

YOUTH OFFER UPDATE

Committee name	Children, Families & Education Select Committee
Officer reporting	Lucy Wylde, Service Manager
Papers with report	App 1 – Youth Strategy Document App 2 – HYO Curriculum Document App 3a & 3b – Performance data App 4 – Detached and Outreach – Heathrow Villages update
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

The Select Committee have requested an update on the delivery of the new Youth Offer. What follows is a short summary of what we have been working on since we last presented in November 2024. Progress has been noted against the key priorities identified in our 5-year strategy.

Priority 1: Local Youth Offer

1a Publish and distribute a clear, accessible and informative LYO across the borough.

Launch Event

The new offer was launched on Wednesday 19 February at Harlington Young People's Centre by Cllr Susan O'Brien, Hillingdon Council's Cabinet Member for Children, Families and Education and the Mayor of Hillingdon, Cllr Colleen Sullivan, Tehseen Kauser Director Children's Social Care.

The launch was well attended, and it is the starting point for our three-month publicity campaign #nextgen. The campaign includes social media posts, Tik Tok channel and poster boards across the borough.

Tik Tok channel

In response to what young people said they wanted we have created a Tik Tok channel with new content being released every week throughout the campaign. Content highlights services on offer and activities available for children and young people as part of the new Youth Offer.

Care and Support Directory

The revised, updated care and support directory went live on 3rd March 2025, the service have been part of the working group updating content and making it more user friendly and accessible for children, young people and families.

1b Develop plans for the continuation and evolution of the LYO beyond the current delivery period.

Since November 2024, there has been an increase in Universal Team sessions delivered across our locality areas in the North, Southeast, and Southwest. The introduction of sessions for the Inters age group in the North of the borough and a session at Uxbridge College Hayes campus in the Southeast has moved these teams closer to their full capacity/target now that staff are in place.

Additionally, there has been a significant increase in sessions in the Southwest locality, which was the last to be developed due to recruitment delays. New sessions have been introduced for the Inters and Seniors age groups, partnership work with St Margarets Church, Uxbridge College Uxbridge campus, and Colham Manor Children's Centre to provide additional Juniors, Inters, and Senior sessions. A total of five new sessions are now being delivered in the Southwest locality.

Our Detached and Outreach team has expanded its delivery to include work within the Heathrow Villages. Please refer to appendices for further details on the work completed to date.

Buses

Efforts to secure new buses to expand outreach work are continuing. Work is ongoing with the development of the Pathway 1 report, which will be submitted to the Commercial Panel for approval before moving forward to the tender stage.

Priority 2: Monitoring and evaluation

2a Assess and review all existing monitoring and evaluation systems and structures.

All current systems have been reviewed during the development of a new quality assurance toolkit designed to standardise processes across the three teams within the Hillingdon Youth Offer. This quality assurance initiative has commenced through the implementation of an 'Analyse, Plan, Do, Review' model, which has been established to continually evaluate and enhance the service offer.

2b Develop a plan to establish a standardised approach to data collection throughout the Youth Offer.

2c Create templates designed to capture the necessary insights to demonstrate impact effectively.

All teams within the Hillingdon Youth Offer have migrated onto the EHM data management system. A new document suite has been developed to standardise data collection including, end of project report templates and sessional evaluation forms. Through close collaboration with the data analyst team, we have devised a Power BI dashboard to assist in effectively analysing data to demonstrate impact.

Priority 3: Youth Engagement

3a Co-create a Youth Participation Strategy for the Hillingdon Youth Offer in partnership with stakeholders.

A first draft of a youth participation strategy has been developed, which will be presented to our stakeholders for their feedback later this year. Children and young people are at the heart of what we do and have continued to be involved throughout the Youth Offer. In the last few months children and young people have been involved in our recruitment, our marketing campaign and were an integral part of our Launch event in February 2025.

Priority 4: Youth Work Curriculum

4a Align the Hillingdon Youth Work Curriculum with the National Youth Work Curriculum.

4b Implement the new framework, providing regular feedback opportunities to assess impact and effectiveness.

The newly developed Youth Work Curriculum for the Hillingdon Youth Offer aligns with the National Youth Agency curriculum. This curriculum is being introduced to all new and existing staff through the Stepping into Hillingdon Youth Offer training sessions, with the 3rd cohort scheduled for early April 2025. The implementation of the new framework has been incorporated into the induction training for all staff.

Priority 5: VCFS engagement

5a Develop a comprehensive volunteer strategy to encompass the entire borough.

A new volunteer strategy has been created and changes are beginning to be implemented. This strategy sets out the vision for volunteering within the Hillingdon Youth Offer, including how volunteers will contribute to the organisation's aims, be provided with meaningful tasks and activities, be recruited, trained, and supported. Equity, diversity, and inclusion best practices are embedded into volunteering to ensure it is inclusive and accessible.

5b Establish a new Partnership Board to propel the implementation of the new Youth Offer. The Board will enlist representatives from charity, voluntary and faith sector organisations.

The new Youth Offer Board has held its first meeting with additional dates booked for the rest of the year. Representatives from the community, voluntary and faith sector have all expressed their interest in taking part.

Priority 6: Workforce Development

Since November 2024 additional Lead Programme Delivery Workers and Programme Delivery Workers have been successfully recruited. Currently, there are 6 vacancies within the Universal Team to fill due to offers being rejected and delays in the recruitment processes.

The new Stepping into Hillingdon Youth Offer training programme has been rolled out with 2 cohorts, and a 3rd cohort is scheduled for delivery in April 2025.

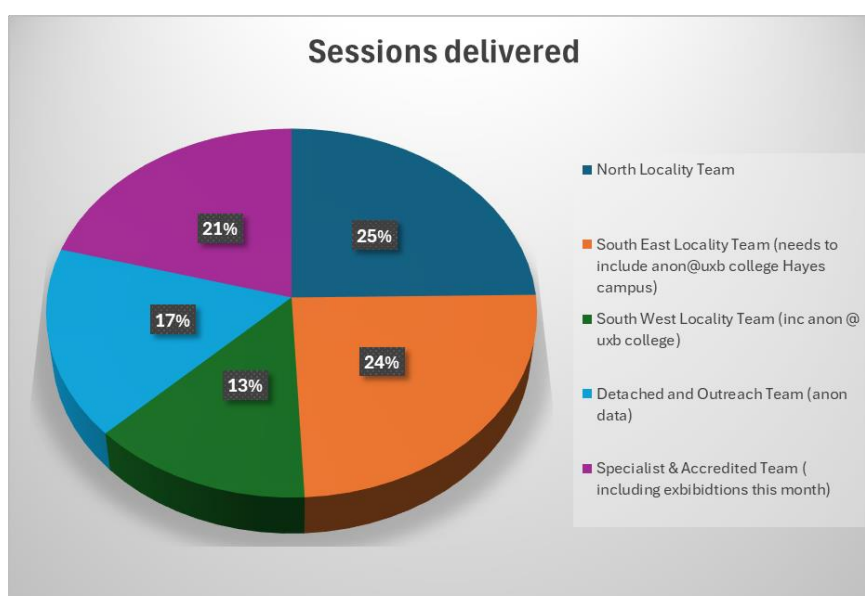
Our detached and outreach team have successfully completed specialist training input, and have established a new framework of guidelines for detached and outreach work across Hillingdon.

Our wider staff team across Universal, Targeted and Community & Voluntary teams have continued to engage in regular CPD opportunities. Notably additional staff have completed the Educational Visits Coordinator training and accreditation to ensure the effective leadership and management of high-quality outdoor learning and educational visits, for the benefit of the children and young people. Additional staff are undertaking the MPACT training to facilitate further delivery of this programme within Hillingdon. M-PACT (Moving Parents and Children Together) is an evidence based whole family programme for parental substance misuse it is a unique and innovative programme, which puts children at its heart.

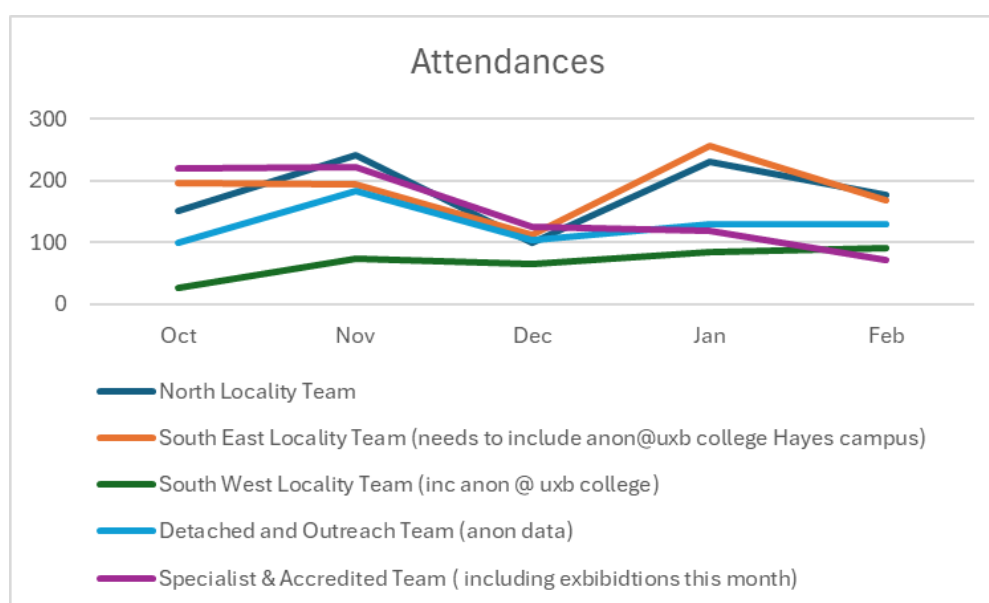
PERFORMANCE DATA SNAPSHOT

Universal Team

During the period October 2024 to Feb 2025 the Universal Team delivered a total of 319 group sessions.



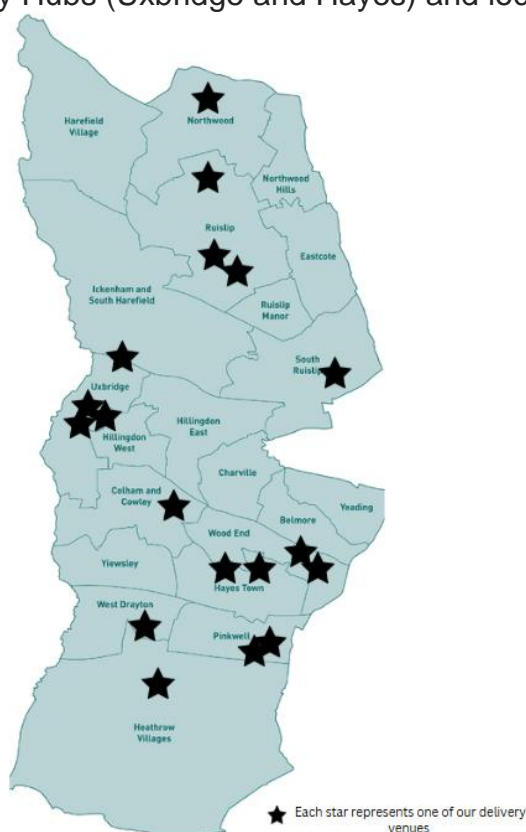
Although the three locality teams were expected to deliver equally, staffing challenges and a lengthy recruitment process delayed the development of the Southwest team.



The graph above shows a dip in December, which is expected due to two key factors. Firstly, there is a natural reduction in attendance as children engage in other family activities or are out of the borough. Secondly, our delivery focus shifts to holiday provision, primarily delivered during the daytime.

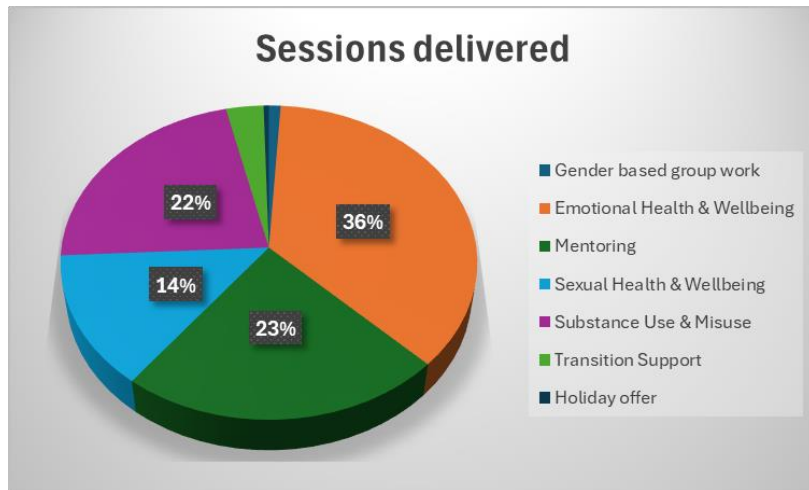
The Specialist and Accredited team has not seen the expected increase post-winter due to long-term staffing absences. This has led to a reduction in capacity to deliver the full service. February is a shorter month, and with the planning week and the half-term holiday, the figures above will show a greater increase in March.

Places & Spaces: The Universal team has been increasing the number of venues in use across LBH to bring services to various places and spaces throughout the borough. These have increased as our sessional delivery has increased. Venues in use include schools, youth centres (Harlington and Ruislip), Family Hubs (Uxbridge and Hayes) and local churches.

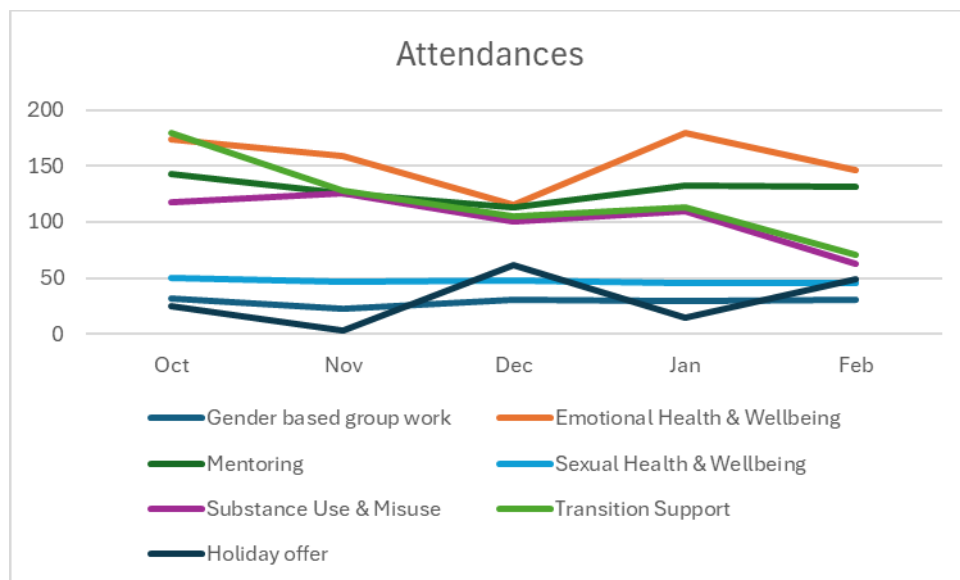


Targeted Team

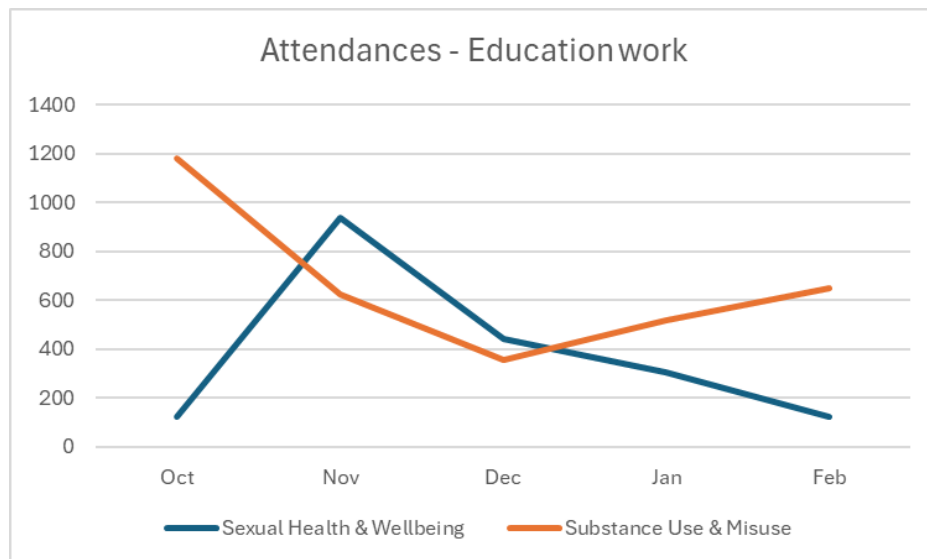
During the period October 2024 to Feb 2025 the Targeted Team delivered a total of 2907 sessions.



The graph above evidences that the emotional health & wellbeing sessions, Link counselling and yoga for wellbeing, make up the highest proportion of our sessional delivery. This team's capacity has been increased through additional funding streams to increase sessions delivered to meet the high demand for mental health support. The Targeted team prides itself on its flexible and dynamic delivery model, adapting to meet the needs of children and young people in Hillingdon based on local and national intelligence.

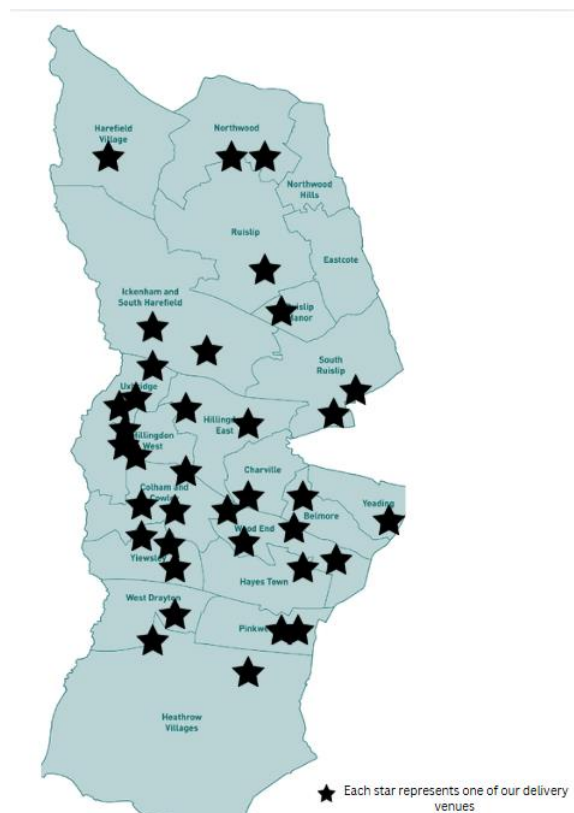


Attendances above include the 121 and small group work sessions delivered by the Targeted Team. The graph shows a dip in December, which is expected due to two key factors. Firstly, there is a natural reduction in attendance as children engage in other family activities or are out of the borough. Secondly, our delivery focus shifts to holiday provision, primarily delivered during the daytime (you can see the spike in holiday programme attendance (dark blue)).



Attendances above include educational sessions delivered by our Sexual Health & Wellbeing and Substance Use & Misuse Teams, over the period a total of 5,251 attendances were achieved through delivery in 33 PRU's, schools and colleges.

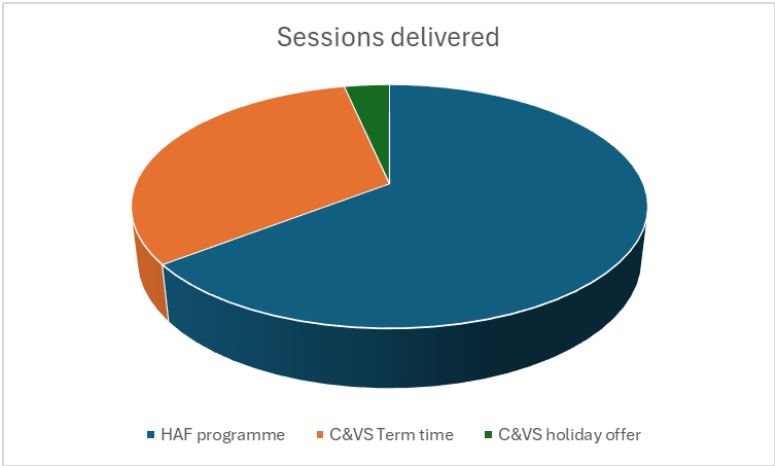
Places & Spaces: The Targeted team has been increasing the number of venues in use across LBH to bring services to various places and spaces throughout the borough. Venues are selected based on evidenced need and local intelligence. Venues in use include schools and colleges, youth centres (Harlington and Ruislip), Family Hubs (Uxbridge and Hayes), outdoor parks and spaces, and libraries.



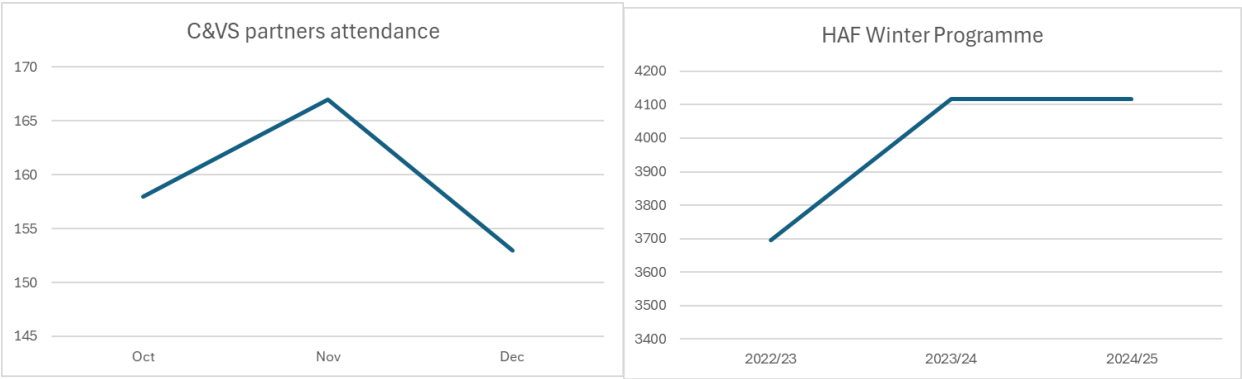
Community & Voluntary Team

From October 2024 to December 2024, the C&V Team collaborated with 28 providers to deliver the HAF Winter programme, offering 153 sessions. Additionally, they supported our partners,

including HACS, TxL, Barnardo's, and Young Carers, in delivering 76 term-time sessions and 8 holiday sessions.



As illustrated in the graph above, the Holiday Activity and Food (HAF) Programme represents our most significant initiative. We collaborate with various partner agencies, including Community Interest Companies and charitable organizations, to deliver this program.



Attendance from our C&VS partners increased throughout the quarter, which can be seen in the above graphs. However, the Christmas period saw a significant reduction due to fewer sessions being delivered. Additional data will be collated at the end of this quarter.

The HAF Winter programme experienced significant growth in attendance from 2022/23 to 2023/24, and it has successfully sustained the same level again this year.

Community outreach work: Since October 2024, the C&VS team, with support from staff across all three HYO teams, has attended 17 community events. These include the Hayes Vinyl Festival, family roadshows at LBH libraries, and Brilliant Parent workshops. Through these events, we have engaged with over 228 children and 167 parents.

Places and spaces: The C&V team supports the delivery of programmes across the borough in various venues, including schools, colleges and universities, libraries, youth centres, sports facilities, family hubs, outdoor spaces, and more.

Disclaimer: The information provided is for informational purposes only and may not be fully accurate or complete due to current challenges with our internal data management systems, which we are actively reviewing and developing.

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, and other activities such as residential 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

NIL.

APPENDICES

1. Youth Strategy Document
2. HYO Curriculum Document
3. Performance data
4. Detached and Outreach – Heathrow Villages update