

**Report of: Chief Libraries, Arts and Heritage Officer**

**Report to: Sustainable Economy and Culture Scrutiny Board**

**Date: 1<sup>st</sup> December 2011**

**Subject: Engaging Young People in Cultural Activity Part 2: Effectiveness and Communication**

Are specific electoral Wards affected?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
If relevant, name(s) of Ward(s):	All	
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?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
If relevant, Access to Information Procedure Rule number:		
Appendix number:		

### Summary of main issues

1. The second session of the Scrutiny Board's investigation into the engagement of young people in cultural activities will consider the effectiveness of the programme and communication with young people. It will review the activities available over the summer 2011 to demonstrate, the range of activities provided, the geographic spread and where data is available the take up of these activities.
2. The source of the data used includes the Breeze web site, Breeze card, the Breeze Culture network, information from services where available, the cluster programmes delivered through the Activities Fund, and very limited information available on uniformed organisations.
3. The way young people access information is explored, including targeted communication with specific groups.

### Main issues and actions

The attached detailed report covers a wide range of data and includes a number of actions for further work. The key actions to be followed up are to build on the strong infrastructure

the city has developed and extend access and use of this to a wider range of internal and external partners.

The funding landscape has changed dramatically over the last few years and greater partnership working is essential to maximise resources and continue to deliver an exciting and challenging programme for all young people in Leeds.

In some wards, Area committee 'Well being Fund' is now being allocated for summer holiday activities along with cluster allocations so that joint commissioning can take place which integrates the priorities of wards with that of school communities. This will ensure there is a coherent approach to planning for all age ranges, across a full range of activities, avoiding any duplication of provision. It will also offer efficiencies as there will be one process for submitting bids from providers and greater transparency and fairness in the commissioning process.

There are currently a range of opportunities and communication streams with young people who live particularly challenging lives. The report outlines how we need to build on these, work closely with the young people themselves, and with those running targeted services to ensure a coherent and effective offer is maintained and developed.

## **Conclusions**

There are a wide range of activities and events for young people and engagement is quite high in some places. However there is no true picture of everything that is going on or of who is taking part. The attached report includes action points and in summary these suggest

Internal and external organisations should be able to use Breezecard as a data collection device with the information collated and returned to enable service improvement and development

Where organisations use differing data collection systems non sensitive data should be shared

All organisations should be encouraged to use Breeze Culture Network and BreezeLeeds to communicate their activities and every encouragement given area management to support clusters to maintain provision of their activity booklets or summary information tools

Lessons from recent consultation with those with specific needs should be implemented to improve their access to activities

Closer links should be developed with voluntary organisations delivering activities  
The opportunity of the Olympics and Paralympics should be exploited to ensure a strong legacy for young people

## **Recommendations**

- 1 That Scrutiny Board note the detail of the report and proposed actions as part of their investigation into the engagement of young people in cultural activity.

## **Background Documents**

Data reports on take up and usage.