

## **Manchester City Council Report for Resolution**

**Report to:** Children and Young People Scrutiny Committee – 6 November 2019  
Executive – 13 November 2019

**Subject:** Youth Strategy and Engagement

**Report of:** Strategic Director (Neighbourhoods)

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### **Summary**

This report provides a summary of Our Manchester Youth Offer Strategy which replaces the 'Valuing Young People Strategy' 2016-2019. It is the city's multi-sector strategic framework jointly owned by Manchester City Council, its partners and stakeholders, all of whom are responsible for making sure that young people have access to a high quality-driven youth offer that addresses both universal and targeted needs, which directly contributes to, and enables our young people to grow into responsible, independent and successful adults.

As a result of Manchester's participation in the Cabinet Office's Delivering Differently for Young People in 2014/2015, Manchester City Council agreed to support the development of an independent Youth and Play Trust that could enter into a financial agreement that would see them develop, coordinate and manage the commissioning of youth and play services across Manchester on behalf of the Local Authority.

In 2018/19 Young Manchester partners reported reaching 19,107 children and young people through Youth and Play, Holiday Playschemes, Outdoor Learning and Adventurous Activities and the Positive Engagement Programme.

One of the main reasons for supporting the establishment of an independent Youth and Play trust (Young Manchester) for the City is that, as an independent charity it is able to attract additional investment into the City for young people's services in a way that the Local Authority cannot.

To achieve the vision and themes of the Our Manchester Youth Strategy 2019-2023, Manchester City Council recognises that Young Manchester have an integral part to play in ensuring the Local Authority meets its statutory duty to: "secure, so far as is reasonably practicable, sufficient provision of educational and recreational leisure-time activities for young people" and to make sure young people have a say in the local offer".

### **Recommendations**

The Children and Young People Scrutiny Committee is invited to comment on the report and endorse the recommendations to the Executive as detailed below.

The Executive is recommended to:

1. To agree, subject to budget, the continuation of investment into Young Manchester for the next 3 years, on the basis that Young Manchester uses this as leverage to grow external investment to support the sector.
2. To consider and approve the adoption of the proposed vision, strategic themes and 'We Wills' to deliver the Strategy over the next 3 years.
3. Delegate authority to the Strategic Lead (Parks, Leisure, Events and Youth) in consultation with the Executive Member for Skills, Culture and Leisure to complete the production of the strategy document for communication with young people, partners and the Youth Sector.
4. Delegate authority to the Deputy Chief Executive & City Treasurer in consultation with the City Solicitor and Strategic Director of Neighbourhoods and the Executive Member for Skills, Culture and Leisure to finalise the contract value following conclusion of the VAT assessment to ensure that the contract fee is delivered within the available budget.
5. Delegate authority to the City Solicitor to enter into, complete and execute any documents or agreements necessary to give effect to the recommendations in this report.

**Wards Affected:** All Wards within the city

Our Manchester Strategy Spine	Summary of the contribution to the strategy
A thriving and sustainable city: supporting a diverse and distinctive economy that creates jobs and opportunities	Through the city's varied youth offer, young people have opportunities and access to activities which contribute towards their personal, social and economic wellbeing. Developing and strengthening local partnerships to create opportunities for our young people to learn, be active and have fun in their free time.
A highly skilled city: world class and home grown talent sustaining the city's economic success	Through the city's varied youth offer young people have opportunities to develop their life skills to succeed in education and employment, and have opportunities to increase aspirations, achieve and gain economic independence.  Young people have opportunities to develop key skills for life which include: communication, problem solving, teamwork, self-belief and self management
A progressive and equitable city: making a positive contribution by unlocking the potential of our communities	Young people have opportunities which enable them to think progressively and build resilience underpinned by the principles of equality and acceptance.

	Young people have access to good quality youth and play provision within their neighbourhoods which encourages a sense of belonging, develops their identity and ensure their voices are heard.
A liveable and low carbon city: a destination of choice to live, visit, work	<p>Young people have opportunities to live, lead and enjoy safe, active, and healthy lives.</p> <p>Young people understand the impact they can make within their neighbourhoods, and the wider community</p>
A connected city: world class infrastructure and connectivity to drive growth	<p>Young people are listened to, valued and connected across their neighbourhoods and city.</p> <p>Young people inform continuous improvement and are involved in service design, delivery and governance.</p> <p>Young people receive the support they need to participate, ensuring representation of the full diversity of local people, and those who may not otherwise have a voice</p>

**Full details are in the body of the report, along with any implications for**

- Equal Opportunities Policy
- Risk Management
- Legal Considerations

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### **Financial Consequences – Revenue**

The revenue consequences associated with the implementation of these changes will enable the City Council to ensure continuation of quality youth and play provision across the sector.

### **Financial Consequences – Capital**

There are no immediate capital financial consequences arising as a result of these proposals.

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**Background documents (available for public inspection)**

The following documents disclose important facts on which the report is based and have been relied upon in preparing the report. Copies of the background documents are available up to 4 years after the date of the meeting. If you would like a copy please contact one of the contact officers above.

- Children's Scrutiny Committee Report – January 8th 2019
- Children's Scrutiny Committee Report- November 6th 2019
- Valuing Young People's Strategy 2016-2019
- Our Manchester Youth Strategy 2019-2023

## **1.0 Introduction**

- 1.1 At the very core of Manchester's development, its continued success, and long-term prosperity are its young people. Manchester recognises that to be in the top flight of cities by 2025, young people are, and have to be, at the heart of this ambitious vision.
- 1.2 Currently in Manchester, there are approximately 134k young people aged between 10 and 24.<sup>1</sup> This represents nearly 25% of the whole population and mid-year projections estimate that the numbers of young people are increasing. Manchester is now widely recognised as one of the most attractive cities in the UK for young people to live, work and settle.
- 1.3 Manchester places great importance and emphasis on developing and growing an enriched youth offer outside of formal education, one which offers place, space and time for young people to have access to a variety of services and activities. The offer is underpinned by quality youth and play work practice, and quality working practices with young people in both universal or targeted settings, which powerfully contribute to the development of young people's personal, social and economic development.

## **2.0 Our Manchester Youth Offer Strategy 2019 - 2025**

- 2.1 Our Manchester Youth Offer Strategy replaces the '*Valuing Young People Strategy*'. It is the city's multi-sector strategic framework jointly owned by Manchester City Council, its partners and stakeholders, all of whom are responsible for making sure that young people have access to a high quality-driven youth offer that addresses both universal and targeted needs, which directly contributes to, and enables our young people to grow into responsible, independent and successful adults
- 2.2 Following consultation with young people, stakeholders, partners and practitioners, this strategy will describe the key objectives, priorities and approach in addressing neighbourhood and city-wide youth priorities over the next five years and should be regarded as Manchester's commitment to young people aged 10 to 19 and up to age 25 for those with additional needs such as, SEND, children who are looked after, Care Leavers and Young Carers.
- 2.3 It will provide a framework for all stakeholders and partners responsible for developing and delivering Manchester's Youth Offer and should be regarded as a guiding document for everyone involved in working towards making Manchester the very best city for young people to live, learn and prepare for their future.
- 2.4 Manchester City Council's Youth Strategy Team is committed to working with internal and external partners to ensure that young people have the best opportunities to achieve their full potential

## 2.5 Vision

The proposed vision set out below has been established for this Youth Offer, based on feedback from young people, partners and stakeholders. This vision underpins the high level aims and commitments set out in the Our Manchester Strategy:

- a) Young people having a strong sense of citizenship and pride in the city.
- b) Young people improve their health and wellbeing and be more active.
- c) Our young people are known to have a high quality of life, better green spaces and access to world class, sport, leisure and culture provision.

The proposed Youth Offer vision is:

*Ensure our young people have the opportunity to achieve their full potential and benefit from the economic prosperity of the city. They will contribute to, and benefit from, supportive and dynamic neighbourhoods with access to a wide range of youth, leisure and recreational opportunities.*

*Their voice and citizenship will continue to be placed at the heart of the city's current and future identity, recognising that our young people are the future of Manchester; economically, socially and culturally. They will come to define our city, and its relationship with the global community.*

### **2.6.1 Theme 1: Thriving Young People:**

This theme is about ensuring young people have access to places, and spaces to meet their friends, access leisure, sports and cultural activities; To develop the knowledge, skills and attitudes which prepare them for their future.

**We will:**

1. Build and expand the universal 'Youth Offer' in all neighbourhoods, reducing barriers to participation.
2. Explore the use of community venues, such as, schools, libraries, and leisure facilities for youth provision.
3. Collaborate with partners to develop an enriched universal and targeted youth offer, which contributes towards young people's personal, social and economic wellbeing.
4. Provide leadership and coordination for the youth and play sector to ensure services and provision are shaped and coordinated in a manner that prioritises the needs of young people across Manchester.
5. Strengthen local partnerships to create further opportunities and maximise investment and resources for our young people provision.
6. Identify gaps in provision to inform decisions about future delivery across the City.
7. Use multiple platforms to publicise and promote the 'youth offer' to ensure young people are aware of available provision.

**2.6.2 Theme 2: Highly Skilled Young People:**

This theme is about equipping young people with the right skills, qualifications, and attributes to reach and sustain a high quality of life, and economic independence.

**We will:**

1. Develop opportunities through the Youth Offer to support young people to have high aspirations, achieve and gain economic independence.
2. Ensure young people have access to youth and play provision within their neighbourhoods which will provide opportunities to develop the skills for life they need to succeed.
3. Adopt a neighbourhood focus that enables young people to prosper from the regeneration and economic growth of local communities.
4. Align with the Manchester Inclusion Strategy to ensure a strengths based approach to supporting young people, especially during transition.

5. Champion the creation, and promotion of volunteering opportunities for young people to make positive contributions as active citizens.

### **2.6.3 Theme 3: Progressive and Resilient Young People:**

This theme is about ensuring young people have the opportunity to develop their resilience, so that they can participate in provision which is inclusive and free from barriers.

#### **We will:**

1. Develop innovative ways of delivering targeted services which are more efficient, better value and achieve better outcomes for young people.
2. Develop opportunities which enable young people to think progressively and understand the principles of equality and acceptance.
3. Promote a culture within which young people's opinions and contributions are recognised, valued and acted upon by wider society
4. Ensure access to good quality youth and play provision within neighbourhoods. A place where young people feel a sense of belonging, develop their identity and have their voices heard.

### **2.6.4 Theme 4: Living Well, Healthy & Safe Young People:**

This theme focuses on how we support young people to be healthy, safe, and successful; how we encourage the youth and play sector to maximise resources, collaborate and co-produce to ensure what we provide is relevant, innovative and adding value.

#### **We will:**

1. Continually assess the risks and trends associated with young people's lifestyle and put in place appropriate safeguarding measures.
2. Facilitate neighbourhood partnership meetings in order to create opportunities for young people to live, lead and enjoy safe, active, and healthy lives.
3. Work with youth providers to increase promotion and participation in activities and positive experiences which improve physical, mental and emotional wellbeing.

### **2.6.5 Theme 5: Connected & Heard Young People:**

The priority of this theme is placing the voice of young people at the heart of



everything we do, ensuring they are valued throughout the decision making processes.

**We will:**

1. Celebrate the diversity and talent of Manchester's children and young people.
2. Work alongside young people and partners to develop new ways of communication which ensures the voice of young people.
3. Design and deliver campaigns which promote community cohesion, pride and belonging, as well as, challenging negative perceptions of young people.
4. Develop mechanisms and structures which enable young people to actively participate in the decisions that impact on their lives and the communities in which they live.
5. Ensure young people have the skills, knowledge and confidence to get involved with decision making.
6. Work innovatively to increase the membership of Manchester Youth Council to ensure all young people have the opportunity to participate and be heard.

### **3.0 Workshops and engagement events**

In August, the Youth Strategy team facilitated a partner day to gather feedback on the strategic themes and vision.

Manchester Youth Council provided input to the themes and vision at a Youth Council meeting in September 2019. The young people provided valuable insights and input and ensured the themes were young person relevant.

### **4.0 Outcomes and Success**

The outcomes from the Youth Offer Strategy will be measured in accordance with the Our Manchester Strategy. It will be tracked against the following high level measures:

- The number of youth & play provisions commissioned via the City Council and, or Young Manchester
- The number of young people engaging in commissioned youth & play provision
- Development of a robust outcomes framework to measure impact, outcomes and return on investment.
- The membership number of young people participating in neighbourhood, city wide, and regional action groups / councils

- The number of provisions embedding Skills for Life throughout their curriculum.

## 5.0 Strategy Document Production

The final public facing strategy document will be completed in early 2020 and will be designed to be user friendly, young person friendly, jargon free, presenting the key messages in a summary document focusing on the vision, outcomes, success factors and strategic themes. The research and findings and 3 year action plan will be developed as additional documents that will accompany the strategy.

## 6.0 Delivery of the Strategy

The successful delivery of this Strategy will require collective effort by a number of different stakeholders, specifically the Youth Strategy and Engagement Team, and Young Manchester.

6.1 The Youth Strategy Team will focus on the following objectives:

- **Leadership & Guidance** - we will provide leadership, information, advice and guidance to the youth and play sector around: funding, policy, procedure, and safe working practice. Ensuring we are all working effectively to provide the best opportunities for young people.
- **Championing** - we will champion the voice of young people, the youth and play sector, and our partner network across the city.
- **Collaboration** - bringing the youth and play sector together to ensure quality provision for young people. We will collaborate with our partners across the sector, as well as, Leisure, Health, Crime & disorder, and Early Help to ensure our provisions are complementary and resources evenly spread.
- **Commissioning** - provide financial resources for youth and play provision across the city, as well as, maximising the resources across the City Council and partners, ensuring there is collaboration and co-production
- **Young People's Voice** - providing opportunities for young people to be involved in decision making processes, ensuring their voice is at the heart of all we do and embedded across partners and services.

## 6.2 Young Manchester

6.3 Manchester City Council's Contract with Young Manchester has been live for the period; 1 July 2017 - 31 March 2020.

6.4 Manchester City Council has worked as a strategic investment partner to shape the development of Young Manchester from its inception. In a relatively short period, Young Manchester has established itself as a highly effective charity that is the driving force of high quality work with and for children and young people in the city.

6.5 This has led to the charity successfully commissioning over £5m of activity through youth work, both centre based and detached, play, outdoor

learning and adventure and holiday play schemes, and also playing a critical leading role in partnership development, sector leadership, capacity building and facilitating networking opportunities.

- 6.6 The Council is committed to supporting Young Manchester to secure additional investment into the youth and play sector across Manchester, including from partners such as the DCMS, the National Lottery Community Fund (NLCF) and Curious Minds.

As a result of these services we expect to realise the following outcomes as a minimum:

- Young Manchester will sustain a Youth and Play commissioning programme across the city which ensures all young people have sufficient access to services that contribute to them leading Safe; Happy; Healthy and Successful lives.
- Young People have sufficient access to high quality universal Youth and Play services with funding being prioritised for areas of most need, identified through a robust needs analysis using weighted funding formulas
- Manchester City Council's investment is used as leverage to secure additional third party investment which supports the sustainability of youth and play services across the City
- Service users feel they have an active role in decision making processes to ensure services meet children and young people's needs
- Robust monitoring processes are established to capture and provide quantitative and qualitative data and measure impact
- Service users parents/carers and professionals working with young people know what services are available to them in their local area and across the City or how and where to find this information

- 6.7 The strategy will be achieved by:

- Working with a wide range of young people, partners and stakeholders.
- Changes to the Youth Strategy and Engagement team which will reflect our commitment to neighbourhoods
- Providing training and development within the youth and play sector
- Using data, research and intelligence to target resources where they are most needed
- Ensuring quality assurance and monitoring processes are in place
- Building the capacity of those organisations that are achieving good outcomes and have the ability to do more.
- Communicating our progress, successes and learning.
- Providing inclusive, accessible and relevant opportunities for young people to participate and engage in the democratic process.

Formal progress reporting on the implementation of the Strategy (including metrics and an outcomes framework) will be through the Manchester Youth Council, however, reports will also be considered at other relevant boards, such as, the Neighbourhoods Directorate, Children and Young People's Board, Sector forums and the Our Manchester Forum.

## **7.0 Next Steps**

The following next steps and associated timeline is provided for information

- Production of final public facing strategy document – hard copies and e-copies available to residents at key public buildings and distributed to Councillors, Stakeholders and voluntary sector partners - By January 2020.
- Distribution of Summary version – By January 2020
- Public Launch of Strategy – January 2020
- Monthly Newsletter indicating strategy progress – January 2020 onwards.
- One year strategy review – November 2020.

## **8.0 Key Policies and Considerations**

### **(a) Equal Opportunities**

Equality impact assessments will be carried out in relation to any staffing & structure changes.

### **(b) Risk Management**

### **(c) Legal Considerations**

These proposals will require legal agreements to be drawn up between Manchester City Council and Young Manchester.