

CABINET

Monday, 24 February 2020

WIRRAL YOUTH OFFER- PHASE 1

Councillor Tom Usher, Cabinet Member for Children, Families and Education, said:

“Local people want to be involved in shaping the services they use, and young people are no different. We are dedicated as a council to ensuring our services fit around our people and their needs.

We decided it was important to ask children and young people how we could improve, and more broadly, how we could make this borough an amazing place to grow up in. What we found was that when we ask young people their ideas, they have a real sense of what they want and need. Their contributions were clear, honest and realistic. This report is a summary of the findings, and what we should do based on those findings. We have asked. Now we have a duty to act.

This report would not have happened without the help of the young volunteers who delivered the questionnaire and all of those young people who stepped forward to give us their views.

REPORT SUMMARY

This report details Phase 1 of Wirral Council and the multi-agency partnership’s response to the youth consultation undertaken in the summer of 2019 and outlines the first phase of a Youth Offer which aims to enable young people in Wirral *to be all that they can be*.

The proposals contained in this report seek to improve life chances and reduce inequalities for young people across the borough. The proposals support the delivery of the following objectives:

- Young people are ready for work and adulthood (Wirral Plan 2020);
- Vulnerable children reach their full potential (Wirral Plan 2020);
- Brighter futures for our young people and families – regardless of their background or where they live (Wirral Council Plan 2025); and
- Services which help people live happy, healthy, independent and active lives, with public services there to support them when they need it (Wirral Council Plan 2025)

A commitment was made to young people that wherever possible their words would be used in reports.

This matter affects all wards within the borough.

This is a key decision.

RECOMMENDATIONS

Cabinet is asked to demonstrate a commitment to the young people of Wirral by endorsing the proposals for Phase 1 of the Youth Offer, which outlines the multi-agency partnership response to the youth consultation and associated findings report, *Care More About Us* (Appendix, Section 1).

Cabinet is asked to endorse the proposed arrangements for management and governance of the Phase 1 of the Youth Offer and its implementation.

Cabinet is asked to support the reallocation of £27,000 funding for website provision from Wirral Council to Wirral Metropolitan College.

SUPPORTING INFORMATION

1.0 REASONS FOR RECOMMENDATIONS

- 1.1 In the summer of 2019 we, the multi-agency Wirral partnership, commenced a review of youth provision in Wirral. To enhance our needs analysis we undertook a consultation with young people. Asking them *how we could make Wirral an amazing place for young people* provided not only a wealth of brilliant ideas, but also an extraordinary insight into their day-to-day experience of being a young Wirral resident. Whilst for some participants they reflected on opportunity and positive experiences, for too many young people this was not the case and they conveyed a sense of disillusion, disappointment and exclusion from what Wirral, and childhood, should be offering them.
- 1.2 We have a collective responsibility to learn from the consultation findings and to take action. We need to do more to reduce health inequalities and to break cycles of poor outcomes. In their response one young person stated, “Only the wealthy get the chance to do what they want and enjoy life, while us who are poor only get to survive.” We know from Public Health England data that there are significant health inequalities in the borough, and we need to act now to prevent the next generation experiencing the same outcomes.
- 1.3 We need to do more for those facing disadvantage and be proactive about it. Already, at a young age, there are many adolescents who believe their future outcomes will be determined by where they live and their family’s financial situation. This is articulated by one respondent who stated, “The Wirral gives us low expectations in life, from the poor quality housing, buildings and poor areas. No one can afford anything to make things look better so we know we will live somewhere gross and unsafe.” Young people highlighted that we need to “improve inequalities in areas”, to “help those who need it better” and that they “shouldn’t have to ask for help”.
- 1.4 We need to show young people that we care by investing in them. We need to remind ourselves that they are *our children*, and we need to provide them with the support and care we would want for our children. Not feeling valued or cared for was evident in many responses such as, “How young people are perceived is very poor. No respect for us, they think we are all the same”, and, “stop treating all adolescents as criminals”, and “make adults more accepting that not all teenagers are chavs”. By delivering these proposals we will demonstrate that we do care and begin to restore some of the faith that is clearly lacking in those young people who stated, “nothing will change” and “why ask if you don’t act on the issues”.
- 1.5 In addition to the voice of young people, data and professional experience also provide a case for change. Currently we do not have a co-ordinated youth offer and although we have a wide range of good quality services and provision for young people, without co-ordination there is a lack of consistency, both gaps and duplication, and inequity.
- 1.6 Providing a Youth Offer which is part of an early intervention strategy, as detailed in these proposals, will help to create the supportive environment that all young people need in order to thrive. These Phase 1 proposals seek to improve daily life for any

young person by providing learning, fun, care, new experiences, socialisation and activities that are not just easy to access but hard to avoid. For those young people who are facing challenges or disadvantage their life chances should not be set in stone. Giving them the opportunity *to become all that they can be* is in our hands.

2.0 OTHER OPTIONS CONSIDERED

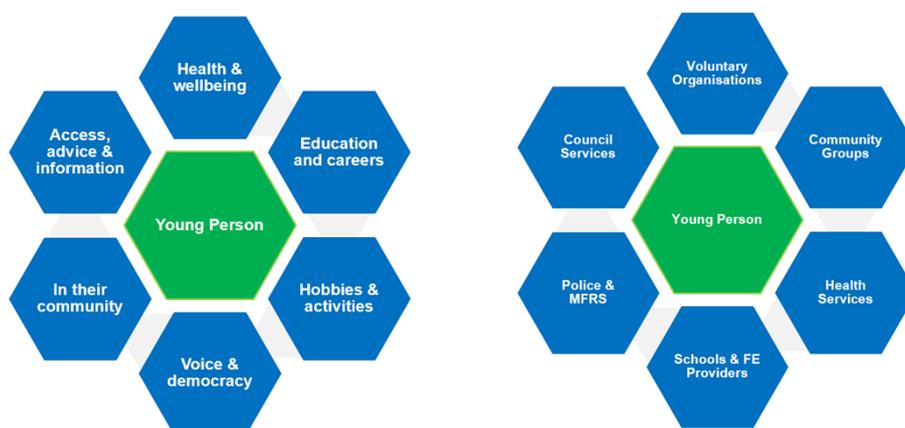
2.1 Responding to the recommendations of the *Care More About Us* report (Appendix, Section 1) has involved consideration of a wide range of options over a period of several months. Using a collaborative approach, the multi-agency Project and Management Groups have met on a regular basis, as has the Young People's Action Group. These stakeholder forums have appraised relevant options, and all endorse the Phase 1 proposals set out in this report. Details of group membership and meetings are outlined in *Partnership Approach to Formulating Proposals* (Appendix, Section 2).

3.0 BACKGROUND INFORMATION

3.1 We want Wirral to be an amazing place for young people that supports them to be all that they can be.

3.2 Throughout the review of the Youth Offer we have aimed to understand what young people in Wirral need to support their development and help them to achieve the best possible outcomes. With insight from the consultation, we have worked collaboratively to propose a Youth Offer which will be accessible and beneficial to all young people in the borough.

3.3 The review focused on listening to what young people are telling us rather than making assumptions about what we think they want they are the experts. It is important to note that the Youth Offer is about more than youth clubs and leisure activities, it considers all aspects of young people's lives, including: health & wellbeing; education, employment & learning; hobbies, activities & free time; youth voice & democracy; young people in their communities; and, advice, information and access. The proposed Youth Offer is a partnership venture, of which Council-run services are important, but they are part of a wider system for children and young people.



3.4 An amazing offer for young people in Wirral means:

- When they need help, they get it, quickly and easily;
- When they need someone to talk to, they know who that person is and how to contact them;
- They can access the types of hobbies, sports, pastimes, and leisure activities that interest them;
- They are inspired through education and learning to attend and achieve their goals;
- They can enjoy all that Wirral has to offer as a place;
- They are encouraged to have aspirations and there are people and services that support them to achieve their ambitions;
- Information, advice and guidance for the present and the future is readily available;
- They have belonging in their communities, feel accepted and can live without fear for their safety;
- They can participate in their communities and make a positive contribution.

3.5 Working collaboratively with young people, public services, communities, voluntary and faith groups, residents, schools and other organisations, the proposed Phase 1 Youth Offer seeks to meet the outcomes described above and enable young people to have the best possible experience in their daily lives.

3.6 The review of the Youth Offer has been underpinned by an agreed set of key principles:

- The voice and views of young people direct the review;
- Professionals, agencies, services, and commissioners set aside their own agendas to work collaboratively in the interest of meeting the needs of our young people;
- We will make the best possible use of all resources available, including people, buildings, funding, services, facilities and natural resources;
- All agencies and individuals in the partnership recognise that there may be a need to change or re-purpose what we currently do and deliver to meet the needs of our young people;
- The review will allow all partners to *play to their strengths*, recognising that there is a part for each to play, regardless of size or status; and
- All partners will seek to avoid any reductions in funding or investment in young people. Potential savings should be re-invested in the new Youth Offer.

3.7 As a partnership we have developed a Youth Offer logic model and four proposals for the Phase 1 of the Youth Offer. These are detailed below.

3.8 Phase 1 Youth Offer Logic Model

PHASE 1 YOUTH OFFER LOGIC MODEL

INPUTS	ACTIVITIES	OUTPUTS	OUTCOMES
<p>Children and young people Children and young people <i>Care More About Us</i> report</p> <p>Wirral Council Services Youth Matters Service (Youth Work) Play Service Leisure Services Parks Library Services Public Health Anti-Social Behaviour Team Youth Justice Service 14-19 Team and Adult Learning Cultural Services</p> <p>Wirral Partnership Schools, FE, Training Providers Health Services Merseyside Police Merseyside Fire and Rescue Service Community, Voluntary and Faith Organisations (including the Hive) Merseytravel</p> <p>Wirral's People Parents, carers, families, residents Employers and businesses Councillors Employees of Wirral</p> <p>Wirral's Resources Natural assets Buildings Facilities Existing financial input</p> <p>Other Technology Statutory Youth Work Procedures Wirral Plan and partnership vision for children, young people and families</p>	<p>Design, develop and launch digital platforms for young people in Wirral</p> <p>Negotiate on behalf of young people with internal and external partners who can contribute to/improve the youth offer</p> <p>Work with Public Health England, schools and FE providers to develop a curriculum for life</p> <p>Give young people a voice and real stake in the future of the borough</p>	<p>New website/app/digital platform for young people</p> <p>Broader range of activity available and advertised for young people</p> <p>Co-ordination of activity and services for young people</p> <p>Easier for young people to find something to do</p> <p>Flexible access to help, advice and services</p> <p>Easier to access support</p> <p>Greater range of no cost/low cost activities for young people</p> <p>Modernised communication with young people</p> <p>Young people have safe places to socialise and permission to do so</p> <p>Improved environment for young people to grow up in</p> <p>Improved sense of safety</p> <p>Curriculum for life is delivered through schools and communities</p> <p>Improved readiness for adulthood</p> <p>Youth voice is valued and contributes to the future development of the borough, its communities and services</p>	<p>Wirral's young people become all that they can be Young people experience improvements in: - health and wellbeing - mental health and resilience - community involvement and active citizenship - confidence and self-esteem - aspirations and ambition - relationships - employment, education and training outcomes - abilities, capabilities, talent growth - readiness for work and adulthood</p> <p>Wirral's young people experience a sense of belonging, purpose and feel valued</p> <p>Community wealth building</p> <p>Cost avoidance through reductions in: - crime and anti-social behaviour - teenage pregnancy - alcohol and substance misuse - child exploitation (criminal and sexual) - young people entering the care system - youth unemployment - mental health issues - childhood obesity - poor outcomes linked to poverty</p>

3.9 Proposal One

PROPOSAL 1	We will design, develop and launch a digital platform(s) for young people in Wirral	
WHY	<ul style="list-style-type: none"> • “make the place feel as though there is stuff to do” (Recommendation 1- <i>Care More About Us</i> report) • “get out on social media” (Recommendation 10- <i>Care More About Us</i> report) • 20% of survey respondents over 12 years stated nothing they wanted to do was available to them • 19% of survey respondents under 12 years and 16% of those over 12 years stated that they do not know what activities are available • Without prompting, 36% of survey respondents asked that we modernise how we advertise activities and communicate with young people • Without prompting, 14% of respondents indicated that they would appreciate online access to services • Since 2016, pageviews of <i>Teen Wirral</i> have fallen by 69.63% 	
WHAT IT WILL DO		HOW WE WILL DELIVER
<p>The website will:</p> <ul style="list-style-type: none"> • Co-ordinate and advertise activities for young people, including sports, leisure, events, cultural opportunities • Provide information, advice and guidance • Provide signposting and access to services • Contain online resources, training and self-help packages • Provide <u>live-chat</u> with a professional youth worker • Give access to Members of the Youth Parliament (MYP) • Provide a facility for membership with access to sponsorship and a rewards scheme 		<ul style="list-style-type: none"> • <i>Teen Wirral</i> will be de-commissioned and the £27,000 used to fund the new website • Wirral Metropolitan College will be commissioned to provide the digital platform(s), with students responsible for the design, development and maintenance • Initial content is being provided by Community Action Wirral (CAW) as part of their existing commission with Wirral Council
WHO WILL BENEFIT	AREAS BENEFITING	TIMESCALES
<ul style="list-style-type: none"> • All young people in Wirral, where they have internet access, will benefit • Access will be available, without cost, through schools, FE providers, youth clubs and libraries 	<ul style="list-style-type: none"> • As an online resource, this will benefit young people in all areas of Wirral 	<ul style="list-style-type: none"> • 12-18 month to full implementation • Initial launch September 2020

3.10 Proposal Two

<p>PROPOSAL 2</p>	<p>We will negotiate on behalf of young people with internal and external partners who can contribute to/improve the Youth Offer</p>		
<p>WHY</p>	<ul style="list-style-type: none"> • “make parts of Wirral look less run down” (Recommendation 2- <i>Care More About Us</i> report) • “make it a place where I feel safe all the time, as I don’t at the moment” (Recommendation 3- <i>Care More About Us</i> report) • “support young people to stay on the Wirral more” (Recommendation 5- <i>Care More About Us</i> report) • “have activities for us to do that our parents can afford” (Recommendation 6- <i>Care More About Us</i> report) • “stop increasing my ticket prices and improve trains and transport” (Recommendation 7- <i>Care More About Us</i> report) • Cost of activities was identified as a barrier to participation by 21% of young people under 12, and by 28% of young people over 12 • 37% of all survey participants identified transport as a barrier to participation 		
<p>WHAT IT WILL DO</p>		<p>HOW WE WILL DELIVER</p>	
<ul style="list-style-type: none"> • Identify and secure a range of low cost/no cost activities • Negotiate with Merseytravel for young person reductions/subsidies • Respond to contextual safeguarding concerns identified • Designate safe spaces, indoors and outdoors, for young people in each neighbourhood • Develop a young person’s reward scheme • Develop a young person’s sponsorship initiative • Development of a <i>Children and Young People Friendly</i> kitemark for organisations, businesses, services 		<ul style="list-style-type: none"> • By establishing a sub-group of the Young People’s Action Group, led by a Graduate, supported by Officers and backed by the Cabinet Member for Children, Families and Education to influence and lead negotiations • Work with Wirral Safeguarding Children’s Partnership on the contextual safeguarding agenda • Generate income through premises no longer required to ‘buy’ low cost/no cost activities • Align with Liverpool City Region initiatives 	
<p>WHO WILL BENEFIT</p>	<p>AREAS BENEFITING</p>	<p>TIMESCALES</p>	
<ul style="list-style-type: none"> • All young people in Wirral will benefit, with young people from deprived areas and low-income families given priority 	<ul style="list-style-type: none"> • All areas in Wirral will benefit, with Lower Super Output Areas (LSOAs) given priority 	<ul style="list-style-type: none"> • 12-18 months for full implementation • Sub-group in operation April 2020 	

3.11 Proposal Three

<p>PROPOSAL 3</p>	<p>Work with Public Health England, schools and Further Education providers to develop a curriculum for life</p>		
<p>WHY</p>	<ul style="list-style-type: none"> • “help young people in schools know how to progress as an adult” (Recommendation 8-<i>Care More About Us</i>) • For teenaged respondents, areas they want the Youth Offer to provide more learning/experience on are ranked as follows: <ol style="list-style-type: none"> 1- learning about money and banks 2- more careers activity 3- more work experience 4- learning about housing 5- life skills training 6- volunteering opportunities 7- opportunities to help others 		
<p>WHAT IT WILL DELIVER</p>		<p>HOW WE WILL DELIVER</p>	
<ul style="list-style-type: none"> • Flexible access to the Healthy Child Programme • A new curriculum of support and activities to better prepare young people for work and adulthood • Improved consistency and access to work experience and independent careers advice • Improved preventative health services • We will prioritise all secondary schools and Further Education providers, with a view to extending to primary schools when <u>particular issues</u> arise • Access via the website for young people who are not in education or training 		<ul style="list-style-type: none"> • We will use a <i>community around the school</i> approach, that builds on the success of the existing <i>Health Services in Schools</i> model • We will review the existing commissions for preventative health services to develop a more coherent offer • We will identify an Officer, from existing resource, to act as co-ordinator • We will work with PHSE leads to develop a consistent curriculum, engaging partners, as appropriate in delivery of activity • Strong links to the neighbourhood offer for those not accessing a school or further education provider 	
<p>WHO WILL BENEFIT</p>	<p>AREAS BENEFITING</p>	<p>TIMESCALES</p>	
<ul style="list-style-type: none"> • All young people of secondary school age • Primary-aged children where there is a specific need identified 	<ul style="list-style-type: none"> • All areas across Wirral will benefit, although activity will be delivered via identified schools 	<ul style="list-style-type: none"> • 12-18 month for full implementation • Initial curriculum established September 2020 	

3.12 Proposal Four

PROPOSAL 4	We will give young people a voice and real stake in the future of the borough		
WHY	<ul style="list-style-type: none"> • “let everybody be included” (Recommendation 4- <i>Care More About Us</i> report) • “support young people to stay on the Wirral more” (Recommendation 5- <i>Care More About Us</i> report) • “make parts of the Wirral look less run down” (Recommendation 2- <i>Care More About Us</i> report) • 18% of survey respondents over 12 years would like more involvement in politics • 23% of survey respondents over 12 years want to be able to have influence on the opportunities available to young people • Without prompting, 34% indicated that they want to have their views heard and action taken 		
WHAT IT WILL DELIVER		HOW WE WILL DELIVER	
<ul style="list-style-type: none"> • Monthly Youth Committee activity • Quarterly Youth Parliament activity • Virtual assembly via the website • Member of Youth Parliament blog and contact through the website • Young people will be part of the decision-making process for matters which affect them and the future of the borough • Opportunity for youth engagement in climate and environmental activity 		<ul style="list-style-type: none"> • We will establish a Youth Committee of elected young people, supported by Democratic and Member Services • We will increase the frequency of the Youth Parliament from an annual to quarterly event • Youth Committee Members will be trained and supported by Youth Workers and Member Services • Revised <i>Participation Strategy</i> to better co-ordinate youth engagement and reach disadvantaged groups • Young people working alongside Elected Members 	
WHO WILL BENEFIT	AREAS BENEFITING	TIMESCALES	
<ul style="list-style-type: none"> • Young people in Wirral will benefit from enhanced citizenship • Elected Committee Members will benefit from learning and experience 	<ul style="list-style-type: none"> • All areas of Wirral will benefit from establishing a Youth Committee 	<ul style="list-style-type: none"> • Shadow Committee May 2020 • Elected Committee sitting by May 2021 	

4.0 FINANCIAL IMPLICATIONS

- 4.1 The Phase 1 proposals contained within this report would be delivered within the current budget allocation. Existing resource will be used differently to achieve the Youth Offer described. It is anticipated that the financial value of the Youth Offer will increase over the long-term as external organisations/philanthropists commit, as partners or sponsors, to the offer and to our young people.

5.0 LEGAL IMPLICATIONS

- 5.1 There are no legal implications directly arising from this report.

6.0 RESOURCE IMPLICATIONS: STAFFING, ICT AND ASSETS

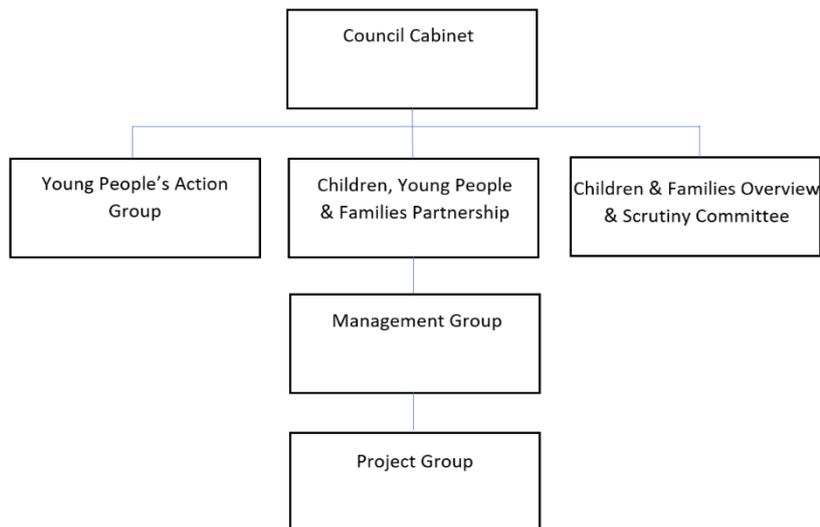
- 6.1 At present the *Teen Wirral* website is maintained and managed by Wirral Council's Marketing and Communications Team at a cost of £27,000 per annum. It is proposed that the website is de-commissioned, and funding re-directed to Wirral Metropolitan College as providers of a digital platform for the Youth Offer. This presents a reduction of funding for the Marketing and Communications Team.

7.0 RELEVANT RISKS

- 7.1 The most significant risk would be not taking action on the findings of the consultation. We asked young people, who make up approximately 20% of Wirral's population, what they need us to do to help them become all they can be, and they told us very eloquently and clearly what that is. We now have a collective responsibility to act. We must respond in a manner which shows that we care and are investing in their future.
- 7.2 Deliverability is a potential risk. Aligned with our Council values, the proposed Phase 1 Youth Offer is customer-focused and ambitious. Establishing and delivering these proposals will require a robust implementation plan. With endorsement from the Cabinet, a detailed implementation plan will be produced which will be monitored through appropriate lines of accountability. This will build on the success of partnership working to date, which has seen the consultation being completed June to September 2019 as planned, the findings report published in November 2019, and proposals outlined by January 2020. The multi-agency Project and Management Groups, which have operated over this period, will continue.
- 7.3 Mitigating against deliverability risk requires effective arrangements for management and governance.

Management Arrangements:

Implementation of the Youth Offer will be led through Children's Services under the line management of the Corporate Director for Children. The Principle Youth Worker (Senior Manager) will act as Project Manager, overseeing the implementation plan and reporting to the Assistant Director: Early Help & Prevention.



Governance Arrangements:

The above chart will be updated to reflect the Committee System at the appropriate time.

8.0 ENGAGEMENT/CONSULTATION

- 8.1 Extensive consultation has been undertaken with young people in Wirral. The survey was designed in partnership with members of the Youth Voice Group and Children In Care Council to elicit views on the support and services needed for them *to be all that they can be*. The consultation was completed between June to September 2019 with almost 3,000 young people taking part. Surveys were received from 2,736 young people and several groups took part in the consultation events, forums, and workshops. Events for young people and the public were expertly facilitated by members of the Youth Voice Group.
- 8.2 Analysis of the returned surveys confirmed that the sample was representative of the population, that groups considered 'hard to reach' had been engaged and that the response levels were statistically valid. A breakdown of respondents can be found in the *Care More About Us* report (Appendix, Section 1) and an overview of responses to each survey question detailed in the *Young People's Questionnaire Summary Report* (Appendix, Section 4).
- 8.3 It is our intention that communication and consultation with young people and stakeholders will be continuous throughout the development and implementation of the Youth Offer. The Young People's Action Group, Youth Voice Group and Children in Care Council continue to be involved and updated on the progress of the review. The *Care More About Us* report has been shared with young people and a short film made by them which captures the 'Top 10 Recommendations' publicised. A group of young photographers, working with Creative Youth Development, have been engaged to produce a photo-journalism series, entitled *In Our Hands*, to complement the Youth Offer proposals. The Council website will provide a platform to continue communication with young people, their families and residents.

9.0 EQUALITY IMPLICATIONS

9.1 An Equality Assessment Impact can be found via the following link:

<https://www.wirral.gov.uk/communities-and-neighbourhoods/equality-impact-assessments/equality-impact-assessments-2017-1>

10.0 ENVIRONMENT AND CLIMATE IMPLICATIONS

10.1 The proposals contained within this report are expected to, by proxy, reduce emissions of CO2. As the survey results demonstrate, environment and climate change are increasingly important to our youth. By enabling our young people to have a stronger voice and increased engagement in democracy, we anticipate that their determination to reduce carbon emissions will positively influence our decision-making and that they will play a worthwhile role in holding residents, officers, leaders and politicians to account.

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APPENDICES

Appendix - Reviewing the Youth Offer Report

BACKGROUND PAPERS

Not applicable

SUBJECT HISTORY (last 3 years)

Council Meeting	Date
Not applicable	Not applicable