | Tuesday | 12.7% |
| Crime Occurrence by Month | Most Crimes | June | 9.7% | September | 9.6% |
| | Fewest Crimes | November | 7.3% | December | 6.7% |

in 2023, they are no longer as distinct. The area between the hotspots, encircled by Talbot Street and Grace Dieu Road, now experiences similar intermediate levels of crime as the areas directly surrounding the two main hotspots.

Table 11 below breaks down the comparisons of the available crime statistics for Thringstone & Whitwick.

Thringstone & Whitwick

- In 2021 - 2022, under 18s were most likely to become victims of crime on Saturdays. This trend continued in 2023, but Wednesdays emerged as the second most common day, with only one incident fewer than Saturdays.
- Violence with injury incidents peaked in March during 2021/22. However, in 2023, December and May saw the highest occurrences. In March 2023, the number of violence with injury cases dropped to the fourth highest, with only 50% of the cases reported in December and May.
- January 2023 had the most occurrences of rape and sexual offences, with over three times the number of incidents compared to the second most prevalent months. January's incidents were only one less than the total instances from February to August combined.
- In 2021 - 2022, there were two distinct crime hotspots: one around Cover Place, Homestead Road, St Andrews Close, and Booth Road, and another further south around Castle Hill, Silver Street, and North Hill. While these hotspots remained in roughly the same areas

Table 11: Breakdown of the available crime data for Thringstone & Whitwick comparing 2021/22 and 2023

| Thringstone & Whitwick | | | | |
|---|---------|--------------------|-----------------|--------------------------|
| GENDER DATA | | | | |
| Gender of Victims | | 2021 - 2022 | 2023 | Percentage Change |
| | Female | 46% | 42.4% | -3.6% |
| | Male | 37% | 39.5% | +2.5% |
| | Unknown | 17% | 18.1% | +1.1% |
| Gender of Suspects and Offenders | Female | 29% | 23% | -6% |
| | Male | 70% | 74.2% | +4.2% |
| | Unknown | 1% | 2.8% | +1.8% |
| | | | | |
| AGE DATA | | | | |
| <p>Percentages do not account for instances of crime where the victim's age was unknown or not recorded. Age data obtained had inconsistent age range boundaries, preventing direct comparisons across years.</p> | | | | |
| Age of Victims | | 2021 - 2022 | 2023 | |
| | 0 - 20 | 15.8% | Under 18 | 15.2% |
| | 20 - 30 | 26.7% | 18 - 30 | 27.7% |
| | 30 - 40 | 17.8% | 31 - 40 | 14.6% |
| | 40 - 50 | 16.4% | 41 - 50 | 16.5% |
| | 50 - 60 | 13.3% | 51 - 60 | 12.8% |
| | 60 + | 10.1% | 61+ | 13.1% |
| Age of Suspects and Offenders | 0 - 20 | 18.4% | Under 18 | 13.9% |
| | 20 - 30 | 29.5% | 18 - 30 | 29.9% |
| | 30 - 40 | 24% | 31 - 40 | 0.3% |
| | 40 - 50 | 11.6% | 41 - 50 | 17.2% |
| | 50 - 60 | 10.7% | 51 - 60 | 11.1% |
| | 60 + | 5.8% | 61+ | 2.9% |

People Zone Evaluation Report 2024

ETHNICITY DATA

| | | 2021 – 2022 | 2023 | Percentage Change |
|--|-----------------------------|--------------------------------|-------------|--------------------------|
| | Ethnicity of Victims | White or North European | 63.7% | 66.1% |
| Black | | 0.5% | 0.3% | -0.2% |
| Asian | | 0.3% | 0.3% | 0% |
| White or South European | | 0.5% | 0.5% | 0% |
| Middle Eastern | | 0.2% | 0.5% | +0.3% |
| Chinese, Japanese and Southeast Asian | | 0% | 0% | 0% |
| Unknown and Blank | | 34.9% | 32.2% | -2.7% |

| | | | | |
|--|--|-------|-------|-------|
| Ethnicity of Suspects and Offenders | White or North European | 65.9% | 74.1% | +8.2% |
| | Black | 2% | 1.6% | -0.4% |
| | Asian | 0.7% | 1.1% | +0.4% |
| | White or South European | 0% | 0.7% | +0.7% |
| | Middle Eastern | 0.4% | 0% | -0.4% |
| | Chinese, Japanese and Southeast Asian | 0% | 0% | 0% |
| | Unknown and Blank | 31% | 24.9% | -6.1% |

People Zone Evaluation Report 2024

| TIME DATA | | | | | |
|--|----------------------|-------------|-------|-----------|-------|
| | | 2021 - 2022 | | 2023 | |
| <i>Percentages do not account for instances of crime where the week day or month was unknown or not recorded</i> | | | | | |
| Crime Occurrence by Day | Most Crimes | Wednesday | 14.4% | Tuesday | 16.9% |
| | Fewest Crimes | Friday | 13.5% | Monday | 12.2% |
| Crime Occurrence by Month | Most Crimes | March | 12.3% | November | 11% |
| | Fewest Crimes | October | 5.5% | September | 5.7% |

In terms of crime overall, comparing a full 2022 data set and a full 2023 dataset, the data shows an increase in Bell Foundry (+0.66%) and New Parks (+5.84%) while Thringstone & Whitwick saw a decrease (-5.18%). When considering the number of victims of crime, this fell substantially in all three People Zones: Bell Foundry (-25.67%), New Parks (-29.53%) and Thringstone & Whitwick (-30.52%). This could explain why perceptions of safety improved, despite crime increasing in two Zones.

The interview responses show mixed views when it comes to the impact on crime and safety. In Bell Foundry, it was felt that there was very little impact and the CrimeStopper reports were varied. There is a need for more people to stand up and create a neighbourhood watch, but this required more resource to get off the ground than is currently available. It was suggested that funds could be put to better use on CCTV and better lighting with a more visible police presence regularly walking the estate, not just attending occasional beat surgeries. However, a collaboration with the local authority and Loughborough University are now hoping to address this. There appeared to be frustration around the lack of focus on drug and alcohol issues, and CrimeStoppers did not have the expected impact as real change

requires community involvement and they are not engaging. That being said, residents do report issues through the Marios Tinenti Centre rather than Crime Stoppers, which may give a false sense of inactivity. In addition, the Loughborough East Development Group is working on closure orders and support for vulnerable people. It is also worth noting that some projects in the Bell Foundry that were awarded a grant, have not yet launched due to administrative delays. These include projects to engage men's mental health & community initiatives, that ultimately aim to impact wellbeing, crime, ASB & community involvement.

In contrast, in New Parks, the priority themes identified in the original research enabled the funding of a mental health café and other initiatives which has led to reduced anti-social behaviour in some areas. The outreach work that is directly addressing anti-social behaviour and crime on the streets has been successful, but this needs to be done in a sustainable way and extended to other danger zones and times. Taking a community approach and encouraging young people to join activities to take them off the streets is being supported by outreach workers being available at the activities to mentor them.

Some of the projects to support young people in Thringstone & Whitwick are under development or in the early stages and so there has been no clear impact as yet on anti-social behaviour. It was stated that issues which need a quick response, such as off-road bikes on Melrose, couldn't be addressed promptly enough due to the timing of the funding rounds and the perceived uncertainty around the elections.



Processes and procedures

A discussion was facilitated during the Round Table meeting around the opportunities, challenges and lessons learned uncovered a number of points that could help to shape the futures of People Zones, this was supplemented by points raised during the interviews.

Benefits of People Zones

- Provides links and networking opportunities within the People Zones to increase community engagement and improve connections between organisations.
- In New Parks, it has greatly increased the communications between the community and the police. People now talk to the community police instead of running in the other direction.
- It has helped to coordinate community activists together so feel they have a genuine voice. This makes it more sustainable than short term funding.
- It has given organisations confidence in making decisions and they are being listened to by big organisations.
- Smaller organisations are able to access funds to maximise their impact more than before and feel like part of the community.
- Funding allows organisations to choose what they want to do instead of responding to funders requirements, so it means new ideas can be realised.
- The research helped to understand the issues.

- Partnership development and autonomy within the projects can be challenging but recently there have been successful collaborations.
- Helped to connect with other organisations.

Challenges of People Zones

- Much of the communication with communities is via social media, which is difficult to set up for some organisations, so how else can we reach people?
- The reluctance of communities to engage with the research as other researchers have just left and provided no follow-up or feedback.
- Staying focused as a group and on projects.
- The funding deadlines are too short, e.g. 4 weeks, and so everyone is out for themselves, so they don't miss out. More advance warning of funding rounds or a calendar would help to plan ahead, and groups could work together more.
- Geographically, it is harder from Thringstone and Whitwick to come together, with it being seen as two villages and the area being more spread out .
- Community groups are not pulling together. It would be better for the People Zones steering groups to become a constituted group as it currently doesn't support collaboration and a joint focus. New Parks wanted to constitute its group but there were legal issues around the funding that stopped them.
- There are still groups that haven't heard of People Zones.
- Currently, projects respond to the funding rather than funding what is needed.

People Zone Evaluation Report 2024

- The application is still a barrier for some, despite support from the team.
- Funding and timings need to allow for bigger and more joined up projects with a clear and specific focus. It takes more than 12 months to get a project off the ground, but then after 2 years it might become self-sustaining, so it is better than funding short term unsustainable projects.
- Unpaid Work Team are receiving a lot of referrals from the OPCC, which is great but is limited by staff resource. Ready-formatted projects costed and with the partners all in place would make a big difference to this. The quality of the referrals is improving, but more could still be done.
- Need to provide the partners with the budget up front as they might not have the resource otherwise and it can delay things.
- It has all fallen to one organisation to be the driver of this where other groups just dip in and out for funding. Therefore, there is wasted time on the steering group as it just feels like a meeting when really it is the one organisation doing it all.
- Difficulty in getting key actors interested, especially in the Whitwick area, including facing resistance from the parish council.

Suggested changes to People Zones

- Have a webpage/dashboard that is updated to keep everyone informed – of current projects, current partners and contacts etc
- Put more pressure on the steering group to work together as a group and be more forceful.
- Make it a condition of the grant to use the People Zone branding, to increase awareness.
- Liaise between the People Zones so that lessons learned in one can be taken and used in another.
- Need a strong Comms strategy and get the brand out there, the messaging is not clear.
- Be able to access funding as a wider group rather than individual organisations.
- Local authorities and councillors don't take it seriously so need them on board
- When Community Payback is carried out there should be a placard and signs whilst working so residents know it is a People Zone project and it should be promoted so people can join in.

The responses to the grant recipient survey also add further insights. Over 90% of beneficiaries reported the grant value and project timescale to be “just right” (Table 12).

Table 12: The grant recipient survey responses to the questions – “What do you think of the grant value and the 12-month time scale allocated to your project?”

| | Value of grants | 12-month time scale |
|---------------|-----------------|---------------------|
| Too high/long | 0 | 0 |
| Just right | 20 | 19 |
| Too low/short | 1 | 2 |

People Zone Evaluation Report 2024

When asked about how easy they found the different aspects of the grant process, in all categories, most respondents described coordination as "quick and easy." Time seemed to be a more significant limiting factor for coordination than the difficulty of the task. Contacting the PZ team was considered quick and easy by all respondents. (Figure 26)

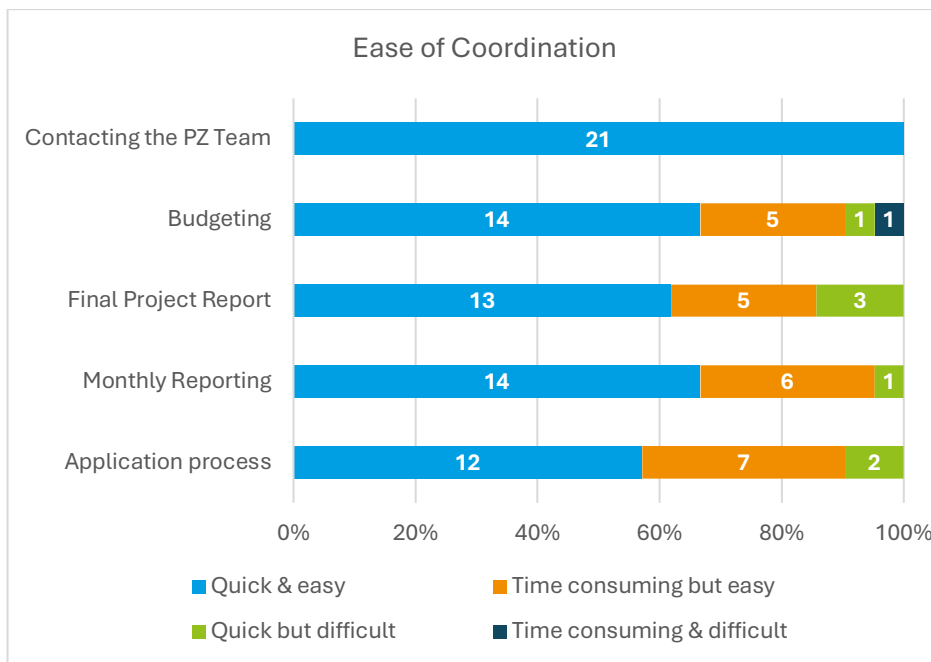


Figure 26: The grant recipient survey responses to how easy they found the application, budgeting and reporting

There was no difference in the proportion of support requested from the People Zones team between grant recipients who received People Zones grants as their first grants and those who had received grant funding before. In both cases, 50% of organisations sought additional support, as can be seen in Figure 27.

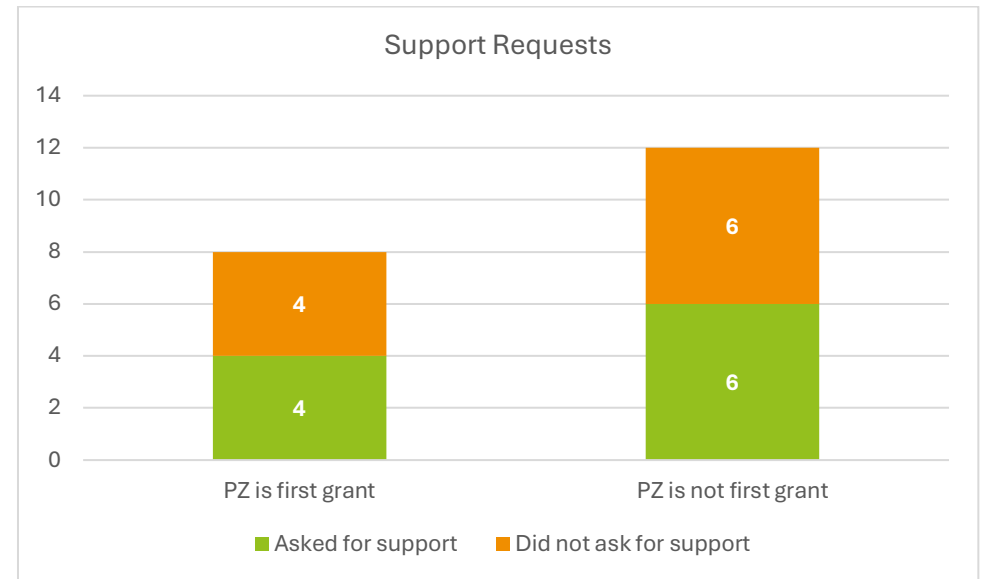


Figure 27: The grant recipient survey responses to who asked for support from the People Zone team

There were also some interesting insights gained during the interviews that relate to the funding process itself. In terms of who and what is funded, there was a desire to review the original research ongoingly and ensure the needs of the community guide the actions. Community projects need to be more transparent about their costs and intentions

and show residents their tangible results. Increasing resident involvement is crucial. Steering groups should be more integrated with the grant process by involving them in discussions and decision-making to reduce any frustrations and concerns around the same organisations receiving several grants. This lack of transparency made some feel like not all funded organisations deliver on their promises as evaluations are filled out, but feedback isn't always shared with the steering group. However, although the number of grant applications received were initially a challenge, they are now well-subscribed making the process more competitive and potentially meaning the funding is more widely distributed.

The requirement for groups to be constituted or have business accounts was seen as a barrier as it restricts money going to places such as a community asset or through the District Council which it was thought could enable more projects. Steering groups have been challenging. They need to be a strong group who prioritise the community needs. Members also need to be open to collaboration.

The limited resources within organisations and within the People Zone team can present a challenge when building relationships and managing projects. Funding for organisations to cover the costs of resourcing projects and reporting would be beneficial. In addition, projects being proactively guided from the start could have a much greater impact so timely interventions can increase impact.. However, this needs to be balanced as the aim of the People Zone team is to support and empower community organisations to become sustainable and independent rather than be too deeply involved at a project level.

Maintaining relationships with key stakeholders has been difficult. Sometimes, if a project isn't funded or something goes wrong, people withdraw their support. There has also been disappointing input from key figures in some Zones and despite the potential for many projects,

the engagement hasn't been as strong as expected. More community networking events sponsored by People Zones could foster collaboration across different areas. These events provide opportunities to share best practices and learn from each other. There's also been resistance to collaboration within some groups and confusion around understanding that the PCC post is political, but the office isn't.

“Knowing there's an organisation [OPCC] to turn to for help is vital. It's also beneficial to have a good relationship with Rupert Matthews, who is accessible and supportive.”

“Lily goes above and beyond her role, providing significant support. Her efforts are greatly appreciated, and she should be recognised for her hard work and dedication.”

“I've enjoyed getting to know James and respect the work he's put in to improve the area.”

There were also comments around promotion and marketing being key to the success of a project and therefore the budget should be included in the proposals. Effective communication is essential to reach the target audience, especially those not active on social media. Increasing

branding and visibility across communities is important to promote the initiatives effectively. The banner outside The Charles Booth Centre (Thringstone & Whitwick) serves as a good example, and could be replicated in all areas. Campaigns should be more collaborative and visible, focusing on key issues relevant to the community.

Some interviewees felt that the project duration should be longer than 12 months. Short-term projects struggle to gain traction. For example, a boys' project funded for over two years has shown significant progress, which wouldn't have been possible in just 12 months. Improving the funding cycle and communication about deadlines is vital. This observation however contradicts the survey data which shows grant recipients are satisfied with the project duration, therefore, perhaps some flexibility could be a solution. Knowing when funding rounds are and ensuring timely distribution helps in planning and execution. Additionally, a desire to simplify administrative processes to avoid delays and confusion was expressed.

Finally, the interview asked if their expectations of People Zones had been met. Overall, expectations of the project were high and some of these have been met. The concept of funding projects based on identified community needs was considered as strong and these evidenced needs were also used to justify further funding. In some instances, it was felt that more could be done to reach its potential, for example, use and promotion of the asset maps to identify gaps in services and more follow-up on the lighting project in Bell Foundry to effect significant and visible change.

Raising awareness has been a challenge which has meant a lower uptake in engagement and community-led initiatives. The dedication of community leaders is evident, despite some hiccups. Community collaboration has improved communication and partnerships and led to some successes, e.g. the community garden project.

“It's been an amazing initiative with potential as far as the community allows. The impact in communities like New Parks has been significant. Building relationships with residents and workers, gaining their trust, and working with key community leaders has made all the difference. The best things take time and effort, and this has been a truly rewarding experience.”

Discussion

Awareness:

There has been a lot of activity to promote People Zones, through 410 in-person events/meetings and online posts. This has not generated a great deal of awareness of People Zones as a whole. Despite distributing branded give-aways and delivering presentations, the message is not fully landing with the community. However, there is more known about specific projects that communities are directly engaged in, which stands to reason. The concept of People Zones is currently more abstract whereas the projects themselves are more relatable. Equally, Community Payback is known for the work it delivers in the communities but it doesn't necessarily reflect back on People Zones. Visits to the People Zone website occur mainly during weekdays and during school terms which suggests this is either when parents may have more time or when the schools and aligned community activities are actively promoting the programme.

Impact – Community development:

Engagement in the funded projects was highest with the residents of New Parks. Across all the People Zones, only 12% of those who were aware of a project knew that it was funded by People Zones. The lack of awareness and promotion hinders the impact that some projects can make as well as limits the opportunities for community-led initiatives to apply for funding and support. The online asset map was well received among the grant recipients but less than half promoted this as a resource to their visitors/ service users.

The greatest benefit to engaging in projects, according to the community was being able to help people and contribute to the community, illustrating a clear appetite to give back and improve their locality. This was re-iterated when asked about wanting to volunteer or get more involved, as well as making new friends and sharing expertise – further strengthening community bonds. The community members who were willing to set up a new project said that advice and support would be the biggest enabler.

According to the funded organisations, two thirds felt that the greatest change was an improvement in the sense of community. The perceptions of those living, working or visiting the Zones varied. In Bell Foundry, most people noticed no changes in any aspects and residents noted most changes for the worse, especially around drug and alcohol issues and littering. New Parks saw a deal of change, but clearly opposing views, with many aspects seeing both positive and negative changes across all the stakeholder groups. Thringstone & Whitwick considered litter and fly tipping along with local transport as the most negatively changed; and sense of community and places to socialise were the most divisive topics, attracting almost even positive and negative responses.

Thanks to ongoing efforts, representatives of the People Zones said they had seen a positive effect of projects on improving community spirit, and increased involvement, however, more work still needs to be done, focusing on the priority themes for the Zones.

In terms of the impact of People Zones on the funded organisations themselves, eight out of 21 said that the People Zone grant had led to further funding.

Impact – Building partnerships:

People Zones has been both a platform and catalyst for building partnerships among the different organisations, including the police and local authorities. The steering groups need to improve collaborations and share responsibilities, but progress is being made. There are challenges in terms of the level of input from the authorities and the People Zone team so as not to veer away from the community led ethos, whilst recognising that smaller organisations have limited resource. Different organisations and departments working together on projects has increased impact in numerous ways and all parties are willing to continue to build on this approach for the benefit of the community. People Zones has also made new connections between those working in the Zones, opening doors for joined up thinking and sharing of best practice. A desire to network between the different steering groups was apparent so learnings can be maximised.

Impact – Community Payback

Community Payback is delivering visible positive change to the Zones, showing the value of People Zones, bringing long-lasting benefits to both the community and local persons on probation. More opportunity for community involvement would help to further engender a sense of ownership and sustainability. Some projects take time to get off the ground but where Community Payback has been delivered, the results are well received although the connection to People Zones is not as clear as it could be to the community.

Impact of People Zones on crime and safety

With the exception of females in New Parks, a smaller proportion of all genders in all areas said that they never felt safe around their Zone and on the whole, more respondents said they always felt safe. This suggests that the perceptions of local safety have improved in each Zone.

The perceived unsafe locations remained largely unchanged except for the addition of Stokeswood Park in New Parks and Holly Hayes Wood in Thringstone & Whitwick. There was also a shift from Pinfold Gate to Cobden Street and School Street (Bell Foundry) in 2024 and omission of the Bosworth Trail (Thringstone & Whitwick) in 2024, although this is a quiet area where fewer people may access after the legacy of COVID still slightly present in 2022. Across the board, fewer mentioned any specific areas in 2024 compared to 2022. On the whole, these perceptions concur with the official crime statistics highlighting that the community are well aware and informed about their neighbourhood and should be consulted and their views respected.

Processes and procedures

A recurring discussion point was that the funding deadlines are too short to build meaningful collaborative projects or develop and support the smaller groups with limited resources. More advance warning of funding rounds or a calendar would help to plan, and groups could work together more.

The application process and reporting is still a barrier for some new groups, despite support from the team so more encouragement or

People Zone Evaluation Report 2024

streamlined process would be beneficial. The requirement for groups to be constituted or have business accounts was seen as a challenge.

When asked about how easy they found the different aspects of the grant process most respondents described coordination as "quick and easy." Time seemed to be a more significant limiting factor for coordination than the difficulty of the task. Contacting the PZ team was considered quick and easy by all respondents.

There were no negative issues around the value of the grant, although not being able to allocate budget to staffing a project, at least at the start made it challenging to find these funds from elsewhere, especially for smaller groups. There was also concern over providing the projects with the budget up front as they might not have the resource otherwise and it can delay things. Although the budget is usually paid upfront, in some instances, elements of the administration process, such as return of the grant agreement forms, have delayed payment.

Although in the survey, grant recipients said that the time scale was 'just right', during the qualitative data collection, it was expressed that more time is required to get a project off the ground to become self-sustaining.

A co-design session with the three steering groups is scheduled by the People Zone team for May 2024 which could seek to address some of the above issues.

In terms of who and what is funded, there was a desire for more transparency and integration with the steering groups. This lack of transparency created a feeling of mistrust.

Steering groups have been challenging. They need to be a strong group who prioritise the community needs. Members also need to be open to

collaboration and be able to access funding as a wider group rather than individual organisations.

The Unpaid Work Team are receiving a lot of referrals from the OPCC, which is great but is limited by staff resource. Ready-formatted projects costed and with the partners all in place would make a big difference to this. The quality of the referrals is improving, but more could still be done.

Recommendations

Awareness:

- Improve the clarity of the People Zone partnership between the different organisations involved in the Fearless and iVan campaigns such as CrimeStoppers and Live Safe so the connection can be made by the community.
- Make the use of the People Zone logo a condition of any grant so any online and printed materials related to the project should include 'Funded by People Zones'.
- Provide People Zone banners to put outside funded organisations.
- Increase awareness of the option to include a budget for marketing and promotion of projects in the application.
- Utilise the online asset map to promote funded projects.
- Encourage event partners to post about People Zone events.
- Keep consistent and simple messaging.

Impact:

- Formulate clear, replicable data collection templates for crime so impact can be compared directly over the years to show impact.
- Develop a clear evaluation framework with SMART objectives from which to measure progress and success
- Increase awareness of the impact in each People Zone.
- Provide proactive support to projects to increase impact.
- Continue to foster connections and partnership working.
- Encourage collaborative working between organisations.

- Focus effort in getting further buy in from local authorities, parish councils and community leaders.
- Share the workload among steering group members with a clear consensus on the direction and priorities.
- Facilitate networking between the steering groups to share best practice and lessons learned.

Procedural:

- Reduce the amount of reporting required possibly to bi-monthly to limit the amount of time required, especially for smaller, voluntary organisations.
- Consider having a phased grant over a longer period for some projects to improve sustainability.
- Provide a calendar of funding rounds so more time is available to plan ahead and work in partnerships.
- Raise awareness of the ease of the application process and outline the support available to community groups from the PZ team so it doesn't fall to existing groups to use their limited resources and to encourage uptake.
- Increase transparency of the decision making process around funding and include steering group members in the decisions.

Acknowledgements

Thank you to everyone who took the time to complete a survey, stop for a chat, take part in a focus group or meeting or interview. Thank you also to the OPCC for providing the data on crime and Community Payback.

Contact for enquiries

If you would like to know more about People Zones, please visit www.peoplezones.co.uk

If you would like to use or reproduce any information from this report or seek clarification, please contact info@mappingforchange.org.uk.

