

To: City Executive Board
Date: 10th April 2013
Report of: Head of Leisure and Parks
Title of: YOUTH AMBITION STRATEGY

Summary and Recommendations

Purpose of report:	To approve the Draft Youth Ambition Strategy for public consultation.
Key decision?	No
Executive lead member:	Councillor Steve Curran
Policy Framework:	Strong and Active Communities
Recommendation(s):	To approve the Youth Ambition Strategy for consultation.

Appendix 1: Round One Grant Awards
Appendix 2: Risk Register
Appendix 3: Initial Equalities Impact Assessment
Appendix 4: Draft Youth Ambition Strategy 2013-2017

1. Introduction

1.1 The Youth Ambition Strategy outlines the Council's approach to improving the life chances of young people, focusing on:

- Joining up Oxford's services for young people
- Suggests creating inter-partner pathways
- How we can more fully involve young people in how we develop and deliver services
- Levering in additional resources
- Inspiring young people to reach their potential
- Prioritising this work in the areas of greatest need.

2. Methodology

2.1 We have developed the strategy with the support and guidance of the Local Government Association's 'Routes to Success' programme and have worked with an experienced educational advisor to develop an in-depth understanding of the needs of young people in the city.

2.2 An extensive review of young people's needs in the city was undertaken in 2012/13; it highlighted the main priority as supporting young people to make the transition from secondary school to adulthood. In response, this strategy focuses on 15-21 year olds, and also identifies actions to work with secondary schools to prepare students for the next period of their lives.

2.3 The strategy refers to target areas. We will use the consultation to further inform the needs work we have undertaken to finalise these areas.

2.4 The programme will use a broad range of positive activities to engage young people. While the consultation and youth voice will be fundamental in shaping our provision, the first round of grant awards has been included as appendix one to demonstrate the type of work currently underway.

3. Relationships to other Strategies

3.1 This strategy works alongside the Council's commitment to improving educational attainment and has at its heart, a focus on improving the life chances of young people and helping to break the cycle of deprivation.

3.2 The Youth Ambition Strategy and needs analysis seeks to influence the City Council's policy framework to ensure it reflects the needs of Oxford's young people.

4. A summary of the work we have undertaken on local needs

4.1 An extensive needs analysis has been undertaken which highlights:

- Oxford has an above average proportion of young people and this population segment is growing in size
- Oxford's younger population is increasingly diverse
- There are areas of the city where children and young people are affected by multiple deprivation
- Young people are experiencing extended and fractured journeys into adulthood
- There is a decline in young people going into further education
- A high number of young people (250) are not in employment, education or training (NEETS)
- Young people have a lack of genuine influence on the services that impact on their lives.

5. Consultation Process

5.1 Prior to the consultation there has been a significant amount of exploratory work over the past year to enable the development of the strategy. This has included meetings with the Community Sport Network, Fusion Lifestyle, other Council departments, Oxfordshire Association for Young People, Oxfordshire County Council, Oxfordshire Sports Partnership, Oxford University, Sport England, The National Youth Agency, Oxford Spires Academy and various businesses.

5.2 The consultation on the strategy will include the above agencies plus organisations such as:

- Colleges
- Health Sector: NHS Oxfordshire; Surgeries; hospitals
- Oxford Brookes University
- Oxfordshire Community and Voluntary Association
- The Youth Offending Service
- Secondary schools
- Thames Valley Police
- Neighbourhood Action Groups
- Parish Councils and
- Young people themselves.

5.3 In addition, throughout the consultation period the draft strategy will be available on the Oxford City Council web site and will be available for comment through the on-line consultation page. A press release will coincide with the start of the consultation.

6. Level of Risk

- 6.1 The relative level of risk is low. The main risk is how we keep the programme sustainable after the three years of funding runs out. We will work to attain funding to continue this work after this time.

7. Climate Change

- 7.1 While there is no direct impact on the climate from the strategy, there are opportunities to educate young people on the issues around climate change within the programme.

8. Equalities Impact

- 8.1 An initial Equalities Impact Assessment is shown in appendix two.

9. Financial Implications

- 9.1 The programme budget is £240,000 each year from 2012 to 2015. The underspend from year one will be rolled into year two of the programme.
- 9.2 A detailed breakdown of how the monies will be used to deliver the strategy will be included in the post consultation report.

10. Legal Implications

- 10.1 There are no direct legal implications.

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List of background papers: None: Version number: 2.1

Appendix One – Round One Grant Awards

Grant Applications to the Youth Ambition Grant Programme – February 2013.

Corporate Priority: Strong and Active Communities

Organisation & project description	Objective the application was submitted under	Amount Requested	Amount Recom'd	Why?
<p><u>Ark T Centre</u> Funding requested for the Ark T music project to engage with young people at risk and in challenging circumstances from deprived areas of Oxford.</p>	Fewer young people either involved in crime & anti-social behaviour or being victims	£8,833	Nil	<p>A project that is strong on need and targeted towards vulnerable young people.</p> <p>However grant funding has been recommended for this project through the Open Bidding Grants Programme.</p> <p>Therefore the panel recommend not funding this request.</p>
<p><u>Body Politic</u> Body Politic offers training opportunities for young people to develop their passion for hip-hop (dance).</p> <p>Funding requested to deliver 36 weeks of street dance sessions in Barton, Blackbird Leys and Wood Farm.</p>	More active, engaged young people	£8,336	Nil	<p>Body Politic is the company name of a self-employed person.</p> <p>Listed under the items that Oxford City Council does not wish to fund are individuals. The panel agreed this application falls into this criteria.</p> <p>Therefore the recommendation is not to fund. .</p>
<p><u>The Children's Society</u> A national charity with a branch in Oxford.</p> <p>Funding requested to set up a weekly club for young people who have arrived into the UK in the last three years. The club would focus on:-</p>	Fewer young people either involved in crime & anti-social behaviour or being victims	£10,000	Nil	<p>Oxford City Council currently funds Asylum Welcome through the Community Grants Commissioning Programme to work with the same client group.</p> <p>Therefore the recommendation is not to fund this</p>

111

<ul style="list-style-type: none"> • Developing self-confidence and empowerment • Strengthening roots in the community • Keeping safe 				request.
<p><u>Fusion Arts</u> A community arts organisation that is based in East Oxford Community Centre.</p> <p>Funding requested to deliver a project called Creative Apprentices.</p> <p>The aim is to engage with 12 young people who will work with professional artists to deliver after school art workshops to primary school children resulting in a showcase that will be part of the Winter Light Night.</p> <p>The 12 young people will be given the opportunity to gain an Arts Award Accreditation and get hands on experience of planning and delivering creative workshops to primary school children in Barton, Rose Hill, Wood Farm, East Oxford & Blackbird Leys.</p>	More active, engaged young people	£9,992	£4,996	<p>A project aiming to improve skills and employment opportunities for up to 12 young people identified as not in employment, education or training.</p> <p>The panel recommend funding 50% of this request which is conditional on the accreditation part of the project being delivered.</p>
<p><u>Green Square Housing Group – Rose Hill Junior Youth Club</u> Funding requested to develop good health outcomes (physical and mental) for up to 50 children attending the Rose Hill Junior Youth Club, through:-</p> <ul style="list-style-type: none"> • Awareness of good food and healthy 	More Active, engaged young people	£3,040	£3,040	<p>An application that was strong on evidencing the need and is being delivered in an area of multiple deprivation.</p> <p>The Rose Hill Junior Youth Club has been operating for 3 years and has grown and improved since established.</p>

<p>eating</p> <ul style="list-style-type: none"> • Access to safe, healthy, creative sport and play sessions 				<p>Evidence shows it is an inclusive project.</p> <p>The panel recommend funding 100% of this request.</p>
<p><u>Innovista International – Thrive Allotment Project</u> Funding requested to develop an allotment project and engage with 30 children & young people on Barton.</p> <p>The project will teach them how to grow their own food and engage in 8 group sessions centred around cooking and healthy eating.</p> <p>They also plan to hold an allotment dinner for 200 people using the food grown, prepared and cooked by the young people engaged in the project.</p>	<p>More active, engaged young people</p>	<p>£6,935</p>	<p>Nil</p>	<p>Strong on evidencing the need and a targeted project with children and young people aged 10-18 years old in an area of multiple deprivation.</p> <p>However, the panel were concerned that the numbers they intend to work with is ambitious. It is known that from previous allotment projects that have been run by this organisation very few young people have engaged and they found it hard to keep the young people committed to the project.</p> <p>It was also noted that Innovista exists to identify and develop young leaders to take the hope of Jesus to those around them.</p> <p>The grants criteria clearly states that the City Council does not fund activities that promote a religion, therefore the recommendation is not to fund this request.</p>
<p><u>Littlemore Village Hall</u> Funding requested to engage with up to 20 young people, aged from 12 -19 years old, offering them the opportunity to develop new skills and an awareness of occupational opportunities.</p> <p>They hope to achieve this by running three short projects. The subjects having been identified by the young people engaged with</p>	<p>Getting young people into work</p>	<p>£4,550</p>	<p>£4,550</p>	<p>Strong on need and targeted work with vulnerable young people from Littlemore.</p> <p>The panel recommend funding 100% of this request but that it is conditional they link in with the Littlemore job club.</p>

<p>the Littlemore youth club.</p> <p>The subjects are :-</p> <ul style="list-style-type: none"> • Beauty Therapy • Carpentry • Youth Theatre 				
<p><u>Pegasus Theatre</u> Funding requested for a project called Added Extra to cover support costs to engage with vulnerable young people in regular after school activities.</p>	<p>Fewer young people either involved with crime and anti-social behaviour or being victims</p>	<p>£10,000</p>	<p>Nil</p>	<p>Weak on evidencing the need and no details about how many young people they planned to work with.</p> <p>The panel were unclear about what was going to be delivered for the funding.</p> <p>Therefore the recommendation is not to fund.</p>
<p><u>SAFE – Support for Young People Affected by Crime Ltd</u> A new charity operating in Oxfordshire supporting young people aged between 8-25 years old who have been victims of crime.</p> <p>Funding requested to fund a project worker and their expenses to provide direct support to young people in social care.</p>	<p>Fewer young people either involved in crime and anti-social behaviour or being victims</p>	<p>£7,500</p>	<p>Nil</p>	<p>Strong on need and targeted work with vulnerable children and young people.</p> <p>However, the application tells us it is an Oxfordshire focused project, no information provided in the application that identified the need in Oxford City.</p> <p>The piece of work they have requested to fund is to support young people in social care.</p> <p>Within the criteria for this funding programme it states that Oxford City Council does not wish to reduce or duplicate other organisations responsibilities of funding.</p> <p>The panel agreed this application falls into this</p>

				category and therefore the recommendation is not to fund.
<p>Sports for Streets Initiative Funding requested to pay the salary and support costs of two skateboard coaches for 8 weeks from 28th May until 20th July 2013.</p> <p>They plan to provide skateboarding sessions in three skate parks in Oxford (Meadow Lane, Blackbird Leys & Sunnymead).</p>	More active, engaged young people	£10,000	Nil	<p>Oxford City Councils Leisure and Parks department delivers a programme of street sports activities.</p> <p>The panel agreed that the application from Sports for Streets Initiative would be a duplication of this work.</p> <p>Therefore the panel recommend not funding this application.</p>
<p>Sudanese Family in Oxford Funding requested to develop:-</p> <ul style="list-style-type: none"> An after school programme for Sudanese, Somalia & Swahili children & young people where they will have indoor activities & homework assistance. A Summer programme which will cater for up to 129 Sudanese, Somalia & Swahili children & young people and provide academic tutoring, health and life skills. 	More active, engaged young people	£5,285.98	Nil	<p>The panel felt this was an expensive project and the costs were unrealistic. Fitness sessions they want to fund are delivered by leisure in various areas of the City.</p> <p>The application tells us that they expect income from membership fees but they have not shown how this will be used to deliver any of these activities.</p> <p>The panel recommend not funding this request but suggest they get support from OCVA and re-submit another application to a future round.</p>
<p>Victim Support Victim Support is a national charity giving free</p>	Fewer young people either involved in	£6,500	Nil	Within the criteria for the Youth Ambition Grants Programme it states that Oxford City Council

<p>and confidential help to victims of crime, witnesses, their family, friends and anyone else affected across England and Wales</p> <p>A branch of this organisation is based in the Oxford Courts in St Aldates.</p> <p>Funding has been requested to contribute towards their young witness service. Project workers support and help young witnesses' prepare for the task of giving evidence in court.</p>	<p>crime and anti-social behaviour or being victims</p>			<p>does not wish to reduce or duplicate other organisations responsibilities of funding.</p> <p>The panel agreed this application falls into this category and therefore the recommendation is not to fund.</p>
<p><u>VIP + (Vulnerable Interventions Partnership)</u></p> <p>Funding requested to continue to deliver a bespoke art focused project to meet the social and emotional needs of the young people in social care living at Maltfield House in Northway.</p> <p>The project will target 6 young women aged 13-17 years old who living at these premises.</p>	<p>Fewer young people either involved in crime and anti-social behaviour or being victims</p>	3,800	Nil	<p>Maltfield House is a social services facility for children in care.</p> <p>Within the criteria for the Youth Ambition Grants Programme it states that Oxford City Council does not wish to reduce or duplicate other organisations responsibilities of funding.</p> <p>The panel agreed this application falls into this category and therefore the recommendation is not to fund.</p>
<p><u>Wolvercote Young Peoples Club</u></p> <p>Funding requested to run a youth club on Friday nights at Cutteslowe Community Centre.</p> <p>A pilot has been running since November 2012 and 36 local young people attended on a regular basis.</p>	<p>More active, engaged young people</p>	£9,968.64	£5,000	<p>Strong on need and targeted work with young people in a pocket of deprivation in North Oxford.</p> <p>The panel felt that their costs were expensive and the panel recommend funding £5,000 of this request to contribute towards the staffing costs to deliver the Friday night sessions</p>

<p>Wood Farm Community Forum Funding requested for a 6 month pilot to carry out detached* youth work on Wood Farm targeting children and young people aged 12-18 years old.</p> <p>* Detached youth work is a distinct form of work with young people. Youth workers will engage with young people where they have chosen to be, whether this is on the streets, cafes, shopping centres etc. Allowing youth workers to engage with the young people who may have chosen for whatever reason, not to access youth clubs, groups or other more formal institutions and are therefore more likely to be disengaged and excluded from support of any kind. The key to success is in the positive relationships built and this requires time, commitment and negotiation skills.</p>	Fewer young people either involved in crime and anti-social behaviour or being victims	£8,500	£6,375	<p>Strong on need and a targeted piece of work in an area the City Council has identified as a regeneration area.</p> <p>The panel felt that as there was already some detached youth work taking place, the panel recommend funding 75% of this request, conditional that they link in and work with the Wood Farm Youth Centre.</p>
<p>Wood Farm Youth Centre Funding requested to continue a girls group which meets weekly at the Wood Farm Youth Centre.</p> <p>They plan to increase attendance from 6 to 20 girls and young women targeting those who have been identified as at risk of anti-social behaviour and / or becoming victims of sexual exploitation.</p>	Fewer young people either involved in crime and anti-social behaviour or being victims	£6,000	£6,000	<p>Strong on need and targeted work with a group of vulnerable girls and young women aged from 14-16 years old in an area the City Council has identified as a regeneration area.</p> <p>The panel recommend funding 100% of this request with the condition the Youth Centre links in and works with the Wood Farm Community Forum.</p>
<p>Yellow Submarine Yellow Submarine is an organisation that</p>	Getting young people into work.	£5,277	£3,958	Strong on evidence of need and targeted work with disabled and excluded young people.

<p>supports children & young people with learning disabilities.</p> <p>Funding requested to provide a course of 12 work experience sessions for disabled young people in Oxford.</p> <p>The sessions will give the young people a hands on opportunity to gain skills and a taster of what it's like to be in the work setting.</p>				<p>Within the application they tell us that if 75% of the request is funded they are confident they will be able to fundraise for the balance, therefore the panel recommend funding 75% of request.</p>
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Appendix Two: Risk Register

Risk ID	Risk						
Category-000-Service Area Code	Risk Title	Opportunity/Threat	Risk Description	Risk Cause	Consequence	Date raised	Corporate Objective
PRR-001-L&P	Value for money not achieved	Threat	Value for money not achieved due to lack of a strategic approach to this expenditure.	Strategy not approved	Value for money not achieved. The Council's priority of supporting young people is not achieved.	21 Jan -13	Strong & Active Communities
PRR-002-L&P	Programme sustainability	Threat	The programme ends in 2015 when the budget provision ends.	The financial commitment is for three years.	The programme ends.	21 Jan -13	Strong & Active Communities
PRR-003-L&P	The targeted outcomes from the programme are not achieved	Threat	The strategy does not deliver the targeted outcomes.	Resources are not in place to effectively deliver the action plan.	The Council's priority of supporting young people is not achieved.	21 Jan -13	Strong and Active Communities
PRR-004-L&P	Consultation not effective	Threat	Failure to capture representative views.	Poorly planned consultation.	The strategy does not deliver its potential with specific groups of young people not included.	7 March -13	Strong and Active Communities

Appendix Three – Equalities Impact Assessment



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120

Service Area: Leisure and parks		Section:	Date of Partial assessment: 23/11/2012	Key Person responsible for assessment: Tim Sadler	Date assessment commenced: 14 th January 2013	
Name of Policy to be assessed:			Youth Ambition Programme			
1. In what area are there concerns that the policy could have a differential impact			<i>Race</i>		<i>Disability</i>	
			<i>Gender</i>		<i>Religious Belief</i>	
2. Background: Give the background information to the policy and the perceived problems with the policy which are the reason for the Impact			<p>The programme is aimed at providing positive activities to young people primarily in our target areas.</p> <p>In planning the programme we need to take account of the diverse and changing demographics of the young people of the city to ensure the project and service design and</p>			

<p>Assessment.</p>	<p>delivery does not discriminate against a particular group or section.</p> <p>Specific efforts will be made to engage with BME groups so they are represented on the programme. This will be done by involving them in designing the content of future sessions so we can ensure they meet their needs.</p>
<p>3. Methodology and Sources of Data: The methods used to collect data and what sources of data</p>	<p>We have undertaken a city wide needs analysis which is appended to the strategy.</p> <p>The report explains the methodology.</p>
<p>4. Consultation This section should outline all the consultation that has taken place on the EIA. It should include the following: <ul style="list-style-type: none"> Why you carried out the consultation. Details about how you went about it. A summary of the replies you received from people you consulted. An assessment of your proposed policy (or policy options) in the light of the responses you received. A statement of what you plan to do next </p>	<p>This will be included as part of the strategy consultation.</p>
<p>5. Assessment of Impact: Provide details of the assessment of the policy on the six equality strands. There may</p>	<p>The strategy is fully inclusive for all young people within the target age groups. The age groups have been established based on an in-depth needs analysis.</p>

have been other groups or individuals that you considered.	
6. Consideration of Measures: This section should explain in detail all the consideration of alternative approaches/mitigation of adverse impact of the policy	There will be no adverse effects from the strategy as we are adding new provision to the target age groups.
6a. Monitoring Arrangements: Outline systems which will be put in place to monitor for adverse impact in the future and this should include all relevant timetables. In addition it could include a summary and assessment of your monitoring, making clear whether you found any evidence of discrimination.	We will monitor participation by ethnicity and compare with local demographics and adjust the programme accordingly to increase equitable representation.
7. 12. Date reported and signed off by the Equalities Board:	Draft agreed by Jarlath Brine 14 th March 2013
8. Conclusions: What are your conclusions drawn from the results in terms of the policy impact	The Youth Ambition Strategy has inclusion at its core. As the strategy progresses systems will continue to evolve to improve the representation of the programme.

9. Are there implications for the Service Plans?	YES	NO	10. Date the Service Plans will be updated	April 2013	11. Date copy sent to Equalities Officer in Policy, Performance and Communication	7 th March 2013
.13. Date reported to Scrutiny and Executive Board:			14. Date reported to City Executive Board:	10 th April 2013	12. The date the report on EIA will be published	10 th April 2013

123

Signed (completing officer) Tim Sadler & Ian Brooke

Signed (Lead Officer) Ian Brooke

Equalities & Diversity Business Partner

Jarlath Brine

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