

BABERGH DISTRICT COUNCIL

FROM: Head Of Leisure And Community Services

REPORT NUMBER E 52

**TO:
OVERVIEW AND SCRUTINY (STEWARDSHIP)
COMMITTEE AND
OVERVIEW AND SCRUTINY (COMMUNITY
SERVICES) COMMITTEE**

**DATE OF MEETING 5 July 2005
(Stewardship)**

**12 July 2005
(Community
Services)**

YOUTH STRATEGY

1. SUMMARY

1.1 This report provides a summary of the actions achieved in 2004/05 with regard to young people and asks the Committees to recommend to Strategy Committee adoption of an action plan for 2005/06. It is suggested that the Overview and Scrutiny (Community Services) Committee should be the lead committee for the Youth Strategy in the future.

2. RECOMMENDATIONS

2.1 a) That the summary of actions achieved in 2004/05 be noted.
b) That the proposed Action Plan for 2005/06 be approved.
c) That the Overview and Scrutiny (Community Services) Committee be the lead committee for the Youth Strategy in the future.

2.2 Members are asked to note recommendation (a), to make a recommendation to Strategy on recommendation (b) and to make a decision on recommendation (c)

3. FINANCIAL IMPLICATIONS

3.1 There are no financial implications in this report other than the use of existing staff resources and approved budgets.

4. KEY INFORMATION

4.1 A summary of the actions achieved in 2004/05 under each of the five themes of the Youth Strategy is attached as Appendix A to this report.

4.2 The proposed Action Plan for 2005/06 has been prepared in conjunction with the joint Overview and Scrutiny Committees' Member Working Group. It contains SMART targets that will be evaluated against baseline figures and clear intended outcomes have been identified. Lead officers and deadline dates have also been included. It is considered that the Action Plan shows the Council's commitment to young people over a broad range of areas of activity and identifies the contribution this work will make towards achieving the Council's objectives.

4.3 Up until now this subject has been reported to both the Overview and Scrutiny (Stewardship) and Overview and Scrutiny (Community Services) Committees. It is felt this matter more properly falls within the ambit of the Overview and Scrutiny (Community Services) Committee. It is suggested therefore that all future reports, including the outcomes of the 2005/06 Action Plan, and any other issues concerning the Youth Strategy should be reported direct to that committee.

5. **APPENDICES AND BACKGROUND PAPERS REFERRED TO:**

- (a) Youth Strategy – summary of actions achieved 2004/05 – (Appendix A)
- (b) Youth Strategy – proposed Action Plan 2005/06 – (Appendix B)

CONTACT: Tim Mutum

DIRECT LINE: 01473 825718

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YOUTH STRATEGY - SUMMARY OF ACTIONS ACHIEVED 2004-05

THEME 1: WORKING TOGETHER WITH YOUNG PEOPLE IN DECISION MAKING	
ACTION	OUTCOME
Develop action plans to implement the Youth Strategy	
Develop a database of key contacts (to include partner organisations that work with young people and schools.	Database completed
Develop a Develop a Youth Strategy summary leaflet for young people, to be distributed via schools	Leaflet distributed September 2004
Youth Strategy Launch: Great Cornard Upper School	Youth Strategy launched June 2004 – Chairman of the Council plus students from GCUS. Press feature
Circulate Youth Strategy to partner organisations/schools	Achieved – responses collated
Consult partners organisations on potential actions for action plan	Wolsey Theatre contacted – theatre critic project underway Dance East contacted – to be pursued by Tourism and Arts Manager
Raise the profile of Babergh Councillors for young people	
Provide information to schools: Parish, District & County Councillor info for school notice boards; Council Year Book; Links to Councillor details on council websites; info on structure/role of Council	Achieved – information passed to Schools
Local Councillors to attend events where they can meet young people	Councillor presence at opening of disabled changing rooms at Kingfisher Leisure Centre Councillor/officer attendance at LD05 Ideas into Action Conference together with student from Great Cornard Upper School
Local councillors to hold regular surgeries at schools/question time slot at School Council meetings	Councillor contacts identified for each School. Hadleigh HS, Gt Cornard US and Sudbury US visited. Schools visited and future meetings to be programmed in some school timetable programmes
Develop mechanisms for more regular/structured 2-way communication & consultation between the	

Council and the district's young people, particularly those in the 14-18 range	
Work with Great Cornard PC to support the Great Cornard PC Youth Forum/Youth Strategy	Meetings attended by Babergh staff
Work with the partner organisations to consult young people e.g. Hadleigh Video (detached youth service)	Achieved
Improve young people's perception of their value in society	
Recognise young people's contribution to their communities via the Community Achievement Award Scheme	In 2005 8 awards given to young people for citizenship and community work
Develop pilot rural Youth Forum in Long Melford	Achieved – youth action evening evaluated need of local young people
Work with local schools to encourage a sample of Babergh pupils to take part in the Suffolk Speaks pilot survey of young people	Achieved
Hold a Youth Conference linked to the Local Democracy Week theme "Making your Mark"	Youth Conference held October 2004. Theme: Things to Do & Transport. Two students attended State of District debate with feedback from Conference
Members and Officers to attend School Council meetings	Achieved at Hadleigh HS and Sudbury US only
Consult young people on content of future holiday programmes	Achieved
Broaden scope of annual Youth Conference to include young people from hard to reach groups	Some hard to reach groups invited this year but were unable to attend
Include young person on Community Achievement Award judging panel	Achieved – Student from Holbrook High School on 2005 judging panel
Broaden scope of the Community Achievement Awards Scheme to include an award for achievement in sport	Achieved – sport award given to young person with physical difficulties
Ensure young people from hard to reach groups are not prevented from putting forward their views or contributing their ideas	
Work with partner organisations to seek the views of young people from hard to reach group, e.g. young people with disabilities, ethnic minority groups, young carers, teenage parents, young people living in deprived areas etc.	Be Active Project Officer employed. Contact made and working with groups mentioned

THEME 2: IMPROVING ACCESS TO ADVICE & INFORMATION	
ACTION	OUTCOME
Alter the “boring” image that young people have of the Council and look at ways that might be used to convey information about the role of the Council	
Develop specific branding aimed at young people to help promote council activities/services	Achieved – developed Sport South Suffolk brand aimed at young people plus website
Continue to provide opportunities for young people to find out about the role of the council through working for the Council	Take your Daughters to work day in March Work experience placements Modern apprenticeships
Increase awareness amongst young people, including hard to reach groups, of the full range of services and facilities available to them in the local area	
Develop a youth orientated website, Sport South Suffolk to promote leisure activities to young people	Achieved – awaiting launch
Encourage young people to become members of Sport South Suffolk and promote sport and leisure activities via quarterly newsletter and discount card scheme	In progress
Continue to promote BeActive Scheme	Ongoing
Encourage sports clubs to promote their activities to young people	Ongoing
Support “problem solving week” project at Great Cornard Upper School	Support this in June – possible Youth Conference project work
Develop website for young people to include relevant links to other websites	Possible webpage link with Sport South Suffolk website
Develop a more co-ordinated approach to sending out information and publicising young people’s events/activities. Use appropriate formats and jargon free language	
Raise awareness of Community Achievement Award Scheme within Schools	Achieved. New leaflet produced promoting event together with posters/letters. Awards achieved by students from 2 Schools in district
With partner organisations produce a South Suffolk Summer Holiday Activities brochure	Achieved
Explore use of emails and text messaging to publicise Holiday programme to young people	Explored but problem with suitability of texting young people

THEME 3: REMOVING BARRIERS TO ACCESS	
ACTION	OUTCOME
Develop and support initiatives that aim to provide solutions to transport problems experienced by young people in rural areas	
Provide bus passes and travel vouchers for young people with disabilities/learning difficulties	Achieved. Youth Card issued to all young people in Suffolk aged 5-19.
Research and report best practice for addressing transport problems and providing local leisure activities in rural areas	Ongoing
Lobby transport companies to request that they alter their policy of charging full fares to young people aged 14 and over	Achieved. Youth Card issued to all young people in Suffolk aged 5-19
Increase the range of locations and venues in which leisure activities are provided, particularly in rural areas	
Explore the demand from young people for cinema in rural areas. Seek to meet local need via the Rural Cinema Project. Work scheduled for 2004:- Rural Cinema training day to be held in Hadleigh (Summer 2004). After that various groups will be set up to assist the Rural Cinema Project in Babergh.	Ongoing
Offer the Amplifier Project in Sudbury, Hadleigh & Long Melford	Achieved
Continue to run Holiday Programme Village Tour to enable young people in rural areas to access activities	Achieved
Offer Get Active Scheme in both rural/urban settings	Ongoing
Work with local sports clubs to develop activities for young people	Achieved
Support initiatives to ensure that all young people can access the services they need regardless of gender, ethnicity and social class	
Develop Girls Health Inclusion Project	Ongoing
Via Active Sports Programme offer cricket/football activities to girls	Achieved
Provide free vouchers to lower income families for attending holiday programmes	Achieved
Explore option of developing South Suffolk Card that offers a subsidy to key services	Ongoing – linked to website
Investigate and provide activities through use of IT and mobile services & facilities	
Pilot text messaging with young people to promote Summer Holiday Activity programme	Explored but problem with suitability of texting young people

THEME 4: PROVIDING THINGS TO DO AND FACILITIES	
ACTION	OUTCOME
Improve facilities and opportunities for young people, particularly for 14-18 year olds	
Investigate possibility of skate park in Great Cornard	Ongoing
Activity support Amplifier Project to provide opportunities for young people to develop their musical talents and technical abilities	Achieved and ongoing
Actively support Arts Education Project to provide music and photography activities for young people in Sudbury	Ongoing
Develop Active Sports Scheme by involving new clubs, developing existing clubs and introducing new activities	Achieved and ongoing
Provide range of Youth Programmes, e.g. Holiday programmes, Girls Health Inclusion Project, Get-Active Scheme and Community Tennis Partnership Projects.	Achieved
Develop Babergh Coaches Scheme	Achieved
Bid for Active England funding	Achieved. Successful bid of £1.1m
Encourage more volunteers to support local youth clubs and organisations	
Work with local clubs to encourage more people to become involved in local sports activities and to train as coaches	Achieved
Advertise for volunteers to provide support for activities for young people in Long Melford	Achieved and ongoing
Increase the range of activities and opportunities for “Hard to Reach” groups to take part in organised activity courses and programmes, including teenage girls, young people with disabilities and ethnic minority groups	
Provide sports activities via Active Sports Programme an Health Improvement initiatives	Achieved and ongoing
Raise awareness of diversity issues via “A Club for All” training for sports clubs	Achieved
Be Active Project	Be Active Officer appointed
Support initiatives to provide more places for young people to “hang out” to meet needs of young people who do not want to access organised activities or youth organisations	
Investigate possibility of providing skate park in Great Cornard	Ongoing
Research best practice for developing youth facilities/youth shelters	Supported teenshelter project in Capel St Mary 2004-05 – now in place – young project leaders received community awards 2005.

THEME 5: PROMOTING HEALTH AND SAFETY FOR YOUNG PEOPLE	
ACTION	OUTCOME
Carry out further consultation and investigate ways of increasing young people's sense of personal safety	
Use local needs analysis results of identify areas of Hadleigh where more street lighting is needed	Achieved
Consult young people to find out where street lighting needs to be improved	Achieved
Support initiatives that promote and maintain the health and well being of young people	
Promote active lifestyles via the Health Improvement Scheme	Ongoing
Work towards the SAFE accreditation for all dual use sports centres and leisure services provided by the Council	Accreditation being applied for in April
Work with local clubs and activity providers to develop and implement child protection policies	Achieved and ongoing
Reduce the level of substance misuse and anti-social behaviour	
Explore whether Alcohol Awareness Scheme could be rolled out in Babergh	Ongoing
Anti-social behaviour worker to be employed to work in Babergh area	Achieved
Develop Drugs Strategy for Babergh area	Ongoing
THEME 6: IMPROVING THE LOCAL ENVIRONMENT	
ACTION	OUTCOME
Identify ways in which young people can be actively involved in improving their environment	
Involve local young people in development of public art project for Anglia Estate, Great Cornard	Achieved

YOUTH STRATEGY –PROPOSED ACTION PLAN 2005-06

AIM	ACTION	TARGET	RESOURCE LEVEL	LEAD	DEADLINE	OUTCOME
THEME 1: WORKING TOGETHER WITH YOUNG PEOPLE IN DECISION MAKING						
Develop effective partnerships to deliver the youth strategy over the next five years	<ul style="list-style-type: none"> ○ Pursue links with partners and explore different ways of working together ○ Develop 5 year action plan for the youth strategy 	Target: To have developed working relationships with 3 new partners To have developed action plan by November 2006	High	Corporate Support Officer/Arts & Community Development Officer	March 2006 Nov 2006	Improved integration of services and opportunities that meet the needs of young people
Raise the profile of Babergh Councillors for young people	Continue liaison and pilots with schools – support problem solving week at Great Cornard with project work <ul style="list-style-type: none"> ○ Councillor and Officers to have regular scheduled meetings with schools 	Target: 5 schools visited Baseline: 3 schools visited 04/05	Medium	Corporate Support Officer	March 2006	Increased knowledge and positive perception of the Council by young people
	<ul style="list-style-type: none"> ○ Keep schools aware of democracy issues both locally and nationally 	Target: Visit 2 special schools 05/06 Baseline: All Upper/Middle Schools visited 04/05				
Develop mechanisms for communication & consultation between the Council and the district's young people, particularly those in the 14-18 range	Develop framework for consulting young people	<ul style="list-style-type: none"> ○ Increase the response rate of young people to consultation exercises ○ Increase the proportion of young people responses as a percentage of the total response rate 	High	Corporate Policy Adviser/ Corporate Support Officer	March 2006	Greater capture and use of young people's views in the decision making process Supports the delivery of the Council's Corporate Priority No.5 and the Suffolk Children & Young Peoples Involvement Strategy

AIM	ACTION	TARGET	RESOURCE LEVEL	LEAD	DEADLINE	OUTCOME
Develop mechanisms for communication & consultation between the Council and the district's young people, particularly those in the 14-18 range	Youth Conference that is as inclusive as possible to all young people <ul style="list-style-type: none"> ○ October Youth Conference in Local Democracy Week 	Target: Youth Conference for 50+ young people (informal) Baseline: 35 attendees	High	Corporate Support Officer	October 2005 (informal youth event) April 2006 (formal youth event)	Development of young people's interest and involvement in local democracy Supports the delivery of the Council's Corporate Priority No.5
	<ul style="list-style-type: none"> ○ Spring (April) Youth Conference in Council Chamber to link in with State of District Debate 	Target: Youth Conference for 50+ young people (formal) Baseline: 35 attendees				Feedback into State of the District debate Supports the Suffolk Children & Young Peoples Involvement Strategy
	Develop youth page in the Babergh Matters! publication	Target: Involve 3+ schools in consultation Baseline: Youth page in Babergh Matters – 2 schools involved in pilot	Medium	Corporate Support Officer/ Comms & PR Manager	March 2006	Development of consultation and communication channels with young people Supports the Suffolk Children & Young Peoples Involvement Strategy.

AIM	ACTION	TARGET	RESOURCE LEVEL	LEAD	DEADLINE	OUTCOME
Improve young people's perception of their value in society	Continue to promote the Community Achievement Award (CAA) Scheme within schools and youth-orientated community groups; expand the judging panel by including a second young person <ul style="list-style-type: none"> ○ Visit schools to promote CAA Scheme 	Target: 6+ young people's awards Baseline: 5 young people's awards	Medium	Corporate Support Officer	March 2006	Increased participation and recognition of the role of young people in community work Supports the delivery of the Council's Corporate Priority No. 5, the Suffolk Children & Young Peoples Involvement Strategy and Block 2, Outcome F of the LAA
	<ul style="list-style-type: none"> ○ Write to schools in west of district for election of young person to judging panel 	Target: 2 young persons on judging panel Baseline: 1 young person on judging panel				
	Pursue the development of "theatre critics" with the Wolsey Theatre Ipswich <ul style="list-style-type: none"> ○ 2 students from each Upper School to be invited onto theatre critic panel 	Target: develop project with Quay Theatre and hold 2 events Baseline: Wolsey Theatre project		Corporate Support Officer/Arts Development Officer		Engagement of young people in the arts and journalism Supports the delivery of the Council's Corporate Priority No. 5
Ensure young people from hard to reach groups are not prevented from putting forward their views or contributing their ideas	Work with other agencies to ensure that young people from hard to reach groups be involved in future Youth events and consultation <ul style="list-style-type: none"> ○ Belstead Special School ○ Hillside Special School ○ Out & About Trust ○ Youth Offending Service ○ Travel Inclusion Office (SCC) 	Target: Involve 2 Special Schools in development and consultation	Medium	Corporate Support Officer/Be Active Officer	March 2006	A more complete picture of young peoples views taken into the decision-making process Supports the Suffolk Children & Young Peoples Involvement Strategy.

AIM	ACTION	TARGET	RESOURCE LEVEL	LEAD	DEADLINE	OUTCOME
THEME 2: IMPROVING ACCESS TO ADVICE & INFORMATION						
Alter the image that young people have of the Council and look at ways at might be used to convey information about the role of the Council	Pursue further opportunities for young people to be informed of the role of the Council as follows: <ul style="list-style-type: none"> ○ Annual Bring your Sons & Daughters to Work Day 	Target: Use additional measures to encourage more young people to attend Baseline: 12 young people	Medium	Human Resources Manager	March 2006	Increased knowledge and positive perception of the Council by young people
	<ul style="list-style-type: none"> ○ Work experience placements 	Target : To maintain the number of work experience placements Baseline: 6 young people				
	<ul style="list-style-type: none"> ○ Modern apprenticeship placements 	Target: 5 young people Baseline: 4 young people				
	<ul style="list-style-type: none"> ○ Mock Interviews 	Target: To extend to two other schools Baseline: Hadleigh High School				
	<ul style="list-style-type: none"> ○ Provide information pack in electronic form for young people on role of the Council and the services it provides – to be used by officers visiting schools to discuss specific issues 	Target: Production of information pack as school resource	Medium	Human Resources Manager	March 2006	Comprehensive student/teacher resource

AIM	ACTION	TARGET	RESOURCE LEVEL	LEAD	DEADLINE	OUTCOME
Develop a more co-ordinated approach to sending out information and publicising young people's events/activities. Use appropriate formats and jargon free language	Engage with young people through creation of a specific youth website	Target: youth page on website	Medium	Sports Development Officer	March 2006	Greater access and two-way communication for young people to information on leisure, arts and local democracy Supports the delivery of the Council's Corporate Priority No. 4
THEME 3: REMOVING BARRIERS TO ACCESS						
Increase the range of locations and venues in which leisure activities are provided, particularly in rural areas	Meet demand by young people in rural areas for the rural cinema project	Target: Conduct needs assessment of Parish Councils by December 2005	Medium	Arts Development Officer	Dec 2005	A decrease in the perception of young people of a lack of things to do. Supports the delivery of Aim 2 of the CDRP Strategy
THEME 4: PROVIDING THINGS TO DO AND FACILITIES						
Improve facilities and opportunities for young people, particularly 14-18 year olds	Meet demand by young people in rural areas for the Amplifier project	Target : To ensure delivery of the project in the Babergh district proportionate to its investment	Medium	Arts Development Officer	March 2006	A decrease in the perception of young people of a lack of things to do. Supports the delivery of Aim 2 of the CDRP Strategy

AIM	ACTION	TARGET	RESOURCE LEVEL	LEAD	DEADLINE	OUTCOME
Support initiatives to provide more places for young people to “hang out” to meet needs of young people who do not want to access organised activities or youth organisations	Research best practice for developing youth facilities e.g. teen shelters and skate parks and produce a guide for organisations and Parish Councils	Target: completion of best practice guide	Medium	Arts & Community Development Officer	March 2006	Better informed community groups on issues requiring best practice Supports the delivery of Aim 2 of the CDRP Strategy
To provide a range of leisure activities for young and vulnerable people	To deliver the action plans of the Be Active Officer and the Sports Development Officer	<ul style="list-style-type: none"> ❑ 1000 hours of coaching in schools, clubs and communities ❑ 2000 number of places on activity programs ❑ 3 new multi activity clubs in rural areas ❑ 20 new coaches and volunteers working on community based activity throughout babergh ❑ 6 qualified coaches to provide activity for people with disabilities ❑ 60 young people at risk of offending referred through the Be-Active programme ❑ 10 sustainable activities for people with disabilities ❑ 12 young people in receipt of ABC's/ASBO's will be engaged on a one to one level 	High	Sports Development Officer/Be Active Officer	March 2006	A safer, healthier and more active community Supports the delivery of the Council's Corporate Priority No.1; the CDRP Strategy Aim 2 and Block 1, outcome A of the LAA

AIM	ACTION	TARGET	RESOURCE LEVEL	LEAD	DEADLINE	OUTCOME
THEME 5: PROMOTING HEALTH AND SAFETY FOR YOUNG PEOPLE						
Support initiatives that promote and maintain the health and well being of young people	Work with schools to develop a Schools Health Education Programme specifically around food safety issues	Target: To work with the Education authority in investigating the promotion of food safety in schools Baseline: 1 school	Medium	Environmental Health Manager (Commercial)	March 2006	Increase in the health of young people Supports the delivery of the Council's Corporate Priority No.1; and Block 1 outcome B4 of the LAA
	Develop Safeguarding Young People and Vulnerable Adults Plan for the Council (in addition to Leisure Safeguarding Plan)	Target: Completing plan and ensuring all staff are fully briefed on its content	Medium	Head of Leisure & Community Services	March 2006	All young and vulnerable adults who have contact with Council employees feel safe and protected and have their views taken into account
Reduce the level of substance misuse and anti-social behaviour	Explore Alcohol Awareness Scheme for the Council	Target: Adoption of Scheme	Medium	Substance Misuse Officer	March 2006	To raise awareness leading to an increase in the health of young people, and a decrease in alcohol related nuisance Supports the Council's Corporate Priority 1 and Aim 3 of the CDRP Strategy

AIM	ACTION	TARGET	RESOURCE LEVEL	LEAD	DEADLINE	OUTCOME
THEME 6: IMPROVING THE LOCAL ENVIRONMENT						
Identify ways in which young people can be actively involved in improving their environment	To maintain and enhance engagement with local schools and groups to tackle local litter problems	Target: 7 schools/ youth groups Baseline: 7 schools/ youth groups	Medium	Environmental Health Manager (Waste)	March 2006	Increase in civic pride by young people Supports the delivery of the Council's Corporate Priority 3