

Youth Consultation Findings: Delivering Services to Young People

SUMMARY

1. The Council has consulted with Younger People and their parents about the needs of young people through an in-depth survey. This was provided online through the Council website and a postal version was made available through youth clubs and staff working with young people. Parents and carers as well as residents in the city were also encouraged to complete the survey.

RECOMMENDATIONS

- 2.1 To note the outcome of the consultation exercise focus and findings set out in paragraph 4.1.
- 2.2 To approve the recommendations related to the direction of travel for Positive Activities for Youth in Derby set out in paragraph 4.7.
- 2.3 To approve the recommendation of developing a specific Youth Offer for young people in Derby across the wider children's partnership including the PVI sector set out in paragraph 4.12.
- 2.4 To support the use of social media e.g. facebook, to promote and market youth activities to young people and their parents.
- 2.5 To undertake a mapping exercise of all Young Peoples provision in the city.

REASONS FOR RECOMMENDATION

- 3.1 To clarify what will be required to develop a cost effective, partnership driven offer of positive activities for youth, that is informed by young people.
- 3.2 To direct a change in focus for our youth activities.
- 3.3 To inform discussion on next steps on the journey: including political and corporate negotiations.
- 3.4 To make sure that youth activities are co-ordinated across the City and marketed appropriately to young people and their parents, therefore increasing reach and take

up.

SUPPORTING INFORMATION

- 4.1 Fieldwork was carried out from January 2012 through to the beginning of March 2012 and was designed with feedback from staff working with young people to best capture the information on when activities should be provided, as well as the types of activities people are interested in.
- 4.2 The survey was promoted through the Council website, through posters in receptions and Council buildings, as well as promotion from members of staff working with young people.
- 4.3 The survey on Delivering Services to Young People was conducted from January 2012 to March 2012, in total 758 young people, parents and residents completed the Survey, which was hosted through SNAP software.
- 4.4 The survey contained several topic areas:
- Current activities
 - When activities and services should be available
 - Other activities that should be offered
 - Who should benefit from activities
- 4.5 Many questions in the survey were open ended and provided respondents with the opportunity to give verbatim comments. When analysed these comments provide a significant insight into the way young people and their parents would like to see services in Derby delivered.
- 4.6 **Summary of key findings**
- The young people who responded have not given us a mandate to retain delivery of positive activity for youth solely to the Council.
 - Young people have strongly implied that they want a range of activities broader than the traditional scope of local authority youth clubs, specifically dance, music and sports.
 - The activities requested by young people are external to the skill set and expertise of the local authority youth service.
 - Young people are less positive about the traditional 'unstructured' youth club model.
 - They are more positive about formal structured positive activities which provide specific skills development alongside the opportunity to socialise with each other.
 - Young people indicated that communication and advertising of activities on offer was poor. There is evidence that use of social media improves take up of activities.
 - An embryonic 'youth partnership' is in place, which has already begun to deliver change in delivery. This group requires formalisation and a voluntary sector chair person to be appointed to drive forward co-ordination and integration of activity.
 - The local authority statutory target youth service delivery through MATs should be sustained.

Recommendations from key findings

- 4.7 A Positive Activity strategy needs to be developed across the youth partnership which will plan, co-ordinate and deliver services and activities to young people in the city. The strategic group would include Derby City Council, Derby County (Kickz and Movement), Sporting Futures, Derby Homes, Police, Enthusiasm etc.
- 4.8 The strategy should also work towards developing a 'Derby Youth Offer' so that young people will be aware of what services, support and activities they can expect living and growing up in the city.
- 4.9 There is a clear need to examine the use of social media to market and promote support services and positive activities and the Derby Duke of Edinburgh delivery approach.
- 4.10 To maintain the focus of Derby City Council full time youth workers to operate within the Locality Multi-Agency Teams and support those young people and families who are most in need.
- 4.11 To continue to consult with young people regarding the delivery of support services and activities in Derby.
- 4.12 There is the potential for the Youth Positive Activity partnership to co-ordinate and develop activities (potentially drawing in funding through bids) that would enable the Council to move away from direct provision, without having to fund commissioning activity. This should be explored further through the group and with partners.

OTHER OPTIONS CONSIDERED

- 5. These will be developed through the Positive Activity Strategy.

This report has been approved by the following officers:

Legal officer Financial officer Human Resources officer Service Director(s) Other(s)	N/A Alison Parkin Liz Moore Jacqui Jensen, Mark Barratt Kevin Murphy, Fiona Colton, Steve Baguley
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IMPLICATIONS

Financial and Value for Money

1. The development of a Positive Activity Strategy will allow value for money to be secured in the delivery of services to young people by the statutory and voluntary sector partnerships.

Legal

2. None directly arising from this report

Personnel

3. None

Equalities Impact

4. None

Health and Safety

5. None arising from this report

Environmental Sustainability

6. n/a

Asset Management

7. None

Risk Management

8. None arising from this report.

Corporate objectives and priorities for change

9. Good quality services that meets local needs.