

Report of Chief Libraries, Arts and Heritage Officer and Director of Children's Services

Report to: Scrutiny Board (Sustainable Economy and Culture)

Date: 18 October 2012

Subject: Report back on Scrutiny Board recommendations for action on engaging young people in sports and culture

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 checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
Is the decision eligible for Call-In?	<input type="checkbox"/> Yes	<input checked="" 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. The Sustainable Economy and Culture Board in 2011/12 investigated how Leeds City Council Leisure Services engaged young people in sports and culture and identified a series of recommendations for action which they asked the Directors of City Development and Children's Services to report back on. They included a timetable for reporting back to the scrutiny board and this is the first of those reports

Recommendations

2. Scrutiny Board supports the work achieved so far and requests a report on the remaining actions in May

1 Purpose of this report

- 1.1 To report on the actions taken to deliver the recommendations of the 2011/12 Scrutiny Board. The Board requested for this report to cover recommendations 1, 2 and 6

2 Background information

- 2.1 During 2011/12 the Sustainable Economy and Culture Board investigated the wide ranging ways LCC Leisure Services engaged young people in Sport and Culture and as a result of this investigation produced a series of recommendations for action
- 2.2 The Board requested a report back at this time on Recommendation 1 about support to those not in education, employment and training; Recommendation 2 about Breezecard developments; and Recommendation 6 about progress on the Youth Review.

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 the plan to target young people not in Education, Employment and Training to increase engagement via Breeze activities with a view to providing skills or experience opportunities.**

A range of different activities and actions have taken place to target these young people to help them identify their strengths and develop skills which will enable them to make better life choices.

- 3.1.1 **Skills development in the Arts: Breeze Arts Foundation** – Is an Arts Award accredited programme delivered in partnership with First Floor (West Yorkshire Playhouse). The project is for young people aged 15 – 19 years old who are or are at risk of not being in Education, Employment or Training (NEET). Alongside development of their creative, artistic and performance skills, they receive support from an allocated key worker, for a range of life skills. These can range from help with housing, teenage pregnancy, court appearances, family conflict, substance abuse etc. Strong links are developing with the Drama department at Leeds City College and young people who drop out of their courses have been successfully signposted to the Breeze Arts Foundation for the additional keyworker support. By running 3 x 12 week blocks in January the young people who fail in the first term at Leeds City College can be supported back into courses the following year.
- **Aims** To work with young people 15+ who have an active interest in one or more art forms but have no plan for training or future career.
 - To draw on and link young people into the rich and diverse cultural community that exists in Leeds
 - To provide a pre-apprenticeship or pre foundation course experience in the arts for young people building their capacity to follow a career in the arts.

- To use keyworker support to build capacity in young people to realise their creative potential through achieving Arts Awards.
- To work with each participant on their own personal action plan and pathway into further education, employment or training.

3.1.2 **Skills development in Sport: Breeze Sports Academy** - this provides high quality sport based vocational qualifications in an appropriate and top class sports environment, to stimulate the learning of disaffected young people. Young people will develop the skills, knowledge, qualifications and confidence to gain employment or go on to further education in the sport and recreation field.

- **Strategic Objectives:** The target audience is young people from across Leeds with a keen interest in Sport in year 10 and entering year 11 who are "at risk" / not attending or excluded from school.
- Referrals come from key workers, Youth Offending Team, Schools (EWO's / BEST) and the Anti-Social Behaviour unit.
- To provide nationally recognised sports qualifications.
- To provide an insight into the wide range of opportunities for employment within the sports industry .
- To increase young people's enjoyment of sport / physical activity.
- To provide individual learning support to young people through a key worker to establish key skills and confidence to access further opportunities
- To give workshops on healthy lifestyle choices within the programme.
- To provide placement opportunities for young people to gain work experience with qualified staff in holiday periods.
- Develop a mentoring programme with sport professionals to support further development of individuals
- Key worker to provide a link to the young persons home / school and other agencies they are involved with.
- Allow the most marginalised and those most likely to participate in crime the opportunities to develop new skills to engage in activities that will benefit the neighbourhood and themselves

3.1.3 **Getting information to Young People: Breeze On Tour** - Leeds City College and voluntary sector organisations who are funded to enrol NEET young people onto training programmes are regular attenders at Breeze events. They take stalls in the information zone where young people can sign up for further information and guidance in course choices. Leeds City College have fed back that they find attendance beneficial for all of their courses including the adult part time courses as information is also given out to parents. Ache, a voluntary organisation, have been able to track that 8 young people were initially recruited from Breeze on Tour this year onto their courses for post 16's and that 6 are still regularly attending. Work is ongoing to explore how the Breeze web site could deliver an interactive online, telephone and text based Information, Advice and Guidance service.

3.1.4 **Getting into temporary employment: The Breeze Youth Support, Sports and Artist Casual Pool** – this offers paid employment to over 70 people a year, we

offer additional support to young people who are taking their first step on the ladder to employment and many of our younger employees have attended Breeze projects prior to joining the pool.

- 3.1.5 **Volunteering opportunities: Breeze on Tour** - For those young people who are unable to meet the basic requirements of the paid staffing pool there are volunteering opportunities at Breeze on Tour and in other projects. Over 70 young volunteers were involved in various aspects of the delivery of Breeze on Tour in 2012. Having concluded this work these young people will now have the opportunity to be recruited for paid work on the casual pool in the future. In the future the aim is to broaden the offer of volunteering experience by introducing a Breeze Volunteering web page that highlights all of the opportunities across the council, in partnership with Voluntary Action Leeds, Do It and V. This will connect young people into the broader opportunities and support systems available. By working with: Prospects, Igen, 'Raising Your Game,' Cluster Co-ordinators and voluntary organisations these opportunities will be promoted directly to the NEET cohort.
- 3.1.6 **Preparing young people for work: Team building days** – Discussions with the Chamber of Commerce have taken place to find out what business sees as being the main barrier to young people entering and being successful in the work place. Employers are looking for young people who have self confidence, who can display initiative, good team skills, personal social skills. The lack of these qualities in young candidates are a common cause for complaint amongst the business community. There is a feeling that young people are not really prepared to enter the world of work when leaving school. Employers often look for evidence of interest in sport and volunteering as positive indicators of initiative. The Out of School Activities Team delivered several successful Team Building Days in secondary schools in summer 2012. More bookings are being received and will be targeted to the Cluster co-ordinators who work with the most vulnerable young people already struggling in school. Participation in team building activities builds confidence and also gives a vehicle to introduce young people to other positive activities in their area, including volunteering.
- 3.1.7 **Breeze – a front door to learning, skills and work pathways** - The Breeze website is closely linked (one click) to Leeds Pathways which is the city's online service for young people, parents and learning providers, attracting over 100,000 unique users and over 3 million hits in the last year. It provides: the complete post 16 learning offer for the city, an online application process for Year 11 students, local news, events, labour market information as well as resource banks for teachers/professional and parents/carers. The creative and media sector and sport, leisure and tourism sector are well represented on the website. Improvements continue to be made to the site including a recent Local Jobs and Careers section bringing local labour market information to life for young people, with employer video clips, job sector information and much more. (Please see www.leedspathways.org for more information).
- 3.1.8 The Children's Services Directorate has integrated under one management team (Young People and Skills) the education arts, music (ArtsForm) service, P.E and Sport service, youth services (in-house and commissioned) and post 14 services (including information advice and guidance and the youth contract). This service

will work closely with colleagues in City Development to ensure that pathways are signposted and available to young people who want to progress from engagement in culture and sports to further learning opportunities and work.

- 3.1.9 For an increasing number of young people an apprenticeship, where they can earn at the same time as learning, is their preferred career choice. We are continuing to work with employers to increase the number of apprenticeship opportunities available in Leeds. The City Council and City College are establishing the Leeds Apprenticeship Training Agency (ATA) which will operate as an employment agency to support micro, small and medium sized SME businesses that would otherwise be unable to take the risk of employing an apprentice directly.
- 3.1.10 The creative and digital industries (CDI) sector contains a broad mix of businesses, including design, media, ICT and cultural. It is characterised by small and micro businesses, and hence most firms have a spread of technical and business management skills requirements. Depending on definitions used, there are around 6,000 businesses in the sector in Leeds City Region, collectively employing between 32,000 and 42,000 people. The largest single subsector is software and electronic publishing which employs around 10,000 people. The occupations in which businesses expect to see most growth are sales and customer service occupations and skilled trades occupations. Most employers have very limited knowledge of the apprenticeship system. The forecast is for these businesses to become more active in terms of apprenticeships over the next three years, particularly in arts, media, publishing and ICT. The soft skills of entrants are extremely important yet seen to be lacking.
- 3.1.11 As part of the City Deal, Leeds City Council has received a grant from the Education Funding Agency (EFA) for the delivery of a Youth Contract to work with 16 and 17 year olds who are NEET in 2012/13. Contracts have been put in place to secure additional work placement/ volunteering opportunities, mentoring, readiness for work programmes and one to one support. Practitioners in the sports and culture sector will be briefed on these opportunities so that they can support/signpost young people appropriately. A locality innovation fund issued through clusters (organised around school, academy and children centre partnerships) is being issued to create innovative activity with 16 and 17 year olds who are NEET adding to the existing elements of the Youth Contract. Sports and arts practitioners who are part of Breeze networks are well placed to contribute to the above. There are 3 objectives in the contract :
- To support 16-17 year olds who are not in education, employment or training and at risk of long term disengagement to move into education, training or employment with training and to sustain this outcome.
 - To increase these young people's experience and qualifications so that they have the opportunity to continue in education and successfully find work, reducing the proportion who become unemployed in adult life.
 - To test methods of local delivery and payment by results, increasing the effectiveness of these models and developing best practice.

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

3.2.12 City Development is exploring a way of providing a free Breezecard to all young people without the cost experienced when this was done in 2010, through the Activity fund. The Directorate is looking at introducing this card as part of the introduction of an automated system in Sport. It is hoped to introduce this at the end of this financial year if the costs can be managed. The card will continue to be a library card, a card to book sports activities and also offer discounts to various shops, venues, events and museums and galleries

3.3 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.

- 3.3.1 The Youth Offer Review is currently underway and in the last few months has undertaken significant consultation with elected members, young people, voluntary organisations and service providers within the council. Early in the process young people identified the value to them of sport and culture and their support for Breeze. They have made a number of proposals to build on the current offer to make it more focused and relevant to them. These include:-
- using culture, community work and the arts as a base to introduce youth leadership schemes so they are seen as advocates and champions for their communities
 - Investigating further opportunities to offer discount through Breezecard such as on transport and access to charged for activities (this is currently provided for access to Council events and activities). Provide free leisure swimming to all primary age young people
 - A positive promotion and media strategy and consultation on a wider range of opportunities
- 3.3.2 Emerging findings from the review include the proposition that funding should be released to Area Committees in their roles as community champions to stimulate the design and delivery of a 'places to go, things to do programme'. The programme would be expected to
- involve young people in the decision making, design and delivery of activities;
 - engage partners e.g through clusters to leverage in other resources ;
 - provide more local influence through elected members in the design of the Breeze programme;
 - enable young people to effectively access more targeted youth work services.
- 3.3.3 Capacity from Children's Services and City Development would be identified to work with the Council's Area Leadership teams to support Area Committees in the

assessment of need and the design and evaluation of programmes. It is anticipated that a similar approach would be taken identifying the city centre as a locality with specific needs working through the city centre partnership for young people.

- 3.3.4 Information collected to describe the current offer would be used to underpin planning and to ascertain the most meaningful ways in which this can be publicised and kept up to date for services users. Proposals which include the above are being drafted for consideration by the Council's Executive Board.
- 3.4 One active example of the directorates working together is in the legacy from London 2012. The Director of City Development and the Director of Children's Services submitted a joint report to the Council's Executive Board **Inspiring a generation: a sporting legacy for Leeds** on the 5th September outlining proposals aimed at enabling Leeds to build upon the successes of the London 2012 Olympic Games and Paralympic Games, and in particular the successes of local and regional participants. In addition, the report outlined a strategy leading up to 2016 and beyond, which aimed to leave a continuing legacy of the Games for the people of Leeds.
- 3.4.1 The Council's Executive Board welcomed the timely submission of the report, and highlighted the need to ensure that the momentum arising from the Olympics and Paralympics was built upon, in order to ensure that Leeds' strong sporting tradition continued. The Council's Executive Board resolved that contents of the submitted report be noted, along with the following proposals:-
- That further work will be undertaken to explore the benefits and costs of Leeds introducing a "BeActive" style programme. The Director of City Development, Director of Children's Services and Director of Public health to meet and progress further.
 - That the emerging Sport and Active Lifestyles strategy is noted and the ambition to be the "most active big city" supported.
 - Consult with the Leeds Public on how best to celebrate the achievements of our Olympians and Paralympians, and then establish an Olympic Legacy Fund of £100,000 annually, with details to follow
 - Support future international sports events in Leeds and to use them to inspire a new generation of participants
 - To develop proposals for a sustainable school sport system, building on the school games, and that supports Leeds as a child friendly city.
 - Establish options for increasing National Non Domestic Rate relief to sports clubs in Leeds.
 - Seek a commitment from sporting groups, third sector and business in the city to attend a Leeds Sporting Summit to maintain and further develop sports in Leeds.

- 3.4.2 It is also proposed to link this to the offers of organisations and clubs outside the council. Detailed work has been carried out with these organisations to open up access, ensure safeguarding is in place and to help them define what they are providing and for whom

4 Corporate Considerations

4.1 Consultation and Engagement

- 4.1.1 There has been wide ranging consultation with young people on the range and focus of events and activities. In many areas young people are now involved in a leadership role, framing, planning and running entire events or supporting their design and delivery. The Youth Review has consulted widely elected members, young people and a wide range of other stakeholders and deliverers.

4.2 Equality and Diversity / Cohesion and Integration

- 4.2.1 A full Equality Impact Assessment will be carried out as part of the Youth Review work and will be reported as part of the Executive Board. The activities outlined in response to Recommendation 1 are targeted to young people not currently in education, employment or training and as such are in great risk of a poor quality of life.

4.3 Council policies and City Priorities

- 4.3.1 Leeds: A child friendly city is a core city priority as is engaging people in sport and culture

4.4 Resources and value for money

- 4.4.1 This report refers to work currently funded but due to the economic position and need to reduce the council budget further will be subject to review as part of the budget process

4.5 Legal Implications, Access to Information and Call In

- 4.5.1 This report has no legal implications.

4.6 Risk Management

- 4.6.1 The key risk to the work described above is budgetary and is part of the current financial review facing all services.

5 Conclusions

- 5.1 There are a number of activities now available via Breeze for young people not in education, employment or training to use sport and culture to discover and develop vocational skills and gain help in life skills to enable them to move into employment, training or re-engage with learning. These need to be continually reviewed and developed to ensure they remain relevant to young people

- 5.2 The youth review is focusing on the development of a clearer sport and culture offer which is easier for all to access through more locally determined arrangements. More work is required here and will be reported as part of the Youth Review Executive Board paper

6 Recommendations

- 6.1 That Scrutiny board accepts the work so far and supports further activities to engage with more NEETs and ensure more young people can access sports and culture

7 Background documents¹

- 7.1 None

¹ The background documents listed in this section are available to download from the Council's website, unless they contain confidential or exempt information. The list of background documents does not include published works.