

2025 Evaluation

January 2025

Contents

Programme Summary.....	3
Alignment with National Priorities.....	4
Alignment with Local Priorities	6
ASB Context-General.....	7
Geographical Spend and Activities Funded.....	12
Output, Funding Allocation and Cost Saving Comparisons.....	14
Annual Cost Comparison.....	16
Website and Marketing Analysis.....	19
Feedback.....	20
Conclusion.....	21
Recommendations.....	22
Case Study.....	23
Images.....	25

Note: All references to "Staffordshire" incorporate the geographical areas of Staffordshire County and City of Stoke-on-Trent.



Figure 1. Staffordshire Commissioner for Police, Fire & Rescue and Crime Ben Adams with Space participants at St. Annes Church Family Fun Day organised by Fun Club.

Programme Summary

Introduction

Space is a programme offering a variety of diversionary activities throughout the summer holidays. It was established to help reduce the spikes in youth-related low-level crime and anti-social behaviour (ASB) that often occur during this period, by engaging young people in positive, structured activities. The programme includes a mix of recreational and educational opportunities for both universal and targeted groups of young people across Staffordshire and Stoke-on-Trent. In 2025, Space was supported by a £180,000 investment from the Staffordshire Commissioner's Office (SCO), alongside a £10,000 contribution from Staffordshire Fire and Rescue Service (FARS).

Since its successful relaunch in 2015, Staffordshire Space has remained steadfast in its commitment to providing high-quality youth activities, continuing the legacy of the original programme first delivered by Staffordshire Police in the 1980s and 1990s. We are proud that the initiative has been so warmly embraced and supported by our incredible stakeholders, local communities, families, children, and young people across the county.

The Staffordshire Commissioner extends sincere thanks to everyone who has contributed to Space 2025 and congratulates all involved on the programme's many successful outcomes.

Statistics 2025

The Space 2025 programme achieved highly positive outcomes, with participation levels increasing significantly compared with the previous year. Running for five weeks between Monday 28 July and Friday 29 August 2025, the programme once again offered a diverse range of sports, arts, crafts, and youth activities designed to support young people, families, and communities across Staffordshire.

In total, 43 providers delivered 2,429 SCO and FARS-funded activities across 114 venues, with an additional 397 non SCO-funded activities promoted primarily through the bespoke website www.staffordshire-space.uk. The 2025 programme achieved 23,480 attendances equating to 46,988 hours of engagement, by 9,219 participants aged 8–17, plus parents, siblings, and carers who joined in community events such as the Space Launch events at Hanley, Cannock and Kidsgrove Parks.

The number of participants for Space 2025 increased from 8,653 the previous year to 9,219. Attendances decreased from 26,645 in 2024 to 23,480, and hours of engagement from 53,027 to 46,988. The most likely factor was the withdrawal of three long-standing providers who consistently achieved high levels of participation. Their strong reputations, long delivery history, and established relationships with young people and local communities significantly contributed to past performance. In addition, another major provider was only able to operate at two of their usual three venues, reducing what is normally an excellent attendance return by at least one-third.

Although replacement providers were secured and delivered high-quality provision, it may take time for them to build the same level of recognition and trust established providers developed over many years.

Working in partnership with Community Safety Partners (CSPs), Space 2025 targeted areas identified as hotspots for youth-related low-level crime and anti-social behaviour (ASB), as well as engaging priority cohorts and individuals. The programme surpassed its target of achieving at least 30% attendance from the identified areas and cohorts, with 6,496 young people from hotspot locations and priority groups taking part. This represents an increase from the previous year's total of 6,030 participants.

Space collaborated again with Staffordshire County Council's Youth Provision, Holiday Activities and Food (HAF) and Turnaround programmes.

Since its launch in 2015, the Space initiative has contributed to a sustained reduction in youth-related ASB during the school summer holidays. Reports to Staffordshire Police have fallen by 81.9% since 2016, from 1,310 incidents in 2016 to 237 in 2025. 2025 has seen a 4.4% reduction, with 248 incidents recorded in 2024.

Participant Feedback

Participant feedback has been overwhelmingly positive, gathered through service providers and Space participant feedback forms. Responses from young people, parents, guardians, and carers highlight the programme's positive impact — providing opportunities to stay active and healthy, develop new skills, and connect with friends in a safe and supportive environment within their local communities.

General

The Space 2026 Expression of Interest (EOI) process will commence imminently; the application process is expected to open early in 2026. The EOI will seek providers who can demonstrate evidence of high-quality delivery, strong engagement, and an excellent reputation within local communities.

Alignment with National Priorities

Antisocial Behaviour (ASB) continues to be a national priority, with the Labour Government's 'Take Back Our Streets' manifesto outlining a comprehensive approach to tackling the issue. The manifesto recognises ASB is not merely a low-level nuisance, but a behaviour that disproportionately impacts the poorest communities and, if left unaddressed, can escalate into more serious offending.

Neighbourhood Policing Guarantee, aimed at restoring and strengthening local policing in every community by the end of this Parliament. A key component of the Neighbourhood Policing Guarantee is restoring confidence in local communities and taking visible action tackling ASB and increasing the safety of our town centres and high streets. The government's aim is to ensure every area is maximising all opportunities, including taking forward immediate steps this summer, in partnership with a range of organisations to deliver youth engagement and diversionary activities. Space has and will continue to link with this initiative.

Another key manifesto commitment is the development of a national network of 'Young Futures Hubs'. These hubs will bring together local services to provide targeted support for teenagers at risk of being drawn into crime or facing mental health challenges, as well as delivering universal youth provision where appropriate. Space will work in partnership with these hubs to positively influence levels of ASB through early intervention, positive engagement, and community-based youth support.

Additionally, the manifesto focuses on ensuring every child has the best and healthiest start in life. Recent NHS data highlights a deeply concerning trend in rising childhood obesity rates, with almost one in ten (9.2%) reception-aged children now living with obesity. Space contributes directly to addressing this issue by offering a diverse range of activities that encourage physical activity, social connection, and enjoyment. Evidence indicates that participation in such activities improves young people's health and wellbeing, supports healthy lifestyle habits, and reduces long-term pressure on the NHS.

Moreover, Space continues to support local authorities in meeting their Statutory Duty under the Education Act 1996, which requires them to "secure, so far as is reasonably practicable, sufficient provision of educational and recreational leisure-time activities for young people." The organisation also aligns its work with the Department for Culture, Media and Sport's (DCMS) 'Get Active' Strategy, which sets an ambitious target to increase physical activity across the population, engaging one million more children and 2.5 million more adults in active pursuits by 2030.

Technology is now an integral part of children's and young people's lives, shaping how they learn, socialise, and communicate. While these digital opportunities bring significant benefits, they also present risks, including reduced physical activity and exposure to harmful or distressing content. Space seeks to mitigate these risks by providing safe, engaging alternatives that encourage young people to take breaks from screens and social media. Through our programmes, young people are supported to participate in positive, active experiences that help them build practical skills, confidence, and meaningful face-to-face relationships with peers and trusted adults within their communities.

Alignment with Local Priorities

ASB remains a key focus for the Staffordshire Commissioner for Police, Fire & Rescue and Crime and local Community Safety Partnerships (CSPs). The Staffordshire Police and Crime Plan 2024–2028 identifies tackling ASB as a central priority under its commitment to 'prevent harm and protect people'. The Police and Crime Plan emphasises the importance of early intervention and partnership working to prevent issues from arising or escalating into more serious and costly problems.

The strategic approach is led by the Staffordshire Commissioner through an ASB Focus Group, reporting into the Community Safety Forum. Local experience, learning and actions are harnessed to prevent and address ASB; Space forms part of the delivery plan.

Space supports the delivery of the Police and Crime Plan by providing early intervention opportunities for young people across Staffordshire. Through the creation of safe, inclusive environments led by trusted adults. Space helps young people to build confidence, develop positive relationships, and make informed choices that reduce their risk of involvement in ASB or crime. This preventative approach directly contributes to the Plan's objectives of safeguarding communities, reducing reoffending, and improving life chances for young people.

Space is committed to supporting young people, particularly those from low-income households and under-served communities who often face inequalities in opportunity and participation. The organisations provide guidance and support on issues that matter most to young people, including financial pressures and the cost of living, mental health, feelings of isolation and loneliness, and personal aspirations and goals.



Figure 2. Space participant at Stoke Youth Offending Service (YOS) horse riding activity.

Recognising the challenges many young people face, Space actively works to remove barriers to engagement such as the inability to afford activities, lack of confidence, limited transport options, or not yet finding an activity or sport they enjoy. Through the delivery of positive, inclusive, and enriching programmes, Space offers opportunities for young people to be active, spend time outdoors, and build supportive relationships. These activities not only help to reduce youth antisocial behaviour but also address wider wellbeing concerns by providing:

- **Free access** to activities and events
- **Safe and supportive environments** with trusted adults offering encouragement and guidance
- **Local, accessible provision** close to where young people live
- **A diverse range of activities and sports** to suit different interests and abilities



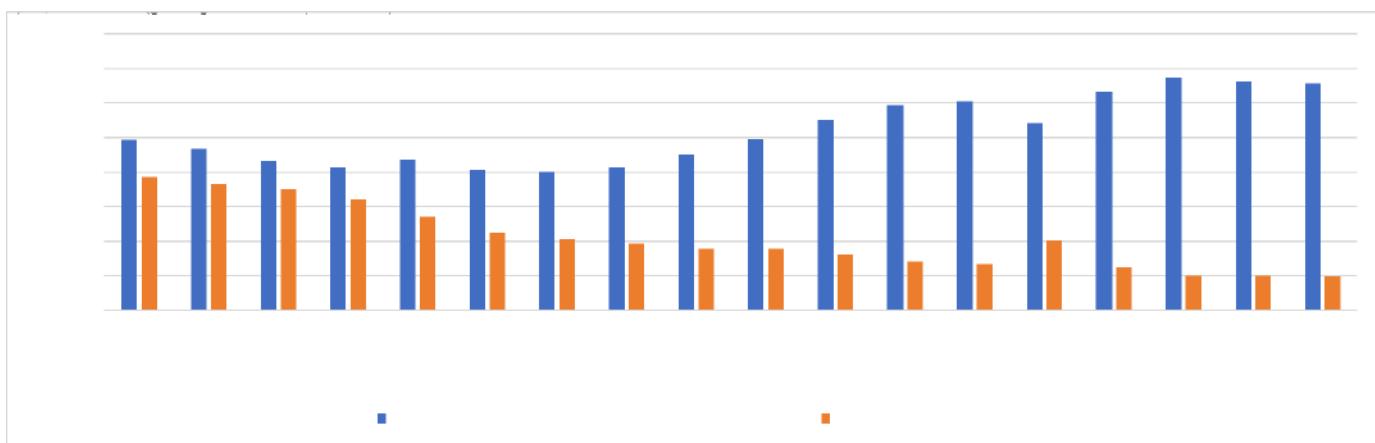
Figure 3. Coaches and participants at Right Stuff Boxing Space session.

ASB Context - General

Overall rates of ASB in Staffordshire (11 per 1000 popn) are significantly lower than they were before the pandemic and the same as those seen across the West Midlands region (11 per 1000 popn) and significantly lower than national levels (16 per 1000 popn.).

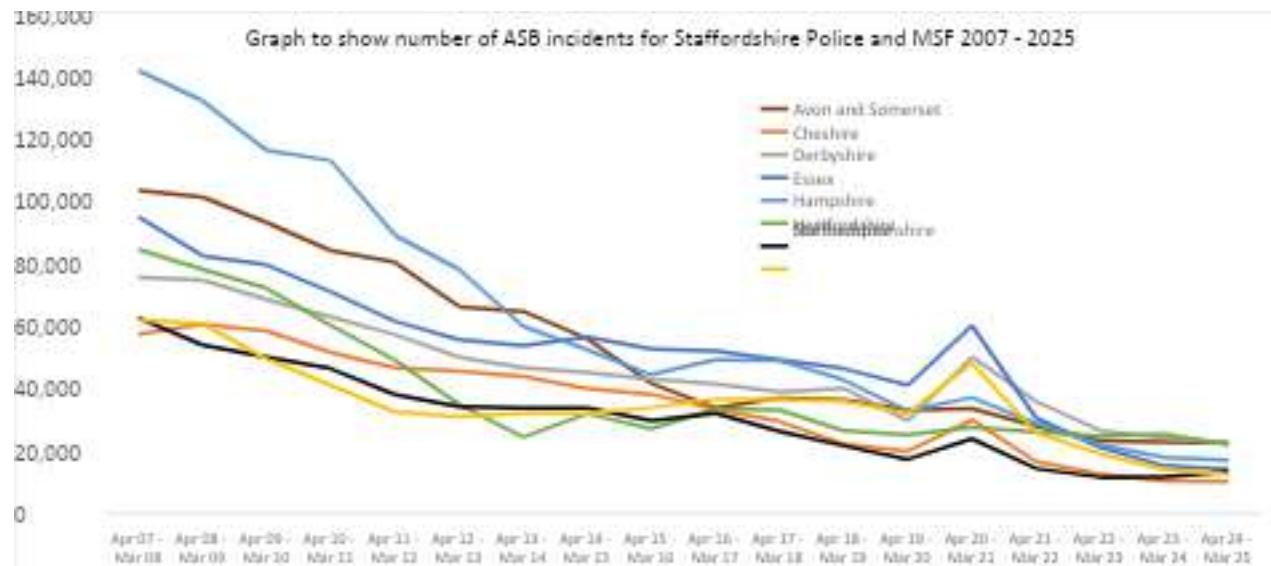
Despite this improvement, ASB continues to impact deprived and disadvantaged communities most severely, where residents are more likely to experience persistent and repeat incidents. Evidence also indicates repeat victims of ASB can experience psychological harm comparable to victims of lower-level violent crime, reinforcing the importance of early intervention and prevention initiatives such as those delivered by Space, in partnership with partners.

Crime and ASB volumes in England and Wales 2007 - 2025¹



Most Similar Groups (MSGs) are groups of local areas that have been found to be the most similar to each other using statistical methods, based on demographic, economic and social characteristics which relate to crime. The following graphs shows Staffordshire incidents and incidents per 1,000 population compared to their seven other Most Similar Forces (MSFs).

Staffordshire has improved its position and now has the 2nd lowest volume of ASB incidents (2024/2025) amongst MSFs.



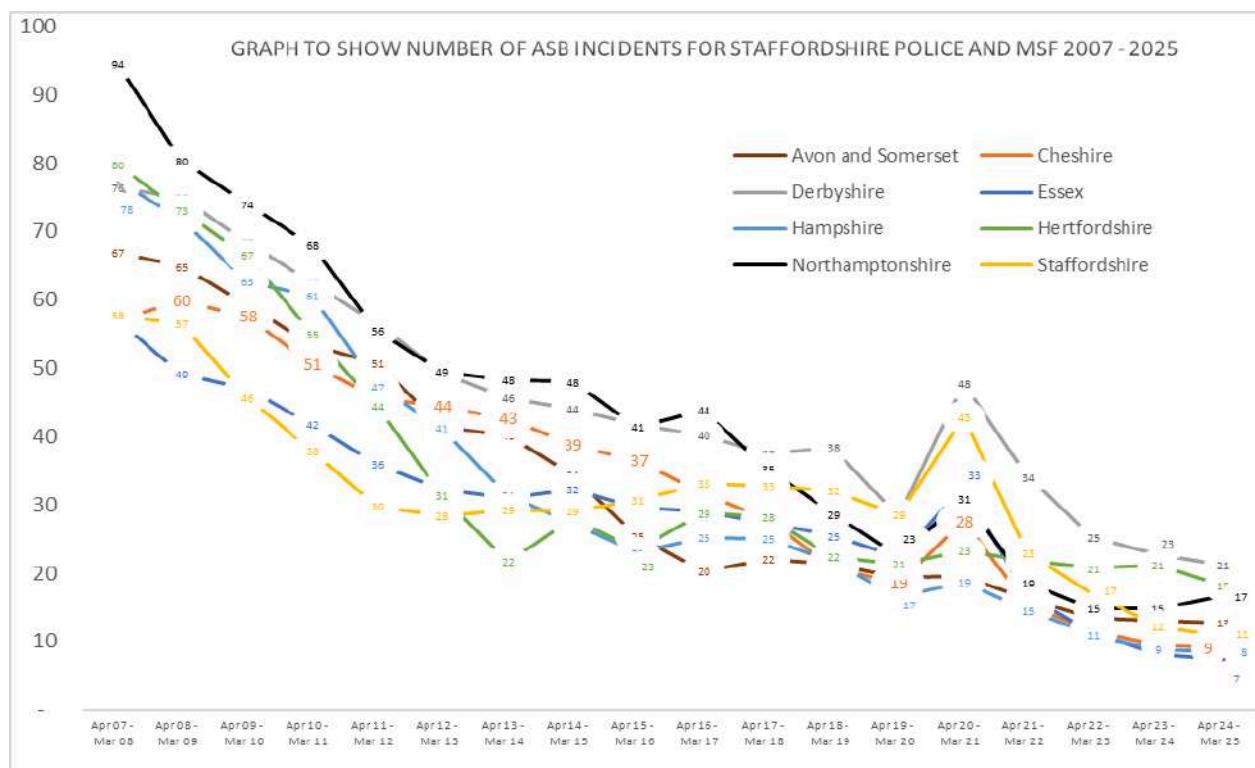
¹ [Crime in England and Wales: Annual supplementary tables - Office for National Statistics](#)



ASB incidents for Staffordshire Police and MSF from 2007 to 2025 are also detailed in the table below.

Area name	Apr 07 - Mar 08	Apr 08 - Mar 09	Apr 09 - Mar 10	Apr 10 - Mar 11	Apr 11 - Mar 12	Apr 12 - Mar 13	Apr 13 - Mar 14	Apr 14 - Mar 15	Apr 15 - Mar 16	Apr 16 - Mar 17	Apr 17 - Mar 18	Apr 18 - Mar 19	Apr 19 - Mar 20	Apr 20 - Mar 21	Apr 21 - Mar 22	Apr 22 - Mar 23	Apr 23 - Mar 24	Apr 24 - Mar 25
Cheshire	57,429	60,691	58,618	51,626	46,783	45,738	44,023	40,165	38,247	33,453	29,486	22,271	19,991	30,012	16,649	12,611	10,473	10,171
Derbyshire	75,649	74,813	68,685	63,107	57,382	50,210	46,766	45,260	43,143	41,550	39,012	40,169	29,761	50,222	35,901	26,654	24,163	22,751
Northamptonshire	62,699	54,027	50,226	46,434	38,199	34,303	33,841	33,924	29,831	32,176	26,341	21,742	17,417	23,972	14,436	11,646	11,786	13,384
Staffordshire	61,888	60,889	49,539	41,201	32,575	31,098	32,250	32,173	33,971	36,743	36,575	36,008	32,088	48,314	25,880	19,134	14,031	12,557
Essex	95,164	82,636	79,735	71,056	61,643	55,823	53,836	56,537	52,670	52,077	49,329	46,425	41,187	60,278	30,674	21,197	15,300	14,080
Hertfordshire	84,801	78,365	72,205	60,352	49,195	35,085	24,507	32,047	27,139	33,646	33,229	26,498	25,345	27,690	26,118	24,884	25,506	22,106
Hampshire	142,061	132,351	116,410	113,173	89,222	78,270	60,072	52,531	44,525	49,276	49,107	42,820	32,928	37,188	28,970	22,039	17,977	17,200
Avon and Somerset	103,561	101,434	93,271	84,338	80,591	66,327	64,853	56,045	41,719	33,903	37,160	36,377	33,200	33,712	28,055	23,269	23,000	22,651

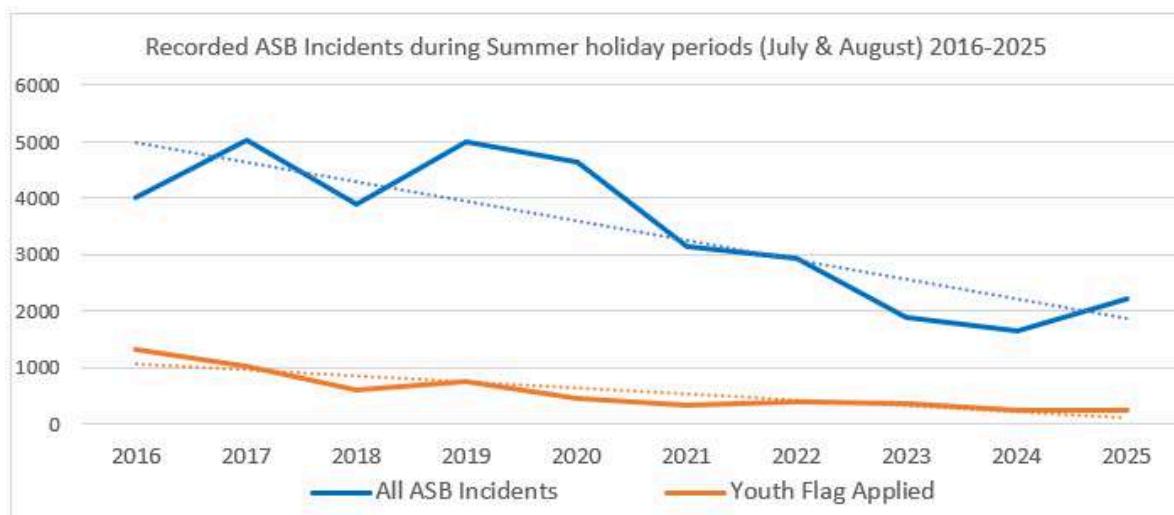
The graph and accompanying table below shows the number of incidents per 1,000 population compared to MSF. Staffordshire has improved its position from 3rd highest for ASB incidents per 1,000 population in 2022/2023 to 4th lowest for 2024/25.



Area name	Apr 07 - Mar 08	Apr 08 - Mar 09	Apr 09 - Mar 10	Apr 10 - Mar 11	Apr 11 - Mar 12	Apr 12 - Mar 13	Apr 13 - Mar 14	Apr 14 - Mar 15	Apr 15 - Mar 16	Apr 16 - Mar 17	Apr 17 - Mar 18	Apr 18 - Mar 19	Apr 19 - Mar 20	Apr 20 - Mar 21	Apr 21 - Mar 22	Apr 22 - Mar 23	Apr 23 - Mar 24	Apr 24 - Mar 25
Essex	57	49	47	42	36	32	31	32	30	29	27	25	22	33	17	11	8	7
Hampshire	78	72	63	61	47	41	31	27	23	25	25	22	17	19	15	11	9	8
Cheshire	57	60	58	51	46	44	43	39	37	32	28	21	19	28	15	11	9	9
Staffordshire	58	57	46	38	30	28	29	29	31	33	33	32	29	43	23	17	12	11
Avon and Somerset	67	65	59	53	51	41	40	34	25	20	22	21	19	20	16	13	13	13
Northamptonshire	94	80	74	68	56	49	48	48	41	44	35	29	23	31	19	15	15	17
Hertfordshire	80	73	67	55	44	31	22	28	23	29	28	22	21	23	22	21	21	18
Derbyshire	76	75	68	63	57	49	46	44	42	40	38	38	28	48	34	25	23	21

Youth ASB

In 2016, Staffordshire Police introduced a 'youth related ASB qualifier' to calls for ASB support. This 'ASB youth marker' continues to be an effective tool to help ensure activities are provided within areas of highest levels of reported youth ASB. The data is also key to evaluating the effectiveness of outputs and considering reductions of reports to the police of youth related ASB. Previous Space reports have compared volumes of ASB during the school summer holidays against the same period in previous years.



Levels of youth related ASB in summer 2025 reduced by 11 incidents when compared with the same period last summer, a 0.5% reduction year on year. There has been an overall 82% reduction in youth related ASB since 2016.



Figure 4(left). Potteries 100 year and Port Vale's Boomer Mascots at Hanley Park Space Launch. Figure 5(right) above right-performing arts coach and participant at Crystal Academy Space session.



Table 1 is an excerpt from analysis of Police data on Youth ASB reported in the school holidays compared with the same period since 2016. Commissioners and Police recognise there is a spike in youth related ASB during the school summer holiday periods. Additionally, through further data analysis, the SCO recognises youth related ASB spikes are consistent with other school holiday periods such as Easter and Autumn half term (noting that data analysis is dependent on the accurate use of the youth qualifier by Staffordshire Police).

LPT	2025 Youth	%Youth Change 2025 to 2024	2024 Youth	%Youth Change 2024 to 2023	2023 Youth	%Youth Change 2023 to 2022	2022 Youth	%Youth Change 2022 to 2021	2021 Youth	%Youth Change 2021 to 2020	2020 Youth	%Youth Change 2020 to 2019	2019 Youth	%Youth Change 2019 to 2018	2018 Youth	%Youth Change 2018 to 2017	2017 Youth	%Youth Change 2017 to 2016	2016 Youth	%Youth Change 2016 to 2025
Cannock Chase LPT	19	-40.6%	32	10.3%	29	-17.1%	35	16.7%	30	-9.1%	33	-54.8%	73	37.7%	53	-51.4%	109	5.8%	103	81.6%
East Staffs LPT	15	-6.3%	16	-50.0%	32	14.3%	28	-41.7%	48	0.0%	48	-32.4%	71	10.9%	64	-39.0%	105	-4.5%	110	86.4%
Lichfield District LPT	23	21.1%	19	-26.9%	26	30.0%	20	-20.0%	25	-3.8%	26	-40.9%	44	15.8%	38	-36.7%	60	-54.5%	132	82.6%
Newcastle District LPT	47	42.4%	33	-37.7%	53	76.7%	30	-3.2%	31	-40.4%	52	-44.1%	93	32.9%	70	-54.2%	153	-7.8%	166	71.7%
SOT North LPT	30	-30.2%	43	-14.0%	50	-26.5%	68	44.7%	47	-36.5%	74	-34.5%	113	85.2%	61	-45.5%	112	-30.4%	161	81.4%
SOT South LPT	37	42.3%	26	-65.3%	75	-24.2%	99	98.0%	50	-32.4%	74	-54.9%	164	30.2%	126	-37.3%	201	-18.0%	245	84.9%
South Staffs LPT	8	-60.0%	20	25.0%	16	-20.0%	20	17.6%	17	-48.5%	33	-17.5%	40	8.1%	37	-40.3%	62	-38.6%	101	92.1%
Stafford Borough LPT	22	-4.3%	23	-23.3%	30	-16.7%	36	-34.5%	55	48.6%	37	-39.3%	61	7.0%	57	-35.2%	88	-27.3%	121	81.8%
Staffordshire Moorlands LPT	28	33.3%	21	-40.0%	35	25.0%	28	33.3%	21	-43.2%	37	-21.3%	47	-32.9%	70	-9.1%	77	-9.4%	85	67.1%
Tamworth LPT	8	-46.7%	15	-28.6%	21	90.9%	11	-38.9%	18	-35.7%	28	-22.2%	36	-2.7%	37	-42.2%	64	-25.6%	86	90.7%
Total	237	-4.4%	248	-32.4%	367	-2.1%	375	9.6%	342	-22.6%	442	-40.4%	742	21.0%	613	-40.5%	1031	-21.3%	1310	81.9%

Table 1 Police Data on Youth ASB incidents during Summer Holidays over time.

Space 2025 - Detail

Geographical Spend and Activities Funded

ASB data, conversations with young people and professionals help to shape the look, location and targeting of Space activities. This is to ensure that investments are in the activities most likely to engage and impact, at the right times and locations, with the correct cohorts.

The following table shows Space funding allocation across the geography and activities provided:

Area	Funding Allocation	Activities Provided	Comments/Narrative
Stoke-on-Trent	£53,043.61	<ul style="list-style-type: none"> Doorstep multi-sports Mobile climbing wall Leisure centre passes including gym and swimming Outdoor activities Community fun days Fishing Boxing Youth activities DJ experience Nature and bush craft Circus skills Comic art 	<ul style="list-style-type: none"> Allocation of £10k from FARS directed to City of Stoke-on-Trent to supplement SCO funding, due to high prevalence of youth-related ASB. Providers work well with targeted and universal cohorts.
Staffordshire Moorlands	£13,695.00	<ul style="list-style-type: none"> Doorstep multi-sports Leisure centre passes including gym and swimming Outdoor activities Nature and bush craft Youth activities Circuit training DJ skills Trips out 	<ul style="list-style-type: none"> Good range of providers and activities. Providers work well with targeted and universal cohorts.
Lichfield	£18,868.00	<ul style="list-style-type: none"> Doorstep multi-sports Leisure centre passes including gym and swimming Community fun days Arts and crafts Youth activities SEND residential Outdoor activities Skatepark coaching 	<ul style="list-style-type: none"> Good range of providers and activities. Providers work well with targeted and universal cohorts.
South Staffordshire	£12,084.70	<ul style="list-style-type: none"> Leisure centre passes including gym, swimming, 4G pitch hire Fishing Nature and bush craft Youth activities Martial Arts 	<ul style="list-style-type: none"> There were challenges with quality and selection of providers to engage CYP. However, sustained engagement on previous year with use of leisure passes, fishing and nature, outdoor activities and youth activities.
Stafford	£14,516.09	<ul style="list-style-type: none"> Boxing Doorstep multi-sports Swimming Dance classes 4G football sessions 	<ul style="list-style-type: none"> Providers worked hard to establish their provision in some priority locations and offered good quality, aiming to keep ASB low.

		<ul style="list-style-type: none"> • Mobile climbing wall • Fishing • Nature and bush craft • Youth activities 	<ul style="list-style-type: none"> • New provider worked well with good engagement in hotspot areas.
Newcastle	£22,163.09	<ul style="list-style-type: none"> • Leisure centre passes including gym and swimming • Doorstep multi-sports • Fishing • Outdoor activities • Comic art • Youth activities • Mobile climbing wall • Trips out • Trampolining • Community fun day 	<ul style="list-style-type: none"> • Good range of providers and activities. • Providers work well with targeted and universal cohorts.
Cannock	18,297.00	<ul style="list-style-type: none"> • Doorstep multi-sports. • Community fun day • Leisure centre passes including gym, swimming and 4G pitch hire • Mountain biking • Fishing • Mobile climbing wall • Paddle boarding • Nature and bush craft 	<ul style="list-style-type: none"> • Good range of providers and activities. • Established provider didn't deliver this summer. New provider in place but found difficult to get same engagement due to new sessions in new locations. • Providers work well with targeted and universal cohorts.
East Staffordshire	£17,730.0	<ul style="list-style-type: none"> • Doorstep multi-sports • Scooter World Champion event • Leisure centre passes including gym and swimming • Fishing • Mobile climbing wall • Summer school activities and Learning • Community arts park days • Female boxercise • Youth activities 	<ul style="list-style-type: none"> • Good range of providers and activities. • Providers work well with targeted and universal cohorts.
Tamworth	£14,405.00	<ul style="list-style-type: none"> • Youth activities/trips out • Arts, crafts and play days • Urban arts and breakdance • Mobile climbing wall • Community fundays and inflatables • Fishing • Judo session 	<ul style="list-style-type: none"> • Selection of providers improved - Fun Club, Canal & River Trust and St. Andrew's Church added. • A leisure facility would be beneficial where activities could be delivered for a reasonable cost, mirroring other areas. • Providers worked well with targeted and universal cohorts.
Staffordshire Youth Offending Service	£5,115	<ul style="list-style-type: none"> • Climbing • Team building • Water sports • Fishing 	<ul style="list-style-type: none"> • Funding utilised for bespoke programme of diversion and positive activities for young people known to their service.
Stoke Youth Offending Service	£5,270.00	<ul style="list-style-type: none"> • Outdoor activity • Team building • Horse riding 	<ul style="list-style-type: none"> • Funding for bespoke programme of diversion and positive activities for young people known to their service.
TOTAL	£192,645.49		

*Some providers weren't able to utilise all of their allocations creating an underspend of £801.80

Output, Funding Allocation and Cost Saving Comparisons

Attendees by Area and Costs

The following table shows funding allocations and the number of attendees per area, split by targeted cohorts.

Area	SCO Funding	Targeted Attendees	Universal Attendees	Total Attendees
Stoke-On-Trent	£51,043.61	1712	485	2197
Staffordshire Moorlands	£13,695.00	507	-	507
Lichfield	£18,686.00	269	226	495
South Staffordshire	£12,084.70	121	565	686
Stafford	£14,516.09	287	323	610
Newcastle	22,163.09	746	532	1278
Cannock	£18,297.00	1262	27	1289
East Staffordshire	£17,730.00	695	504	1199
Tamworth	£14,045.00	769	164	933
Staffordshire YOS	£5,115.00	48	-	56
Stoke YOS	£5,270.00	80	-	80
Totals	£192,645.49	6,496	2,826	9,219



Figure 6 & 7. Participants at a Gifted Workshops Music and DJing session.

Targeted Provision

It is recognised that some areas and groups of children and young people are more at risk of becoming involved in or affected by crime or ASB. For this reason, the Space Programme identifies certain locations and cohorts, with a view to targeting activities and engagement in meaningful activities.

In 2025, 6,496 targeted young people attended the programme, representing an increase from the previous year's total of 6,030 participants. The table below indicates a breakdown of the cohorts.

Cohort	Numbers
Targeted Area	5,791
YOS	160
Early Help/LST	57
Pupil Referral Unit	37
Looked After Children	16
Disability	198
ASB	25
CAHMS	29
Free School Meals	176
Other	7
Total	6,496

Space providers record young people who are either referred by an organisation—which allows them to be identified as belonging to a particular cohort—or who disclose relevant information. To avoid risk of stigma, providers handle this information discreetly, and all Space submissions are anonymised.

Looking ahead to Space 2026, providers and referring organisations will be consulted on the current list of cohorts to determine whether any revisions are required, including whether multiple cohorts should be selectable. This acknowledges that some young people may have more than one identifying factor.



Figure 8. Staffordshire Commissioner for Police, Fire & Rescue and Crime Ben Adams with Visions youth provision lead, parks officers and local PCSO involved with organising the Cannock Park Space Launch Event.

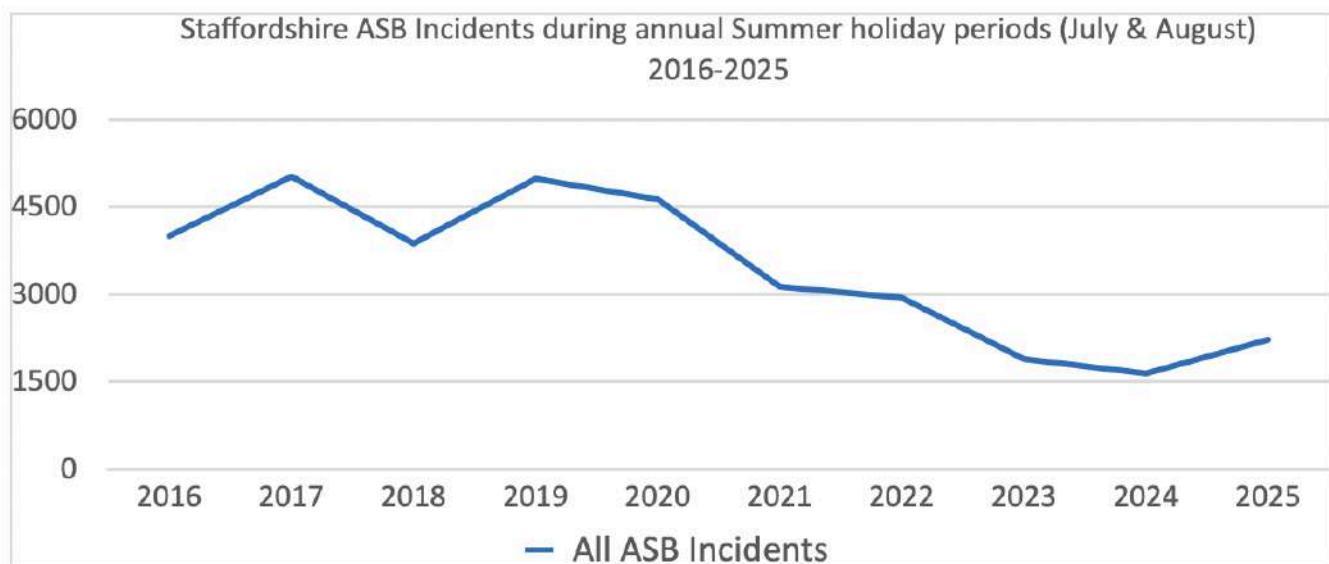
Annual Cost Comparison

Table below shows the cost of provision since the start of the programme. Costs have fluctuated each year due to several variables; for example, 2020/21 costs were higher and attendance number lower due to the impact of COVID restrictions. However, Space is a demonstrably effective invest to save scheme.

Narrative	Target Audience/ Allocation of Spend		Recorded Attendances on SCO funded activities				Activities		Funding				Average Attendance Cost		
	SCO Targeted Cohort	Universal Cohort	Attendances	hrs	Yps	Targeted Yps	SCO Funded Activities	Non SCO Funded Activities	SCO Funding	FARS Funding	Other Funding	Total Funding	Other Funding Comment	per attendance	per hour attendance
Space 2015	Local Discretion to include Targeted Cohort		13,388				246	340	£127,053.76					£9.49	
Space 2016	30%	70%	12,432				1,114	1,968	£139,297.41					£11.20	
Space 2017	30%	70%	18,101				657	1,572	£133,546.45					£7.37	
Space 2018	30%	70%	30,110				847	731	£159,465.15	£6,780.00	£10,050.00	£176,295.15	Dfe	£5.85	
Space 2019	30%	70%	38,322	68,361	15,812	8,151	1,055	379	£167,627.77	£7,145.00	£39,743.90	£223,971.43	Dfe	£5.84	£3.27
Space 2020	30%	70%	4,715	14,225	2,301	1,393	500		£83,453.93	£7,500.00		£90,953.93		£19.29	£6.39
Space 2021	30%	70%	17,625	35,333	6,042	3,875	1,492	199	£174,704.60	£8,000.00		£182,704.60		£9.91	£4.94
Space 2022	30%	70%	21,786	47,391	10,994	7,721	2,365	170	£172,488.26	£10,000.00	£1,900.00	£182,488.26	Local S-O-T Businesses	£7.88	£3.63
Space 2023	30%	70%	22,218	43,848	9,635	6,998	2,437	152	£185,615.84	£10,000.00		£195,615.84		£8.84	£4.46
Space 2024	30%	70%	26,645	53,072	8,653	5,126	2,451	114	£179,128.46	£10,000.00		£189,128.46		£7.09	£3.57
Space 2025	30%	70%	23,480	46,988	9,219	6,496	2,429	397	£182,645.49	£10,000.00		£192,645.49		£8.20	£4.09

Space Impact

Staffordshire ASB incidents have been reducing year on year since 2016:



The reducing ASB trend has been used to estimate youth ASB incident volume over time without SPACE intervention. This is shown by the yellow line in chart 3 below. However, there has been additional reductions across youth ASB incidents as demonstrated by the blue blocks. This additional reduction could be attributed to the work of the SPACE programme.

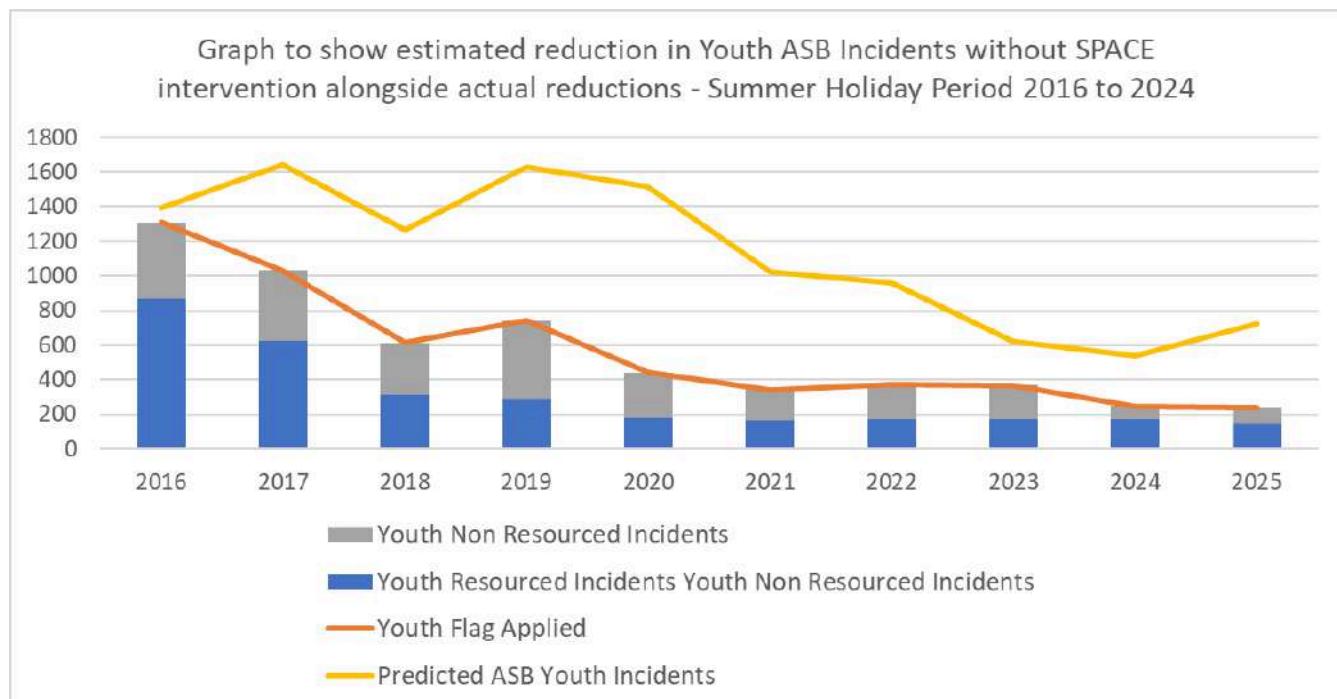


Chart 3: Graph to show additional reduction in Youth ASB incidents over the summer holidays compared to predicted reduction estimated by applying the year-on-year fluctuations as seen in all recorded ASB incidents.

Since the Space programme has been running over the period 2016 – 2025, cost savings can be estimated using benchmark costings* from 2019 (with inflationary increases). Chart 4 below shows estimated savings from the reductions in Police not having to respond to youth ASB incidents:

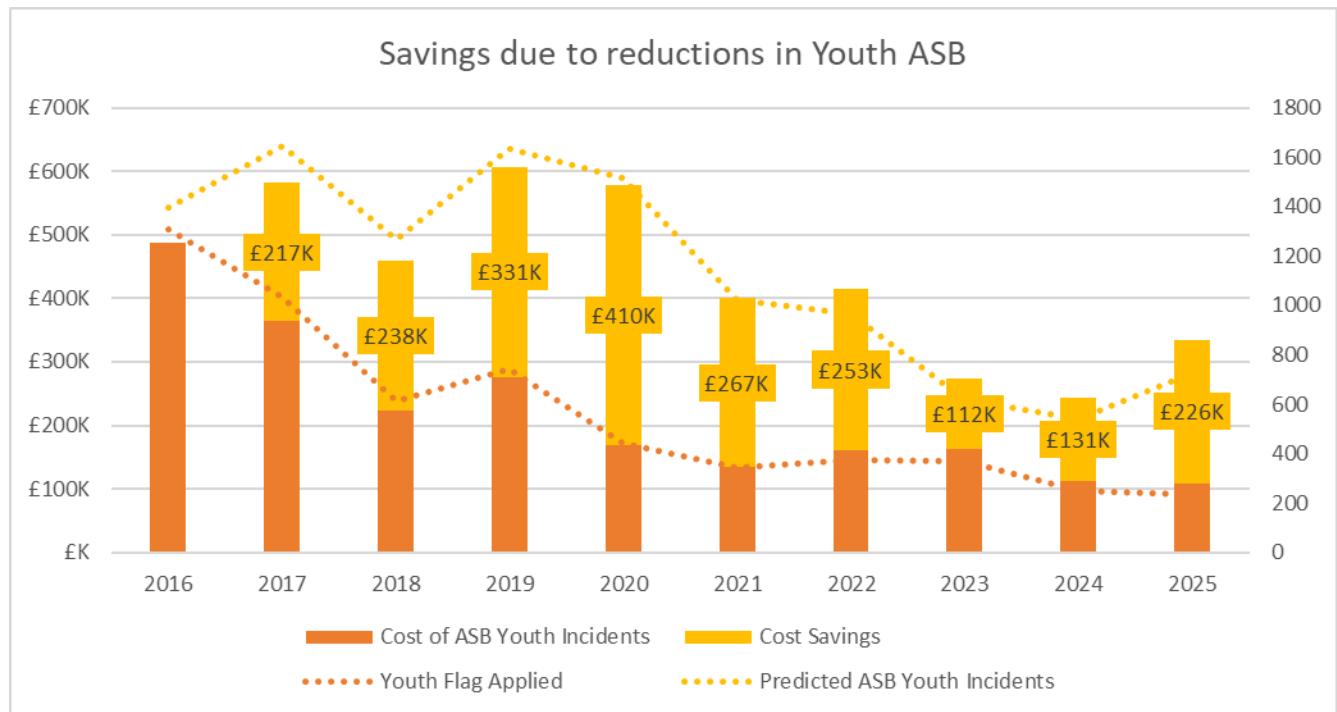


Chart 4: Graph to show Savings attributed to SPACE Intervention

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Cost Savings	0	£217K	£238K	£331K	£410K	£267K	£253K	£112K	£131K	£226K
Cost of ASB Youth Incidents	£487K	£365K	£222K	£276K	£169K	£134K	£161K	£163K	£112K	£109K
Youth Flag Applied	1310	1031	613	742	442	342	375	367	248	237
Predicted ASB Youth Incidents	1395	1644	1268	1632	1516	1024	963	619	538	727

Table 2: Accompanying Data table for Chart 4

These cost savings can also be considered with the combined benefits of reduced calls to the local authority and housing providers. Reductions in ASB incidents is likely to reduce impact on victims and associated demand for services such as victim support and mental health. Space has also used a Social Return Calculator shared with us by Cheshire Police and a Housing Provider. The Social Return Calculator presented cost benefits associated with young people gaining confidence, improving mental and physical health. The Cheshire project generated a total Social Return on Investment (SROI) of £2,173,529 from their investment of £3,000 (including funding and staff time). This equates to a SROI ratio of 1:725, which means that for every £1 spent they received £725 back in outcome value. Following the same methodology if the Space cost benefit is also 1:725 then the Space programme has generated an approximate social return value of £139.7M for Summer 2025.

Website and Marketing Analysis

The Space programme was promoted through a range of channels, including a dedicated website (www.staffordshire.space.uk) as well as social media platforms such as Facebook and Instagram.

Through the website, participants could view activities available in their local area, identify the provider, check any specific requirements, and book a place. Visitors also had the option to sign up for email updates, including future announcements from the Space website.

The website continues to advertise activities and share important safety information for young people. This includes promoting the Staffordshire and Stoke-on-Trent Safeguarding Team's 'Be Wise' campaign, the NSPCC Childline helpline, advice for staying safe, and the Safe + Sound online platform (produced and funded by FARS). It also provides links to Staffordshire County Council's 'Knowaboutcse' website, which offers education and prevention resources relating to child sexual exploitation.

Website Statistics

Between the 1st July & 31st August:

- Total Users: 8,774 (The number of users who interacted with the Space website or launched Space app for the first time)
- Total Sessions: 14,561 (The number of sessions that began on the site)
- Engaged Sessions: 9,387 (The number of sessions that lasted longer than 10 seconds, or had a conversion event, or had 2 or more screen or page views.)
- Total Page Views: 70,005 (The number of pageviews on a website)

Email Campaign

The *Space 2025: Ready for Launch!* the email campaign (sent to 7,499 subscribers on 10 July 2025) achieved **43.6% open rate** (3,236 unique opens) and a **12.9% click-through rate** (959 people). There were 1,758 total clicks, averaging 1.83 clicks per person. Top links clicked were the main Staffordshire Space website (746 unique clicks) and the "In Your Area" page (372 unique clicks). The campaign saw **0.9% bounces and 0.8% unsubscribes**

Facebook Advertising

Below is a summary of the **Facebook Ads Report (SPACE 2025) 10th July to 22nd September:**

Overall Performance

- **Total Reach:** 136,873 people
- **Total Impressions:** 387,309
- **Total Link Clicks:** 4,495
- **Total Spend:** £668.82
- **Average CPC (Cost per Click):** £0.30
- **Average Frequency:** 4.56

Campaign Highlights

- **Summer 2025 Awareness Campaign:**
 - 41,625 reach, 97,990 impressions
 - 1,340 clicks at £0.13 CPC (best efficiency)
- **Stoke/Stafford/Stone Awareness Campaign:**
 - 15,931 reach, 35,332 impressions
 - 555 clicks at £0.13 CPC
- **Cannock Awareness Campaign:**
 - 17,562 reach, 40,028 impressions
 - 564 clicks at £0.13 CPC
- **in2health & wellbeing Awareness Campaign:**
 - 14,590 reach, 29,535 impressions
 - 513 clicks at £0.14 CPC
- **Chill Out Clubs Awareness Campaign:**
 - 17,627 reach, 42,216 impressions
 - 461 clicks at £0.16 CPC (least efficient)

 Strongest performer: **Summer 2025 Awareness Campaign** (highest clicks & lowest CPC).

Social media activity between 10th July and 22nd September:

Facebook

Space 2025 Facebook page followers at the start of the campaign: 9.370

Space 2025 Facebook page followers at the end of the campaign: 9728

3.9% increase in Facebook page followers

462,469 Views +3,750.4% from previous 44 days

428 Interactions +1,237.5% from previous 44 days

Instagram

Space 2024 Instagram followers: 639

Space 2025 Instagram followers: 677 (5.9% increase)

The Staffordshire Space Marketing campaign in 2025 was a great success, with results showing a significant improvement over last year's performance.

Feedback

Participants, parents, guardians and carers were encouraged to provide feedback through the Space website. Responses were higher (218) for 2025 compared to the previous year (40). On the whole, respondents were satisfied with their experience. 218 respondents answered 6 questions:

Question	Answer True	Answer Not Sure	Answer False	No Answer
The activity was what I thought it would be	72	3	1	142
I felt involved in the	205	10	3	0
I learnt or did something new	191	14	13	0
I want to do this again	200	15	3	0
Taking part made me feel happier	196	20	2	0
I would do this activity again	73	2	1	142

The following feedback was received by Space providers from young people, parents, guardians, carers and people working for organisations that refer young people into the programme:

Parent Feedback

- *“My child really struggles with anxiety and usually finds it difficult to join new activities. From the very first day, the staff made them feel welcome and safe, and their confidence has grown so much. They loved it so much that we kept coming back all summer.”*
- *“We wouldn’t have been able to access holiday provision without SPACE. The fact that it was fully funded meant my child could take part in something new, make friends, and not feel left out during the holidays.”*
- *“Thank you for creating such a supportive environment. My daughter came home smiling every day and has now joined regular classes.”*

Young People’s Feedback

- *“I was really nervous at first, but everyone was kind and helped me join in. I made new friends and I want to keep doing dance and acrobatics now.”*
- *“It gave me something to look forward to in the holidays. I didn’t feel bored or left out anymore.”*

Read more feedback from Space 2025 here [Blog | Staffordshire Space](#)

Conclusion

Space 2025 is evidenced as effective, value for money and supported by local communities, families and young people.

Recommendations

Based on this year's delivery, the following recommendations are offered for consideration:

- A. Continue to operate the Space Programme
- B. Upgrading of current Space website to improve user experience, including participant feedback form
- C. Facilitate Expression of Interest exercise for new and existing Space providers aimed at increasing the range of activities available to engage all young people (including the older age range of 14-17 years), in all areas
- D. Look to encourage and promote positive cohesion through the Space Programme.
- E. Continue to scope delivery areas utilising local knowledge and expertise, CSP data and new intelligence products to map hotspot areas
- F. Engage and consult with young people with support from parents and stakeholders to identify any key issues and concerns to inform types of activities, where, when and who etc
- G. Maintain publicity, promotion and explore new opportunities for marketing in line with trends / mechanisms used by young people
- H. Review and look to innovate to increase engagement with targeted cohorts such as young people's school exclusion cohorts and support workers
- I. Consult stakeholders on targeted cohorts to ensure no groups are underrepresented and if the ability to select multiple cohorts for evaluation purposes would be achievable and beneficial.
- J. Space providers to have all DBS Checks for all employees and volunteers registered with the government update service
- K. Share good practice across other Local Authority area Space provision with a view to replicating successful activity approaches
- L. Look to compliment and align the Space Programme with emerging local or national initiatives and funding such as HAF and National Youth Strategy



Figure 9. (left) Deputy Staffordshire Commissioner for Police, Fire & Rescue and Crime Dave Evans, with Scooter World Champion Jayden Sharman, alongside budding young riders at Shobnall Skate park Scooter event. **Figure 10. (right)** Skate board coach demonstrating a trick at Burntwood Leisure Centre Skate session.

Case Study

Stoke Youth Offending Service- Space 2025 Activity provided by Turnaround Coordinator & Specialist Education Officer

The targeted YOS SPACE activities aim to support children who are at risk of offending or reoffending to develop their skills and occupy their time in a prosocial manner.

Stoke YOS Space Activity achieved 380 hrs of engagement with 44 young people known to YOS services

Activities included Climbing, Archery, Axe throwing, Canoeing, kayaking, Bushcraft, Crate stacking, Abseiling, Paddle Boarding, Mountain Biking, Year 11 Transition session, Horse riding. These activities were delivered at Stanley Head, Port Vale Foundation, Poplars horse riding Meir and Formby Beach.

Children open to the YOS often have difficulties in regulating their behaviour, most commonly as a result of previous traumatic experiences, which requires the support of skilful professionals to enable them to engage positively in groups. In addition, our cohort of children often lack parental support to access universal activities. Given the cohort of children, the targeted SPACE activities also provide an alternative to unstructured, unsupervised time within the community which can impact negatively on the community.

The targeted scheme allows children to build their confidence and skills which can then be transferred to other environments. The majority of youth justice experienced children will have current or previous contact with children's social care and there is a disproportionate number of youth justice experienced children who have speech, language and communication needs and special educational needs.

Some of the activities were also supported by YOS seconded Police Officers, which supported the breaking down of pre-conceived, negative opinions of police.

During the scheme, children were given the opportunity to tackle new challenges and access new experiences, within in small groups with the support of YOS practitioners. This allowed them to grow in confidence, group work and communication skills which were introduced during the sessions. Children were encouraged to look out for the safety of all participants and therefore develop an understanding of safety for themselves and others.

All children and young people were provided with snacks, water and suitable equipment and clothed where required. Parents were supportive in providing encouragement in getting the less confident children to engage. Some parents thanked case managers directly saying that their children were really enjoying taking part in the activities. Parents understood the use of diversion for their children in directing them away from ASB and Crime

From a personal point of view, I was proud of the Staff and the support they offered to all young people attending. Our summer offer takes a lot of staff resource and this year every member of the YOS took part in some ways in supporting the activities. The team worked hard to take the opportunity to positively engage young people, who at times can be difficult to engage.

The Staff from Stanley Head provided outstanding supervision to what can sometimes be, a challenging group of young people. This year we also planned and delivered a transition session for young people / school leavers who were at risk of being NEET. This session consisted of 1-1 support to offer bespoke careers support.

Over recent years the YOS has seen an increase in female children coming to the attention of the youth justice system. Therefore, a number of sessions including a majority of female children in order to address this trend. The use of targeted sessions for girls and transitions has addressed the themes and trends recently seen in the system and this is an area that we would like to develop, should further funding be available in future years.

Feedback from participating case manager; I witnessed our young people interact positively and competitively during the activities. I saw our children having fun and getting excited over small things that we sometimes take for granted. For example, a 17 year old getting excited over being given a pencil case with a pen and post its and associated items. I saw confidence grow in some of the quieter and often younger children. What I found to be sad was some children lit up with excitement at the thought of a bottle of water and snacks that we provided.

Feedback from Parent; I just need to send you the text from my child. Its says..... ‘Thank you, I can’t thank you anymore, I really do appreciate it and I enjoyed every bit. It was the best day of my life and I didn’t want to leave’

Feedback from Case Manager; One of our staff said a young girl I supported confidence grew throughout the day and she told me she had loved it.

Feedback from Instructor; This has been a nice summer catching up with YOS staff and meeting all the children and young people in the service, the kids were really good, the children were really funny and was good working with them.

Case study: 'A' is a 13-year-old young male who lives in Stoke on Trent. 'A' currently lives between both his 'mum' and 'Dad's' house with his 3 siblings. 'A' and his family are currently open to Stoke children's services via a Child Protection Plan under the category of Emotional Abuse. A is subject to a Special guardianship order and does not have contact with his biological parents, instead living with his Auntie and her ex-partner, who he refers to as Mum and Dad.

'A' has a diagnosis of global development delay, and this impacts heavily on his ability to access education, with him often receiving school exclusions. 'A's' behaviour at home can also be challenging resulting in disagreements with his siblings. The summer holidays are often a difficult time for 'A's' family as both parents work long hours and they struggle to appropriately juggle child care. This often results in 'A's' older brother being responsible for watching over 'A' when parents are at work, something which his older brother resents doing, resulting in more frequent arguments within the family home.

During the summer holidays "A" has actively got involved in a variety of different activities including; Axe throwing, Canoeing, Crate Stacking, Raft building, Challenge Wall, Horse Riding, Kayaking, Climbing and abseiling. 'A' has absolutely loved attending these sessions and has had an opportunity to get involved in activities that he has never tried before. 'A' has also attended a weekly football group where he has made positive relationships with different YOS Staff (including the YOS Police Officer) and also other Young people.

During the course of these activities 'A's' confidence has grown dramatically and he has had an opportunity to engage positively with different young people from across the city. Engaging in challenging activities has had a positive impact on 'A's' self-esteem and has encouraged him to concentrate and focus on tasks, something which he struggles to do.

'A' has described that he has had "the best summer of his life" and talks positively of every activity he engaged with. Positive feedback has also been provided by 'A's' dad, who has thanked us for providing 'A' with the opportunity to do activities that he would have never been able to pay for 'A' to do. Dad has also explained that the family have had some respite during the school holidays with 'A' being out on activities and overall 'A's' behaviour has been positive during this time as he was occupied and busy.

Images

View all images from this year's Space [here](#).

Ends