

SUNDERLAND CHILDREN'S TRUST

INTEGRATED YOUTH STRATEGY 2008-2011

Consultation Document



June 2008

INTEGRATED YOUTH SUPPORT STRATEGY 2008-2011

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INTEGRATED YOUTH SUPPORT STRATEGY 2008-2011

FOREWORD

This strategy outlines the universal and targeted support which a range of agencies will provide to help improve outcomes for young people, 13 to 19 years, in Sunderland. The strategy also fits with the Sunderland Children and Young People's Plan ten key priorities. The Government's vision expressed by Beverley Hughes, Minister for Children and Young People, "*every child having the opportunity to fulfil their potential, and no child slipping through the net*" is a shared one.

The Youth Matters Green Paper 2005 sets out the government's vision of integrated youth support to help young people achieve the five Every Child Matters outcomes. Youth Matters Next Steps followed in 2006 and provided the strategic implementation plan. The Sunderland Integrated Youth Strategy brings together a range of proposals that are set to deliver a radical reshaping of integrated targeted services within a universal framework.

At the heart of this strategy is the acknowledgement of the title 'Youth Matters' which provides a renewed national and local focus on the adolescent years, accepting young people's changing vulnerabilities and growing drive towards autonomy. Based on this is the knowledge that young people and their families sometimes need extra help and support. This strategy builds on the existing good practice, and seeks to be the focus for a detailed debate about the best and most effective way to deliver targeted services. Developing more targeted work is about helping those young people with complex needs by early recognition and preventative approaches.

Our opportunity is to provide real coherence between services for young people creating a more unified and integrated approach to the delivery of front line services. A key theme throughout is one of empowering young people and the acknowledgement that lasting and positive change will only be achieved if we put them at the centre of our services, policies and governance arrangements. This strategy also acknowledges the importance of balancing the hopes of young people but also their developing responsibilities. Getting this strategy right will be good for young people, their families and the wider community.

This strategy is for ALL young people in Sunderland. We will seek to ensure that strong universal services including 'places to go and things to do' are available to young people and that information and support is available where and when they need it in order to help them through what is an exciting but often challenging time of their lives.

The consultation timeline for the strategy begins in May 2008 until 30th September 2008 and intends to involve all key partners including senior officers, elected members, service managers, practitioners, young people and their parents/carers. The feedback from this process will inform the final strategy and detailed action plan. The implementation will be monitored by the Youth Board and Children's Trust.

1 INTRODUCTION

1.1 The Purpose of the Integrated Youth Support Strategy is:

- to comprehensively review existing youth provision across all services delivering positive activities to young people including youth work, sports and leisure, extended services and youth arts and music projects
- to improve outcomes for young people by enabling them to access responsive universal and targeted services
- to provide the framework for agencies to deliver an Integrated Youth Support Service (IYSS) for young people
- to bring together partners to share a vision around the needs of young people and the services which need to be planned for them – the 'Youth Offer'
- to seek the involvement of a wider audience on that shared vision and those planned services
- to provide a consistent approach in promoting and supporting responsible parenting at a universal level right through to a specialist level

The strategy is a living document that will change over time according to the changing needs of young people, their families and communities. Flexible processes will be built into the plan and these will be supported and driven by the Children's Trust and the Local Strategic Partnership.

1.2 The Sunderland Children's Trust is committed to:

- the provision of quality services for young people
- providing services that are well publicised and readily accessible within local communities throughout Sunderland
- delivering services within Sunderland for young people that are needs-led
- delivering services that address these needs, provided by a range of agencies
- supporting the ambition of the Children's Trust to ensure that these services are integrated at the point of delivery

When we refer to young people within this strategy, this includes all young people aged 13-19 (and up to age 25 for young people with learning difficulties and/or disabilities and young care leavers).

The scope of this strategy includes all services working with young people, whenever possible within a universal setting, and when necessary within targeted services.

Some young people and families needing specialist support will be signposted to the appropriate service.

2 HOW WE HAVE DEVELOPED THE STRATEGY SO FAR

2.1 We have used **Government policy and guidance** to plan and develop our Integrated Youth Strategy for 2008. The guidance sets out the requirements of developing the strategy, which includes:

- assessing the needs of local young people across all communities
- mapping existing services from the voluntary, private and public sectors against young people's needs
- planning, through the Children and Young People's Plan, an integrated, responsive, accessible and effective range of services and provision, underpinned by a workforce strategy
- redesigning services and commissioning provision that meets customer needs, drawing on a range of providers including the voluntary, community and private sectors as well as the public sector
- developing a series of measures to track the successful delivery of the Youth Offer

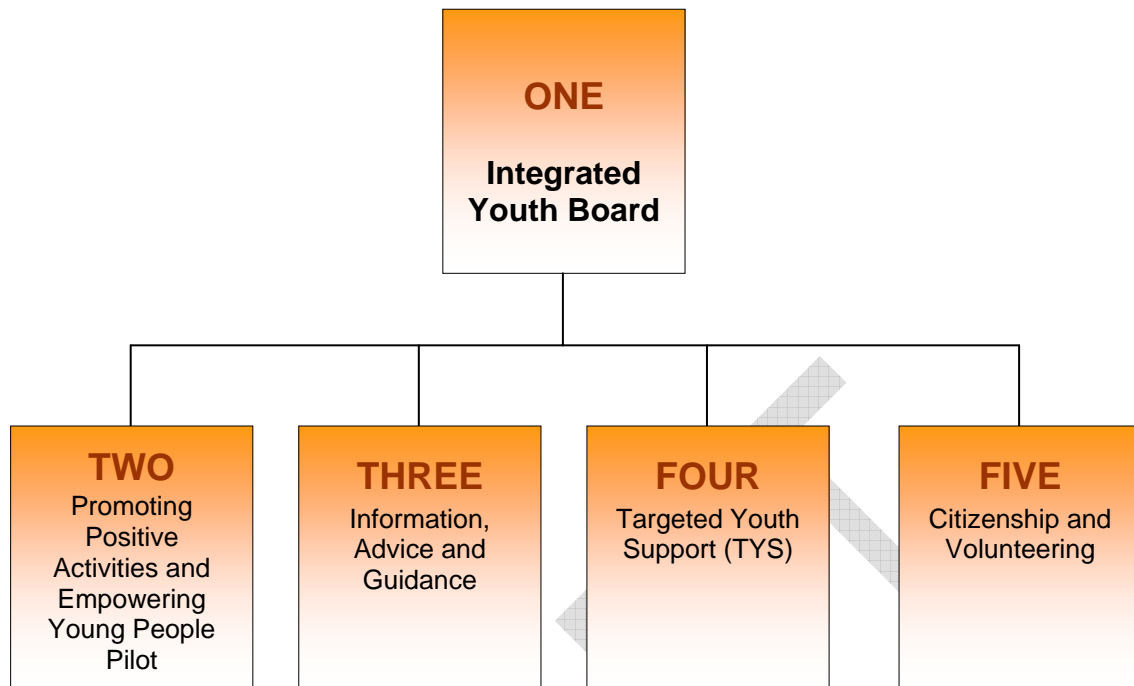
The strategy:

- considers the varying needs and circumstances of young people
- sets out the different levels of local support available to young people from preventative to specialist
- informs the Children and Young People's Plan
- reflects and informs the development of other relevant documents including the Risk and Resilience Strategy, SEN Strategy, Youth Justice Plan, Parenting Strategy, Joint Commissioning Strategy and the Local Area Agreement

2.2 As part of the Children's Trust arrangements, an **Integrated Youth Board** was established in March 2007 chaired by Judith Hay, Head of Positive Contribution and Economic Well Being. The Board has been responsible for developing a strategy to create the framework and establish the steps of how it will work in practical terms. The Youth Board has brought together the relevant changes across different services, plans and strategies into one coherent 'Youth Offer' and has included representatives from a range of statutory and voluntary agencies.

The structure of the Board mirrors the Government's vision for Integrated Youth Support. Four **Change Teams** has been established, led on key themes, reported on progress and identified challenges.

The diagram below shows the structure of the Youth Board and the fit with the four Change Teams.



In developing the strategy, the Youth Board has:

- consulted on models for IYSS
- audited existing youth facilities, services and provision
- developed a consultation strategy with young people
- undertaken a needs assessment drawing on demographic data, performance data and consultation with young people, families and practitioners
- developed a model for Targeted Youth Support
- developed a comprehensive information service for 0-19 year olds
- created a Citizenship and Volunteering Strategy as integral to the Youth Offer
- supported the transition of Connexions into the Local Authority and Children's Trust arrangements
- involved practitioners in developing the strategy

3 OUR VISION

3.1 The Children's Trust has a vision to improve the lives of all children and young people in Sunderland to prepare them well for adulthood:

“Working together to improve life chances and aspirations for each child and young person in Sunderland.”

The Youth Board has developed a shared vision for young people in the city:

“All young people in Sunderland regardless of their personal circumstances enjoy life to the full, are safe, healthy and confident, make

a positive contribution to their community, achieve their full potential – and then make a successful transition into adulthood.”

In delivering the vision, we want all service providers in Sunderland to:

- have smarter working arrangements including the commissioning/ decommissioning of services
- make a real difference to children and young people
- deliver earlier, more integrated services in universal settings (prevention)
- access a workforce development strategy with better career opportunities

3.2 To deliver this vision, a framework for improving outcomes for young people has been developed that will provide continuing support across three levels, universal, targeted and specialist services in our Integrated Youth Offer.

- Universal services – for all young people and their families.
- Targeted services – for young people with additional needs and those at risk of achieving poor outcomes.
- Specialist services – for the most vulnerable young people and/or those with complex needs.

In delivering services across these tiers, we will ensure that all young people:

- have access to a range of positive activities
- have opportunity for active citizenship and volunteering
- have access to high quality information, advice and guidance
- receive the additional help and support they need, co-ordinated by the most appropriate, trusted adult

CHALLENGE:

The challenge is to create an Integrated Youth Support and Development Service that has a two pronged approach - strong universal services in which to deliver targeted positive activities that seek to engage marginalised and hard to reach young people.

4 OUR PRINCIPLES

4.1 The Youth Board proposes to adopt the following key principles:

- IYSS is driven by the same principles of Every Child Matters reform – interagency governance, integrated strategy, integrated processes and integrated frontline delivery – and the same focus on outcomes and users.
- Young people’s needs and aspirations at the heart of the Sunderland offer
- Young people should be fully aware of the opportunities and support services available to them.
- Recognition that young people move in and out of risk and the need for preventative approaches.

- Closer integration of the planning, commissioning and delivery of local services across the public, private and third sectors.
- IYSS will be planned and delivered in collaboration with others such as Children's Centres, extended services in and around schools and 14-19 reforms to ensure that effective services are available for all children and young people living in Sunderland whatever their age.
- Recognise the transition points particularly at the boundaries pre-11, age 16 and post 19.
- Young people should be empowered through participation to enable them to have a key role in developing and improving services.
- The Youth Offer will promote and respect diversity and challenge prejudice and discrimination.
- Recognition of UN Convention on Rights of the Child.

5 CONTEXT

5.1 National

The Government's **Every Child Matters: Change for Children** programme provides a new approach to the well-being of children and young people from birth to 19 years. It aims for every child and young person, whatever their background or circumstances, to have the support they need to:

- be healthy
- stay safe
- enjoy and achieve
- make a positive contribution
- achieve economic well-being

The five 'ECM' outcomes underpin all aspects of government policy relating to children and young people.

Policy specifically relating to young people was set out in **Youth Matters** 2005, and **Youth Matters Next Steps** 2006 which set out the government's strategy for a '*radical reshaping of universal services for teenagers – with targeted support for those who need it most*'.

Since January 2007 there has been a statutory duty for local authorities to create arrangements that ensure young people have access to a range of positive activities. This duty was set out in **Clause Six of the Education and Inspections Act 2006**. Ensuring activities are of a more consistent quality and that they meet the needs of young people. Minimum national standards include access to two hours per week of sporting activity and access to two hours per week of constructive activities in youth clubs or classes. This combination of opportunities is often referred to as the **Core Youth Offer**, to be in place and published by April 2008 to include:

- a menu of positive activities for young people beyond the school day within a wide range of settings
- access to informal social education and personal development programmes within local neighbourhood settings
- access to a range of rewarding active citizenship opportunities to support the engagement of young people in their community and develop ways in which young people can contribute as volunteers
- access to quality sport and physical activity programmes to improve their health and well-being
- access to high quality information, advice and guidance
- access to opportunities that develop knowledge and skills leading to a recorded learning, or accredited learning, outcome
- access to a range of positive activities that can be tailored to suit their needs

5.2 In **Aiming High for Young People**, the ten year strategy for positive activities published in July 2007, the government has promised to **transform support services for young people in England**. It proposes a range of initiatives which **involves, listens and responds** to the needs and aspirations of young people under three main headings:

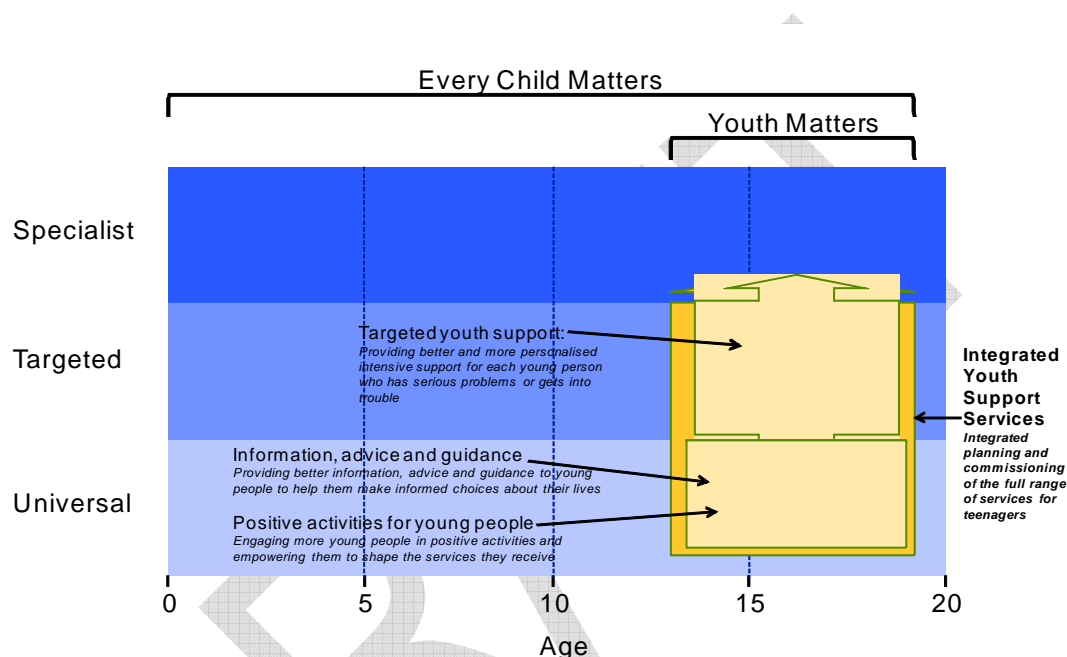
- **Empowerment:** giving young people and communities' real influence.
- **Access:** attracting and engaging every young person.
- **Quality:** effective services delivered by a skilled workforce and led by innovative, high performing managers.

Delivering this strategy and the wider reform of services and support for young people will depend on the commitment of **Local Authorities and the full range of local partners, including the third sector, parents and young people themselves**. At a national level, implementation of this strategy will be led by the new Department for Children, Schools and Families (DCSF) which will provide strong and more strategic leadership across government to improve youth outcomes.

5.3 On 5th October 2007, the government announced the creation of a Youth Taskforce, the focus of which is to deliver positive outcomes for young people. The remit includes work with local areas to ensure that young people involved in or at risk of anti-social behaviour are offered appropriate support alongside enforcement action to change their behaviour. This remit includes supporting the local delivery of the **Aiming High Implementation Plan** published in March 2008. The detail of the work that the Taskforce will take forward is brought together in the publication of the **Youth Taskforce Action Plan** launched in March 2008 alongside a summary of **DCSF research undertaken with 1,018 young people between the ages of 16 and 19**. The Action Plan comprises of six chapters and eighteen specific actions designed to help local services deliver the Youth Public Service Agreement PSA 14 (Increase the number of children and young people on the path to success), as well as support the delivery of PSA 23 (Make communities safer).

5.4 The **Children's Plan** published in December 2007 sets out the government's vision for children, young people and families based on putting their needs at the centre of **integrated services**. The plan identifies four areas in which to strengthen the commitments made in **Aiming High for Young People**:

- Setting a clear goal that all young people will participate in positive activities and access a broad range of experiences.
- Making further investment to improve places to go in every community.
- Exploring ways of improving information about things to do and places to go
- Developing the Children's Service workforce.



(Model developed by Training Development Agency (TDA) and Pathfinders)

CHALLENGE:

The challenge for the Youth Board is to ensure that national youth policy requirements are reflected in the Sunderland Youth Offer.

5.5 Locally

About Sunderland

- Sunderland is the **largest city in England's North East region**, with a population of 283,700, of which 63,800 are children and young people. The **minority ethnic population** is small but growing, with the largest sub-group being Bangladeshi. The number of **asylum seeking families** is rising.

- **Unemployment has dropped significantly** over the last ten years but claimant unemployment remains well above the national average and approximately one third of adults have **low literacy and numeracy levels**, above national averages.
- Sunderland has nearly twice as many people **permanently sick or disabled** compared with the national average.
- Although crime in the city has been falling significantly and **Sunderland is now the safest large city in the North**, with a crime rate below the national average, fear of crime remains an issue.
- The **quality of housing** continues to improve and almost 98% of the social housing stock now meets the decent home standards.

5.6 Existing Strategies and Plans – Summary

The Children and Young People's Plan identifies ten priorities:

- 1 Co-ordinate the Change for Children strategy.
- 2 Commissioning.
- 3 Strengthen the participation of children and young people.
- 4 Strengthen safeguarding to achieve 3* status.
- 5 Improve arrangements for the monitoring and management of performance.
- 6 Improve partnership working to strengthen engagement with the NSF, LSP, LAA and schools.
- 7 Tackle racism.
- 8 Implement BSF and academies programmes.
- 9 Establish and implement a parenting strategy.
- 10 Strengthen arrangements to manage risk taking behaviour and to develop resilience.

These priorities are reflected in strategies and plans across the city. Please refer to **Appendix one** for 'existing strategies and plans'

CHALLENGE:

The challenge for the Youth Board is to align the Integrated Youth Offer with existing plans and strategies working in partnership.

6 OUTCOMES FOR CHILDREN AND YOUNG PEOPLE

6.1 What young people tell us:

..... about being healthy

- Young people want to be more active and have **more access to sports, physical activities and youth clubs**. However, making unhealthy food choices increases through teenage years, and they become less likely to have 5 portions of fruit and vegetables each day. Just over half the young

people asked took part in two hours or more sport each week. Young people are concerned about **drug and alcohol misuse** in their area, while they tell us that many of them do drink alcohol and some smoke cigarettes. **Sex and relationships education** is a high priority for many young people.

- In a recent Health Survey of around 1,000 young people aged 16 and over attending Sunderland College, almost half reported that they had experienced some **emotional or psychological problems** either at the time of the survey or in the past.

Our needs assessment tells us:

- More **children with severe and complex disabilities** are surviving into adolescence and adulthood, and are living at home.
- **Smoking** in households with young children is very high, although decreasing. The number of women continuing to **smoke during pregnancy** has dropped.
- While **dental health** has been improving, the missing, decayed and/or filled teeth rate is well above the national average.
- Sunderland is on track to meet the 2010 **teenage conception** rate target set by the Department of Health. There has been an increase in **sexually transmitted infections**.
- Evidence suggests the **mental health** needs of young people are increasing, and that the risk to a young person is significantly higher in areas of multiple deprivation.

.... about staying safe

- Both boys and girls feel relatively safe both at, and away from, school or college. While most young people report generally feeling safe they mention wanting to be able to **walk down the street without being scared**, and possibly to have more street wardens and improved street lighting. Fear of crime is an issue and a number of young people report having been victims of crime in the last year. **Bullying** remains an issue which can make some children and young people feel afraid to attend school. Young people want to be able to **get help and talk about problems**, leaving them with fewer worries. They identify friends and family support as critical.
- **Racism** is also a factor which impacts on young people from black and minority ethnic communities. Too many young people experience racism frequently and this leads them to feel unsafe and restricts them from making full use of leisure and recreational facilities.

Our needs assessment tells us:

- **Sunderland is now the safest large city in the North** but the fear of crime remains an issue.
- The numbers of children seriously injured in **road traffic accidents** continue to give cause for concern.
- The number of **children on the child protection register (CPR)** has reduced. A fluctuating but significant majority of children on the CPR are impacted on by one or more of the following factors relating to adult/parent activity: **domestic violence, misuse of drugs and alcohol; and mental ill-health**. Figures show 57% of children on the CPR have been affected by domestic violence.
- There has been a reduction in **children looked after (CLA)** over the year, the number of CLA placed for **adoption** has remained stable.
- **Children with Learning Difficulties and Disabilities** live in safe environments and are consistently protected from abuse and exploitation.

.... about enjoying and achieving

- Only a third of young people find it very easy to find things to do in their spare time and a common theme is asking for **more things to do after school and at weekends**, especially in their own local area as it is **expensive to use public transport** and young people feel less safe outside their own neighbourhood. More clubs offering activities would be popular, and making sure **disabled young people can access** them. A lack of provision for riding **mini motos** was identified and the development of a **Youth Opportunity Card** and **What's on guide** have been raised with Sunderland Youth Parliament. Young people seem to feel that they are doing well at school, but support such as a **revision class** to help with SATs and more school trips were mentioned, as were dealing with issues such as **bullying and being healthy** in specific lessons. Young people identified **pressure** (peer, parental, school) as the topic for the 'Learning is Fun' conference.

Our needs assessment tells us:

- Based on the 2007 MORI poll within Sunderland, satisfaction with **facilities for young people, children's playgrounds and sports facilities in parks** has increased
- Existing **Children's Centres** reach over half of the children aged under five in their catchment areas. The number of **childcare places** has increased.
- At **Key Stage 1**, attainment has decreased in 2006. At **Key Stage 2** Sunderland is below the national average but there has been an improvement in Mathematics. At **Key Stage 3** the results have improved in English, maths and science.
- At **GCSE/GNVQ** or equivalent, attainment continues to improve.
- **Attendance** rates have decreased. The rate of **exclusions** has decreased.
- At all key stages **girls outperform boys**. **GCSE results for CLA** have improved. **Ethnic minority pupils'** attainment, particularly Bangladeshi pupils at Key Stage 1, 2 and GCSE, has decreased in 2006.

.... about making a positive contribution

- Young people want to **voice their opinions but want evidence it is acted upon**. They are concerned about **vandalism and graffiti**, as well as **litter** and the state of the environment. **Crime and anti-social behaviour** are concerns, but equally they feel they get unwarranted **attention from the police** and frequently get moved on.

Our needs assessment tells us:

- The number of **young people involved** in the Youth Participation Network has increased. The number of young people aged 13–19 years participating in a **Racism Awareness Raising Course** is increasing steadily.
- The proportion of **Looked After Children who offend/re-offend** in the City remains a challenge.
- The 2008 **UK Youth Parliament elections** recorded a 27% increase in voters compared to 2006 in Sunderland.

.... about economic well-being

- Most young people recognised that **getting a good job** was the means to having a better future. The importance of a good education in getting a job was recognised and children thought that **students should get paid to study**, and that **bus fares should be reduced** for them. Young people frequently complain that **transport is expensive**.

Our needs assessment tells us:

- Within local neighbourhoods, **some significant areas of deprivation persist**.
- **Unemployment has dropped significantly** over the last ten years but claimant unemployment remains well above the national average as is the proportion of pupils eligible for **free school meals**.
- The percentage of schools leavers participating in **education, employment and/or training (EET)** has been increasing.
- **The quality of housing continues to improve and almost 98% of the social housing stock meets decent homes standards**.

This needs assessment led the Children's Trust to identify their ambition for children and young people in the city. We want them to:

- Be strong individuals, proud of their city and contribute to its future (mentoring, participation, integrated services).
- Be aware of how their behaviour affects others and the importance of staying out of trouble (offending, victim support).
- Make positive lifestyle choices (diet, sexual health, substance misuse)
- Lead healthier lives (infant mortality, illness, healthy schools).
- Feel good about themselves (emotional health, parent support).
- Be safe in the community, at school and at home (parenting, parental behaviour, bullying, racism, fear of crime, road safety) - see *Appendix 1*.
- Achieve in their education (attainment, schools, early years, attendance, SEN).
- Enjoy sport, leisure and play (sport and play opportunities).
- Live in decent homes (suitable accommodation).
- Get the right training, further education and jobs (opportunities).

6.2 Key Factors for Young People Achieving Improved Outcomes

Our needs assessment has led to the identification of key factors for young people which will impact on their development into adulthood.

Being Healthy:

- get the right vaccinations
- eat healthily
- form strong attachments
- have good emotional and mental health
- receive advice on sexual health
- don't use drugs and alcohol
- regular exercise

Staying Safe:

- are aware of dangers on the road
- are protected from harm and domestic violence

Enjoying and Achieving:

- have access to play and recreation
- attend school
- study, learn and attain

Making a Positive Contribution:

- are well-behaved and sociable
- are law abiding
- respect, and are respected by, their peers and members of our community

Achieving Economic Well-Being:

- have a home
- are employable

6.3 What young people tell us about services

They want:

- support from a skilled worker.
- someone to talk to about their lives and aspirations.
- to be able to make decisions about things that matter to them.
- low or no cost safe places to go that are local, well resourced and maintained.
- opportunities to improve their skills and confidence.
- to have fun and meet new friends.
- low transport costs and entrance fees.
- facilities that welcome young parents and their children.
- access to public spaces.
- adult style settings ie internet cafes, etc.
- sound and informed advice about their choices and options.
- targeted programmes that help young people stay out of trouble or stay off drugs and/or alcohol.
- to decide how money is spent on things to do and places to go .
- youth facilities open more often and at weekends.

6.4 What parents tell us about services

They want:

- services to work together on the family
- places that are open in the evening or at weekends
- information available on the internet
- more information on what services are available
- safe environments that are child friendly
- help when my child is worried about changing schools
- advice because I think my teenage son is experimenting with drugs
- more courses for young parents
- services to recognise that it's not just mum who does the parenting

6.5 What practitioners tell us is needed to improve outcomes for young people

They want:

- more provision in some local areas
- accommodation for some young people, particularly young parents and young offenders
- better access to mental health services
- youth club access to young people with special needs
- improved transition arrangements for young people with learning difficulties or mental health issues
- support for young people with substance misuse issues
- more positive images of young people
- access to affordable transport for young people
- early intervention with young people and families
- increased opportunities for apprenticeships and work experience
- individual packages of support for young people at risk of under-achievement

6.6 What local residents tell us about services

They want:

- Guaranteed modern apprenticeships for young people
- More activities and facilities for young people such as youth clubs
- Increased detached youth work provision in areas experiencing youth related anti-social behaviour
- Better education and information in schools to tackle teenage pregnancy
- Improved playground and urban games facilities

CHALLENGE:

The challenge for the Youth Board is to improve outcomes for young people and identify/establish the right:

- base line and measurement indicators
- quality assurance framework
- engagement of young people
- consultation with parents

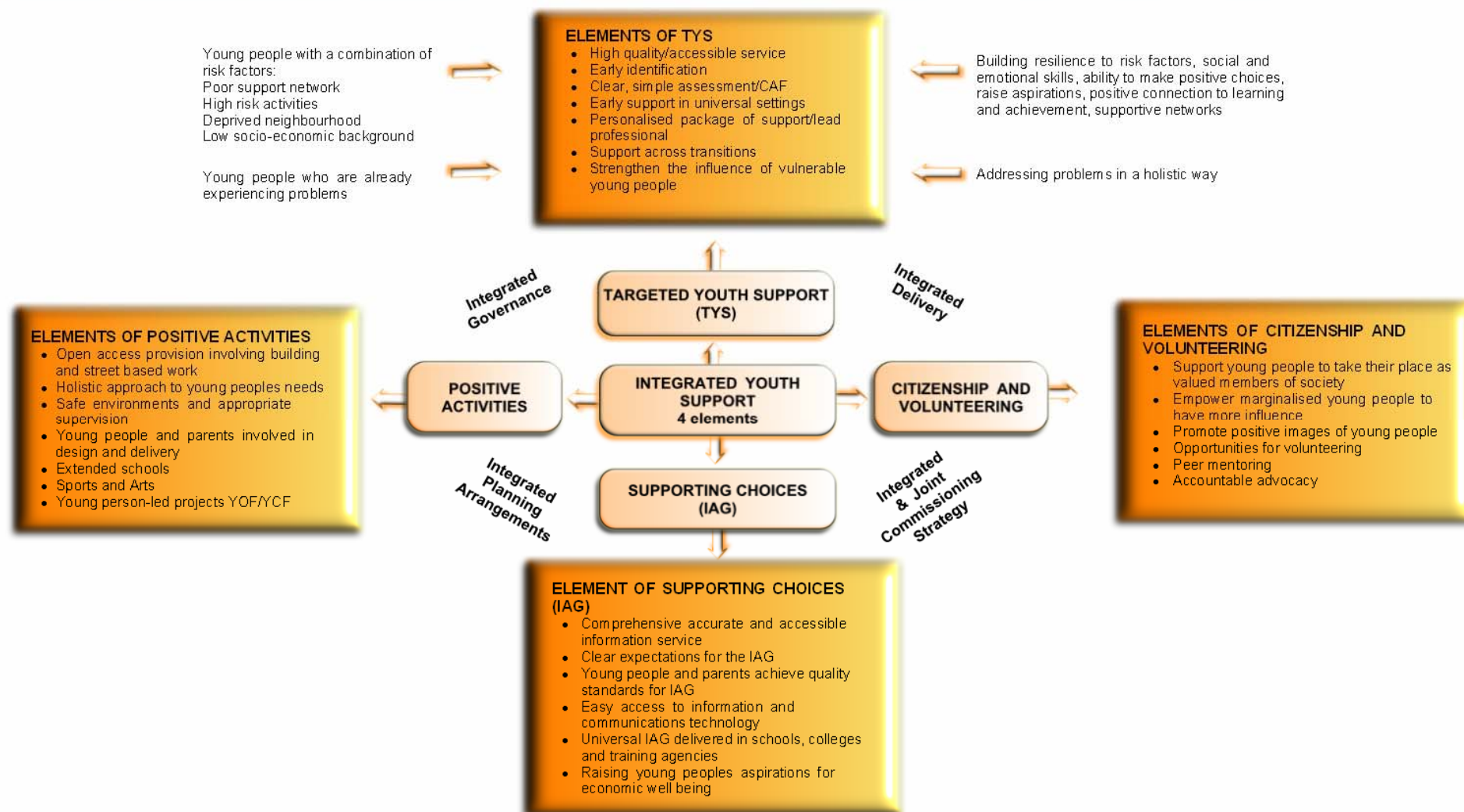
7 OUR OFFER

7.1 The key features of the Sunderland Children's Trust, Youth Offer are:

- 1 Positive activities
- 2 Information, advice and guidance
- 3 Citizenship and volunteering
- 4 Targeted Youth Support

CREATING INTEGRATED AND TARGETED YOUTH SUPPORT AND DEVELOPMENT IN SUNDERLAND

THE VISION: WORKING TOGETHER TO IMPROVE LIFE CHANCES AND ASPIRATIONS FOR EACH YOUNG PERSON IN SUNDERLAND



This table draws upon a number of sources. The National Youth Agency, the Association of Principal Officers, the Training and Development Agency and Pathfinders of Targeted Youth Support. The purpose of the framework is to provide a communication tool for practitioners working with young people and to develop a common understanding about the creation of Integrated Youth Support and Development in Sunderland and the implementation of Youth Matters Next Steps.

7.2 Positive Activities Core Offer

7.2.1 The government recognises that what young people do, or don't do out of school matters.

Research undertaken nationally and locally evidenced the benefits of participating in regular positive activities on the lives of young people because they provide opportunities to:

- acquire and practise specific social, physical, emotional and intellectual skills
- contribute to the community
- belong to a socially recognised group
- establish supportive social networks of peers and adults
- experience and deal with challenges
- enjoy themselves

Furthermore, evaluations of out-of-school activities find programme participation to be linked to improvements in outcomes such as:

- school performance
- avoidance of drug and alcohol use
- reduced risk of offending
- increased self-confidence and self-esteem

“We would like more youth clubs and more youth events in our area. This would give parents and their children more freedom and independence which will give us more skills and confidence.” (Young person from the Youthinc2 Consultation Conference.)

7.2.2 Positive Activities for Young People (PAYP) Grant

The PAYP grant is funding via the Department of Children, Schools and Families and will be targeted at reducing the number of young people at risk of social exclusion and community crime through a range of quality programmes and diversionary activities including an emphasis on weekend and holiday provision.

To delivery the PAYP, providers will have to demonstrate that they can deliver activities that will:

- target young people in areas of high youth disorder
- increase weekend and school holiday provision
- help NEET young people become EET

7.2.3 Action Research Project for Positive Activities

To ensure that all young people in the city have access to positive activities the Youth Development Group, in partnership with the National Graduate Development Programme, will carry out an extensive citywide consultation and evaluation of current youth services in the city. Using the evidence gathered during the consultation process to ensure that youth services are tailored to meet the needs of young people in the city.

The results from the consultation process will inform the response and resource allocation of future provision of youth services to enable more young people to access positive activities that are specifically meeting their needs, particularly those who are marginalised and 'hard to reach'. We will seek to link further developments with existing strategies and new funding opportunities including the Youth Opportunities and Youth Capital Funds, Area Committee funding, PAYP and the recently announced government funding 'My Place' initiative.

7.2.4 Publishing the Youth Offer

For many years, young people and adults have been telling youth workers, elected members, the police and the government through various means of consultations that there just isn't enough to do and places to go in their local area. While we acknowledge that there are gaps in provision, extensive audits of front line services from sport and leisure, youth facilities, extended schools, youth arts and volunteering opportunities, demonstrate a whole range of experiences that are available.

Given the breadth of opportunities, activities and support services that need to be involved, we are using government guidance to develop a comprehensive published youth offer that includes a website that will hold all the information about positive activities available to young people in one place. Young people are being consulted and involved in shaping the design and marketing aspects of the site that will be targeted at young people but practitioners and parents/carers will also have access to this exiting new resource.

The Sunderland published Youth Offer will be:

- **Comprehensive**
- **Accessible**
- **Accurate**
- **Flexible**

The website www.letsgosunderland.com 'went live' in April 2008 backed up by a promotion campaign that ensures:

- more young people and their parents/carers know their full **entitlement** and have access to a comprehensive, accurate and up-to-date menu of activities
- more young people at risk of poor outcomes, are disadvantaged, or hard to reach will have their needs and interests met by participating in positive activities

Publishing positive activities statement of ambition, we will:

- Listen to the young people of Sunderland to find out what they want and need. We will listen to people from all backgrounds and from all areas of Sunderland. We will share our findings when we have done this.
- Publish a three year plan updated each year based on what we are being told. This will focus on places to go and things to do. It will include details of how we will introduce new things that young people want, improve existing facilities or improve the information that is available. The plan will show how information will be available to young people in the places that they want to access it.
- Produce a central directory of places to go and things to do that will be available to all. We will make sure that the directory has the information that young people want. It will include sporting activities, leisure activities, how to help out in the community and details of safe places to hang-out.
- Ensure that the information is available to parents, children, practitioners and activity providers. We want our central directory to be the single place where people in Sunderland find out about positive activities. We will work hard to ensure that everybody is aware of the directory.
- Listen to feedback from young people who take part in the activities, act upon it and show what we have done and the difference it has made.
- Address issues preventing young people taking part. This statement of ambition will continue to be updated to show how we will do this. For example, we recognise that 'cost' maybe such an issue to some people. In April 2008, Sunderland will launch our Empowering Young People Project that will allow some young people to take part without having to pay for activities.
- Focus our efforts on the places that young people go to and the things that they do that have a positive impact. We will promote these activities to the young people, parents, teachers, practitioners and activity providers of Sunderland. Support will be provided for those activity providers where the feedback suggests there is room for improvement. The feedback we collect will shape future annual plans.
- Ensure that appropriate services continue to be available at a universal level to all young people but that targeted specialist services consistently delivered across Sunderland to ensure that the most needy and hardest to reach young people are provided with positive activities and make a positive difference to them and their communities.

7.2.4 Empowering Young People Pilot

The Empowering Young People Pilot will provide an opportunity for young people in Sunderland to benefit from an enhanced youth offer that holds the potential to really make a difference, and help those who are most vulnerable, disadvantaged or troubled, to turn their lives around.

Sunderland is one of eight local authorities to make a successful bid for a grant from the DCSF to deliver a local pilot from 1st April 2008 to 31st March 2009. The pilot is targeted at some of Sunderland's most disadvantaged young people in school years 9 to 12 who are either free school meal eligible or Looked After Children.

The scheme acknowledges the evidence that how young people spend their leisure time really matters and recognises the role that access to positive activities can have in helping young people achieve their full potential. The project has secured an attractive and exciting broad range of positive activities and also acts as a gateway to youth support services, providing additional help if, and when, things start to go wrong.

It engages and empowers young people by placing spending power directly into their hands via, the use of a 'Let's go card' – smart card that gives them access to activities up to the value of £33 per month for the duration of the scheme.

7.2.5 The Youth Opportunity Fund and Youth Capital Fund

In Sunderland a young people's Youth Board has been established consisting of Youth Advocates and young volunteers who are trained in key skills such as grant giving and decision making. This has resulted in a wide range of participation involving disadvantaged and marginalized groups and led to 35 new young person-led projects with over 7,000 young people as beneficiaries. This scheme will continue to 2011 as part of the Government's Aiming High strategy.

CHALLENGE:

- 1 To ensure that all young people have access to positive activities and wider support services
- 2 To make best use of funding opportunities to improve local facilities for young people
- 3 To develop a strategy for measuring young people's participation in positive activities

7.3 Supporting Choices Core Offer

7.3.1 Information Advice and Guidance (IAG)

The new arrangements for funding IAG will be in place by 2008 with the intention of supporting the Children's Trust to work in partnership with schools and colleges to agree the effective delivery at a local level. The 2008 reform includes the integration of IAG with other services for young people to create a new delivery model. The implementation of the proposals will help to:

- deliver the objectives set out in the 14-19 Education and Skills White Paper
- introduce new quality standards for IAG
- cut the proportion of young people who are not in education, employment or training

The current 'Delivery Model' was updated in September 2007 to take account of the recently published national standards. The procedure outlines the minimum entitlement of young people (and their families) to IAG support services and how such services are to be delivered. In Sunderland, this is made available by the retention of 3 full-time Connexions centres in different parts of the city and by continuing to deliver a range of access points in schools, colleges and a variety of community settings.

Named link Connexions personal advisers negotiate annual partnership agreements with secondary schools and post-16 learning providers within a framework developed in consultation with the institutions concerned. These agreements include delivery plans that outline the Information, Advice and Guidance (IAG) services that will be delivered over the forthcoming academic year to pupils and students in each year group and identify key staff in each organisation and their respective responsibilities. Negotiations begin in the summer term and are reviewed each term thereafter to ensure that any changed circumstances can be reflected in an adjusted delivery plan. The agreements complement and support the programmes of Careers, Education and Guidance (CEG) planned and delivered by the educational institutions themselves.

The next step for this group will be to audit and self-assess the delivery against the new quality standards. A time line has been developed to monitor and review progress.

7.3.2 Priorities for IAG

- **Ensuring young people have access to appropriately qualified information, advice and guidance delivery staff:**
Guidance practitioners should hold a level 4 qualification in guidance, whilst other information delivery staff should hold a level 3 qualification in guidance.
- **Enable young people and their parents and carers to identify where they can be assured access to information, advice and guidance that meet national standards:**
Develop a Kite Mark that can be awarded to, and displayed by, organisations that meet IAG standards.
- **Ensuring access to IAG near to where young people live:**
Map existing IAG outlets and identify geographic gaps in provision. Develop with partners new outlets that fill the gaps in provision.

CHALLENGE:

The challenge for the Youth Board is to ensure that ALL young people have the information and advice they need to be happy, healthy, confident and able to achieve their best potential.

7.4 Targeted Youth Offer

7.4.1 Targeted Youth Support

The government sees Targeted Youth Support (TYS) as central to achieving the vision of Youth Matters Next Steps document for **'Vulnerable teenagers who are likely to need help and opportunity from a range of different agencies and who have most to gain from a timely, co-ordinated and effective response'**.

Targeted Youth Support will ensure young people's needs are identified and met by agencies working together effectively in ways that are shared by the views and experiences of young people themselves. However, this strategy also acknowledges the importance of balancing the hopes and wishes of young people but also their developing responsibilities.

The Seven Elements of Targeted Youth Support

- 1 Early identification of risk/problems** – in the context of young people's everyday lives.
- 2 Swift and easy referral request via schools and other access points** – provide support for young people across transitions, for example moving on from school or from the support of one service to another as their needs change.
- 3 Clear simple assessment using the Common Assessment Framework** – build a clear picture of individual needs, shared by young people and the agencies working with them, contributing to the CAF and other assessment tools that enable positive outcomes.
- 4 A personalised package of interventions and opportunities, co-ordinated by a Lead Practitioner, working in collaboration with other agencies to reduce risk and build resilience** – ensure young people receive information, advice and guidance; and, learning and development opportunities, with support from their parents or carers as appropriate. This should be co-ordinated by trusted Lead Practitioner and delivered by agencies working together.
- 5 Access to high quality needs-based integrated services** – enable vulnerable young people to receive early support in universal settings. Help all agencies to draw in extra help on behalf of young people, through better links with other agencies and organisations.
- 6 Services in settings where young people feel comfortable and have ongoing input to service design and delivery** – make services more accessible, attractive and relevant for vulnerable and hard to reach young people.
- 7 Young people and their families inputting into the design of services** – strengthen the influence of vulnerable young people and their families and communities, and their abilities to create positive change.

Targeted Youth Support will be an integral part of the Integrated Youth Support Service. The aim is that young people at risk of poor outcomes will receive, via someone they know and trust, an integrated package of support which meets their needs.

This will include:

- a nominated lead practitioner acting as a single point of contact and making sure support is co-ordinated, convenient and integrated
- a clear simple assessment procedure so that no young person needs to retell their story many times to different people via the Common Assessment Framework (CAF)
- easier access to services by encouraging co-location in schools, voluntary drop-ins, health centres, youth facilities and advice shops
- frontline youth support teams focused on prevention and effective early intervention
- a change to the extent to which support professionals engage with parents
- clearer simple referral routes for schools/agencies for pupils with severe problems

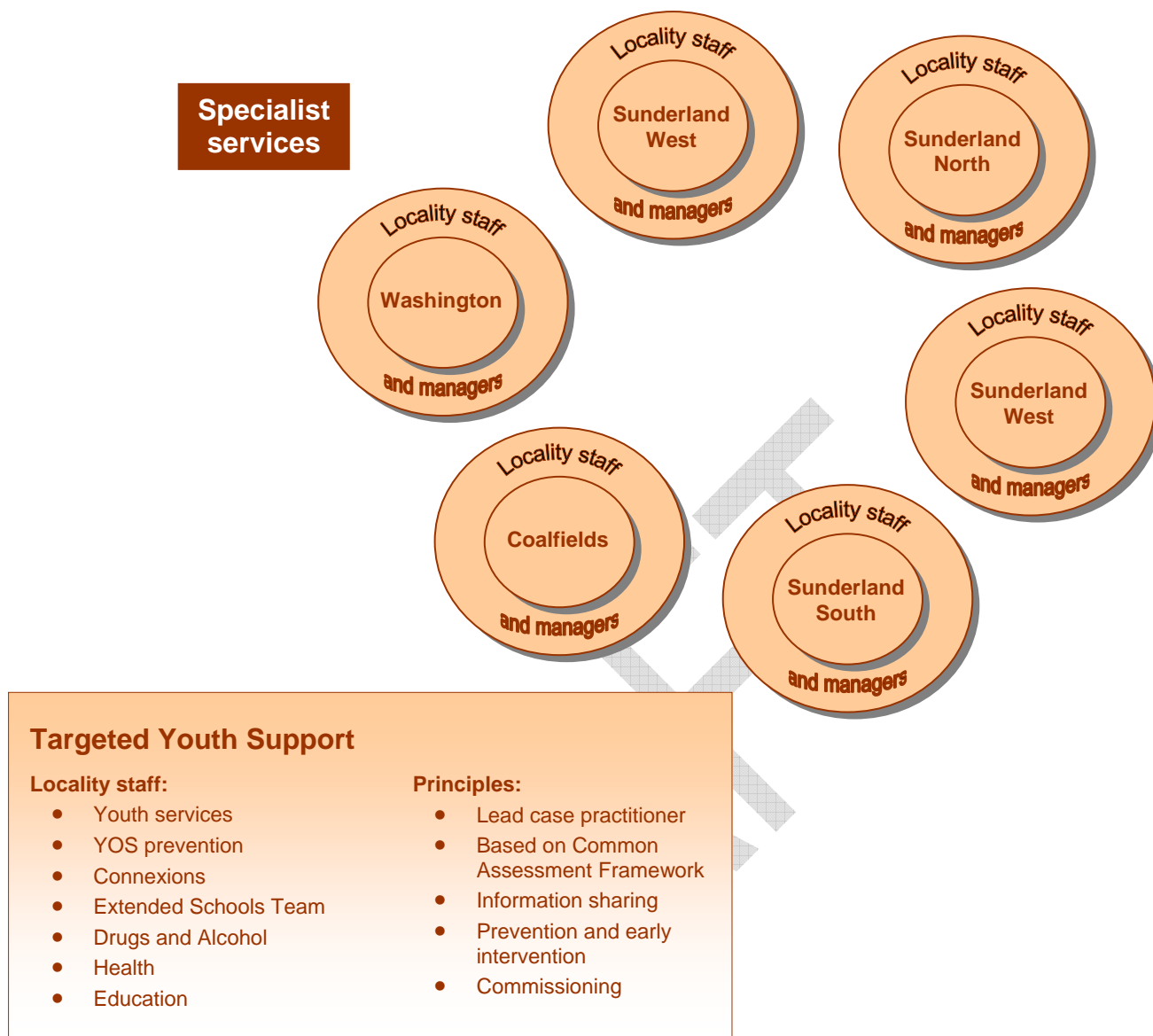
7.4.2 Research has shown that young people vulnerable to poor outcomes, are disproportionately likely to experience multiple problems. Early intervention is critical to addressing overlapping causes and symptoms of youth exclusion, and that agencies working together are best able to meet young people's complex needs.

The earlier the targeted intervention the more likely a young person is to have a positive outcome. This often means working with young people who may not meet traditional thresholds for statutory or specialist services, but who, without help, are at risk of further problems such as substance misuse, youth offending, teenage pregnancy and homelessness.

Building on all the existing good practice to deliver integrated strategies and frontline services, we are involved in developing more targeted work that is about helping vulnerable young people with complex needs by early recognition and preventative approaches. The delivery of TYS is a complex and radical reform that requires a new model of delivery in which to implement the Common Assessment Framework (CAF) and Lead Practitioners (LP) role within an integrated Youth Support Strategy.

7.4.3 The model for Sunderland will be six multi-agency teams, co-located or virtual for each of the regeneration areas with a core group of practitioners and agencies at the centre and a wide range of specialist services outside the core to be called on when needed. The team will be responsible to an area panel involving professionals from multi-agency teams, the lead practitioner and other agencies.

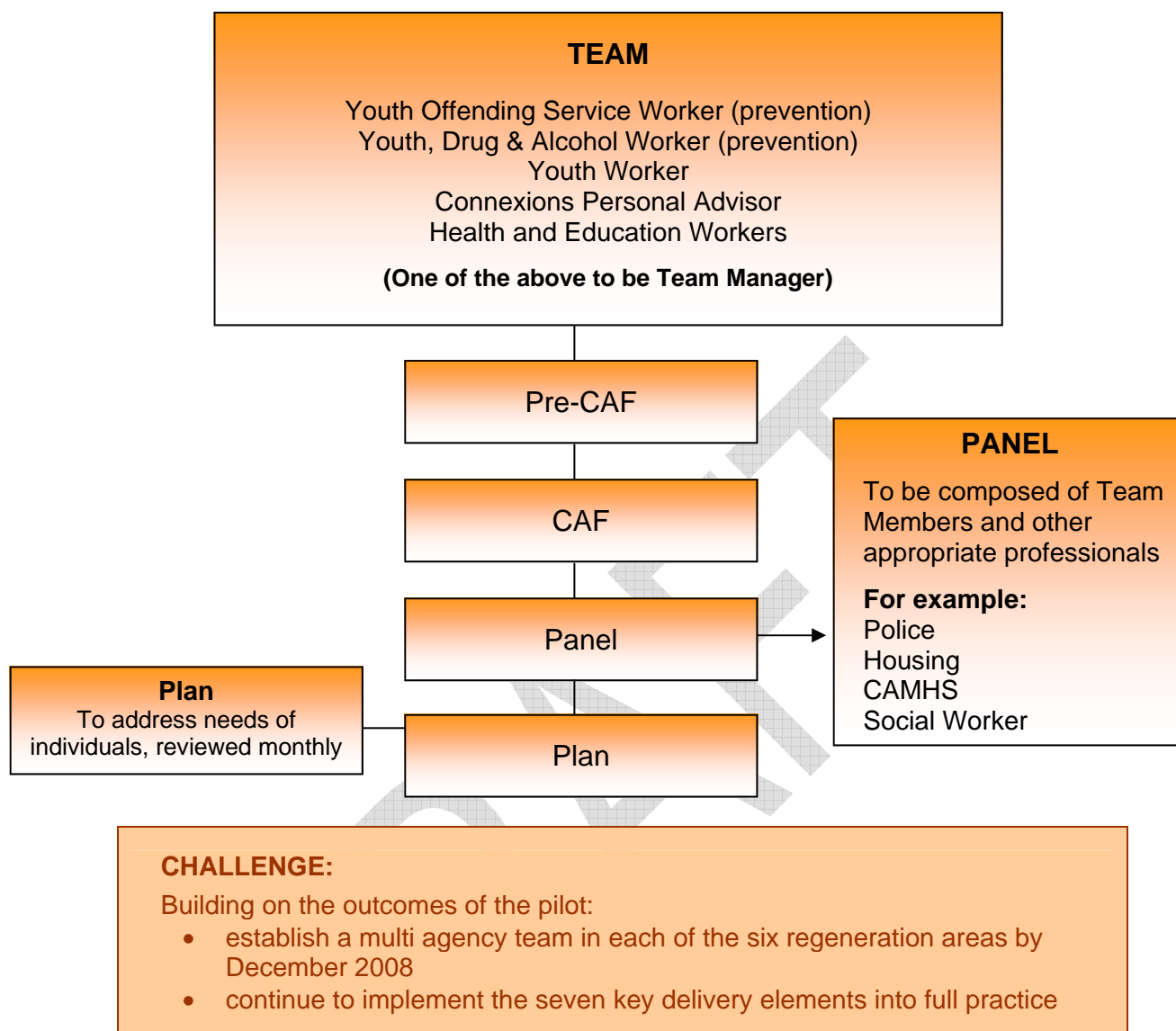
Phase one roll out for the implementation of the CAF and LP has been delivered in South and East Sunderland and a training and a multi-agency team established in the East area will test the emerging model currently being created and developed. The pilot will be subject to extensive evaluation and the outcomes will be used to improve and embed TYS and CAF practice across the city.



7.4.4 Key messages from the initial consultation with young people on Targeted Youth Support identified accessing services near to where they live, and to do this with their friends, was a key to accessing positive activities and accessing information advice and guidance on a wide range of issues.

*For young people in need of support from targeted services a response from a young person in contact with the Youth Offending Service summed up the importance of having somewhere to go, having something to do, and having someone to talk to, with the request “**Youth Club where you can hang out, play pool, have a cuppa, watch a movie or talk to a worker.**”*

7.4.5 The Multi-agency Team and Panel Model



7.5 The Citizenship and Volunteering Core Offer

7.5.1 Citizenship and volunteering

Following the Russell Commission Report, the Every Child Matters initiative and Youth Matters Next Steps, the Sunderland Integrated Youth Board Citizenship and Volunteering Group are working to develop a coherent youth volunteering strategy for Sunderland.

“We would like the opportunity to put something back into the community and somewhere to go to keep us out of trouble.” (Young person from the Youthinc2 consultation conference.)

7.5.2 Sunderland will produce a citizenship and volunteering strategy for young people that will draw together and build on existing good practice across the city.

The strategy will bring together key partners and rationalise existing frameworks into one coherent whole for the city. Information for young people will be joined up via links between the various websites and information points and these will be regularly updated. An audit of existing provision will be carried out to ensure that all opportunities are recognised and included on information sites. This will ensure that both the quantity and quality of citizenship and voluntary opportunities that already exist in Sunderland are built upon and enhanced further.

A wide range of opportunities currently exist for young people to engage in activities that promote their social, political and personal development that enhances and promotes their citizenship. Such groups and structures like Sunderland Youth Parliament, Youth Forums, the Young People's State of the City Debate, and engagement in youth work programmes and the Duke of Edinburgh Awards programme provide a very strong basis from which to build as part of the development of citizenship opportunities across the Integrated Youth Support Service linked directly to the Children's Services and City Council structures.

The strategy will include a set of guidelines to ensure that all volunteering activity is conducted as good practice for the safety of the young people involved and to ensure that their volunteering is recognised. Volunteering activity will be monitored and accredited through various programmes including 'V', and will be further highlighted and rewarded through the Young Achievers Awards and a separate Young Volunteer Awards programme.

7.5.3 The Citizenship and Youth Volunteer Group propose the following vision:

Every young person in Sunderland will have access to information and opportunities to have a quality experience of volunteering and youth-led projects. The opportunities will offer a real benefit to young people and communities with a wide range of choices suited to their needs. The opportunities and experiences should be recognised, celebrated and properly resourced to set the young person off on the start of a lifelong activity. A supporting structure will be in place for volunteers and placement providers.

Recommended actions to achieve the vision:

The development of a single Youth Volunteering Advisory Group

In order to maintain a coherent strategic approach it is essential that existing networks are rationalised.

Improve access, advice and information on youth volunteering opportunities

We should ensure that young people receive the advice, guidance and support needed to take part in the opportunities available to them within Sunderland.

Develop additional youth volunteering opportunities

We need to understand what opportunities are currently available for young people and the opportunities that young people want. This will identify gaps and highlight new ways in which to deliver. Effective targeting strategies will have to be developed and delivered.

Promote the benefits of volunteering

We need to promote the range of youth volunteering opportunities in a way where young people are encouraged and motivated to volunteer. A joined up

approach across the city should be developed to ensure young people have co-ordinated and up-to-date information.

Identify the barriers that exist to prevent young people volunteering

We need to understand what barriers exist that prevent young people from volunteering and develop strategies to breakdown those barriers.

Support good practice

Local organisations and charities should be supported to build capacity so that they are ready and able to support young volunteers.

CHALLENGE:

The challenge for the Youth Board is to further develop and implement a citizenship strategy which promotes and reflects the significant contribution young people make to their communities.

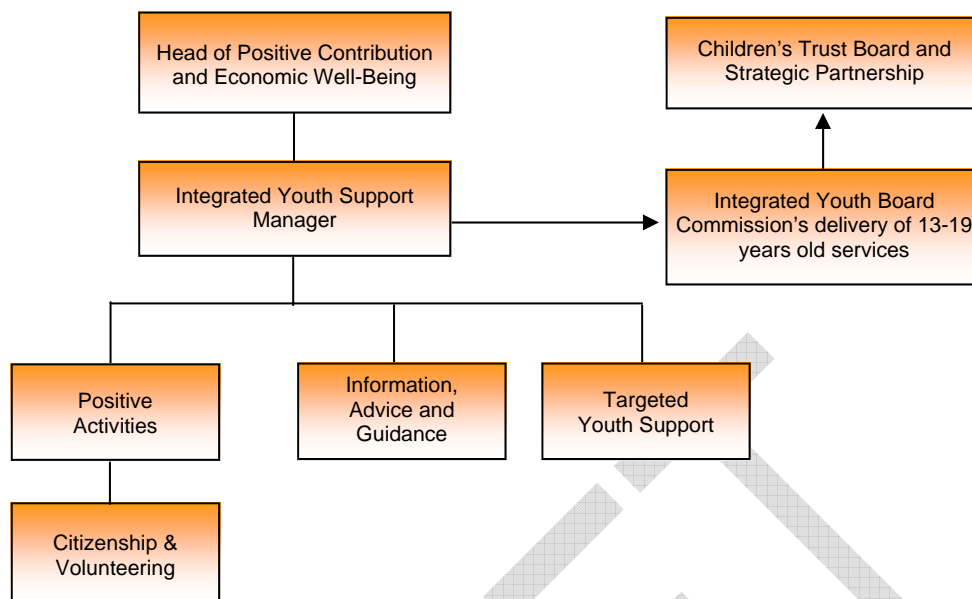
8 HOW WE WILL DELIVER THE INTEGRATED OFFER

8.1 The Re-design of Youth Services

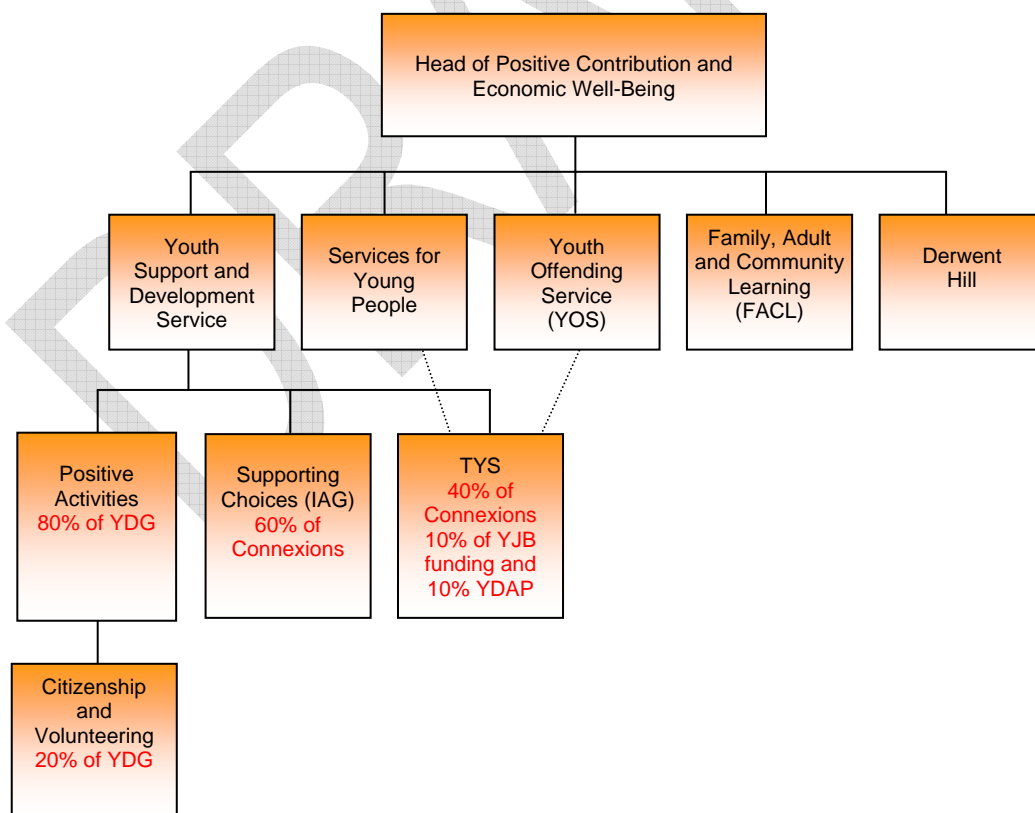
The proposed model of good practice will be unique to Sunderland and will feature the direct delivery and commissioning of local authority services as well as the commissioning of voluntary sector agencies to deliver statutory services. Connexions will become a local authority service absorbed into the broader Children's Service together with the Youth Development Group and other elements of youth orientated services such as the Youth Offending Service and Young People's Services. The proposal has been developed in order to:

- create an IYSS structure that best supports the management and delivery of TYS
- create a more unified and integrated approach while retaining the expertise of the various professionals
- make the best of existing resources, break down existing silos and pool budgets
- empower young people as a main theme and ensure young people get the best deal

The diagram below shows the proposed new structure for IYSS that reflects the four main themes of Youth Matters.



The following diagram demonstrates the proposed new structure fits with Positive Contribution and Economic Well-Being Service.



9 RESOURCES AND FINANCES

- 9.1** It is envisaged that resources from the Youth Development Group and Connexions will be fully absorbed and integrated within Integrated Youth Support Services (IYSS). The prevention strand of the Youth Offending Service and Services for Young People will also contribute towards costs of the Targeted Youth Support (TYS) strand of IYSS.

The strategy proposals will work towards developing more strategic ways of:

- Pooling existing budgets and resources
- Uniting government grants received via the Area Based Grant (ABG)
- Linking current and new funding opportunities and strategies as they arise from government policy such as the DCSF Children's Plan and Aiming High Implementation Plan

A new national performance framework has been streamlined for 2008/09 covering broad areas such as 'Children and Young People' and 'Safer Communities' with a 'Youth' performance indicator PSA 14, 'number of young people on the pathway to success':

- Reduction in first time entrants into the criminal justice system
- Reduction in volatile substance and alcohol misuse
- Reduction in Not in Education, Employment or Training (NEET)
- Reduction in teenage pregnancy
- Increase participation in positive activities

The Youth Board will establish a working group to examine the resources currently available to fund the IYSS. The working group will seek to maximise value for money in this area through commissioning, smarter working practises and targeting resources to help bridge the gap for those young people who 'get left behind'. In addition, the working group will monitor the contribution to the Council's and Children's Trust's progression towards meeting the government's target for giving young people direct influence over 25% of funding by 2018.

9.2 Current Provision and Existing Resources:

- 9.2.1 The Youth Development Group** holds the responsibility to ensure the delivery of youth work programmes across the city via direct management and commissioned services in partnership with the voluntary sector. The latest National Youth Agency audit published in May 2007 indicated that:
- the spend per head of 13-19 year olds in Sunderland was £94.36, which ranked Sunderland as 41st out of 143 local authorities with local comparisons of Middlesbrough spending £154.69 per head and Durham £59.24
 - Sunderland ranked 5th out of 138 local authorities in delivering accredited outcomes and 7th in contact with young people
 - For the percentage of Youth Service budget allocated to support the voluntary sector Sunderland ranked 8th

Since Transforming Youth Work Resourcing Excellent Youth Services 2003, the YDG have been collating the Management Information data required to ensure young people have access to quality youth work provision. The Best

Value performance indicators for 2006/07 and 2007/08 are presented for comparison below:

| Targets Set by City Government | Targets 2007/2008 | Actual 2006/2007 | Actual 2007/08 (To date) | Percentage Reached of 2007/2008 Target |
|--------------------------------|-------------------|------------------|--------------------------|--|
| Contact | 6814 | 9487 | 13905 | 204.07% |
| Participation | 4088 | 5060 | 5318 | 130.09% |
| Recorded Outcome | 2453 | 2977 | 3660 | 149.21% |
| Accredited Outcome | 1226 | 1316 | 1644 | 134.09% |

- **BVPI 221a** – percentage of young people gaining a recorded outcome compared to the percentage of young people in the local authority area. 2006/07 achieved 59%, 2007/08 achieved 67.9% (against target of 60%)
- **BVPI 221b** – percentage of young people aged 13-19 gaining an accredited outcome compared to the percentage of young people in the local authority area. 2006/07 achieved 28%, 2007/08 achieved 32.3% (against target of 30%)

YDG Budget Allocation for 2008/09 is £2,560,172. It is envisaged that 100% will contribute to the Positive Activities and Citizenship and Volunteering Strands of IYSS.

9.2.2 The Connexions Service in Sunderland was delivered by the Tyne and Wear Partnership up until March 31st 2008. Under these arrangements a financial contribution for the Hub services was deducted centrally and then the Sunderland Local Management Committee held a delegated budget of £2,805, 00. This achieved:

- 42,300 recorded interventions at £66.31 per intervention
- The average cohort of 13 years to 20 years in 2007/08 was 28,859 at £97.20 per young person.
- The overall NEET for Sunderland figure is 11.9% and 'Not Known' is 4.1% compared to Newcastle NEET 8.2% and 'Not Known' 6.3%. The national average for NEET is 10%.

The grant received for Connexions 2008/09 is £3,340,512.

It is envisaged a ratio of 60% will be allocated to IAG and 40% to TYS. However, at this stage of the new funding arrangements the exact amounts are yet to be determined.

9.2.3 The Prevention Strand of the Youth Offending Service (YOS) is currently provided by a citywide model that includes Wear Kids programme, Washington On Track and the North Washington Youth Inclusion Programme (YIP). From the period October 2006 – September 2007 achieved a significant impact on the outcomes for young people including:

- 269 referrals received by Wear Kids, 174 assessed as children at risk of offending and engaged in intervention programmes
- 72% of young people worked with did not go on to offend

- Wear Kids is the major contributor amongst YOS prevention initiatives to meeting the Youth Justice Board (YJB) National First Time Entrants Target locally. In the latest performance quartet a reduction of 9.5% has been made far exceeding the target of 5%.
- 80% of the children from On Track did not enter the criminal justice system during this period
- During this period, the YIP has reduced offending in the top 50 cohort by 21% against the same period in 2005/06
- Sunderland is a Beacon Authority for reducing re-offending

Funding from the Prevention Strand of YOS directly supporting TYS for 2008/09 is a total of £349,403 (£150k Children's Fund, £135,403 YJB grant and £64k ASB Trailblazer Grant.

9.3 Summary of Interlinked Grants and Funding Strategies:

9.3.1 Youth Opportunity and Youth Capital Funds: The Youth Development Group has supported young people to manage the Youth Opportunity Fund, £405,710 and Youth Capital Funds, £363,448. Since April 2006–2008 has achieved the increase of youth-led projects by 67 across the city involving 341 young people as leaders and 7,156 as beneficiaries.

The government have provided a three year extension to the funding as a compliment to the wider efforts reflected in the Children's Plan and the Path to Success PSA framework. The new investment comes with even stronger guidance and responsibilities to put young people in the driving seat and to focus on engaging more disadvantaged and hard to reach young people.

Sunderland is 1 of 50 local authorities to receive a one off Youth Capital Plus grant for 2008-09 to support the local delivery of the Youth Task Force Action Plan. The ambition is to make a real improvement in the quality of provision available for young people in deprived neighbourhoods. Providing activities at the times that young people and the communities want should be a key focus in the development of a facility.

The table below demonstrates the grant allocation over the 2008-2011 time period.

| Local Authority Annual Funding Allocations – by Region | | 2008-09 (£000) | | | 2009-10 (£000) | | 2010-11 (£000) | |
|---|------------|-------------------|-------|-------------|-------------------|-------|-------------------|-------|
| | | YOF | YCF | YCF Plus | YOF | YCF | YOF | YCF |
| 45 | Sunderland | 302.5 | 173.8 | 452.0 | 404.2 | 173.8 | 404.2 | 173.8 |

9.3.2 Empowering Young People Project Pilot:

Sunderland is one of eight local authorities to make a successful bid for a grant of £2.230m to deliver a local pilot. In 2008-09 an estimated 2,200 young people eligible for the scheme will have access to positive activities subsidy payment of £847,275 via a smart card to the value of £33 per person a month.

The total EYPP financial budget for 2008/09 is £1,370,230

9.3.3 Dare to Differ Alcohol project (D2D)

Linked to the Safer Sunderland Partnership in response to need identified in local areas and to the findings from the Fear of Crime Survey. In total 11 youth projects and 7 schools engaged 218 young people in the programme with 126 reporting attitudinal change to alcohol and 73 receiving on-going mentoring. Operating costs for 2007-08 totalled £50k.

Resources allocated for 2008/09 have been identified as £25,000.

9.3.4 Positive Activities for Young People Grant (PAYP)

The grant originally managed via Connexions Tyne and Wear and now held as part of the local authority's responsibilities to meet the Local Area Agreement will be delivered via the commissioning arrangements agreed by the council in strong partnership with the voluntary sector for the period 2008 to 2011.

The PAYP grant is a fund specifically targeted at reducing the number of young people at risk of social exclusion and NEET through a range of quality programmes and diversionary activities including an emphasis on weekend and holiday provision.

The delivery of this grant will have a strong relationship across all four key strands of the Youth Offer.

Resources allocated for 2008-09 - £501,000.

The total grant for 2008-11 is £1, 953, 00.

9.3.5 Challenge and Support Project:

Sunderland has been successful in receiving extra funding to help strengthen the arrangements to deliver TYS. It will be used to enable co-ordinated intervention packages which will be aligned with and support the use of ASB tools and powers including warning letters, acceptable behaviour contracts and anti-social behaviour orders.

Total funding for the project for 2008-2011 - £274,743

9.4 Financial Summary for 2008-2009:

9.4.1 The total sum of financial pooling of existing budgets and grants for 2008/09 available to create the Integrated Youth Support Service is **£9,174,616.**

9.4.2 The following table demonstrates the distribution of resources across the 4 key strands.

| Source: Existing Budgets and Grants | Positive Activities and Citizenship/ Volunteering | Information Advice and Guidance | Targeted Youth Support |
|---|--|--|-------------------------------|
| Youth Development Group | £2,560,172 | | |
| Connexions | | £2,004,307 | £1,336,204 |
| Youth Offending Service | | | £349,403 |
| Dare to Differ | | | £25,000 |
| Youth Opportunity / Capital Funds/ Youth Capital Plus | £928,300 | | |
| Empowering Young People Project | £1,370,230 | | |
| Positive Activities for Young People Grant | £501,000 | | |
| Challenge and Support Project Grant | | | £100, 000 |
| Sub Totals | £5,359, 702 | £2,004,307 | £1,810,607 |

9.5 Links to other Funding Strategies with Interconnecting Themes:

- Parenting and Carers Pathfinder: Sunderland is one of six local authorities to receive the full offer of £1.3m over three years.
- The 14 to 19 Learning Partnership has been successful in receiving a £1m grant from the European Social Fund to target NEET over the next three years.
- Aiming High Pathfinder for Disabled Children £2,673.3m over next three years

CHALLENGE:

The challenge for the Youth Board will be to:

- improve at identifying opportunities for pooled resources via integrated planning and commissioning of services
- to continue to provide Value for Money whilst meeting the needs of young people within the context of the Integrated Youth Offer

10 MONITORING AND EVALUATION

10.1 The Integrated Youth Strategy is one element of the Trust's 'Change for Children Strategy' that underpins the 10 priorities in the Children and Young People's Plan 2007-2009. The Change for Children Strategy is monitored by the Children's Trust. The Youth Board will be responsible for monitoring the Integrated Youth Strategy and for reporting progress to the Children's Trust Strategic Partnership.

Appendix 4 sets out the governance arrangements for this strategy in the context of both Children's Trust governance arrangements and the key plans and strategies for which accountable groups are responsible.

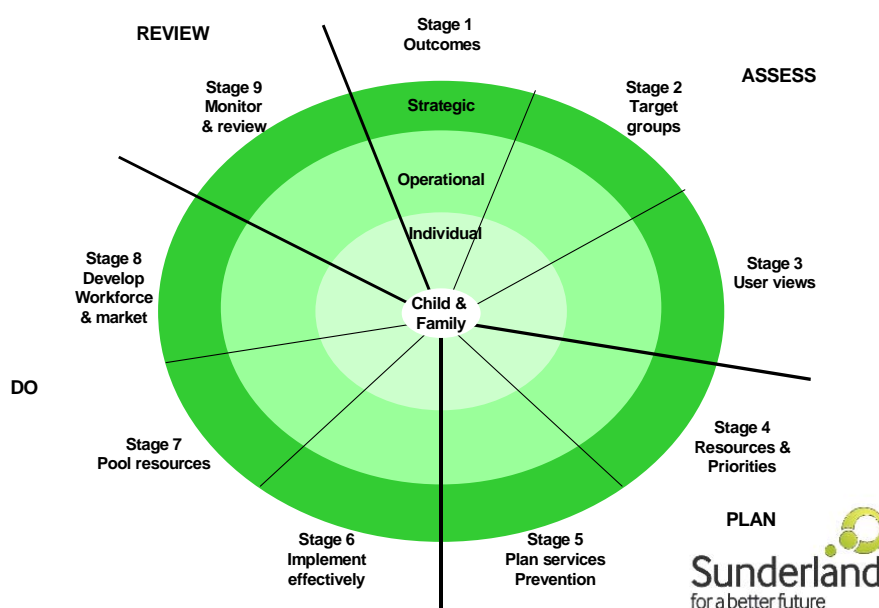
A Performance Framework will be developed and implemented as part of the planning and commissioning arrangements and remit of the Integrated Youth Board.

CHALLENGE:

The challenge for the Youth Board is to create a new performance framework that will help the delivery of the Youth Public Service Agreement, which is part of PSA 14 (increase the number of young people on the path to success) as well as support the delivery of PSA 23 (make communities safer).

The Children's Trust has adopted the DCSF Planning and Commissioning Framework as the process for assessing need, identifying resources, setting priorities, and planning and commissioning services. It is through this process that the Youth Board will routinely monitor and evaluate services to ensure that services are delivering improved outcomes for children and young people.

OUTCOMES BASED COMMISSIONING



The Integrated Youth Board will nominate a Commissioner to oversee the assessment, planning and implementation of Integrated Youth Support Services through the planning and commissioning process, and to prepare and publish the Integrated Youth Commissioning Strategy which will set out the Board's commissioning intentions.

The Commissioner will establish a commissioning group to review contracted services and monitor compliance with service agreements.

Contracted services will be issued with an outcomes based agreement that requires them to demonstrate improved outcomes and to provide information that informs the planning and commissioning process.

CHALLENGE:

The challenge for the Integrated Youth Board is to establish robust commissioning arrangements to monitor and evaluate impact of services on improving outcomes for young people and their families.

11 CONSULTATION WITH YOUNG PEOPLE

- 11.1** There is a strong foundation of approaches in Sunderland to consult with and engage young people in services and issues of relevance and importance to them. This was highlighted in the Joint Area Review:

"The attention given to ensuring that children and young people are consulted about key developments in services, participate in the delivery of services and are engaged in decisions that affect their lives is outstanding. It is routine and systematic in many services. The range of consultative forums is impressive."

- 11.2** In order to build upon this strength and to respond to the different strands of the Integrated Youth Support Service a six stage plans was devised and agreed by the Youth Board:

- Step 1: Carry out an audit of recent and relevant consultations
- Step 2: Analyse the consultation data from Step 1
- Step 3: Identify gaps in the consultation to be addressed
- Step 4: Develop and action plan to address the gaps
- Step 5: Carry out consultation
- Step 6: Analyse consultation responses and report to the Youth Board

This approach provided the basis for a more targeted approach to consultation in relation to the different strands that make up the Integrated Youth Support Service.

This is an ongoing area of work but to date the Empowering Young People's Pilot, which forms part of the Positive Activities strand, has appointed a Youth Participation Officer and is actively engaging young people, services and activity providers, and parents in the development of this project as well as naming and branding of the Publishing Positive Activities website.

Key messages from the annual youth service consultation conference for young people, Youthinc, routinely provides valuable information that has predominately contributed to the areas of Positive Activities as well as Citizenship and Volunteering, but also provides key messages across the Integrated Youth Support Service.

First phase consultation on the development of Targeted Youth Support has been carried out and is informing follow up work with focus groups as the pilot work is being developed. In developing TYS, we have consulted with 178 young people from eleven different sources in the pilot locality area.

Connexions has carried out a young people's survey, which has information that will be of use to inform the Integrated Youth Support Service, with particular benefits to the Information, Advice and Guidance agenda.

The survey consulted 72 young people aged 13-19 years about their satisfaction with the current IAG services currently provided by Connexions in Sunderland. The responses to the thirty survey questions will help to inform the quality and delivery of IAG available to young people within an Integrated Youth Support framework.

Key messages and themes will be developed and incorporated into the planning processes of the Integrated Youth Support Service from consultations being carried out by voluntary sector youth projects from across Sunderland, as well as from the annual Young People's State of the City Debate and the recommendations from the Young People's Inspection Team.

As each of the different strands of the Integrated Youth Support Service is further developed, the need to listen to and act upon the voices of young people is ever more apparent and needs to be an embedded practice across the whole service including its management and governance.

CHALLENGE:

The challenge for the Youth Board is how to involve young people in the governance arrangements.

12 STRATEGY IMPLEMENTATION

SERVICE AREA: Integrated Youth Offer – Positive Contribution and Economic Well-being
YEAR: 2008 – 2009
HEAD OF SERVICE: Judith Hay, Head of Positive Contribution and Economic Well Being

PRIORITIES

| Service area priority | | Link to CYPP priorities |
|-----------------------|--|-------------------------|
| 1 | Implement the delivery of the Integrated Youth Strategy | Priority 1 |
| 2 | Actively involve children and young people and their families in the commissioning, design and the delivery of services, in particular engaging the hardest to reach | Priority 1 |
| 3 | Increase participation in positive activities | Priority 1 |
| 4 | Ensure young people and their families have access to quality Information, Advice and Guidance | Priority 10 |
| 5 | Further support the engagement of young people in their community as active citizens and volunteers | Priority 1 |
| 6 | Develop and deliver Targeted Youth Support to ensure that more young people get support built around their personal needs and circumstances | Priority 10 |

HOW WE WILL GET THERE

ACTIONS:

PRIORITY ONE: Implement the delivery of the Integrated Youth Strategy

| Priority no. 1 | Action | Responsible officer | Timescale | Links to other plans |
|----------------|---|---------------------|-------------------|--------------------------------------|
| 1.1 | Create an Integrated Youth Support Structure to accommodate the transportation of Connexions into the Local Authority and best supports the management and delivery of Targeted Youth Support | Head of Service | 31 December 2008 | Service Plan P7 CI01 SP4 and 5 |
| 1.2 | Break down existing silos and identify opportunities to pool budgets and resources | Head of Service | 31 December 2008 | Joint Commissioning Strategy |
| 1.3 | Develop and agree a performance framework and indicators for IYSS to improve outcomes for young people and establish baseline data in line with the Local Area Agreement | Head of Service | 30 September 2008 | |

PRIORITY TWO: Actively involve children and young people and their families in the commissioning, design and delivery of services, in particular engaging the hardest to reach ONE: Implement the delivery of the Integrated Youth Strategy

| Priority no. 2 | Action | Responsible officer | Timescale | Links to other plans |
|----------------|---|---------------------------------|-----------------------------|---|
| 2.1 | Increase the number of young person led projects from 26 in March 2008 to 36 by March 2009 | Youth Development Group Manager | 31 st March 2009 | CSP 3 Service Plan P1 |
| 2.2 | Develop a framework for involving young people and their families in the commissioning of integrated youth services | Head of Service | 31 st March 2009 | Joint Commissioning Strategy CSP 2 CSP 3 Service Plan P1 |
| 2.3 | Expand the Youthinc Conference to engage young people from across the full range of youth support services | Youth Development Group Manager | 30 th June 2008 | CSP 3 YDG Team Plan Service Plan P1 |
| 2.4 | Ensure young people are consulted and engaged in the implementation of the Youth Offer | Integrated Youth Offer Manager | 31 st March 2009 | CYPP – P1 |
| 2.5 | Roll out mystery shopping process and use findings to improve service delivery | Connexions Manager | 31 st March 2009 | Service Plan P1 |

PRORITY THREE: Increase participation in Positive Activities

| Priority no. 2 | Action | Responsible officer | Timescale | Links to other plans |
|----------------|--|---------------------------------------|---------------------------------|--|
| 3.1 | Implement the Empowering Young People Pilot (EYPP) | Empowering Young People Pilot Manager | 31 st March 2009 | Respect Action Plan Service Plan P2 |
| 3.2 | Research and review the impact of the Commissioning Youth Work Strategy on youth work provision across the city, identify gaps and strategic multi-agency solutions based on local needs | Youth Development Group Manager | 31 st March 2009 | CYPP – P1 Corporate Improvement Plan Service Plan P2 |
| 3.3 | Promote the published Youth Offer via the development of a website directory for young people and ensure young people have access to a wide range of positive activities | Integrated Youth Officer | 31 st December 2008 | Service Plan P7 |
| 3.4 | Review the management of the Youth Opportunity and Youth Capital Funds model to ensure the fit with government guidance published in March 2008 and facilitate support young people to follow-up recommendations | Youth Development Manager | 30 th September 2008 | YDG Team Plan |
| 3.5 | Identify and explore opportunities to develop new partnership arrangements across local authority boundaries and regional youth work initiatives | Youth Development Manager | 1 st January 2009 | YDG Team Plan |

PRORITY FOUR: Ensure young people and their families have access to quality IAG

| Priority no. 2 | Action | Responsible officer | Timescale | Links to other plans |
|----------------|---|--------------------------|--------------------------------|---------------------------------------|
| 4.1 | Undertake an audit of the quality of Information, Advice and Guidance (IAG) to inform plans from 1 st April 2008 when IAG forms part of the Integrated Youth Offer | Integrated Youth Officer | 31 st December 2008 | CSP 1 CYPP – P1 Service Plan P7 |
| 4.2 | Implement IAG Delivery Model to ensure that all young people and their parents/carers receive the standard of service to which they are entitled, at each stage of a young person's development | Connexions Manager | 31 st December 2008 | Service Plan P11 |
| 4.3 | Work with all learning providers and the LSC to ensure that all young people entitled to receive IAG services are identified | Connexions Manager | 31 st December 2008 | Service Plan P11 |
| 4.4 | To ensure that additional and sustained guidance and support is provided to those young people who have specific needs, including CLA, those with LDD and young carers | Connexions Manager | 31 st December 2008 | Service Plan P11 |
| 4.5 | To support the early planning and transitional arrangements of vulnerable groups post-16 | Connexions Manager | 31 st December 2008 | Service Plan P11 |
| 4.6 | Ensure that current status of all young people entitled to receive Connexions Services is accurately recorded | Connexions Manager | 31 st January 2009 | Service Plan P11 |

PRORITY FIVE: Further support the engagement of young people in their community as active citizens and volunteers

| Priority no. 2 | Action | Responsible officer | Timescale | Links to other plans |
|----------------|--|---------------------------------|---------------------------------|---|
| 5.1 | Test the 'Voice, Platform, Action' model for services provided at Derwent Hill, Youth Offending Service and Services for Young People and produce a report of findings that considers its potential application as either a stand alone model or alongside other models and youth participation tools | Youth Development Group Manager | 30 th June 2008 | CSP 3 Links to all team plans Service Plan P1 |
| 5.2 | Develop and implement a Volunteering Strategy for Children's Services that will ensure that young people access an increased range of opportunities | Integrated Youth Officer | 30 th September 2008 | CSP 1 CYPP – P1 Service Plan P7 |
| 5.3 | Ensure the co-ordination of Citizenship across the Youth Offer by first carrying out an audit of citizenship activities and opportunities available to young people | Integrated Youth Officer | 31 st March 2009 | Service Plan P7 |
| 5.4 | Develop and implement a Citizenship strategy for the Integrated Youth Support and Development Service which provides the framework to manage the development of the Citizenship and Volunteering agenda which encompasses the full range of citizenship activities identified in action 5.3, incorporates the Volunteering strategy in action 5.2, and links youth participation strategies and structures | Integrated Youth Officer | 31 st March 2010 | Service Plan P7 |

PRIORITY FIVE: SIX: Develop and deliver Targeted Youth Support to ensure that more young people get support built around their personal needs and circumstances

| Priority no. 2 | Action | Responsible officer | Timescale | Links to other plans |
|----------------|---|---------------------------------|---------------------------------|--|
| 6.1 | Using Targeted Youth Support as part of an Integrated Youth Offer, we will ensure that young people who are NEET, are assessed via the CAF and integrated, co-ordinated plans are in place to reduce vulnerabilities and risk | Head of Service | 31 March 2008 | Parenting Plan Service Plan P3 |
| 6.2 | Implement the Challenge and Support Project | Head of Service | 31 March 2008 | |
| 6.3 | Pilot the TYS approach in the East and South areas of the city using the CAF. Learning from the pilots will inform the roll out across the six regeneration areas | Integrated Youth Officer | 31 st December 2008 | CSP 1 CYPP – P1 Service Plan P4 |
| 6.4 | Deliver preventative services to children and young people aged 5-17 years with a focus on early intervention to reduce the number of first time entrants into the criminal justice system | Youth Offending Service Manager | 30 th September 2009 | Youth Offending Service Team Plan Service Plan P5 |
| 6.5 | Establish a Family and Parenting Strategy and enable parents to access effective support for their parenting role to ensure identified needs are met appropriately and improve outcomes for young people | Head of Service | 31 st March 2009 | Family and Parenting Strategy |
| 6.6 | Implement the Risk and Resilience Strategy to ensure young people at risk of adverse outcomes have their needs met at the appropriate level | Head of Health Improvement | 31 st March 2009 | Risk and Resilience Strategy |

EXISTING STRATEGIES AND PLANS

Connexions Information, Advice and Guidance

The **Delivery Plan** outlines how services ensure that all young people can access the information, advice, guidance (IAG) and personal support that they need.

The services outlined are designed to enable young people to plan for their future, set and review personal goals, access personal development opportunities, make well informed and realistic career decisions and make an effective transition to adult life.

The standard level of service to which all young people have access includes:

- 1 An early '**introduction to services**' to which they are entitled and how these can be accessed
- 2 **Assessment**, using APIR/CAF or similar frameworks and action planning for at risk young people is a priority
- 3 **Referral to Opportunities**: this will include holiday activities, volunteering, support or help with personal development, confidence building and self-esteem as well as education, employment and training opportunities.
- 4 **Access to Information, Advice and Guidance** on any issue that impinges/impacts on personal development/progress
- 5 **Transitional Support** for young people when they move from education into the post-16 sector and for transfer to adult services for those aged 19+
- 6 **How to Get Help** if they are not receiving the service they can reasonably expect

In addition, the delivery plan outlines our strategies to achieve targets, these include:

- Reduction in percentage NEET (including at risk cohorts).
- Increase in participation (including at risk cohorts).
- Achieving the September guarantee.

The 14-19 Strategy

The 14-19 Strategy enables the city to effectively meet the statutory requirements within the 14-19 Education and Skills White paper (February 2005) and the 14-19 Implementation Plan (December 2005) to transform secondary and post-secondary education so that young people achieve and continue in learning until at least the age of 18 by:

- Increasing participation at age 17 from 75% to 90%, by 2015
- Securing the functional skills that all young people need for employment
- Providing better vocational routes that equip young people with the knowledge and skills they need for learning and employment
- Stretching all young people to succeed
- Developing intervention strategies to prevent disengagement
- Providing clear progression routes to re-engage the disaffected

The current priorities are:

- To continue to increase levels of participation of all 14-19 learners
- To continue to increase attainment by all 14-19 learners

- To extend and expand the current 14-19 partnership within the city and extend collaborative provision throughout all parts of the city
- By 2010, establish a comprehensive quality assured curriculum to 14-19 year olds. We will also ensure access to all specialised diplomas at all levels by 2013

Children and Young People Democratic Engagement Strategy 2005-2010

The purpose of this strategy is to provide a framework for the continued development of the active engagement of young people in democratic and participatory processes towards the fulfilment of a corporate partnership between the City Council and other key stakeholders with young people.

The strategy focuses on the engagement of children and young people and incorporates key principles of the 'Hear by Right' standards for the active involvement of children and young people, which is a national standard developed by the National Youth Agency and the Local Government Association.

It is also underpinned by the UN Conventions of the Rights of the Child – Article 12, which recognises the rights of children and young people to be listened to when decisions are made that affect them.

This strategy aims to provide the structure for children and young people to have:

- A voice
- Platforms for their voices to be heard
- Representation to ensure action takes place

This strategy forms part of the Children and Young People Plan 2006-2009 and the subsequent 2007-2009 plan.

Empowering Young People Pilot Plan

Sunderland is one of eight local authorities to make a successful bid for a grant from the Department of Children, Schools and Families (DCSF) to deliver a local pilot.

The scheme acknowledges the role that access to positive activities can have, in helping young people achieve their full potential, and aims to engage and empower young people by placing spending power directly into their hands via the use of a smart card that will give them access to activities in a range of £30-£40 per month for the duration. The pilot is targeted at Sunderland's most vulnerable and disadvantaged young people in school years 9–12 in 2007-2008 who are either free school meals eligible or Looked After Children. An estimated 2,200 will fall into this category, representing 15% of all young people in this age group.

Risk and Resilience Strategy

This is a newly formed partnership, bringing together the Young Person's Substance Misuse and the Teenage Pregnancy Partnership Boards. The new Board's purpose is to commission services to promote resilience and reduce the risk of poor outcomes specifically in relation to sexual health, teenage pregnancy, substance misuse including drugs, alcohol and volatile substances and smoking. The group will commission services with a focus on improving access to services and outcomes for all children and young people, including a focus on particular groups of children and young people with additional needs. The group will improve access for these groups to mainstream services where possible, commissioning alternatives/specialist services as required.

Youth Justice Plan

The Youth Justice Plan is the primary document which sets out how youth justice services will be provided in the Sunderland area, the governance arrangements via the YOS Partnership Board, how the service will deliver against the Youth Justice Board performance management framework and is a key source for local planning.

Based on achievements, strategic and operational service priorities, YJB priorities, local priorities, performance against key measures, inspection improvement areas and user needs, the Youth Justice Plan is underpinned by an operational delivery plan across the key themes of anti-social behaviour: prevent offending; intervene early; provide intensive community supervision; reduce re-offending; reduce the use of custody; enforcement and enabling compliance; DTO training plans; Education, Training and Employment; accommodation; mental health; substance misuse; resettlement into the community; restorative justice; parenting diversity and equality and risk management.

Anti Bullying Strategy

Sunderland's Anti-Bullying Strategy has been developed for Children's Services across the city. Representatives from Children's Services, Connexions and the Voluntary Sector have contributed to the strategy, which has now been posted on Sunderland's website with explanatory leaflets sent to all departments of Children's Services.

The Anti-Bullying Charter Mark is a good example of integrated practice in that it developed through the support of the Youth Development Group, School Improvement Team (SIT), members of Sunderland Youth Parliament and Monkwearmouth School. School Councils are now the driving force behind the development of the Charter Mark with the support of SIT and YDG. Work continues with Sunderland colleges, Early Years, work-based training providers and care home managers to develop appropriate anti-bullying charter marks for their settings.

Commissioning Youth Work Strategy

The 'Improving Youth Work Model' and Commissioning Youth Work Strategy implemented by the Youth Development Group in April 2005, aimed at achieving the delivery of strong and vibrant youth provision with strategic commissioning informed by effective needs analysis, delivered against a quality assurance framework working to key quality standards; to achieve the best possible outcomes for young people in Sunderland.

The strategy aims to:

- invest in organisations close to the ground that hold a variety of skills and experience
- bring added security gained from 3 year contracts, with the possibility of a 2 year extension that can be used as leverage to attract other sources of external funding
- provide better value for money and systems of accountability contained within the new contracting arrangements

The model has 3 strands each playing a part in ensuring the delivery of quality youth work to young people aged 13-19 years old, supported centrally by the Quality Assurance Team, Training and Accreditation Team, Youth Strategy Team and Partnership Manager.

The commissioning strategy and model are set within the context of 'Every Child Matters' to achieve the five outcomes, and support the co-operation across agencies

working toward joint planning and commissioning of services for children and young people through the Children's Trust.

Parenting Strategy

The **Parenting Strategy 2008-2011** outlines the universal, targeted and specialist parenting support which Sunderland Children's Trust will secure to:

- improve outcomes for children and young people by enabling parents to access effective support for their parenting role
- bring together partners to share a vision around the needs of parents and the services which need to be planned for them – the 'Parenting Offer'
- seek the involvement of a wider audience on that shared vision and those planned services
- provide a consistent approach in promoting and supporting responsible parenting at a universal level right through to a specialist level

Children and Young People's Participation Strategy 2008-2013

The strategy covers the participation of all children and young people age 0-19 years (0-25 if disabled). A real commitment exists throughout the city in developing the voice of children and young people and engaging them in the design and delivery of services they receive. The aim is to build on existing good practice and embed participatory practice across all aspects of the Children's Trust.

The purpose of the strategy is to:

- ensure all children and young people are given the opportunity, skills and support to actively participate in the decision making processes and shape the services they need
- provide a co-ordinated approach across the Children's Trust to developing a culture and practice of participation
- provide a framework for developing the safe, effective and genuine participation of children and young people across the Children's Trust
- embed children and young people's participation into all aspects of the Children's Trust aiming for the highest level of children and young people's engagement

INNOVATIVE PRACTICE

SUBSTANCE MISUSE

Dare to Differ

The Dare to Differ project is primarily a targeted preventive programme designed to work with and through youth serving agencies to reach vulnerable groups. It has trained facilitators, mainly in the voluntary youth sector, to work with groups of young people engaged through various forms of detached work. The content of its programme is thus geared to 1.5 hour sessions delivered over up to 8 weeks covering a range of issues including: social resistance, resisting peer pressure, respect for the effects of alcohol, seeking help and risky situations.

A key product of the D2D project is the intelligence and understanding it gains about young people's alcohol use in risky settings. So, for example, it has identified some negative consequences of current enforcement activity when young people are moved on and then relocate to relatively dangerous and isolated areas to drink. It can also bring an understanding of current risk behaviours amongst some groups (eg 'snorting' alcohol and a 'shot in the eye' of vodka).

These understandings need to be fed through (as appropriate) to the LMAPs in the form of local intelligence, so they can inform current strategies for problem solving around group drinking. They may also inform the preventive approaches of other agencies such as YDAP and Targeted Youth Engagement (TYE).

In total, there have been 11 youth projects running as part of the D2D programme, with 218 young people (70 male, 148 female) engaged on the project. 151 young people have completed the programme of which 137 have reported a change in attitude and behaviour toward alcohol use.

A key action for future planning is for the Dare to Differ Co-ordinator to work with the Drug and Alcohol Strategy Manager to establish the best means of sharing intelligence with LMAPs and other agencies on current risk taking behaviours and risk situations in relation to alcohol.

YOUTH DRUG AND ALCOHOL PROJECT (YDAP)

YDAP was formed in 2004. It is a partnership arrangement funded by the Substance Misuse Partnership and comprises of seconded staff from the Youth Offending Service, Health, Education, Children's Services and NECA.

YDAP provides specialist treatment including substitute prescribing and targeted interventions for young people up to the age of 18, who are misusing legal or illegal substances including volatile substances.

The young people's substance misuse service, has created a single point of access for all referral agencies to use, with a single telephone number, staff accommodation and dedicated website. This provides a clear pathway of how and where to get help.

All referrals are discussed at a weekly allocation meeting providing multi-disciplinary consultation of each case, at which point a case manager is appointed.

All young people following a comprehensive assessment have access to the experience and skills of the multi-disciplinary team, each element of service required is identified in a young person's care plan which is developed and agreed by the young service user. For example, a young person may be accessing support for their alcohol use. This may be the result of a distressing incident where alcohol is being used as a short term coping mechanism. The young person will receive therapeutic psychosocial interventions as well as an input from health around the impact on their body, and education on the short and long term effects of substance misuse and possible support in accessing more positive activities as opposed to consuming alcohol. All of these interventions are delivered by one team, in a venue accessible and appropriate to the needs of the young person.

PREVENTION

Phoenix Programme

The Phoenix programme is a highly innovative and award winning partnership between Sunderland Youth Offending Service and Tyne and Wear Fire and Rescue Service. The programme works with young people who are referred to the programme for one week. The aim of the programme is to help these young people develop teamwork skills, confidence and self-esteem by involving them in a series of fire and rescue skills across the week. The Phoenix Programme has received positive media coverage for its innovation and success, and in April 2006 it was linked to stamping out arson attacks on Wearside schools, despite a rise nationally with 15% in the North East. In 2007, the YOS linked up again with the Tyne and Wear Fire and Rescue Service to offer parents a unique opportunity to break the cycle of anti-social behaviour within the family environment and the community. Through a one-day course, parents were introduced to the role of the firefighter and took part in practical activities and tasks designed to reflect that. Creating an environment where instructors consistently encourage, praise and support, gives parents an insight into the benefits of this approach when dealing with children. 100% of attendees reported that the course would help them be a better role model and 89% reported that their views of their children had changed as a result of the course.

QUALITY ASSURANCE

Young Person's Inspection Team (YPIT)

The Young People's Inspection Team are a group of young people recruited from local youth projects throughout the City of Sunderland. They check the quality of youth projects in the commissioning areas of Sunderland so, if they need to, they can be improved and maintain good quality.

The project has trained and worked with 36 young people of which currently 18 young people are part of the team. There are regular monthly meetings and additional training and a timetable of inspections of youth provision carried out every 6 months, all with the support of the Quality Assurance Team. There is an inspection form to complete during a visit where YPIT comment on the youth provision. Through their recommendations they have initiated work which has provided greater opportunities for young people including changes in delivery and new building

developments. The young people are at the heart of the quality assurance system that is effectively changing the service for young people in the City of Sunderland.

There is also a questionnaire for young people's views of the provision they attend incorporating a satisfaction survey.

The Young People's Inspection Team have been involved in:

- Carrying out inspections with OFSTED
- Got a Special Recognition Award at Young Achievers
- Gained sectional Duke of Edinburgh Award certificates
- Attended annual residentials to review our inspection form, the young people's questionnaire and the Young Person's Inspection Team itself
- Were involved with URBACT which included an exchange visit with Lithuania
- Met with the JAR Government Inspector
- Carried out over 160 Inspections
- Won the Education Initiative at the 2007 Regional Monitor Excellence Awards

Connexions Mystery Shopping

Connexions trained a number of young people in Mystery Shopping procedures. The trained young people were supported to plan and deliver a series of Mystery Shopping exercises where they visited all Connexions sites during May/June 2005, October/November 2006 and October/November 2007. Reports on their findings for each location were produced on each occasion and local managers were asked to identify actions that would be taken to address the issues raised. Repeating the exercise allowed young people to track improvements and recommendations made in the previous report. The reports from the young people are forwarded to the Local Management Committee and the young people themselves have delivered presentations of their findings.

Viewpoint

Viewpoint is a multi-media system for eliciting feedback from young people engaged in intervention schemes with Sunderland Youth Offending Service, by means of an interactive questionnaire. The Viewpoint questionnaire format is designed to encourage participation by engaging the attention of young people using a 'computer game' setting. The young person can be guided through the questionnaire by an animated cartoon character which speaks the questions and responses. Viewpoint questionnaires are completed by young people in private and are treated in a confidential manner, in that they cannot be viewed by their worker or other YOS practitioners. Young people are therefore able to be more relaxed and frank in their responses than when interviewed by an adult. The YOS sources this service from the Viewpoint Organisation who allows results to be stored securely online to enable local analysis. As a result of using this analysis tool the YOS has identified a number of areas where young people would like to see improvement and has included these as actions within the Youth Justice Plan 2007-2008. For example, young people wanted us to improve timeliness of appointment and consider cultural issues in our intervention plans.

PARTNERSHIP/MULTI-AGENCY WORKING

Tackle It

'Tackle It' is a partnership between Sunderland YOS, Sunderland Association Football Club Foundation, Newcastle Eagles Basketball Club and several arts

providers to deliver engaging interventions to tackle racism, anti-social behaviour, bullying, and substance misuse and to promote good citizenship. In 2007, the initiative was developed further to incorporate 'Tackle It 10 Feet High', which used basketball sessions and follow-up workshops to focus on good citizenship and substance misuse. The '10 Feet High' element of the project uses the distance between the floor of the basketball court and the basket to describe how aspirational guidance and support can make young people feel. The 'Tackle it' programme was awarded the "Preventative Work Award" in the 2007 National Children and Young People's Service Awards.

The Box Youth Project

The Box Youth Project is a registered charity and was established in 2000 in direct response to the needs expressed by local residents and young people living in the Hall Farm, Chapel Garth, Doxford Park and Silksworth areas of Sunderland.

In 2004, the project was commissioned by Children's Services to deliver an area based youth work programme. This has been successfully accomplished through engaging the support of other agencies in a way that utilises the skills and experience of the Box Project. This locally based, holistic approach has enabled a varied range of targeted and generic work to be delivered through a single agency. This approach has ensured that resources are effectively 'pass-ported' through to delivery of direct services that respond to the needs of young people.

Key agencies that contribute to the integrated provision delivered by the Box Youth Project include:

- Gentoo - financial support in the delivery of youth work programmes
- Children's Services - Box Youth Project commissioned to deliver youth work in the South area of Sunderland
- Connexions Service - support to engage NEET young people, young mums.
- Farrington School - financial support to provide an 'alternative curriculum' for young people that require additional community based support
- Extended Services - financial support to deliver a varied menu of activities in collaboration with local primary schools

Engagement with young people

The work of the Youth Development Group's Youth Strategy Team has brought together a wide range of key stakeholders and partners in order to develop the voice of young people in Sunderland. Key examples include:

- The support of Sunderland Youth Parliament with their annual Young People's State of the City Debate that links with schools, youth projects and other services for young people
- The annual Youth Service conference for young people called Youthinc, which brings together young people from across the Voluntary Sector Youth Projects and Youth Development Group initiatives to identify and discuss key area and youth issues with their local councillors. This conference in 2007 was developed in partnership with Sunderland Voluntary Sector Youth Forum, Sunderland Keyfund, and Sunderland Youth Parliament
- Involving Children and Young People Group, which brings together key practitioners and managers together to support the development of the voice of children and young people in Sunderland
- Bluewatch and other youth projects
- Youth Development Group

- Youth Parliament
- Youth Inc

Young Achievers Awards

Sunderland Young Achievers Awards are an annual celebration that recognizes the inspirational and extraordinary achievements of young people aged between 11 and 20 who have made a positive contribution to the life of Sunderland, many of whom will have overcome difficult and trying circumstances. High profile companies and organisations sponsor the Awards and link in partnership with Essen and Dublin.

The Awards cover a range of categories, with over 900 young people this year being acknowledged for their achievements, attracting over twenty positive press and media articles. Sunderland Young Achiever's Awards won the Positive Images category of the Children and Young People Service Award in November 2007 for innovation and achievement.

The Youth Opportunity and Youth Capital Fund

In Sunderland, a young people's Youth Board has been established consisting of youth advocates and young volunteers who are trained in key skills such as grant giving and decision-making. This has resulted in a wide range of participation involving disadvantaged and marginalized groups and to date has led to 35 new young person-led projects with over 7,000 young people as beneficiaries. This scheme will continue to 2011 as part of the government's Aiming High strategy.

WORKING WITH TEENAGE PARENTS

B2b+ Project

The B2B+ Project provides a range of advice and support services to teenage mothers and fathers and pregnant teenagers across the City of Sunderland.

The young parents who attend are all 19 years or under and are from a range of social backgrounds, with varying levels of support from extended families. They are all provided with transport to and from the project to ensure that they are able to attend. A nursery is also provided on-site to offer high-quality childcare.

B2B+ offer a range of learning opportunities to young parents, ranging from parenting programmes, City and Guilds qualifications, literacy and numeracy programmes, creative provision, confidence building courses, IT programmes and a gardening and landscaping project, which is particularly popular with young dads.

A health visitor is available on-site four days per week, midwifery support takes place weekly, parenting and health related courses have been developed and a well-baby drop-in clinic has been set up in response to demand.

The project has been successful in a number of awards it has entered, including winning the National MJ Award last year, and being highly commended in the LGC Award this year, for being a "Men Friendly" project.

They have recently won another National Award from the Young Adults Learning Partnership, for the work they do in ensuring young adults are engaged in learning.

YOUTH INFORMATION SERVICES

Connexions

Connexions Centres in the three major shopping centres of the city (Sunderland, Houghton and Washington) offer young people and their parents and carers weekday open access to information, advice and guidance services. In addition, the Fawcett Street Centre is open Saturdays from 10.00am till 3.00pm. Connexions also supports Information Access Points in schools, colleges and a range of community and youth project venues across the city, open at advertised times.

The major focus of the information provision through Connexions is careers oriented and includes learning and career options. Progression opportunities including pathways to higher education, the labour market and opportunities within it, benefits, EMA and other sources of financial support. Wider information available covers the whole range of issues facing young people. Information provision is supported at each centre by qualified information and guidance staff who offer confidential and impartial advice and guidance.

Youth Development Group

As separate services, the Youth Information Service (YIS) and Teaching Primary Care Trust (TPCT) staff delivered information and provided support for young people with two different approaches and purposes. TPCT staff have focused successfully on young people's physical health and well-being to a high and professional level where the Youth Information Service have focused on young people and all the issues that relate to them, which has been about complimenting and supporting youth work practice through referral around the city. The current provision is now a fusion of both initiatives. The service's mission is to respect young people's right to privacy and confidentiality. It is committed to equal opportunities regardless of gender, disability, race, ethnicity, faith, sexuality and class. This staff team have developed links with many agencies and not only sign post young people to other organisations they also make referrals. Young people can access information from 'What's on?' to support about all areas of sexual health and relationships.

In discussion at this moment are proposed surgeries for a both a Connexions worker and support from YDAP.

CHALLENGES

CHALLENGE ONE

The challenge is to create an Integrated Youth Support and Development Service that has a two pronged approach - strong universal services in which to deliver Targeted Youth Support.

CHALLENGE TWO

The challenge for the Youth Board is to ensure that national youth policy requirements are reflected in the Sunderland Youth Offer.

CHALLENGE THREE

The challenge for the Youth Board is to align the Integrated Youth Offer with existing plans and strategies working in partnership.

CHALLENGE FOUR

The challenge for the Youth Board is to improve outcomes for young people and identify/establish the right:

- base line and measurement indicators
- quality assurance framework
- engagement of young people
- consultation with parents

CHALLENGE FIVE

- 1 To ensure that all young people have access to positive activities and wider support services
- 2 To make best use of funding opportunities to improve local facilities for young people
- 3 To develop a strategy for measuring young people's participation in positive activities

CHALLENGE SIX

The challenge for the Youth Board is to ensure that ALL young people have the information and advice they need to be happy, healthy, confident and able to achieve their best potential.

CHALLENGE SEVEN

Building on the outcomes of the pilot:

- Establish a multi-agency team in each of the six regeneration areas by December 2008
- Continue to implement the seven key delivery elements into full practice

CHALLENGE EIGHT

The challenge for the Youth Board is to further develop and implement a citizenship strategy which promotes and reflects the significant contribution young people make to their communities.

CHALLENGE NINE

The challenge for the Youth Board will be to:

- improve at identifying opportunities for pooled resources via integrated planning and commissioning of services
- to continue to provide value for money whilst meeting the needs of young people within the context of the Integrated Youth Offer

CHALLENGE TEN

The challenge for the Youth Board is to create a new performance framework that will help the delivery of the Youth Public Service Agreement, which is part of PSA 14 (increase the number of young people on the path to success) as well as support the delivery of PSA 23 (make communities safer).

CHALLENGE ELEVEN

The challenge for the Integrated Youth Board is to establish robust commissioning arrangements to monitor and evaluate impact of services on improving outcomes for young people and their families.

CHALLENGE TWELVE

The challenge for the Youth Board is how to involve young people in the governance arrangements.

GOVERNANCE ARRANGEMENTS

