

Report of the Assistant Director (Communities, Culture & Public Realm)

Extra Investment in Children and Young People's Services

Summary

1. This report outlines proposals for the use of an additional £50k funding provided in the budget for 2015/16.

Recommendation

2. The Executive Member is asked to:
 - Agree the programme of activity
 - Commission a review of the wider offer for children and young people

Reason: To increase the wellbeing and quality of life for children and young people.

Background

3. An additional £50k was agreed at the July Council meeting to fund the Shine programme. This report highlights how the funding has been used with a view to shaping the programme for future years.
4. Shine is a programme of activities promoted via a newspaper and website aimed at school age young people and their families. In this financial year the publication has been printed four times with a print run of 16,000 copies and distributed via York Explore direct to schools. Shine contains information on a range of sport, arts, outdoor, libraries and play activities available in York. Shine is also available through the Yor-OK website, associated facebook and twitter pages. Shine links closely with the Yor-Zone webpage for young people 11+ and York Youth, a website dedicated to support Youth providers operating in the city.

5. The Shine programme is developed in partnership with organisations from the community, voluntary and private sector from across the city. This work is led by the Community Leisure Officer who works to support providers to put the necessary policies and practices in place to ensure that provision is of a good quality.

Funding

6. The Shine funding is predominately used to fund activities for those children and young people who would not otherwise be able to access mainstream provision. Funding is allocated via a grants system or, in cases where there is direct feedback from children and young people about gaps in provision, to commission providers to meet need.
7. The funding in 2015/16 has enabled us to:
 - Produce and deliver the printed magazine: £16k - 4 issues Easter, May, Summer, October. Delivery: Currently delivered by Explore York Libraries at no cost (Delivery would normally cost £2k per year)
 - Fund Easter and Summer activity programme: £33k
 - Cover operational costs / publicity: £1k

Activities

8. The Shine programme provides and promotes a wide range of activities including bookable and open access sessions. During summer there was a significant increase in the number of free, open-access, parks sessions whilst the range of activities was also broadened. From provider feedback we can say that almost all organised coach / artist / play worker led sessions were fully booked, many with waiting lists. Examples of just some of the Shine activities include:
 - Inclusive Music Projects – apprentice training programme – enabled apprentices to attend 3 training sessions, 2 singing and signing and 1 accessible music session
 - Young Carers Summer programme – enabled young carers to access a range of activities and breaks
 - York City Foundation – football in the park, open access sessions in 3 parks in the city, averaging 20-30 young people

per session, reaching 711 young people in total throughout the summer

Usage figures

9. The table below shows the number of places on offer per holiday period plus the number of different activities.

Total number of places offered					
	2011/12	2012/13	2013/14	2014/15	2015/16
Easter	9,863	6,578	6,744	5,197	7,113
June	3,366	3,562	3,214	2,845	3,916
Summer	33,028	35,866	32,867	29,740	29,905
October	3,201	4,334	4,156	3,642	4,565
TOTAL	49,458	50,340	46,981	41,424	45,499
Number of Activities					
	2011/12	2012/13	2013/14	2014/15	2015/16
Easter	73	83	93	90	99
June	60	85	77	73	79
Summer	182	169	190	191	187
October	68	61	56	69	109
TOTAL	383	398	416	423	474

Options and Analysis

10. There is an option for the Executive Member to commission a further review of Shine activity as part of a process of continual improvement. An initial evaluation of the programme suggests the following strengths / challenges:

Strengths:

- The programme is well used and much valued by children, young people, families and professional that support young people.
- The new online Shine enables activity providers to upload their course details and opportunities for young people at any time.
- As Shine has moved to the Youth Development Team we have increased partnership working with organisations and other partner agencies that work with the most vulnerable young

people in the city. This has enabled us to challenge barriers to participation in activities that some young people face.

Challenges:

- There is now greater interest amongst children and young people in accessing information on line.
- There is scope to make funding even more focused upon addressing issues of inequality with regard to access to opportunities and activities.
- There is a need to maintain the sustainability of existing provision by giving funding advice, support and marketing opportunities for private and voluntary/community groups.
- We need to facilitate greater community involvement and more local play opportunities.
- There are a number of sources of funding and support for providers of activities for children and young people which can cause confusion and duplication.

11. This analysis suggests the following actions need to be considered as part of a further review:

- There is potential to continue to produce Shine magazines for the busy periods of the year, i.e. Easter and Summer issues and invest in the online information for the rest of the year.
- We would therefore need to put resources into directing people to the online information. This will require officer time, help from other partner agencies and a small budget for promotion materials.
- We will need to maintain our relationships with current providers whilst developing new groups and strengthening links with 'friends of' groups so that communities can provide opportunities for themselves, e.g. family fun days, parks activities
- We should re-examine the Council's support and funding mechanisms and opportunities to ensure that they are streamlined and clearly communicated.

Council Plan

12. The Shine programme develops and promotes a wide range opportunities for our residents, and clearly contributes to all corporate priorities:
- A prosperous city for all
 - A focus on frontline services
 - A council that listens to residents

Implications

13. **Financial:** The budget for Shine is £85.7K in 2015/16.
14. **Equalities** – this funding support enables the most vulnerable sections of the community to access provision. There are no Legal, Property, Human Resources, Crime and Disorder, or Information Technology implications arising from this report.

Risk Management

15. The level of risk associated with this proposal is “Acceptable”.

Contact Details

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Specialist Implications Officer(s): N/A			
Wards Affected:			All ✓
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