

Report of The Director of City Development and Director of Children’s Services

Report to Scrutiny Board (Sustainable Economy and Culture)

Date: 12th July 20012

Subject: Response by Director of City Development and Director of Children’s Services in relation to Scrutiny Board Recommendations into the Engagement of Young People in Cultural, Sporting and Recreational Activities

Are specific electoral Wards affected? If relevant, name(s) of Ward(s):	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Are there implications for equality and diversity and cohesion and integration?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Is the decision eligible for Call-In?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
Does the report contain confidential or exempt information? If relevant, Access to Information Procedure Rule number: Appendix number:	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

Summary of main issues

1. Following a detailed review by the 2011/12 Sustainable Economy and Culture Scrutiny Board they published their report into the Engagement of Young People in Cultural, Sporting and Recreational Activities in April 2012.
2. This report made ten recommendations for action to the Directors of City Development and Children’s Services. This report is the response of the Directors and outlines the actions proposed.

Recommendations

3. Scrutiny Board is asked to note progress and that they will receive two reports in 2012/13.

One in September covering progress on work with those not in education, employment or training; the progress on Breezecards, the printed brochures and the progress on the Youth Review where it relates to access to cultural and sporting activity.

The second in April/May 2013 which reports on data collection and progress on sponsorship.

1 Purpose of this report

- 1.1 To respond to the Sustainable Economy and Culture Scrutiny Board report and outline the action planned.

2 Background information

- 2.1 During the 2011/12 civic year the Sustainable Economy and Culture Scrutiny Board investigated the engagement of young people in culture, sporting and recreational activities. The inquiry only focussed on the work of City Development and explored a wide range of issues from programmes available, data, gaps, ambition and challenges. One of the most inspiring and revealing elements of the inquiry was a session with young people from a wide range of backgrounds.
- 2.2 As a result of their investigation, the Scrutiny Board made ten recommendations for action to the Directors of City Development and Children's Services

3 Main issues

- 3.1 **Recommendation 1 - That the Director of City Development and the Director of Children's Services report back to the Scrutiny Board in September 2012 on how Breeze branded activities can be further used to target and provide opportunities for young people who are disengaged from statutory education and therefore are more likely to become NEET.**

There is a significant amount of work ongoing and planned to target young people not in education, employment and training and this will be summarised in the September 2012 report to Scrutiny.

- 3.2 **Recommendation 2 - That the Director of City Development and the Director of Children's Services investigates by September 2012 a mechanism for the automatic issue of Breeze Card to children and young people to enable opportunities for participation in Breeze activities.**

City Development are currently working on the whole 'Leisure Card' process to streamline it, make it easier for people to access and of more value across more services. The September report will outline these plans and include a timeline and costs if the Council chose to provide every child with a Breezecard.

- 3.3 **Recommendation 3 - That the Director of city Development and the Director of Children's Services implement a system of accurate data collection and management which will identify the engagement and take up of Breeze programmes by young people and enable service provision to be targeted. Progress to be reported back to the Scrutiny Board in February 2013.**

As part of the work on the cards outlined in Recommendation 2, the data collection the system offers is being rationalised and agreed between the two directorates. City Development is also developing economic and social impact information as part of its grant schemes. This will include a wide range of activity for young people and so is relevant to both directorates who are working together to develop robust measures for the Children's Services Indicator 'having fun growing up' and the City Development Indicator 'engaging more people in cultural

activity'. While progress could be reported in February, it is recommended to delay until April/May when a further report could be provided including data for activities for the whole of the 2012/13 financial year.

- 3.4 **Recommendation 4 - That the Director of City Development and the director of Children's Services works in collaboration with Area Managers to introduce a published co-ordinated programme of events for distribution to all children and young people on a cluster basis and made available through schools and public buildings in the area.**

Progress has already been made with two areas agreeing to produce printed brochures for the Summer 2012 programme. All activities across the city will again be available on the Breezeleeds website. Further work will be carried out with Area Managers.

- 3.5 **Recommendation 5 - That the Director of City Development and Director of Children's Services investigate the marketing potential for Breeze and the most effective way of communication, involving young people in scheme designs and creation of media to advertise events.**

Young People are at the heart of the Breeze development and they are working with both directorates to help design communication advice on how and where to communicate with their peers. There will be a wide ranging media campaign for Breeze in summer.

- 3.6 **Recommendation 6 - That the Director of Children's Services and the Director of City Development conduct a service review of the culture, Recreation and Sports offer to young people with a view to providing the best possible co-ordinated and integrated service to the young people of Leeds. The progress of this element of the Youth Offer review is to be reported back to the Scrutiny Board September 2012.**

The culture, recreation and sports offer is a fundamental part of the Youth Review. Currently provision is being mapped and brought together in a coherent package for young people, parents and carers and youth workers. Progress on work will be report at the September Scrutiny Board.

- 3.7 **Recommendation 7 - That the Director of City Development, before September 2012, reviews the conditions and restrictions for venue and attraction admission in Leeds to ensure that these do not unnecessarily prevent young people from utilising facilities or participating in events.**

A review of all venues has taken place. Many are already free for young people or offer discounts with a Breezecard and most activity programmes are free to join. The young people cited as frustrating the fact you had to be accompanied by an adult if under 16, when visiting Tropical world. In response to this, the age has been lowered to 14.

3.8 Recommendation 8 - That the Director of City Development, before September 2012, engages with clubs, organisations, voluntary and community groups across the city to promote the benefits of the Breeze Culture Network and increase membership.

Significant progress has been made with clubs and organisations in the last few months and many are registered on the Culture Network and Leeds Inspired sites so there is greater access to their activity. The family hub also holds a lot of their information for parents and carers. Due to the volume of groups this work will be ongoing.

3.9 Recommendation 9 – That the Director of City Development and the Director of Children’s Services report back to the Scrutiny board in February 2013 on the progress of seeking sponsorship opportunities and the projected budget position for Breeze in 2013/14.

Work has been ongoing to seek sponsorship and a detailed sponsorship pack produced. It is a challenging market and currently only small scale sponsorship has been attracted. However this enabled significant activity to progress. The February 2013 Scrutiny Board will include a summary to date.

3.10 Recommendation 10 – That the Director of City Development undertakes an audit by March 2013 of organisations who are in receipt of cultural or sporting grants from Leeds City Council to assess if appropriate efforts are made to remove barriers for children and young people, whilst making positive steps to engage and inspire.

All organisations in receipt of cultural grants will have to report on their target audiences and how they accessed their activities. 2012/13 will be the first year of implementation and this is an area which will take time to develop. The organisations are due to report in April at year end and so it is anticipated a report to scrutiny April/May rather than March.

4 Corporate Considerations

4.1 Consultation and Engagement

4.1.1 Young people are involved in many different aspects of our work and will contribute to the reports identified above.

4.2 Equality and Diversity / Cohesion and Integration

4.2.1 The equality, diversity, cohesion and integration issues related to the issues being reported on will be considered in detail and incorporated in each individual report through an Equality Impact Assessment.

4.3 Council policies and City Priorities

4.3.1 The issues raised in the Scrutiny Board are core to current Council policies on ensuring the best future for all our young people.

4.4 Resources and value for money

- 4.4.1 The impact on the Council's resources and assessment of value for money will be included in each report as appropriate.

4.5 Legal Implications, Access to Information and Call In

- 4.5.1 There are no legal implications and this report is subject to Call In.

4.6 Risk Management

- 4.6.1 The risks will be assessed as they relate to each report.

5 Conclusions

- 5.1 The recommendations of Scrutiny Board will all be actioned, however some alternate reporting dates are recommended.

6 Recommendations

- 6.1 Scrutiny Board is asked to note progress and that they will receive two reports in 2012/13.
- 6.2 One in September covering progress on work with those not in education, employment or training; the progress on Breezecards, the printed brochures and the progress on the Youth Review where it relates to access to cultural and sporting activity.
- 6.3 The second in April/May 2013 which reports on data collection and progress on sponsorship.

7 Background documents¹

- 7.1 None used

¹ The background documents listed in this section are available for inspection on request for a period of four years following the date of the relevant meeting. Accordingly this list does not include documents containing exempt or confidential information, or any published works. Requests to inspect any background documents should be submitted to the report author.