

DERBYSHIRE COUNTY COUNCIL

CABINET

21 February 2017

Report of the Strategic Director for Children's Services

YOUTHINC Annual Report – (Children's Services)

1. Purpose of Report

To celebrate the second anniversary of the launch of YOUTHINC, to inform the Members of Cabinet of the achievements over the last 12 months and to look at future challenges.

2. Information and Analysis

The YOUTHINC name and brand was designed and developed by young people in order to become an encompassing identity for all services for young people, including Information and Guidance, Youth Activities, Career options and Youth Voice.

YOUTHINC, Derbyshire's youth offer to young people, was successfully launched on 5th December 2014, and combines all services for young people under 5 headings:

- Something to Do
- Somewhere to Go
- Something to Say
- Something to Learn
- Someone to Talk To

The development of the YOUTHINC web site and increasing social media presence, combined with the targeted youth support agenda, has ensured that we are developing a valuable and accessible service.

2.1. Outcomes and Achievements

Highlights of the achievements from the second year of YOUTHINC (1st December 2015 – 30th November 2016) are:

Something to Do

- Youth Workers provided 3,081 sessions of group work activity.
- Youth Workers offered a balanced curriculum to young people based on needs identified.
- Over 180 voluntary sector providers promote youth activities to young people via the postcode search facility on the web site.
- Developed Youthinc sports grants programme with Derbyshire Youth Council from proceeds of Ozbox sale of assets. (Ozbox is a non-contact boxing project). In total, £14,226 was awarded to 10 appropriate projects.
- Refurbishment work has started on Ironville and Eckington Youth clubs, funded through Scape Reinvest.

Somewhere to Go

- Over 63,000 b_line cards have been issued to young people, meaning they can access the discounted travel scheme. This supports young people in accessing school, college and apprenticeships as well as giving access to discounted travel in their leisure time.

Something to Say

- 22,948 votes were cast equating to a 30.40% turn out for the Annual Make Your Mark Ballot run through schools, colleges, and communities and ranked Derbyshire 4th in the top 20 areas based on the number of votes.
- 2 young people have been elected as representatives onto the Employment & Skills Board.
- 2 young people have been elected as National representatives onto the NHS Youth Forum.
- The Children in Care Council (CICC) Caring Voice has been revitalised and is now running in 3 different geographical locations.

Something to Learn

- Over 11,000 young people and 65 organisations attended our Skills Festivals. 95% of young people found that the events were either quite or very useful in helping them to decide their career options. All event costs were covered and £19,000 made to support staff costs.
- The Traded Careers Service worked across 33 schools in December 2015. This is now reduced to 22 due to schools not renewing contracts. This is a challenging environment due to a very competitive market and there is a risk to young people in not receiving impartial IAG (Information, Advice & Guidance).

- Schools have reported that they were extremely satisfied with the performance and quality of the Careers Service. 16 schools have renewed their contract for 2016.
- Careers Advisors made 5,023 interventions with young people in schools providing careers information, advice and guidance.
- Personal Advisors made 8,393 one-to-one interventions with young people ranging from completing Early Help Assessments to one-to-one support sessions, and made over 11,500 telephone calls to young people offering information and advice relating to education, employment and training.
- The Care Leavers Employment Project has been working to engage 10 young people on a DCC one-year Internship Programme.
- Successfully moved Derbyshire into the 1st quartile for 3 reporting periods under DfE requirements on NEET (Not in Employment, Education or Training), Unknown and In-learning, with an improvement from previous years. NEET 3.6% (England average 4.8%). Unknown 3.6% (England average 9.7%). In-learning 86.2% (England average 80.5%).
- Talent Match achievements set against Big Lottery Fund (BLF) targets for period Jan 2016 to Dec 2016:
 - Number of young people securing sustained employment (6months+) – the BLF target was 36 and the project outcome is 39. The target was over achieved by 108%
 - Number of young people targeted to undertake work experience – the BLF target was 12 and the project outcome is 29. The target was over achieved by 242%
 - Number of young people targeted into formal education (accredited) – the BLF target is 4 and the project outcome is 74. The target was over achieved by 1275% against the original BLF target.
- Continue to develop young people's accreditation through work with the MATs .

Someone to Talk To

- This is the least visited area of the web site.
- Future plans are to link to more specialist information web sites and to reduce duplication of information.

YOUTHINC web site and Social Media

- The YOUTHINC web site and Social Media platforms (Facebook and Twitter) are the virtual gateway to young people accessing YOUTHINC.
- Hits on the YOUTHINC web site have been consistent over the year. From 1st December -15th November, there has been 35,269 sessions of use with 26,261 users and 116,877 page views.
- There have been 853 postings on Twitter, more than double the previous year. Due to the number of retweets, the total reach audience has been over 2.1 million. The number of Twitter followers has increased by 30.9% over the year to 783 followers.
- Incoming dialogue via social media has increased and this is now being used as an effective two-way communication.
- The addition of a Social Media and Marketing apprentice to the team has enabled the increases in social media and there is a risk of not being able to maintain this once the apprenticeship ends.
- There have been 667 postings on the YOUTHINC Facebook page. We can measure Facebook interaction by the number of 'likes' and this indicates that there has been an 80% increase in interaction.
- YOUTHINC celebrated its second birthday at DCAS (Donut Creative Art Studio), as part of the DCAS open day to promote the centre and raise people's awareness of the countless possibilities offered by the centre and its staff.

2.2. Supporting vulnerable young people

Care Leavers Employment Project (CLEP)

From December 2015 to November 2016, CLEP have engaged with 85 young people ranging from offering and setting up work experience, supported Apprenticeships, DCC Internships, Traineeship, Higher Education & Further Education and signposting.

- 16 young people have been supported on CLEP Apprenticeship within the voluntary and private sectors and internally within DCC.
- One young person has recently finished his Level 3 Apprenticeship and has been offered full-time employment.
- 10 young people have been supported to apply and undertake an Internship within DCC.
- 8 young people took part in PitStop, an 8-week specifically written Traineeship programme for Care Leavers in South Derbyshire, which included both learning and work experience.

- 40+ looked after children and care leavers attended the Annual Its Your Future careers event, held at County Hall, Matlock.

Support for Care Leavers

- Developed routes to employment for care leavers to include
 - Work experience
 - Employability programme
 - Internships
 - Apprenticeships
- First cohort of care leavers allocated to Chief Officers to support monitoring their EET (Employment, Education & Training) status. This is being reviewed to ensure greater consistency and clarity of roles.

I Step Up Summer School / Employability Skills

This is a programme offered through ETE (Entry To Employment) and DACES (Derbyshire Adult Community Education Services), to support NEET young people with no identified destination to increase employability skills and motivation. Over 25 young people benefited from this in 2016. Another programme is planned for the spring of next year.

Careers and Enterprise

- We have invested in provision to support schools in identifying activities which support employability skills as identified by employers.
- One of our apprentices produced a short animated video to support this work in schools and with employers.

3. Future Proposals

It is proposed to:

- Investigate the current use of the web site to look at usage and most and least popular features.
- Redevelop the web site over the next 12 months to ensure that it is more efficient and information is easier to find. Some consultation work has already happened to shape these developments.
- Explore the delivery of the Youth Offer and work with communities to map services for young people.
- Undertake a robust evaluation of the impact of each YOUTHINC work stream.

4. Other Considerations

In preparing this report the relevance of the following factors has been considered – prevention of crime and disorder, equality of opportunity, and environmental, health, property, human resources and transport considerations.

5. Background Papers

Available from Bish Sharif, Head of Service – Services for Teenagers.

6. Key Decision?

No

7. Call-in

Is it required that the call-in period be waived in respect of the decisions being proposed within this report? No

8. Strategic Director's Recommendation

- Investigate the current use of the web site to look at usage and most and least popular features.
- Redevelop the web site over the next 12 months to ensure that it is more efficient and information is easier to find. Some consultation work has already happened to shape these developments.
- Explore the delivery of the Youth Offer and work with communities to map services for young people.
- Undertake a robust evaluation of the impact of each YOUTHING work stream.

Jane Parfremment
Strategic Director for Children's Services