

THIRTY ONE
Winners: Fastest Growing Firm,
Community and Social Sector

New Sandfields
Aberavon

Aberavon
www.nsasr.co.uk
Community-led regeneration
Company
Growth (2005-2007) – 121.7%



New Sandfields Aberavon
nsa
 Sandfields Aberafan Newydd

Description

New Sandfields Aberavon is a member-led, community-based organisation engaged in community development and regeneration through partnership working with residents, community groups and with organisations delivering services to residents. Its activities include cultivating community enterprise; acquiring local assets to meet local needs; keeping money within the community through sourcing local suppliers and customers; and building a sustainable organisation and community. It embraces social enterprise and re-invests all surplus monies back into the community. It trades for social purpose and public benefit and involves people at a social disadvantage.

Origins

The business was started in response to the needs of 12,000 residents on the Sandfields Estate concerned about air quality, lack of work opportunities for young people and increased crime. Challenges faced during the first three years included becoming a company limited by guarantee (achieved in 1998) and a registered charity (achieved in 2001). It also had to overcome resistance and lack of trust from the local authority

and low expectations for change from local people and stakeholders.

Success Factors

The employment of an experienced chief executive officer helped to recruit and develop staff, create partnerships and secure participation of groups and active individuals. He also embedded good practice, setting rules and principles of action and operation, and establishing clear lines of communication, management structure and spending levels.

The future?

The main aim is to sustain 2007 levels of operation by raising income levels to sustain core staff, and to expand the STRIDES programme of training for the economically inactive. Also, to procure land and capital to build a community enterprise centre on Aberavon seafront in partnership with the local authority and other stakeholders. It is hoped to create at least 40 jobs in the next five years and double the asset base and surplus generated through social enterprise.