

YOUTH OFFER UPDATE

Committee name	Children, Families and Education Select Committee
Officer reporting	Lucy Wylde, Service Manager
Papers with report	None
Ward	All

HEADLINES

To provide the Committee with an update on the development and delivery of the new Hillingdon Youth Offer.

RECOMMENDATION

That the Committee notes the information presented within the report.

SUPPORTING INFORMATION

In September 2023 the Cabinet approved the delivery of the new Youth Offer. 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.

A five-year strategy has been developed that provides an infrastructure for delivery and accountability of the new Youth Offer. The strategy connects our Vision, Mission and Purpose, informed by the Youth Offer consultation, the strategy sets out how we will deliver a dynamic, modern and responsive youth offer to our young residents. Using a place-based approach, the diverse and skilled workforce will deliver programmes from a range of community settings, taking services to our young people where they are promoting visibility and accessibility.

The implementation of Hillingdon Council's Youth Offer requires a comprehensive and diverse approach, closely collaborating with organisations delivering programmes to children. The overarching goal of the Hillingdon Youth Strategy is to enhance and build upon existing initiatives, driving improvements in quality and standardisation of delivery, as mandated by Section 507b of the Education Act. The strategy is dynamic, requiring continuous planning, action, and review. There is no fixed endpoint; rather, an ongoing cycle of enhancement and adaptation to address local needs effectively.

The new five-year strategy focuses on 9 priority areas

1. Local Youth Offer
2. Local Youth Offer plan
3. Needs Analysis
4. Monitoring and evaluation
5. Youth Engagement
6. Youth Work Curriculum
7. Safeguarding and risk management
8. VCFS engagement
9. Workforce Development

For each of the priority areas we have identified a number of key actions and are now working towards achieving these. We are developing and reshaping existing provision, increasing the Youth Offer by working collaboratively with the Community Voluntary and Faith Sector (CVFS) and coproducing services with children, young people and stake holders.

To date we have made progress in the following in the areas:

Recruitment

To deliver on the Youth Offer we are investing in an experienced and skilled workforce, at the start of this process we had 18 vacant posts to recruit to within our Universal team, so far, we have successfully recruited:

- 3 x Locality Programme Coordinators for North Locality, Southeast and Southwest
- 1 x Locality Lead Programme Delivery Worker
- 6 x Programme Delivery Workers.

A number of these posts were filled by existing staff who were excited by the opportunity presented for progression within the newly forged Youth Offer. This is an excellent example of 'internal career progression' however, it has left us with additional recruitment. We are currently in the process of recruiting the final posts.

In line with our Children and Young Participation Strategy, children and young people have been involved in our recruitment process and will continue to be involved in the planning, shaping and delivery of the Youth Offer.

Workforce Development

As part of our workforce development, we created a Hillingdon Youth Offer workforce development plan to guide our recruitment and training offer. All staff carry out key mandatory training courses and in addition to this core training team members will go on to undertake a range of bespoke professional development and training opportunities to develop role specific knowledge. Our 'Stepping into Hillingdon's Youth Offer' training programme has been designed and delivered to the first cohort of new recruits in August and will continue to be rolled out with all new recruits as part of our induction process.

In order to develop the skillset of our detached and outreach workers we have secured detached youth work training from an industry expert associated with the Detached Youth Work Federation which will build on the work of our detached and outreach delivery team, we have been working collaboratively with this trainer to ensure that the training is contextually relevant for the borough.

Detached and Outreach Delivery Work within the Local Youth Offer

Unfortunately, the Transporter bus has been decommissioned. The Transporter bus has been an invaluable resource in the delivery of not only youth work interventions but more recently community-based health programmes including COVID vaccinations. The detached and outreach team continue to deliver outreach work in places and spaces across the Borough where young people congregate, to provide support and meet the young people's needs.

We have secured funding for two new buses and have been researching vehicles other borough's use. We are working collaboratively with children and young people to ensure their views and options are sought from the specification stage through to the internal modelling and external design. We will be using a similar specification to that of the London Borough of Barnet's youth bus and the Council's Fleet team are currently working on the tender process. Unlike our previous bus these new buses can be driven on a normal UK driving license which means they can be driven by multiple staff members across services and when not in use by us would be available for use by our partners in the CVFS.



Photo of London Borough of Barnet's Youth Bus

Places and Spaces

Teams continue to utilise flexible assets in our communities including three young people's centres, Uxbridge Family Hub, Hayes Family Hub, Schools, libraries and community spaces.

Communications Strategy and Launch

We have co-produced a communications strategy with the Council's Corporate Communications team, to market and advertise the Youth Offer. We will be launching a 3-month campaign #NextGen (named by children and young people) at the start of October beginning with a launch event at our young people's centre in Harlington. The communications strategy involves the creation of photographic materials and TikTok videos all co-produced with children and young people.

Community and Voluntary Sector

Work has begun on developing a Youth Offer Partnership Board, this is a partnership group of service providers and stakeholders, including representatives from the community, voluntary and faith sectors, working together with a collective vision to deliver a coordinated programme of services that respond to the support and development needs of children and young people in Hillingdon.

The role of the Youth Offer Partnership Board will be to provide strategic direction and leadership to ensure that services for children and young people in Hillingdon are coordinated, fit for purpose and meet the identified needs of the community. Taking collective responsibility and using a collaborative approach with stakeholders across the local area and focusing on improvement across all service providers so that children, young people, and families can access the support that they need.

One of our priorities is to publish and distribute a clear, accessible and informative Local Youth offer to residents. To this end, we have been working with colleagues across the Council on developing a new improved Directory of services which is easier to navigate and categorises services for children and young people. The new directory is currently under construction, but the existing directory is still accessible.

We carried out a review of our existing volunteering programmes and have developed a new Volunteer Strategy which will be implemented over the next 5 years. The volunteer strategy identifies four key priorities for developing our volunteer programme: Promoting the volunteer programme, Welcoming and building a community of volunteers, Celebrating and supporting volunteers and providing a quality experience.

Hillingdon Youth Offer – Future Plans

- **Development of Curriculum document** - We are developing a new curriculum document for the Youth Offer that will provide guidance and structure to our youth workers when they are developing content for their programmes. The new curriculum is informed by the National Youth Agency curriculum framework
- **Assess and review existing monitoring and evaluation systems and structures** - We are developing a new quality assurance toolkit in order to effectively review existing provision and identify areas for improvement. As stated within our 5 year strategy document we will Develop a plan to establish a standardised approach to data collection throughout the Youth Offer.
- **Expansion of Universal delivery offer** - Once the workforce is recruited and trained, we will be in a position to increase our service delivery. Offering more sessions and activities for children and young people across the borough in the three localities North, Southeast and Southwest.
- **Training of new staff** - We are currently in the process of onboarding and training new staff. We are currently on cohort three of our recruitment drive.
- **Collaboration with youth participation team** - We will be building links with the new participation team in Hillingdon in order to ensure that the voice of the child is representative of children and young people across the borough.
- **Updated webpages** - We are currently working with corporate communications team to ensure that our webpages reflect the transformation of our service and are more accessible to children, young people and families.

- **Biannual survey with children and young people** - As outlined in our 5-year strategy we will be working on the content for our biannual survey with children and young people utilising multiple methods and forums to engage with our children and young people across the borough.
- **Exploration of quality mark with NYA** - The National Youth Agency Quality Mark is a framework for development, providing a structure for organisations to work towards and measure themselves against. It recognises the great work carried out by providers across the country and builds on this by providing a reference point for what excellent practice looks like. We will be completing a self-assessment process to apply for the Quality Mark Award which provides our Youth Offer external validation and recognition.

PERFORMANCE DATA

The Youth Offer consists of three key teams Universal, Targeted and Community and Voluntary sector. The performance data below highlights key deliverables from the first quarter of this year 2024/ 2025

Universal Team

Universal Youth Team are currently delivering the following sessions from multiple community locations across the borough

- Duke of Edinburgh's Award
- Young Enterprise
- Juniors youth work sessions
- Inters youth work sessions
- Seniors youth work sessions
- Detached and Outreach sessions
- Superzone coach parker training programme

Delivery Spaces

Universal Youth Team are currently delivering the following sessions from multiple community locations across the borough:

- Harlington Young People's Centre
- Ruislip Young People's Centre
- South Ruislip Young People's Centre
- Botwell Library
- YMCA Hayes
- Uxbridge Family Hub
- Skills Hub

Detached and Outreach work has been delivered at the following places across the borough:

- Uxbridge Town Centre
- Hayes Town Centre
- Hayes – Botwell
- West Drayton – Mulberry Parade and Porters Way
- Northwood Hills High, Joel Street

- Hayes Town, Bourne Ave

During the month of June, the focus of our Outreach and Detached was Hayes due to homicide.

The Universal team delivered a total of 128 sessions during this quarter with over 1600 attendances.

The number of unique reached children and young people for the last quarter is 718.

Targeted Team

The Targeted team delivered the following programmes throughout the quarter, working with children, young people and young adults up to the age of 24:

- **AIMS** | - One to One mentoring programme for children aged 11 to 19
- **Being Me | Ages 8 to 17** - Programme for children who have witnessed domestic abuse to explore self-esteem, healthy relationships and personal safety.
- **BOUNCE | Ages 8 to 11** - Group programme to build resilience, communication and self-esteem.
- **IChoose | Ages 12 to 19** - Weekly groups for boys and young men. Each week, explore issues that affect young people through games, cooking, craft, sport, activities and discussion.
- **Connect | Ages 11 – 19** - One to one support for children and young people pre-entry to groupwork
- **KISS | Ages 11 to 19** - One-to-one mentoring and support around sex, relationship, CSE and sexual health education.
- **LGBTQIA+ Drop-in | Ages 13 to 19** - Monthly groups for 13 to 16-year-olds and 16 to 19-year-olds who are questioning or identify as LGBTQIA+.
- **LINK | Ages 13 to 24** - One-to-one counselling. Delivered online and at various community locations.
- **M- PACT (Moving Parents and Children Together) | Ages 8 to 17** - Programme to educate family members on the impact of addiction on children and family life, and help families with communication and coping strategies, so they can make positive changes. The programme also ensures children and young people living with parental substance misuse are safe, visible and their voices are heard.
- **SORTED | Ages 11 to 19** - One-to-one mentoring and counselling around drugs and alcohol education.
- **SWITCh | Ages 8 to 11** - Transition support programme delivered in school to support with the transition from primary to secondary school.
- **Unique Swagga | Ages 12 to 19** - Weekly groups for girls and young women. Each week, explore issues that affect young people through games, cooking, craft, sport, activities and discussion.
- **Yoga For Wellness | Ages 15 to 21**

The Targeted team received 228 referrals during the quarter, predominantly from the Stronger Family Hub and parent/carer self-referrals. An average of 17% of these referrals are already known to social care. With the majority residing in postcodes in the South of the Borough.

Programmes are delivered 1:1 and through group work at multiple venues including Family Hubs (x2), Young Peoples Centres (x2), Schools (x7), Libraries, Learn Hillingdon parks and green spaces.

A total of 186 children started targeted programmes during this quarter with 845 sessions being attended. Alongside this we delivered targeted Sorted sessions in 33 primary schools and KISS sexual health delivery in a further 15 schools.

The Targeted Team delivered Holiday provision during the Easter and May school holidays engaging 19 children on a residential activity at Easter, a further 37 unique children during the Easter activity programme #DoSomethingThisHalf Term and 36 during May half term.

Community and Voluntary Team

The Holiday Activity and Food programme (HAF) was delivered Borough wide during the school Easter holiday offering 8,392 sessional places, delivered in 51 venues by 36 different providers (including charities, Community Interest Companies and private companies) and engaging 2,566 unique children in a range of different enrichment activities.

RESIDENT BENEFIT

The Hillingdon Youth Offer is committed to delivering a modern youth offer that meets the needs of young residents by providing accessible, contextually and culturally aware services that are coproduced with children, young people and stakeholder.

The Hillingdon Youth Offer aligns with wider early help and prevention arrangements in Hillingdon and aims to support all our children and young people to reach their potential. It is responsive to the ever-changing needs of children and young people. It incorporates both universal and targeted teams that work in collaboration with the community and voluntary sector to provide locality-based work, detached street-based work, outreach youth work, outdoor learning, digital youth work and other activities such as residentials and volunteering. Utilising spaces and places across the borough to ensure a dynamic and responsive integrated early help offer that encourages children and young people to access services that seek to improve their life opportunities.

FINANCIAL IMPLICATIONS

None at this stage.

LEGAL IMPLICATIONS

None at this stage.

BACKGROUND PAPERS

[London Borough of Hillingdon - Agenda for CABINET on Thursday, 14th September, 2023, 7.00 pm](#)

APPENDICES

Appendix A – Example of programmes delivered across the month in different localities