



Brent Youth Anchor

Report of initial research and engagement

NOVEMBER 2022

About this report

This report describes the findings of research carried out between July and September 2022 by Social Life and their amazing field team: Ife and Suraya; and four brilliant local young people: Salwa, Pascal, Rennel and Luca.

More about this research is on our website, http://www.social-life.co/project/church_end_youth_space/

We would like to thank all the young people who shared their knowledge, aspirations and ideas for a new youth space with us. We are grateful for their expertise and the time they put into this work and hope the report will support the creation of a youth space that truly reflects their needs. A special thanks to United Borders and Justin Finlayson who helped us connect with young people locally and shared their extensive network with us. The report was written by Larissa Begault with contributions from Nicola Bacon, Lavanya Kumaran and the young people and stakeholders who shared their views about Church End with us.

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Social Life was created by the Young Foundation in 2012, to become a specialist centre of research and innovation about the social life of communities. All our work is about the relationship between people and the places they live and understanding how change, through regeneration, new development or small improvements to public spaces, affects the social fabric, opportunities and wellbeing of local areas. We work in the UK and internationally.

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1 Introduction

This report lays out the findings from the first phase of secondary and primary research carried out between August - September 2022. This phase set out to explore the physical and social fabric of the area surrounding the future youth anchor site in Church End, NW10. Using a hybrid of secondary and primary research, we mapped local assets and vacant places as well as space that young people currently use. We also explored young people's perceptions of the neighbourhood, their community, and their needs for the future youth space to fulfil their aspirations through a survey carried out in key sites around Church End. To complement young people's perspectives, we interviewed five stakeholders from the Church End Partnership. We have also considered local deprivation, accessibility to amenities and services, and future regeneration proposals for the area.

The core aim of this phase of the research was to begin engaging local young people in a co-design process to support the delivery of a new youth anchor at Hornby Court in Church End. This is an area which has been harshly affected by the pandemic, exacerbated by challenges around violence and anti-social behaviour, disconnects between people from different backgrounds, and high commercial vacancy rates. Supporting young people has been agreed as a key priority for recovery in the area. The ambition of the project is that Church Road becomes an exemplar of high street revitalisation and the new youth anchor is a critical element to this.

At the start of this process, multiple social goals were set by Brent Council:

1. To **empower** young people to have a sense of ownership over the space and its activities
2. To **support** young people with their most pressing needs (employment, learning, training opportunities, cultural opportunities, and others that emerge through our research)
3. To create opportunities for interactions and **improve relationships** between different people from different backgrounds
4. To address some of the **anti-social behaviour problems** experienced locally and to create a place where the community feels safe
5. To **diversify the high street** and address vacancy rate through the provision of community-oriented amenities and businesses.

This first phase of the research began addressing **goal one and two**, the second phase of engagement including co-design workshops and a community event held in the future space will address goal one, two and three leading to a final proposal for the space that addresses all the objectives listed above.

Our experience of working with young people has taught us the **importance of meeting with them in places and spaces they feel comfortable**. Therefore, the research was based on "street interviews" to engage with young people where they already are. We partnered with United Borders, a local youth organisation to help us make contact with local youth and train four local young persons to help us administer the surveys. Establishing trust can take a long time and is difficult in short projects like this. United Borders' presence and support has proven incredibly valuable in making contact with young people in the area.

We carried out 96 surveys in various areas around Church end (see map on p.6). Interviews were carried out by two members of the Social Life field team with strong experience of working with young people and four local young people trained by Social Life in research methods.

2 Key findings from the primary research

2.1 About the neighbourhood

- A. The area is positively perceived by young people because of its diversity, multiculturalism and sense of community. These are major local assets that can be harnessed in the future youth anchor space. The ethnic diversity of the young people reached in the surveys demonstrates this richness. Making a space that is inclusive to all different groups will be key to its success.
- B. Issues of safety around gang violence and drug use as well as visible problems such as littering and visibly run down and vacant facilities and amenities are the main reasons young people perceive the area negatively. A longer-term goal of the high street regeneration projects and programmes should be to address this, the youth space is one element within this.
- C. There is general consensus that young people lack facilities to socialise and spend time with their friends. The youth anchor should address this by providing a free and safe space to spend time with friends separate from any programming or organised activities.
- D. Church Road has multiple spaces that are currently used by young people which could be actively engaged with the youth anchor operation and/or programming, directly connecting the new hub with the places that are already working for young people.
- E. There are clusters of active use. These tend to be around community centres, places of worship or exercise facilities. This highlights attractors for young people. The youth anchor location can harness this, for example programming could target young people before/after they attend places of worship.
- F. The existing community centres (Unity Centre, Jason Roberts Foundation and United Borders bus) are where young people are currently engaged. These have built rapport and trust with local youth, their involvement in the programming will be useful to attract young people into the space.
- G. Perception of safety is relatively high during the day but decreases at night time. Evening activities in the youth anchor may make the area more lively and address some of these concerns.
- H. There is low attachment to the area, the majority of young people interviewed would like to move away from Church End in the future. This may be addressed through providing greater employment and learning opportunities for young people locally, the youth anchor programming can begin to provide some of this.

2.2 About the community

- A. Most street interviewees have friends living locally and most feel a sense of community. These strong local social networks between young people can be harnessed in the youth anchor programming.
- B. The majority of respondents want to be more involved locally and the majority have felt their voice has not been heard in decisions impacting their area. There is an opportunity to make the youth anchor a space where young people can be consulted and engage with larger decisions impacting their neighbourhood. Engagement in the design and programming of the space itself can be a pilot for future engagement on other local initiatives.

2.3 About the youth anchor space

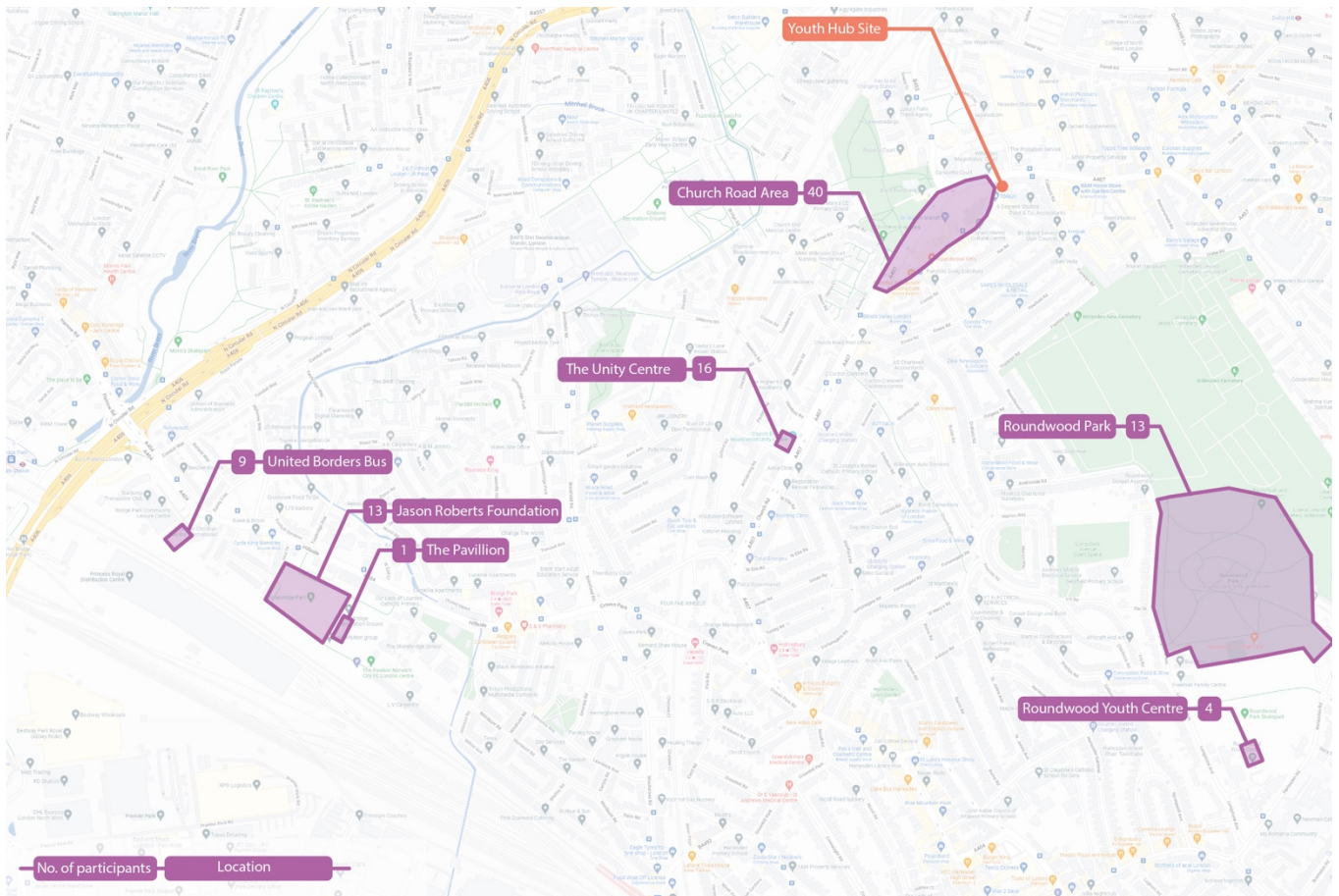
- A. Opinions are evenly split across all categories of use for the youth anchor: place to learn new skills, place to hang out and socialise, place to meet people from my community, place to do homework and have support, place to access affordable food and place to do creative activity such as art, music and film. This demonstrates the need for a flexible space and varied programming.
- B. The youth anchor will be most needed in the afternoon and evening weekdays and weekends, as well as during school holidays. There is an opportunity to set up dual use to maximise morning and day time use, this could help make the place financially sustainable in the future.
- C. The street interviewees mentioned a wide array of support that would help them achieve their goals, however better or new social networks (family and friends) and professional networks (mentoring, 1 to 1 support and networking opportunities) were mentioned most often when young people were asked about the support they need. The youth anchor programming should be centred around this.



3 About the research

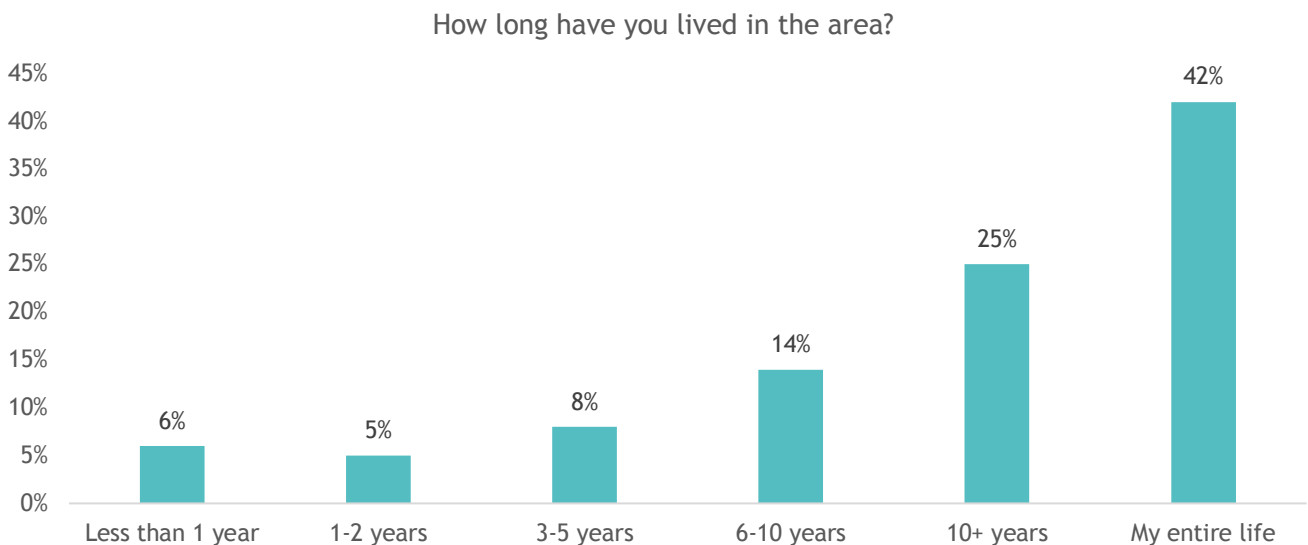
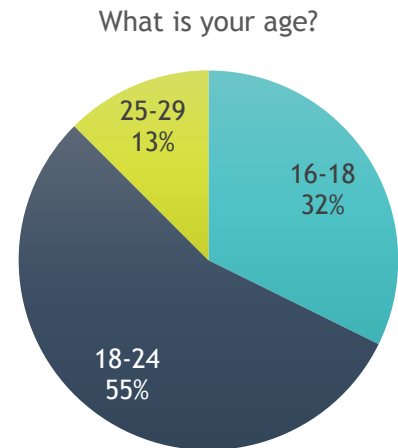
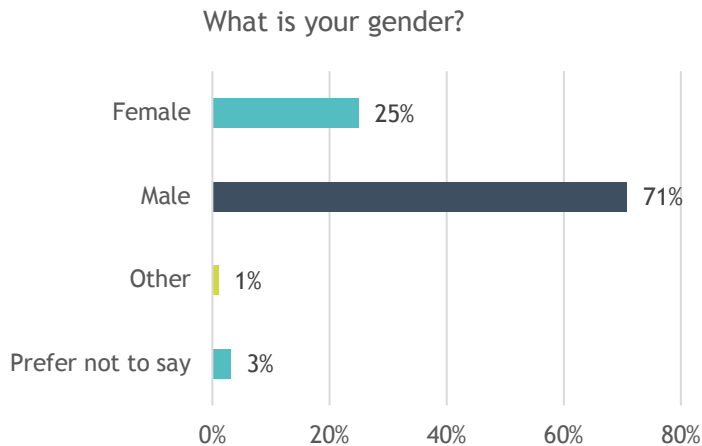
3.1 Primary research

Our field team carried out 96 street interviews in the locations outlined in the map below to understand young people’s perceptions of the area and their needs and aspirations. The field team included two Social Life researchers and four local young people trained as researchers, recruited through United Borders.



Demographics of young people reached

Our team reached a significantly larger proportion of male youth (71%) versus female (25%) despite targeting women only during Brent festival on the 8th October. Many of the public locations where interviews were carried out were male dominated, and summer programming at the youth centres mainly attracted boys and young men. This discrepancy will need to be addressed during the workshops to ensure we have more female representation in that process. It is important to note that the findings outlined in this report reflect a male perspective.



55% of respondents were between 18-24 years old, 32% were between 16-18 years old and 13% between 25-29 years old.

The majority of respondents (67%) had lived in the area for 10 years or more with 42% living locally their entire lives. 11% have lived in the area for less than 2 years.

53% of the respondents are currently students, and 42% are employed. 8% are looking for work.

What is your ethnicity?
(N=96)



The survey used an open question about ethnicity, allowing interviewees to define themselves rather than using census categories. The young people who carried out the research felt uncomfortable about using census categories as this excluded the possible specificity of a complex mix-race or black heritage. Using an open question meant that respondents could respond in as much detail as they felt to the question of ‘what is your ethnicity?’.

The wheel shows the breath of the local cultures living in the Church End area and depicts a truly multicultural community.

4 About the area

Church End is located in the Borough of Brent. The area is currently going through regeneration, which the Youth Hub is a part of.

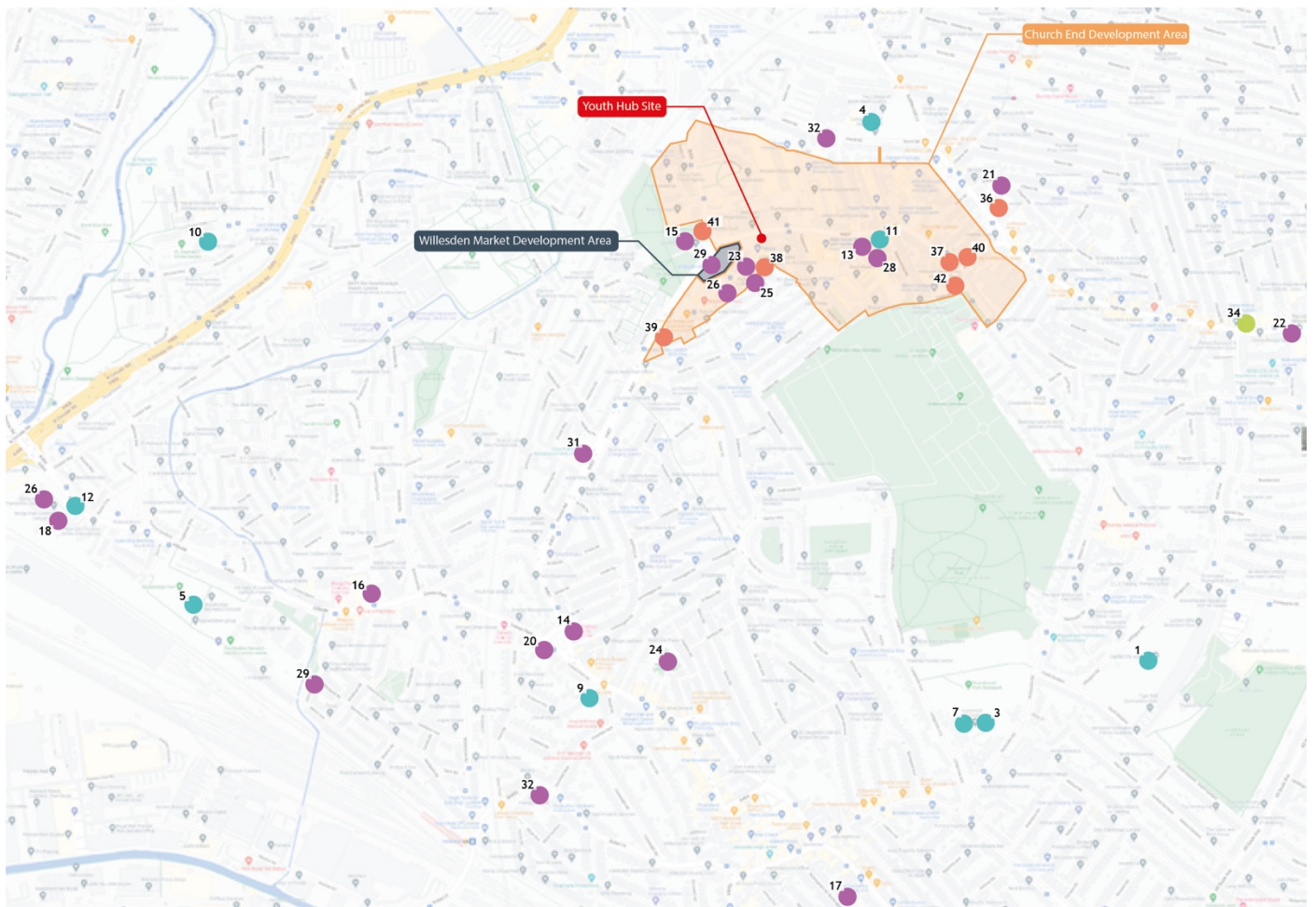
Launched in January 2022 the High Street Revitalisation scheme aims to invest in the high street to build better and more vibrant spaces to attract the community after a steep decline in footfall during the pandemic. Recently the pedestrian walkways have been refurbished and Shop fronts have also been improved. A new Church End festival has been planned and delivered with local artists and businesses to celebrate the culture and diversity of the area.

The Church End Masterplan provides a framework to guide the areas growth and development. It seeks to revitalise the town centre, build new homes, improve public spaces, improve and provide new infrastructure, increase employment opportunities and reduce environmental impact.

The Market Square redevelopment will bring new homes, a new market square and retail units. The current Willesden market on Church Road is well used by locals. The market traders will be relocated to Neasden Town Centre during the construction period.



Asset map of local organisations, and future areas of regeneration and development.



● Youth Organisations

- 1 ABC Foundation
- 2 Brent Centre for Young People
- 3 Brent Connexions
- 4 College of Northwest London
- 5 Jason Roberts Foundation
- 6 Rolladome All Skate
- 7 Roundwood Youth Centre
- 8 SAM Youth Club
- 9 SMASH Youth Club
- 10 Surfa Food Academy
- 11 The African Child
- 12 United Borders

● Co-working Space

- 34 Create Space London
- 35 The Grange Business Hub

● Places of worship

- 36 Abdelem Londres Church
- 37 Abundante Vida Church
- 38 Afghan Islamic Cultural Centre
- 39 Beulah Apostlic Church
- 40 Elim Church
- 41 St Mary's Church Willesden
- 42 Willesden S.D.A. Church

● Community centres, halls or local charities

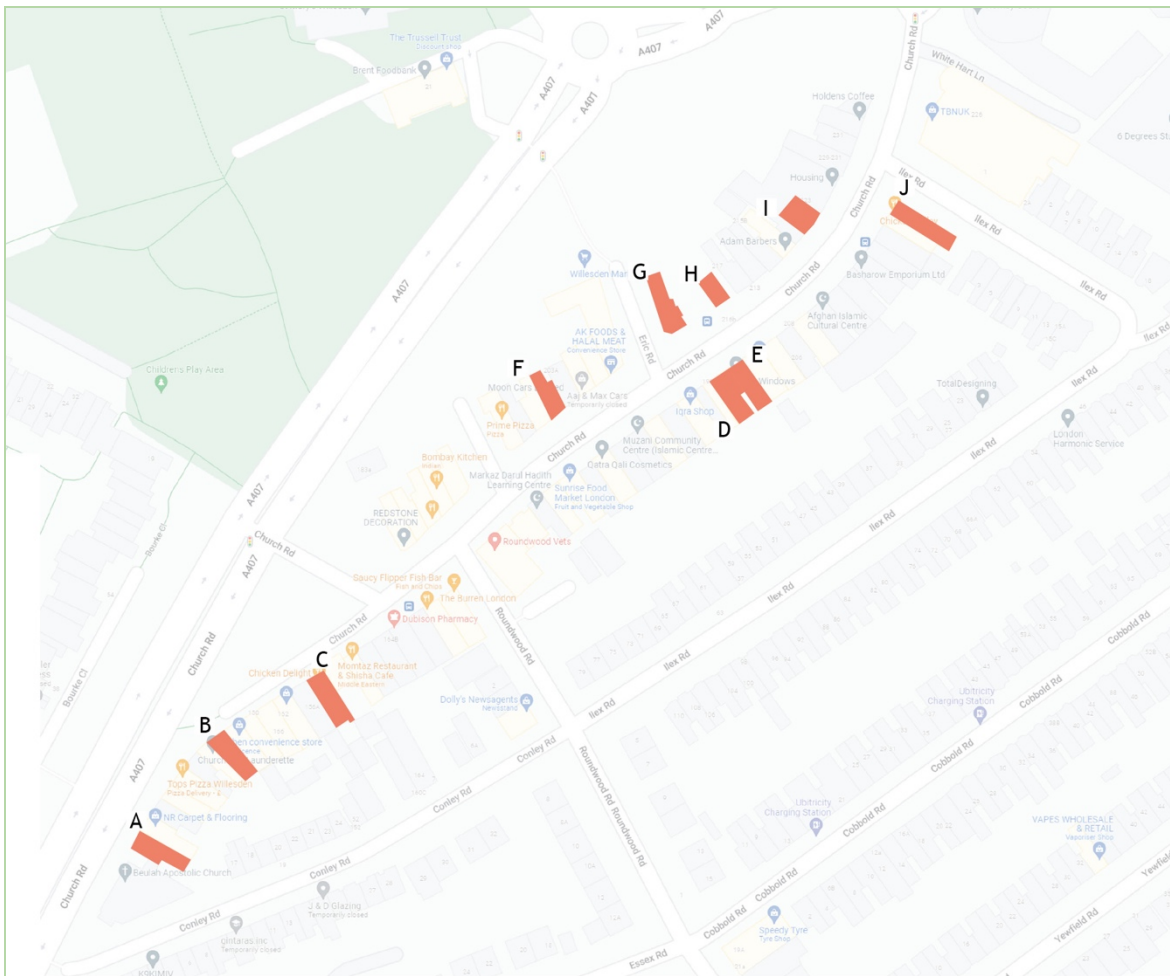
- 13 African Women Care
- 14 Asian Women's Resource Centre
- 15 Brent Food Bank & Trussel Trust
- 16 Brent Hub Community Enterprise Centre
- 17 Brent Mencap
- 18 Brent Somali Community Centre
- 19 Bridge Park Community Leisure Centre
- 20 Change Grow Live
- 21 Dudden Hill Community Center
- 22 Fashioning Our History
- 23 Free the Forgotten
- 24 Harlesden Town Gardens
- 25 Jazari Community Centre
- 26 Muzani Community Centre (Islamic Centre and Mosque)
- 27 PLIAS Resettlement
- 28 SAAFI
- 29 Saunders Market - Willesden Market
- 30 Stonebridge Somali Centre
- 31 The Unity Centre
- 32 The Village House Hub
- 33 Women of Substance

● Youth Hub Site

● Church End Development Area

● Willesden Market Development Area

Vacancy map of Church Road

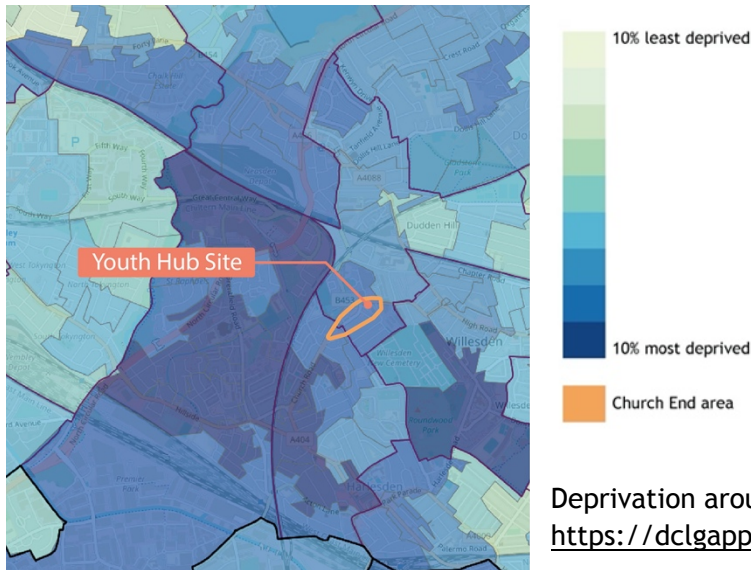


Vacant Properties

- A 132 Church Road
- B 146 Church Road
- C 158 Church Road
- D 200 Church Road
- E 202 Church Road
- F 205 Church Road
- G 209 Church Road
- H 211 Church Road
- I 221 Church Road
- J 225 Church Road



Mapping social need

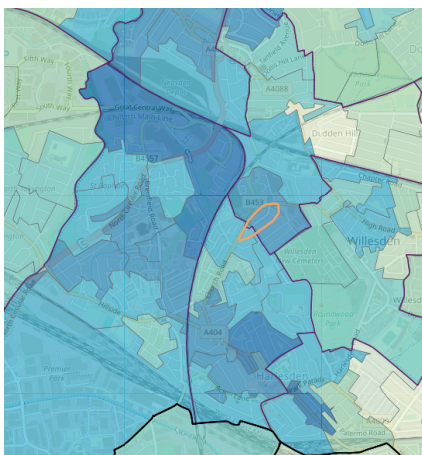


Brent is the fourth most deprived borough in London. The most deprived areas in Brent are around the Stonebridge Estate and Harlesden. Church End area is adjacent to these two areas. The least deprived areas are located more to the north of the borough, in Kenton and Northwick Park wards. The Church End area falls across neighbourhoods classified as falling into the 10% and 20% of most deprived areas in London, according to the 2019 Indices of Multiple Deprivation (IMD).

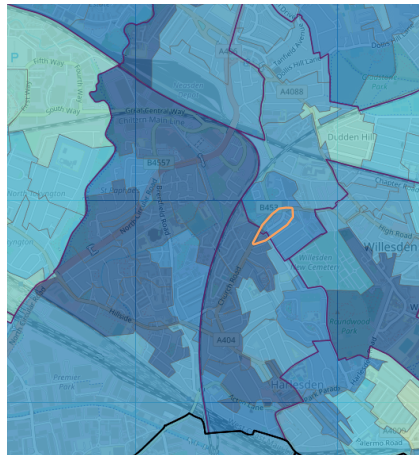
Deprivation around Church End, from IMD 2019 Source: https://dclgapps.communities.gov.uk/imd/iod_index.html

The detailed elements of the IMD, mapped below, show that the area around Church End faces particular problems around income and employment deprivation.

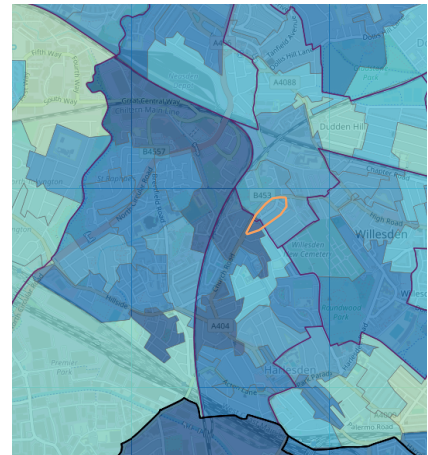
Education Skills



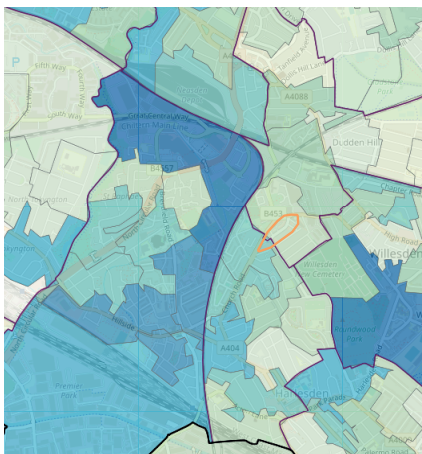
Income



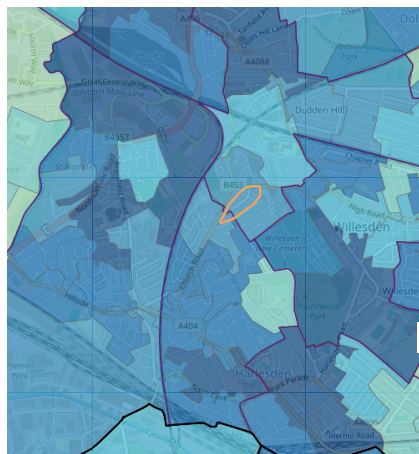
Income affecting children



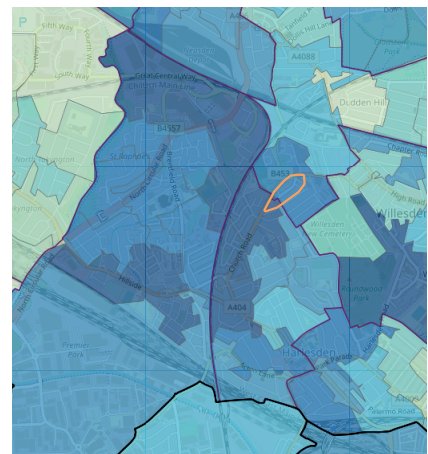
Health



Crime



Employment

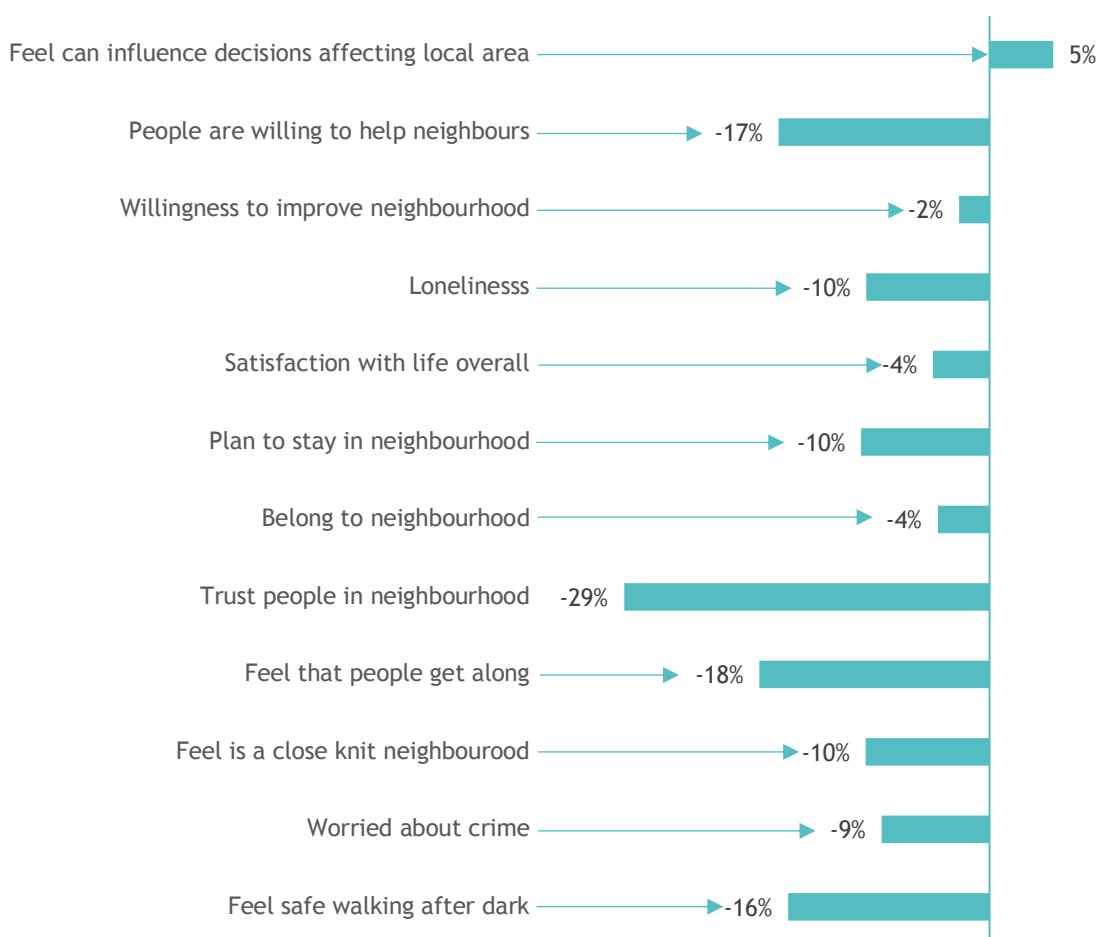


Community Dynamics data

Social Life has developed a way of analysing national survey data to predict how people living in local neighbourhoods are likely to feel about the area they live in. The detail of this is set out in the Social Life report, “Understanding Local Neighbourhoods”.¹ The approach is based on the Office for National Statistics’ “Output Area Classifications” which classifies most of the area around Church End as 3a. Looking at what can be expected for people living in areas classified as 3a, we can see how people in Church End are likely to feel about their local area, compared to the national average.

This shows that compared to the national average:

- Belonging is likely to be slightly weaker
- Trust in neighbours is likely to be substantially lower
- The number of people planning to stay in the neighbourhood is lower
- Community cohesions is likely to be weaker
- Fear of crime is likely to be higher
- Sense of influence is likely to be slightly above average



How Church End residents are likely to feel about their neighbourhood, difference from national average

Source: Social Life Community Dynamics Data

¹ http://www.social-life.co/media/files/REVISED_Understanding_local_areas_report_MARCH_19_ubUR4J6.pdf

5 What we have found out

5.1 About the neighbourhood

Area description

The survey asked young people to give a description of the area in three words. The descriptions most given demonstrate that young people generally view the local area positively with words such as 'community', 'diverse & diversity', 'multicultural', 'welcoming' repeatedly used to describe the local area. Negative descriptions of the area tend to focus on safety, businesses in the area and visible disinvestments - with words such as 'busy' 'dangerous', 'unsafe', 'dirty' and 'run down' used on multiple occasions.



Descriptions of the area: size of circle indicates number of responses

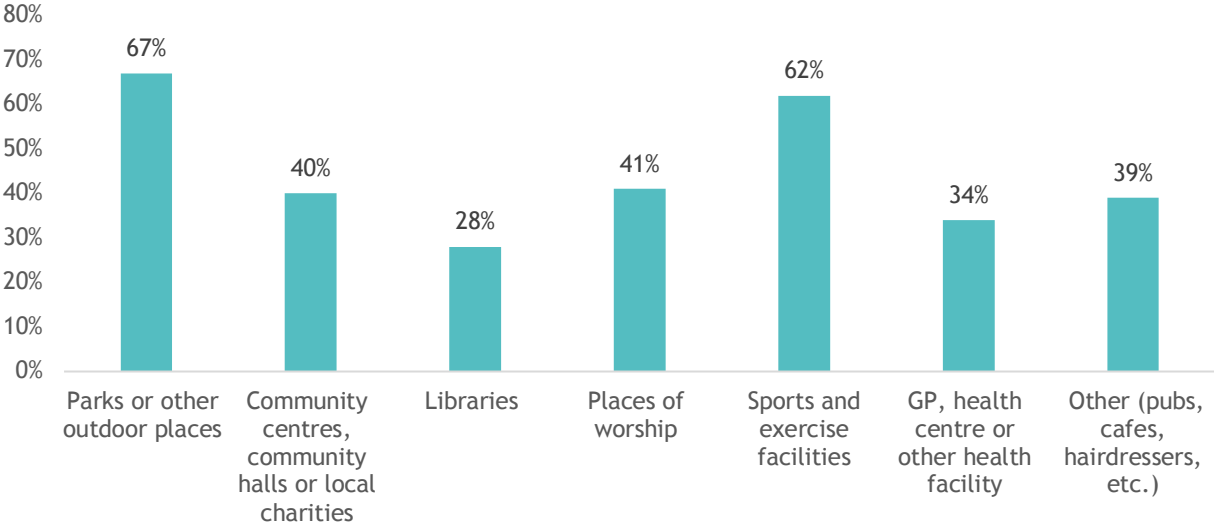
The stakeholders interviewed had similar perceptions of the area with many mentioning its diversity and strong sense of community as key assets. However, the visible deprivation, loitering and bad reputation of the area were also discussed as problems.

“The area is eclectic, especially riding through the area on a Friday night. There’s lots of community spirit in the area. It can be noisy. You get the sense that people in the area who use the food bank are quite protective over it. A new person walking around the area may feel intimidated by the people but they are just being protective over their community. If you are part of this community, you’ll feel protected.”

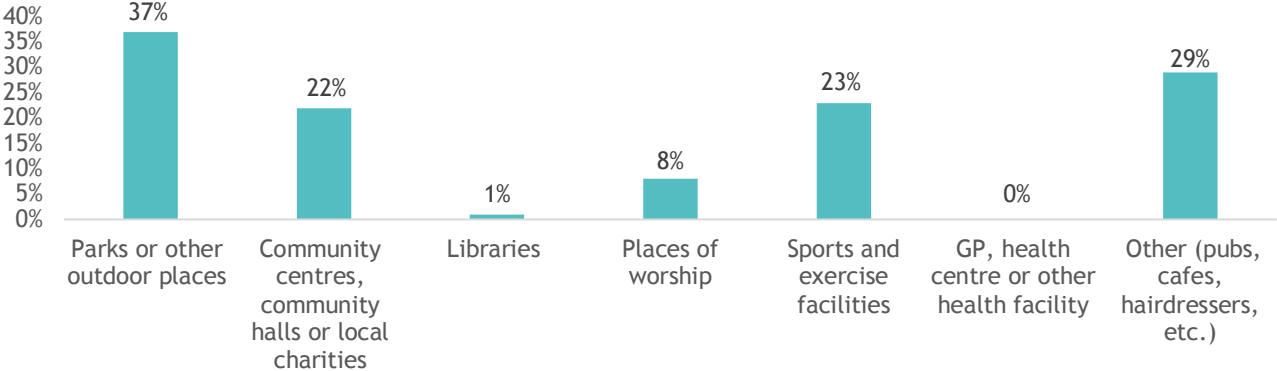
Social infrastructure

The majority of respondents (67%) spend time in outdoor spaces such as parks when not at school or at home; 62% spend time in sports and exercise facilities. 40% of respondents attend community centres, halls and charities and 28% use libraries. Places of worship are key infrastructure for young people with 41% attending them.

Where do you spend time outside of home?



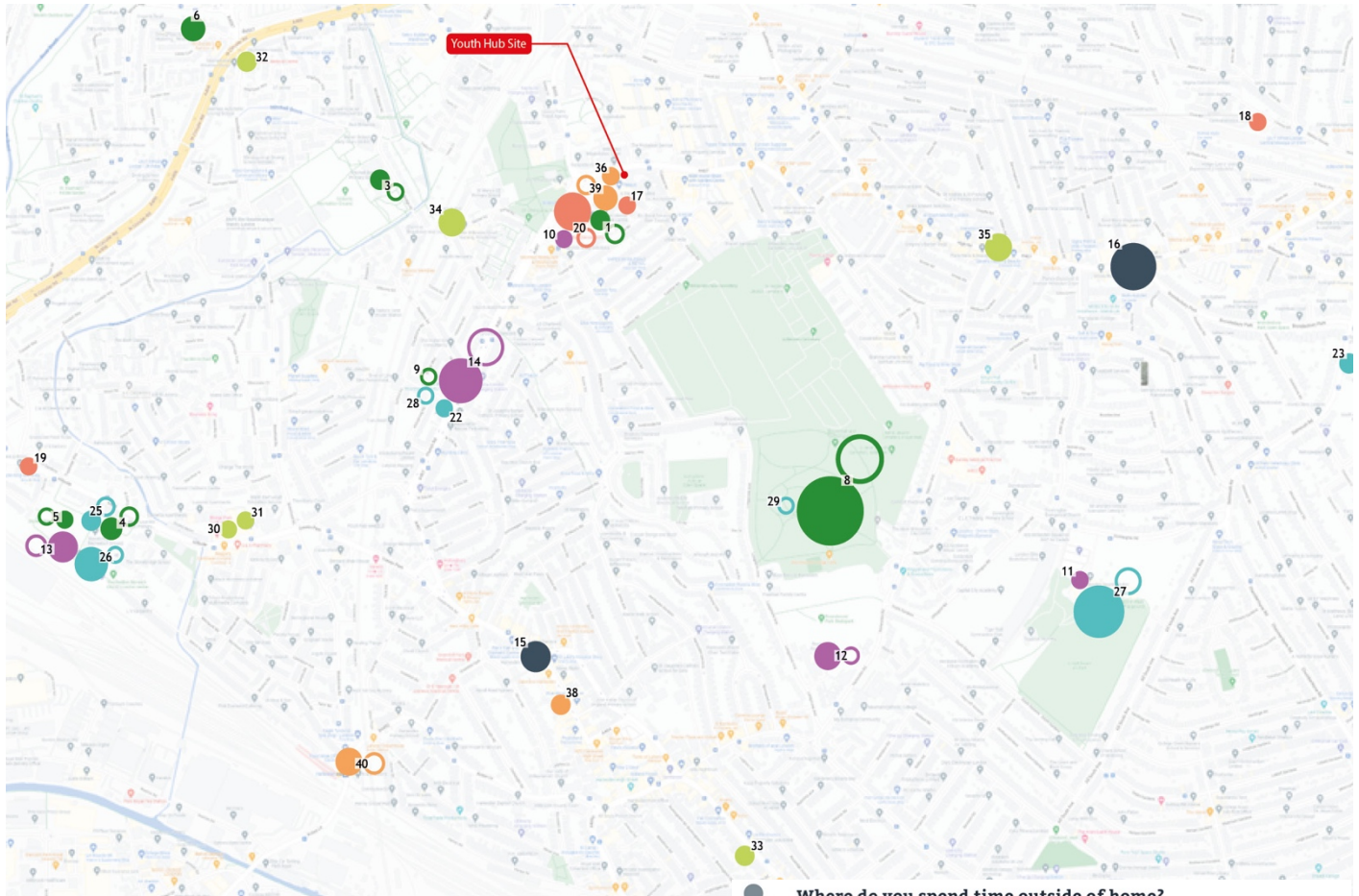
Where do you spend time with friends outside of home?



There were significantly fewer responses to questions about the places where young people spend time with their friends. Parks and outdoor places are the most popular spaces but only 37% of respondents use those to socialise. 29% of respondents use other places such as pubs, cafes, hairdressers to socialise and 23% use sports and exercise facilities. Community centres, halls and charities are used by 22% of respondents as places to meet with friends.

The map below highlights the specific places that young people use locally to spend time and socialise. It is interesting to note that Church Road has multiple spaces that are currently used by young people. The clusters of use tend to be around community centres, places of worship or exercise facilities.

Young people's social infrastructure map



- Where do you spend time outside of home?
 - Where do you spend time with friends outside of home?
- | | |
|--|---|
| <ul style="list-style-type: none"> ● Green spaces or other outdoor places 1 Church Road 2 King Edward VII Park 3 Mitchell Brooke 4 Pavillion Sports Centre 5 Stonebridge Recreation Ground 6 St. Raphael's 7 Gladstone Park 8 Roundwood Park 9 Cage behind The Unity Centre | <ul style="list-style-type: none"> ● Sports and exercise facilities 21 Moberly Sports Centre 22 The Unity Centre 23 Nuffield Health Brondesbury 24 Pure Gym Wembley 25 The Pavillion 26 Jason Roberts Foundations 27 Willesden Sports Centre 28 Cage behind The Unity Centre 29 Roundwood Park |
| <ul style="list-style-type: none"> ● Community centres, halls or local charities 10 Church Road 11 Willesden Sports Centre 12 Roundwood Youth Centre 13 Jason Roberts Foundations 14 The Unity Centre | <ul style="list-style-type: none"> ● GP, health centre or other health facility 30 Hilltop Medical Practice 31 The Stonebridge Practice 32 Brentfield GP Meidcal Centre 33 Freuchen Meidcal Centre 34 Church End Medical Centre 35 Willesden Medical Centre |
| <ul style="list-style-type: none"> ● Libraries 15 Harlesden Library 16 The Library at Willesden Green | <ul style="list-style-type: none"> ● Other (pubs, cafe, hairdressers) 36 Barbers on Church Road 37 Yaseen Youth Centre 38 Prestige Barbers Harlesden 39 Church Road 40 Harlesden 41 Boxpark Wembley |
| <ul style="list-style-type: none"> ● Places of worship 17 Afghan Islamic Cultural Centre 18 Central Mosque of Brent 19 Hillside Islamic Cultural Centre 20 Church Road Mosque | |
- Youth Hub Site
 - Frequency of mentions

Stakeholders interviewed mentioned the Unity Centre as a key facility for young people. Others including Brent Mencap and Brent Festival which were not mentioned by young people themselves. Stakeholders mentioned the need to work together to address the issues in the area cohesively and how the Church End Festival could become a successful tool to do so.

“With the Church End festival coming up there's a sense that people in the area are coming together. People and leaders from different ethnic and religious backgrounds are working together for this. This kind of cohesion gives a positive outlook for the community.”

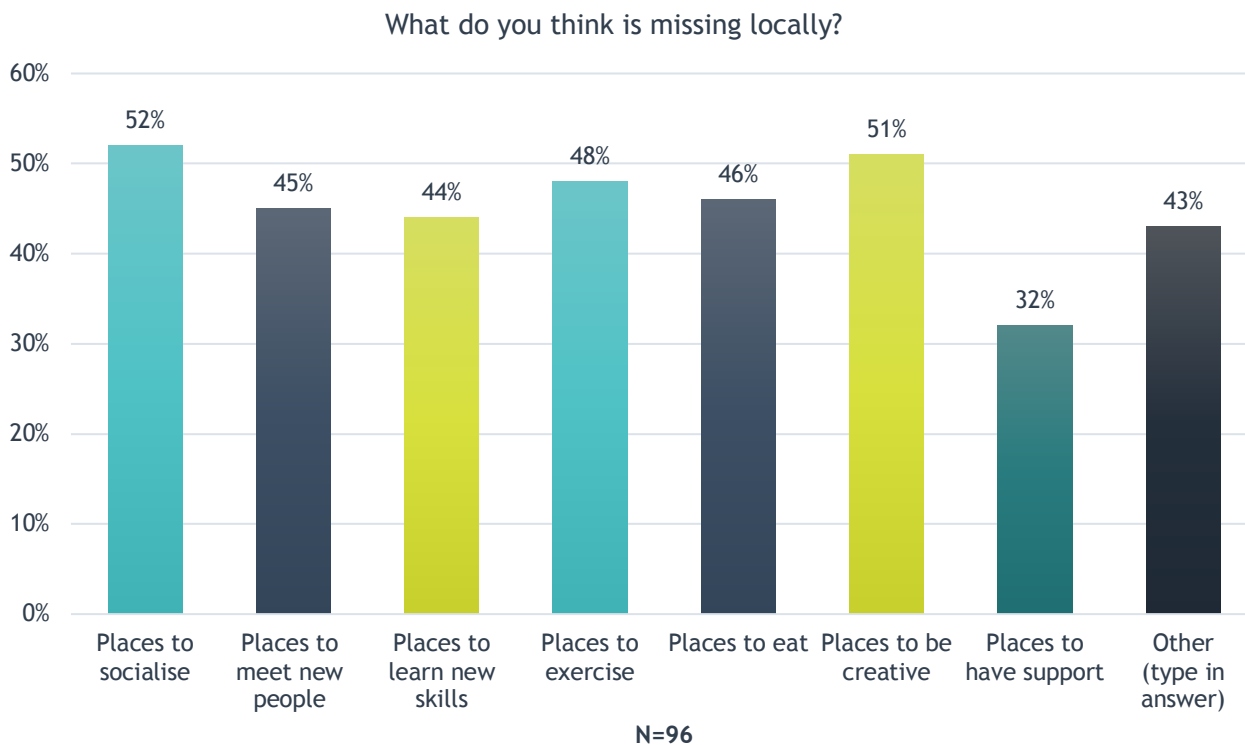
Hobbies and activities

93% of young people interviewed already have hobbies and/or attend activities, 53% pay to attend activities. 78% attend these activities more than two or three times per week with 26% attending them daily. Most respondents (78%) attend these locally.

The large majority of mentioned hobbies is football. This reflects the higher percentage of male respondents interviewed. The second highest is music & music production. The other most attended activities tend to be around sport and exercises.

Missing facilities

In terms of missing facilities, young respondents agreed that places to socialise and places to be creative were the most lacking locally. However, it is important to note that every category had relatively high between responses.



Stakeholders also acknowledged the lack of indoor space for young people to socialise safely. They mentioned their invisibility in the public. This is something the field team also pointed out; young people are hard to find in public spaces.

“The young community is not visible in the church end area. Lot of them just pass through the area to wherever they meet their friends.”

“[Groups of men drinking in the streets] They can't be blamed as there are no places for them to drink and socialise inside e.g. nice bars or pubs.”

Perception of safety

Most respondents feel safe locally with 31% feeling very safe and 38% feeling fairly safe. 11% feel very unsafe. Important to note is that the data is skewed to a male perspective. Women tend to feel less safe than men in public spaces and a few comments from the women part of our field team carrying out the research highlighted that there are issues of safety locally. Safety concerns will be discussed specifically in the first codesign workshop to better understand this local challenge, and particularly from women's point of view.

The stakeholders interviewed discussed issues of safety in the area caused by gang violence, drugs and anti-social behaviour. The Graveyard by St Mary's church was mentioned as a key area for safety concerns. Most mention that safety concerns are more prominent at night than during the day.

One stakeholder mentioned that parents stop their children from spending time on Church End because of safety concerns. Families' perception of safety impacts how young people are able to use different places and this should be taken into account with the youth centre operations; trust must be built with both young people and their carers if the hub is to be well used.

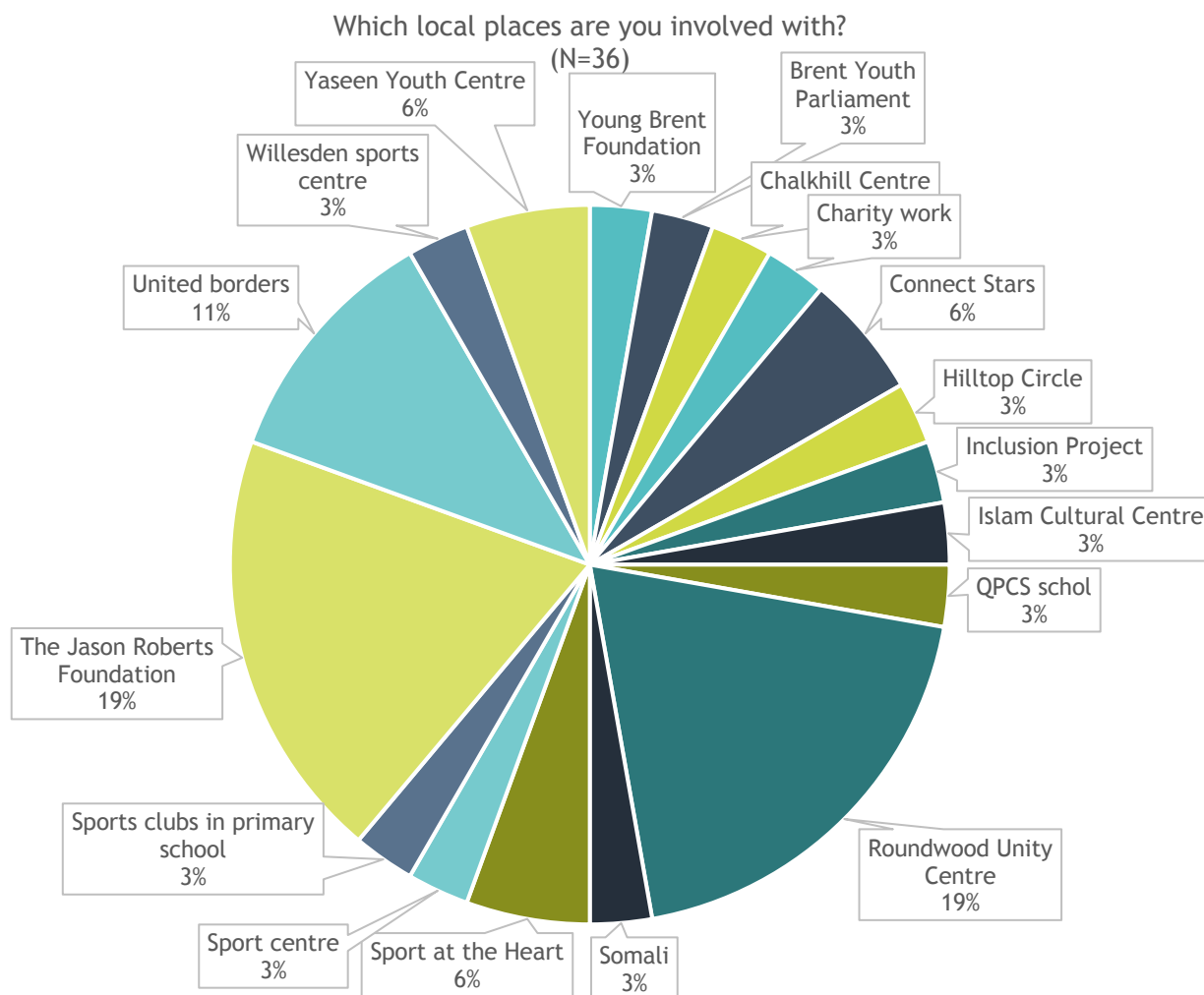
There have been many instances of rage and violence in the graveyard by St Mary's Church. The area is also known for gang violence. The media doesn't help with the reputation when it plays up any incidents in Church End.

The Graveyard near the playground is a peaceful place for people during the day. By night however, it's not safe. Drinking and drug activities take place there.

Finally, the majority of street interview respondents -63% - do not want to stay living locally in the future.

5.2 About the community

92% of the street interviewees have their friends living locally and 81% feel a sense of community suggesting strong local social networks. However, 35% are currently directly involved with a community group or activity but 63% want to be more involved in the future.



Young people are involved in a wide breadth of places but the Jason Roberts Foundation and Unity Centre were mentioned most frequently. This may be explained by the fact that this is where some of the surveys were carried out.

Perception of belonging and agency

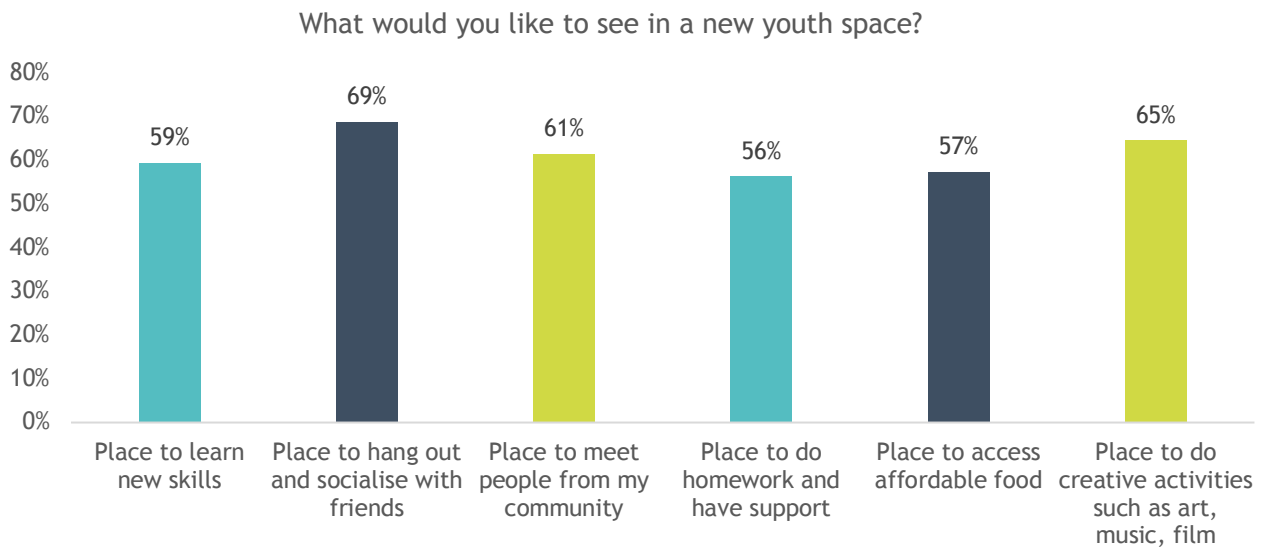
79% agree this is a place where they feel like they belong, with 44% definitely agreeing. However, 65% disagree that they have a say in the changes impacting their area.

Stakeholders reinforced this dichotomy mentioning their perception that past changes in the area did not benefit them directly. They also felt that there is little transparency in how to be involved with the current changes and future plans taking place. While they voice a fear of displacement, they feel rooted to the area and are not planning to move away.

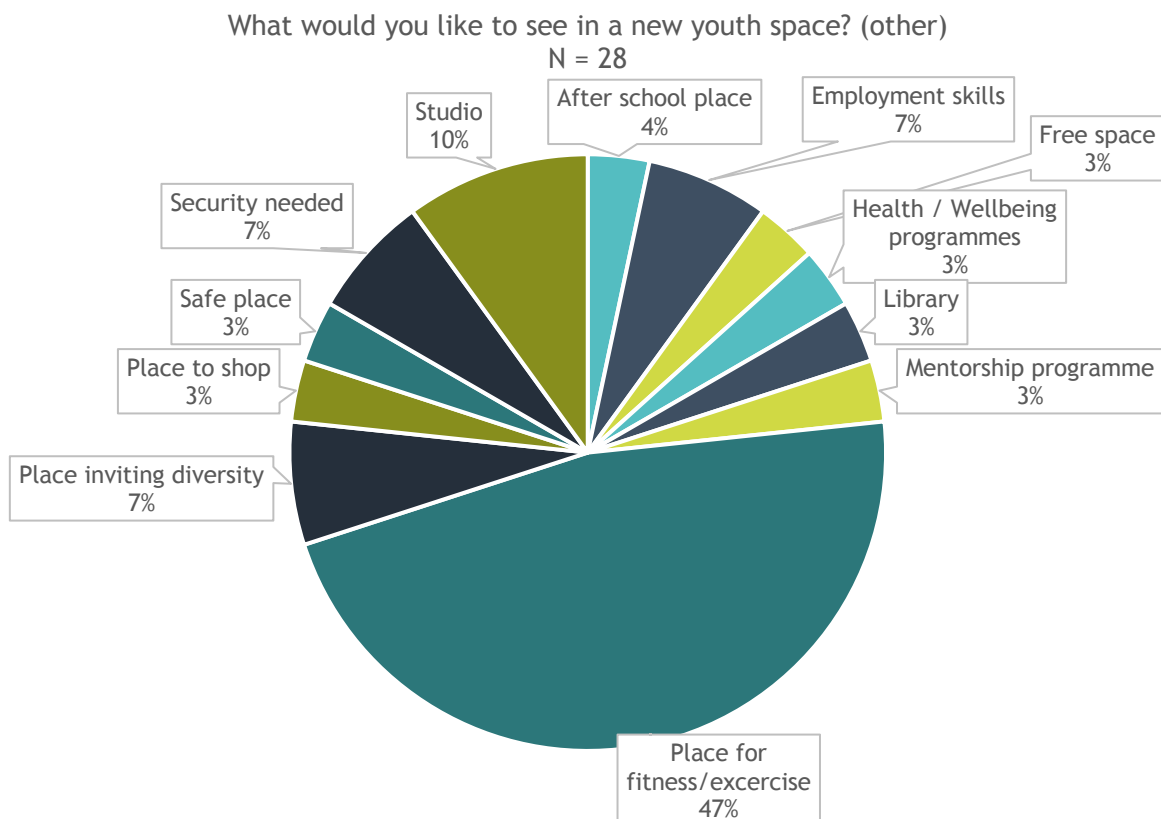
“During the redevelopment, if the community is involved throughout it can benefit everyone, taking into account what the people need. Good communication and feeding back will be key to whatever is done. In the last 22 years, there are groups in the community that felt that they've not got a fair bite of the cherry and they've had resources taken off them.”

5.3 About the youth anchor space

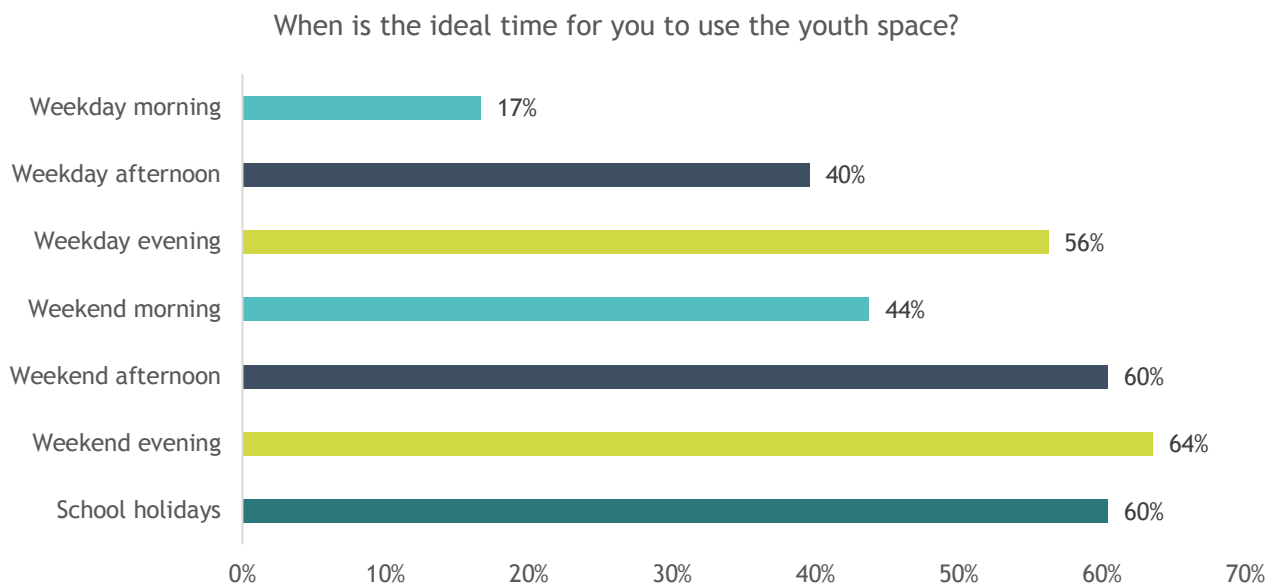
The responses to what respondents would like to see in a new youth space spread across all categories - within this the most common response, given by 69% of young people surveyed, is that it becomes a place to socialise and hang out with friends.



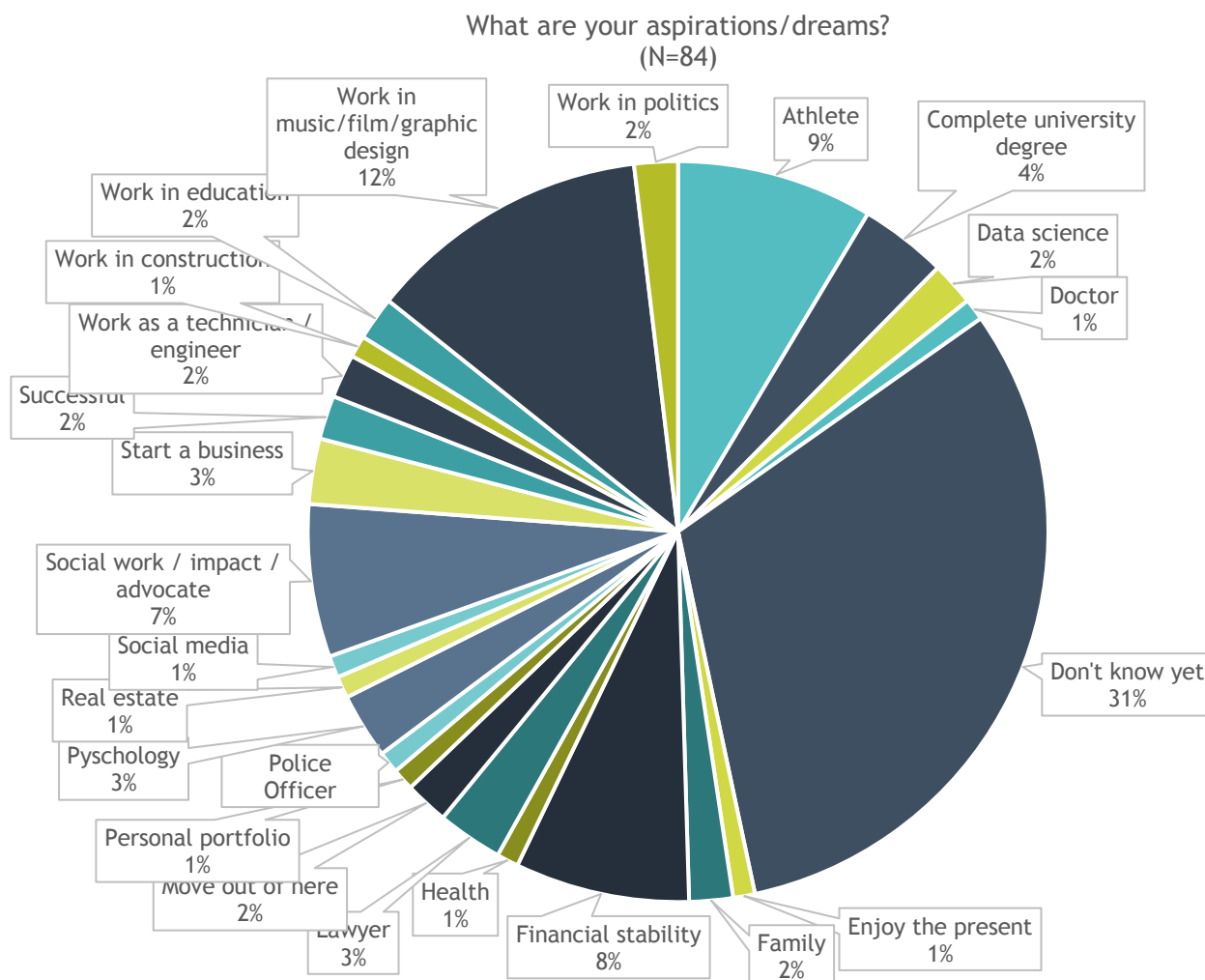
29 respondents gave more details on what other type of space or requirements for the anchor they would like to see. A fitness and exercise place were the most repeated type of facility (43%). Studio facilities, employments skills, inviting diversity and security needed were other repeated comments about the type of space requirements.



Afternoon, evening, weekend and holiday uses were seen as most important. 63% of the street interviewees agree that school holidays and the evening of weekends is the ideal time to access the youth space with weekday and weekend in the morning not as popular

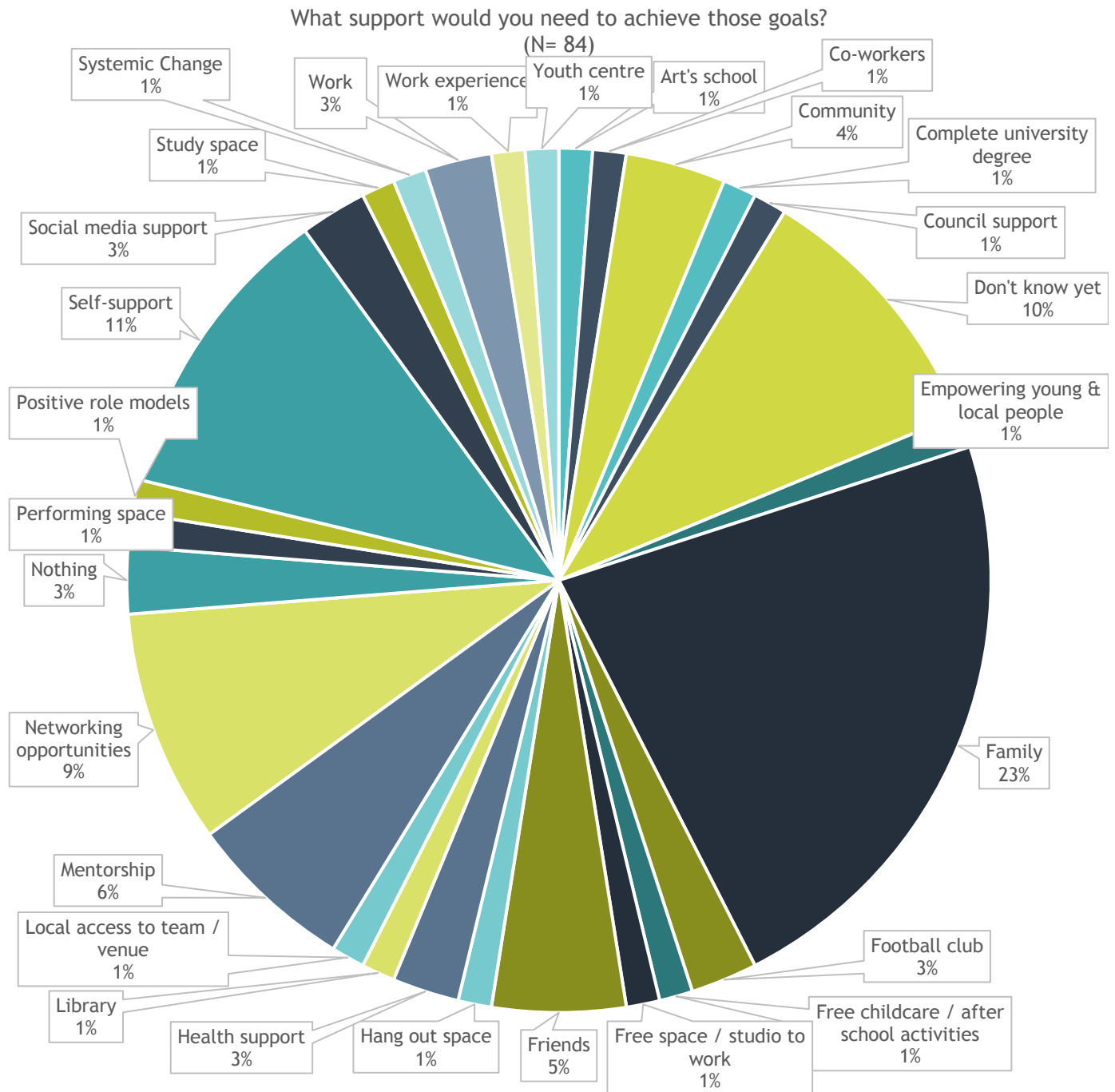


44% of the respondents are interested in participating further in the codesign and programming of the youth anchor. They shared contact information were invited to the first workshop in October.



Many respondents were unsure about their aspirations and dreams of the future but a few industries were repeatedly mentioned including working in music, film & graphic design (12%), becoming an athlete (9%). 7% wanted to have a social impact and advocate for greater equity. 8% mentioned financial stability as the driver for their decisions making in the future. The majority of respondents (64%) feel they have the support to achieve their dreams.

The street interviewees mentioned a wide array of support that would help them achieve their goals. Family (17%), networking opportunities (8%), 1 to 1 specialist support (8%), friends (7%) and mentoring (7%) were repeatedly mentioned.



The stakeholders' response mimicked these findings with a wide array of suggestions for the space including educational and professional support. The notion of creating support networks that are social and professional were also discussed.

“There are young people who come to the foodbank, who are keen to do educational courses. They would like to see more opportunities for learning and employment. Especially for young people who don’t have any family support or a reliable support network. Some young people may have parents whose first language isn't English, they might find it difficult to support their children in navigating learning and employment opportunities. The young people could also be going through difficulties at home, a place with mentoring and advice may help them achieve their dreams and aspirations. Young people in the area could do with direction.”

“The youth hub should be a safe space, a fun space and a supportive space. A place where young people can find hope. A place where they can get the support they are not getting in their lives. This can be career advice, financial advice, emotional and mental health. A place where young people can build something together such as entrepreneurial projects. A young person nowadays has a lot on their plate, a place where they can be themselves with similarly aged people will be a good place for the community.”

6 Implications for the operator brief and space

1. Build on existing trust

- a. The research highlighted that young people primarily attend places where they recognise the leaders or organisers. Young people do not tend to hang out in commercial places such as cafes/ restaurants or public spaces apart from the local park. Young people were hard to find during our fieldwork, showing that their network of activity is not obvious to outsiders. It is therefore essential that the new youth space is run in partnership with local organisers that have already build rapport and trust with them and that space is made available for them to run their programme.

One stakeholder also mentioned that many parents stop their children from spending time on Church Road because of safety concerns. This reinforces the need to build trust between the operator and organisers of programmes and parents, families and carers of young people.

- b. The social infrastructure map highlights clusters of places that young people currently use on Church Road, including the Church Road Mosque, the Afghan Cultural Centre. There is an opportunity to set up a partnership with these groups to enable them to access some of the spaces for their programming or event. A mechanism should be developed with the operator of the space that ensures that local groups can access the youth anchor facilities.

2. Make a flexible and inviting space

- a. The responses about the uses for the space were wide ranging demonstrating the need for the space to be flexible. There is a clear need for a dedicated area for spending time and socialising outside of programmed activities, as well as spaces that cater to a robust supportive programme to expand young people's opportunities. When the space is operated for young people, it should include:
 - i. Open social loud space
 - ii. A place to purchase coffee, tea, drinks and snacks with a kitchenette, connected to the open space
 - iii. A small leasable area for pop up sales (local designers, makers, etc)
 - iv. A more secluded quiet area that isn't programmed for quiet activities (homework, etc)
 - v. A series of minimum 2 to 3 semi enclosed spaces (potentially with moveable partitions) that can be programmed for different types for activities including studio space, networking events, presentations, screenings, etc.)
 - vi. An enclosed office for management of the space
 - vii. Toilets
- b. To design a space that feels inviting, addressing safety issue will be essential. The operator should have experience in working in areas that have issues of gang violence and anti-social behaviour to ensure they are able to respond to difficult situations. The security personnel used, if any should be recognisable and trusted by the community.

- c. The space could have dedicated walls or partitions for local artist to paint. Providing ongoing agency over what the space looks like can make it feel more inclusive.
- d. The codesign process will ensure the space reflects local aesthetics and culture.

3. Curate programming that supports social and professional networks

- a. The research highlighted the important role that family plays in supporting young people achieve their aspirations. This is an interesting finding and expanding the programming to include intergenerational activities to include older members of the family could greatly benefit young people.
- b. Mentoring, 1-1 support and networking opportunities were also repeatedly mentioned as needed. The programming of the spaces should boost employability. There is an opportunity to set up a supportive network between local businesses on the High Street and attendees of the youth anchor through mentoring and apprenticeship programmes. This would also reinforce attachment to the area and encourage young people to want to stay in the future.
- c. The branding proposition for the youth anchor could focus on network creation at a family, community and professional level. As one stakeholder mentioned, the issues that the area faces will not be resolved with one initiative. Having a space that nurtures community relationships and unity will have positive impact on young people and the area as a whole.

4. Set up dual use for financial viability of the space

- a. Young people will not need access to the place during the morning and weekdays, and in the morning of the weekends. There is an opportunity to set up dual use and have the main space leased for other purposes during the mornings and weekdays. This could be co-working space, business meeting space, café space, exercise classes, etc. Further research on local need is needed to define the secondary use of the space. Footfall is currently low on that stretch of the road and the business proposition needs to account for this.
- b. The operator of the space will need to manage this private initiative as well as the youth space programming and relationship to other youth organisations.

Next steps

The next steps for the project will be to convene a series of co-design workshops in October to December 2022 to build a more detailed understanding of how the space can be used, programmed, operated and designed. An event for the wider community in April 2023 will bring together proposals from the young people with a wider group of community stakeholders and local residents.

Brent Youth Hub

We are working with Brent Council to co-define the use, programming and design of a new youth anchor space in Church End and **need your input!**

We are recruiting young people living in Brent, **to take part in a series of workshops in October**. You will be co-designing various aspects of the new youth space.

Workshop 1
12th October
6-7:30pm

Workshop 2
19th October
6-8pm

Co-Design Workshops

You must be between the ages of 16 - 29 to take part.

Food and beverages will be provided. You will be paid for your time with highstreet vouchers, £10 per hour.

The workshops will be held at:
**Ground floor
Hornby Court
White Hart Lane
London,
NW10 2AZ**

If you would like to take part in the workshops, please email hello@social-life.co or phone **0207 703 9630**

or you can scan the code to sign up



About Social Life

Social Life was created by the Young Foundation in 2012, to become a specialist centre of research and innovation about the social life of communities. All our work is about the relationship between people and the places they live and understanding how change, through regeneration, new development or small improvements to public spaces, affects the social fabric, opportunities and wellbeing of local areas. We work in the UK and internationally.

www.social-life.co @SL_Cities

Report commissioned by Brent Council

