

Sustainable Economy and Culture Scrutiny Board

Engaging young people in Cultural Activity

Sessions 2: Effectiveness and Communication

Exploring what activities are available, who attends, and how young people find out.



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Introduction

This report focuses on the provision, promotion and take up of cultural activities including sport for young people in Leeds over the summer holiday period 2011. It explores current data sources, the challenges of so many groups and organisations being involved and the opportunities this offers. There is a significant amount of data on work with young people, from the ever increasing number of schools who visit museums to explore the city story to the number of young people tested annually at year seven by Sport to discover sporting potential as part of the RAD's scheme. There are also many gaps in data currently which are gradually being filled as technology develops. It was agreed that this scrutiny session would focus on the cultural activities held over the summer of 2011. The report will investigate:

- An overview of who attended the activities delivered through Breeze events, Libraries and Sport and recorded through Breeze card during the period September 2010 – 2011, plotted against the under 19 population in Leeds to set the context..
- The range of activities available to young people during summer 2011
- How young people find out what there is to do
 - Using BreezeLeeds
 - Using Cluster programme booklets and schools.
 - How the most vulnerable young people in Leeds find out what is available and the potential for improving this
- How cultural and sporting organisations in the city engage with young people and how that can develop
- How the statutory and voluntary sector Youth Service engages with Breeze cultural programme and how that can develop.

Due to the wealth of data this provides it is proposed to delay the detailed consultation results until session 3 where it sits better with meeting the young people themselves.

Background information

Leeds has gained national recognition for the Breeze brand for young people and both LCC Capital Scheme and a range of external funding streams have contributed to the development of the Breeze brand over the years resulting in significant investment in a strong infrastructure for young people as well as a wide ranging activities programme. The current economic situation has changed the landscape with regard to external funding however that early investment in infrastructure means Leeds is in a fortunate position of already having the Breezeleeds website, the Breeze Cultural Network, the Breeze card and the Adventure Activity equipment, all of which are fundamental to ensuring young people not only have things to do, but that they can find out about them and their take up can be monitored.

Breeze came in to being in 1996 through the political backing of full council when there was a strong desire to create a coherence to the activities available out of school so that young people found it much easier to both know what was going on and access activities which interested them. Cultural activities have always been at the heart of Breeze. Since a major refresh of the brand in 2004, the numbers of young people who own a Breeze card has risen to 161,000. The brand has continued to be developed to simplify the offer for all you people in Leeds. Breeze also enables a two way communication with young people ensuring the offer is refined, developed and kept relevant to meet their needs. Breeze card and other data provides the opportunity to report on young people's access to activities enabling us to identify gaps in provision and take up, which should ultimately inform planning and commissioning.

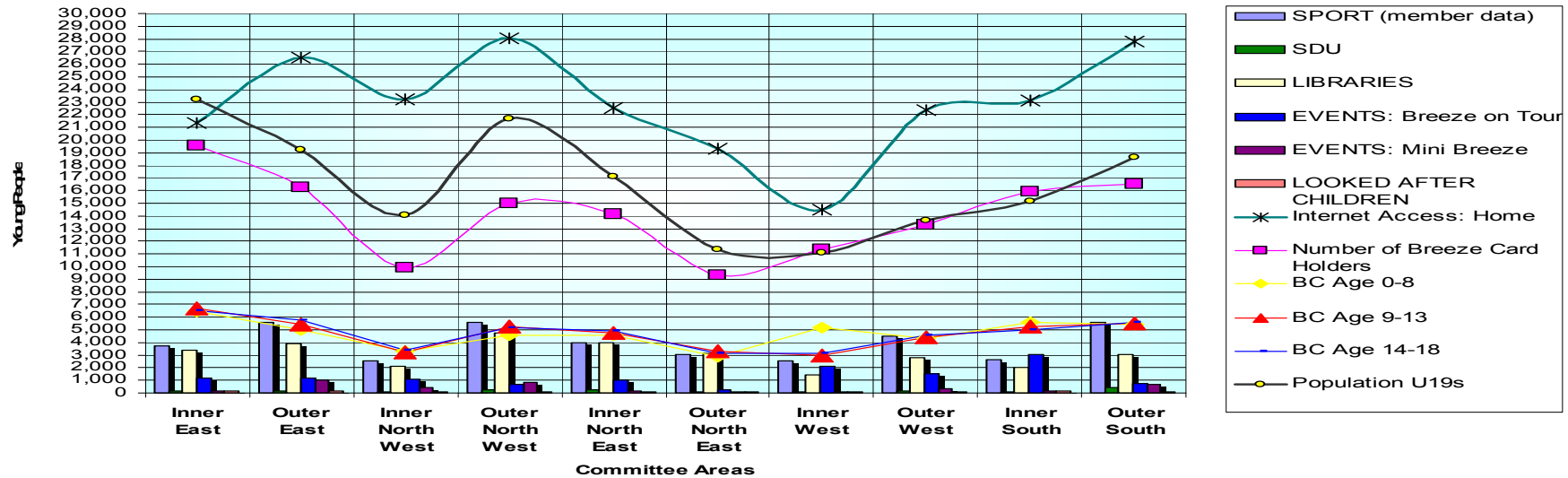
Activities are also delivered by a wide range of partners both internal and external to the council, through statutory, voluntary and private organisations, free and at cost. Participation in these activities is monitored through the use of numerous different systems and currently this creates a challenge in accessing and comparing the data.

The plans are to move to monitoring as much as possible through Breezecard as this would allow an understanding of the effectiveness of current provision in terms of reach and equality of access. This report bring together data on access to Sports, Libraries and Breeze Event activities for the period September 2010 to August 2011 as a demonstration of what could be achieved once the Breezecard is rolled out as the key access tool.

Who is accessing which activities?

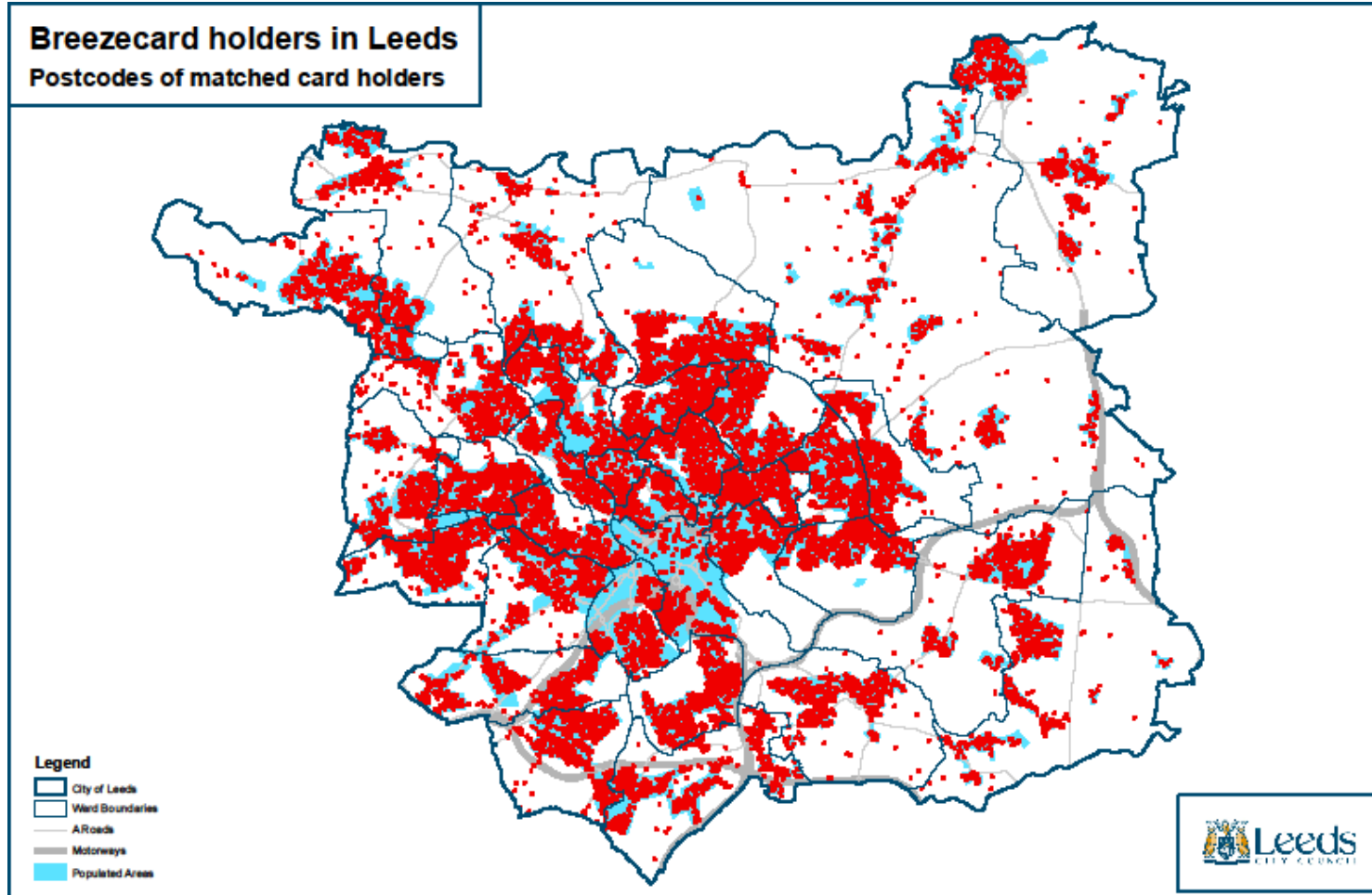
Young people access a wide range of activities and while there isn't a breakdown of all that they do, the following maps and charts give an insight of some of their take up. The bar graphs demonstrate take up of sport, libraries and Breeze events. The lines close to the bars demonstrate that in most areas that the Breezecard holders, equally split into three age bands with the only variance being more under- 8 Breezecard holders than other age groups in Inner West. It also shows us the highest population of under- 19's is in the Inner East and the greatest variance between under 19 population and Breezecard holders is in the inner and outer North West, possibly attributable to the student population. The chart also shows that Internet access mirrors the under 19 population except in the Inner East.

Graph 1 - Access to services measured through Breeze Card in area context



	Inner East	Inner North East	Inner North West	Inner South	Inner West	Outer East	Outer North East	Outer North West	Outer South	Outer West
Sport (member data)	3688	3986	2561	2601	2573	5584	3093	5634	5631	4487
Sport development	133	296	101	100	49	199	108	230	401	139
Libraries	3402	3995	2150	2054	1413	3914	3102	4730	3034	2782
Breeze on Tour	1166	1002	1092	3092	2080	1157	280	691	749	1541
Mini Breeze	189	206	400	154	64	1040	82	867	674	299

Map no 1. Breeze Card holders in Leeds mapped against the under 19 population

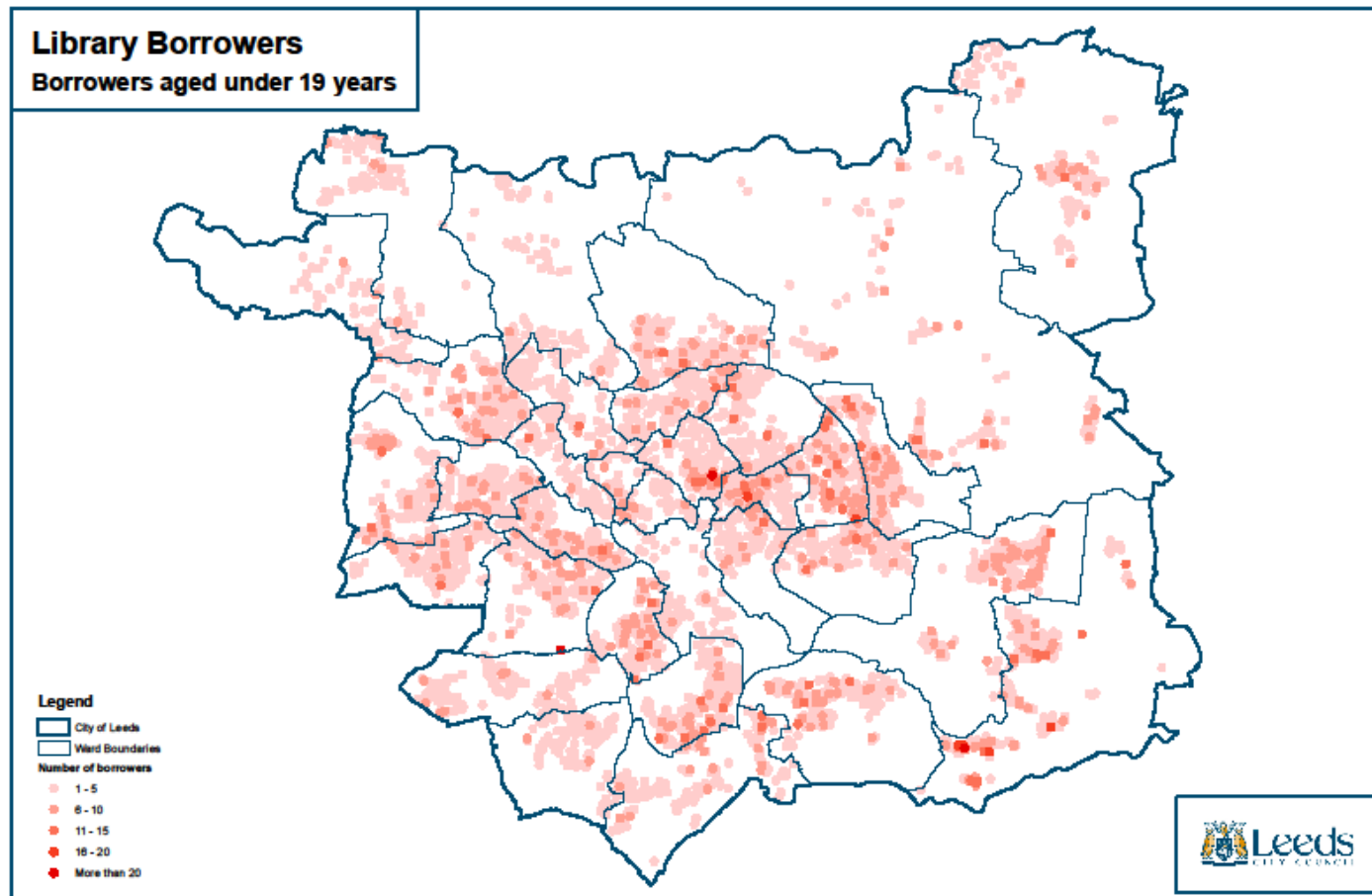


This map shows the postcodes of the under 19 population in the city (pale blue) overlaid in red with the postcodes of the 161,000 Breezecard holders. The distribution highlights the very broad coverage in the city, as well as the small areas which are yet to be penetrated by Leeds Card. Ideas to maintain and extend the current penetration are currently underway with Children's Services.

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REF : 2011 : 069 : 001

Map no 2. Active Library Borrowers September 2010 – September 2011



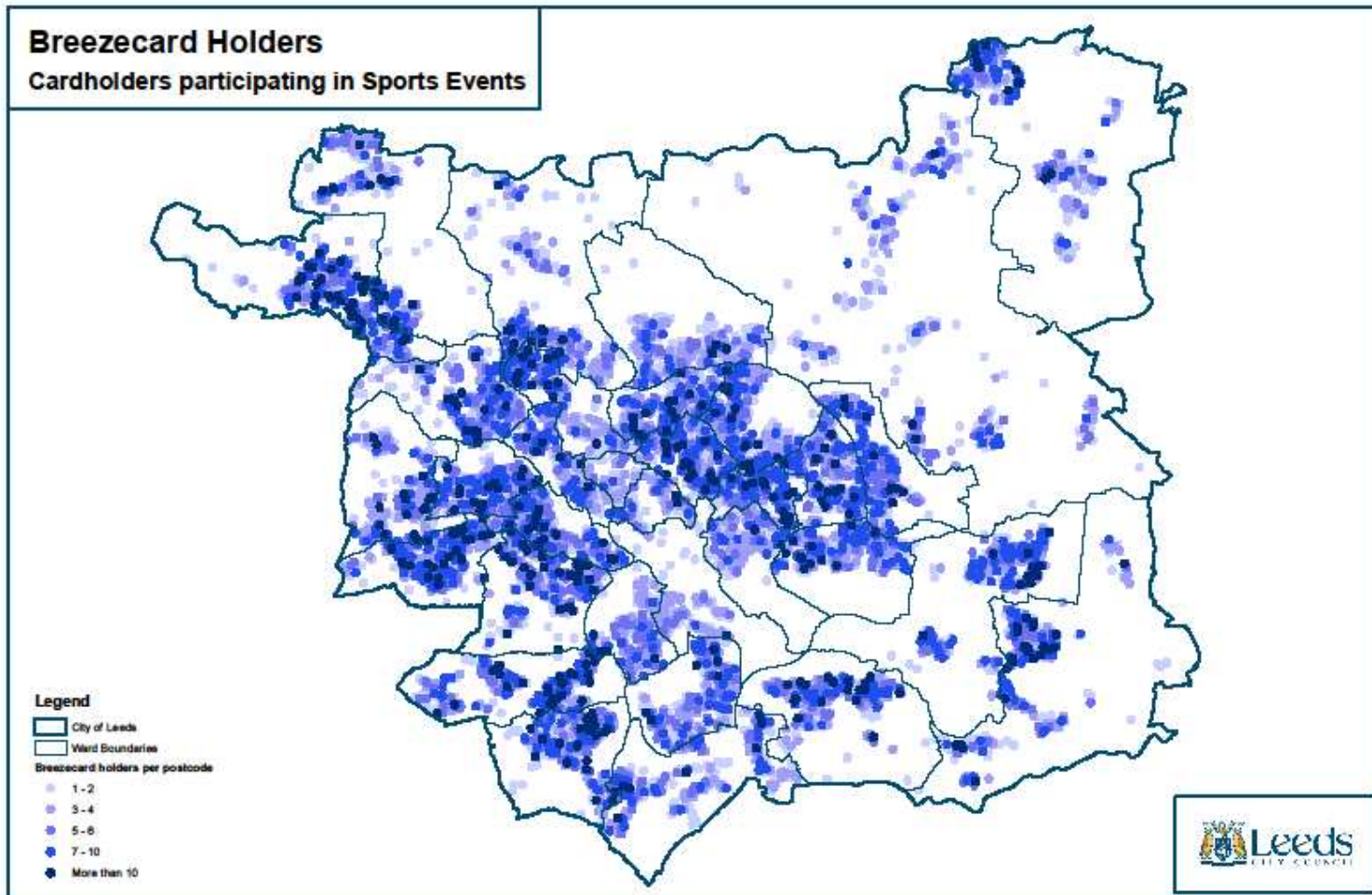
These three maps demonstrate the reach of three different types of regular activity available to young people, using the library service, visits to sports centres and participation in a range of events organised by Sport and Active Recreation. While use is good there is still more to do to make these services accessible and relevant to all young people.

An example of use is: 30,576 under 19's borrowed a total of 1,360,200 library items. 8,045 young people attended library events and a further 24,421 were in attendance at promotions of the Summer Reading Challenge. 33,039 under 16's (not through school) participated in organised activities in Museums.

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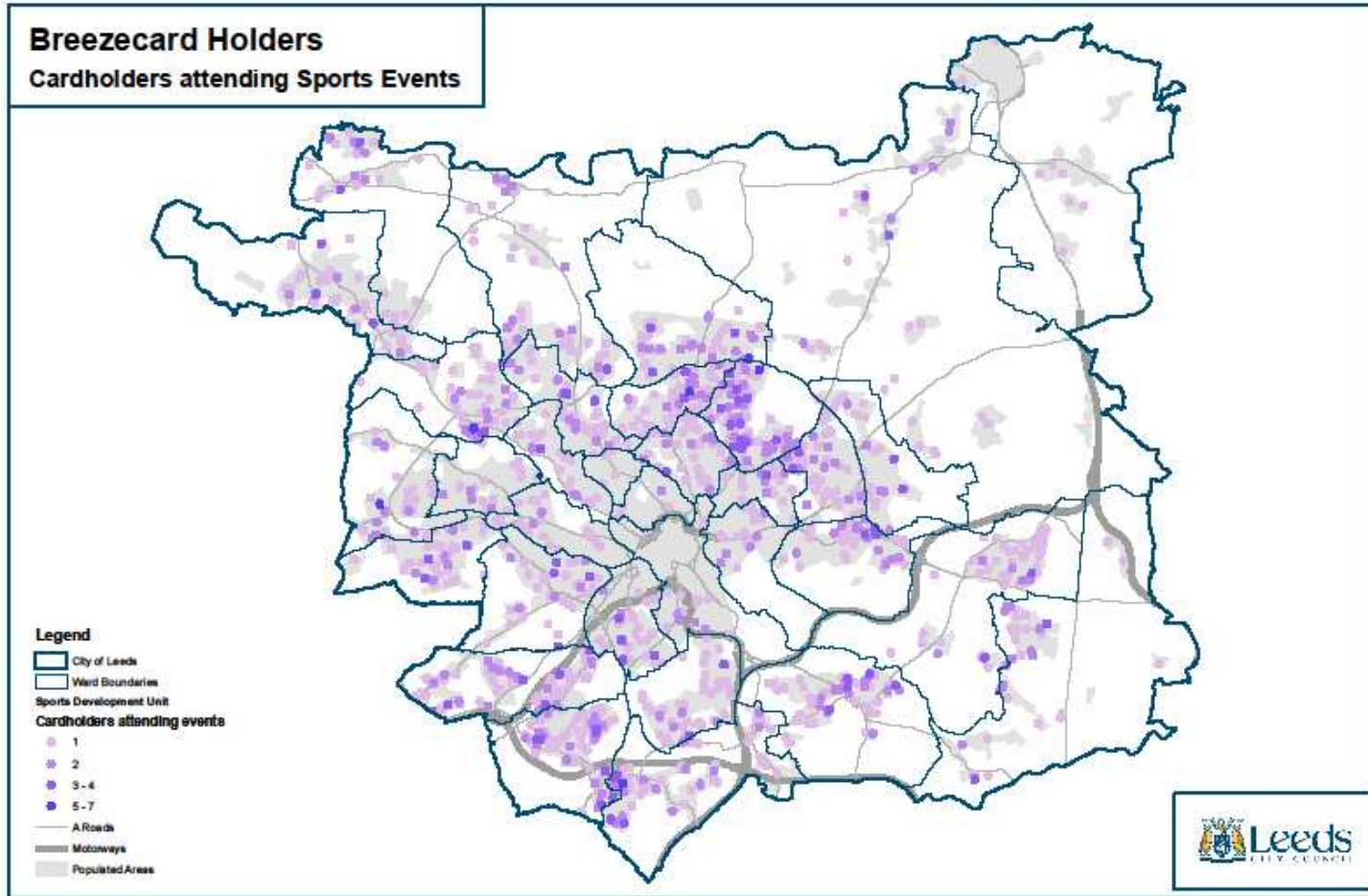
Map no 3. Use of Sports Centres by Breezecard holders



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Map 4. Participation in Sport Development programme

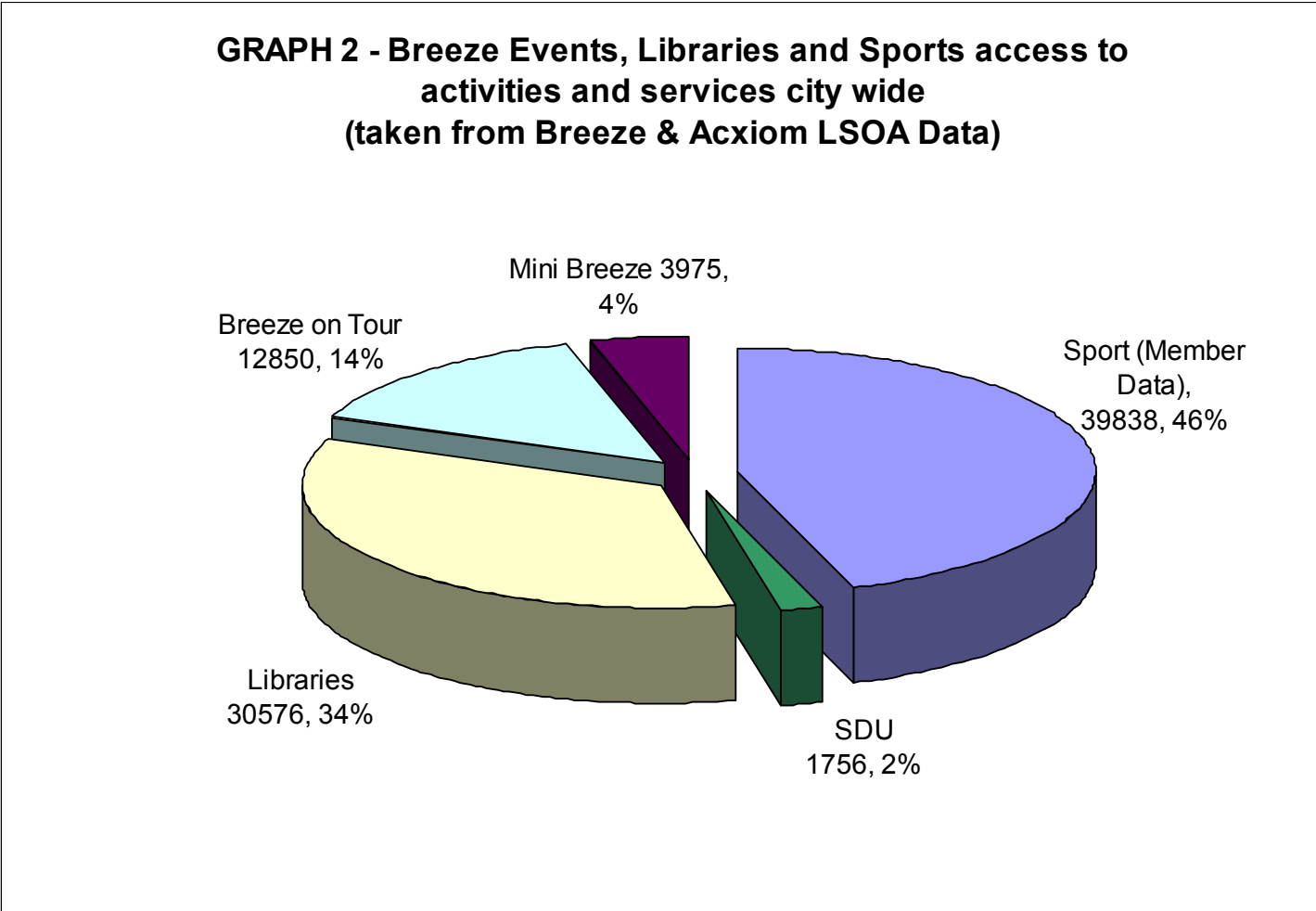


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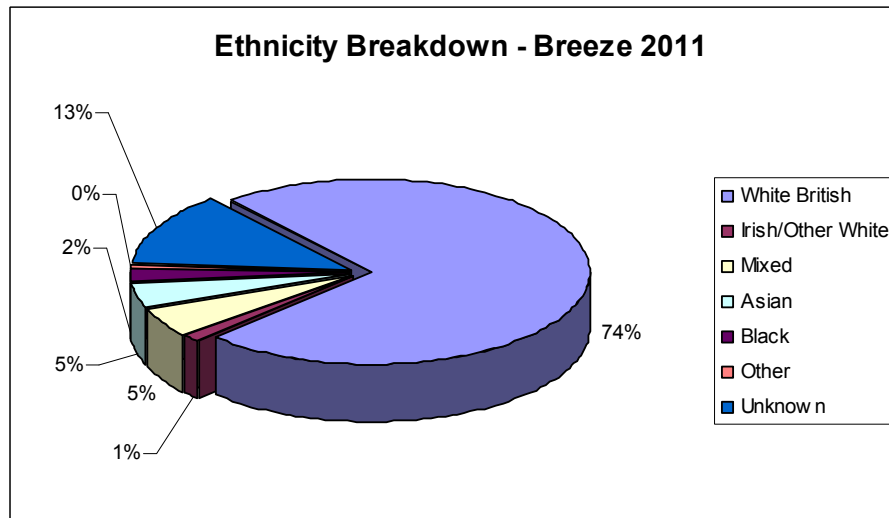
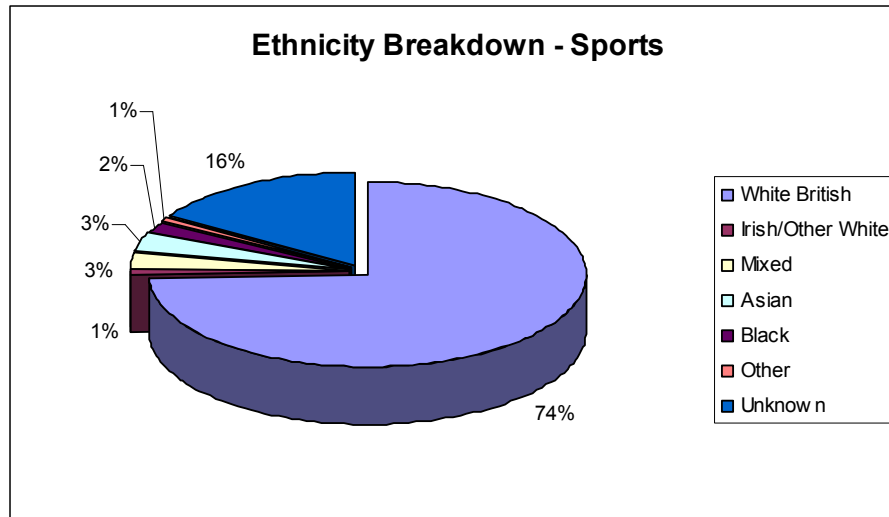
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Graph no. 2 : The number of young people accessing Breeze events, Libraries and Sports September 2010 – September 2011 as measured by Breezecard.

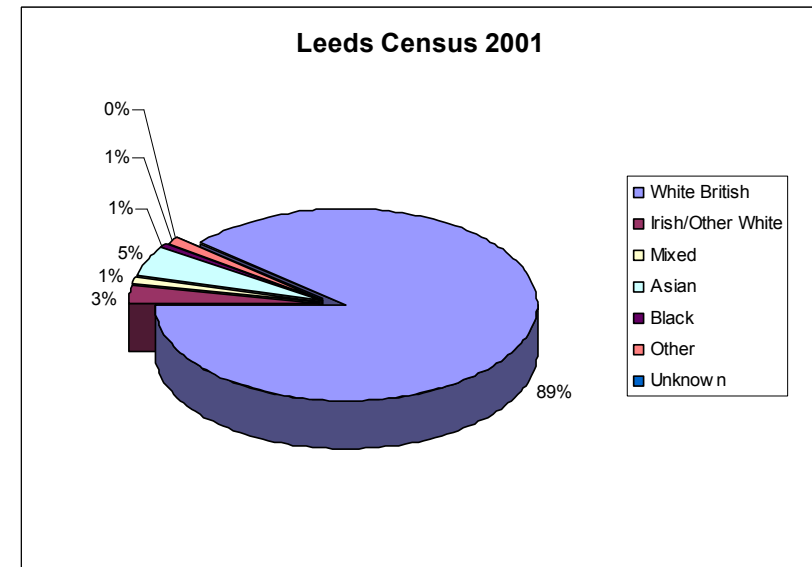
The graph below puts detail on the maps showing the number of young people who have accessed, at least once in the last year Libraries, Sports activities, Breeze on tour and Mini Breeze. (SDU means Sports development unit).



Equality data



There is a significant amount of data available on equality issues. To give some insight into this the charts below compare the city wide data on ethnicity with that of the take up of Sport and Breeze. In terms of gender the split of both Sport and Breezecard holders is almost 50% male to 50% female.



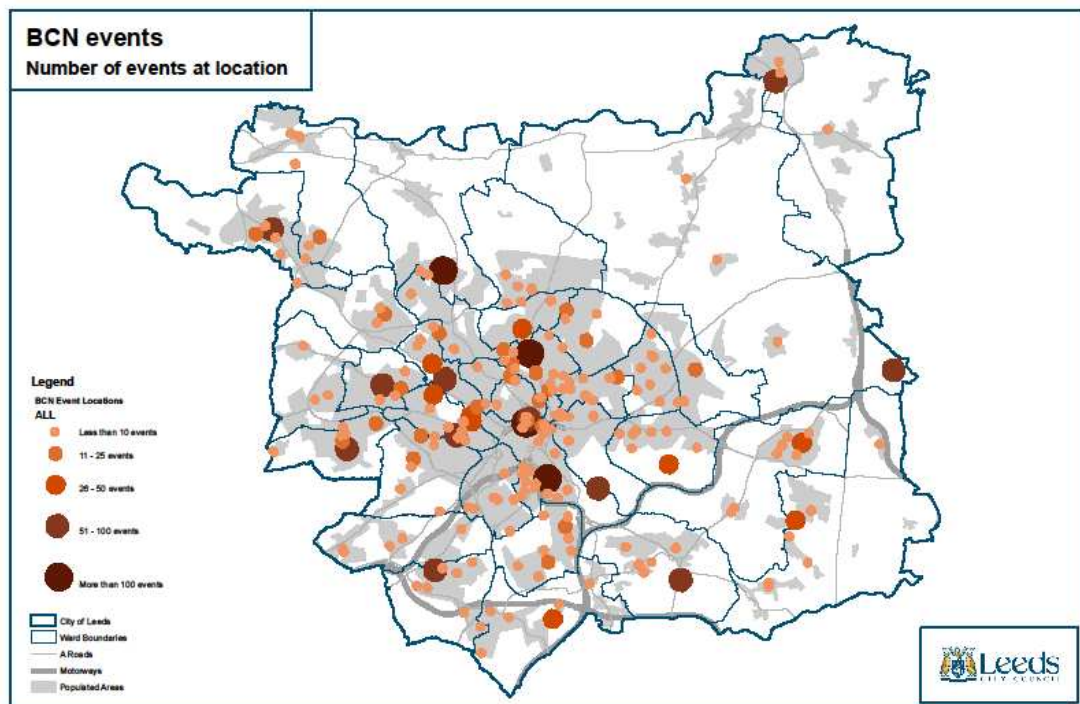
What is available for young people to do?

Organisation	Activity no.
Artbugs	3
BEAT (Beyond Expressive Arts Team)	6
Extended service - NETWORKS Cluster	93
Extended Services - C.H.E.S.S Cluster	11
Extended Services - Aireborough Cluster	36
Future Arts	6
Hunslet Club	227
I Love West Leeds	1
Learning Partnerships	18
Leeds Art Gallery	200
Leeds Carnegie Basketball Foundation	2
Leeds City Council - Artforms	2
Leeds City Council - BreezeLeeds.org	3
Leeds City Council - Library & Information Service	43
Leeds City Council - Museums and Galleries	310
Leeds City Council - Out of School Activities Team	21
Leeds City Council - Parks and Countryside Rangers	24
Leeds City Council - Sport and Active Recreation	909
Leeds City Council - Youth Service	766
Leeds City Learning Centres	48
Leeds Reach	10
Northern Ballet	5
Positive Futures	4
Rock School UK	34
Rothwell Leisure Centre	1
Roundhay School Technology & Language College	10
SAA-uk	7
The Carriageworks	1
Total Sports Coaching	65
Not named	228
Grand Total	3094

There is a huge range of cultural activity available for young people organised by individual services, clusters, voluntary groups and organisations. Many of these activities are publicised on the BreezeLeeds website and this information has been used below to map the number of things to do, the geographic spread and the type of activities available.

The list opposite shows the range of organisations which promoted their Summer activities 2011 on the BreezeLeeds web site, and the number of activities advertised by each organisation. Using BreezeLeeds means young people know that these activities were taking place. Plans to encourage organisations to register with the network will mean that the number of activities promoted through breezeleeds.org will increase.

Map 5: The number and location of events organised over the summer and available to young people via BreezeLeeds



The map shows the geographic spread of the events listed in the table above. The darkest brown indicates that more than 100 events took place in and around these venues, mid brown indicates 50 – 99 events, orange indicates 20 – 49 events, amber 10- 19 events and the palest colour showing that less than 10 events have taken place.

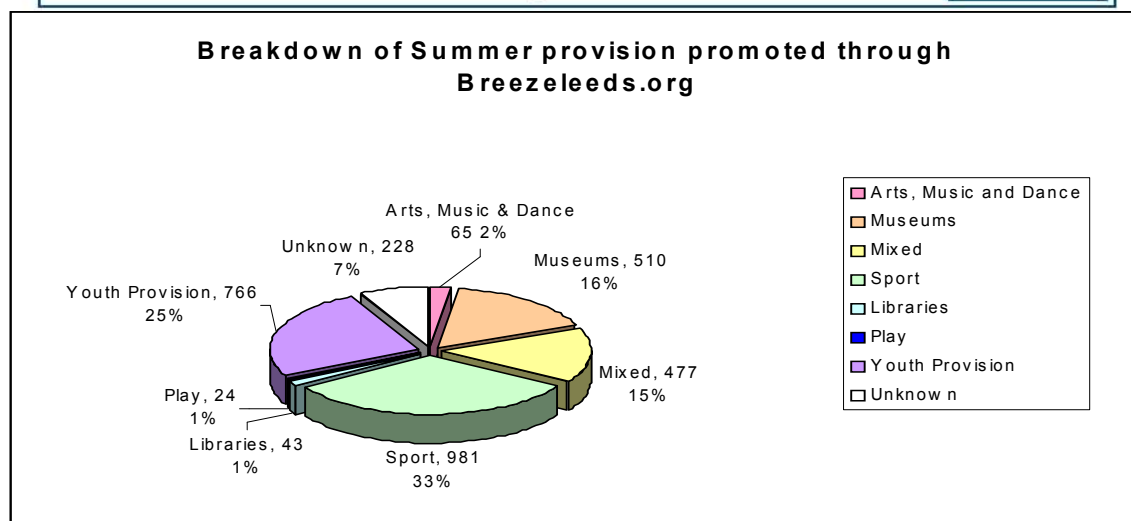
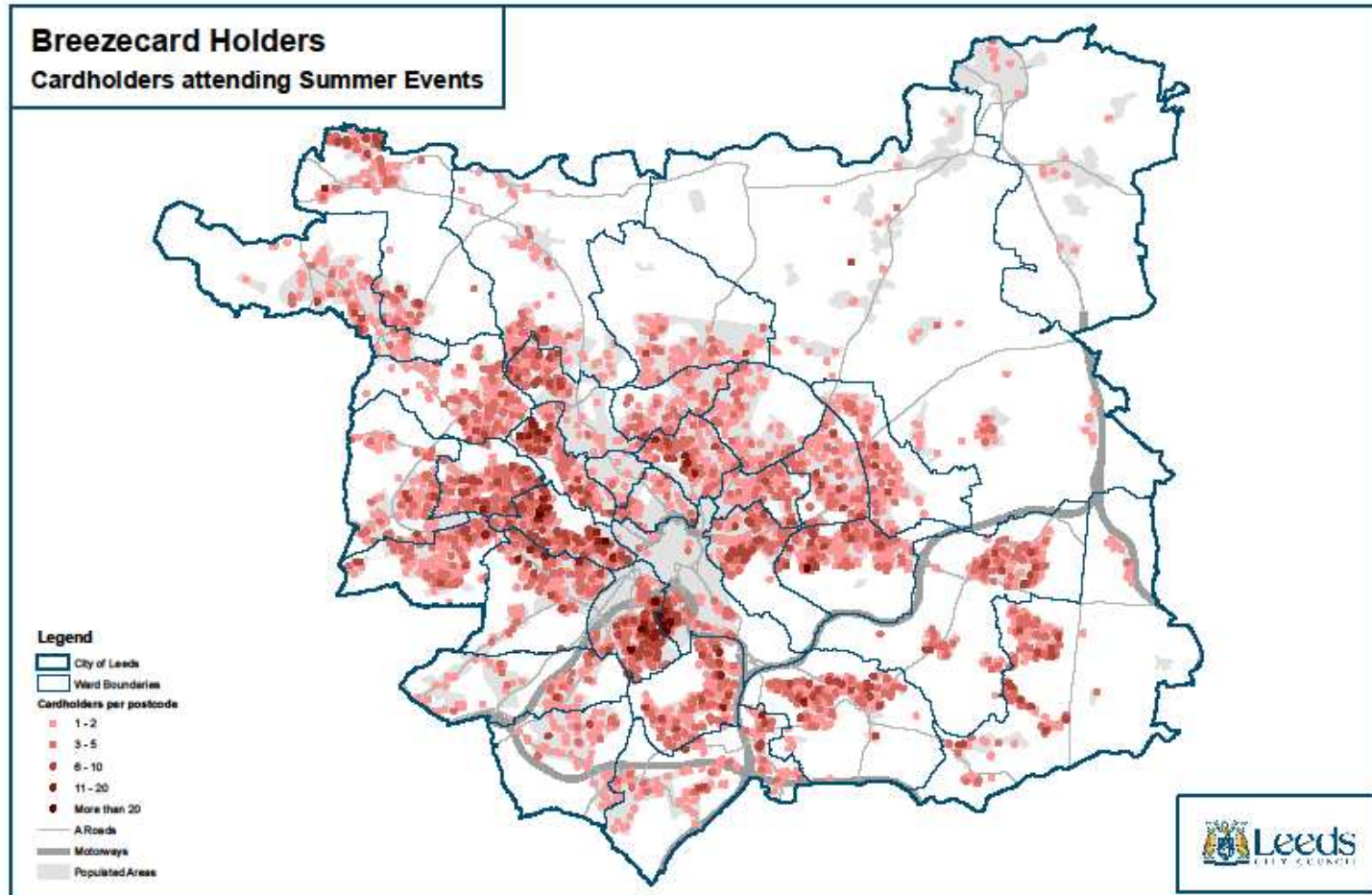


Chart showing types of activities available

The chart breaks down events rather than visits by type of activity.

Map 6: The postcodes of Breezecard holders attending Breeze on Tour and Mini Breeze events Summer 2011



This map shows that the attendance at events mirrors the spread of the under 19 population. It again highlights areas of lower take up where work needs to be focused.

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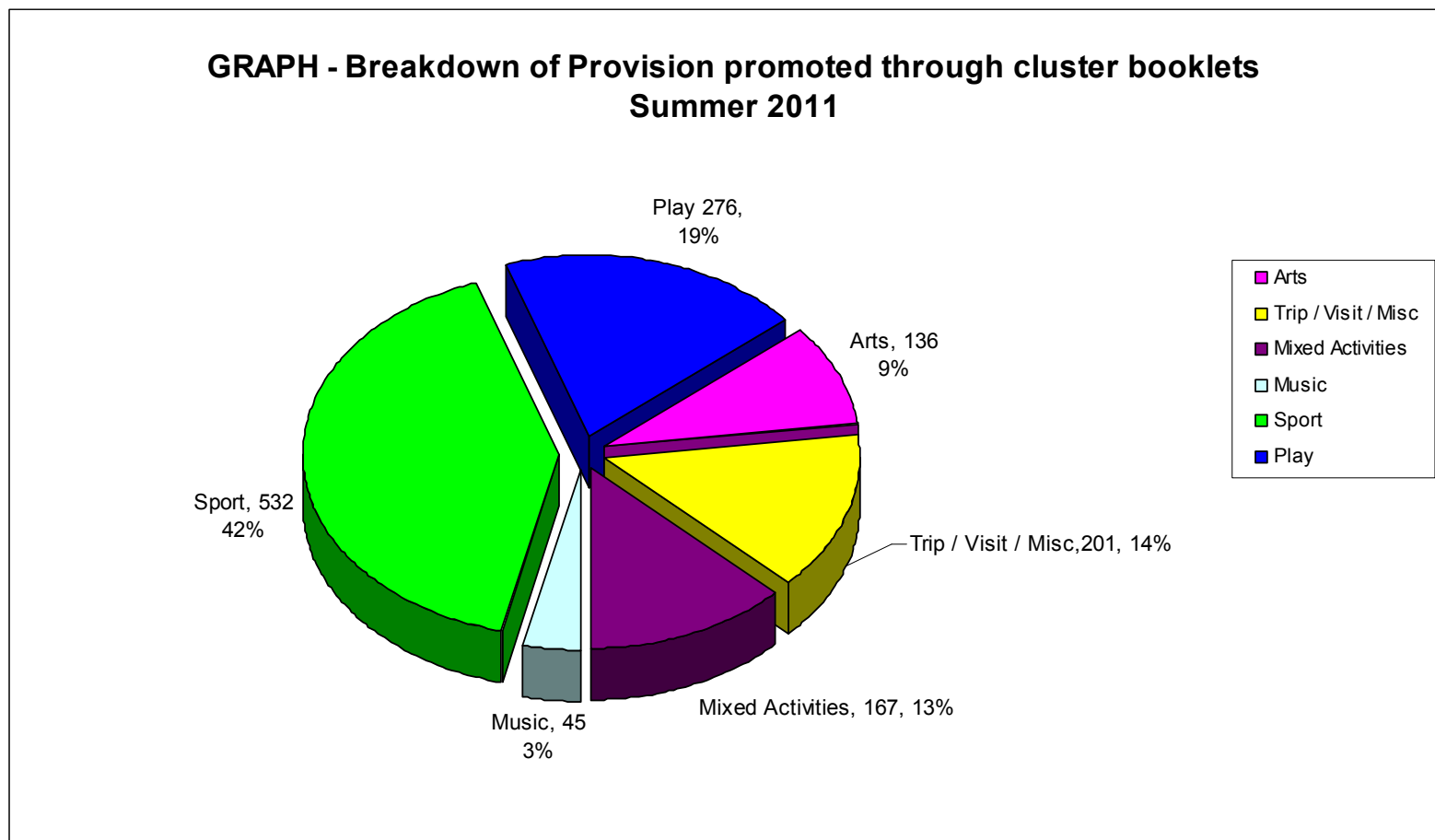
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Cluster booklets information

In addition to the Information about summer activities from Breeze, an analysis has also been carried out on the types of opportunities offered through Summer 2011 Cluster event booklets distributed through schools. These activities are funded either through the Activities Fund alone or jointly commissioned alongside Wellbeing funds. The Activities Fund is allocated on the basis of numbers of young people accessing free school meals. The table opposite shows the ward distribution of this. The total percentage of primary school children receiving free school meals is 22.6% and for Secondary age pupils it is 18.3%

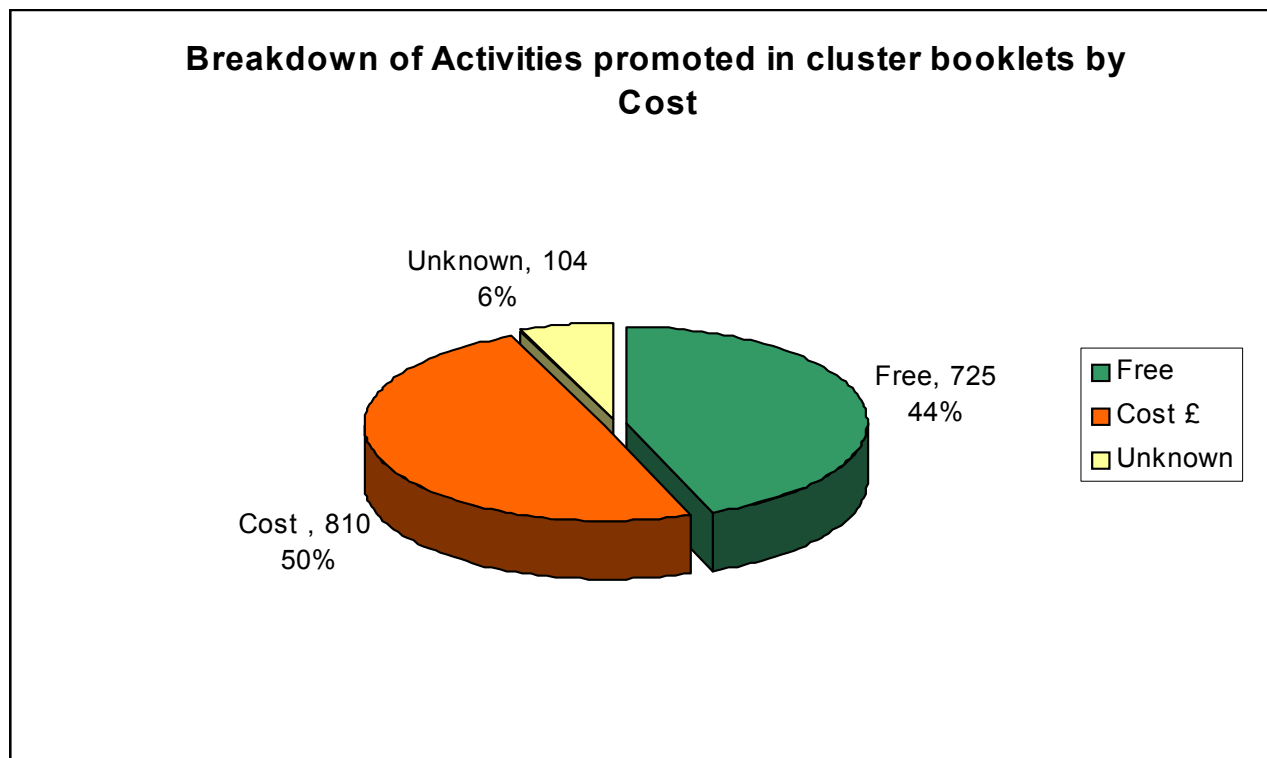
Ward	Primary % FSM	Secondary % FSM
Adel & Wharfedale	6.7%	7.6%
Alwoodley	11.1%	12.5%
Ardsley & Robin Hood	12.0%	8.3%
Armley	32.8%	25.9%
Beeston & Holbeck	34.2%	28.2%
Bramley & Stanningley	31.8%	25.7%
Burmantofts & Richmond Hill	46.1%	39.2%
Calverley & Farsley	10.9%	7.1%
Chapel Allerton	31.2%	29.0%
City & Hunslet	36.2%	39.3%
Cross Gates & Whinmoor	21.3%	15.2%
Farnley & Wortley	27.6%	21.2%
Garforth & Swillington	10.6%	5.6%
Gipton & Harehills	36.7%	35.1%
Guisley & Rawdon	8.4%	5.3%
Harewood	4.6%	5.2%
Headingley	18.0%	13.4%
Horsforth	6.7%	6.8%
Hyde Park & Woodhouse	36.3%	39.9%
Killingbeck & Seacroft	39.7%	32.1%
Kippax & Methley	13.6%	10.4%
Kirkstall	33.7%	25.9%
Middleton Park	41.2%	31.8%
Moortown	8.8%	11.2%
Morley North	10.1%	9.2%
Morley South	15.4%	11.5%
Otley & Yeadon	12.6%	7.5%
Pudsey	15.4%	11.1%
Rothwell	16.7%	16.2%
Roundhay	10.3%	9.8%
Temple Newsam	23.7%	16.5%
Weetwood	18.1%	13.4%
Wetherby	7.5%	4.8%

Chart: A summary of activity taken from all available cluster booklets



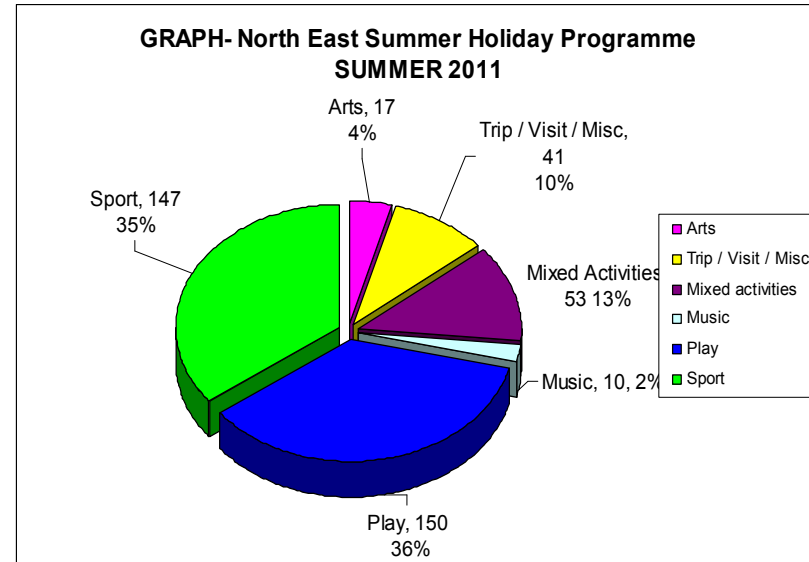
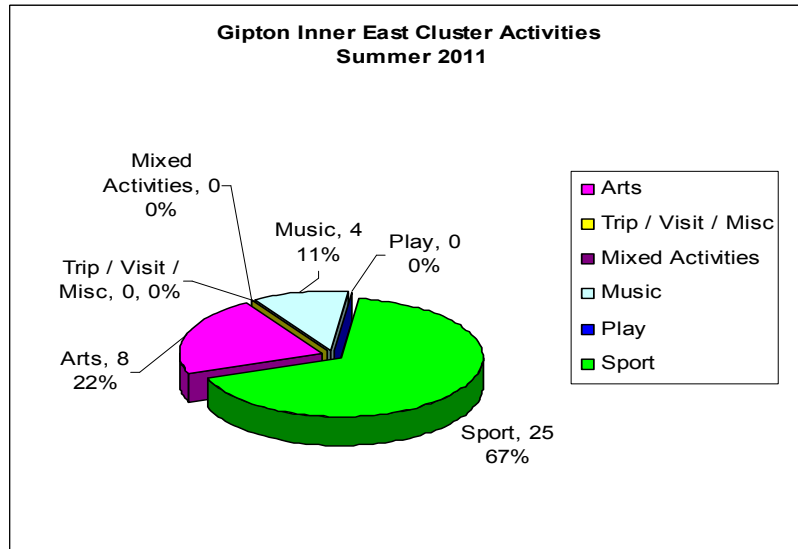
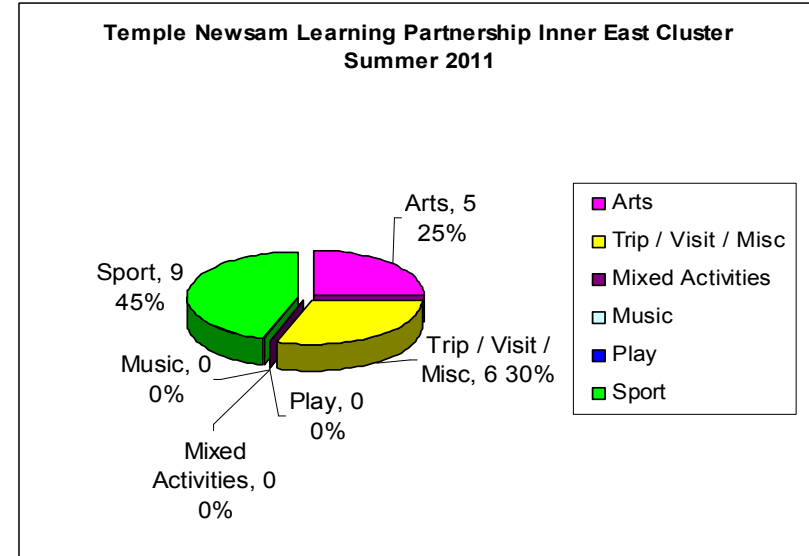
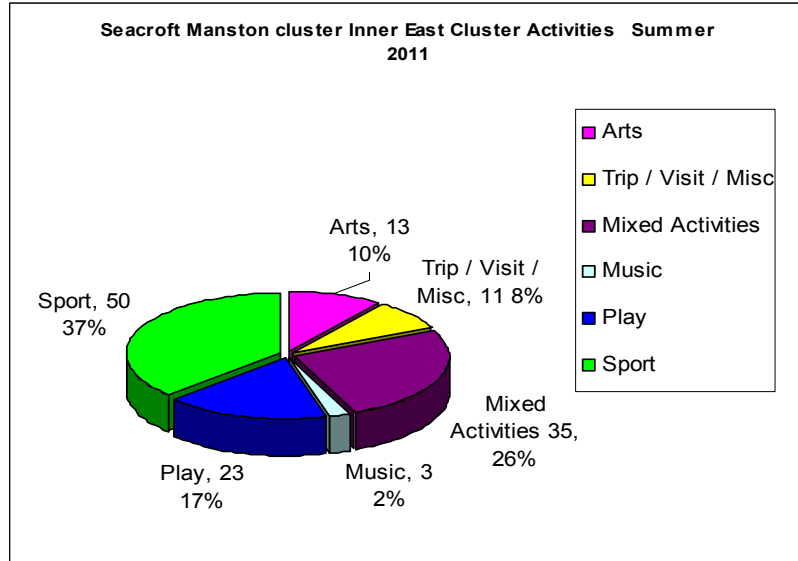
The largest number of activities are sports focused followed by Play which covers activities for the under 8's. Mixed activities include – Youth Service sessions and mixed activity days/ camps. Currently all of these events are not necessarily on BreezeLeeds and so currently young people and their parents/carers have more than one place to look. The next steps therefore are to ensure everything is available on BreezeLeeds and then pulled together for the cluster in the booklet.

Chart: How the activities breakdown between charged for and free.

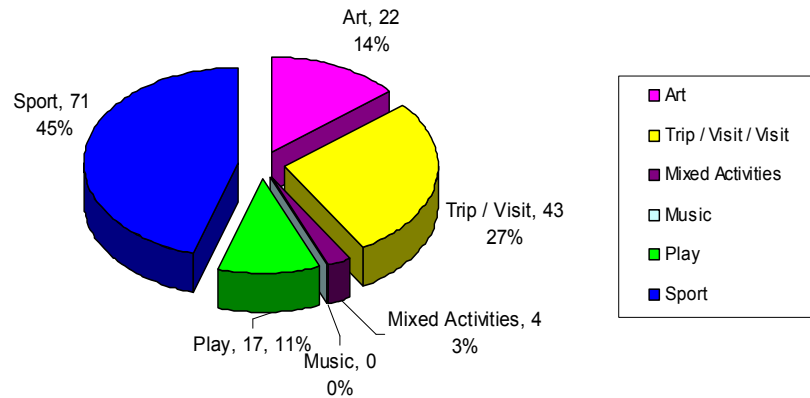


This chart shows the number of activities which were free and which were charged for. There was a wide price range from free to week long activity camps priced at £70. Some of the pricing in the booklets was unclear which is why 6% is showing as unknown. Although 50% of activities promoted had a cost, many of these were heavily subsidised. Each cluster adopted their own pricing policy depending on funding received to run activities in their cluster. There is no information available at this stage as to whether price affected attendance.

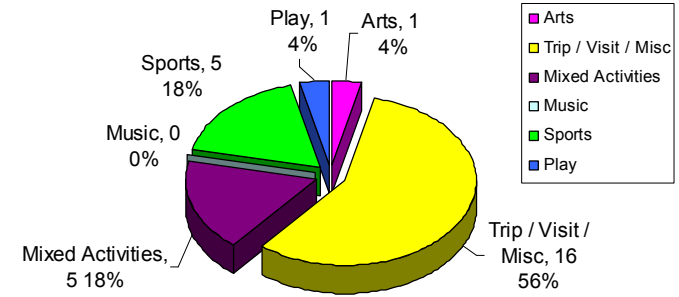
The graphs on the following pages offer more detail and are taken from the cluster programme booklets. These show the offer of activities delivered through the cluster programmes varied in content from area to area.



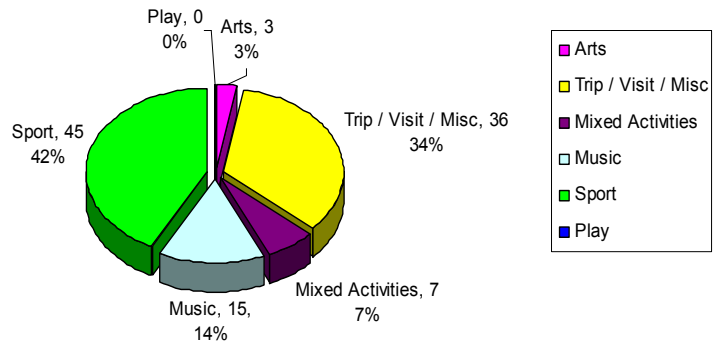
**GRAPH - Morley Cluster Activity Provision
SUMMER 2011**



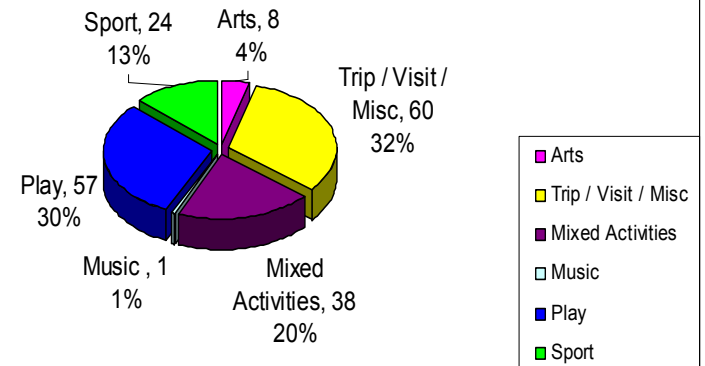
**Garforth School Partnership Summer Holiday Programme Summer
2011**

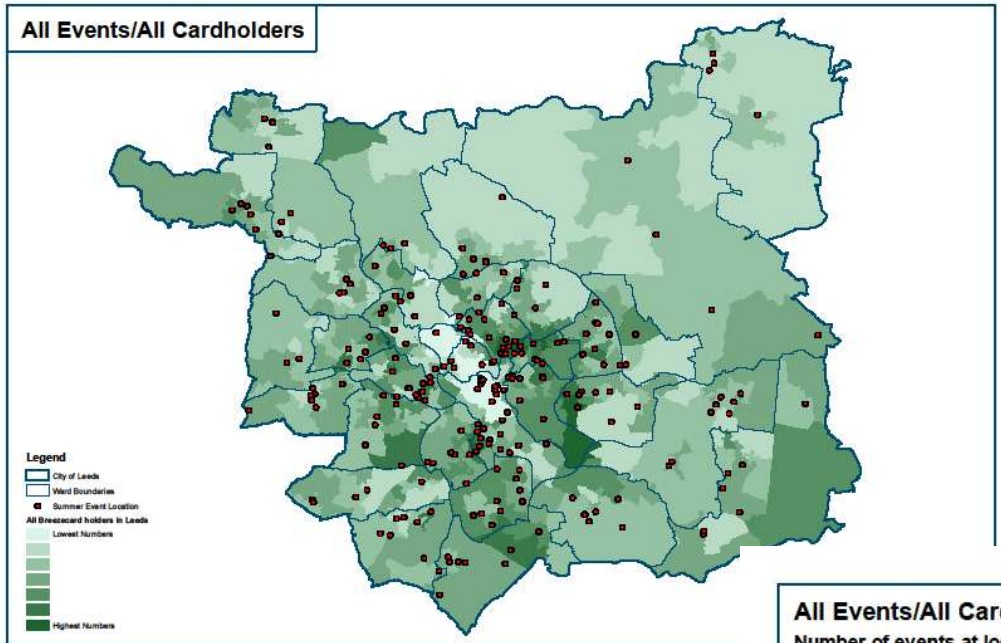


**JESS Cluster (Beeston Hill, Holbeck, Belle Isle & Hunslet) Summer
Holiday Programme SUMMER 2011**



**Pudsey Inner & Outer Summer Holiday Programme
Summer2011**





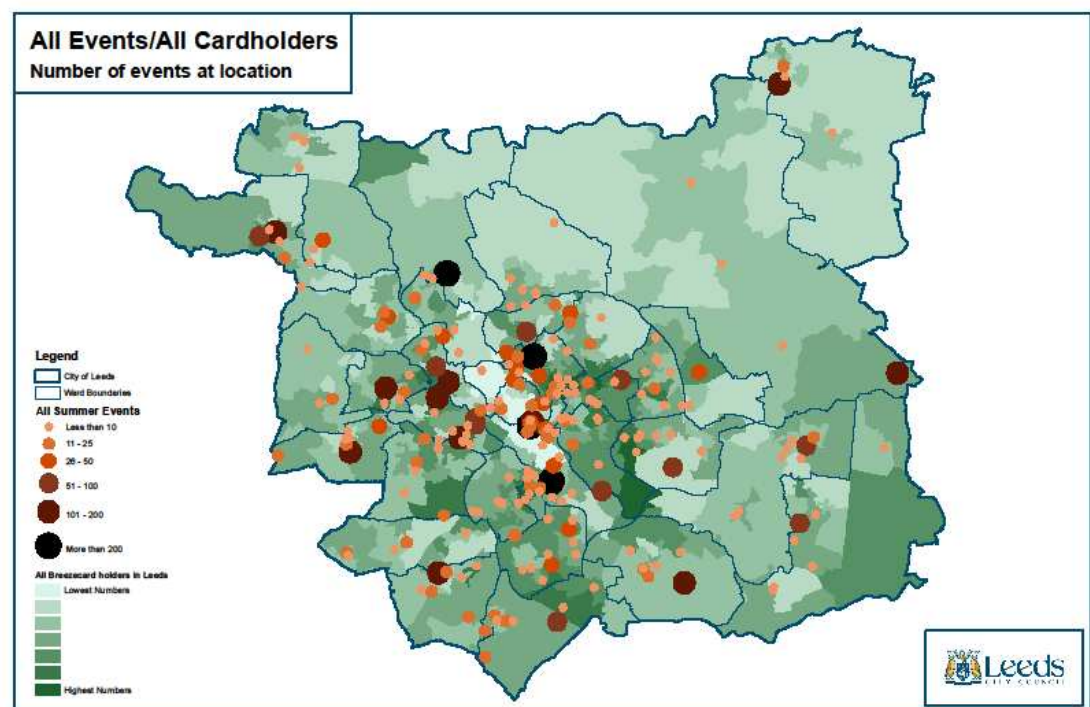
Map 8: The breakdown of Breezecard holders overlaid in red with events advertised on BreezeLeeds and in the Cluster booklets

Map 8 shows the geographical location of all the events advertised through the breeze web site and the cluster booklets combined, mapped against Breeze Card holders. The shades of green show the density in terms of breeze card holders but may also indicate a low population, most of whom have Breeze Cards

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Map 9: The breakdown of the postcodes of Breezecard holders overlaid with the number of events in each location identified.

This map shows a combination of activities advertised through the Breeze website and the Cluster Booklets by the number of activities held at each venue. The darkest and largest indicating over 200 activities were held there, with the palest indicating that under 10 activities took place at that venue.



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Issues for the future

With the uncertainty of future funding and the need to develop more support services for vulnerable children, young people and their families in clusters, a reduction in the allocation of cluster funds for holiday activities for summer 2012 is planned. They are however seeking to better target what resources they have on those most vulnerable and looking at ways of pooling this reduced resource with others to jointly plan, commission and deliver next summers programme.

Planned future action

- Encourage all organisations to submit their activity information to BreezeLeeds and the continuation of the Cluster booklet, or similar printed activity programme, with the objective that the latter pulls together all events and activities in the area so people have the choice of print or electronic information rather than the need to look in two places
- Work to roll out the use of Breezecard monitoring to other services and activities as finance allows to enable a true picture of the engagement and participation of young people
- Investigate the opportunities offered for data gathering for any future Cluster and Well Being Grants
- Develop a coordinated approach to data collection across the Council, in the first instance, enabling non sensitive data sharing
- Work with partners to develop the best way to enable them to collect data without adding burden
- Gather data where currently it is limited or not available e.g. young people's engagement with uniformed organisations
- To analyse the data collected and make recommendations on how to develop an equitable offer of access to cultural activities across the city and how a uniform approach to recording that access can be achieved

How young people find out what is going on

An extensive communications campaign is run each year to ensure as many young people as possible know directly what is available. Individual services promote their own activities in a variety of ways. Libraries visit every school to share information about the summer reading challenge at assemblies and sign up young people. Museums advertise their events in many ways including through bus campaigns, What's on, flyers, leaflets and press releases. Sports share information again via leaflets and also through support from Radio Aire and other stations. The use of Council owned billboards have proved a successful vehicle for communicating with young people and their families. As well as the general information, targeted marketing is used for specific groups and individuals where there is a particular need.

BreezeLeeds website

Breezeleeds.org, provides coherence to the activities for young people and is their trusted location for reliable, accurate and trusted information. It is a two way communication tool and provides real opportunity for genuine consultation with young people. Currently voluntary organisations are under represented on the site. Appendix 1 outlines the impact of the summer online marketing campaign.

Targeted marketing campaigns

To support this there are supplementary marketing campaigns such as the Breeze On Tour marketing, but the lack of finance restricts these to specific targeted information with the aim to drive young people to the web site. One of the main aims of the Breeze on Tour events themselves is to give young people an opportunity to try out new activities and find out what is available for them locally all year round. This year 40 partner organisations attended the breeze events. Appendix 2 The Report - Breeze On Tour 2011 describes what was achieved through the campaign to inform young people about the Breeze summer package.

Using schools to communicate direct with young people

In 2011 multi language flyers and posters with information on Breeze on Tour and Mini Breeze events were distributed to schools through liaison with cluster coordinators. Adverts for the Breeze summer package were included in some cluster activity programme booklets this year, although future funding challenges may impact on the production of these. There was no Department for Education requirement to produce an activity booklet in each cluster in 2011 so some areas did not produce one in order to save money. Where this was the case schools promoted the summer activity programmes to their children, young people and families through their usual home -school communication methods. Some clusters used their web-sites to publicise the activities and many clusters put their own 'open access activities' on the Family Hub and Breeze.

Morley and Ardsley and Tingley produced an audit last year of all that was going on in the area, taking information from the cluster books and BreezeLeeds. This allowed all families in the area to see at a glance what was available. If more clusters could do this it would transform access.

Communicating with the most vulnerable young people

The Breeze summer programme promotion plan starts with the most vulnerable young people in Leeds. It is recognised that in general these are the least likely to use the internet to identify opportunities that might be of interest to them and then take proactive independent steps to get themselves to the venue without any support.

An approach that is tailored to each group is required. Some of these plans are already in place and some are still to be developed

LAC - In 2009 Find Your Talent funding paid for all Looked after Children in Leeds to receive a Breeze card and information pack. A discreet flagging system on the database can produce reports on uptake of activities by looked after children flagged onto the system at that time. However the population of Looked after Children is constantly changing and discussions are now taking place as to how this data can be regularly refreshed. In order to reach the current group, information on Breeze on Tour and Library events are distributed directly to each young person in a pack collated by Children's Care. This pack also contains information about activities taken directly from the Breeze Culture Network. This group is also supported by a regular book deliver and this is also being investigated as a future communication route.

Young People at risk of involvement in Anti Social Behaviour and Youth Crime are targeted through the organisations who work directly with vulnerable young people including Positive Activities for Young People, Youth inclusion programmes, The Youth Offending Service, the Voluntary and Statutory Youth Service. Young people attend events with their keyworkers.

Young people from the lowest socio - economic groups The young people in receipt of free school meals are communicated with through the cluster work via booklets and flyers

NEET – In the past, apart from those already reached through the groups above, communication has been through the Learning and Activity Agreement initiatives. Staff from these initiatives attend Breeze on Tour with the aim of

signing young people up for further support. Following the events, letters are then sent out to all young people over 16 who have attended the events offering them further support. Connexions, Leeds City College and Ache attended the 2011 events, successfully recruiting young people to NEET programmes. Further discussions are underway and two new more proactive approaches are being considered. Another example of communications is the Library Service which has just set up a small sub group to look at how libraries can best serve NEETs. One outcome already is the introduction of a youth worker led weekly advice session at Compton Road Library specifically targeted at NEETs.

Young People with disabilities A range of different communication tools are used with young people.

- Sports use the disability sport website and facebook pages to reach young people with disabilities, sending hard copies of programmes and flyers on request. Sport also mail directly to relevant schools and families, make direct contact through Carer meetings, Parent meetings, special educational needs marketplace events and Connexions events etc.
- Sport, Libraries and Breeze events advertise through the Brighter Futures magazine and Museums work closely with Mumsnet
- In libraries there are a number of activities such as Boardmaker sessions for young people living with autism, Aspergers and Autism advice sessions, Makaton resources, Bagbooks story sessions which use tactile stories for children with learning difficulties, signed storytimes as part of Deaf Awareness Week plus work with Babies Can Sign and Leeds Children's Deaf Society, Bookshine and Booktouch pre-school book gifting delivered through specialist health workers and ensuring visually impaired young people can join in with the Summer reading challenge by ensuring very large print books are available. All this is communicated through the range of partnerships the city has with relevant groups such as People in Action
- In 2011 consultation with young people with disabilities attending Breeze on Tour highlighted that there can be additional barriers to their successful access to main stream events. The consultation was extremely useful and the following plans are now being put in place for next year:
 - All Breeze support staff to receive basic communication training in the 'Boardmaker' communication system.
 - A small core of Breeze staff to be trained in moving and handling to enable them to offer more intensive support to young people with disabilities. These staff to be easily identifiable to young people.

- An information pack on what to expect when visiting Breeze events to be devised and circulated to parents/carers and young people with disabilities.
- More accessible infrastructure to be included at Breeze on Tour events e.g.: fully equipped disabled toilet cabins.
- Partnership work with internal and external organisations to improve the range of activities available at Breeze on Tour for young people with disabilities, and opportunities to be extended to a broad range of services to attend and disseminate information.
- Consultation on Breeze equipment with young people attending John Jamison SILC (specialist inclusive learning centre).
- A Mini Breeze for young people with disabilities and their families planned for May/June 2012 to offer a safe environment for young people to get used to the equipment and feel more able to access the main stream events later in the summer.

Actions proposed for improving communication

- There should be closer working between Breeze and the Clusters to maximise the potential of both the web and printed materials to publicise cultural activities for young people.
- Marketing to young people needs to be a core element of the city's marketing plan with Breeze at its heart
- Breeze needs to work more closely with Targeted Services within Children's Services to inform front line practitioners working with the most vulnerable children and young people in the city of opportunities available to them both locally and citywide.
- There should be a piece of work carried out to cross reference the Breeze data base with the Youth work / Connexions Data base (Insight/Outreach) which contains the information on NEET and Not Known to identify current data that might help Connexions personal advisors to make contact with the Not Knowns. Data protection and technical considerations would be taken in to account in exploration of possible solutions.
- There should be a co-ordinated approach through Breeze to communicate the offer of cultural activities directly to young people currently on the Youth work / Connexions data base via joint working with Connexions.
- With the planned future reduction in generic Connexions services Leeds has been exploring on line/telephone and text methods of providing Information, Advice and Guidance. It is expected that any future service developed along these lines would be delivered through joint working between Breeze and Pathways web sites.
- Implement the findings of the consultation with young people with disabilities

- Plans are under discussion through the regional youth parliament to distribute Breeze cards with discreet identifiers to 5,000 **young carers**, this would inform young carers and the organisations that work with them directly of opportunities available. This would then lead to reports being possible of their access to those activities through discreet flagging on the Breeze card data base.
- Seasonal campaigns, e.g. Six Weeks of Summer, around holiday provision are targeted at parents and carers through school websites and link back to the full information on BreezeLeeds.org. Increasing use of social media tools, e.g. Facebook and YouTube is proving successful in directly engage young people in a format that is already familiar and accessible to them. The BreezeLeeds Facebook page increased its following threefold in 3 months from 750 to 2,500 followers. This success of these campaigns will be built on by implementing similar marketing tactics over forthcoming school holiday periods and other significant seasonal events

How Cultural organisations – including Sport can communicate with young people.

BreezeCultureNetwork.org is the 'sister site' of BreezeLeeds.org. All members of Breeze Culture Network have one thing in common, they provide cultural activities for children and young people (age 0 – 19 years) across Leeds.

Membership of Breeze Culture Network includes all schools, Leeds City Council departments working with children and young people, colleges, arts and sports organisations, arts and sports freelancers/coaches, voluntary and community groups. Each member features on a comprehensive online directory on BreezeCultureNetwork.org. Members can 'direct mail' each other with targeted messages relating to a range of categories selected when building their personal online profile. Recent messages include promotion of professional development opportunities, call outs for young performers, requests for information in exchange for a discount voucher to purchase creative play postcard sets for engaging families, promotion of half term sports activities, clubs and classes.

There is a shared calendar where members can post their forthcoming events and activities and check for potential clashes. Once the event is finalised and the organisations indicates it is ready the event or activity is automatically posted onto the BreezeLeeds.org website.

The site requires that basic safeguarding information must be provided by an organisation as part of the registration process, and members are then free to explore and share potential partnership, training and promotional opportunities with each other and through BreezeLeeds.org. The ultimate aim of the Breeze Culture Network is to expand the menu of opportunities for children and young people (and those who work with them) across Leeds and incorporate these into a 'one stop shop' under the Breeze banner.

This site is constantly developing and currently is working closely with SportLeeds and the national governing bodies to develop the Culture Network as a tool to ensure a a greater awareness of key sport developments and priorities in the city and the effect on young people's participation.

In a number of areas cross city partnership networks have been established including – Film, Dance, Music, Early Years, Literature etc... - BreezeLeeds.org and Breeze Culture Network disseminates information shared within those networks

directly to children and young people (and those working with them) in website pages devoted entirely to signposting and encouraging take up of the opportunities they have developed.

Actions for improving access to young people for cultural organisations

The next steps are to work more closely with the sport organisations in Leeds to spread the use of the Culture Network and to share key data. This will enable more young people to engage in sport and offers the potential to develop new activities that young people can/want to attend in their local community. Opportunities to share good practice and champion the role of the voluntary clubs in delivering additional activities will be explored. In return the sports organisations will benefit from greater business intelligence on participation in sport in the City and increasing take up of their activities.

How the statutory and voluntary sector Youth Service engages with Breeze and how that can be developed.

All open access activities provided by LCC Statutory Youth Service are promoted on breezeleeds.org. Over the summer 2011, 766 Youth Service activities were advertised on the web site. Hunslet Boys and Girls Club are also very proactive in uploading all their information, and in summer 2011, 227 separate activities were advertised by them.

The statutory Youth Service attends Breeze on Tour to promote local youth service activities, as do some of the voluntary sector organisations. This helps raise awareness of what's available at a local level. Closer partnership working is achieved through two successful initiatives, The Breeze Friday Night Project and Back Yard Breeze. Here joint working helps create a regular, low cost, sustainable provision that introduces young people from the age or 8 - 19 to the range of services in their area. The joint working creates a larger staff team with a broader range of skills. This ensures a more exciting programme, the ability to work with larger numbers of young people at the same time, and to sign post young people on for more intense support with partner agencies, including initiating Common Assessment Framework's. Resources are pooled from Breeze, LCC Youth Service, Local Police Community Support Officers, Local voluntary sector Youth Organisations including those with expertise of working with the younger age group 8 -12, Sports Staff, Community Safety/ASBU. For further details please see Appendix 3 The Friday Night Project Report

Youth work provision in Leeds is currently subject to a review however the need for close working will remain. Close working at a local level will ensure that whatever a young person's needs or interests are there is a strong relevant pathway for them to follow.

Actions to improve for joint working;

- Undertake an audit of local cluster provider networks
- Work to engage all partners including the Statutory and Voluntary Youth Service.
- Where links don't currently exist develop a network
- Develop a unified approach to offering more support to those who need it and to ensure all young people know what is available for them locally.
- Ensure that the local practitioners are also more aware of the breadth of services available in the area.

Information on uniformed organisations

Collecting information on Scout and Guide groups proved challenging. When contacted the national scouting association they were unable to give local scout club details for data protection purposes and attempts to contact regional scout and guide leaders by email have proved unsuccessful. The information collected has been via website and facebook and as such is not verified.

West Leeds Scouts website gives some good information listing 13 troops providing scouting for between 6 and 14 year olds, with an unspecified number of troops catering for explorer scouts – 14-18 year olds.

North Leeds Scouts website which Covers North East Leeds, Headingley, Meanwood, Kirkstall and parts of Harehills has 17 troops and state they are working with an estimated 1,000 young people mostly under 14's.

East Leeds Scouts has 10 troops, 8 of which are for under 14's and two of which are Beaver and Cub groups only.

South Leeds Scouts have the least online presence with only 4 different troops been identified.

Girls Guides have very little web presence in Leeds with 20 troops being identified city wide so far through individual enquiries, the number of young people accessing each troop is unknown. However we do know that West Leeds has- 3 Troops, North Leeds has 6 Troops, East Leeds has 8 Troops and South Leeds has 3 Troops.

No coordinated list of uniformed groups has been found so further work is required to pull this together to give a better insight into how their activities contribute to young people's engagement with culture.

A case study: Engaging young people in Leeds with the celebration of the Olympics and Paralympics.

2012 offers a focused opportunity to increase participation in cultural activity. Leeds is focusing particularly on young people and ensuring they are at the heart of the cultural programme. Young people's engagement is already wide ranging.

- The Project Board overseeing the city's celebration includes a young ambassador who has taken an active role in all planning over the last three years. She is now 17 and she has grown significantly as the process has developed.
- Allocated two places as part of the Torch Relay, the Council has nominated two young people who have faced up to life's challenges in significant and differing ways
- Many schools are supporting Spirit Alive. This is an exciting programme that engages young people in planning, managing and running their own Olympic celebration. Young people can define the sports to be played, they plan the opening and closing ceremony and they run the enterprise behind the event to ensure it succeeds.
- The national school programme Get Set has a large number of schools in Leeds signed up but as yet only a small number are active
- Young people have been involved in all the visits by the teams who will use Leeds as a base in 2012. They have been able to see divers and swimmers train and understand what it takes to be an Olympian. This activity will carry on next year as all teams have signed an agreement that they will allocate some time in their training sessions to being observed by young people. This is being managed carefully to ensure the athletes remain focused on the ultimate ambition of a medal

In addition more information is gradually becoming available about other activities happening next year

- The dates for the Torch Relay have been announced and it will visit the city on three days. Each time there will be an opportunity to line the route and the Council is working with all interested organisations and community groups to populate the route with exciting and innovative activity.
- The evening of 24th June will see an evening celebration focused at a family audience. Included in the programme for this will be two 10 minute pieces which will involve young people. The plans are currently awaiting approval by LOCOG and then will be shared.

- Throughout the summer, wrapped around what is happening in London will be an innovative cultural programme Leeds Inspired. This is currently in development and will offer a wide range of opportunities for young people. In the week of 18th – 30th June there will be a festival of sport. This will enable people of all ages to try sports perhaps they don't know well. Sports clubs and organisations as well as Leeds City Council venues, the two universities and City College are heavily involved in planning a great festival.
- Young people who prefer dance, art, music, film and literature will also find a wide range of events for them to engage in. On 15th July a big dance is planned in Millennium Square, on 18th May the Dark Arches will host a media spectacular and young people will be involved in the design and activity on the stage at the torch relay celebration event.
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- In August the Paralympics begin and this will be a great opportunity for those with disabilities to engage. Leeds has a number of very successful Paralympians and it is planned for them to share with young people how they have tackled their life challenges to find sporting success
- Leeds through the Disability Sports Officer has gained the Inspire Mark for 4 Disability projects. The mark recognises events which are genuinely inspired by the London 2012 Games. Disability and Wheelchair Tennis, Wheelchair Racing, Leeds Disability Sports Panel and Leeds Disability Sports Camp have all gained recognition

Plans are still at an early stage and not everything can be shared at this point. The objective is to ensure the young people of Leeds both develop and can participate in an amazing programme which will inspire them and the city.