

Oxford City Council

**Summary of public consultation on the
Youth Ambition Strategy**

10th May – 9th of June 2013

Appendix four



Feedback on objectives from partners and stakeholders

Objective One: Understanding Local Needs		
	Feedback given	Action
1	Accurately map all the organisations working in local areas and the activities they deliver (as appendix 2 of the draft strategy document but with specifically named groups).	There are a large number of organisations working with young people in the city. We will work with key partners to explore the best way to undertake this work.
2	Regular networking events for partners to share their needs and the needs of the young people they work with. This information should then be fed into the needs analysis which could be developed to show information for specific areas of the city.	We will keep the needs data up to date for the duration of the strategy and continue to work with partners to do this. We will work with partners to develop networking events.
3	Consultation with local groups and young people to be conducted before programmes are developed and delivered to ensure the local demographics and their specific barriers are understood and, where possible, removed.	This recommendation is very much in line with our plans for Youth Voice.
4	Commission groups to work in areas that can evidence knowledge of local needs and build reporting on these needs into the monitoring process. These reports can then be added to the discussed area specific needs analysis.	We will progress this.
Objective Two: Involving Young People		
5	Facilitating a group of young people which contains representatives of third sector organisations, as many charities are not large enough to have their own groups. This group could then become a resource for the city's voluntary organisations when they require the input of young people.	Wherever possible we would want our Youth Voice to support the third sector.
6	Increasing the power of young people by giving them the final decision on which organisations Youth Ambition Grants and other grants that affect young people are given to.	We have already progressed this by involving young people in prioritising grants. We will explore how we can extend this within our wider grants programme.
7	Creating a 'Shadow Council' which could attend meetings to see how the Council functions.	We will look into models where young people have effectively become involved in local democracy.
8	Creating location-specific focus groups and engaging young people involved with the Early Intervention Hubs, targeting young people who have been excluded from school or are on the verge of exclusion to ensure not only the motivated and already engaged young	Our Youth Voice will focus on engagement from young people in our target areas.

	people take part.	
9	Hosting an annual Festival of Youth designed and delivered by young people.	There are similar events already in place. We will talk this through at the Youth Partnership Board.
10	Developing Youth Inspectors, who, like mystery shoppers, could assess services and feed in recommended changes.	We will assess where this has worked well elsewhere and then decide it is something that would work in Oxford.
11	Oxford City Council may have a role to play in facilitating the communication of the Youth Voice between partners and stakeholders.	This will be discussed at the Youth Partnership Board.
12	Within the strategy it was suggested that there is a need to provide clearer desired outcomes for engaging young people.	Both – success will be measured through the achievement of the targets in the strategy.
13	It has been noted that on-line consultation methods should not be used alone as this creates a barrier to participation for a number of young people who do not have access to the internet or have not had enough time exploring the internet to effectively engage.	We agree - within this consultation we have primarily used face to face interventions with young people.
14	Observations about the difficulty in engaging young people who are 'not normally involved' were made.	We have created a new role "Youth Engagement Officer" who will be focused upon ensuring this group of young people have a voice.
15	<p>Common themes from the stakeholder workshop</p> <ul style="list-style-type: none"> • Look at what's out there to engage young people in a non-educational but social environment that is diverse and engaging i.e. outward bounds, team building • Young people more involved in service design, gaining valuable skills and rewards they value • Accessible formats, use of language that is appropriate to young people whilst using accessible technology • Go to where the young people are rather than waiting for them to come to us, engage at an established activity/venue in which they freely take part already • Listen- questions may not let them say what they want • Identify the strengths and weaknesses of the young people and tailor to their needs • Build confidence and respect, become that respected adult influence that some may not have, 'someone believes in me' • Don't make empty promises to young people who may already be disengaged with authority and adults • Work with young people early to identify 'at risk' groups. Is 16 too late for some? • Diverse range of subjects- expand away from 'traditional' 	<p>We do undertake these types of activities though our Positive Futures Team.</p> <p>The work we have done on incentives will help with this. We have more work to do to understand how best to communicate with the city's increasingly diverse range of young people.</p> <p>This is how our Streetsports and Positive Futures Teams already engage with young people. This is a key part of Youth Voice. We have a data system that helps us to track the journey of young people. We believe this a key point and will work with partners to expand our mentors work. The needs analysis has shown that this is where we can have the most impact.</p> <p>http://www.oxford.gov.uk/policy#3</p>

		As part of the consultation with young people we have explored what activities are most appealing to them. We will continue to evolve what we offer through continued dialogue with the young people we work with.
Objective Three: Building Capacity in Voluntary and Charitable Organisations		
16	What support can be given to helping community organisations to create an evidence base to enable them to secure external investment?	Support is available through the Oxfordshire Community and Voluntary Organisation (OCVA). We would also encourage groups to record all their usage data. We can advise on the best ways to do this.
17	It is important Oxford City Council does not duplicate provision, rather it must utilise community provision, support it to flourish and establish links and pathways so young people can stay involved past the point of no longer being 'eligible' for some activities.	A key focus of the Youth Partnership Board will be the creation of an integrated Youth Offer – in areas such as volunteering opportunities, the transition to work and positive activities.
18	Increased professional advice and guidance on the effective management of voluntary run organisations.	Better communication around the services offered by OCVA and the Oxfordshire Association for Young People.
19	Professional development opportunities, motivation and increased support for adult volunteers.	As per 18.
20	Support to understand how their (<i>community groups</i>) work fits into the bigger picture and how they are supporting strategic aims.	As per 18.
21	Increased communication across the city about what is taking place and the successes being achieved.	We agree and this will be developed by the Youth Partnership Board.
Objective Four: Partnership Working		
22	Increased communication across partners of what is being delivered in the city, where and by whom with regular briefings sent to members and partners and the creation of a young person's section on the Oxford City Council website.	We will work with young people to look at how we can improve the way we provide information for young people on

		our website.
23	Issue specific networking events and workshops to identify what actions should be; which organisations are best placed to carry actions forward and share best practice.	As per two
24	There is a need for local partnership meetings.	We have now set up our Youth Partnership Board which will be chaired by a secondary school head teacher and include key partners.
25	There are a number of Youth Partnerships across the city so we need better communication about the existence, purpose and make-up of these groups.	This work will be undertaken by our Youth Engagement Officer and will be added to the action plan.
26	The provision and support of young volunteers who act as ambassadors for both the City Council and the organisation they are placed with.	This work will be undertaken by our Youth Engagement Officer
27	Increased sign posting and referring to external provision 'rather than being one sided' into the City Council's provision.	We are very keen to develop a well co-ordinated youth offer and will work hard to make this happen.
28	Increased opportunities to celebrate success.	Agree – celebrating success will be a key part of the programme.
29	Improved communication about what we do - <i>'I am the young people's lead in my organisation and only heard of the Youth Ambition strategy by coincidence.'</i> <i>'As a school governor we do not get information from you'.</i>	We are currently developing a communication plan and have taken on board these comments
30	Strong, collective and transparent leadership is required – 'Is this Oxford City Council's strategy or Oxford's?'	It is a City Council strategy, but very much for the people of Oxford. This is why partnership is such a key aspect within the strategy.
31	'I find it disappointing that young victims of crime and bullying are only mentioned once in the document and no clear activities have been implemented to meet this groups' needs – and that it's not being done in collaboration with SAFE! which has expertise in this area.'	We believe that by improving the resilience of young people we will help to address issues such as bullying. We will meet with SAFE to talk through.

32 The county council is supportive of the aspirations / ambitions of the strategy and welcomes the proposed partnership approach. Given the county council's responsibilities there will be a need to work closely together to ensure that our approaches are aligned and achieve the maximum impact for both councils limited resources.

Early Intervention

We welcome this strategy and the clarity it provides in relation to the statutory duty "to secure services and activities for young people aged 13 – 19 and those with learning difficulties to age 24, to improve their well-being".

Para 3.7 6th bullet. The document makes reference to the number of NEET young people. Because of the nature of young people and employment these figures are only accurate at a specific moment in time. We also need to make clear the age range here – generally speaking the Government measure NEET/EET information by national curriculum year not specific age - so suggest the following amendment to this paragraph below. (Data for NEET/EET young people is held by OCC)

As of May 2013, 234 young people in the national curriculum years 12 – 14 are not in employment, education or training (NEET). The not in learning (NIL group), which includes the NEET, currently stands at 377 young people (national curriculum year.12 – 14). In both categories the majority of young people live in Barton and Blackbird Leys.

Para 3.11 re the paragraph about the 'Positive for Youth' document – this was followed up in June 12 with 'statutory guidance for local authorities on services and activities to improve young people's well-being'. This contains some more specific responsibilities than in the policy paper.

Para 4.2 Data from the Child and Maternal Health Observatory (chimat) March 13 shows Oxfordshire as a whole significantly below the England average for "participation in 3 hours of sport/PE". This Observatory doesn't give Oxford specific information as far as I am aware but this may be possible to access. This data really adds to the health rationale for developing more provision.

In the section about recording it is important to recognise that the 'Outcomes Star' system is not only about physical health, substance misuse and offending but really importantly for the work in

We are committed to supporting the life chances of young people in the city, although unlike county and unitary council's we do not have a statutory duty to do this.

We have made this change.

Within the Youth Partnership Board we

the City the Youth Star (one of the 'stars' in the Outcomes Stars suite) provides the basis for quantifying more holistic aspects of a young person's life that make a difference to their life choices e.g. communication, hope and dreams, work and education, making a difference etc as well as choices and behaviour.

Education

Page 5- there is no mention of the very significant work that the county council is undertaking across both the city and Oxfordshire as a whole to improve school attainment. This section currently reads as though educational attainment is a city council responsibility; this is not the case. Whilst welcoming the city council's support for schools, it is wrong to imply that the county council is not undertaking very significant work with schools on this issue. Further details on our education strategy are available if you would like to see these.

Community safety

We welcome the inclusion of young people in deciding what services are required to meet their needs, but how diverse will this group of young people be? There is no reference to, for example, to increasing young girls' participation in sport and I didn't see reference to young people with disabilities which is a surprise, especially given the impact of the Olympics last year.

It's worth noting that a high percentage of Troubled Families are affected by domestic abuse so certainly something to consider. It's also worth noting that the Home Office definition of domestic abuse has recently been widened to include 16/ 17 year olds and therefore we are currently looking at how agencies support these young victims as part of Oxfordshire's refreshed five year domestic abuse strategy 2012-2017. The definition has also been extended to include honour based violence, female genital mutilation (fgm) and forced marriage (fm) – if anyone from the Youth Ambition team would like to discuss the refreshed domestic abuse strategy they can contact Michelle Plaisted-Kerr (Michelle.Plaisted-Kerr@Oxfordshire.gov.uk)

Diversionary activities to engage young people in positive activities as opposed to crime and anti-social behaviour are an important element of community safety work - we assume that the consultation will also have gone to the Oxford Safer Communities Partnership. Linking to the Oxford CSP would also be helpful if the Youth Ambition team are seeking to include reducing crime and ASB as a measure of success, alongside attainment, as they mention that sport has the

are keen to join up our recording methods and learn from the county's use of the Youth Star.

We have made it clear that we are not the local education authority.

Increasing girls' participation in sport is a target within our leisure contract. We have made clearer the need to address this issue. We have also attained £140,000 of external funding to help to support the delivery of our youth Olympic Legacy and we have a legacy plan on our website.

There is already a strong link with the Safer Communities Partnership and we will look to use the Substance data system to demonstrate the impact we have on this agenda.

greatest impact on reduced substance misuse, reduced crime and ASB (point 5.14).

Public health

Basing the work on a thorough needs assessment is a good approach and we support the intention to update this every year so that on-going work will be effectively targeted to meet the areas and issues with worst outcomes. It would be good to have access to this data through the JSNA.

The strategic context of the work in terms of links to the H&WB outcomes is referred to but it isn't clear from the consultation document whether this could be in the form of working together. It would be good to make sure there are on-going links into the wider work of the CYP board in particular. I realise that the H&WB has mainly taken a county wide perspective, so very local projects often don't feature, but the CYP Board agreed to keep an overview of a range of initiatives designed to reduce inequalities (including Breaking the Cycle, Child Poverty etc.) even though they may have no governance role, so it would be good to keep them informed of this one too.

Evidence based practice will ensure the best outcomes are attained and I support the drive to base actions on evidence of effectiveness. There is no real mention of evaluation though, and the range of outcomes being measured is somewhat limited - there are some outcome measures for experience and levels of participation / volunteering etc, but there is no mention of improvements in other areas e.g. health outcomes, crime reduction, further improvements in educational attainment, entry to employment or progress in acquiring skills. These may need to be developed on an annual basis but it would be good to see some impact on these tangible outcomes.

We support the intention to involve young people and hope this will build on and help to develop existing involvement initiatives such as the Public Involvement Network and other work that the County Council does.

Overall we are excited by the initiative and glad to see that the intention is to report through the OSP.

Engagement

There is a strong emphasis on involvement in sport, based on evidence of the benefits of young people's active involvement in sports. There is mention of the arts too, but this seems a much

We have added our needs assessment to the council's website.

We will arrange to meet to talk through how we can best do this.

We are keen to ensure that the measures we use are directly linked to the work we are undertaking. While they have far wider benefits these are often so multifaceted that it would make it hard to demonstrate what impact our work has made. We will though review our measures and look to continually improve how we demonstrate the impact of the programme.

The arts are a key part of our youth offering. We will develop an integrated

	<p>'thinner' strand which may exclude some young people who would prefer other routes of engagement (and also have a strong evidence-base)</p> <p>We welcome the strong emphasis on engagement of young people and Oxford Youth Voice – and we look forward to deepening partnerships with City colleagues in delivering this element, ensuring we maximise resources across the councils, hear from young people, involve them as co-partners and act on what they tell us.</p>	<p>offer for young people through our delivery and our grants programme.</p>
33	<p>Head teachers – general feedback</p> <p>Dealing with complex and diverse needs and keen to work in partnership to improve the life chances of young people in the city. Issues such as house prices are making it hard to recruit and retain talented teachers.</p> <p>Keen to work closer with the city council to support students and local communities and to work in partnership to support the delivery of the YAS.</p> <p>Makes sense to work with 15-21 year olds and those children less likely to get into work – improving confidence is a challenge.</p> <p>Need to develop stronger apprenticeships and work placement opportunities and invite employers in to talk to students and demonstrate opportunities.</p> <p>Some good engagement and youth leadership programmes in place such as the Aim Higher project at the OSA.</p> <p>The cuts to Connexions were raised as a real set back to the transition to work.</p> <p>Keen to explore projects such as improved home internet access.</p>	<p>We are also very keen to work with schools as a key partner to improve the lives of young people in the city. We are very pleased that a secondary head has agreed to chair the Youth Partnership Board which we believe will help to cement a strong and fruitful partnership.</p> <p>We have shared contact details for the county council's Apprenticeship Coordinator and following these meetings established links with schools where our apprentices will be going in to talk through their experiences. We are keen to develop this work further.</p> <p>We are now scoping a project to progress improving home internet access.</p>
34	<p>Common themes from the stakeholder workshop</p> <ul style="list-style-type: none"> • Ensure funding goes to the right partners to work with young people • Look at models of good practice 	<p>We will continually improve our grant process to ensure that this happens. Agree – we will continue to do this.</p>

	<ul style="list-style-type: none"> • Don't raise expectations- be able to deliver • Ensure that partners act on what young people tell us and allocate the funding available to projects that young people want and work together to deliver • Work with schools to develop vocational pathways and a curriculum that allows all young people to progress. 	<p>This is a key point, we recognise that our investment is modest compared to the sizes of the challenges facing young peoples. We will though ensure that this investment improves the lives of young people in Oxford – which necessitates avoiding duplication, or enabling other providers to reduce their provision.</p> <p>This is a key reason why we have created the Youth Engagement Officer post.</p> <p>While the county council is the local education authority, we are keen to play our part and develop real partnerships with schools as we are committed to improving the prospects for the city's young people.</p>
Objective Five: Monitoring Impact and Value for Money		
35	Need to develop a system to demonstrate the value of services for young people	We will use the Substance data system to do this.
36	What support can be given to helping community organisations to create an evidence base to enable them to secure external investment?	We will share our learning and encourage and support community groups to use the Substance system (or other suitable systems) to demonstrate the impact of their programmes.

Feedback on outcomes from young people

Three clear themes emerged from responses; communication, activities and incentives.

Communication - Look and feel of promotional material:

- a. Young people were very clear they want to see bright colours.
- b. Young people want to see real, un-posed pictures of young people taking part in the activities being offered.
- c. Views on how we use the Oxford City Council Logo:
 - A number of young people were indifferent to the logo and as such it didn't matter to them whether it was on publications or not. Some thought it legitimised the activity on offer and let them know what is being promoted is high quality. However, a large portion of the young people found the logo to be intimidating, and stated that it made publications and the activities they promote too formal.
 - It is important to use the logo to legitimise activity however to overcome the intimidating nature of the logo all young people suggested the creation and use of a youth version so they knew it was for them and 'not for adults'. The major suggestion put forward for this youth version was that it was a brighter colour and didn't have the words Oxford City Council written under the ox. They were keen to be able to see the logo and know it was youth activity run by young people for young people.

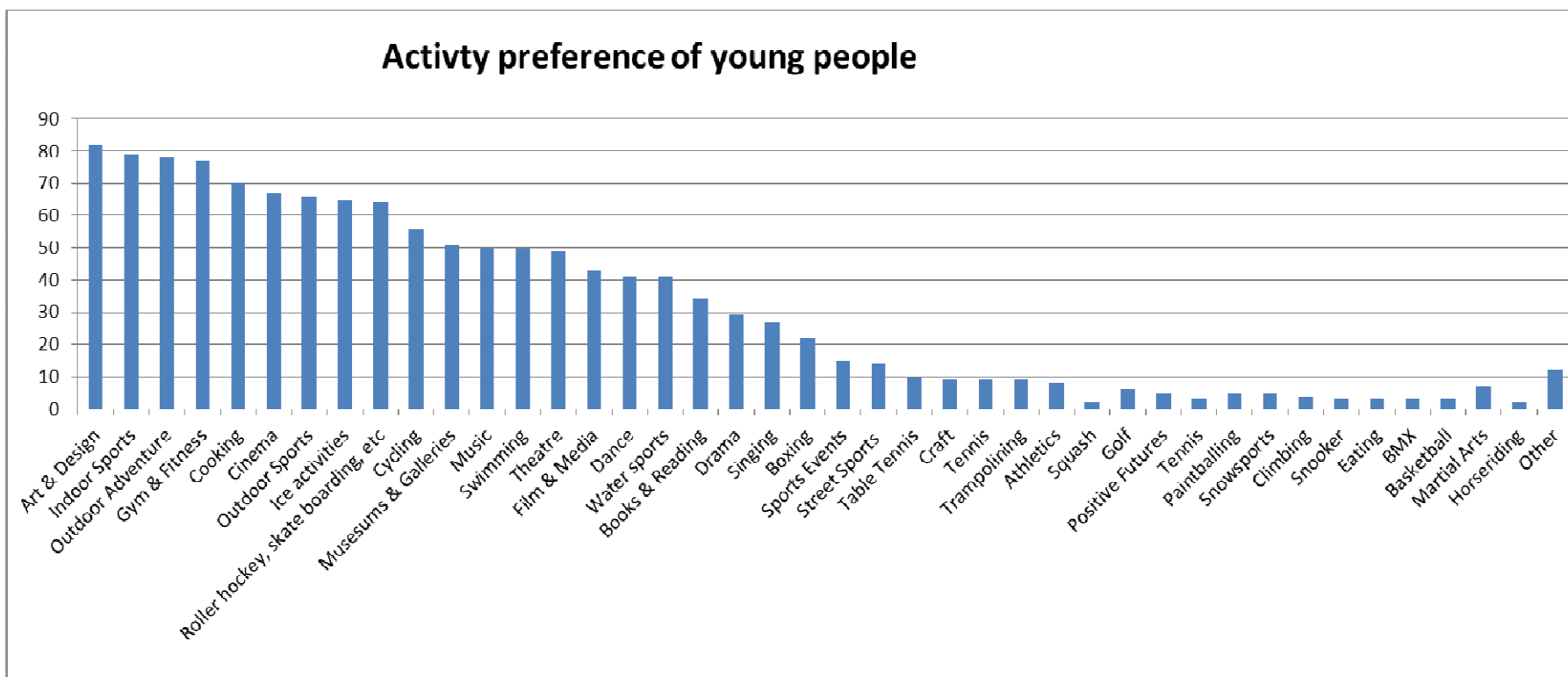
How and where

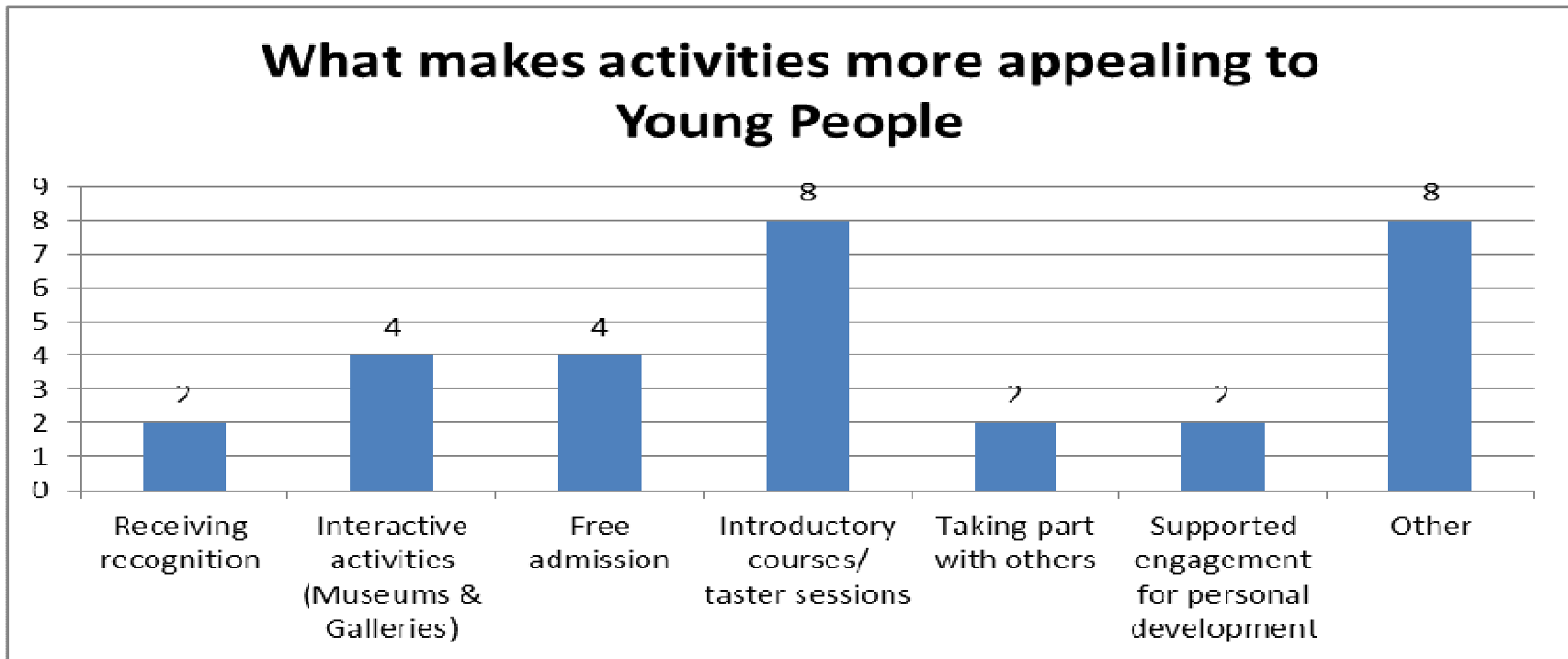
- d. Local groups, partners and stakeholders which have regular contact with young people should be utilised as communication channels.
- e. Geographically targeted marketing which could leave information with families, partners and stakeholders in the areas they work.
- f. Increased brand visibility on the ground possibly at sites commonly used for activities, events, partner facilities and websites, schools, staff uniforms, volunteer kit and young leader/volunteer kit, local bus routes, cinema guides – there is a need to think 'outside the box' and go where young people are.
- g. Face to face communication has been highlighted as key.
 - Young people who volunteer could become the ambassadors for the programmes they volunteer on, increasing young person to young person communication about what is delivered.
 - Talks in assembly with exciting audio visual presentations which could also be used on-line.
- h. On-line, through social networking particularly.

- i. Shock tactics were suggested – what would happen to young people if they don't get involved in certain things and therefore can't get a job? What could their future look like? This could be shown in detentions

Activities

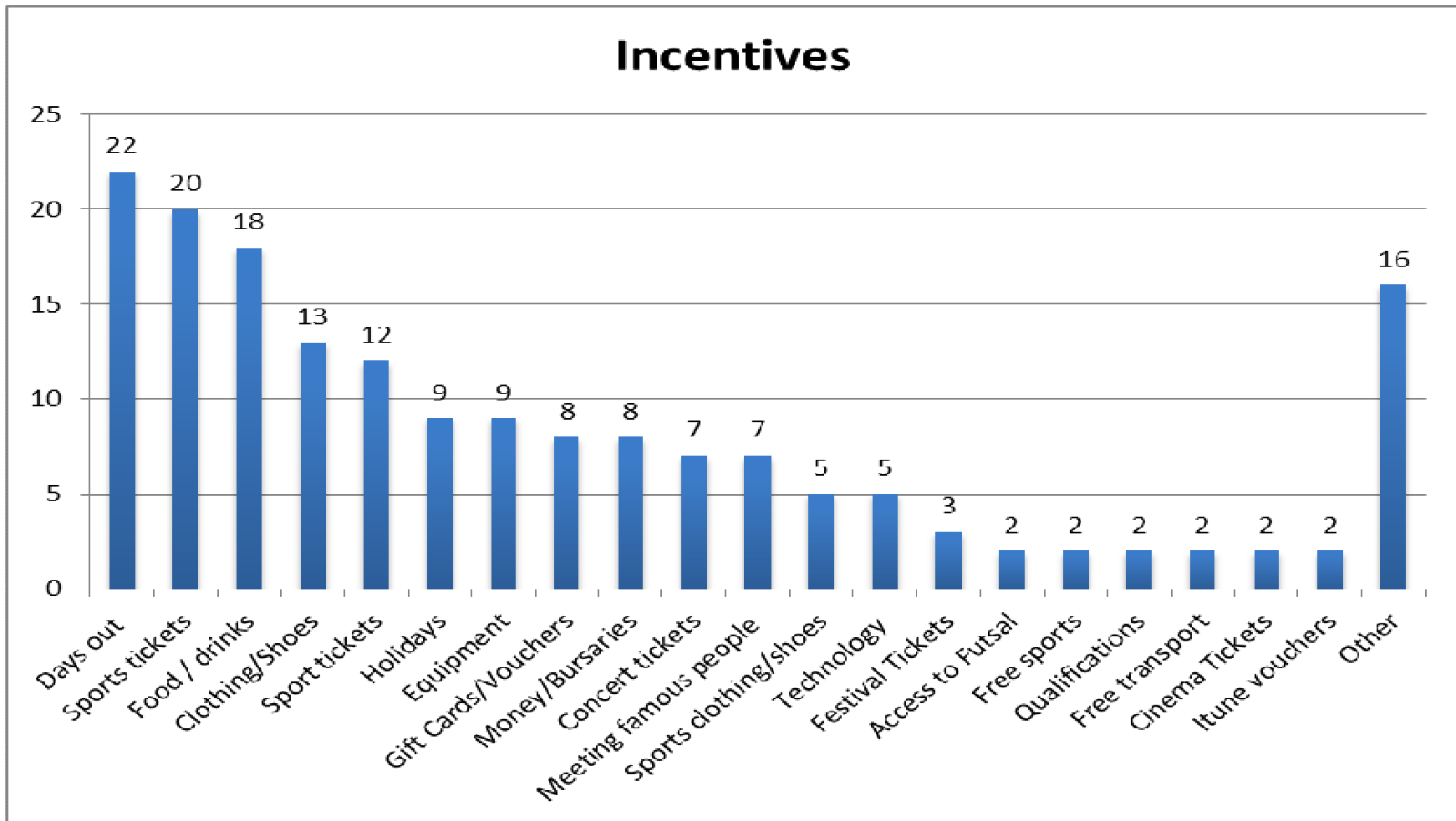
The below charts show the activities that young people wanted to take part in and how we can make the activities we provide more appealing.





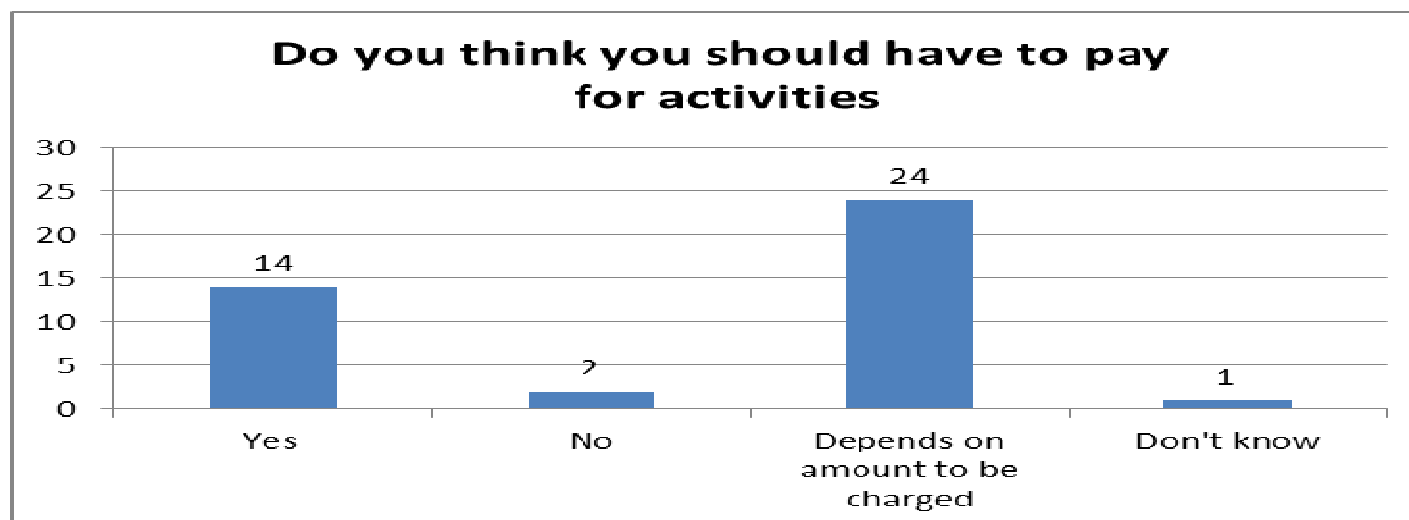
Incentives

The information on what would incentivise young people is already being used in our incentive pilot that is underway in our youth ambition session at Blackbird Leys Leisure Centre. Stakeholders suggested an integrated reward scheme which saw young people rewarded for good performance in school and positive engagement in activities. The next step is to expand the incentives from Blackbird Leys to the other sessions we are providing.



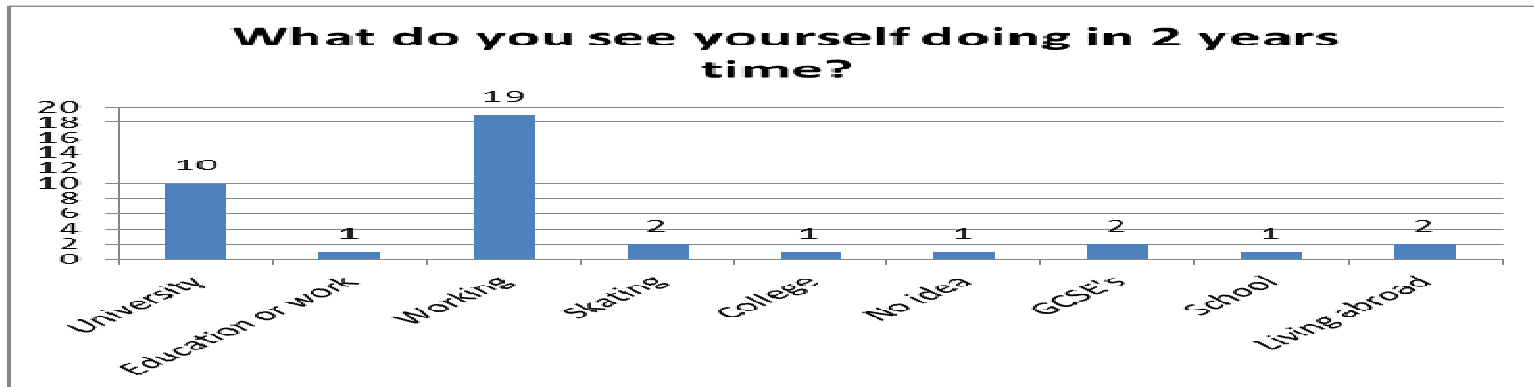
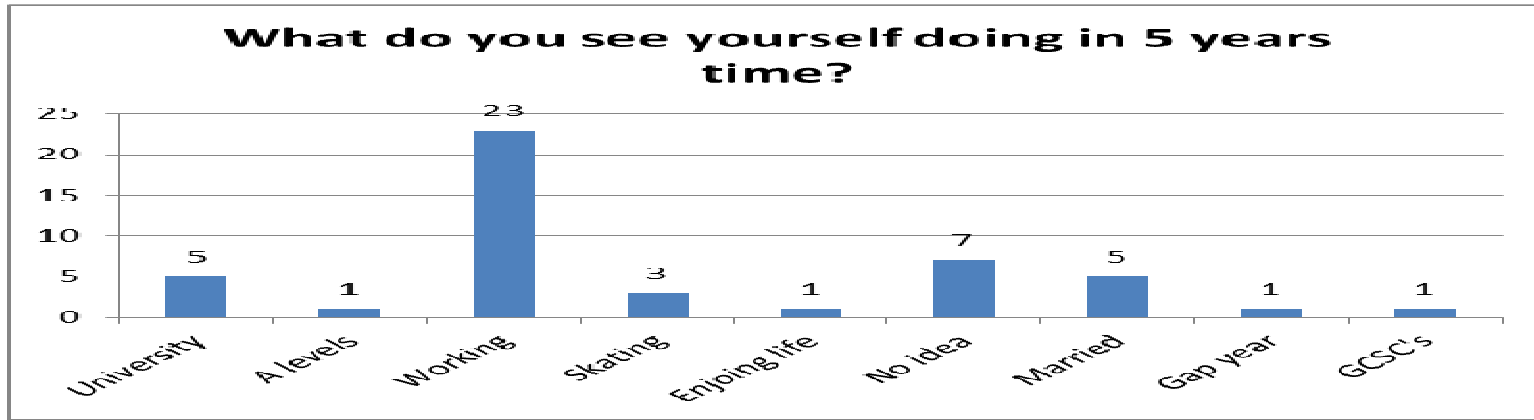
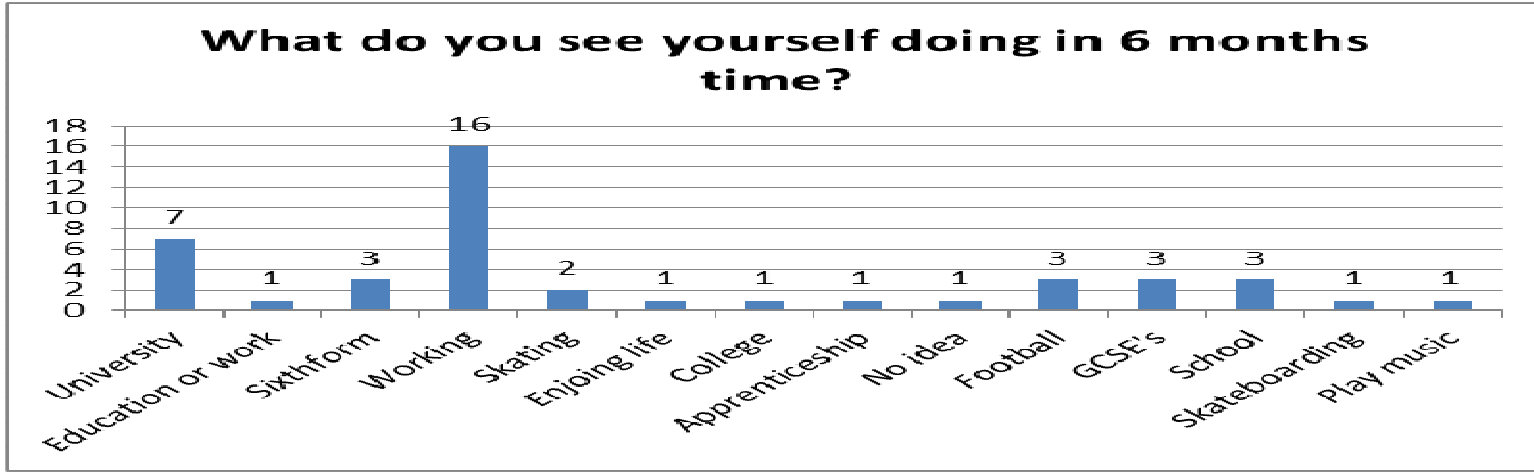
Barriers to participation

The removal of barriers was also highlighted as key. This could include taking steps such as providing free or affordable transport to activities or providing free places or memberships, however a full understanding of barriers, or perceived barriers, needs to be understood on an individual basis making understanding local needs integral. We did though explore the barrier of costs which showed most young people believe a charge for activities is acceptable.



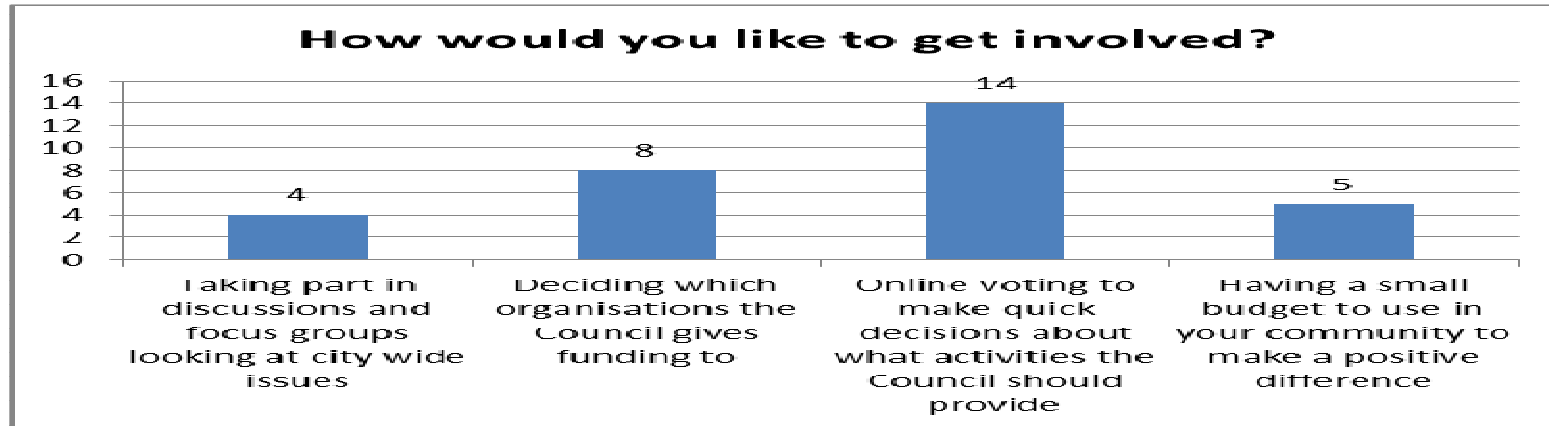
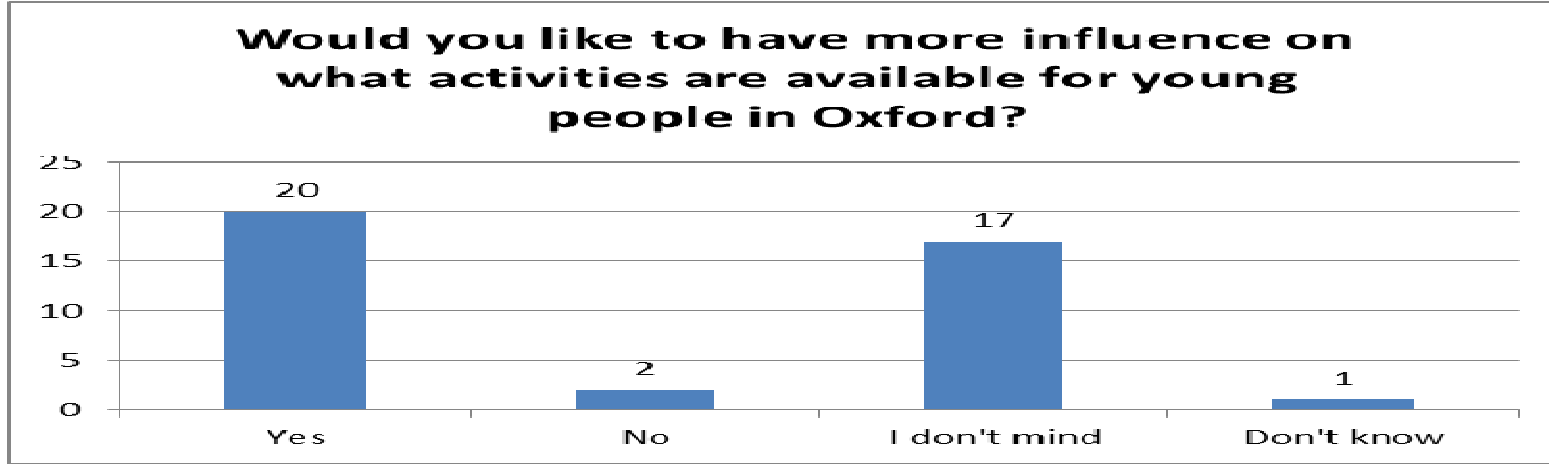
Ambition

Within the sessions with young people we were keen to better understand their ambition. This was done by using activity cards and a space for them to suggest their ideas. The below charts taken from sessions across the secondary schools demonstrate what young people were aspiring towards which will help us to shape the youth ambition programme.



Youth Voice

We then explored whether young people wanted to have more influence which showed young people do want to become more involved in what is provided for them.



Young people's views on the transition into adulthood

Volunteering was seen as key to supporting young people into work; however it was made clear that volunteering opportunities need to be supported with training and personal development; strong, positive relationships with staff; rewards and recognition; an understanding of what young volunteers are gaining and what they are aiming for.

Volunteering opportunities should link to young people's aspirations.

This would provide young people with an opportunity to explore their ambitions in a low risk environment and discover if it is something they really want to do.

- ii. Links to the Oxford Hub were highlighted as there is a captive audience of volunteers who could support voluntary and charitable organisations and/or support other young people through acting as positive role models.
- iii. The importance of role models was stated by both young people and stakeholders alike.
 - a. Where You've Come From is Where You're Going:
 - The trend when speaking to young people is that they aim to do what they know. For example a number of young people aimed to follow in the footsteps of their parents or a family member. In some cases this resulted in young people wanting to own their own restaurant or business, while in others it resulted in young people wanting to be on benefits. In cases like the latter it is important young people are provided with other role models to broaden their horizons and provide young people with other alternatives to what they already know.
 - This also highlights the need for a holistic approach – work also needs to be done with families/carers.
- iv. A pathway of development should be implemented going from volunteering to work experience to paid jobs.

- v. Young people discussed the process of applying for jobs.
- a. One young person who was filling in a paper version of the on-line questionnaire had never filled in a form before, however this young person is from the demographic the Youth Ambition Strategy is aimed at. With this in mind, how can we expect young people to be able to fill in application forms?
 - b. A number of young people do not have access to a computer or the internet. How do these young people apply for apprenticeships or work?
 - c. These examples highlight a need to have a more flexible approach to recruiting young people.
 - Do we need to consider video CVs or going straight to interview with no written application, just an expression of interest?
 - Once recruited young people need to be invested in. For example, if young people cannot fill in a form, we support them to gain this skill. This approach requires a decision to be made – are we recruiting young people because we think we should and because it's cheaper or because we are willing to support their development and their future?
 - Staff who support and work with young people need support and training themselves. Staff need to have the time and skills to help young people understand what is appropriate at work as it may be alien to them.
 - The organisation needs to have wider understanding of why young people are recruited and invested in.

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