

HILLINGDON'S YOUTH OFFER & DELIVERY MODEL

Cabinet Member(s)	Cllr Susan O'Brien
Cabinet Portfolio(s)	Cabinet Member for Childrens, Families and Education
Officer Contact(s)	Kat Wyatt, Childrens Services
Papers with report	Appendix 1 – Youth Offer Vision Appendix 2 – Online Consultation Questions Appendix 3 – Online Youth Survey Analysis Appendix 4 - Youth Offer Group Consultation Analysis

HEADLINES

Summary	<p>The current Hillingdon Youth Offer is mainly a static, largely single-use buildings-based model that delivers a range of programmes and activities. The numbers of children and young people attending programmes have declined over time and it is therefore timely to revise and refresh the offer to residents. The proposed vision and offer is to have an integrated youth offer that aligns with wider early help and prevention arrangements to support all young people to reach their potential. The offer will be responsive to meet the ever-changing needs of children and young people.</p> <p>At the Cabinet meeting in March 2023, it was agreed to commence a public consultation on the proposed Youth Offer. The consultation took place from 3 April 2023 to 5 June 2023. This report to Cabinet presents the findings of the consultation. Cabinet is asked to note and consider the consultation responses, the recommended changes and approve the adoption of the Youth Offer.</p>
<p>Putting our Residents First</p> <p>Delivering on the Council Strategy 2022-2026</p>	<p>This report supports our ambition for residents / the Council of: Live active and healthy lives Safe and strong communities</p> <p>This report supports our commitments to residents of: Thriving, Healthy Households</p>
Financial Cost	The Youth Offer will be delivered within existing resources and achieve an identified £100k MTF saving.
Select Committee	Children's, Families and Education Select Committee.
Relevant Ward(s)	All

RECOMMENDATIONS

That the Cabinet:

1. **Considers the findings and overall positive response from the consultation which has informed the final proposed Youth Offer for Hillingdon.**
2. **Agrees to the implementation of a new Youth Offer and delivery model in Hillingdon as detailed in the Youth Offer Vision (Appendix 1).**

Reasons for recommendation

The Youth Offer aligns with the Council Strategy 2022-2026 commitments to residents namely: safe and strong communities and; thriving, healthy households. It seeks to deliver a modern youth offer that meets the needs of young residents by providing accessible, contextually and culturally aware services. It has a clear focus on community engagement and providing opportunities for young residents to engage in a distinct educational process adapted across a variety of settings to support a young person's personal, social and educational development, to;

- explore their values, beliefs, ideas and issues.
- enable them to develop their voice, influence and place in society.
- acquire a set of practical or technical skills and competencies, to realise their full potential.

Following consultation, it is recommended Cabinet approve the new Youth Offer as set out in Appendix 1. The Youth Offer will ensure that the Council is able to meet the statutory requirement to provide sufficient youth services within the Borough (The Education Act, 1996).

Alternative options considered / risk management

The development of the Youth Offer has been informed by the feedback from residents including our young residents and partners, alongside guidance from the National Youth Agency.

Continuing with the existing model of youth services in Hillingdon was not considered a viable option as Hillingdon Council would not be able to meet its duty to provide a sufficient level of services as detailed in legislation. The existing model of delivery does not provide a sufficient level of accessible educational and recreational leisure-time activities which are required for the improvement of children and young people's well-being. Without the provision of a robust Youth Offer children and young people are at increased risk of negative outcomes such as neglect and involvement in criminal activity which have direct life course consequences at an individual and societal level.

Democratic compliance / previous authority

Cabinet is the relevant body in the Council's Constitution to make any decision in relation to such changes to council services.

The Youth Offer included a 9-week consultation period. The following timetable has been followed:

1. Consultation agreed at Cabinet – March 2023.
2. Consultation draft agreed with Cabinet Member for Children, Families and Education.
3. Public consultation period - 3 April 2023 to 5 June 2023.
4. Children, Families and Education Select Committee – 28 June 2023.
5. Cabinet consideration of consultation responses and to approve final youth offer – 14 September 2023.

Select Committee comments

The Childrens, Families and Education Committee considered the proposed draft Youth Offer in January 2023 and again in June 2023, along with a summary of the consultation findings.

Children Families & Education Select Committee – 28 June 2023

The Committee provided the following comments which have been agreed by the Chair and Opposition Lead:

'The Committee welcomes the proposal of a modern, dynamic Youth Offer. The Committee particularly values the idea of a directory of services that is digitally enabled, ensuring that information will be easily accessible, leading to a greater awareness of opportunities available. Additionally, collaborative and partnership working will promote a hybrid model of delivery, making the best use of Council assets and facilities. To this end, the Committee wants to highlight the importance of appropriate geographical coverage and that all areas of the borough receive equality of provision, and awaits the final results of the consultation with interest.'

SUPPORTING INFORMATION

1. All Local Authorities have a statutory duty to secure educational and recreational leisure time activities and sufficient facilities for such activities. As young people spend 85% of their waking hours outside of the school-day each year, they need somewhere safe in their community, for socialising and for activities, supported by a trusted adult. This is comparable to local authorities securing sufficient school places, whether delivered directly, commissioned, funded or fulfilled by others, in that area. Youth work activities are purposeful, with outcomes to improve young people's well-being.
2. The new Youth Offer is in line with our commitment to relationship-based practice that is predicated on putting our young people at the centre of what we do and listening to them in co-producing services and solutions which has been highlighted in the recent consultation.
3. Delivering a comprehensive Youth Offer in Hillingdon cannot and should not be done by one agency alone. The Youth Offer aims to extend the principle of co-production to a wide range

of partner agencies, stakeholders and organisations that can work together to maximise funding opportunities, plan and jointly deliver a coherent borough wide youth offer.

4. A comprehensive directory of opportunities will be created and made available to children, young people, families and partner agencies in the borough which will provide young people with greater awareness and access to positive opportunities delivered by a range of organisations.
5. Following consultation, it is recommended Cabinet approve the new Youth Offer which is informed by the resident consultation, as set out in Appendix 1.

Financial Implications

The existing Universal Youth Service will move away from a linear programme-based structure and have a single service with a flexible workforce that enables the service delivery to adapt to current and emerging needs. This will be undertaken within the current financial envelope whilst also delivering a £100K MTF saving.

RESIDENT BENEFIT & CONSULTATION

The 2021 census highlighted a rise in the number of children aged under 15 in Hillingdon by 12.9%, with areas including Yeading and Hayes being the most densely populated. Similarly, data from the Holiday Activities Food Programme (HAF) demonstrates that the highest number of families in receipt of benefits related free school meals live predominantly in the South of the borough. The census also illuminated the increase in cultural diversity across Hillingdon with a rise of 8% in residents identifying as Asian and Asian British and decline of 12.4% of residents identifying as white. The data underpins the proposed new youth offer that seeks to deliver a locality based, contextually and culturally aware service to young residents' responsive to their needs.

The Youth Offer had a dedicated consultation webpage and the consultation was actively promoted on the Council's social media platforms with a total of 11 different posts as well as in the April Hillingdon People Extra Newsletter and the May/June edition of Hillingdon People. The consultation was promoted directly to partnerships, schools and community groups.

Website

The online survey was publicly available on the council website with a dedicated consultation page www.hillingdon.gov.uk/youth-offer-strategy which had 273 page views.

Press Release

There was a press release on 3 April 2023.

Social Media

Social media was actively used to promote posts across a number of platforms.

Facebook	5 posts	9 likes	10 shares	101 clicks	4,888 reach
Twitter	3 posts	2 likes	7 retweets		
Instagram	3 posts	21 likes	6 shares to Instagram stories		

E-newsletter

The consultation was publicised to residents in the April Hillingdon People Extra newsletter with 34,901 recipients, an open rate of 56 % and 40 clicks.

Hillingdon People

The consultation was publicised in the May/June edition of Hillingdon People which was delivered to 120,000 homes between 18/05 - 02/06.

Promotion to Partner Organisation and Residents Associations

The consultation was actively promoted to partner agencies operating in the borough including faith organisations, voluntary sector organisations, local businesses and all schools inviting completion and comments.

Consultation

1. In March 2023 Cabinet approved a public consultation on the proposed youth offer which subsequently ran during the period 3 April 2023 to 5 June 2023. The consultation sought the views of residents, businesses, community groups and partner organisations.
2. The consultation consisted of an online survey that included 33 multiple choice questions, these can be seen in appendix 2. An analysis and summary of responses to the online youth survey can be found in appendix 3.
3. In addition to the online consultation, 14 facilitated consultation groups were held with children and young people, a summary of these responses can be seen in appendix 4.
4. The online consultation received 123 responses and 154 young people engaged in the consultation groups. The headlines of who responded and the feedback is set out below, with fuller details in appendices 3 and 4.
 - The majority of online responses (89) were directly from residents, with 24 being from someone attending an educational setting in the borough. The remainder were either from the voluntary sector (3), business community (3) or where someone was writing on behalf of a resident (4). The groupwork sessions were delivered across the borough and included children and young people already engaged in a youth programme such as;

Universal Youth Service including the Youth Council and Duke of Edinburgh's Award, Adolescent Development Services, Looked After-Childrens youth participation team, and those from external and voluntary organisations including Hillingdon Young Carers, Hillingdon Autistic Childrens Services, Hillingdon Police Cadets and Healthwatch Hillingdon.

- The majority of online respondents were in the 10-15 age range (41) followed by the 16-19 and 34-44 age brackets. There was a good response rate amongst young people both in the online survey and engaging in the consultation groups. Children and young people participating in the groupwork consultation ranged in age from 6 to 25 years. As with the online respondents the majority of children and young people taking part in the groupwork consultation were in the 10 – 15 age range.
- In relation to ethnicity the majority of the responses were from those with a White heritage at 49%. 17% of respondents were from an Asian British background with just under 10% being from a Black heritage or mixed-race heritage background. Looking at how this compares to the profile of communities within the wider borough – responses from White heritage were broadly on-par (49% response compared to 48% representation in the local community). Conversely there was an under-representation of Asian responses (the Asian community making up approx. 33% of Hillingdon residents). There was an over-representation of black or mixed race voices (with black heritage communities representing approx. 7.8% of Hillingdon's population and mixed race communities accounting for 4.4% of the population).
- In terms of disability, respondents were asked if they had a substantial physical or mental health condition which limited their day to day activities. 68% of respondents ticked no, 20% ticked yes with the remaining 14% preferring not to say. The percentage citing a disability is considerably higher than the overall population which is just over 6%.
- The highest number of respondents were from the HA4 postcode followed by UB8, UB4 and UB3. The overall postcode data demonstrates representative feedback from across the borough. Similarly, participants in the group consultation represented communities from across the borough however the majority children and young people were from the South of the borough.
- The bulk of the online respondents (57%) were not already a member of any Hillingdon Youth Services Programme. Of the remainder that were (43%) – programmes they were involved with included Scouts, Duke of Edinburgh and HACS.
- 51% of respondents to the online consultation had never attended a youth services programme with 14% attending at a frequency of once per month and 35% at least once a week. Those children and young people participating in the group consultation were all actively engaged in 'youth groups' across the borough.

- Respondents to the online survey reacted positively to the proposition of youth services being delivered from a variety of settings (parks, libraries, leisure centres, youth bus) with 58% suggesting they were more likely to attend with this being on offer. The majority of children and young people participating in the group consultations indicated that they wanted 'young people' focussed spaces – youth clubs, they stated that they would not mind travelling to a facility if the programmes on offer were of interest to them.
 - Respondents to the online consultation stated they would like to see more emotional health and wellbeing support, sporting activities, trips and excursions and outdoor education. Similarly, organised sports and outdoor activities were important to participants in the groupwork consultation as was the provision of holiday programmes.
 - 80% of respondents reacted positively to the proposition of offering more youth programmes and support online. Of the 20% who reacted negatively – reasons cited ranged from too many things being delivered online currently through to the need to bring young people together in a physical way to improve social skills. In contrast only 24% of the participants in the groupwork consultation cited digital/online support and programmes as their preferred delivery method which maybe reflective of their current engagement method.
 - According to the consultation, the council website is the most popular source for information on youth service provision (cited 50 times), followed by an internet search (cited 39 times). With 40 responses however, respondents also indicated that they did not know the best place to get information which concurs with feedback from the consultation groups with 47% of participants not aware of activities and services available to them. Responses support the need for an online, accessible directory of youth programmes that is easily accessible.
5. When considering all consultation responses collectively these indicated an overall positive agreement to the proposed Youth Offer. Inclusivity was a major theme that ran through a number of responses. When asked whether the new vision and delivery plan will help advance commitments made in this area – 51% responded yes, 13% responded no, with the remainder (36%) stating partly. Where respondents had answered no or partly comments referenced the need for programmes that support children with disabilities and additional needs such as SEN. These comments are being used to inform a wider piece of work regarding the delivery of targeted programmes.

CORPORATE CONSIDERATIONS

Corporate Finance

Corporate Finance have reviewed this report and concur with the Financial Implications set out above, noting that the recommendation to agree to the implementation of a new Youth Offer in Hillingdon will enable the service to operate within the approved budget, which includes the delivery of the £100k saving built into the service as part of the 2023/24 budget approved by Cabinet and Council in February 2023.

Legal

Pursuant to s507b Education Act 1996 local authorities must, so far as it is reasonably practicable, secure for young persons between the ages of 13 - 24 sufficient educational and recreational leisure-time activities which are for the improvement of their well-being, and sufficient facilities for such activities. The Cabinet Member must have regard to the consultation responses when making their decision. There are no legal implications arising from the recommendation set out within the report.

Property

Property Services will give further advice on property implications in relation to youth centre sites when a decision on services at such sites is received.

Comments from other relevant service areas

Where reports span across other service areas relevant services should be consulted and brief comments included here to support the recommendation.

BACKGROUND PAPERS

- National Guidance for Local Authorities on Providing Youth Services – National Youth Agency
[National guidance for local authorities on providing youth services updated – NYA](#)
- Education Act 1996, Section 507B
[Education Act 1996 \(legislation.gov.uk\)](#)
- [Cabinet report – 23 March 2023](#)