



Inner East Community Committee

9th October 2014 at 7pm

Workshop - Re-engaging young people in Inner East Leeds

Introduction by Cllr Maureen Ingham, Community Champion for Children's and Young People & presentation by Andrew Birkbeck, Area Officer Inner East

Prompt questions:

- Do people recognise what's been said in the report? Is it reflective?
- Have any issues been missed?
- What can we do start to address these issues? Ideas for improvement?

Feedback:

Transport

- Transport has been highlighted as a key issue for all age groups.
- Particular difficulties for young people, especially from deprived backgrounds, to access provision from both a cost and distance perspective. Creates feeling of being marooned in a small geographical area.
- It was suggested that bus companies could provide free passes as part of their corporate responsibility package.
- Local provider Getaway Girls already build travel into funding bids and provide free bus access (First Bus Leeds has a charity arm and can provide books of 100). Taxis not such a good voucher idea due to costs & need for DBS checks.

Action point: Look at travel vouchers and the potential for Metro to subsidise travel as they have with the Head Start initiative:

<http://newsfeed.leedsvirtualnewsroom.co.uk/2014/08/free-bus-pass-scheme-is-just-ticket-for.html>

Getting a job

- It was recognised that some young people despair of getting a job because of their background (having a police record for instance).
- The value of young people using volunteering to gain valuable skills was raised by Cllr Ingham who said that she was more impressed by a young person's volunteering

than she was with qualifications, as it showed a young person what real life was about.

- There was a conversation about the difficulties some young people face i.e. they can't afford to volunteer as they need money to maintain their tenancies and they find themselves in grey areas if they are on income support, etc.
- Low-self-esteem, low confidence, depression and other mental health issues as well as lack of parental support and necessary skills were also cited as key barriers for gaining employment.
- Positive local role models for young people as inspiration to "success" i.e. Nicola Adams, Josh Warrington and Danny McGuire, Tour de France cyclists, Leeds United players.

Participating in activities

It was recognised that there is a range of activities available in Inner East, however there are barriers/reasons for low uptake at the moment:

- There is evidence of young people being given Breeze cards (usually in Yr 4) and them not realising that they need to activate it.
- Not knowing how to activate Breeze card is a common problem, more aware-raising needed re Breeze brand.
- Breeze <http://www.breezeleeds.org/> and the Breeze Culture Network <https://culturenetwork.breezeleeds.org/> is acceptable as a tool to access opportunities whilst a young person is in school, but on leaving they tend to disengage.
- A perception that Breeze is for younger children - it is for all ages (up to 18, after which the Leeds Card is available) but need a better method of letting young people know what is available.
- Not all young people like sport and physical activity which tend to be funded as they can easily get the larger numbers for participation with reasonably low outlay. There is also a lot of work being done in schools via the physical activity strategy.

Suggestions for improvement

- If Breeze was on Instagram, more young people would use it.
- Lots of young people use YouTube, Facebook and Pinterest and if Breeze information was available on mobile phones as an app, they wouldn't lose their details as they do with a card.
- We could ask young people to do an audit and post on Instagram, all the places/organisations etc they have visited and enjoyed to gain a better understanding of what is wanted/popular.
- When you've taken up an activity, it was suggested that a follow up message be sent to tell them of other similar activities - creating a referral system/pathway of providers.
- Young mums desperately want childcare at Leisure Centres (although this was thought to be available in some centres).

- Do we need to do something about re-branding the Breeze Card to make it more appealing/accessible to young people?
- Get young people involved in the planning and implementing of projects.
- Better consultation with young people on what they want.
- Further open days and events need to be arranged to promote Apprenticeships e.g. linking in with careers events at John Smeaton.
- There needs to be an increased focus on young people age 9+ - the current focus is on age 13+.
- Needs to be a consistency of relationships between professionals and young people to promote trust and encourage progress i.e. a lead professional working with young people.
- Leeds Pathways website:
<http://www.leeds.gov.uk/leedspathways/Pages/default.aspx> was not well known amongst people attending the Committee. This is a one-stop portal for information on careers and advice information for young people. Promotion of the Pathways brand needs promoting and there may be potential for a phone app.
- Events arranged or funded by particular Clusters need publicising across Cluster boundaries.
- Breeze needs to either combine with Leeds Pathways or compliment it better.
- The role of volunteers working with young people needs to be expanded.
- It may be useful to install electronic information boards in school to let young people know what events and activities are coming up in their area that week/month etc.

Venues

- Facilities are a key factor to putting on activities – yet the schools have some of the best in the area – is there anyway of opening up schools to 3rd sector/voluntary sector to use for their activities?
- Leisure Centres need to be fully utilised.
- Informal spaces are where young people want to gather but not necessarily indoors.
- Pop up venues in buildings in the Inner East area need to be explored as an option.

Working together

- Agencies that provide services/provision to young people were asked if they felt they worked well together and made connections with other colleagues/projects.
- In some ways yes e.g. Child Sexual Exploitation, where there is a co-ordinator ensuring all agencies are measuring progress in the same way.
- Other initiatives weren't seen to work as well.
- Provision in Inner East Leeds is fragmented. Lot of providers with good intentions but often working in isolation. This isolation is compounded by the competition for funding, which is scarce.
- There are frustrations in some cases where a young person can be desperately in need of a service/activity, but is denied it because he/she doesn't meet the eligibility

criteria. At the same time there are young people who do meet the criteria, but fail to take the activity up. Therefore the service/activity isn't used.

Action point: We need to be able to mix and match funding and eligibility criteria so that initiatives reach people based on need, rather than pre-determined criteria that excludes.

Action point: Council needs to revisit its relationship with the community/3rd sector. Rather than just being a funding body we need to evolve being an enabler and facilitator of partnerships/pathways. Perhaps funding could be reviewed to encourage partnership/joined up working.

General Comments

- Young people need to be involved in lots of other aspects of civic life, including decision making on planning. Thought needs to be given to where young people can play, relax and socialise when housing is built.
- Need to look at getting young people involved in positive activity from an early age.