

BARNSELY METROPOLITAN BOROUGH COUNCIL

Report of North Area Council Manager

Young Peoples Priority – Project Development

1. Purpose of Report

- 1.1 To apprise Members of the discussions that took place at a recent workshop which explored the opportunity for a North Area Council funded young people's project.

2. Recommendations

- 2.1. **Members refer to sections 6 and 7 of this report for an update on this priority area.**
- 2.2. **Members refer to point 11.2 and agree for a specification to be drafted.**

3. Background and intended focus

- 3.1. On the 25th March the Area Council agreed that they wished to focus their resources on a young people based programme following a workshop held on the 26th February.
- 3.2. A further workshop was held on the 17th April. As a result the officer team were requested to conduct a mapping and consultation exercise with key stakeholders who work with young people. Two subsequent workshops were held, one on the 24th June and subsequently on the 12th September. They were also asked to produce a film capturing the views of young people.

4. Project Development Overview

- 4.1. **On the 26th February a workshop took place** lead by Cath Bedford and Cheryl Devine from BMBC Public Health. Supported by Jenny Grant from BMBC Procurement and the Area Manager
- 4.2. The working group consisted of: Cllr Platts, Cllr Tattersall, Cllr Spence, Cllr Charlesworth and Cllr Newing.
- 4.3. The session started with an interactive opportunity, Members were asked "What are the health and wellbeing issues affecting the population of the North Area?" Using software called Menti a tag cloud was produced which highlights

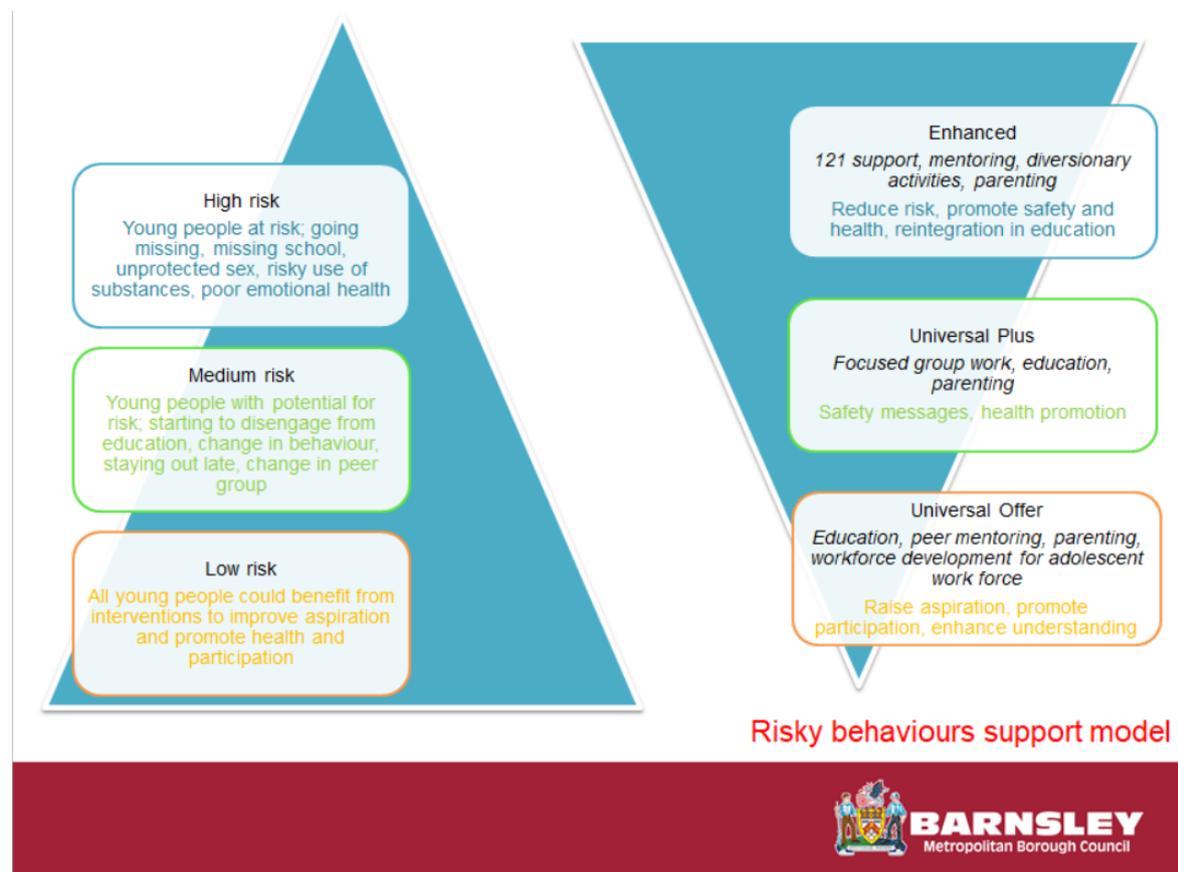
- Early intervention/ low level supportive provision
- Providing young people with positive role models
- Safe space to talk and socialise
- Improve emotional intelligence and resilience
- Provides health advice: health checks, stop smoking, contraception, body confidence
- Coaching Model – similar to the Summer Internship / Fit Reds

4.11. **On the 17th April a second workshop was held.** This was led by Cheryl Devine and Cath Bedford.

4.12. The working group consisted of: Cllr Tattersall, Cllr Charlesworth, Cllr Cave, Cllr Burgess and Cllr Newing.

4.13. Public Health outcomes for young people were discussed.

4.14. Cheryl Devine introduced a Risky behaviours support model



4.15. The following themes were discussed:

- Safe
- Happy
- Healthy
- Achieve

Members were not able to identify which theme they wished to prioritise. It has been suggested that this work should tie into the Town Spirit themes.

4.16. **Key points that emerged as important to the Area Council's Priority Working Group – at the workshop held on the 25th March 2019 (Councillor Ward Representatives)**

- 4.16.□.1. The Area Council must use its resources to produce maximum impact for the community.
- 4.16.□.2. They discussed long term investment in a project to deliver sustained change in behaviour. It was discussed that this could take 5-10years.
- 4.16.□.3. They wanted to build resilience in the community.
- 4.16.□.4. They wanted to raise aspirations for the young people of the North Area.
- 4.16.□.5. That any offer developed should be available in the community rather than in schools.
- 4.16.□.6. Focussed on preventing risky behaviour in young people and improved understanding of the long term consequences of participating in risky behaviour at a young age.
- 4.16.□.7. The working group agreed with a 'Universal Offer' and 'Universal Plus', but felt that the high risk young people were already catered for by existing services Inc. Targeted Information Advice and Guidance (TIAG) and Targeted Youth Support (TYS).

5. **On the 24th June a stakeholder workshop was held and the Roundhouse Lifelong learning Centre.** 26 stakeholders including representatives from Carlton Academy, CHAMS, voluntary and community sector, Youth Justice Service, School Nursing attended. This was a large stakeholder workshop. Events like this are increasingly rare in the public sector and attendees were keen to point out how important the networking opportunity was for their work. Councillors in attendance were: Cllr Leech, Cllr Platts, Cllr Tattersall and Cllr Pickering

5.1. A strengths based asset approach was used during the session. the agenda for the workshop looked like this:

- i. What does the data tell us?
- ii. Barriers to young people's health and wellbeing
- iii. Online survey feedback
- iv. Celebrating what works locally – there is so much
- v. Gap Analysis – what's missing
- vi. Adding Value – what can help bridge the gaps
- vii. Views and Visioning – what do we want for our young people
- viii. Conversational Film – recruiting stakeholders to support the project

5.2. Attendees participated in a visioning exercise to express what the North Area would be like if young people were thriving. There have been four themes identified: **Empowering young people, Raising aspirations, Ways of working** and **Services** for young people to thrive in the North Area. Empowering young people and thriving were the most common theme identified.

5.3. **Workshop Summary – Gaps and Opportunities**

Gaps in provision and how stakeholders believe that the Area Council can add value:

- ❖ Emotional Resilience
- ❖ Transition age (8-13)
- ❖ Empowerment (Mentoring and Peer Support)
- ❖ Risky Behaviour

N.B. Family Centred approach was also raised repeatedly. It is felt that where intensive whole family support is required, resources are already in place to address need. However it may be worth exploring the possibility of some family centred activities as part of a wider model for commissioning.

6. **Stakeholder Co-Design Workshop – 12th September 2019**

6.1. On the 12th of September a co-design workshop was held at Barnsley Town Hall. This was the biggest workshop ever host by the North Area Council with 31 stakeholders in attendance.

6.2. The workshop was facilitated by:

Cath Bedford – Public Health Principle – Communities

Cheryl Devine – Health and Wellbeing Officer, CYP&F

Rosie Adams – North Area Council Manager

Sam Crowson – Public Health Practitioner

Rebecca Battye & Lee Swift – Community Development Officer

Jade Popplewell and Jane Lee – Procurement Officers

Councillors in attendance were: Cllr Leech, Cllr Charlesworth, Cllr T Cave, Cllr Newing and Cllr Tattersall

6.3. To set the tone the work shop started with a vision that a participant from the 24th June contributed:

“Every young person, regardless of background, education or family circumstances would have relevant access to service and opportunities that would inspire motivate and enhance their current health, wellbeing and aspirations to improve their future self.”

It is recommended that the North Area Council use this wording for their future specification.

6.4. The workshop ran as per the outline below:

- Who's in the room
- Chunk down the vision – defining outcomes
- What activities / interventions will support young people?
- Designing a service outline
- Pitch perfect
- Critical Friend
- Vote for preferred service outline
- Young Peoples Film Update

6.5. It was clear from the first exercise that identifying outcomes is a challenging process. However the following aims, objective and outcomes came through:

Emotional Resilience

- 6.5.□.1. Increase the emotional resilience and wellbeing of children and young people ages 8-14years.
- 6.5.□.2. Reduction in anxiety, stress and depression in children and young people
- 6.5.□.3. Increased confidence, self-esteem, emotional intelligence, attitudes and aspirations of young people
- 6.5.□.4. Reduce the number of inappropriate referrals to CAMHS
- 6.5.□.5. Reduce the numbers of young people attending BDGH for self-harm related incidents

Transition ages 8-14

- 6.5.□.6. Improve the experiences of young people as they transition from junior to senior school
- 6.5.□.7. Ensure that young people have access to good quality, frank information about the physical, emotional and social wellbeing. Complimenting PHSE provision schools.
- 6.5.□.8. Increase access to safe community spaces for young people in the transition ages between the times of 4pm and 7pm during the early evening.

Empowerment

- 6.5.□.9. Increased number of young people becoming active citizens
- 6.5.□.10. Increase the number of young people participating in voice and influence opportunities
- 6.5.□.11. Empower young people to make informed decisions

Raising Aspirations:

- 6.5.□.12. Broaden the horizons of young people so that they are more aware of self-development and employment opportunities that reach beyond the community norm
- 6.5.□.13. Increase access to careers information, advice and guidance for children and parents
- 6.5.□.14. Empower parents to support their children to aim high and be their best self

Risky Behaviour

- 6.5.□.15. Increase young people's understanding of the consequences associated with risky behaviour, short, medium and long term
- 6.5.□.16. Reduce the number of young people participating in antisocial behaviour
- 6.5.□.17. Reduction in the number of young people regularly using drugs (including alcohol to excess)
- 6.5.□.18. Reduce the levels of young people being diagnosed with an STI

6.5.□.19. Reduce the numbers of teenage conception

6.6. The second exercise required participants to identify what activities and intervention would be required to address the points raised in 6.5. This is what was discussed:

Emotional Resilience

- 6.6.□.1. Use youth work model of engagement to provide education and support to young people.
- 6.6.□.2. Engage families in an informal setting (community hub/café) so that they relax and can discuss emotional wellbeing in a supported environment.
- 6.6.□.3. Develop a public health led educational digital campaign that can be used in schools, GPs and public buildings.
- 6.6.□.4. Develop universal package of support that schools can buy in.

Transition Age (8-13)

- 6.6.□.5. Provide activities to support the transition from primary to secondary school, starting with year 5.
- 6.6.□.6. Provide training and development opportunities and a matching service to facilitate and supportive peer mentor structure.
- 6.6.□.7. Provide a non-targeted drop-in facility in schools to help reassure and address transition related questions/concerns.
- 6.6.□.8. Deliver activities that address gender specific issues linked to emotional resilience and wellbeing.

Empowerment

- 6.6.□.9. Provide opportunities for young people and families to participate in social action activities.
- 6.6.□.10. Actively encourage young people to participate in school councils and the youth council.
- 6.6.□.11. Deliver a summer holiday life skills course which benefits children, young people and their families.

Raising Aspirations

- 6.6.□.12. Provide a yearly conference with the 14-19 service to provide information about local employment opportunities, starting from year 6.
- 6.6.□.13. Provide opportunities for young people to go on field trips and have experiences that take them beyond their local neighbourhood.
- 6.6.□.14. Deliver whole family sessions that help parents to understand the range of opportunities available for young people and how they can support them to be their best self.

Risky Behaviour

- 6.6.□.15. Provide safe community hubs with positive role models
- 6.6.□.16. Provide after school activities between 4pm and 7pm
- 6.6.□.17. Provide a wide range of positive activities in sport, arts and crafts, music to engage young people and encourage cohesiveness in supported environment
- 6.6.□.18. Provide family friendly food based activities to start conversations about staying safe

6.7. Exercises 3 and 4 required each table to:

- 6.7.□.1. Design a service that could be commissioned to address the priority themes
- 6.7.□.2. Pitch the service to the rest of the room
- 6.7.□.3. Conduct a critical friend analysis of the other projects

6.8. These are the ideas that were suggested:

6.8.□.1. CONNECT

(Collaborate / Opportunities in the/ North / Necessary to/ Empower / Children & Young People/ Together)

Design – A programme approach working in schools and within the community

Cohort – Transition age focussed, engaging young people from Yr5.

Actions/ Interventions – Preparation work with primaries Yr 5&6, drop in support in Yr 7&8. Developing peer support in schools. Whole family summer holiday programme, with fun, practical life skills education. Reflective Parenting training for parents (mentalization and attachment).

USP – Bridging age ranges, schools and communities. Whole family support. Longer term intervention which aims to track progress and development.

6.8.□.2. The Winners

Design – A programme approach working with young people and the services that support them

Cohort - Y5/Y6 – Y7/Y8

Actions/ Interventions - Wellbeing link worker to “hand hold” this vulnerable cohort between services.

USP – Continuous support from a worker ensuring consistency and trust

6.8.□.3. Four to Fourteen Service

Design – A community based with outreach flexibility

Cohort – Ages 4 – 14 - Universal

Actions/ Interventions – Working in schools with a tiered approach to engage young people. Providing focussed support for families. Providing a youth club function.

USP – Covers two transition ages, Holistic and family focused.

6.8.□.4. Youth Hub Bus

Design – Mobile youth club facility, designed to appeal to young people

Cohort – Universal for ages 11-16.

Actions/ Interventions – Provides a chilled, safe place to come for an hour or two. Travelling to each ward. A different social issue would be discussed each week. Enables signposting to other services

USP – Mobile, flexible, the bus comes to you, both proactive deployment and reactive.

6.8.□.5. Community Café

Design – Centre based provision with a focus on food – ‘everyone needs to eat’

Cohort – Whole family approach

Actions/ Interventions – Education, engagement and volunteering opportunities

USP – A neutral space, owned and led by the community, supported by health, social care and the third sector.

6.9. Finally all the workshop participants were asked to vote for their preferred service.

- ❖ The Community Café was the most popular from the vote (7.5) because it created a safe space for young people and a nurturing environment for the whole family. The community ownership was felt to be very important. Bringing people together to eat, learn new skills and socialise.
- ❖ CONNECT came in second (6 votes) was recognised for reaching a wide audience, delivering in school and the community and for its flexible approach to working with children and parents. A couple of participants also noted that it would be possible to demonstrate impact and cost effectiveness. It was themed around the 5 ways to well-being and included volunteering and peer mentoring.
- ❖ The Community Hub Bus was very popular but received very few votes because it had come under criticism due to the high costs associated with running this type of provision.

6.10. It was clear from the workshop that the practitioners brought a wealth of experience to the room and valued and appreciated each other’s ideas. In several instances there was a request for a blend of two projects:

- CONNECT & 4-14 Service
- 4 – 14 Service and Community Café

6.11. The workshop demonstrated that production of a service specification is a complicated and time consuming process. Each person involved is viewing the priorities through a different life lens and therefore identifying different solution.

7. Project characteristics championed by the priority working group – learning from previous commissioning

7.1. Coaching Model – Intensive but with a legacy and peer support incorporated (Both the Summer Internship delivery model and Fit Reds delivery model were discussed).

7.2. 5 Ways to Wellbeing should be at the centre of a project (Connect, Be Active, Give, Take Notice, and Stay Connected).

7.3. Building resilience, particularly around emotional wellbeing and being able to handle the knocks that life throws at a person (this could include Mental Health First Aid training).

8. Conversational Film -

- 8.1. On the workshop 25th March Councillors requested that as part of the development work for the young people project that a conversational film should be produced.
- 8.2. Script Media were commissioned to undertake the task and filming took place from the 22nd July – 16th August.
- 8.3. The support given to YMCA, Ad Astra and CAMHS staff and their service users cannot be underestimated.
- 8.4. The video is now ready to air.
- 8.5. BMBC Communications have asked the Area Council if they will consider using the remaining budget to fund a condensed, social media version.

9. Development Costs

- 9.1. On the 13th May 2019 the Area Council agreed a working budget of £4,850.00 to enable development work to take place.

Service	Outline costs	Actual costs to date
Survey for stakeholder engagement	£100.00	-
Venue and refreshments for stakeholder – survey and mapping event	£450.00	£224.00
Venue and refreshments for stakeholder feedback session	£350.00	£305.64
Survey for young people’s engagement	£100.00	-
Production of a short film	£3,500.00	£2,460.00
Engagement & promotion	£350.00	-
Total	£4,850.00	£2,989.64

10. Risks

10.1. Duplication of the new Children’s Mental Health Provision

The Area Manager is aware that the CCG have been doing consultation with regarding young people’s mental health services over the past 6 months in order to design updated provision. It will be essential to have site of the plan for this risk to be negated.

10.2. Duplication of the town centre based ‘Onside Youth Zone’

The Area Manager will be consulting the Early Intervention and Prevention Service to ensure any additional North provision compliments borough wide provision.

11. Reflection and Next Steps

11.1. Workshop outcome – The workshop has provided valuable information about the range of outcomes and outputs that the area council would need to consider in the design of a specification.

11.2. It is recommended that the Area Manger utilises the information contained in 6.5 and 6.6 to draft a specification to address the priorities listed in 5.3.

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