

Aiming High for Young People: A Ten Year Strategy for Positive Activities

Implementation Plan

[March 2008]

1. Introduction

1.1 *Aiming High for Young People: A Ten Year Strategy for Positive Activities* was published in July 2007 and set out the Government's long-term vision for improved services and opportunities for young people. Our commitment to realising this vision was underlined by new proposals for investment and further reform of young people's services in the *Children's Plan*, published in December 2007.

1.2 This document sets out arrangements for implementing *Aiming High* and highlights progress to date, as well as the key actions which will be taken over the next 12 months. It is intended to be of use to all agencies and professionals working to improve outcomes for young people and will be a live document, updated regularly to reflect progress and new developments.

1.3 The focus of the 55 commitments in *Aiming High* is to **increase young people's participation in constructive leisure-time activities**, responding to new evidence of the importance of participation on the development of social and emotional skills, which play a vital role in enabling young people to make a successful transition to adulthood.

1.4 The 6 key objectives of *Aiming High* are:

- 1. rebalancing the public narrative about young people** – counteracting the unrelentingly negative perception of young people by celebrating the achievements of the majority;
- 2. empowering young people to increase their influence over the design and delivery of services for them.** When young people are involved in the design and delivery of services, they are more likely to access them and sustain their participation;
- 3. increasing the number of local places for young people to go.** Despite *Youth Matters* reforms, a lack of 'a place for young people to go' remains a concern for teenagers themselves and for parents and communities.
- 4. removing barriers and supporting young people to access local opportunities and services for them** - these may be practical barriers or personal barriers requiring intensive support;
- 5. improving the capacity and quality of services for young people.** Services for young people should be those which are known to be high quality and to have a real impact on their outcomes.
- 6. supporting and developing the youth workforce to employ the very best practice in working with young people.** It is the work adults do with young people in and alongside participation in constructive activities which makes the difference to outcomes.

1.5 Achieving these objectives will be dependent on securing effective contributions from the full range of local partners working through integrated services to improve outcomes for young people. These include:

- **Local authorities** – the lead agency responsible for improving outcomes for young people and under a legal duty to secure young people’s access to positive activities;
- **Youth Offending Teams** – intervening early to prevent young people getting involved in crime and anti-social behaviour, including through the provision of structured positive activities;
- **Sports and Arts Bodies (such as Sport England, the Arts Council and the new Youth Culture Trust)** – working to provide local sporting and cultural activities for young people in their communities;
- **Primary Care Trusts** – working to safeguard the physical and mental health of young people;
- **Schools & Colleges** – providing young people with an excellent education, as well as supporting them to participate in positive activities, including activities delivered through extended provision;
- **Third sector youth organisations** – including those at national, regional and local and community levels, providing a wide range of services and opportunities directly to young people; and
- **Young people and their communities** – actively taking advantage of opportunities to participate and influence the provision of local services.

1.6 At national level, the Department for Children, Schools and Families (DCSF) will lead the implementation of *Aiming High*, working with key departments including the Department for Culture, Media and Sport (DCMS), the Department of Health (DH), the Department for Communities and Local Government (DCLG) and the Office of the Third Sector in the Cabinet Office (OTS).

1.7 It is our aim that the implementation of *Aiming High* will lead to a new sense of partnership in delivering better opportunities and services for young people – a partnership which rewards innovation and addresses the cultural differences and fragmentation that have undermined transformation in the past. DCSF will lead this by involving stakeholders to inform further development of key commitments and this implementation plan. Details about how stakeholders are informing implementation are at Annex A.

1.8 Any feedback or queries on the content of this Implementation Plan can be e-mailed to [\[aiminghigher.youngpeople@dcsh.gsi.gov.uk\]](mailto:aiminghigher.youngpeople@dcsh.gsi.gov.uk).

2. Aiming High in Context

The Policy Landscape

2.1 Building on the Government's vision set out in *Every Child Matters*, the Children's Plan, published in December 2007, stated our ambition that all young people will enjoy happy, healthy and safe teenage years and make a successful transition to adulthood.

2.2 Local areas are already implementing the reforms set out in *Youth Matters* and *Youth Matters: Next Steps* which are intended to deliver effective and integrated support services and opportunities for all young people in pursuit of these outcomes. This includes reconfiguring and integrating their targeted support services for vulnerable young people and fulfilling their legal duty (Section 507B of the Education Act 1996) to secure young people's access to positive leisure time activities.

2.3 The *Youth Matters* reforms provide the foundation for the implementation of *Aiming High*, which focuses on increasing young people's participation in positive activities, responding to new evidence demonstrating the impact of participation on young people's outcomes.

Summary Box: what the evidence shows

What young people do, or don't do, out-of-school matters. Research demonstrates that the activities young people participate in out-of-school have a bearing on their later life outcomes. Robust UK evidence around out-of-school activities is limited. However, analysis of BCS70¹ by Feinstein et alⁱ finds a **significant effect** of out-of-school activities on later life outcomes, even after controlling for a range of other factors that might influence outcomes (social class etc).

Evidence from the LSYPE provides an insight into those participating in activities. Participation tends to be higher among those from: higher social groups; living in less deprived areas; and with access to a car. Participation tends to be lower among: Pakistani and Bangladeshi young people; those living in council and housing association rented accommodation; where household finances are described as 'getting into difficulties'.

US research evidence on out-of-school activities is more extensive. A review of *academic* outcomes by the Harvard Family Research Projectⁱⁱ found programme participation to be linked to improvements in: attitudes; school performance, attendance and discipline. Those studies that assessed *preventative* outcomes found participation to be linked to: avoidance of drug and alcohol use; decreases in delinquency and violent behaviour; increased knowledge and practice of safe sex; and increased skills for coping with peer pressure. Finally, the evaluations that looked at *development* outcomes found participation to be associated with decreased behavioural problems; improved social and communication skills; increased community involvement; and increased self-confidence and self-esteem.

However, one of the programmes reported negative relationships between

participation and drug abuse, highlighting the importance of **quality provision** and effective delivery.

US research suggests that constructive, organised activities are a good use of adolescents' time because they provide opportunitiesⁱⁱⁱ:

- a. to acquire and **practice specific social, physical and intellectual skills**
- b. contribute to the **community**
- c. belong to a socially recognised group
- d. establish supportive social networks of peers and adults
- e. experience and deal with challenges

US research has identified some generic characteristics of successful, outcome-improving provision^{iv}:

- opportunities to gain skills including physical, social and intellectual skills;
- support for personal effectiveness, by promoting autonomy and valuing individual expression and opinions;
- integration of family, school and community efforts, by providing synergy between the various settings in which young people lead their lives;
- setting and demonstrating positive social norms and expectations for socially appropriate behaviour;
- physical and psychological safety, including practices that support safe peer interactions;
- appropriate supervision, involving adults providing clear, appropriate and consistent rules and expectations; and
- sustained participation to ensure maximum benefit.

The evidence above suggests that 'youth' activities have the potential to deliver positive outcomes in relation to youth development, crime, health, education and social-capital. Disadvantaged young people are less likely to participate in such activities and programmes can work at a universal or targeted level. But the same activities have the potential to deliver negative outcomes if they do not adopt elements of good practice as noted above.

¹ BCS70 is a cohort survey of 17,000 children born during one week in 1970. The cohort has been followed up at regular interval since 1970, the most recent data collection being in 2005 at age 35. The survey allows us to track the lives of a representative sample of people over time.

2.4 Increasing the proportion of young people participating in positive activities is critical to increasing the number of young people on the path to success, which from April 2008, will be measured through the new Youth PSA (PSA 14). Progress against this PSA will be determined by indicators measuring increases in participation in both learning and positive leisure-time activities, as well as the reduction in negative outcomes such as substance misuse, teenage pregnancy and entry to the criminal justice system.

2.5 The commitments in *Aiming High* seek to increase both the quantity and quality of positive activities and places to go for all young people, but with a focus on securing the participation of the substantial minority, around 25%, currently not participating.

Delivering the Local Offer to Young People

2.6 Effective local implementation of *Aiming High* will make a significant contribution to progress against the Youth PSA. But for maximum effect, local authorities and their partners will need to ensure implementation is aligned with and complements the wider package of measures intended to increase opportunities for young people, in particular:

- the roll-out of **extended schools** providing out of school activities for young people and from September 2008 increasingly subsidising access for disadvantaged young people;
- the local implementation of the **PE and Sports Strategy**, providing 5 hours per week of sporting opportunities for 5-16 year olds and 3 hours per week for 16-19 year olds;
- the delivery of more **volunteering opportunities for young people**, led by v and local v-involved teams;
- **a commitment to offer all children and young people access to a wide range of cultural opportunities in and out of school**. This will be led by a new Youth Culture Trust which will bring together creative and cultural organisations such as Arts Council England, the Museums Libraries and Archives Council and the UK Film Council; and
- the implementation of **14-19 reforms**, so that by 2015 all young people have access to a wide ranging curriculum offer and stay on in education or training to 18 and beyond and when they leave they have the skills they need to prosper in a high skills economy.

2.7 Of course, the objectives at the heart of *Aiming high* - such as raising young people's aspirations and empowering them to make a difference, improving information, advice and guidance and the coordination of young people's services - are equally integral to the achievement of our wider education and training goals.

Key Challenges

2.8 The successful delivery of the commitments in *Aiming High* will be dependent on overcoming some key challenges including:

- building on and embedding effective mechanisms which enable the active and meaningful participation of a wider group of young people in shaping the local offer of things to do and places to go;
- identifying and investing in creative ways of engaging the most marginalised young people;

- identifying and developing local mechanisms for bridging the gap between young people and their communities;
- increasing the quantity of opportunities available to young people while continuing to increase quality; and
- local authorities making sure that Children's Trusts recognise and respond to the specific needs of young people, securing effective contributions from a wide range of local partners in order to meet the Youth PSA.

New Investment

2.9 Implementation of the commitments in *Aiming High* is supported by an investment of £679 million. This includes £124 million of new revenue funding, £60 million of new capital funding and the continuation of existing baselines to the value of £495 million.

2.10 The measures to improve youth facilities will receive further support from the reinvestment of unclaimed bank assets; the additional £160 million announced through the Children's Plan. Further details on the allocation of this funding is at Annex B.

New Support and Challenge: The Youth Taskforce

2.11 Even with this substantial new investment it is clear that some local authorities will face real challenges in ensuring that the new investments and programmes introduced by *Aiming High* work for all young people in their area, particularly the most disadvantaged.

2.12 In response and building on the successes and lessons learned from the Respect Taskforce, the newly created **Youth Taskforce** will specialise in working with local partners – such as children's services, the police, schools and community safety - to ensure there is an effective approach in every area to young people who are experiencing serious difficulties.

2.13 The Taskforce will focus its efforts on the significant minority of young people who can get into serious trouble with alcohol or illegal drugs, persistent truancy, or other behaviour that is unacceptable - causing serious problems in their neighbourhoods. Its approach will combine **tough enforcement** where young people's behaviour is unacceptable; **support** to help young people overcome problems when they have arisen; and **prevention** to ensure we are dealing with emerging problems before they become serious and entrenched. The Taskforce's programme was set out in its Action Plan published on 18 March and available at www.everychildmatters.gov.uk/youthmatters/ytf/actionplan/

2.14 As part of that programme the Taskforce will support local delivery of *Aiming high*. In particular it will focus its influence and resources in 50 of the

most disadvantaged areas to support two key objectives of the strategy: to improve the offer of 'places to go' for young people and to increase young people's participation in positive activities. The details of these commitments are referenced in this document and set out in more detail in the Taskforce's Action Plan.

3. Delivering Aiming High: The Story So Far

3.1 Since July 2007, we have concentrated on developing the delivery arrangements for the commitments across the three themes of the Strategy and on initiating local implementation. A wide range of stakeholders (from the statutory, private and third sector, as well as young people) have and will continue to contribute to this process (see Annex A).

3.2 And alongside this work we have since the launch of *Aiming High*:

- Announced the 50 local authorities which will receive an additional £25m for the Youth Opportunity Fund, reflecting the high levels of deprivation in these areas, as well as £173m to continue the **Youth Opportunity and Youth Capital Funds** in all local authorities until at least 2011;
- Announced the 9 **Empowering Young People Pilot** areas, which will test the effect of subsidising access to positive activities on levels of participation;
- Begun work with the LGA and the NYA to establish a more informed baseline for the extent to which local areas are currently **devolving to young people decisions over how budgets for positive activities are spent**;
- Announced in the Children's Plan an **additional £160m over the next 3 years for youth facilities** and are undertaking work with the Big Lottery Fund to finalise the distribution mechanism for this funding;
- Introduced to Parliament the draft legislation, which will govern the distribution of **Unclaimed Assets**, a major proportion of which will be used to provide additional investment in youth facilities;
- Announced 15 priority local authorities which will receive **extra investment for targeted activity programmes** in 2008-9 in order to identify the very best practice in engaging young people with the most serious problems. This is in addition to announcing the 3-year allocations for all local authorities which include extra investment to make targeted programmes available year round;
- Invited the Youth Hostel Association to deliver the Do it 4 Real **residential activity provision** in 2008-09. Contract negotiations are currently in the final stages;

- set out plans for investing up to £100 million over the next three years through a new Youth Sector Development Fund which will provide high quality business support and funding to develop the capacity and sustainability of third sector organisations that are most effective at reaching out to and engaging young people, particularly the most disadvantaged; and
- as part of this work we announced in March 2008 an investment of £27 million over the next three years to test the application and use of such support in five leading third sector organisations: Kids Company, Speaking Up, Leap, Fairbridge and UK Youth. The experiences of these organisations will inform the operation of the YSDF when it comes online fully later this year (see paras 8.13 – 8.17);
- Launched a **‘Call for Evidence’** inviting views from all professionals working with young people on how support for front-line practice could be improved;
- Published proposals for a new **national body for youth leadership** to support the development of young leaders;
- Engaged the Children’s Workforce Network and the Children’s Workforce Development Council to lead on the **youth workforce remodelling programme** and have begun scoping work across all strands of this programme; and
- Secured the inclusion of a an indicator of young people’s participation in **Positive Activities** in the National Indicator Set which will help to measure progress against the new Youth PSA (PSA 14).

3.3 The rest of this document sets out the actions that will be taken over the next 12 months to build on these achievements and help us to realise our vision for young people.

4. Delivering Aiming High: Rebalancing the Public Narrative about Young People

‘There is an unrelentingly negative view of young people in this country, where the problems of the few eclipse the achievements of the many.... With this strategy we are determined to rebalance the public debate about our young people.’¹

‘All young people should feel able to have their achievements celebrated, sending a strong signal about their rightful place in society.’²

Background

4.1 *Aiming High* acknowledged that today’s young people are faced with the challenge of growing up in a culture that has widespread negative perceptions of youth and committed to do more to rebalance the public narrative by celebrating young people’s achievements by:

- establishing a number of **pilots to explore how young people can design and organise events to celebrate their transition to adulthood**; and
- exploring the potential of a **‘Youth Week’** to celebrate young people’s achievements.

4.2 We have set up an Empowerment Stakeholder Working Group to offer advice on the delivery of these and other commitments, including helping us take account of the views of young people. The group brings together the expertise of organisations such as 4Children, the National Youth Agency and the UK Youth Parliament and local authorities.

Key Actions

Local Youth-led Celebration Event Pilots

4.3 Work is currently underway to design the specification for the celebration

¹ Beverley Hughes, Minister for Children, Young People & Families; Statement to the House of Commons launching *Aiming High for Young People: A Ten Year Strategy for Positive Activities*; July 2007.

² *Aiming High for Young People: A Ten Year Strategy for Positive Activities*; DfES-HMT; July 2007

event pilots. These events will celebrate a broad range of achievements, both inside and outside school, reflecting the breadth of young people's contribution within their communities and to society.

4.4 Young people will play a leading role in the design and delivery of these events, involving schools and colleges, local businesses and community and other third sector organisations. This work is also being informed by the many innovative and successful events already held across the country to recognise and celebrate young people's achievements.

4.5 Over the coming months we will work with regional government offices to identify a small number of local authority areas to take part in the pilots. Pilot areas will be announced in the summer and we expect the events to take place from the autumn and into the first part of 2009.

Youth Week

4.6 A sub-group of the Empowerment Working Group has been brought together to explore the benefits and feasibility of a 'national youth week', drawing on the experience of similar examples around the world, including in Australia. The group is considering what the aims and objectives of a youth week in England might be, how it might be delivered to have maximum impact and when it might take place.

4.7 The sub-group has already identified that:

- the main aim of any youth week should be to showcase and celebrate the achievements of young people;
- activity at both national and local level should be designed and led by young people
- while activity should be driven at a national level, there will need to be strong contributions from local areas.
- a youth week will provide an annual focus for celebrating young people's achievements but activities should take place throughout the year.

Australian National Youth Week

The Australian National Youth Week (NYW) is the single largest youth event in Australia. It celebrates and recognises the contributions, achievements and views of young Australians and places an emphasis on events that attempt to offer something for every young person. NYW is a joint Australian State, Territory and Local Government initiative. A range of organisations outside the state sector also get involved.

The objectives of NYW are to:

- provide opportunities for young people aged 12-25 to express their ideas and views, raise issues of concern to them and act on issues that affect their lives; and
- provide opportunities for the wider community to listen to young people and acknowledge and celebrate the positive contribution that young people make to their local communities.

An evaluation of Australian National Youth Week found that:

- In 2006, over 272,500 young people participated in more than 1,789 events and activities held in all states and territories. The national event engaged around 250,000 young people in 2006.
- About 9,000 young people were involved in the planning of the events. The involvement of young people in the planning and organisation of the event is an essential part of its success.
- The Australian NYW is supported by substantial media coverage. This is initiated and managed at national and local level.
- Feedback from young people has been positive. They took pride in planning and implementing the events they organised for their peers. It was felt the event raised community awareness of youth issues.

4.8 A feasibility report setting out the challenges to and options delivering a youth week in this country will be presented to Ministers in spring 2008.

4.9 To complement this work, DCSF communications specialists have been exploring the potential for Government communications to contribute to rebalancing the public debate about young people, in particular what more could be done to highlight young people's achievements at national and regional level.

National Awards scheme

4.10 In addition, the Youth Taskforce has committed to run a national award scheme to recognise and celebrate those young people who successfully turn round their lives, or who make a significant contribution to their communities

4.11 Since the publication of *Aiming High* we have received a range of case studies showing the work already undertaken by local areas seeking to counteract negative perceptions of young people in their own communities. We expect all local authorities to consider how they and their partners could work more proactively with young people and communities to address local perceptions. To support them we will disseminate the best examples of good practice through the DCSF website in spring 2008.

Case study

The Leighton-Buzzard and Linslade Youth Forum have developed a Media Code to try and improve the way young people are portrayed in the press. This code, which they are now promoting to local media organisations, they suggest that:

1. local newspapers should use loaded and emotive words with care, not as catch-all terms to describe all young people e.g. include, “yobs”, “thugs”, “monsters”, “evil” and “gang”;
2. young people should be recognized and respected as part of the community through the pages in the newspapers; they should not be ostracised from it;
3. the media should ensure that young people have a voice and are given their chance to comment on issues that affect them, this should be by regular positive news stories and possibly regular columns written by young people on relevant issues;
4. the media should recognise that most young people do not become involved in violent crimes, while it is the media’s duty to provide coverage of young offenders, it should provide a fair representation of young people, balancing negative stories with positive portrayals;
5. “naming and shaming” those young people who are the subjects of Antisocial Behaviour Orders can put their safety and the safety of their families at risk;
6. the media should always refer to the relevant press codes when dealing with young people, including the Press Complaints Commission Code of Practice - Clauses 6 and 7, the International Federation of Journalists’ Guidelines and Principles for Reporting on Issues Involving Children and UNICEF’s Principles for ethical reporting on children.

5. Delivering Aiming High: Empowering Young People

'Giving young people genuine influence over local services is the most effective way of ensuring better access and increasing participation. All young people should feel able to make a positive contribution in their communities....'

*'The Government will expand significantly young people's direct influence and control on the design, commissioning and delivery of local services. This applies to all young people, but particularly those who are least likely to feel empowered to demand more of services.'*³

Background

5.1 In *Aiming High* we emphasised the need to build upon and embed arrangements which involve young people in the design and delivery of local services, with a particular emphasis on ensuring disadvantaged young people and those who are marginalised, or under represented by, services are supported to get involved. This will be achieved by:

- investing £173m to extend the **Youth Opportunity and Capital Funds** (YOF & YCF) until at least 2011;
- providing an **extra £25 million (2008-11) for the YOF in the most deprived areas** to increase the involvement of young people facing disadvantage;
- **increasing Youth Capital Fund investment to the 50 most deprived areas in 2008-09;**
- expecting local authorities to **devolve an increasing proportion of their funding for positive activities to young people's influence** – up to 5% of their budget for youth services in 2010 and 2011, with an aspiration of 25% by 2018;
- invest £6m over the next three years to create a new **national body for youth leadership**. We will expect this new national body to be a critical friend to Government, helping youth leadership organisations to speak to us with a single voice and helping us to identify and unlock the barriers to extending opportunities for youth leadership to all young people, particularly those from the most disadvantaged backgrounds;

³ *Aiming High for Young People: A Ten Year Strategy for Positive Activities; DfES-HMT; July 2007*

- expecting local authorities to show strategic leadership by bringing together young people's and adults' participation forums to develop solutions to common problems; and
- **to build capacity in the system** to deliver more high quality empowerment opportunities for young people through the new Youth Sector Development Fund (see also paras 8.13 – 8.17)

5.2 These are supported by a range of existing commitments, which support young people to get involved in their communities:

- **v** (the independent charity established to implement the recommendations of the Russell Commission) will be investing over £75 million in a new framework for youth action and engagement through a **National Youth Volunteering Programme**;
- local authorities ensuring that young people, parents and communities know how to mobilise and use their councillors (through the 'Community Call for Action', now known as '**Councillor Call for Action**');;
- **ward councillors** engaging with young people's representatives and representing more effectively the public's demand for better services for young people; and
- the Office of the Third Sector making available funding to build capacity to support **intergenerational volunteering**.

Key Actions

Youth Opportunity & Capital Funds (YOF/YCF)

5.3 Building on the successes of YOF and YCF in the first 2 years, all local authorities will continue to receive their baseline funding for both schemes until March 2011. Details of individual local authority 3-year allocations were announced in the Local Government Finance Circular (ref. 180070005) on 6 December 2007. Both YOF and YCF will remain ring-fenced with conditions attached to the funding which will ensure young people continue to have control over how the money is spent in their local area.

5.4 *Aiming High* announced an additional £25 million over the 2008-11 period to expand YOF in the most deprived areas. The Local Government Finance Circular announced the 50 areas which would receive additional money – effectively doubling their existing YOF baseline. We expect this funding to secure from local authorities and their partners a much stronger focus on increasing the participation of the most disadvantaged young people.

5.5 To complement the YOF and YCF we will enhance Youth Capital Fund allocations to the same 50 local authorities and provide them with support and challenge through the Youth Taskforce to accelerate their progress and

secure the participation of young people, in particular the most disadvantaged in decision making about youth facilities.

5.6 In March 2008 we will issue revised guidance to support the delivery YOF and YCF. This will set out our raised expectations around:

- local authorities ensuring that the most marginalised young people are actively supported to engage through YOF and YCF;
- the role of local third sector organisations in actively supporting more marginalised young people to access YOF and YCF; and
- the importance of enabling young people receiving packages of targeted support to access YOF and YCF.

5.7 We are also working with Youth Bank to produce a Good Practice Guide which will include a wide range of case studies from YOF and YCF schemes around the country. The Good Practice Guide will be published by DCSF in April 2008 with the evaluation findings from the first 2 years of the scheme due to be published in July 2008.

Budget Devolution

5.8 To increase young people's direct control and influence, *Aiming High* set out an aspiration that by 2018, they are actively shaping decisions on 25 per cent of local authorities' budgets for positive activities.

5.9 With the exception of YOF and YCF, the extent of young people's direct influence over local authority budgets and therefore the current baseline, is unclear. We have commissioned the LGA and the NYA to undertake a sampling exercise in a number of areas to determine the range of ways in which young people are engaged in decision-making and the budgets over which they have control.

5.10 This work will inform a good practice document which will be disseminated over the summer to help local authorities identify ways in which they could increase young people's influence over these budgets and other decisions made about local services..

Youth Sector Development Fund

5.11 *Aiming High* committed to invest in supporting third sector organisations able to support young people who have ideas for establishing projects to provide positive activities to other young people; and third sector organisations able to support marginalised young people to influence local services.

5.12 These investments will be made through the new Youth Sector Development Fund, described in more detail at paras 8.13 – 8.17.

A new national body for youth leadership

5.13 *Aiming High* committed to establish a youth leadership fund which would support the creation of a new national institute for youth leadership, able to build the capacity of third sector organisations, to increase leadership opportunities for young people.

5.14 Working with Changemakers, we have been consulting on the name, form and focus that the new national body should take. Young people themselves as well as many youth sector partners and business and community leaders have been involved in this consultation and their views will help to shape the aspirations and priorities for the new national body.

5.15 Although the consultation is still underway, we know that:

- The new national body will have a budget of £2m each year until at least 2011.
- It will consist of one or more of the best youth leadership organisations which will drive change across the sector.
- It will be a virtual organisation – it won't need a building – so all of the money will go directly to young people and youth organisations.

5.16 We will continue to work with Changemakers and other stakeholders through March to explore options for the new national body, with the aim of issuing our proposals in early summer 2008.

National Youth Volunteering Programme

5.17 The Office of the Third Sector in the Cabinet Office (OTS) is funding the organisation **v** to build a new **national youth volunteering framework**, transforming volunteering opportunities for young people. **v** is youth-led with a v20 Youth Advisory Board acting both as consultants and advocates for its work.

5.18 In June 2007, **v** announced that it would be investing £75 million in **vinvolved** - the first national youth volunteering programme, which through the creation of **vinvolved** teams in every local area, will create 500,000 opportunities for young people to volunteer. From April 2008, **vinvolved** teams will provide capacity building support, advice and information to local organisations wishing to offer volunteering opportunities, as well as provide volunteering opportunities directly to young people. A list of all the teams and projects is available at www.wearev.com.

5.19. Providing more opportunities to volunteer is an important element of the local offer to young people so **vinvolved** teams and local authorities will need to work together closely to ensure there is adequate provision to meet the needs of local young people.

Empowering Communities to Improve Services for Young People

5.20 *Aiming High* emphasised the important role that communities need to play in holding local authorities to account for the accessibility, choice and quality of services and activities they provide for young people. A number of commitments support this, including:

- ensuring that parents, communities and young people themselves know how to mobilise and use their councillors; and
- making more effective use of ward councillors; and
- a commitment by the Youth Taskforce to work with local authorities and their partners in the 50 most deprived areas to ensure that activities are open at the times and places they are most needed and to bring young people and communities together to shape and drive activities in their local area (paras 6.16 – 6.21)

5.21 The Department for Communities and Local Government (CLG) has a Community Empowerment programme which aims to give people more power over their lives and enable them to develop the skills and confidence to contribute to a strong economy and vibrant civic society. This includes increasing opportunities for young people to participate in local decision-making and democracy as set out in the *Community Empowerment Action Plan* published in October 2007.

5.22 The independent Councillors Commission, in their report *Representing the future* also stressed the importance of councillors and councils:

- actively engaging with young people in participative activities such as consulting on a new road layout near a school;
- creating opportunities for young people to meet councillors to discuss their concerns and interests; and,
- making them aware of what councillors do and how to become a councillor.

Government will be responding to the Councillors Commission report in spring 2008.

5.23 Steps have already been taken to increase the number of young people that have a direct influence on the design, choice and quality of local services affecting them by initiating Young Advisors schemes. There are currently around 250 Young Advisors working as young consultants throughout the country (www.youngadvisors.org.uk).

5.24 A *Community Empowerment White Paper*, led by CLG will be published in June 2008 and as part of this, proposals are being developed to allow more young people to have an influence in their community.

Young People and Adults Tackling Common Issues

5.25 *Aiming High* also made the case that more could be done at local level to build better relations and mutual understanding between young people and their communities. In response, we set out an expectation that local authorities bring together young people's and adult's **participation forums** to develop common solutions to common problems, such as anti-social behaviour.

5.26 To assist local authorities, the Youth Taskforce will undertake a sampling exercise, exploring existing local arrangements for bringing together young people's and communities' participation forums, to identify the very best practice for wider dissemination.

5.27 The results of this scoping work and examples of best practice will be available in the summer. If local areas wish to submit examples to this exercise, please send details to aiminghigher.youngpeople@dcsf.gsi.gov.uk.

5.28 *Aiming High* also re-stated our commitment to make available funding to build the capacity in **intergenerational volunteering** to help build better relations across the generations. The Office of the Third Sector is currently consulting with volunteering organisations to develop a programme to achieve this and further details will be announced in autumn 2008.

5.29 In addition, Beverley Hughes, the Minister for Children, Young People & Families will be leading a seminar in the spring to explore, with experts from the field and Ministers across Government, the potential for promoting and increasing the use of intergenerational practice to improve outcomes for young people and communities.

Community Action @ Leeds Met (CALM)

CALM is a student led, social action volunteer project at Leeds Metropolitan University (LMU). It is independent of LMU and was established in 2001 to dispel the typical student stereotype.

The LS6 project came about as a response to the problems that occur due to the large transient student population in the LS6 area. The aim is to build positive relationships between the students and local residents which will encourage tolerance and understanding.

Consulting with the community ensures that any project responds to local needs. Projects have included: Mural painting, DJ workshops, school gardening, sports coaching, graffiti clean-ups, recycling and environmental tidy ups. Student and resident feedback is positive and volunteering helps the students become part of the local community.

Two Generations

The 'Two Generations' project ran from August –October 2005 and was designed to tackle anti social behaviour in the Bolsover villages of Doe Lea and Bramley Vale.

The project was managed by a multi-agency steering group and involved a group of young people working together with older people to consider stereotypes, discuss issues in the villages and photograph problem areas. They also planned an environmental improvement, choosing to improve the area around the river in Doe Lea by cutting back the long grass, clearing the river, planting trees and placing tables and benches along the riverbank. The group chose to continue working on environmental improvements in the local area once the Two Generations project came to end, renaming themselves the Doe Lea Valley Community Partnership.

The success of the project was documented through a 20 per cent reduction in calls to CAN Rangers and the police about anti social behaviour, compared to the same period in 2004.

The project also led to:

- a positive change in perceptions and attitudes of young and older people towards each other;
- improved community cohesion;
- Ongoing inter-generational projects in the Bramley Vale and Doe Lea area; and
- the inclusion of both groups in future mainstream local activities e.g. local youth group and lunch clubs.

6. Delivering Aiming High:

Places to Go

*'Improving the offer of places to go for young people is central to delivering the Government's vision. The investment of unclaimed assets from dormant bank accounts offers a once-in-a-generation opportunity to stimulate more visionary and ambitious thinking about what can be achieved through partnership, co-funding and putting young people in the lead.'*⁴

Background

6.1 In response to continuing demand for places to go from young people, parents and communities, *Aiming High* announced the launch of a **new programme of capital investment based on £60m of new DCSF funding and the re-investment of unclaimed assets** from dormant bank accounts.

6.2 The Children's Plan, published in December 2007, boosted this investment by committing an **additional £160m of new DCSF investment** over the period 2008-10 to improve the quality and range of places for young people to go and things for them to do. Our ambition is that this will lead to new and improved places for young people to go in every constituency over the next 10 years.

6.3 The Children's Plan also identified the **BIG Lottery Fund (BIG) as our preferred delivery agent** for both government and unclaimed assets funding – although they will be accounted for separately.

6.4 In preparation for the release of DCSF and unclaimed assets investment, *Aiming High* also set out our expectation that local authorities and their partners should develop **integrated capital strategies** to make the most of existing assets and available funding to improve local youth facilities.

6.5 The Youth Taskforce Action Plan, launched 18 March also confirms that it will enhance 2008-09 Youth Capital Fund allocations in the 50 most deprived local authorities and work with them to accelerate improvements on youth facilities.

Key Actions

DCSF Investment

⁴ *Aiming High for young people: a ten year strategy for positive activities; DfES-HMT; July 2007*

6.6 We have been working in partnership with the BIG Lottery Fund and key public and third sector stakeholders to develop a model for delivering DCSF investment that reflects the vision set out in *Aiming High*.

6.7 In the first instance, we want our new investment to fund a number of innovative and ambitious projects, which are able to offer a wide range of exciting sports, arts, music, cultural or youth work-based activities, as well as access to advice and support services. We will therefore establish an **open competitive process**, accepting proposals for this type of project led by public, third or private sector partners.

6.8 We expect to launch the fund at the beginning of April and open the fund to applicants in early May at which point further details on the process and funding criteria will be made available. However we are clear that we will expect all bids to demonstrate the **active participation of young people** and **genuine partnership** between public and third and/ or private sector organisations.

6.9 Bids will also be required to demonstrate **financial sustainability** to ensure projects' long-term viability. We will expect genuine cross-sector partnerships to be evidenced by both capital and ongoing revenue co-financing arrangements as part of a long term revenue strategy that may include grant funding, private funding, or income generation through social enterprise.

Unclaimed Assets

6.10 The process of reuniting customers with their accounts prior to the launch of the unclaimed assets scheme has begun. Further details are available at: <http://www.mylostaccount.org.uk>.

6.11 Meanwhile, the Dormant Bank and Building Society Accounts Bill is progressing through Parliament. Subject to parliamentary approval of the Bill, we expect work to begin later this year across Government to develop the spending directions which will set out how dormant account money is to be invested.

6.12 It is intended that the scheme's reclaim fund will determine the appropriate time to forward funds to BIG, as the reclaim fund will need to manage funds to cover potential future claims from owners of dormant accounts for reimbursement. We expect that the first funds will be transferred for distribution before the end of 2009.

Strategic Planning

6.13 Local authorities and their partners should begin now, working directly with young people, to identify the best local opportunities for DCSF and unclaimed assets investment. Recently published statutory guidance on local authorities' duty to secure access to positive activities for all young people emphasised the importance of local authorities working with their partners to develop a more strategic approach to asset management that incorporates

the planning and delivery of youth facilities.

6.14 We have been working with sector stakeholders to provide further guidance on meeting this expectation and will be writing to local authorities over the next few months to set out more detail.

6.15 Making strategic links across local services and agendas includes making best use of existing assets for young people – as the *Fulfilling Their Potential* programme is doing for public libraries. This includes integrating planning and delivery across policy boundaries – for example linking planning of play and youth provision and exploiting the efficiency and benefits of integrating capital expenditure – for example incorporating the delivery of new youth provision with town centre redevelopment or Building Schools for the Future projects.

Accelerating Progress in the Most Deprived Areas

6.16 We also want to make sure that our investment in places to go makes a real difference to young people in the most deprived areas.

6.17 We have already committed to increase Youth Opportunity Fund allocations to the 50 most deprived areas (paras 5.3 – 5.7) to increase young people's involvement in decisions made about positive activities.

6.18 To ensure that young people in these areas can also influence and benefit from decisions made about new facilities, we will enhance the 2008-09 Youth Capital Fund allocations to the same 50 local authority areas by a total of £22.6m - £14.6m from the £60m youth facilities budget announced by *Aiming high* together with £8m from within other existing baselines.

6.19 We will also provide support and challenge through the new Youth Taskforce to help them accelerate their progress. The enhanced funding will be accompanied by stringent conditions to ensure that it is used strategically to deliver more ambitious projects that reach young people in the most deprived neighbourhoods and involves them and their community as active participants in decision making.

6.20 This will help to pioneer new approaches to empowering young people, which we will expect to see increasingly mainstreamed across local areas' approaches to improving places to go for young people.

6.21 Depending on the needs of the area the YTF may also provide support to local authorities to help them tackle related challenges such as:

- mapping and publicising what provision, both activities and facilities, is already available for young people. This will help local authorities deliver on their statutory duty to publicise positive activities;

- ensuring that activities and facilities are open at the times and places they are most needed including at anti-social behaviour hotspots when young people are at risk of getting into trouble;
- bringing young people and communities together to shape and drive activities and facilities in their area.
- making the most of the opportunity provided by DCSF and unclaimed assets capital investment over the coming years. The Taskforce will support local areas to take a strategic approach to facilities for young people, as outlined above.

7. Delivering Aiming High: Removing Barriers and Supporting Access

‘All young people can experience barriers to access. They can face practical issues, for example a lack of awareness of what is on offer, not being able to afford it, or sometimes simply not being able to get there. They can also face personal barriers such as a lack of motivation, inspiration or confidence to take part. Young people from all backgrounds can experience these difficulties, but often they are experienced most by disadvantaged young people, who are the ones who could actually benefit most from the opportunities and services on offer. This means a universal approach to ensure accessibility for all young people is needed, with more support for those who have greater difficulties.’⁵

Background

7.1 Our vision is to ensure all young people are able to participate in positive activities that broaden their experience and develop their interests and talents. *Aiming High* made a number of commitments to remove barriers to access and support all young people, but particular those facing challenging circumstances, to participate.

7.2 Over the next 6 months our primary focus will be to implement those commitments which will have the greatest impact on removing barriers for the most disadvantaged young people.

7.3 This will include ensuring effective local implementation of youth empowerment policies – in particular the continuation and expansion in deprived areas of Youth Opportunity and Capital Funds – which contribute to removing barriers to access by providing greater user-led choice and diversity and, in effect, subsidy.

Key Actions

Targeted Activity Programmes

7.4 Through the implementation of targeted youth support reforms all local authorities should have robust procedures for identifying and supporting

⁵ *Aiming High for Young People: A Ten Year Strategy for Positive Activities; DfES-HMT; July 2007*

vulnerable young people. Encouraging and supporting access to positive activities should be a core part of the support package for such young people, in particular residential opportunities or Positive Activities for Young People (PAYP) style programmes.

7.5 Building on the success of PAYP, *Aiming High* committed to invest **£221 million over the next 3 years in targeted and intensive activity provision for the most disengaged young people**. Through this investment, all local authorities will continue to receive baseline funding over the next 3 years, with additional funding from April 2009 to enable them to make this type of provision available throughout the year. The Local Government Finance Circular (ref. 180070005), published in December 2007, sets out the individual allocations for all local authorities.

7.6 This significant investment is intended to ensure that the most vulnerable young people are engaged through intensive positive activity provision as part of a package of targeted support designed to prevent a range of negative outcomes. We expect such provision to be delivered by strong local partnerships including local authorities, schools and other services working with the most disadvantaged children and families. In particular, we expect to see a continued and increased use of the most effective third sector partners, who often lead the way in engaging the most marginalised young people. Regardless of the provider, for activities to be effective in engaging disadvantaged young people it is important that they are consulted about the types of activities that they wish to take part in.

7.7 The additional investment available from April 2009 will enable local authorities to expand the traditional school holiday-based provision to an all-year round supply of tailored packages of activities, responding to evidence that for the most disadvantaged young people, sustained participation in constructive activities leads to improved outcomes.

7.8 In 2008-09, £6 million will be invested in 15 priority areas to lead the way in expanding the availability of year-round targeted activities. These areas will act as trailblazers, developing a range of effective models, with a particular focus on engaging young people at risk of the most serious outcomes such as involvement in gangs and violent crime. These models will be shared across all local authorities in advance of the additional money coming on stream in April 2009.

7.9 Many of these 15 areas will also benefit from extra investment to target young people at risk of involvement in violent gang crime through the accelerated Extended Schools programme.

7.10 Overall, with this investment we expect to see a significant expansion of positive activities for the most disadvantaged young people in all areas, to support the local delivery of the new Youth PSA.

[Nottingham City year-round PAYP

The Unity project offers year round opportunities to young men who would not

normally come together the opportunity to join a football team and play at a high standard in good venues, breaking down the gang rivalries and violence that have kept them apart and damaged communities. Over 150 young people have already signed up to be part of Unity. The current programme builds from work by Crime Concern which used young men's interest in football as a route to improving community cohesion across Nottingham, particularly in the Radford, St Anns and Meadows areas.

The project is not just about increasing general participation in sport, nor about establishing a regular football club. As participants, the young people have to turn up on time, dress smartly and participate in a seminar or learning programme prior to the match, or they don't get on the pitch – being good at football is not enough to make the team. As a result of the programme, there has been some reduction in offending behaviour and an increased take-up of opportunities in learning and work.

This simple idea has now attracted a strong partnership of agencies prepared to be involved and extend the Unity concept to reach a wider group of young people. A Positive Activities for Young People grant of 30k was the catalyst for attracting around £250K of sponsorship, including £157K from the Football Foundation. The programme runs all-year round with weekly training, seminars and mentoring, plus matches, occasional social nights and careers guidance/training. This month, a group of the older young people are training as doormen and will be employed by a local firm of bouncers – who also sponsor Unity. There are also plans for setting up Junior Unity, aimed at 10-16 year olds, which will draw players from local schools, clubs and community centres.

Residential Activity Provision

7.11 *Aiming High* also described the benefits of residential activity provision on young people's development, which can provide opportunities to broaden their horizons and raise aspirations. In response we committed through *Aiming High* to invest £15 million over the next 3 years to **expand the availability of residential opportunities**, building on the success of Do it 4 Real.

7.12 Over the last 3 years, the YHA has successfully run the Do it 4 Real programme, through which 35,000 young people have benefited from participation in supervised and structured activities. To secure provision for summer 2008, we have contracted with the YHA to deliver Do it 4 Real in 2008-09.

7.13 Our longer-term aim is to increase the supply of subsidised residential activities for economically disadvantaged young people, while continuing to give young people from a variety of backgrounds the opportunity to mix together. We are currently exploring options for future arrangements with the YHA, other providers of residential activities, local authorities and young people.

7.14 We intend to run a procurement exercise for the delivery of the scheme on this basis in 2009-10 and 2010-11. This should conclude in the autumn, with the new arrangements to be in place by the end of 2008.

Removing Financial Barriers

7.15 Recognising that some young people face financial barriers to participation, *Aiming High* set out our intention to do more to support those facing economic disadvantage. For one year from April 2008, 9 local authorities - '**Empowering Young People Pilots**' - will be testing a range of ways of subsidising positive activities for young people and testing whether this has an impact on levels of participation.

7.16 The pilot areas will test different approaches to giving individual young people spending power, of up to £40 a month, to pay for positive activities of their choice. Each area has designed their own approach to meet local need and address identified barriers to participation. In four areas, the subsidy will be accessed through a smart card; in another four, young people will access subsidised activities via their lead professional and/or web-portals. The ninth area is testing the impact of subsidising transport on levels of participation in positive activities.

7.17 An independent evaluation will examine all nine pilots to test the impact of subsidy on participation levels. The results of the evaluation will be available from July 2009.

7.18 The Empowering Young People Pilots complement existing plans to fund access for disadvantaged young people to activities offered through extended schools. Progressively from September 2008, extended schools will receive additional investment, building up to £217million in 2010/11, enabling them to offer two hours free extended activities a week during term time and two weeks of part-time holiday provision to economically disadvantaged young people. Young people will be consulted on and empowered to choose which activities they will participate in. The funding will support access not only to activities on school sites, but also to those offered more widely in the local area.

Reaching Out

7.19 Recognising that it is often third sector organisations that lead the way in reaching out to engage marginalised young people, we committed **to invest up to £100m over the next 3 years to support such organisations to secure sustainability and grow their provision** so that it reaches more young people. Arrangements for distributing this investment through a Youth Sector Development Fund are set out in Section 8.

7.20 We will also continue to remove barriers to participation for a wider group of young people through the implementation of other commitments in *Aiming*

High, in particular those focused on:

Improving Information

7.21 *Aiming High* committed to continue **providing funding to support local authorities fulfil their statutory duty to publicise and keep up to date information on local activities and facilities for young people** (section 507B Education Act 1996). From 2008-09 funding will be allocated to local authorities as part of the Local Authority Formula Grant.

7.22 Whilst many local authorities have developed innovative and successful approaches to publicising information, we know that some continue to struggle to capture the full range of provision in their area. In other cases local authorities have developed robust mechanisms for collecting and updating information but it is not yet clear that they have been able to deliver this information to young people in a way that engages them and encourages them to participate.

7.23 We have committed to improve local authorities' capacity to fulfil their duties in this area. In *Aiming High*, we committed to **publish guidance on how local authorities could use technology and harness peer influence to market and support young people's access** and in the Children's Plan **to explore opportunities for further investment in supporting local authorities to improve the information available to young people and their families**. We clarified in the Children's Plan that this would focus in particular on the potential to invest to improve the use of new technologies and 'formats' that young people use on a daily basis such as social networking and viral marketing, including enabling them to generate and share their own information and views about provision.

7.24 A consultation in January with commercial providers of ICT, communications and internet services confirmed the enthusiasm amongst these partners to take forward work in this area. DCSF Ministers are now considering how best to harness that enthusiasm to support local authorities and help young people access and make use of information.

7.25. The Youth Taskforce action plan also confirms that as part of the package of support and challenge to the 50 most deprived areas the YTF will work with these authorities to help them map and publicise what provision is already available for youngsters (see also paras 6.16 – 6.21)

7.26 *Aiming High* acknowledged that being healthy is an important pre-requisite for young people participating in positive activities and subject to evaluation findings, committed to **make available more widely the online health behaviour questionnaire NHS Teen LifeCheck**, which was being piloted in a number of areas.

7.27 The NHS Teen LifeCheck was designed as a tool to empower young people aged 12-15 to take more control over their health by:

- raising their awareness of risk taking behaviour;

- signposting them on to further sources of support and advice; and
- supporting behaviour change.

The tool was piloted in 2007. The evaluation findings were positive and showed that young people wanted the tool to become a permanent website, subject to some changes being made. The revised tool will be launched late summer 2008 with an initial focus in high impact Spearhead areas.

Improving Transport Provision

7.28 In *Aiming High* we committed to **work with the Department for Transport to improve guidance, support and challenge to Children's Trusts and transport planners** to encourage joined up planning and commissioning of local transport. This work is currently in progress and will be informed by a examples from leading local authorities which have been able to address transport barriers through effective joint working.

7.29 In addition, building on their work with Brunel University, we have asked the NYA to work with young people, local authorities and transport providers to develop guidance for Children's Trusts on how improving local transport provision can support young people's access to positive activities. This will also look at the emerging results from the Empowering Young People Pilot in Nottingham, which is testing the impact of subsidised transport on levels of participation in positive activities (see para 7.13). This work will be completed by the end of December 2008.

Addressing Safety Issues

7.30 To respond to issues raised by young people about safety, *Aiming High* set out our expectation that local partners, including Local Safeguarding Children Boards, Local Strategic Partnerships and Children's Trusts work together to address young people's concerns about safety and reflect actions in local planning processes.

7.31 This expectation has been reinforced through the statutory guidance underpinning the duty to secure access to positive activities.

7.32 In response to consultation, the *Staying Safe Action Plan*, published in February made a commitment to publish new guidance and develop training to tackling bullying, including cyber-bullying, which takes place outside schools, including in extended school services and youth groups. The guidance will be launched in summer 2008.

7.33 The Youth Crime Action Plan, also to be published in summer 2008, will set out measures to improve the identification of and support for, young people who are victims of crime.

8. Delivering Aiming High: Improving Capacity & Quality of Services for Young People

***'The experience of recent reforms and consultation with young people has revealed much about what quality looks like. The challenge is how to ensure that local services are designed and commissioned to deliver opportunities and services that both attract young people and improve their outcomes.'*⁶**

Background

8.1 Our vision is for young people to enjoy and benefit from the very best services and opportunities delivered by the most effective local providers from the statutory, third and private sectors. Realising this vision and increasing the total impact of the investments made by these organisations will depend on the extent to which they can work in partnership to develop strategies and commit to pool resources to deliver improved outcomes for young people.

8.2 *Aiming High* underlined our commitment to improve partnership and collaboration across services and sectors, thereby driving up the overall quality of services for young people.

Improving Partnership & Collaboration

8.3 We expect local Children and Young People's Plans (CYPP) to set out clearly how local services will respond to demand from young people for positive activities and places to go. Children's Trusts should continue to embed good practice in working with Local Strategic Partnerships so that they can involve the full range of local organisations in the development of the CYPP. The planning of extended services in schools should be integral to the development of the CYPP and activities planned and offered by extended schools should be embedded within the local offer to young people.

8.4 To encourage local services to invest more in preventative approaches to working with young people, *Aiming High* stated that we would in future expect:

⁶ *Aiming High for Young People: A Ten Year Strategy for Positive Activities; DfES-HMT; July 2007*

- **Youth Offending Teams to pool with local youth support services 10% of the Youth Justice Board funding** they would expect to devote to young people's prevention initiatives and monitoring the impact of this change on delivery; and
- **all Primary Care Trusts to pool their budgets for preventing poor adolescent health outcomes with local authorities**

8.5 Aiming High set out the commitment that 10% of the Youth Justice Board's prevention budget should be pooled with wider local authority prevention budgets, in order to inspire greater integration of preventive services for young people at local level. Since 10% of the prevention budget in any one Youth Offending Team is unlikely to amount to a significant enough level of investment to inspire change, we have decided to run a three year pilot in which a smaller number of YOTs will pool with the local authority their YJB prevention grant during the CSR period. The impact of the pooling process on outcomes for young people in those areas will be monitored and good practice gathered to inform wider roll-out if the approach is successful. DCSF, the YJB, Home office and Ministry of Justice are currently working together to develop appropriate delivery arrangements.

8.6 The Children's Health Strategy, currently being developed to be launched in 2008-09 will consider how the Department of Health can further support Primary Care Trusts to pool their resources for promoting good adolescent health with Local Authorities; and be supported in this by their Strategic Health Authority.

8.7 To encourage partnership working between health and wider services, we committed to **explore innovative approaches to the provision of school-based health and well-being services**. The expectation is that these services will build on the existing school nursing service by developing a multi-disciplinary team, with a particular emphasis on emotional health but managing a wide range of health conditions and issues. More detailed proposals will be developed in 2008/9.

8.8 Local provision funded by Sports and Arts bodies such as Sport England and the Arts Council make a significant contribution to the local offer of positive activities for young people. However, we know that more could be done to improve partnership working these bodies and local authorities. To address this, the Department for Culture, Media and Sport committed through *Aiming High* to **provide national leadership to promote champions for positive activities at regional and local level**.

8.9 To take this forward, the DCMS and the DCSF announced in February 2008 proposals to set up a new **Youth Culture Trust** to provide national leadership in developing opportunities for all children and young people to engage in a range of cultural activities, no matter where they live or what their background.

8.10 The Youth Culture Trust will bring together creative and cultural

organisations such as Arts Council England, the Museums Libraries and Archives Council and the UK Film Council and will collate and disseminate examples of good practice from the cultural sector on a range of issues, including the delivery of positive activities for young people.

8.11 It will also be responsible for delivering *Find Your Talent* – a £25m three-year programme in which ten local areas will trial different ways of offering children and young people 5 hours a week of cultural opportunities in and out of school. These pilots will start in September 2008. To support this, we will explore what more can be done to help cultural organisations become more effective partners in delivering the local offer of positive activities.

8.12 The delivery of the 5 hour PE and Sport for Young People strategy will be supported by our partners the Youth Sport Trust and Sport England who will continue to work through the School Sports Partnership network. To ensure that the strategy is responsive to local needs to enable it to effectively target harder to reach children and young people our partners will also work with a wide range of groups including County Sport Partnerships, County Sport Network's and Local Authorities.

Investing in the Third Sector

8.13 Through *Aiming High*, we acknowledged that the most effective third sector organisations often lead the way in engaging marginalised young people, but that many struggle to sustain their provision or to expand their services to a greater number of young people.

8.14 We have therefore committed to invest up to £100 million over the next three years through a **new Youth Sector Development Fund to support third sector organisations** that can demonstrate effective approaches to engaging and empowering young people, particularly the most disadvantaged. The funding will provide a mixture of large and small grants and expert business support to help these organisations sustain and grow their provision so that more young people can benefit from the activities they offer.

8.15 The Youth Sector Development Fund will also provide a direct response to our *Aiming high* commitments to build the capacity of third sector organisations:

- able to support young people who have ideas for establishing projects to provide positive activities to other young people; as well as those
- with a proven ability to work in partnership with Local Authorities to support marginalised young people to influence services

8.16 The Youth Sector Development Fund will be managed by an external body, which will distribute the funding and provide or secure business support. We expect this body to be in place later this year at which point the YSDF will

become fully operational.

8.17 In advance of the YSDF and to inform its operation, we have selected through an open competition five YSDF pathfinder organisations which will benefit from new funding from April 2008. The successful organisations, which were announced in March 2008, are Kids Company, Speaking Up, Fairbridge, UK Youth and Leap (see below for details).

The YSDF Pathfinders

Kids Company - provides young people, who have often slipped through the net and whose parents are often unable to look after them properly, with somewhere to go for emotional and practical support. Based in South London, the charity has developed a way of working which is centred on the needs of the individual child. The charity's workers act like quasi parents, arranging everything from a visit to a dentist, or a new pair of shoes, to the longer-term needs of the young person. *The YSDF funding will help Kids Company become a centre of excellence, enabling them to disseminate informed educational packages for service users and providers and continue with their successful direct wrap around delivery to young people. The organisation will develop work with the media on improving the societal attitudes to vulnerable young people.*

UK Youth - runs courses and programmes that offer accredited learning outcomes for young people that are disengaged from mainstream education. They aim to build skills that will remain useful throughout the lives of the young people they work with.

They will use the YSDF funding to set up 10 Youth Achievement Foundations which will provide non formal alternative learning and support services, bases on UK Youth's established curriculum, putting young people at risk from exclusion or are NEET back on the path to success.

Fairbridge – engages with young people who face barriers to engagement with mainstream services, such as mental health issues or substance misuse problems. They offer a tailor-made action plan for each young person, that challenges negative behaviour and recognises achievement.

The YSDF will fund expansion across Fairbridge regional teams to achieve optimum operating capacity and delivery in their 11 offices, which will enhance and develop the quality of support to young people, enabling them to raise their aspirations and change their lives for the better. Fairbridge will also develop a tracking model to map long term outcomes for young people.

Speaking Up - helps create positive choices for disabled people, by helping other organisations to understand their needs and representing their views or supporting them to speak up for themselves.

The YSDF will fund the organisation to help 7,000 (by 2011) disabled young people make the transition into adulthood with the confidence skills and independence to achieve in life, through replicating and growing existing services, disseminating toolkits and applying proven methodologies.

Leap - Raises awareness of conflicts facing young people in the community and helps young people to find possible solutions to the issues they face. They also train adults who work with young people to confront conflict. Leap's vision is that conflict resolution and mediation should lie at the heart of all personal and social education programmes for young people.

The YSDF funding will grow the organisation's impact regionally by replicating successful programmes with proven outcomes, working with disadvantaged young people. Leap will also tackle rising youth conflict, crime and violence by developing more skilled young leaders who have conflict management skills (from target groups) who can contribute positively to their communities.

8.18 The Youth Sector Development Fund is only one of the ways in which Government is working to invest in and support effective third sector organisations. Over the next three years the Office of the Third Sector in the Cabinet Office will invest over £515 million in third sector programmes, the details of which are set out in the July 2007 strategy *The future role of the third sector in social and economic regeneration: final report.*

8.19 This strategy includes an investment of over £85 million in Capacitybuilders, to support third sector infrastructure. Over the 2008-11 period Capacitybuilders will be asked to increase their efforts to ensure that infrastructure organisations can support the smallest third sector organisations by building capacity at a community level. This will include helping third sector organisations to access information and resources, supporting learning and development, promoting good management, leadership and employment practices and raising the profile of the sector as a place to work and volunteer. Capacitybuilders' new funding streams will be available from April 2008 with information available at www.capacitybuilders.org.uk.

8.20 The OTS is also investing £130 million in the new Grassroots Grants programme. This recognises that small grants can often make a massive difference to the smallest community groups. It includes an £80 million small grants fund for community organisations and a £50 million endowments programme to enable local funders to generate additional match-funded donations and invest them in endowments, thereby building their capacity to provide long-term funding for frontline community organisations. This programme is being run by the Community Development Foundation which is currently seeking local third sector funders to manage the scheme at a local level. Grants of £250 - £5,000 will be available to the most local grassroots groups (with annual turnover under £20,000) from summer 2008.

8.21 To build the evidence base about the nature and work of the third sector, the OTS is investing in a new national centre for third sector research. In January 2008 the OTS in partnership with the Economic and Social Research Council and the Barrow Cadbury Trust issued a call for proposals for the £10.25 million centre. The closing date for applications is the 27th March.

8.22 As confirmed in *Aiming High*, the OTS is funding the National Programme for Third Sector Commissioners, which will provide training for key commissioners to help them develop their skills, expertise and understanding of the third sector. This programme will be extended through the 2008-11 period.

Clarifying Priorities & Strengthening Accountability

8.23 Since publication of *Aiming High*, we have announced the introduction of a **new Public Service Agreement (PSA 14) – increasing the number of young people on the path to success** - which will be measured by progress against a range of indicators including one to measure the increase in the number of young people participating in positive activities.

8.24 Participation will be measured using the Tell Us Survey – a local area survey measuring the behaviour and attitudes of children and young people. Tell Us 3 data will be collected during late Spring/early summer 2008 and will be published in late 2008. This will enable us to establish a baseline for current levels of participation in positive activities.

8.25 Further details about the Youth PSA and the positive activities indicator are included in the PSA 14 Delivery Agreement, which was published in March.

8.26 The aspirations of *Aiming High* can only be delivered through the effective contributions of partners across the local whole local authority, including District Councils. To achieve this, this will require the commitment of both lead members for Children's Services and District Councillors.

8.27 To increase the local profile of services and opportunities for young people, as part of the National Improvement Strategy, in *Aiming High* we committed to **work with IDeA and the Local Government Association to develop ways to build elected members' understanding of the value of positive activities** and the role of local authorities as strategic commissioners.

8.28 During spring 2008 the IDeA will bring together LGA, Continyou, TDA, NYA and Together for Children to design support and development opportunities for elected members to assist them with the implementation of *Aiming High*. The design of these opportunities will draw upon the good and innovative work that is already taking place in many areas and will also provide opportunities for discussion and debate, so that councillors can share expertise and become more effective at addressing issues faced by young people in their areas.

Facilitating Effective Practice & Innovation

8.29 *Aiming high* set our belief that there is a strong case for rationalisation of youth sector support arrangements to establish within the framework of the National Improvement and Efficiency Strategy for local government a clear sector lead, which can more effectively support delivery of shared priorities and support effective practice across public, private and third sectors.

8.30 As a first step, in January we launched a public Call for Evidence (consultation) seeking views from the full range of organisations and professions working with young people, on how existing support arrangements could be better organised. The Call for Evidence will close in April and can be accessed online at www.dfes.gov.uk/consultations/conDetails.cfm?consultationID=1525. Responses will inform our approach to supporting delivery of the Youth PSA and how new developments – including the proposed Centre for Excellence and Outcomes in Children and Young People's Services and the new Youth Taskforce – can complement existing activity to improve the quality of young people's services.

9. Delivering Aiming High: Supporting & Developing Youth Workforce

‘ Evidence shows that it is the work that adults do with young people in combination with activities that makes the difference – acting as positive role models, advocating and signposting to other services; but also setting appropriate and consistent boundaries, challenging poor behaviour and encouraging them to progress.’

To support and develop the workforce, the Government will introduce a package of measures to improve the capacity of both managers leading the reform of local services and those working directly with young people and to remove cultural barriers between agencies.’⁷

Background

9.1 Through *Aiming High* we made a number of new commitments to drive up quality and capacity of the youth workforce, as part of wider Government Plans on children’s workforce reform. These include:

- introducing a **new leadership and management initiative** to support the development of a shared set of skills, knowledge and behaviour for leaders and managers across all sectors who work with young people, particularly those leading the integration of youth support services;
- looking at ways of encouraging into the workforce more people to whom teenagers can relate, including a **new post-graduate recruitment scheme** and **promoting and developing existing youth apprenticeships and undergraduate courses**;

⁷ *Aiming High for Young People: A Ten Year Strategy for Positive Activities; DfES-HMT; July 2007*

- **exploring with the national third sector youth organisations** how we can best work together to **support the training needs of staff working in the third sector and volunteers**;
- work closely with the Office of the Third Sector, v and the business community to explore how disengaged young people could be offered a mentor to advise and support their transition to adulthood;
- working with partners to **introduce a common platform of skills and training for those across all sectors who work with young people** – including developing new qualifications as appropriate for support staff.

9.2 In addition, we are:

- **working with the Royal College of Paediatrics and Child Health and other Medical and Nursing Colleges** to identify the specific skills that all doctors and nurses who work with young people should have and **producing a training programme to disseminate these skills**; and
- **working with the NYA to identify skills and competencies in delivering good health information, advice and guidance that youth workers need, so that these can be included in youth work training in the future.**

Key Actions

9.3 Delivery of our vision of a skilled and confident workforce is dependent on addressing some key problems that could, if not addressed, undermine the process of integrating services for young people – including fragmentation and cultural divisions, inconsistent training and development routes across professions and sectors and a comparatively lesser ability to attract high quality entrants to the sector because of perceptions about low status.

9.4 We are committed to addressing these challenges and putting in place investment and reform to drive up the quality of the youth workforce. But we to be sure that standards will rise we will need our actions to be accompanied and complemented by ongoing development of local workforce strategies, led by local authorities and supported by the Children’s Workforce Development Council (CWDC).

9.5 Over time it is intended that together, these reforms will lead to the development of clear professional standards for the youth workforce and potentially to the introduction of a new status of **youth professional**. It is intended that this remodelling will draw on the social pedagogue model implemented in other countries.

9.6 Our workforce reform programme is being led by Children’s Workforce Network (CWN) because of its current role in bringing together all the major

Sector Skills Councils (SSCs) that support the different occupational groups within the youth workforce – in particular Lifelong Learning UK (LLUK), the CWDC, Skills for Justice and Skills Active. In addition, other Government Departments and other key stakeholders including the National Youth Agency (NYA) and National Council for Voluntary Youth Services (NCVYS) are contributing to the delivery of detailed aspects of the programme.

9.7 The CWN are due to report back the results of the scoping work in March 2008. From April 2008 a clear programme of work across all the commitments in *Aiming High* will have been agreed and will then be delivered and managed by CWN.

9.9 The Department of Health is also working with the National Youth Agency to embed health skills and knowledge in youth work and non-formal education. Interventions include:

- compiling the first ever set of good practice self assessment guidelines for youth projects to enable them to offer young people more information, help and support on health issues; and
- developing health training materials for youth workers, particularly part time staff, who work face to face with young people all over England.

Aiming High: Implementation

Plan Annex A

Annex A

Aiming High for Young People: Stakeholder Engagement

A.1 Since July, work has been ongoing to design and develop the delivery arrangements for the commitments across the three themes of the Strategy: Empowerment, Access & Inclusion and Capacity and Quality, as well to initiate local implementation. A wide range of stakeholders (from the statutory, private and third sector, as well as young people) have been contributing to this design process, including through:

- An *Aiming High* **External Advisory Group**, chaired by Beverley Hughes, the Minister for Children, Young People & Families.
- An **Empowerment Working Group**, including a sub-group focusing on improving perceptions of young people and exploring the feasibility of a National Youth Week;
- Consultation with young people on the design of local Celebration Events (including through members of the Empowerment Working Group and a policy design workshop as part of **11Million TakeOver Day**);
- An **Expert Working Group** providing advice and information to support delivery of the investment in Youth Facilities and building the capacity of third sector youth organisations;
- A **Working Group to look at sustaining and expanding residential opportunities**, as well as a mystery shopping exercise in which young people evaluate existing provision;
- Extensive consultation with Workforce partners through the **Children's Workforce Development Council and the Children's Workforce Network**;
- **Action Workshops** exploring how to deliver the commitment to provide transition mentors for disengaged young people;
- A series of **regional events in partnership with the NYA**;
- A **national Aiming High event**, in partnership with the NYA and 4Children; and
- Official and Ministerial level visits and bi-laterals.

Aiming High: Implementation Plan

Annex B

Annex B

Aiming High for Young People: Investment

B1. Implementation of the commitments in *Aiming High* is supported by an investment of **£679 million**. This includes:

- **£124 million** of new revenue funding;
- **£60 million** of new capital funding;
- the continuation of existing baselines to the value of **£495 million**.

B2. The reinvestment of **unclaimed bank assets** and a further **£160 million** announced alongside the Children's Plan, will support measures to **improve youth facilities**.

B3. An enhancement of 2008-09 Youth Capital Fund allocations to the 50 most deprived local areas, with support and challenge to these areas provided by the Youth Taskforce.

B4. The table below sets out how this investment is allocated.

<i>Aiming High</i> Commitment	Funding over 2008-11 period	Recipient	Notes
Youth Opportunity Fund	£93m	All local authorities	1. Allocations set out in <u>Local Government Finance Circular</u> (ref. 180070005) 2. YOF and YCF will be ring fenced to ensure young people continue to have control over how the money is spent in their local area.
YOF Expansion	£25m	50 most deprived local authorities	3. Revised YOF/YCF guidance to be released March 2008
Youth Capital Fund	£79.5m	All local authorities	4. YTF enhancement is made up of £14.6m from the £60m funding for youth facilities announced in <i>Aiming high</i> together with £8m from within other existing baselines.
YCF enhancement through Youth Taskforce	£22.6m in 2008-09 only	50 most deprived local authorities	

Aiming High Commitment	Funding over 2008-11 period	Recipient	Notes
Positive Activities for Young People	£139.5m	All local authorities	1. Allocations set out in <u>Local Government Finance Circular (ref. 180070005)</u> 2. Funding through LAAs
PAYP Expansion (2009-11)	£76m	All local authorities	
PAYP Expansion in Priority Areas (2008-09)	£6.5m	15 Priority Local authorities	
Publicising Positive Activities	£13.5m	All local authorities	1. Included in LA Formula Grant
Empowering Young People Pilots	£10m	9 pilot local authorities	
Residentials	£15.2m	YHA in 2008-09	1. Provider for 2009-11 identified through procurement exercise undertaken into 2008.
Investment in Third Sector (Youth Sector Development Fund)	Up to £100m	Effective national and local third sector youth organisations	1. Investment covers both grant and business support. 2. Small number of pathfinder organisations trialling approach from April 2008. 3. Youth Sector Development Fund will be administered by a managing body to be identified and appointed through ongoing procurement exercise.
Youth Leadership Fund	£6m	Currently Held by DCSF	1. A national body for youth leadership which will bring together one or more of the best youth leadership organisations
Youth Workforce Reform	£25m	Currently Held by DCSF	1. Allocation of investment to be determined following agreement to CWN Delivery Plan
Youth Facilities	£45.4m (Aiming high funding) +£159.6m (Children's Plan) +unclaimed assets*	Projects led by public, third or private sector partners	1. <i>Aiming high</i> announced £60m for youth facilities of which £14.6m will be used by the YTF to enhance Youth Capital Fund allocations to the 50 most deprived areas (see above). 2. Of the £159.6m announced in the Children's Plan, £15m is revenue to pay for distribution and associated support and development activity. Added to

			the <i>Aiming high</i> funding this makes a total of £190m DCSF capital investment to be distributed by the BIG lottery fund.
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B5. Announcements regarding the remaining £30 million, which will support the delivery of other commitments in the Strategy, will be made in due course.

*** Unclaimed Assets**

The Government has agreed with the bank and building society sector to develop a scheme to access genuinely unclaimed assets lying dormant in accounts and reinvest them to the benefit of society, while retaining a right for customers to reclaim their assets at any time. The volume of unclaimed assets is currently unknown. This will depend on the success of the proposed pre-launch reuniting exercise and the need to hold back a proportion of the funds to cover anticipated reclaim requests. It is anticipated that unclaimed assets will become available over the next 3 years. **Funding from unclaimed assets is additional to the Government's investment of £679million.**

There are three areas on which it has been agreed unclaimed assets will be spent in England (the devolved administrations will determine their own priorities): services for young people, financial capability and inclusion and social investment. It is intended that new and improved youth facilities will be the primary priority for the investment of unclaimed assets in England. The split between these priorities is yet to be agreed.

ⁱ Robson, K. and Feinstein, L. (2007) Leisure Contexts In Adolescence And Their Associations With Adult Outcomes: A More Complete Picture, WBL and Feinstein, L., Duckworth, K. and Bynner, J. (2005) Leisure Contexts In Adolescence And Their Effects on Adult Outcomes, WBL

ⁱⁱ A Review of 'Out-of-School Time' Program Quasi-Experimental and Experimental Evaluation Results, Harvard Family Research Project, 2003

ⁱⁱⁱ Extracurricular Activities and Adolescent Development, Eccles et al, 2003

^{iv} *Community Programs to Promote Youth Development*, Eccles and Appleton Gootman, 2002; *Organized Activities as Contexts of Development*, Mahoney, Larson, Eccles, Lawrence Erlbaum Associates, 2005; and research relating to the Teen Outreach, Big Brothers, Big Sisters and Quantum Opportunities programmes