

Agenda Item No: 7 (g)

DERBYSHIRE COUNTY COUNCIL

CABINET

23 February 2016

Report of the Strategic Director for Children's Services

YOUTHINC Annual Report – (Children's Services)

1. Purpose of Report

To celebrate the first anniversary of the launch of YOUTHINC and to inform Elected Members of its achievements over the last 12 months.

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 first year of YOUTHINC are:

Something to Do

- Youth Workers provided 4,194 sessions of youth group work activity, recording a total of 65,048 attendances.

- Youth Workers offered a balanced curriculum to young people based on needs identified. The future challenge is to refine these curriculum areas to enable recording to be more accurate and efficient.
- Over 180 voluntary sector providers promote youth activities to young people via the postcode search facility on the web-site.
- 19 young people's bands performed at this year's 'Chesterfest', attracting 2,000 visitors.
- DCAS (Donut Creative Arts Studio) ran over 300 sessions for young people recording a total attendance of 3,363.

Somewhere to Go

- From 1st August 2015, the b_line travel discount scheme was extended to ensure that all young people including those on apprenticeships, training programmes and looking for work, were entitled to a 25% discount off all bus and rail fares.
- 60,695 b_line cards have been issued to young people, meaning they can access the discounted travel scheme.

Something to Say

- Derbyshire Youth Council (DYC) are the youth voice model in Derbyshire to represent young people and ensure they are central to the decision-making process.
- Through 'Make Your Mark' 2014, DYC identified 4 campaign issues and made a film to communicate their manifesto - https://youtu.be/XHOiXmY_AtU
- A record 17,230 young people took part in 'Make Your Mark' 2015, representing a 20% increase on the previous year, and ranked Derbyshire 6th in the top 20 areas based on the number of votes, moving from 12th in 2014.
- All notes from DYC Conferences are added to the YOUTHINC website to enable other young people to access and keep up to date with DYC business.

Something to Learn

- 11,000 young people, parents and carers visited the Skills Festival events this year in Derby and Chesterfield to find out more about options and make choices for the future.
- 20 young people took part in the first 'I Step Up' programme over the summer to develop their employability skills.
- Secured over 60 work experience pledges for our care leavers, reinforcing Derbyshire County Council's role as corporate parent.

- 120 young people graduated at the first Apprentice Graduation event held at the Roundhouse in June.
- Careers Advisers provided 9,946 hours of careers guidance and over 12,000 guidance interviews to students in years 9-11.

Someone to Talk To

- Ensuring information is current and up to date has been a priority. Over the last year we have:
 - Refreshed CSE information to ensure young people are empowered to understand the signs and know where to seek support.
 - Added a section for Care Leavers.
 - Worked with Partners in Community Safety to promote the 'FEARLESS' campaign.

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 website have increased month on month since its launch. To date, the website has had 39,575 sessions of use with 147,717 page views.
- There have been 312 postings on Twitter and, due to the number of re-tweets; the total reach audience has been over 1 million. The number of Twitter followers has increased and it is hoped that the addition of a Social Media and Marketing apprentice to the team will further support this work (*Crowd Control Analytics 06/01/16*).
- There have been 125 postings on the YOUTHINC Facebook page. However, this medium has proved less successful than twitter in terms of reach or interaction.
- YOUTHINC celebrated its first birthday in Ironville with the 'Breaking the Ground' event to launch the new building and refurbishment project. The project is working in partnership with Chameleon School of Construction, and funded externally through SCAPE and the Community Association, to develop a brand new facility at Ironville Youth Carriage.

3. Financial Considerations

None

4. Human Resources Considerations

Not applicable

5. Other Considerations

None

6. Key Decisions

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. Background Papers

9. Officer's Recommendation

- A new publicity / marketing programme to Increase visibility of the YOUTHINC website, and ensure ease and greater access to information, advice and guidance.
- Identify effective marketing, branding opportunities and support resources for young people, teachers and service practitioners. Redesign the YOUTHINC website in alignment with the Youth offer to increase traffic and integrate brands across all DCC services.
- Decommission and redirect the existing (but outdated) Routes Ahead website which provided comprehensive information about colleges, courses, qualifications and other learning opportunities in and around Derbyshire for post-16s to the YOUTHINC prospectus feature. Ensuring the usage, monitoring and support of the system is available for Derbyshire schools and young people, post-16.

Ian Johnson
Strategic Director for Children's Services