

Targeted youth support

Integrated support for vulnerable young people – emerging practice



Positive activities reduce burglary and criminal damage

Area: Richmond, London Borough, South West London, population approximately 170,000

“Running a summer PAYP programme is not rocket science, but you’ve got to get it right. If you plan and deliver it in a joined-up way, and ensure young people are involved, then it’s very likely to be a success” - **Dele Ryder, Richmond Council’s commissioning manager for integrated youth services, May 2007**

Challenges

- Providing activities that young people want and getting them to take part through service referrals/publicity
- Reducing crime carried out by young people during the summer holidays

Key Actions

- 2003: Richmond gets low initial funding for positive activities for young people (PAYP). It targets young people most in need – referrals from specialist services only
- Limited summer programme runs for three years, managed by the youth offending team (YOT). Includes a variety of activities, but only for 50-60 referred young people
- 2006: Education Inspections Act and Youth Matters require PAYP for all young people, 13-19 years, delivered through integrated youth services (IYS)
- 2007: Richmond sets up multi-agency IYS panel; includes the youth service, Connexions, YOT, adolescent support, extended schools, young people, the Summer University and voluntary services. The panel organisations pool funding to pay for the summer activity programme
- The panel assesses bids for summer PAYP. All bidders must have consulted young people
- Spring 2007: Marketing and project coordinators recruited
- May 2007: Head of youth support recruited as part of IYS to head integrated borough youth team. This eases and integrates planning and commissioning for PAYP
- Summer programme is advertised on local youth radio, buses, the council website, local youth forums and through a PAYP leaflet distributed to schools
- The programme is situated in five priority deprived wards. Staff from different agencies help deliver activities
- Relevant data about young people is recorded on pilot joint database shared by Connexions and PAYP

Key Implementation Tips

- Allow plenty of time for the commissioning process – it takes longer than you think
- Offer a range of activities. Rugby and football, but also less mainstream sports and activities such as trampolining and cheerleading
- Open your programme to all young people. Be aware that provision for those who need specialist and targeted support costs more. Plan accordingly
- Involve young people in planning, commissioning and assessing
- Recruit staff early – in the springtime. In particular you need a full-time project coordinator and a marketing person
- Your programme will live and die on the publicity you give it. Good and diverse publicity helps ensure success
- Choose familiar venues, e.g. schools, youth clubs and sports centres
- Hold a celebration event at the end of the programme and provide prizes and accreditation for those who have done well - create a feel good factor

Impact

The 2007 PAYP summer programme reduced robbery in the borough by 38.2 percent (year on year) and criminal damage by 14 per cent over the summer period. The pooled budget for the programme was £150,000, which funded 260 days (many concurrent) of activities. Total attendances were 6922 – an average of 27 young people at each activity; 194 young people received either Assessment and Qualifications Alliance or Open College Network accreditations for their progress in activities and many received prizes at an end of summer celebration event.

Agencies offered joined-up support to all attendees, for example, through the September Guarantee scheme and through offering information, advice and guidance. This year the programme will focus even more on high priority wards and will pilot a leisure card offering free entry into the borough’s sports facilities.

To find out more, contact

Dele Ryder, d.ryder@richmond.gov.uk, 020 8831 6149

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