

**To:** City Executive Board  
**Date:** 10<sup>th</sup> July 2013  
**Report of:** Head of Leisure, Parks & Communities  
**Title of Report:** Youth Ambition Strategy

## **Summary and Recommendations**

**Purpose of report:** To approve the Youth Ambition Strategy that has been updated to reflect responses from public consultation.

**Key decision?** No

**Executive lead member:** Councillor Bev Clack

**Policy Framework:** Strong & Active Communities

**Recommendation(s):** To approve the Youth Ambition Strategy (2013-17).

Appendix 1: Risk Register

Appendix 2: Equalities Impact Assessment

Appendix 3: Youth Ambition Strategy (2013-2017).

Appendix 4: Summary of consultation results

## **Introduction**

- 1.1 The draft Youth Ambition Strategy was approved for public consultation by the City Executive Board on the 10<sup>th</sup> April 2013. The consultation enabled some very useful feedback which has helped to further improve the strategy.
- 1.2 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
  - 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. We have provided a good practice case study of the work undertaken which can be found at the Local Government Association's [Knowledge Hub](#) website.
- 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. The consultation supported the strategy's focus upon 15-21 year olds, and the approach to develop improved links with secondary schools to prepare students for the next period of their lives.
- 2.3 Following the thorough devolvement of the strategy its delivery will now become very visible. The second round of youth ambition grants are currently being assessed, which in line with round one will see additional youth sessions and activities being delivered. The Blackbird Leys Leisure Centre free access to under 19s Friday night session is now well established and we have continued three Positive Futures sessions where external funding had come to an end. We have already started providing activities from the Community Sport Activation Fund (which includes £139,000 of funding from Sport England). These sessions will increase to around 20 sessions per week by autumn, initially using dance, table tennis athletics, football and basketball, but will quickly become more varied in line with young people's feedback.

### **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) plus a large number of people who the state has lost contact with
  - Young people feel that they lack genuine influence on the services that impact on their lives.

### **5. Consultation to develop the strategy**

- 5.1 The main consultation period was undertaken from the 10<sup>th</sup> May until the 9<sup>th</sup> June 2013. We also ran sessions in advance of the consultation to obtain young people's views on incentives.
- 5.2 The consultation was launched by a press release and 197 organisations were emailed directly. Posters were displayed in public buildings and esignatures were also used to raise awareness of the consultation. In addition, the draft strategy was available for comment on the Oxford City Council website and the consultation was promoted on the home page of the council's website.
- 5.3 While a broad range of views were obtained, there was a focus upon the views of young people who would not usually engage in such a process.

## Summary of the consultation process

- Sessions involving 65 young people at St Gregory the Great School and Oxford Academy were held to understand what would incentivise young people to take part in positive activities
  - In School Consultation Workshops with 132 young people across the city's five public secondary schools
  - Meetings with four of the city's public secondary head teachers
  - A meeting with a cluster of primary heads
  - 73 young people were consulted at Streetsports and Positive Futures Sessions.
  - 50 young people responded to the young person's on-line questionnaires.
  - A stakeholder event was attended by 48 people on the 22<sup>nd</sup> of May. The council's apprentices were actively involved in the day which enabled first hand experiences to be discussed during the group sessions. This event was followed by a workshop with all the city council's apprentices.
  - 14 partner organisations responded to the stakeholder on-line questionnaire.
  - All relevant areas of the county council responded through a short report which is included in appendix four
- 5.4 A total of 328 young people have given their views. We will continue to involve young people in how we develop the programme, through the engagement we have during activities and through our Youth Voice. The Youth Ambition Partnership Board will also help to continue to improve the delivery of the strategy.

## Summary of consultation results

- 5.5 The consultation has shown strong support for the strategy. The vast majority of comments are based on the importance of effective partnership working to create a well joined up youth offer. Common themes from the consultation:
- **Closer working with schools** – alongside the responses in appendix four we will pilot a school youth ambition grants programme. Proposals will need to be developed by young people, be outside items that schools should fund and support the delivery of the outcomes in the strategy.
  - **Closer working with the voluntary and community sector** – This financial year we will increase the Youth Ambition Grants to £75,000 and through our work with Oxfordshire Community and Voluntary Action, further support the third sector to be able to support the delivery of the outcomes in the strategy.
  - **Need for a joined up youth offer** – the main step forward in achieving this is the Youth Partnership Board. The board is made up of key people from education, business, the city and county councils, the community and voluntary sector and young people.

- **Improved communication of what's available** – to prevent duplication we will start this process within the Youth Partnership Board. We will involve young people in the development of Youth Ambition communications.
  - **That engagement with young people needs to be followed through** – our commitment to Youth Voice is a fundamental part of the strategy.
  - **That work needs to be undertaken to engage young people at risk from becoming the one in six young people not in work (ages 16-24)**  
Our focus will be on young people in and more likely to end up in this group. The size and transient nature of this group means that we will encourage open access activities. We will though actively encourage young people more at risk to take part and also seek to ensure a representative balance in gender, race and disability. The target areas where we will focus our resources will be The Leys, Barton, Rose Hill, Wood Farm, Littlemore, East Oxford, Cowley and Cutteslowe estate.
- 5.6 The feedback from the consultation along with the council's response is summarised in appendix four.

## 6. Level of Risk

- 6.1 The level of risk is low. The main risk is programme sustainability after the four years of funding runs out. We will explore funding options to support the programme after year four.
- 6.2 The risk register is shown in appendix one.

## 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 Equalities Impact Assessment is shown in appendix two.

## 9. Financial Implications

- 9.1 The programme budget is £240,000 each year from 2012 to 2016.
- 9.2 We have been successful in attaining £139,000 from Sport England through their Community Activation Fund. As part of the Youth Ambition Programme we will deliver sessions in Barton, Blackbird Leys, Wood Farm, Cutteslowe and Rose Hill). We will continue to apply for external funding and develop partnership working to ensure we are maximising the value and impact from this investment.

9.3 The year one underspend has been used to create a ring fenced budget of £100,000 and the remaining £6,000 added to the 2013/14 expenditure budget. The £100,000 will be used as the council's contribution to add to the £139,000 of funding from Sport England. This £239,000 will enable up to 20 activity sessions per week to be delivered for 40 weeks of the year from now until 2016. The remaining year one underspend has been used to increase the 2013/14 youth ambition grant. The below table illustrates the proposed expenditure, although in year changes may be made to best to deliver the objectives of the strategy and to match fund external funding bids.

<b>Item</b>	<b>2012/13</b>	<b>2013/14</b>	<b>2014/15</b>	<b>2015/16</b>
Staffing	£67,000	£90,000	£70,000	£70,000
Youth Ambition Grants	£18,000	£82,000	£85,000	£85,000
Youth Ambition School Grants	n/a	£40,000		
Direct delivery where there are gaps in provision	£17,000	£43,000	£62,000	£62,000
Community Activation Fund Delivery (includes external funding)		£81,400	£78,332	£79,777
Data monitoring		£3,000	£3,000	3,000
Youth Voice and promotion budget		£20,000	£20,000	£20,000
<b>Total Expenditure</b>	<b>£102,000</b>	<b>£359,400</b>	<b>£318,332</b>	<b>£319,777</b>
Council Budget	£240,000	£246,000	£240,000	£240,000
External funding (Community Activation Fund)	n/a	£51,400	£45,332	£42,777
Council Matched Funding (from 12/13 underspend)	n/a	£30,000	£33,000	£37,000
Grants underspend from previous year		£32,000		
<b>Total Budget Available</b>	<b>£240,000</b>	<b>£359,400</b>	<b>£318,332</b>	<b>£319,777</b>
Over/under spend	<b>-£138,000</b>	£0	£0	£0

## 10. Legal Implications

There are no direct legal implications

### **Name and contact details of author:-**

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## Appendix 1: Risk Register

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 (although the Sport England funding has enabled the programme to run until 2016)	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 delivered consultation.	The strategy does not deliver its potential with specific groups of young people not included.	7 March -13	Strong and Active Communities

## Appendix Two – Equalities Impact Assessment



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78

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



Assessment.	<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><b>3. Methodology and Sources of Data:</b> 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><b>4. Consultation</b> This section should outline all the consultation that has taken place on the EIA. It should include the following:</p> <ul style="list-style-type: none"> <li>□ Why you carried out the consultation.</li> <li>□ Details about how you went about it.</li> <li>□ A summary of the replies you received from people you consulted.</li> <li>□ An assessment of your proposed policy (or policy options) in the light of the responses you received.</li> <li>□ A statement of what you plan to do next</li> </ul>	<p>This is explained in the report and detailed in appendix four.</p>
<p><b>5. Assessment of Impact:</b> 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>

<p>have been other groups or individuals that you considered.</p>	
<p><b>6. Consideration of Measures:</b> This section should explain in detail all the consideration of alternative approaches/mitigation of adverse impact of the policy</p>	<p>There will be no adverse effects from the strategy as we are adding new provision to the target age groups.</p>
<p><b>6a. Monitoring Arrangements:</b> 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.</p>	<p>We will monitor participation by ethnicity and compare with local demographics and adjust the programme accordingly to increase equitable representation.</p>
<p><b>7. 12. Date reported and signed off by the Equalities Board:</b></p>	<p>Draft agreed by Jarlath Brine 14<sup>th</sup> March 2013</p>
<p><b>8. Conclusions:</b> What are your conclusions drawn from the results in terms of the policy impact</p>	<p>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.</p>

<b>9. Are there implications for the Service Plans?</b>	<b>YES</b>	<b>NO</b>	<b>10. Date the Service Plans will be updated</b>	April 2013	<b>11. Date copy sent to Equalities Officer in Policy, Performance and Communication</b>	7 <sup>th</sup> March 2013
<b>.13. Date reported to Scrutiny and Executive Board:</b>			<b>14. Date reported to City Executive Board:</b>	10 <sup>th</sup> July 203	<b>12. The date the report on EIA will be published</b>	10 <sup>th</sup> April 2013

81

Signed (completing officer) Tim Sadler & Ian Brooke

Signed (Lead Officer) Ian Brooke

Equalities & Diversity Business Partner

Jarlath Brine

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