

**Manchester City Council
Report for Information**

Report to: Children and Young People Scrutiny Committee – 8 January 2019

Subject: Youth and Play Services

Report of: Director of Education

Summary

This report provides Members with an update in relation to the recommendations set out in the Youth and Play Trust Executive report presented in February 2016.

It provides an overview of the progress made to establish Young Manchester as an independent Youth and Play Charity and its contract with the Local Authority which has seen it take on the commissioning of the City's Youth and Play Fund Programme.

The paper also updates Members on the impact of grant funding relationships with the Youth Hubs across the City.

Recommendations

Members are asked to note and comment on the content of the report.

It is also recommended that a further report be brought back to Members in July 2019 that focusses on qualitative data, including evidence of impact, outcomes and young people's feedback relating to the Youth and Play Fund 2018/19.

Wards Affected: All

Manchester Strategy outcomes	Summary of the contribution to the strategy
A thriving and sustainable city: supporting a diverse and distinctive economy that creates jobs and opportunities	Young Manchester and the Youth Hubs are all led by multi sector boards including trustees with private, public and voluntary sector experience. Funding models differ across the sector but Young Manchester and the Youth Zone models realised a mixed revenue funding model that includes public and private sector investment

<p>A highly skilled city: world class and home grown talent sustaining the city's economic success</p>	<p>The purpose of youth and play work is to create opportunities for children and young people to develop themselves personally and socially through arrange of challenging activities. The Youth and Play Fund and Youth hubs provision includes focussed services relating to employment, enterprise volunteering and education in addition to support some of the softer skills the City's employers are looking for</p>
<p>A progressive and equitable city: making a positive contribution by unlocking the potential of our communities</p>	<p>All provision funded through Young Manchester and the Youth Hubs support young people to make a positive contribution to Manchester and their local communities. The Funding secured by Young Manchester via the #iwill Fund will embed social action across the Youth and Play Fund and create specific opportunities for children and young people to volunteer, campaign, fundraise and peer educate</p>
<p>A liveable and low carbon city: a destination of choice to live, visit, work</p>	<p>By providing opportunities for children and young people to become proactive citizens and utilise the City's world class leisure, arts, culture sports and business opportunities it ensures they take ownership and promote the City as a world class place for young people to live and work.</p>
<p>A connected city: world class infrastructure and connectivity to drive growth</p>	<p>Young Manchester and the Youth Hubs have relationships with various public sector, national charities, Government departments and education establishments across the country and in Europe through the Erasmus+ programmes</p>

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

- Equal Opportunities Policy
- Risk Management
- Legal Considerations

Contact Officers:

Name: Amanda Corcoran
Position: Director of Education
Telephone: 0161 234 7484
E-mail: a.corcoran@manchester.gov.uk

Name: Adam Farricker
Position: Head of Youth Strategy and Engagement
Telephone: 0161 234 4615
E-mail: a.farricker@manchester.gov.uk

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.

Young People and Children Scrutiny Committee - Youth and Play Trust Proposal – 15 December 2015

Executive - Manchester Youth and Play Trust Proposal – 3 February 2016

Executive – New Manchester Youth Zone – December 2017

1.0 Introduction

1.1 Following a series of Scrutiny Task and Finish Group meetings in 2015, officers presented the recommendations below to the Council's Executive in February 2016:

- *Agree to support the development of an independent, charitable Youth and Play Trust for Manchester (to take the form of a Charitable Incorporated Organisation (CIO), with the City Council as a Charitable Trustee and Voting Member), through which the Local Authority would be able to commission neighbourhood based youth and play services.*
- *Negotiate terms and extend current funding arrangements with the Youth and Play Fund providers for up to 12 months where they have evidenced satisfactory performance against the agreed criteria.*
- *Negotiate and agree transitional Hub arrangements with Moss Side Millennium Powerhouse, Wythenshawe Community Housing Group and Factory Youth Zone until 31 March 2017 in relation to the three large centres, with the continuation of a rigorous performance management process which includes strategic leadership roles, universal and targeted service delivery.*
- *Negotiate and agree extensions to the Strategic Lead role, with Voluntary Youth Manchester and Greater Manchester Youth Network in relation to the East and South area.*

1.2 This reports provides an update on progress made against the recommendations set out above, specifically focussing on the development of Young Manchester and its management of the Youth and Play Fund grant programme from April 2017.

2.0 Young Manchester Development

2.1 In April 2016 an independent Charitable Incorporated Organisation was registered under the name 'Young Manchester' with the Charity Commission. Young Manchester's Founding Trustees, with the support of the Local Authority Youth Strategy Team, focused its efforts during 2016/17 on the development the Charity's infrastructure, i.e. banking, policies and procedures, business plan, insurances, recruitment of a leadership team etc. By June 2017 the Charity had a Chief Executive Officer, Head of Commissioning and Partnerships, Head of finance and an administration function.

2.2 In July 2017, the Council entered into a 3.5 year contract agreement with Young Manchester up to March 2020, within which the following objectives are included:

1. *Young Manchester will develop and sustain a new Youth and Play commissioning programme across the city that ensures all young*

people have sufficient access to services that contribute to them leading Safe; Happy; Healthy and Successful lives.

- 2. 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.*
- 3. 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*
- 4. Service users feel they have an active role in decision making processes to ensure services meet children and young people's needs*
- 5. Robust monitoring processes will be established that capture and provide quantitative and qualitative data and measure impact.*
- 6. 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.*

2.3 To enable Young Manchester to effectively commission and sustain the City's Youth and Play Fund programme, the Local Authority provided the Charity with a strategic grant to the value of £2.88m over two years to use as its commissioning budget from April 2018 to March 2020. In addition, £1m of Seed funding was also made available from 2016 to 2018. It is envisaged that this grant funding will be used as leverage to attract match funding and other investment in to the City for youth and play services.

2.4 As a direct result of this funding arrangement, during 2017 Young Manchester successfully negotiated and secured £2m of match funding through the #iwill programme, a UK-wide campaign that aims to make social action part of life for as many 10 to 20 year-olds as possible by the year 2020. 'Step Up To Serve' is the charity that coordinates the collective effort of the #iwill campaign by connecting campaign partners, communicating the stories and impact of quality social action and challenging partners to do more. This campaign is supported via £40 million of seed funding from the Government and is administered through the Big Lottery Fund.

3.0 Youth and Play Fund 2018-2020

3.1 In November 2017, Young Manchester opened and invited applications to its first Youth and Play Fund Grant Programme 2018-2020. In line with the Our Manchester approach and Our Children priorities, the fund seeks to support children and young people across the city to lead happy, healthy, safe and successful lives. The fund invests in Manchester's voluntary and community sector to provide a varied offer of universal open access youth and play for children and young people across the city. Through the match funding provided by the #iwill Fund, youth social action is embedded in the funding

model, providing high quality opportunities for children and young people to get involved in activities such as campaigning, fundraising and volunteering, all of which create a double-benefit- to communities and young people themselves.

The offer consists of a variety of provision including youth social action, detached youth work, sport and the arts. Open access means that the provision is free (or a very small contribution i.e. 50p) based on voluntary engagement and the provision tends to be 'rolling' rather a fixed set of sessions of programmes.

- 3.2 **Needs Analysis** - The fund seeks to enable activity in the Wards of the city with the highest perceived need. To inform this, a robust needs analysis was conducted which looked at intelligence data including child and youth populations, deprivation, child poverty, education, health and crime etc. as a result of this analysis a formula was created that led to a priority ranking of the 32 Wards across the City.
- 3.3 **Decision making process** - All applications were reviewed for eligibility by Young Manchester's Administration and Finance Officer. Of the 60 applications received, three were ruled ineligible due to being received after the deadline.
- 3.4 A small panel met over two days to shortlist suitable applications for Stage Two. Members of the panel were: Chief Executive of Young Manchester; the Local Authority's Head of Youth & Engagement; and the Programme Lead for Children & Young People's Public Health. Applicants were informed of their progression or non-progression to Stage Two on 23 November 2017. Applicants then had three weeks to submit Stage Two applications.
- 3.5 Of the 57 eligible applications, 35 were progressed to Stage Two. Applications did not progress to Stage Two where the proposal did not fully meet the objectives of the fund. At Stage two, of the 35 applications progressed, 33 applications were submitted, with two organisations failing to follow up with a Stage Two application.
- 3.6 The Selection Panel, made up of experts in social action, youth work, young people's health and charity finance reviewed, scored and ranked the applications in advance of meeting up on the 8 and 9 January to discuss, using the needs assessment and scoring sheets in order to recommend organisations for funding to the Young Manchester Board.
- 3.7 **Due Diligence** - Due diligence was carried out on all organisations and their partners. This included a review of the following documents from each of the lead applicants and their partners:
 - Safeguarding policy
 - Equal opportunities policy
 - Health & Safety policy
 - Data Protection policy

- Financial Policy & Procedures
- List of Board and management committee members including their roles
- Governing document
- Insurance certificates
- Recent annual report
- Independently verified accounts

3.8 These documents were reviewed by Young Manchester's Head of Commissioning and Partnerships alongside: online checks of website and social media presence; and a review of registration with and reports held by Charity Commission and Companies House. The Head of Commissioning & Partnerships then visited each lead partner to review in person the facilities to be provided for young people and to understand better how safeguarding was managed day-to-day by the provider.

3.9 **Final Funding Decisions** - In reviewing the successful applications against the needs assessment, it was identified that a small number of areas of need were not sufficiently covered by Stage Two applications. Impact assessments were conducted across six partners funded through previous contracts in these areas. As a result, small grants were made to 4 providers who had met due diligence criteria.

In total, grants are being made to 21 lead partners as a result of the process, with 58 organisations in receipt of funding in total due to the focus on partnership bids. Further information regarding the youth and play fund programme and Young Manchester's delivery partners can be found here: <https://www.youngmanchester.org/near-you/>

**A high level overview of the organisations and types of provision funded are provided in appendix 1.

4.0 Strategic Leadership

4.1 In line with the Our Manchester approach and recognising that a thriving and vibrant voluntary and community sector is an important enabler of high quality provision for children and young people, the Youth and Play Fund also sought to commission organisations to build on their strengths and take a lead strategically in the city and provide support to the sector.

4.2 The funding for this was provided solely by Manchester City Council to the value of £180,000. So far £133,279 of this has been allocated to three Strategic Leadership Partners:

- Greater Manchester Youth Network (GMYN)
- Manchester Young Lives
- M13 Youth Project.

4.3 GMYN received funding to support organisations to achieve quality standards, youth work training, youth work campaign and Equality and Diversity audits/training for the sector. This work is progressing, and will be further

developed based on partner feedback obtained during autumn 2018. GMYN have supported organisations with accreditation to the UK Youth Ambition standard, however as the status of this standard is currently uncertain, there is an opportunity for further scoping and development in this area.

- 4.4 Manchester Young Lives received funding to lead the 'Play Network'. This network is well attended by play providers across the city and is supporting partnership development in relation to sharing resources, training opportunities, capacity building and collectively accessing further support from other agencies.
- 4.5 M13 received funding to develop and provide training relating to detached youth work. These sessions will be delivered from early 2019. The remainder of the funds will be distributed to support the sector, with an allocation retained by Young Manchester for the delivery of Safeguarding capacity building.
- 4.6 In addition to Young Manchester's 'Strategic Leadership' lot, the Local Authority still directly grant funds three Youth Hubs across the City including, Manchester Youth Zone (Harpurhey), Moss Side Millennium Powerhouse, and Woodhouse Park Lifestyle Centre (Wythenshawe). All of these agreements include an element of place based strategic leadership. (Please see section 6)

5.0 Additional Young Manchester Grant Programmes

- 5.1 In addition to the Youth and Play Fund, Young Manchester is also managing a number of smaller grant programmes in 2018 as highlighted below:

Positive Engagement Programme

This fund, supported by Young Manchester, One Manchester, Manchester City Council and Manchester Community Safety Partnership aims to establish a positive and sustained approach to improving opportunities for young people and reducing anti-social behaviour (ASB) – based on the values, principles and practices of good youth work. The funds were allocated to Manchester Young Lives to mobilise local partnerships to provide excellent detached, street based youth work, with a focus on linking and encouraging young people in to quality provision and other positive opportunities.

Outdoor Learning and Adventurous Activities Fund

This small grant fund aims to enable the provision of outdoor learning and adventurous activities to children and young people in the city and supports the city's vision for outdoor learning – Learning Through Adventure 2017 – 2020. An array of opportunities have been facilitated for children and young people including: camping, water based sports, climbing, cycling and residential.

Holiday Playscheme Fund 2018-19

The Holiday Playscheme Fund seeks to complement the all year round play offer commissioned through the main Youth and Play Fund, by providing additional day time playschemes during Summer and Easter school holiday periods. The schemes are open access for all children and young people aged

5-12 years old.

6.0 Youth and Play Fund reach – April – September 2018

- 6.1 Between April and September 2018 third party delivery partners worked with circa **8,796** children and young people. There is a caveat in this number being presented, as Young Manchester does not currently have one single information management system, it is unable to guarantee recognition of individuals so, this figure cannot be reported as an exact total; however, the geographical location, timing and nature of provision across the City would indicate that the number attending multiple locations is likely to be minimal.
- 6.2 **Play** - For the period in question, 1 April 2018 – 30 September 2018 a total of circa **3,637** of children and young people aged 5-14 have been recorded as attending provision. In comparison for the same period of the previous commissioning round **2,608** children and young people were engaged by approximately the same number of organisations. The current commission is therefore showing a significant increase.
- 6.3 For the second quarter a cumulative total of circa **5,159** Manchester residents aged 13-19 have been engaged in youth provision across the city. This compares with a total of **5,185** achieved by the second quarter of the previous commissioning round administered by Manchester City Council.
- 6.4 **Social Action** - The total number of children and young people engaged in social action in the first six months is 1844. This is well on track for #iwill delivery, which combined with Young Manchester's strategic engagement (e.g. through match funder forums and the national #iwill Learning Hub) positions Young Manchester well for future funding relationships.
- 6.5 It is recommended that a further report with final quantitative data alongside the inclusion of further qualitative information i.e. evidence of outcomes, impact, young peoples feedback and case studies etc. be brought back to Scrutiny Committee in June 2019, as end of year reporting will have been completed and reviewed at that point.

7.0 Marketing and Communication

- 7.1 Communication regarding Young Manchester, and its specific funds and provision available across the city, has been led by Bird Consultancy in the last 6 months. In line with the wider strategic review of Young Manchester's work, the director of Young Manchester is currently reviewing work in this area and establishing a new communications strategy for 2019. The promotion and championing of youth and play, and the impact of the work happening across the city, presents a significant opportunity and will be a priority for Young Manchester going forward. Young Manchester will accelerate work to explore a suitable and accessible digital platform to promote the offer to young people, parents/carers and partners in 2019. (Please see appendix 2 for examples of Young Manchester Marketing and Communications in 2018)

8.0 Youth Hubs

- 8.1 In addition to the Local Authority's funding relationship with Young Manchester via the Youth and Play Fund, it continues to directly provide grant funding to the three 'youth hubs' across the City. i.e. The Manchester Youth Zone, Harpurhey (formerly Factory Youth Zone), Moss Side Millennium Powerhouse and Woodhouse Park Lifestyle Centre. It should be noted that the operational and management models across the hubs vary and therefore so do the grant values.
- 8.2 The grant funding made to Manchester Youth Zone enables them to support over 1000 members per year by providing a range of positive activities and support services 7 days per all year round. This includes employability, enterprise, sports, arts and culture, youth work, play, targeted youth support and mentoring provision etc. The grant also supports the Youth Zone leadership team to provide a 'strategic lead' function in terms of youth and play services in the north of the City. The North Manchester Youth Partnership is chaired by the youth zone Chief Executive and has recently secured additional funding from the Lottery and also established a consortia that successfully applied to Young Manchester's Youth and Play Fund. This has enabled smaller grass roots organisations to benefit from the infrastructure and capacity the Youth Zone brings.
- 8.3 The grant funding made to Moss Side Millennium Powerhouse (MMPH) supports the charity to develop the centre as a multiagency hub for young people. This includes securing tenants such as, Manchester Libraries, Emerge (mental health charity) Career Connect, Contact Theatre, Manchester Young Lives etc. Through the Youth Fund a number of other local charity's and voluntary groups are able to use the facility as a hub for their activity including, Fathers Against Violence, Trinity House, Diane Modal Foundation etc. The MMPH board appointed Manchester Young Lives as a managing agent in 2017 and at that point they also took on the 'strategic lead' function in the area. Manchester Young Lives' Chief Executive, now chairs the Central Youth Partnership which also secured a successful consortia grant through Young Manchester's Youth and Play Fund. The hub now provides open access, evening activities 5 days per week complimented by a range of outreach, detached and focussed daytime activities, including a study programme for young people post 16 years of age that are not in employment education and training.
- 8.4 The Woodhouse Park Lifestyle Centre grant is made to Wythenshawe Community Housing Group (WCHG) who operate the facility as a community hub. This grant focusses on the young people's element of the centre's offer and enables the housing group's youth work team to provide a vast array of positive activities for young people aged 6-25. Some of this provision includes, play, senior and junior youth work, Wythenshawe Youth Forum, disability youth club, digital Wow Zone offer, and detached and outreach work. The grant supports the engagement of circa 600 young people across Wythenshawe per year. In terms of their strategic leadership function, the Senior Leadership team at WCHG also leads the Wythenshawe Youth

Alliance, which brings together stakeholders across the area including, youth groups, GMP, schools, sports clubs and other VCS groups etc. The Youth Alliance also led a consortia bid to Young Manchester's Youth and Play Fund.

- 8.5 Building on the success of the existing Onside Youth Zone in North Manchester, the Council's Executive agreed to support the establishment of a new Youth Zone in East Manchester in December 2017. The Council has agreed to provide the land on a long term lease in addition to Capital; Funding of £1.5m and a revenue contribution from 2020 to 2023. Planning approval was secured in November 2018 and construction is due to start on the Gorton Park site in January 2019, with an estimated public opening in March 2020. £6m of capital and revenue investment towards the project has been donated via a local business leader and philanthropist.

9.0 Wider Youth & Play Offer

- 9.1 It should also be noted that whilst this report focuses on the development of Young Manchester, the Youth and Play Fund and the Youth Hubs, these only form part of the wider youth offer for children and young people in the City. There is a wide range of sport, leisure, music, culture, arts and libraries provision specifically made available for young people across this age group that also support young people to be healthy, safe, happy and successful. The Local Authority Youth Strategy Team working closely with Young Manchester and colleagues across Neighbourhoods through the Youth Offer Board will prioritise the coordination, marketing and connection of young people to this wider offer to reduce the risk of duplication or gaps in provision.

10.0 Summary

- 10.1 Young Manchester has established itself as a leading youth and play charity in the City in a short space of time. The additional £2m secured through the #iwill Fund has enable the charity to enhance its youth and play fund programme by embedding meaningful social action objectives into its provision from April 2018 to March 2020. The successful transition of the management of the funding programme moving from the Local Authority to the new charity resulted in minimal impact on young services users and partners during 2017/2018.
- 10.2 Young Manchester will build on its recent successes in 2019 with a focus on a refreshed communication strategy and the development of a digital platform that will market and promote the youth and play offer directly to young people and parents/cares in a creative and accessible way.
- 10.3 The Youth Hubs continue to engage thousands of children and young people across the City via a mixed economy of revenue funding and investment, which compliments Young Manchester's Youth and Play Fund provision. The Strategic Leadership function continues to recognise the existing strengths and leadership ability of the Voluntary Sector in the City and supports sustainable partnership and integrated delivery.

- 10.4 The new Onside Youth Zone in East Manchester will build on the success of the existing Youth Zone in the North and will aim to support thousands of young people to lead Happy, Healthy, Successful and Safe lives by giving them somewhere to go, something to do and someone to talk to.
- 10.5 The Youth Offer Board will ensure that the entire offer for children and young people provided in the City is clear and coordinated including the wide range of sport, leisure, music, culture, arts and libraries provision alongside the Youth Hubs and activities commissioned by Young Manchester and that any gaps in offer are identified and prioritised.
- 10.6 It is also recommended that a further report be brought back to Members in July 2019 that focusses on evidence of outcomes, impact and feedback from young people relating to the services provided via the Youth and Play Fund and the Youth Hubs across the City.