

To: Scrutiny Committee
Date: 5th April 2016
Report of: Head of Community Services
Title of Report: Youth Ambition Programme

Summary

Purpose of report: An update to scrutiny on the work of the Youth Ambition Programme

Key decision No

Executive lead member: Councillor Pat Kennedy, Board Member for Young People, Schools and Skills

Report author: Hagan Lewisman

Policy Framework: Youth Ambition Strategy

Appendices to report

Appendix 1 - April 2015 to March 2016 – SportWorx social return on investment

Appendix 2 – A variety of case studies

Background

- 1 An extensive review of young people's needs in the city was undertaken in 2012/2013; it highlighted that the priority within the emerging Youth Ambition Strategy should be to support young people to make the transition from secondary school to adulthood. In response to this the 2013-17 Youth Ambition Strategy focuses on 15-21 year olds.
- 2 The approach of the programme is to engage young people in positive activities and by doing so help them broaden their perception of their own capabilities and to stimulate ambition and positive involvement with their community.
- 3 The approach of the service to deliver the Youth Ambition Programme has been through the key areas below.

- Youth clubs - Youth Ambition delivers eight youth clubs per week, where young people can take part in arts & crafts, play games and do activities which extend their knowledge, skills, abilities and understandings. The youth clubs are delivered in Rose Hill, Barton, East Oxford, Littlemore, Wood-Farm and Northway. A good example of this work is where we have worked with young people at Wood-Farm youth club to gain an arts qualification by learning a new artistic skill, going to a cultural event and reviewing it, writing a biography on someone who inspires you and teaching others a skill.
- Multi-sports - Youth Ambition delivers 12 multi-sports sessions per week in areas including: Blackbird Leys, Barton, Rose Hill, Cowley, Iffley Fields, Northway and Cutteslowe. Young people have the opportunity to take part in activities such as football, basketball, skateboarding and dance.
- Youth Voice - Youth Ambition works with young people to increase the power and influence they have over their lives. This helps them become more involved in their communities, learn new skills and allows them to make change happen. Youth Ambition delivers three youth forums, a young auditor's project and social action groups.
- Advice and Guidance - Many young people that Youth Ambition works with need support on the issues affecting them. We have three advice and guidance qualified staff who support young people with employment, education and training, health and wellbeing, crime and anti-social behaviour and where to access specialist support
- Projects - Youth Ambition deliver a wide range of on-going and one off projects. In the last three years projects have included: an allotment project in partnership with The Oxford Academy, an Arts Awards project, Community Sports Leadership Award and charity fundraisers. Some of the work has been showcased in our You Tube video <https://www.youtube.com/watch?v=2EroRa5gKo8&feature=youtu.be>
- Youth Ambition Grant Funding to support voluntary organisations to support the delivery of or objectives (£60,000 per annum)
- Bungee app – the app helps promote activities, places to visit and provides information on keeping young people safe and lots of other useful information. Young people told us that this is one way how they wanted to be communicated with and were involved in the design and continued development of Bungee. More recently, over 30 young people have experienced what it's like to be a radio presenter with Bungee Radio. Working in partnership with the SAE institute, young people from Oxfordshire schools have created their own radio shows which are aired on a Monday afternoon between 3pm and 4pm on the SAE's very own station Energy Groove. A full link to Bungee Radio and Energy Groove can be found on the Bungee App which is available on both Android and IOS devices.

4 The Youth Ambition Strategy sets out five primary objectives

- Understanding local need
- Involving young people
- Building capacity in voluntary and charitable organisations
- Partnership working
- Monitoring, impact and value for money

Understanding local need

- 5 The initial needs assessment was undertaken in 2012/13, which influenced the strategy. This has been revisited annually to ensure our understanding is up to date - it is shared with partners and used to create a co-ordinated approach with grants and continue to inform plans.
- 6 We are currently in the process of updating the needs assessment for 2016/17. A survey of 100 young people and 50 professionals who work with young people in the City has been conducted. They were asked to rank the top issues affecting young people.
- 7 Once we had collected the headline data, we interviewed 20 professionals and held focus groups with young people. They were asked the problems, causes and what role Youth Ambition can play in solving them. The emerging themes are;
- Mental health and wellbeing
 - Crime and anti-social behaviour
 - Employment education and training
 - Sexual health and relationships
- 8 We have also looked to build on local need in areas with new and emerging communities such as Rose Hill with the Nepalese community through holiday activities and the emerging senior Rose Hill Youth Club at the new Rose Hill community centre. Also with the new East Oxford youth club with Somali and Sudanese communities involved.

Involving young people

- 9 Involving young people gives them confidence and helps them to develop a wide range of personal and social skills as well as helping organisations to improve service provision. There are also benefits to the Council such as increased legitimacy, accountability and ultimately improved service provision.
- 10 Youth Ambition involves young people through our Youth Voice work. Young people have been trained to lead youth forums, participate in key strategic meetings where a young person's voice is needed, sit on interviews and grants panels and quality assure sessions.
- 11 We currently deliver youth forums in the Leys, Barton and Rose Hill.

Building capacity in voluntary and charitable organisations

- 12 Recognising the significant and important role that voluntary and charitable organisations play, there is a Youth Ambition Funding pot (15-21 years) which is a total of £60,000 for 2016/17 and organisations can bid up to £10,000 as long as they meet the outcomes of the strategy. This also helps enable a wider offer with expertise in other areas not provided for in-house.
- 13 Since the outset of the Youth Ambition Funding programme, 34 organisations have been awarded 51 grants worth £272,963. This has included organisations such as Donnington Doorstep, Yellow Submarine, Oxfordshire Youth, Inspired Young Peoples Project and Parasol. It has included projects targeted at areas such as volunteering, Child Sexual Exploitation, Female Genital Mutilation, vulnerable young people and those young people with physical or learning disabilities.
- 14 There is also a Holiday Activities fund which is administered by the team. The Holiday Activities Fund has £130,000 available each year and organisations can bid for up to £20,000 to deliver activities in the school holidays.
- 15 These funds are increasingly oversubscribed which does lead to disappointment. With the continuing economic environment one of austerity and the challenges to the County Council the demand on this resource is likely to continue to increase.

Partnership working

- 16 The Council is one of many organisations involved in supporting young people in the city. Solid governance of Youth Ambition is provided through the Youth Ambition Partnership Board which is chaired by a secondary school head teacher (currently St Gregory the Great) and takes place at the school. It includes decision makers from key partners in the city, such as the head of the County Council's Early Intervention Service, Thames Valley Police, Oxfordshire Community Voluntary Action (OCVA), Oxfordshire Youth, business leaders and young people. The board reports into the Oxford Strategic Partnership.
- 17 A partnership agreement is in place with the County Council and regular meetings held, where we share data, avoid duplication, identify opportunities and improve quality and communication.

Monitoring, impact and value for money

- 18 We use the industry leading impact reporting platform designed by Substance called 'Views'. This helps us monitor the number of participants accessing our activities, where they come from and their journey. Alongside 'Views' we use the Sportsworx app to calculate the projected social return on investment for the sessions that we run.
- 19 The Sportsworx app uses information on participants including their post code, details of the activities they attend, number of attendances and using government

led research calculates the impact it creates on crime, NEET, obesity, substance misuse and school attendance/behaviour.

Finance

20 The annual budget from the City Council is £240,000 per year. This has been supplemented by significant funding successes through the following organisations.

- £139,509 grant from Sport England's 'Community Sports Activation Fund'
- £100,000 Access Sport Oxford - High Sheriff Challenge (Businesses £50,000 and Sport England £50,000)
- £12,000 from Oxfordshire County Council
- £12,000 Street Games
- £12,000 Police and Crime Commissioners
- £5,000 Sportivate
- £2,864 from Community Safety
- £2,000 public health money towards bungee

21 The overall annual budget including funding helps fund four full time employees within the programme and the activities highlighted in paragraph three.

Performance

21 The programme has been successful in achieving its participant targets:

- We worked with 6,179 young people in 2014/15 and so far in 2015/16 5,636 (with 12,364 visits) which is on target to exceed the annual target.
- The gender split in 2014/5 across the Youth Ambition programme was 21% female and 79% male, this has increased significantly in 2015/16 to 32% female and 68% male through a wider selection of activities, expanding social elements and projects such as 'Get fit for Prom' and 'This Girl Can'. There is still more work to do on this though to ensure an even gender split.
- 40% of participants were from black and minority ethnic groups in 2014/15 and in 2015/16 23% were from black minority and ethnic groups, 23% white and 49% unknown.
- The social return on investment figure has increased in 2015/16 and currently stands at: £11,435,482 Appendix 1.

Recognition

22 Youth Ambition has been recognised for its achievements both locally and nationally. The team won service team of the year at 14/15 Association of Public Service Excellence (APSE) awards in the best sport, leisure and culture category and we were a finalist in 14/15 in the Children and Young People Now awards for best local authority team. The team also won the best sports development project of the year at Oxfordshire Sports Awards in 15/16.

The future

- 23 The team have started to work through the needs assessment to enable the strategy to be renewed in in 2017.
- 24 We have recruited a Youth Participation Officer to focus on work with disadvantaged young women and helping them to extend their skills, knowledge, abilities and understanding of the issues affecting them. This will help to somehow address the balance in attendance at sessions.
- 25 We will continue to work with our partners in the Oxfordshire County Council to see how best to work together, in light of the changes they are making to their services because of budget-cuts.
- 26 We are reviewing funding opportunities and seeking to make sessions sustainable where demonstrated need is and where possible.
- 27 Work closer with our secondary schools and create partnership plans with each secondary school.

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