



Co-operative Councils

Innovation Network

YOUNG PEOPLE

Cardiff Council

An Improved Youth Facility in Butetown

Cardiff Council has recently completed the refurbishment of Butetown Youth Pavilion on Dumballs Road in Butetown. The existing facility offered a valuable but limited range of leisure and recreational facilities, and the refurbishment has enabled the provision of additional facilities, beyond a traditional youth centre, to support young people.

Context

The aim of the project was to deliver a creative youth hub in one of the region's most deprived communities to open up opportunities for skills development and pathways into the creative sector for young people. Young people already identified with the facility in the heart of Butetown and it presented a unique opportunity to develop an inclusive Hub tailored to their specific needs.

The creative industries sector is becoming the fastest growing area of the economy, often driven by the user-generated content of young adults. Cardiff Council and our partners from the public, private and community sectors are committed to positive action to improve opportunities for young people in Butetown, and the challenges and pressures facing young people in Cardiff's most diverse multi-cultural community are increasing. The need to reduce barriers and extend opportunities for 16-25 year olds was recognised and the need to develop an appropriate and forward-thinking facility that attracted interest, created enthusiasm and inspired its young users was put forward and successfully achieved Welsh Government funding under the Targeted Regional Investment Programme.

Development

In order to achieve the step-change in provision, substantial building alterations and improvements were needed to create an open and inclusive environment appropriate to the delivery of advice and support services. The Hub will focus on employability skills, pathways to work and economic outcomes for young people. These services include employment advice, skills development, training and volunteering, with a specific focus on the creative industries.

The building was re-modelled to provide physical space for young people interested in developing creative industries projects, as well as a space for the sector to deliver skills and training programmes. The re-design reflects the requirements of service providers, accommodating small rooms for one-to-one mentoring and support, a range of tailored and flexible media and creative suites, as well as larger multi-use rooms for training and group sessions.



Implementation

Alterations to the Pavilion included the internal re-modelling of ground floor and first floor areas to provide flexible spaces and a customer-friendly environment to actively encourage interaction, engagement, creativity and innovation. These improvements included:

- a new and welcoming reception area,
- open plan Hub space,
- interview and partner advice rooms & stations,
- touch-down computers,
- multi-use training room (media, wellness etc.),
- flexible spaces for media production and graphic editing,
- a new film editing suite,
- improved music and audio space,
- a dedicated youth area, and,
- a new crèche area.

The building alterations allowed for the retention of a crèche facility to enable young parents to attend training opportunities and workshops within the building. The external environment of the building has also been enlivened with better and safer pedestrian access, and new signage and branding.

Review

The new Creative Hub is managed by the Community Hubs team who have the knowledge base and experience to provide new services to support and enable young people in Butetown. The added focus of creative flexible space providing state-of-the-art music recording studios, film editing, design and media space will further enhance an already well-established facility and look to build upon skills, training and employment within the creative sector.

The project is aligned with priorities set out in the Cardiff Capital Region Regeneration Plan relating to community resilience, reducing inequalities and better employability skills, and with Welsh Government's Programme for Government which recognises that better skills have never been so important for young people and the future of the economy. With a high proportion of the region's unemployed young people living in Cardiff, this investment will have a significant and sustained impact on the regional economy.

The building was completed in February 2020 and has yet to be used in its full capacity due to the pandemic. As we progress through the summer and the national restrictions ease, the facility is finally opening up to young people and service provision will steadily increase over the coming months.

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