

# **South Norfolk Youth Advisory Board**

## **Plan Document 2015 – 2016**



**June 2015**



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## Introduction

The work of South Norfolk YAB has grown over the last three years, and some very successful projects have developed out of substantial consultation with young people, partners and the local community. The Youth and Community Workers have been very proactive in ensuring that the YAB is included in local and county agendas, and that the needs of young people are met.

Work is continuing with last year's priorities including help for schools with grants, Year 9 Sexual Health programmes, and resource kits, as well as providing individual grants for young people. Working within the Early Help Hub in South Norfolk has meant that this work has further developed with support for other professionals. This year's priorities include upskilling people who work with young people by offering training (such as Youth Mental Health First Aid Courses), along with joint working arrangements, so young people can access Positive Activities easily. The YAB YCWs have become part of the Early Help Hub offer, in that projects such as counselling and residential experiences, accept referrals through the 'Request For Support' form. The 'Sufficiency of the Norfolk Youth Offer 2015' report highlights affordability and transport as two of the barriers to accessing youth provision. Working within The Hub has meant that professionals have been able to approach the YAB for help with these issues for those people that need it – leaving the families to concentrate on improving their personal circumstances. This joint approach enables families to work on their action plans within a very supportive environment. The YAB has also developed resources for parents, which have been useful in initiating conversations with both professionals and young people.

Local services are being supported to provide extra provision – this is for two reasons. Firstly young people say that they don't know what is on offer to them, and secondly, projects cannot always run during holidays. The YAB is funding extra 'taster' sessions for activities and services, which are highly publicised. Young people get to know what is going on, they get to try something new without having to commit to a minimum amount of sessions, and organisations get to recruit more young people.

Publicity is an important theme for this year – not just for young people's services in the area, but for the YAB as well. Young Commissioners have just started their own newsletter for young people which details what they have been doing, but also highlights other provision and relevant information. Consultation work pointed towards young people needing information around different topics, such as safe partying, and so this will now be put out through the newsletter. The County YAB Newsletter, #GotYAB, and the Early Help Newsletter will also contain information from South Norfolk.

This year there is also a plan to support young people with learning outside education. Young people enter into a very competitive job market, and along with extra life skill sessions, they want to be able to show a potential employer that they have good understanding of things like First Aid, Food Hygiene and Safeguarding issues. A programme is being put together that includes these certificates, along with other opportunities such as Arts Awards.

Our team of Young Commissioners have also been busy and meet on a regular basis. They have attended training events, residential opportunities and inspected different projects. They are very active with consultation for many agencies, and enjoy getting involved. This year, one of the Young Commissioners has become Co-Chair for the full YAB meetings, with her own responsibility for certain agenda items. The full YAB meets

every other month, with priority based Task and Finish Group meetings in between. YAB members have been allocated priorities from the plan and they have share that responsibility with the YCWs, and other relevant people.

A key responsibility for Young Commissioners and the YAB is around quality of provision – whether or not it has been commissioned by the YAB. This is an ongoing consideration of everyone involved. Ongoing service user feedback and inspections (organised and ‘mystery shopper’) provide information to the YAB, which then carries out any necessary work to ensure that young people in South Norfolk continue to receive the best possible service, in a timely and accessible way.

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# South Norfolk Youth Advisory Board

## April 2015 – Where are we up to?

### Key facts

#### Introduction

This very brief report outlines with some key points where SN YAB is up to with regards to it's plans, and achievements so far. It will also help to inform the work over the next few months.

Priorities from Commissioning Plans:

#### **1 Ensure that the work of the YAB is publicised**

- Leaflets produced and distributed publicising the work of the YAB and of the Young Commissioners
- Facebook and Twitter accounts report news and highlight upcoming events
- Young Commissioners designed logo for all publicity
- Hoodies, wristbands, pin badges and stickers produced with logo
- YAB logo used by all commissioned organisations
- Articles in #GotYAB and SN Early Help newsletters
- Presence at events such as South Norfolk on Show, Easton Freshers Day, Wymondham Carnival, Diss Early Help Fair
- Involvement in county Gift Of The YAB event
- Interview at BBC Radio Norfolk
- Information and minutes are available on the Momentum website

#### **2 Mentoring projects in High Schools**

- Long Stratton High School was the only school to take up this opportunity and six mentors were sourced, trained and delivered for one year. This has since stopped due to school not supporting the admin side of this – however they are keen to start again.

#### **3 Enable schools to commission their own services to support young people**

- Two rounds of School Support Grants have been offered which has resulted in 13 grants to nine different schools.
- Eight different organisations have been commissioned by schools
- Approx. 1000 young people have accessed these services

#### **4 Set up a Young Person's Individual Fund**

- Fund administered through Norfolk Community Foundation with a young people's panel making decisions
- 32 grants have been awarded between December 2013 and March 2015

#### **Ensure that organisations know of available funding streams**

- List of funds updated and distributed on a regular basis.

#### **5a Agents of Change Project (2013)**

- MAP commissioned to set up Life Zone Drop-ins in schools, Pop-up cafes in the community, and train a core group of young people to Agents of Change.
- Community development projects included provision of Ditchingham Football nets, Mulbarton Skate Park clean up, support of youth groups in Long

Stratton, Hethersett, Harleston and Poringland, as well as joint support with Momentum where necessary.

- Agents of Change have now been moved into different decision making bodies including Young Commissioners, 6YC, school councils and youth councils.

#### **(6) 5b Young Commissioners**

- 19 young people have been working as Young Commissioners in 2014-2015.
- Three young people attended county Sufficiency Residential
- Extra volunteering opportunities – South Norfolk on Show, Britten Sinfonia playing at Wymondham Abbey and Police and Crime Commissioner Grant Panel
- Produced their own presentation as part of the Gift of the YAB event.
- Attended celebration events with presentation of Norfolk Youth Awards
- 315 Young Commissioner voluntary hours have been recorded from April 2014 – March 2015
- Attended and had a display at a South Norfolk Council members briefing about the Early Help Hub
- Provided QA processes for commissioned activity
- Attended NCC Participation Strategy session
- Make Your Mark consultation
- Took part in Early Help branding consultation

#### **7 Linking Education and Employment**

- Task and Finish Group set up and working with Children's Services Guidance Advisors
- Questionnaire gone out to schools and employers to see who would engage in joint projects, and what would be useful.
- YCWs had a YAB stand at 'Fit For Your Future' Careers event
- YCWs attended Skill East of England careers event
- Young Commissioners attended a focus group around development of the 'Icanbea' careers website

#### **8 Provide good sexual health programmes in schools**

- Pilot project delivered in partnership with Diss Children's Centre at Diss High School
- MAP commissioned to deliver similar programme to all Year 9s (Approx. 1450 young people in 10 schools) in South Norfolk. One school complete to date.
- Work with strategy groups such as the Diss Teenage Pregnancy Group, and the City and South Teenage Pregnancy Strategy Action Group.

#### **Supporting parents with good information**

- 'A Guide to Understanding Teenagers' developed in partnership with young people, parents, schools, specialists and professionals.
- 5000 copies distributed through schools, Parent Support Advisers, Family Support Workers
- Postcards have been produced to publicise online, downloadable copy.
- Feedback and amendments being collected for re-print for the Autumn term.

### **Improving relationships between young people and health centres**

- Project awaiting start to involve Young Commissioners in Diss Health Centre development of services.

### **Supporting schools with good information and resources.**

- Resource Kit purchased for all high schools and one for the community which can be used in youth clubs, community groups etc.
- Ongoing feedback being collected, along with the addition of new resources.

## **9 Supporting the reduction on anti-social behaviour in Wymondham**

- Film Nights were trialled as a positive activity – training a local organisation to set up and deliver mobile cinema sessions. This was not supported, but is now running successfully in another nearby town.
- Sports sessions were commissioned through two local organisations to support the work of the Friday Bus Project.
- A working party has been set up to drive the priority locally.
- A bid was made to the PCC by Community Sports Foundation to provide extra positive activity on Saturday nights, but this was not successful.
- Detached proposal being drafted for area.
- Wymondham Youth Bus project being supported to upskill volunteers.

## **10 Supporting young people with emerging mental health issues**

- Two Youth Mental Health First Aid Courses were commissioned. 18 people attended, including Young Commissioners and two YCWs.
- Task and Finish Group set up and has had input into county strategies.
- Young Commissioners took part in the Wellbeing Service evaluation
- Time To Change awareness campaign supported and promoted through schools

## **11 Raising awareness of violence in teen relationships**

- Links with team at UEA who are investigating this issue.
- Promotion and support of Chelsea's Choice – production for all schools aimed at Year 9s
- Bid written in partnership with UEA to produce resources for schools around this issue – unsuccessful.
- Two Youth Workers trained around Domestic Abuse Awareness through Leeway

## **12 Bullying**

- Consultation taken place with schools and school councils (alongside Young Commissioner work).
- Policies have been reviewed and good practice shared.
- Resources reviewed.
- Follow up planned with schools around Years 10 and 11, as this is where practice seems to be inconsistent.

## **13 Life Skills**

- Young people have designed programme and publicity for pilot project

- Eight young people from residential experiences (including one existing Young Commissioner and one new Young Commissioner) are currently on a six week pilot programme being delivered in Diss
- A pack is being put together for Life Skills including some of the Barclays resource information.

**14 Activity Roadshow – encouraging young people to access local activities and try something new**

- There are many different activities available for young people, but they do not necessarily know about them. Therefore this priority has changed to be about publicity, showcasing, and enhancing what is on offer.

**15 Social Media Support**

- This priority was around ensuring that young people understood how to use social media safely. As there is so much information around, this will be highlighted in the new Young Commissioner newsletter. This newsletter will not only be an opportunity to publicise what the YAB and Young Commissioners have achieved, but will also be a way of delivering information to young people.

**16 Talk to someone**

- This priority seems to be being met through other priorities, particularly mental health (10) and bullying (12), and so no further work will be carried out separately. The action around ensuring that young people know who they can talk to will be incorporated into those items.

**17 Poor local environment**

- Young Commissioners are yet to work on an action plan for this priority.

**18 Safe Partying**

- This priority was around ensuring that young people know how to run a safe party. This information will be disseminated via the Young Commissioner newsletter.

**19 101 Non-emergency police number – ensure that young people know about this service**

- Young people have chosen appropriate publicity to be displayed in schools
- Young people are in process of re-designing publicity to make it more relevant to their age group

**20 Residential opportunities for young people at Risk of NEET**

- Four residential experiences have taken place between February 2014 and March 2015 with 29 young people taking part aged 13 – 16
- 14 have progressed to another residential experience
- Six have progressed onto being Peer Leaders at residential
- 18 have moved into other positive activity, one has moved away, two have disengaged, and eight are being monitored through school, as they are choosing to not do extra activity.



## **21 Edge of Care Positive Activities Fund**

- Since the fund started, 22 young people have received grants, four of these between April 2014 and March 2015. However, this number has already been exceeded in April 2015 with six grants being approved.

### **Other achievements during 2014 / 2015:**

- A consultation was undertaken including an online questionnaire (1157 responses), Focus Group and face to face interviews. This has led to a detailed Needs Analysis which has informed not only the YAB Commissioning Plan, but other developments in the area.
- The YAB has contributed to the development of the South Norfolk Early Help Hub by carrying out consultation, and incorporates identified issues into priority work.
- The YAB supports Momentum with community development work and network events.
- SN YAB is a partner of the Norfolk Tobacco Alliance, and Young Commissioners have designed Stop Smoking Factsheets
- SN YAB was represented at the CCG Event - 'Working Together'

## SN YAB Commissioning Priorities 2015 – 2016

Identified Priority	The needs assessment tell us	What young people have told us about this priority	What is the impact on the wider community we hope to achieve?	What is the Outcome for individuals we expect?	How we will measure if we have achieved the outcome?	What will the activity look like, or are you asking providers to describe the activity?	Priority funded via general fund(GF) or Positive Activities (PA) AND Responsibility
<b>SNYAB 01:</b> Ensure that YAB work and funded projects become more recognisable	91% of young people don't know what the YAB is or does	They want to get involved and help publicise the YAB and the work of the Young Commissioners	More involvement from young people and the community, as well as joint delivery	Young people are able to report that they are more involved and leading on the strategy	Next year's consultation	Gift Of The YAB event. Publicity banners. Countywide promotional materials. 'Nearmystreet'	£3500 Extra Funds through NCC  Responsible: Whole board
<b>SNYAB 04:</b> Research current funding providers, identifying gaps	Young people and organisations need funds	They don't know what funding bodies are available	Communities access available monies	Greater variety of services are offered	Feedback from grant providers	Database of funders produced and distributed.	£NIL  Responsible: YCWs
<b>SNYAB 04:</b> Enable young people to access funds quickly to support their plans for the future.	Young people need funds	They don't have access to a fund just for them that is quick	Enable young people to plan creatively	Young people report that they are able to access opportunities	Feedback from young people	Individual Young People's Fund – administered through Norfolk Community Foundation	£10,500 GF  Responsible: YCWs / BS
<b>SNYAB 05:</b> Recruit, train and support Young Commissioners	Young people want to be involved in development of services	They want to be involved in development of services	Services are developed which are based on needs.	Young people will develop new skills and have an input in local services	Young Commissioner, YAB member feedback	Young Commissioner led activity	£2,500 GF  Responsible: YCWs

<b>SNYAB 20:</b> Support young people, principally those at risk of NEET	Young people need confidence, support, motivation and new skills to have aspirations	Targeted work really helps.	Young people will feel positive about their communities	Young people will have the skills and positive attitude to enable them to progress further.	Feedback from young people, families and professionals	5 x residential experiences (until March 2017)	£20,000 PA  Responsible: YCWs / KP
<b>SNYAB 21:</b> Support young people, principally, those on the 'edge of care'.	There are financial barriers to attending activities	Families need everyone to take part in positive activities, so that they can find their own identity	Families will become self-sufficient and self-reliant	Young people will develop confidence about themselves and their abilities.	Feedback from young people, families and professionals	Grant fund for individuals to access positive activities (until March 2017)	£15,000 PA  Responsible: YCWs / MP
<b>SNYAB 22:</b> Life Skill Accreditation Programme	Young people are achieving at school academically, but do not feel ready for living independently or employment	They want extra skills and training so they are work ready.	Communities are involved in the development of young people's skills.	Young people report that they are confident with applying for jobs	Young people can demonstrate new skills / knowledge	Programme of local courses to be run specifically for yp e.g. First Aid, Food Hygiene, Arts Awards, Mentoring, YMHFA, Safeguarding, etc.	£14,000 GF  Responsible: YCWs / LW
<b>SNYAB 23:</b> Young people need skilled people to talk to and help them with issues.	26% of young people do not know who they would talk to if they had an issue	They want a quality that helps them	Young people are supported within the community they live.	Young people report that they have someone to talk to.	Young people use services. Feedback from services.	Training for people who work with young people including Smoking Cessation, Public Health, etc.	£14,000 GF  Responsible: YCWs

<b>SNYAB 24:</b> Young people need to be involved with their local communities	Young people want to be involved in development of services	They want to be involved in development of services	Communities are involved in the development of young people's skills.	Young people will develop new skills and have an input in local services	Young people can demonstrate new skills / knowledge	Parish Plan work	£2,000 GF  Responsible: YCWs / DH
<b>SNYAB 25:</b> Young people need more sexual health education	The quality of service differs around the district.	Young people want more information	Consistent delivery of good information to young people in school.	Young people will gain knowledge and explore issues around sexual health	Feedback from schools, yp and provider organisation	YCW support and implementation of County strategy	£NIL  Responsible: YCWs / OC
<b>SNYAB 26:</b> Young people need more information topics relevant to them	Young people do not receive consistent messages	Young people want more information	Consistent delivery of good information to young people	Young people will gain knowledge and explore issues	Feedback from schools, yp and provider organisation	Young Commissioner newsletter – by young people, for young people	£1000 GF  Responsible: YCWs / RC
<b>SNYAB 27:</b> Young people want to feel safe	Young people feel judged	This contributes to issues of poor self-confidence	Schools to be safe places	Young people feel safe and confident	Young people feedback	YCW support with Safer Schools work (Chris and Julie) / School Nurse Team	£1000 GF  Responsible: YCWs / SA / MB
<b>SNYAB 28:</b> Support young people, principally those at risk of NEET/on the Edge of Care	Young people need confidence, support, motivation and new skills to have aspirations	Targeted work really helps.	Young people will feel positive about their communities	Young people will have the skills and positive attitude to enable them to progress further.	Feedback from young people, families and professionals	Daytime opportunities to target those young people who are unable to attend a residential opportunity (until March 2017)	£20,000 PA  Responsible: YCWs / MS

## South Norfolk Youth Advisory Board Needs Analysis August 2014



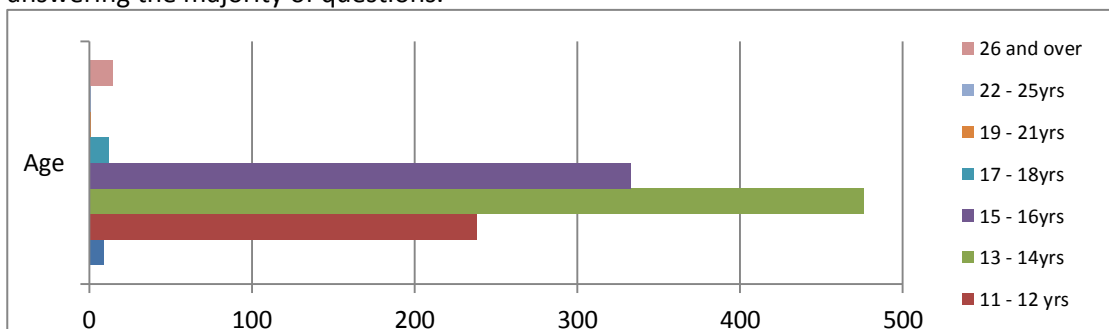
This document summarises the key data taken from the following sources:

- Youth Advisory Board – District Level Needs Profile (December 2012)
- Norfolk Children’s Services – Age and Stage Commissioning: Understanding Children and Young People’s Needs 11 – 19 year olds (April 2013)
- South Norfolk Health Profile 2014 – Public Health England (July 2014)
- Norfolk Insight South Norfolk District Profile 2013 – <http://www.norfolkinsight.org.uk/profiles>
- 11–19 Norfolk Education and Training Needs Analysis - An assessment of the needs of learners in making effective progression in education and training at ages 16 and 18 – EET Commissioning Support Team (2014)
- Youth ASB Countywide Profile (February 2013)
- Questionnaire – SN YAB asked questions via SurveyMonkey during June and July 2014
- Focus Groups – Young Commissioners took part in small group discussions to explore various themes during July, August and September 2014.
- Face to Face interviews with 27 young people around the development of Early Help

### General Statistics for South Norfolk:

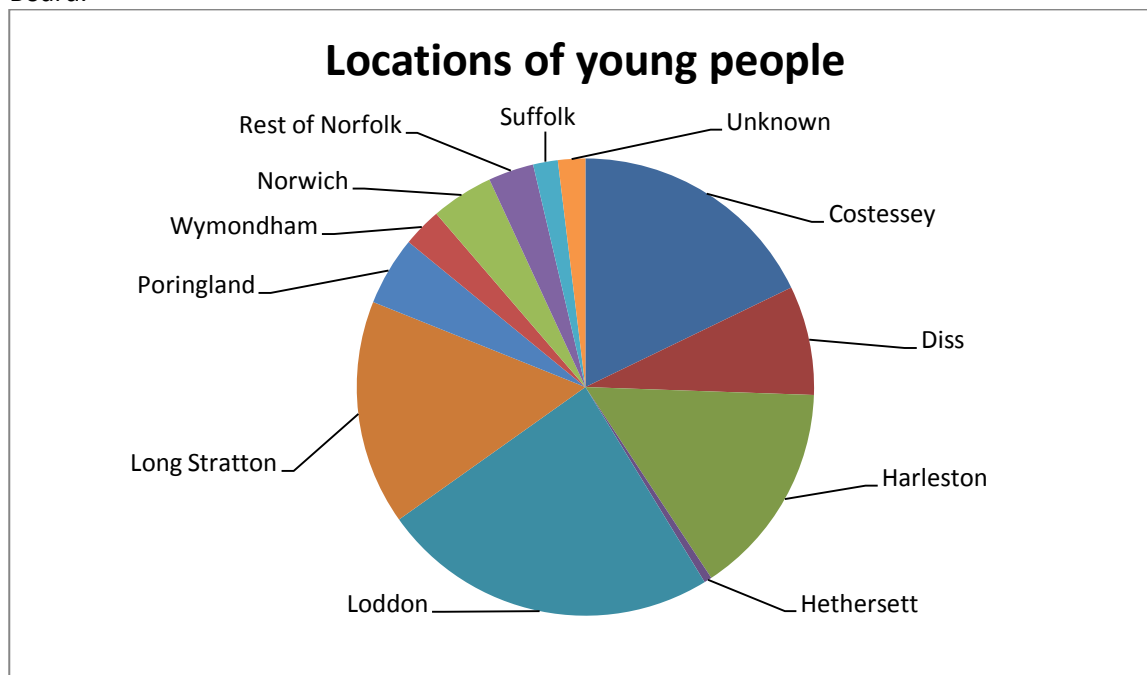
- There are 14788 10-19 year olds in South Norfolk according to 2013 Norfolk Insight figures.
- Young Carers – The 2001 Census showed that there were just under 2200 young carers aged 12-19 in Norfolk. The numbers of people providing unpaid care in the East of England increased by 33% according to the 2011 Census. This would mean that the number of Young Carers in Norfolk would have increased to 2926 (higher than last year’s estimate of 2560). Locally, if this trend is considered and the number of Young Carers reflects the population percentage of all carers, it could be assumed that there are 324 Young Carers aged 12-19 in South Norfolk in 2014. However, this is believed to be a conservative number as research shows that people do not always identify themselves as giving unpaid care.
- 13.89% of Disability Living Allowance claimants in South Norfolk are aged under 16. This is higher than the Norfolk average of 12.82%.
- Norfolk has a register of Disabled Children (voluntary engagement) – in 2013 there were 84 young people aged 11-19 years who appeared on it.
- 94% of 11-15 year olds in South Norfolk identify as White according to the School Census (Jan 2012).
- Norfolk has a lower than the national average number of children living in poverty, with South Norfolk having the second lowest in the county – this has been the same for the last two years.

**SurveyMonkey** - There were 1157 responses (a 46% increase on last year) with approx. 1050 people answering the majority of questions.



The majority of responses were from young people aged between 11 and 16 years – this is due to schools asking their pupils to complete the survey during IT or form lessons. 52% of young people answering the questions were male.

91% of the young people who took part in the survey had not heard about the work of the Youth Advisory Board.



**Increased access to and participation in leisure time activities**

10% of young people who participated in the SurveyMonkey questionnaire felt that the top issue for young people today was being bored and having nothing to do, whereas 24% of people who voted at the South Norfolk on Show event felt this was the most important – however, this opinion includes adults. Last year, the figure of young people on SurveyMonkey who felt that this was the top issue was 10% - the same as this year.

Over the last year, more facilities have opened up in the district, as well as some provision closing. It is clear that not all young people know what is going on, as well as not identifying with projects as being for them. Last year’s Needs Analysis document has been used by some agencies to help target what they offer, as well as helping the YAB to make informed choices about what to commission.

Generally, when talking to young people about services, they cited publicity as the problem. When asking young people about the new Early Help service, they were mainly concerned with how to make contact (texting being popular); knowing where to go; what was going to happen; and that something would definitely happen.

Young people discussed Social Media as a topic of interest – going on the internet on phones, PCs, laptops and games consoles is definitely seen as a leisure time activity. They felt that young people knew there were risks online – particularly talking to people they didn’t know, however they were not going to stop.

**Suggested Action:** Publicise the work of the YAB including making a DVD to show in assemblies. Develop a publicity strategy for young people’s provision in the area, including using the Go-Do Website and showcasing services / facilities on Facebook. Look at a simple guide which explains security settings for social media sites, and shows how to set them up in an easy way.

## **Increased attainment at KS 4 (GCSE), level 2 and 3 qualifications at age 19**

### **Reduced numbers of young people aged 16-18 who are NEET**

- South Norfolk has the highest achievement in Norfolk of Level 4 or above in English and Maths, and in 2012 was higher than the national average. South Norfolk shows consistent results at Key Stages 1 and 2. This was still true in 2013.
- The percentage of pupils achieving 5+ A\*-C GCSE including English and Mathematics in 2013 is highest in South Norfolk (66%).
- South Norfolk is the only district to have reached the national average for the percentage of pupils achieving expected progress in mathematics and reading in 2013.
- South Norfolk has the lowest level of exclusions in Norfolk, and has done for the last three years.
- South Norfolk has the highest number of young people who are attending School Sixth Form, and has done for the last three years. This reflects the opportunities for the 16+ age group in the district.
- The number of young people who are NEET has fallen consistently over the last three years – in line with local and national figures. It has gone from 5.4% to 5.2%, and in 2014 is now 4.5%.
- Pupil Forecasts - South Norfolk has the second highest rise in pupils aged 11-16 with a cohort size of 6,432 in 2012/13 and rising by 8% to 6,993 by 2017/18. Projections over a 10 year period show a rise of 21.9% from 6,432 in 2012/13 to 8,237 in 2022/23.
- Over the last three years, there has been a steady increase in numbers of young people starting Apprenticeships.

#### SurveyMonkey Results:

Young people were asked to choose three services that they thought would support them in education and work:

Service	Number of young people	% of responses	Comments
Work experience	901	82	80% said this last year
Careers Lessons / guidance	496	45	48% said this last year
Lifeskill sessions	387	35	26% said this last year
Job Clubs	332	30	
CV Support	320	29	
Volunteering opportunities	305	28	43% said this last year
Careers events / fairs	297	27	
Industry Days	123	11	
Mentoring Schemes	87	8	
Leisure Activities	9	1	
Specialist services e.g. Sexual Health Clinic	4	0.5	

#### Focus Group:

Young Commissioners looked at these issues and agreed that there wasn't enough work experience. Young people want some (if they have none), and others want more. They also felt that work experience would be beneficial in both Year 9 and Year 10. Some young people would consider work experience in their own time and during the holidays, particularly if they got information early enough to plan properly.

Young Commissioners wanted specific things included in Lifeskill sessions such as learning about CVs, how to get work, how to make yourself available for work, interview practice, writing formal letters, money issues, how to get a house, bank accounts, mortgages, raising a family, running a household, confidence building and sex education. Some young people had experience of being taught about different jobs, some teachers using role-play, and this was seen as useful by everyone. Others had experience of people coming in and talking about their jobs and life. Young people wanted this in small group settings where they could ask questions - maybe a 'speed dating' set up.

Young people wanted weekly careers/lifeskill sessions, and would consider programmes out of school time. Job Clubs should be available to all young people aged 14 and above. Job Clubs were seen as positive things

as they were independent from school and would look at your whole life and how your work can fit in.

Young people wanted this service offered through their school.

Young people liked the idea of an App / computer programme (such as Kudos) that ‘matched’ them to jobs – however, they didn’t want to be matched with jobs that were not actually available in their area.

Young Commissioners want to plan their own careers event. There are now so many in a calendar year, we wanted to try and get a clear idea of what the ‘perfect event’ looks like. Results were mixed when answering ‘Careers Events should be...’

- Small and based locally – 39%
- Large, with countywide opportunities – 42%
- Sector specific e.g. all about construction or animal care, etc – 25%
- Held once a year – 18%
- Held once a term – 49%
- Supported by local employers with job vacancies – 37%
- Stopped – 2%
- Only about training and further education – 11%
- Other (3%) comments included that they should be optional; should be for specific year groups; and should include actual training areas.

**Focus Group:**

Young Commissioners liked the idea of a big event and would expect to see all sectors present. They felt that big events should be open to 14 – 25 year olds with transport provided where possible. Taking the idea forward for their own event, they would like to consider something in the grounds of SNC – similar to the South Norfolk on Show Event.

As expected, a wide range of answers were listed to the question ‘What are the types of training and job opportunities that you would like to know more about?’

<b>Sector / Interest</b>	<b>Number of young people</b>	<b>% of responses</b>
Apprenticeships	9	1.14
Hair and Beauty	21	2.65
Animal Care / Zoo / RSPCA	80	10.10
Construction / Architecture / carpentry	28	3.54
Engineering / Mechanics / Electronics	79	9.97
Entertainment / Author / Acting / Music / art	63	7.95
General Careers Guidance	96	12.12
Hospitality	25	3.16
ICT / Game design / Internet	34	4.29
Manufacturing	2	0.25
Media / Journalism / photography / TV	39	4.92
Medical / Doctor / Nurse / paramedic / OT	59	7.45
‘People jobs’ / teaching / child care / community workers	83	10.48
Retail	9	1.14
Sports	87	10.98
Uniformed services / police / fire / military / army	71	8.96
Law	13	1.65
Self-employment / running own business	13	1.65
Design / interior design	10	1.26
Agriculture	9	1.14
Pilot / Steward / Airport	8	1.01
Science	22	2.78
Politics	4	0.51
Business / finance / office	14	1.77
Fashion	4	0.51
Other	12	1.52



The Young Commissioners agreed with this list, with the only other suggestion being security.

- Suggested Action:**
- Look at setting up a Careers Event
  - Map current events – including Inspired Youth Careers Fairs (NCC Contract)
  - Look at relieving barriers to attending current events including transport and time in curriculum.
  - Pilot a six week programme where young people cook and eat meal together, and explore a lifeskill topic e.g. money, households, self-employment, etc.

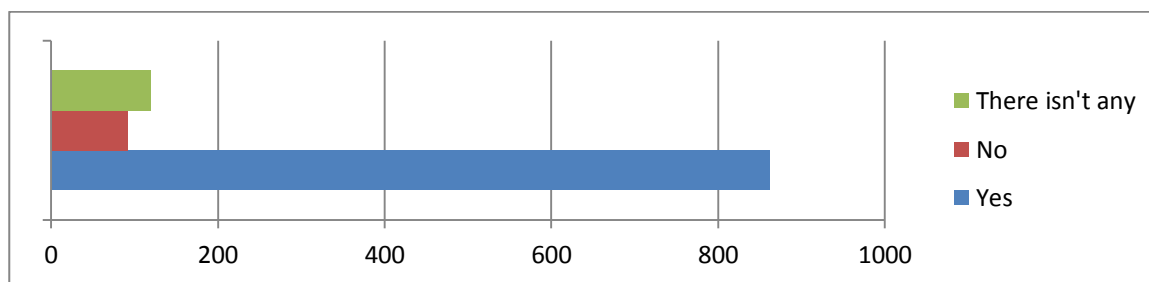
**Improved health (including obesity, drug and alcohol use, mental health)**

- Although South Norfolk has low rates of Year 6 young people who are overweight, 16.8% are classed as obese. There has been an increase over the last two years.
- In 2013, estimated numbers of 15 years olds who were smoking showed that South Norfolk had the third highest amount after Norwich and King’s Lynn. This statistic is mirrored in alcohol consumption of 15 years olds. 79% of Focus Group young people felt that young people drank and smoked because of peer pressure and 41% thought that it was because they were depressed and/or stressed. They felt that young people did not really know the consequences and that more support should be offered in schools. In 2014, young people felt the same about reasons for smoking and drinking, although felt that use of electronic/ vapour cigarettes was increasing.
- In 2013, it was estimated that South Norfolk had the second highest number of 16 – 19 year olds who had used cannabis in that year. In 2014, young people thought that the use of cannabis was increasing and they knew more people who were using it on a regular basis.

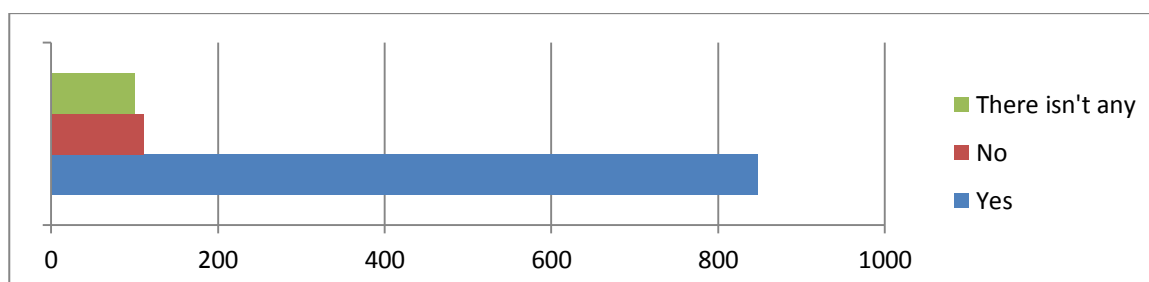
**SurveyMonkey Results:**

- Young people rated their physical health out of ten – the average score was 7.33 (a slight decrease on last year’s 7.5)
- Young people rated their mental health out of ten – the average score was 7.53 (a slight decrease on last year’s 7.75)

In answer to the question ‘Do young people in your area use outside spaces and equipment? E.g. parks, outdoor gym equipment, etc.’ young people said:

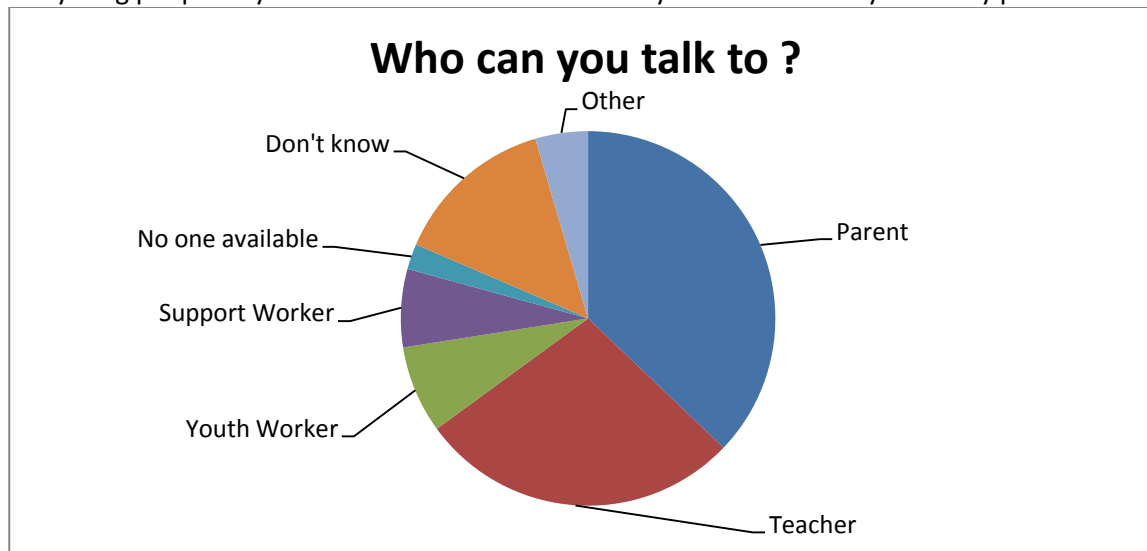


Young people were also asked ‘Do young in your area go to sports clubs or take part in other physical activities?’



However, Young Commissioners felt that those who lived in villages had very little that they could access. There was a debate about providing something everywhere, but young people did not feel that this was necessarily the answer. If there were good facilities that were free, young people felt that they would be accessed by people within a five mile radius. Transport may be a barrier to some. Other issues included clubs and gyms only being open to those aged 18 and over.

‘Do young people in your area have someone who they can talk to if they have any problems?’



26% of young people stated that they did not know who they would talk to if they had a problem.

Young Commissioners felt that young people feel judged, particularly in schools. There are issues around bullying, media presentation of young people, non-school uniform days and different friendship groups. The young people involved in the Early Help consultation also cited judgemental people as a problem. During consultation, bullying has come up consistently as an issue for young people over the last two years.

Young Commissioners felt that more young people should be able to talk to their parents and teachers. They felt that schools could offer better services including ‘pop up’ counselling sessions and communication / mediation workshops. They also wanted community services that aided communication within the family.

Young people were asked what they believed to be the top three health issues from a list that came up from Focus Groups last year:

- Smoking – 54%
- Self-confidence – 52%
- Drug and alcohol use – 49%
- Healthy eating – 40%
- Depression – 36%
- Body Image – 33%
- Exercise – 31%
- Sexual Health – 19%
- Personal Hygiene – 12%
- Other – 4%

The Young Commissioners felt that bullying was one of the causes of the top two issues – smoking and self-confidence. It was felt that although young people had information about smoking and the consequences, the reasons for smoking were not explored. Also, they wanted more help, more information and more support. Young people also felt that their lack of confidence was dismissed as ‘normal teenage stuff’ by adults, and some issues are not taken seriously. Young people wanted more information about

bereavement as they felt unprepared for someone they knew to die, or did not know how to support friends in that situation.

**Suggested Action:** Look at working with Early Help initiative  
Consider a new Text / Email service for young people.  
Publicise Childline  
Bullying to be a priority for SN YAB – young people want to review school policies and look at specialist support e.g. Kidscape.  
More information about drug and alcohol, and related services.  
Add bereavement to schools resource kit, publicise services.  
Look into a ‘Sporting Roadshow’ – something that enables young people to try out different sports that are not usually available to them, in a non-competitive environment.  
Consider some guidelines for school PE lessons.

### **Reduced teenage conception rates**

- South Norfolk has below regional and national average figures of teenage conceptions.
- The rate of teenage conceptions in South Norfolk was increasing until 2010, however, since then, figures have dropped every year.

No specific questions were asked in SurveyMonkey, nor have these issues particularly come up in Focus Groups.

A considerable amount of work has been carried out by the SN YAB, as well as working in partnership with the Teenage Pregnancy Action Group. This has been delivered as part of Norfolk’s overall strategy to reduce teenage conceptions. Positive results are being seen and so this work will continue, along with SN YAB’s commissioning of a specialist programme for all Year 9s in schools.

**Suggested Action:** Continue with 2013/2014 YAB Plan.

### **Reduced first time entries to the youth justice system & levels of re-offending**

South Norfolk has the third lowest crime figures in Norfolk (North Norfolk and Broadland districts have had fewer reported crimes).

No specific questions were asked in SurveyMonkey.

Young people did choose to discuss crime at Focus Groups, and explored issues around vandalism; graffiti; drugs and alcohol; and parties. With regards to vandalism and graffiti – this was felt to be an issue on some places, particularly with litter and tagging. Young people wanted to have parties at houses or halls, but wanted them to be safe and respectful. Young people were not aware of the Police Non-emergency number (101) and thought that this should be more publicised, particularly where vandalism would occur – bus shelters, etc.

Crime and Violence came low down the list of top issues with 5% of SurveyMonkey participants stating this as important. Only 1% of the South Norfolk on Show event attendees felt it was a top issue.

SN YAB has been carrying specific work in Wymondham as the number ASB incidents have not reduced. This work will continue as planned.

**Suggested Action:** Continue to link with PCSOs working in schools.  
Continue with 2013/2014 YAB Plan.  
Explore ‘Clean Up’ days with SNC, and add incentives (e.g. food / chips) to encourage young people to attend.  
Explore the use of graffiti walls.  
Produce a guide to running a party  
Publicity campaign re: 101 Non-emergency number

### **General information**

We asked the same question 'What do you think is the most important issue for young people today?' giving the responses from last year as possible answers – this allowed for comparison. Young people said:

- Mental Health and Self Image – 16%
- Bullying – 12%
- Getting jobs – 11%
- Nothing to do / bored – 10%
- Too much school work – 9%
- Money – 8%
- Relationships / families – 7%
- Health – 6%
- Education and Life skills – 5%
- Sexual Health / Pregnancy – 5%
- Crime and violence – 5%
- Substance use / misuse – 2%

This differs to the 2013 responses where the top five issues were:

- Substance use / misuse – 19%
- Getting jobs – 15%
- Education and Life skills – 14%
- Crime and violence – 12%
- Mental Health and Self Image – 10%

Attendees of the South Norfolk on Show event on 13<sup>th</sup> July 2014 were asked to vote on these issues. This vote obviously includes adult opinion. A different priority order was achieved:

- Nothing to do / bored – 24%
- Mental Health and Self Image – 20%
- Bullying – 13%
- Getting jobs – 9%
- Substance use / misuse – 6%
- Health – 4%
- Too much school work – 4%
- Relationships / families – 3%
- Education and Life skills – 3%
- Crime and violence – 1%
- Money – 1%
- Sexual Health / Pregnancy – 0%

Focus Group young people voted:

- Bullying
- drugs and alcohol
- violence in teenage relationships
- lifeskills
- exercise and fitness
- vandalism and graffiti



South Norfolk Youth Advisory Board

## Timeline April 2015 – March 2016

Month	Priority work and delivery	Meeting / Events / Other	Young Commissioners
April 2015	<ul style="list-style-type: none"> <li>• Young People's Funds</li> <li>• Life Skills Pilot start</li> </ul>	<ul style="list-style-type: none"> <li>• Bryan joins YW Team</li> <li>• NCC Self Assessment</li> </ul>	<ul style="list-style-type: none"> <li>• 18<sup>th</sup> - session</li> </ul>
May	<ul style="list-style-type: none"> <li>• Young People's Funds</li> <li>• School visits start</li> <li>• School Grants applications</li> <li>• Leaflet re-print</li> <li>• School Kit feedback</li> <li>• Work on LSHS Mentoring, Employer Questionnaire, Diss Doctors Surgery, Wymondham Detached and Teen Violence</li> <li>• 27-29<sup>th</sup> – Residential</li> <li>• 30<sup>th</sup> – Appleseed Day</li> </ul>	<ul style="list-style-type: none"> <li>• 11<sup>th</sup> – Full YAB (new chair)</li> <li>• New draft plan</li> <li>• #GotYAB deadline</li> </ul>	<ul style="list-style-type: none"> <li>• 18<sup>th</sup> – session (Environment planning, Get Connected, newsletter)</li> <li>• 21<sup>st</sup> – SH Inspection</li> <li>• 21<sup>st</sup> – Big D Festival</li> </ul>
June	<ul style="list-style-type: none"> <li>• Young People's Funds</li> <li>• Life Skills Pilot finish/review</li> <li>• School visits</li> <li>• Residential Review</li> <li>• Work on Careers priority</li> <li>• 27<sup>th</sup> – Appleseed Day</li> </ul>	<ul style="list-style-type: none"> <li>• Early Help Newsletter</li> <li>• Sam on leave 2 weeks</li> </ul>	<ul style="list-style-type: none"> <li>• 23<sup>rd</sup> – session</li> <li>• Newsletter distribution</li> </ul>
July	<ul style="list-style-type: none"> <li>• Young People's Funds</li> <li>• Sexual Health Pilot complete – review/re-commission?</li> <li>• Parent Guide feedback complete</li> <li>• Wymondham review</li> <li>• School visits</li> <li>• Work on Careers priority</li> <li>• Accreditation Programme starts</li> </ul>	<ul style="list-style-type: none"> <li>• Full YAB</li> <li>• 5<sup>th</sup> – South Norfolk on Show (BF &amp; HT)</li> <li>• Quarterly Report</li> <li>• Julia on leave 1 week</li> </ul>	<ul style="list-style-type: none"> <li>• 16<sup>th</sup> – session (Divine in Detention)</li> <li>• 23<sup>rd</sup> – Training session (joint with Broadland YCs)</li> <li>• Inspections</li> </ul>
August	<ul style="list-style-type: none"> <li>• Young People's Funds</li> <li>• Parent Guide re-draft/print</li> <li>• Life Skills x 2 days – review</li> <li>• 10, 11, 17, 18<sup>th</sup> – Appleseed Days – review</li> <li>• Accreditation Programme</li> </ul>	<ul style="list-style-type: none"> <li>• EH Newsletter</li> <li>• Julia on leave 2 weeks</li> <li>• Sam on leave 1 week</li> </ul>	<ul style="list-style-type: none"> <li>• County event / local celebration event / day trip</li> <li>• Session</li> <li>• Time to Change strategy</li> </ul>

September	<ul style="list-style-type: none"> <li>• Young People's Funds and review</li> <li>• School grant delivery start</li> <li>• School Grant applications</li> <li>• Sexual Health Programme re-commissioned</li> <li>• Parent Guide distributed</li> <li>• Time To Change</li> <li>• School Visits</li> <li>• Accreditation Programme</li> <li>• Positive Activity Days</li> </ul>	<ul style="list-style-type: none"> <li>• Full YAB</li> <li>• YMHFA courses</li> </ul>	<ul style="list-style-type: none"> <li>• Inspections</li> </ul>
October	<ul style="list-style-type: none"> <li>• Young People's Funds</li> <li>• Work on Careers priority</li> <li>• School Visits</li> <li>• Residential with Peer Leaders</li> <li>• Accreditation Programme</li> <li>• Positive Activity Days</li> </ul>	<ul style="list-style-type: none"> <li>• 22<sup>nd</sup> – Gift Of The YAB event</li> <li>• EH Newsletter</li> <li>• YMHFA Course</li> <li>• Quarterly Report</li> </ul>	<ul style="list-style-type: none"> <li>• 22<sup>nd</sup> – Gift Of The YAB event</li> <li>• Session</li> </ul>
November	<ul style="list-style-type: none"> <li>• Young People's Funds</li> <li>• Life Skill Programme</li> <li>• School Visits</li> <li>• Accreditation Programme</li> <li>• Positive Activity Days</li> </ul>	<ul style="list-style-type: none"> <li>• Full YAB</li> </ul>	<ul style="list-style-type: none"> <li>• Inspection</li> <li>• Newsletter</li> </ul>
December	<ul style="list-style-type: none"> <li>• Young People's Funds</li> <li>• School Visits</li> <li>• Accreditation Programme</li> <li>• Positive Activity Days</li> </ul>	<ul style="list-style-type: none"> <li>• EH Newsletter</li> </ul>	<ul style="list-style-type: none"> <li>• Session</li> </ul>
January 2016	<ul style="list-style-type: none"> <li>• Young People's Funds</li> <li>• School grant delivery start</li> <li>• School Visits</li> <li>• Accreditation Programme</li> <li>• Positive Activity Days</li> </ul>	<ul style="list-style-type: none"> <li>• Full YAB</li> <li>• Quarterly Report</li> </ul>	<ul style="list-style-type: none"> <li>• Inspection</li> </ul>
February	<ul style="list-style-type: none"> <li>• Young People's Funds</li> <li>• REVIEW / REPORT</li> <li>• School Visits</li> <li>• Residential with new yps</li> <li>• Accreditation Programme</li> <li>• Positive Activity Days</li> <li>• Life Skill Programme</li> </ul>	<ul style="list-style-type: none"> <li>• EH Newsletter</li> </ul>	<ul style="list-style-type: none"> <li>• Session</li> <li>• Newsletter</li> </ul>
March	<ul style="list-style-type: none"> <li>• Young People's Funds and review</li> <li>• School Visits</li> <li>• Accreditation Programme</li> <li>• Positive Activity Days</li> </ul>	<ul style="list-style-type: none"> <li>• Full YAB</li> <li>• NCC Self Assessment</li> </ul>	<ul style="list-style-type: none"> <li>• Session</li> <li>• Inspection</li> </ul>