
Rural Area Working Party



St Edmundsbury
BOROUGH COUNCIL

Title of Report:	St Edmundsbury's Rural Youth Work Project 2015	
Report No:	RUR/SE/14/001 [to be completed by Democratic Services]	
Decisions plan reference:		
Report to and date/s:	Rural Area Working Party	26 January 2015
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Purpose of report:	<p>This report provides the Working Party with an update on the proposals for this spring and summer's youth work in the rural areas of St Edmundsbury.</p> <p>The aim of this year's work project is to support the delivery of the Families and Community Strategy and the council's priority of 'resilient families and communities that are healthy and active'.</p>	

1. Key issues and reasons for recommendation(s)

1.1 Introduction

- 1.1.1 The Council works in partnership to deliver a wide range of youth work activities throughout the year, including On the Spot project, BurySound and providing activities during the summer holidays for young people.
- 1.1.2 This report refers to young people, which we considered to be 11- 19 years old.
- 1.1.3 Since 2008 St Edmundsbury has held a rural youth work budget of £10,600 per annum. This has seen a significant amount of youth projects and participation happening in the rural areas of St Edmundsbury.
- 1.1.4 The focus of this funding since 2008 has been to provide an outreach project to the young people in the rural areas.
- 1.1.5 It is felt that this work with young people has contributed to a reduction of young people not engaged in positive youth activities. Young people who are not engaged in positive activities are more likely to engage in youth related anti-social behaviour and become NEET (Not in Employment Education or Training). Our emphasis on providing positive activity is thought to have contributed towards reducing the demand placed on other agencies such as the police and statutory services for example, youth offending.
- 1.1.6 Youth outreach projects are an effective, but sometimes expensive way to deliver services for young people in the rural areas. Young people in the rural areas who do not always have finances and or transport to access local groups that charge for attendance this means that these young people become more isolated. As a consequence, they miss out on opportunities to develop a local peer group and a platform to become more involved in their local communities.
- 1.1.7 The outreach service provided has not targeted areas where there is open access youth provision running on a free or low cost (under £2) basis. Existing groups and other partners have worked with the project to avoid duplication and waste of resources.

1.2 Partnership working

- 1.2.1 Partnership working is key to the delivery of a rural youth project as the council does not have the staffing resources. It is important that we work alongside existing groups, partner organisations and members of the community to deliver projects with young people.
- 1.2.2 In 2014, following a competitive tendering process, St Edmundsbury began working with YMCA Suffolk to deliver the rural youth work project. The decision was made to combine the rural youth work and the On the Spot Outreach in Haverhill for the following reasons:
- to make best use of St Edmundsbury owned assets, in this instance the On the Spot vehicle;
 - improve the quality of service being offered to the young people, including

- better qualified youth workers;
 - to work with a chosen partner (YMCA Suffolk) to broaden the geographical area that the project covered so that, in the long term, external funding could be sought to significantly increase community capacity at a local level to deliver youth work; and
 - to work with an organisation with more capacity to manage and develop volunteers.
- 1.2.3 Unfortunately, the rural element of the project did not proceed as originally conceived, due to YMCA Suffolk's lead worker resigning with immediate effect following the second week of delivery of the contract.
- 1.2.4 As a result, the portfolio holder and RAWP chair were informed at the time and the decision was taken not to proceed with the project in 2015.
- 1.2.5 It was decided that the best option was to cancel the rural element of the work because once a new recruitment process was completed the key summer window for operating the project would have passed.
- 1.2.6 In 2015, we intend to work in partnership with Suffolk YMCA. Whilst it was disappointing that the rural summer project was not delivered, it is felt appropriate to continue our partnership with Suffolk YMCA to deliver a project for 2015. The element of the contract that they delivered in Haverhill has been well managed and successful. The YMCA Suffolk in the 12 months have completed a successful youth project for the Community Safety Partnership.
- 1.2.7 There were some activities that took place during the October half term 2014 that ran in Barrow and Wickhambrook these were very well attended especially in Barrow where over 20 young people took part in a two day street art workshop. This activity was supported by five volunteers from the village that are part of the forming Barrow youth project group who have received training over the summer and are now looking at options for establishing more lasting work. The training element was delivered by a Families and Communities Officer responsible for Barrow.
- 1.2.8 Based on the knowledge that we have developed and looking at the project attendance figures over the various year of the rural youth work it is evident that there is still a need for this service.
- 1.2.9 In the past we have sought contributions from Parish Councils to boost the offer to young people; we will be doing this again through our Locality Officers.

1.3 Involvement and consultation

- 1.3.1 The activities that form part of the Rural Youth Work Project have been developed through consultation with young people individually or as a group. Where possible we consult with small groups in each village, for example a youth consultation evening was held in December in Barrow 2014, where the work produced at street art workshops were displayed.
- 1.3.2 Youth involvement is key to delivering services that young people want to use, access and value. As part of any contract for services we ensure that there is a mechanism for young people to feedback and have an opportunity for

consultation. For example at the end of each set sessions in each village the young people complete a project evaluation form and have the opportunity if they chose to produce a basic video to provide verbal feedback.

2.0 Rural Youth Work Project 2015

2.1 Summary of the resource and project information

2.1.1 The Rural Youth Work Project will run using a purpose designed youth outreach vehicle called On the Spot. The borough currently own this resource and it has been very successfully operating in Haverhill for a number of years as evidenced by feedback from the young people involved and our partners such as the police and Town Council. In 2014 the staffing and management of the vehicle were transferred to Suffolk YMCA in an effort to streamline our tendering and create better value for money.

2.1.2 The On the Spot Vehicle is a specially converted Mercedes Sprinter van, the vehicle is converted to a very high standard and offers the following activities to young people:

- Sports Equipment
- Café space
- Music and DJ Equipment
- Internet and Media Suite
- PA System
- Access to Information, Advice and Guidance for young people
- X-Box

The project is very youth led with young people choosing the activities that they wish to get involved with in a session by session basis.

2.1.3 Locally and nationally youth organisations operate similar mobile youth provision in rural areas. For example, Just42 in Woodbridge and the Somerset Rural Youth Project operate an outreach project which is well regarded within the youth sector.

2.1.4 The project will delivered in the 'service villages' in both the north and south of the borough. The reason for this is that they going to provide opportunities to reach a critical mass of young people ensuring that the project is viable. This is evidenced by the data in table one which shows the population per ward of 10 to 19 year olds (note that data for 11 to 19 year old is not available). However, there are opportunities for the youth project to visit villages not currently listed on the schedule (see paragraph 5.2 below).

2.1.5 Population of 10-19 year olds in 2013 per rural ward:

Population 5 year age band (%) - Persons ONS estimates		
Names	Population - % Aged 10-19 2013	Total
Bardwell	12.3	327
Barningham	11.3	291
Barrow	12.0	273
Cavendish	9.5	192

Chedburgh	9.5	199
Clare	9.6	193
Fornham	8.9	178
Great Barton	11.6	251
Horringer and Whelnetham	11.7	260
Hundon	7.5	226
Ixworth	13.5	310
Kedington	10.9	218
Pakenham	8.0	277
Risby	16.3	445
Rougham	12.5	292
Stanton	11.4	291
Wickhambrook	9.6	204
Withersfield	9.0	200

2.1.6 Proposed villages for 2015:

Village	Number of sessions:	Timetable
Barrow	9	Tuesday from May
Wickhambrook	9	Tuesday from May
Ixworth	9	Wednesday from May
Stanton	9	Wednesday from May
Barningham	9	Tuesday from July
Bardwell	9	Tuesday from July
Total:	54	

2.2 **Communication and Publicity**

2.2.1 The Families and Communities Officer responsible for the project will be focusing on improving the communications to ensure that the project runs smoothly. This will include the creation of a distribution list which includes all the key local stakeholders in each village. There will be more joint communication press releases between Suffolk YMCA and St Edmundsbury. In addition, the locality officers will be supporting the promotion of the project with the localities and working with their Councillors.

2.3 **Evaluation**

2.3.1 We will be discussing better and more insightful evaluation processes with the YMCA Suffolk this year.

2.4 **Development**

2.4.1 In 2015 the project will have a strong focus on engaging adult volunteers in the delivery of the project at a local level. This will be led by YMCA Suffolk as the contracted organisation for this work. This will be done through promoting the opportunities in the various localities that the project is visiting; the recruitment of volunteers will be done in accordance with the Suffolk YMCA's volunteer recruitment policy. The recruitment of volunteers will enable local communities to become better upskilled and begin looking at opportunities to work with young people within their own village. The recruitment of volunteers

does require a level of management and coordination which can be difficult to maintain over a long period. The YMCA is better placed than the council to support this volunteer recruitment.

- 2.4.2 As part of the volunteer recruitment process, YMCA Suffolk and Community Action Suffolk will be offering youth work training sessions covering basic youth work skills, youth participation, safeguarding and health and safety. The training will consist of four days in total across the borough.

2.5 **Rural Youth Work project budget**

- 2.5.1 The Rural Youth Work Project is funded from existing budgets with £10,600 available for 2015/16. As agreed at Full Council on 23 September 2014, the underspend from 2014/15 of £8,000 has been carried over into the 2015/16 rural youth budget project making a total budget of £18,600.. It is proposed to fund the rural work project as follows:

£1,000	Marketing and publicity campaign (including school promotional design, printing and Facebook advertising campaign)
£2,000	Training sessions for community volunteers
£1,500	Running cost for vehicle
£14,300	Session delivery
£18,000	Total

- 2.5.2 There are opportunities for Parish Councils to contribute to either bring the project to their village or increase the number of sessions delivered. Councillors may use their locality budgets to do the same but this will need to be done directly with Suffolk YMCA.

There will be a number of options that have costs worked out, for example £500 would buy in a day's session with a workshop attached for example circus skills or street art. Alternatively, it could be used to buy in four weeks of sessions.

2.6 **Future plans**

- 2.6.1 We will consider the future plans for rural youth work based on analysis of the 2015 project and on further exploration and understanding of the need. More detailed consultation with young people and ward members will take place in 2015.
- 2.6.2 While the 2014's rural project was very disappointing we have over five years of successful evidence from previously delivery under the 'Wos Up' project in the rural areas, including high attendance. Lessons have been learned from the 2014 project and it is hoped that as a result a strong 2015 project of activities can be delivered.

'Wos Up' Youth Project Attendance per village 2008 – 2013**2008 to 2013****Table display number of visits to the overall**

Village	2008	2009	2010	2011	2012	2013
Ixworth	33	103	5	87	18	30
Stanton	137	272	99	112	41	106
Barrow	65	185	89	171	36	57
Kedington	140	98	23	53	4	8
Great Barton	3	N/A	N/A	N/A	N/A	N/A
Wickhambrook	44	15	44	54	36	45
Stradishall	N/A	N/A	0	N/A	N/A	N/A
Barningham	N/A	235	46	62	N/A	N/A
Rougham	N/A	0	N/A	N/A	N/A	N/A
Gt Whelnetham	N/A	0	82	33	0	18
Hundon	N/A	N/A	79	11	3	15
RAF Honington	N/A	N/A	N/A	N/A	N/A	50
TOTAL ATTENDANCE (Individual attendances)	440	908	467	583	156	349