

# Youngedinburgh

## Youth Services Strategy

---

### The City of Edinburgh Council

27 January 2005

#### 1 Purpose of report

- 1.1 To report on the progress made in implementing the Youngedinburgh strategy for the improvement of youth services by the Council and its community planning partners.

#### 2 Background

- 2.1 The first Viewfinder survey was carried out in 2001/02. The concerns and issues of young people, as expressed through Viewfinder, formed the foundation for development of Edinburgh's Youth Services Strategy, Youngedinburgh.

##### Council decisions taken in October 2002

- 2.2 At its meeting in October 2002, the Council approved a 10 year commitment to the Youth Services Strategy, as Council policy for improving the quality of life of young people aged 11-21 years. It also agreed that a Viewfinder survey would be carried out in 2004/05 and that its findings would inform the further development of the Youth Services Strategy.
- 2.3 The framework within which Youngedinburgh is developed and delivered by all Council departments and partner agencies is a best practice example of the Council's community planning processes. The Council has agreed that the Youth Services Advisory Committee should take responsibility for monitoring the implementation of the strategy.
- 2.4 The objectives of Youngedinburgh are framed around 12 key themes:
- Being an active Edinburgh citizen.
  - Getting around in Edinburgh.
  - Participating in Edinburgh Life.
  - Feeling safe in Edinburgh.
  - Developing skills for Living.
  - Promoting young people's health and wellbeing.
  - Providing information to make choices.

- Supporting families.
  - Learning for Life.
  - Preparing young people for working life.
  - Enjoying Life.
  - Making Edinburgh an affordable city.
- 2.5 The detailed development and implementation of the Youngedinburgh Action Plan is the responsibility of the Youth Services Action Group. This multi-agency group meets on a regular basis and includes a nominated representative from each Council department. The Youth Services Action Group is responsible for ensuring that agreed action is undertaken and for agreeing the Youth Services budget allocated to individual Council departments and external agencies. Copies of the Youngedinburgh brochure, along with the Executive Summary of Viewfinder 2 and other relevant information, have been placed in the political group rooms.

### **3 Main Report**

#### **Youngedinburgh Strategy**

- 3.1 The Council and its partners have carried out their commitment to involve young people in strategic level decision-making. This has been achieved through the Council's Edinburgh Young Scot/Dialogue Youth programme, the Edinburgh Youth Social Inclusion Partnership (EYSIP) and the Edinburgh Youth Council. Some recent examples of this will be provided by young people themselves in a presentation to the meeting.
- 3.2 Key to the community planning approach has been the successful partnership of the Council with young people themselves and with Edinburgh Leisure, Lothian and Borders Police, NHS Lothian, Edinburgh Youthwork Partnership, Careers Scotland and the Fire Service. This partnership has also worked successfully with the private sector through Edinburgh Young Scot/Dialogue Youth and through joint initiatives such as the SmartBus with Lothian Buses and the Youngedinburgh Awards with the Edinburgh Evening News.
- 3.3 Through the Youngedinburgh community planning approach, partner agencies and Council departments have already delivered significant improvements to services for young people in the city. Some examples of these are:
- youth zones, piloted in three local communities, providing designated public space for young people in their own neighbourhoods;
  - access to on-line youth information, designed and written with young people, via the Edinburgh Young Scot portal [www.edinburghyoungscot.org](http://www.edinburghyoungscot.org);
  - over 40,000 Edinburgh Young Scot information packs and cards distributed;
  - the Young Scot SmartBus;

- access provided for all 11 to 18 year olds to a free 24 hour legal advice service;
- CATALYST young people, negotiated with Edinburgh traders and service providers, to offer over 200 new Edinburgh Young Scot discounts;
- Sighthill skate park facility built, proposal drawn up by young people for the development of a second, city centre skate park facility;
- a Safer Edinburgh For Us All intergenerational event and community resource produced: local events held using the resource in each Local Development Committee area to tackle fear of crime on the streets;
- a dedicated budget secured for the development of youth focused activities and events in the Festivals programme;
- youth work resources placed in libraries;
- expansion of dedicated youth programmes within Edinburgh Leisure centres;
- youth workers employed to work full-time in two secondary schools;
- programme of community based courses for young people piloted;
- resources produced to support youth participation;
- Edinburgh Youth Council set up and developed;
- a Youngedinburgh residential event, involving young people, Councillors and representatives from all Council departments and partner agencies;
- research undertaken on transport issues for disabled young people;
- athletics development officer appointed to help facilitate school/club links;
- project team set up to develop a dedicated section for young people within the Housing Options Guide [www.keytochoice.scotsman.com](http://www.keytochoice.scotsman.com);
- Guide on Careers for young people reviewed and re-launched;
- training pack for treatment team and user-friendly resource pack with self-help literature produced for mental health issues with young people;
- a 'Young Guns' seminar held for mental health issues in young men;
- Citizen Y campaign for promoting positive images of young people;
- a new reward scheme piloted for young people engaged in citizenship activities;
- a Youngedinburgh Awards Scheme created, in association with the Edinburgh Evening News, to celebrate young people's contribution to the city;
- research conducted into support for young runaways;

- awards for youth activity administered by young people from a £15,000 fund;
  - youth issues Local Development Committee meetings held;
  - Young people trained to have their say through contact with the media and also through web journalism;
  - a new young person's debt advice service established;
  - new leisure services developed in consultation with young people from the Asian community;
  - three posts providing support for the involvement of young people in sports;
  - Young Connectors programme run with Youth Services, the Fire Service and Lothian and Borders Police;
  - a new smart card piloted for free school meals and with PASS hologram;
  - more than 600 PASS proof of age awareness packs issued to traders, linked to the smart card initiative;
  - an award to Edinburgh Leisure for 'Strategic Innovation in 2004' due largely to its introduction and management of the Open All Hours scheme, which is part of the Youngedinburgh strategy.
- 3.4 The 2004-5 Youngedinburgh Action Plan continues this ambitious programme of change and identifies a wide range of objectives to be carried forward by the Council and its partners. Details of these can be found in the Youngedinburgh brochure.
- 3.5 The Youth Services Action Group has established a process for identifying responsibility for carrying forward objectives within the Action Plan. Many of these objectives involve joint working by Council departments and community planning partners. For each objective an appropriate group of departments/agencies is identified to take the action forward and a 'lead officer' is identified. The lead officer may be from a Council department or from any of the partner agencies represented on the Action Group.
- 3.6 When a budget has been allocated by the Advisory Committee, the lead officer is responsible for ensuring that this is used appropriately.
- 3.7 Lead officers also provide regular updates on progress with Youngedinburgh objectives. At the time of writing, nine months into the planning cycle, 43 objectives have either already been fully completed or are 'on track' and eight have been rescheduled for completion in a revised timescale.

## **Viewfinder 2**

- 3.8 In May 2002, the Council agreed that the Youth Services Advisory Committee should commission a survey of young people's views every three years, commencing in 2004/05.
- 3.9 A preliminary framework for Viewfinder 2 was discussed by the Youth Services Advisory Committee at its meeting on 23 June 2004, when it was agreed that an allocation of £50,000 from the 2004/05 budget for Youngedinburgh should be set aside for the purpose. Key features of the approach agreed were:
- participation of young people at all stages of planning and implementation;
  - consultation with a minimum of 5,000 young people aged 11-21 years through a widespread survey in the first instance, although the research will also include further exploration of the issues raised through work with groups of young people;
  - research based on an agenda set by young people and by partner agencies;
  - involvement of an external agency in order to represent all partners and reduce any perception of bias;
  - consistency with the values which underpin Youngedinburgh, e.g., promotion of equal access to all opportunities, removal of barriers to participation;
  - involvement of young people through secondary schools as one part of wider sampling;
  - involvement of all partner agencies in reaching young people with whom they are in contact;
  - feedback to young people on findings and planned action.
- 3.10 A Viewfinder 2 Steering Group, which involves both young people and members of the YSAC and YSAG, was set up and has overseen the work so far. The young people currently on the Steering Group include members of Edinburgh Youth Council, Edinburgh Young Scot/Dialogue Youth and EYSIP.
- 3.11 With advice from the Council's Central Purchasing Unit, a tender specification was prepared and issued for the external aspects of Viewfinder 2. Tenders were received from a number of Council suppliers in August 2004. On 8 September, the Steering Group met to hear presentations from two agencies shortlisted and to raise issues and questions arising from the written submissions. At that meeting, the adults and young people on the Steering Group reached a decision to appoint MORI as external consultants.
- 3.12 Widespread consultation with young people, through Viewfinder 2, began when the questionnaires were launched on 11 October 2004. It should be noted, however, that the work which MORI is carrying out is only one part of the much wider process of consultation with young

people as part of Viewfinder 2. The Youth Services Action Group, which includes representatives of all Council departments and key partner agencies, will continue to play a major role in dialogue with young people.

- 3.13 At the time of writing, a Viewfinder 2 questionnaire has been completed by over 5,500 young people, aged 11-21 years, on topics covering all 12 themes of the Youngedinburgh strategy. This makes Viewfinder 2 one of the largest studies of the views of young people ever conducted in Scotland. An interim report on findings from the Viewfinder 2 study will be provided to the Council meeting by MORI. For an overview please see the Viewfinder 2 Executive Summary.

### **The Council's Youth Services**

- 3.14 In May 2002, the Council agreed that a staff team should be established to support delivery of the youth services strategy. The Youth Services Manager was recruited in August 2003 and, in April 2004, a new Youth Services staff team was established. Youth Services has a remit to ensure successful delivery of the Council's community planning commitment to Youngedinburgh. The role includes support for Youngedinburgh policy development, monitoring and evaluation across all Council departments and with key community planning partners. This strategic role is informed and supported by a complementary role in the direct delivery of innovative services to young people through the Edinburgh Young Scot/Dialogue Youth programme. The direct delivery role involves work with substantial numbers of young people.
- 3.15 A feature of the work of Youth Services so far has been innovation in the use of new communication channels to create opportunities for dialogue between young people and decision-makers. The current staff of Youth Services has considerable experience in work which promotes the involvement of young people in community planning and community engagement and provides a support and advice service to all Council committees, departments and partner agencies.
- 3.16 The partnership working which underpins Youngedinburgh is reflected in the recruitment process for staff in Youth Services. Partner organisations, such as NHS Lothian and Edinburgh Leisure, sit on the recruitment panel, along with young people and Council officers. Members of the Youth Services staff team come from a variety of backgrounds. The Youth Services Manager is a senior Council officer with broad experience both within the Council and in work with the voluntary and private sectors. The three senior officers within the team have experience and training respectively in community education; marketing and dialogue youth; and as a health professional for the NHS. A further officer has a background in work for Edinburgh Leisure.
- 3.17 A structure for the Youth Services team was established following a Management Services review. The current staff complement of 14 FTE (full-time equivalent) comprises four permanent and ten temporary officers. The structure of Youth Services reflects the ethos of team-working. Individuals share in the overall priorities of the team and have a comprehensive and shared understanding of the outcomes to be achieved. Each member of the team experiences both face-to-face work with young people and work with all Council departments and partner

agencies at a strategic level. This has proved to be a very successful work model and has resulted in the focused achievement of key outcomes for young people.

#### **Immediate priorities for the Council**

- 3.18 Informed by the Youngedinburgh ongoing process of dialogue with young people, and by preliminary results from the Viewfinder 2 study, the Youth Services Advisory Committee has agreed and asks the Council to act on the following immediate priorities:
- new support for student/pupil councils, including a budget for them to use;
  - new work experience placements within all Council departments;
  - improved leisure services for young people, particularly a skatepark;
  - involvement of young people in decisions about Children and Families services;
  - support for concessionary travel for young people;
  - a new young person's consumer complaints/advice service;
  - services to young people to be described in all departmental service plans;
  - young people's involvement in developments such as Leith Docks.
- 3.19 Youngedinburgh is underpinned by support from Youth Services, including its direct work with young people through Edinburgh Young Scot/ Dialogue Youth. The Council is also asked to maintain current service levels by mainstreaming the future funding of Youth Services and the Youngedinburgh strategy.

## **4 Financial Implications**

### **Youth Services Funding**

- 4.1 The Education Department's current mainstream budget allocation for Youth Services covers costs associated with the four permanent posts and a small operational budget. It does not, however, provide for any of the high priority work areas outlined in this report, such as consultation with young people, support for the Youth Services Advisory Committee and development, monitoring and evaluation of the Council's Youngedinburgh strategy, nor does it provide the operational budget for action which is currently allocated across all Council departments and partner agencies to support improvements in services. This operational budget is £176,000 in the 2004/05 financial year.
- 4.2 The table below shows the cost of the service and funding sources for the current and next two financial years. It identifies funding pressure arising from the discontinuation of Modernising Government Fund 2/Dialogue Youth funding from 2005/06 (£122,000) and Quality of Life Fund (£332,000) from 2006/07. The Scottish Executive has confirmed the continuation of the Changing Children's Services Fund in 2006/07 but has yet to confirm actual distribution of resources to individual authorities.

	2004/05 £,000	2005/06 £,000	2006/07 £,000
Recurring Cost of Service	823	856	862
Funding Sources:			
Education Department budget (including confirmation of continuation of initial one-off funding from 2004/05)	307	307	307
Modernising Government Fund 2/Dialogue Youth Funding	122		
Quality of Life funding	332	332	
Changing Children's Services Fund	62	62	
Total Funding	823	701	307
To be Funded	0	155	555

- 4.3 To maintain support for Youth Services and the Youngedinburgh strategy at current levels, the projected budget deficit of £155,000 in 2005/06 and £555,000 in 2006/07 will need to be addressed. This is currently being considered as part of the revenue budget process. The Education Department is also submitting a bid to extend Quality of Life funding to address the shortfall of £332,000 identified.
- 4.4 If financial support is provided to student councils, this would have implications for future allocation of the Youngedinburgh budget. The Youth Services Advisory Committee suggests that a budget of £50,000 should be allocated from the Youngedinburgh budget 2005/06 for young people on student/pupil councils to use. This would be administered by Youth Services and linked to new Council guidelines for student councils.
- 4.5 If a new young person's consumer advice service is agreed, this will also have implications for the Youngedinburgh budget.

## **5 Conclusions**

- 5.1 Youngedinburgh is a central community planning process for involvement of young people and a wide range of external agencies in improving the quality of life in Edinburgh.
- 5.2 Future funding of the Youngedinburgh strategy and Youth Services should be mainstreamed.
- 5.3 The Youth Services Advisory Committee has highlighted some immediate priorities for Council action as part of the Youngedinburgh strategy. These should be taken forward by all Council departments.

## 6 Recommendations

### 6.1 The Council is asked to:

- (i) welcome and endorse the Youngedinburgh strategy as central to Edinburgh's community planning process with and for young people and note the progress made in the implementation of the 2004/05 Action Plan;
- (ii) note the work being taken forward by the Youth Services Action Group in the following areas and that further reports will be submitted on these, as appropriate:
  - the allocation and monitoring of a budget of £50,000 in 2005/06 in relation to student/pupil councils;
  - the identification of work experience placements within Council Departments for young people;
  - the Council's employment strategies for young people;
  - the development of a young person's consumer complaints and advice service;
  - improvements to leisure services for young people with particular reference to proposed skatepark developments;
  - the involvement of young people in the establishment of the new Department of Children and Families;
  - the provision of a concessionary travel scheme for young people;
  - linkages between departmental service plans and the Youngedinburgh strategy; and
  - the addition of the Youth Services Advisory Committee to the list of bodies to be consulted in relation to planning development frameworks, including the Leith Docks development.
- (iii) agree that further consideration be given to opportunities to mainstream funding of the Youngedinburgh strategy and Youth Services within the Children and Families budget and other areas of the Council to maintain current service levels for the future; and
- (iv) agree that the projected funding deficits of £155,000 in 2005/06 and £555,000 in 2006/07 be considered in the context of the Council's three-year revenue budget 2005-2008.



**Tom Aitchison**  
Chief Executive

20/01/05

---

**Appendices**      None

**Contact/tel**      Tom Aitchison      469 3002  
                         Ruth Halley            222 4826

**Wards affected**    All

**Background  
Papers**              1. Youngedinburgh brochure 2005  
                         2. CD ROM of video produced by the Edinburgh Youth Council