

WELWYN HATFIELD BOROUGH COUNCIL
SOCIAL OVERVIEW AND SCRUTINY COMMITTEE – 11 APRIL 2018
REPORT OF THE DIRECTOR (HOUSING AND COMMUNITIES)

YOUTH AND SPORT PARTNERSHIPS ANNUAL REPORT 2017-18

1 Executive Summary

- 1.1 The Youth and Sports Partnership work programme was delivered as planned, with all projects and initiatives being completed despite some significant resource issues over the course of 2017, due to long term sickness.
- 1.2 The team has successfully engaged with the local community, and especially with young people across the borough. New partnerships and relationships have also been developed with local, county and regional organisations.
- 1.3 Successes of the past year included three new campaigns #JUSTTALK, BIG SUMMER '17 and Herts Year of Physical Activity, as well as the continued delivery of the Youth Council and the Dragons Apprentice Challenge.

2 Recommendation

- 2.1 That the Committee notes the content of this annual report.

Implications

3 Financial Implications

- 3.1 There are no financial implications directly related to the content of this report. The Service has its own budget which is agreed annually as part of the Council's overall budget process.

4 Link to Corporate Priorities

- 4.1 The content of this report is linked to the council's corporate priority for '*Maintain a safe and healthy community*' and '*engage with communities and provide value for money*'.

5 Legal Implications

- 5.1 There are no legal implications directly relating to the content of this report.

6 Climate Change Implications

- 6.1 There are no climate change implications directly relating to the content of this report.

7 Risk Management Implications

- 7.1 There are no risk management implications directly relating to the content of this report.

8 Explanation

The Service's key activities and events over the past year are set out below:

- 8.1 Following the review of the National Playday event, the Community Partnerships Team developed a new initiative called BIG Summer which was piloted during the first two weeks of summer 2017. The idea was to transform what was just one day of play into multiple mini events and activities for all ages at a wide range of locations around Welwyn Hatfield delivered both through the Council and its pool of local partners who had previously been involved with Playday.
- 8.1.1 It was estimated that over 5,000 children and young people participated in the events taking place over the two weeks. A total of 20 local partners put on around 90 activities over the fortnight, which were held at various locations across the borough.
- 8.1.2 Highlights included: Animal Antics in White Lion Square, Inflatable Fun at Stanborough Park Activity Centre, Pay and Play at Sir Fred's Sport Centre, and Skate Fest in Hatfield town centre. As well as the delivery of a new and improved Play Rangers programme.
- 8.1.3 The activities appealed just as much to older children and teenagers as they did to young families whereby Playday was more targeted at under 11s.
- 8.1.4 BIG SUMMER '17 was supported by a comprehensive marketing campaign and an interactive web calendar which was promoted widely to maximise participation of this new initiative. A review of the campaign has taken place which looked at what improvements can be made for 2018 and what worked well which needs to be replicated.
- 8.1.5 Preparations for BIG SUMMER '18 have already begun and will be open to a wider audience of partners following the success of the pilot in 2017.
- 8.2 #JUSTTALK – Boys Mental Health Campaign which is “Talking shows strength” was the key message of the very successful #JustTalk campaign that launched in January 2018.
- 8.2.1 The campaign was created by a group of professionals from HCC, Public Health, Welwyn Hatfield Borough Council and Youth Connexions and its aim

is to de-stigmatise talking about mental health, and make it easier for young people to develop healthy coping strategies and to know how and when to seek help. The campaign was initially created to engage with boys, as boys are less likely to seek help and advice about their mental health.

- 8.2.2 The Youth Partnerships Officer was instrumental in supporting the development of the campaign and Welwyn Hatfield Borough Council sponsored the social media advertising. Engagement was the highest we've seen in any Hertfordshire Public Health campaign, with international reach on Twitter, an audience of 4.5million and over 9 million impressions across nearly 1,500 tweets. Backing from Jack Wilshere generated 53 comments, 630 retweets and 2.5K likes. Facebook generated 58K impressions and 386 click-throughs for further information. The campaign is ongoing and we aim to deliver more assemblies in schools this year.
- 8.2.3 'Protecting and improving young people's mental health' event for professionals took place on 21st February and a Welwyn Hatfield Youth Councillor spoke at the event and talked about the work they have been doing to promote the #JUSTTALK campaign within our local secondary schools.
- 8.3 The Hertfordshire Year of Physical Activity is a campaign which has been initiated by the Herts Sports & Physical Activity Partnership (HSP) and Herts County Council (HCC), however Welwyn Hatfield Borough Council are developing their own localised delivery programme at a borough level to engage local residents to get involved in all that we offer for physical activity in Welwyn Hatfield.
 - 8.3.1 The Year of Physical Activity 2018 will primarily focus on children and adults who are not meeting the national recommended levels for physical activity. Leading an active lifestyle has many benefits to improving our physical and mental health. Regular physical activity can reduce the risk of developing over 20 chronic conditions such as type 2 diabetes, heart disease and some types of cancer.
 - 8.3.2 Each month there will be a different theme which will be led by a specific organisation, for example Dance Month will be led by Creative Hertfordshire and Walking Month will be led by Hertfordshire Health walks. Details of the monthly themes and lead organisations will be promoted on the Welwyn Hatfield Borough Council website.
 - 8.3.3 You will see the HYOPA mascot visiting many activities and events throughout the Borough this year starting with Sports Relief in March.
 - 8.3.4 June will be Women and Girls Month which will enable us to build on the success of This Girl Can in Welwyn Hatfield. With the support of our local partners we aim to raise the profile of sport for women and girls and highlight the vast range of opportunities that were available within the Borough.
 - 8.3.5 School participation, social media and good local media relations were key to the success of this programme and we will continue to strengthen the success of "This Girl Can" in 2018 through HYOPA.

- 8.4 The fifth Welwyn Hatfield Dragons' Apprentice Challenge began at the start of October 2017. It involves five teams of A-level Business students competing to raise the most money for their paired charity and by doing so being as creative and entrepreneurial as possible.
- 8.4.1 The teams of students from each school are tasked with turning £100 into £1,000 or more for their charity, and have until the end of February 2018 to do so. Along the way, they are set to learn vital business skills as they are guided through the process by their 'dragons' a team of business experts from around the borough. Five teams will attend "Judgement/Awards Day" on 23 March 2018 at Barclays HQ, Canary Wharf London where they will be interviewed. This will enable the Super Dragons to make an informed decision on who will win which the challenge. The project has received sponsorship from Barclays who provide the venue for judgement/awards ceremony and have donated the winner's prize.
- 8.4.2 Four new charities and four new businesses joined the programme this year: Herts Domestic Abuse Hotline, Big Cat Survival Trust, Animal Care Trust, and new businesses: ComputerCenter UK, Royal Vet College, Affinity for Business and Paypoint.
- 8.4.3 The 2018/19 challenge has already been looked at to ensure that we are still meeting the needs of the students and the needs of the community.
- 8.5 The borough's Youth Council currently has 16 members who meet on a weekly basis to discuss relevant issues, and contribute to improving the lives of young people within Welwyn Hatfield. Schools represented are: Stanborough, Monks Walk, Sir Frederic Osborn, Bishops Hatfield Girls, Onslow St Audrey's and Chancellors School. The Youth Council have been proactivity working on their Priorities for 2017/18 and have and continue to deliver excellent outcomes.
- 8.5.1 In addition to the above campaigning the Youth Council will be represented at a number of community events such as Crucial Crew, Houses of Parliament visit, Healthfest, British Youth Council Members meeting, Young Carers Conference, and will be engaging with young people to ensure that they continue to represent the views of young people and that they continue to raise awareness of their key priorities.
- Mental Health and General Wellbeing for Young People (Launch/promotion of the #JUSTTALK campaign/)
 - Body confidence and self-image (Recognise the impact of social media trends, recognising the signs and symptoms of eating disorders and self-harm – Dove Self Esteem Training).
 - Young Carers (Providing more support for schools to identify and support Young Carers and raise awareness of more support needed for young carers)

- Youth Democracy (Giving Young People to discuss and debate issues that affect young people)
- 8.6 The Welwyn Hatfield 11-19 Group boasts a membership of over 40 different individuals from over 30 different organisations. The 11-19 group not only looks at operational activities that involve young people but it also works with new organisations who have something new or different to offer either the professionals themselves or the young people they are working with.
 - 8.7 The Year 9 Crucial Crew event held at the Fielder Centre each March continues to be a great success. The event sees hundreds of year 9 students actively engaged with roughly 30 different agencies, from apprenticeships, businesses, cadets, colleges to youth workers. The is well supported by all 6 secondary schools and in 2019 plans are in place to see if we can engage with the Oaklands College students, who have previously been unable to engage.
 - 8.8 Changes to the management of Welwyn Hatfield Sports and Physical Activity Alliance (WHSPAA) has taken place over the past 12months. At the time of writing this report whilst there is no formal agreement on the future management of WHSPAA there have been clear indications from a few members that they wish to continue the organisation, however with some possible changes.
 - 8.9 The Welwyn Hatfield Primary School Games continues to be supported by the Council. The Council committed to supporting the games after the support for the Herts Youth Games was removed and the games stopped. The games is hugely to around 350 young people from the local primary schools. They get the opportunity to take part in a range of sporting activities including indoor and outdoor sports as well as traditional track and field athletics. 2017 was the build-up year to the 2018 Commonwealth Gold Coast Games in Australia.
 - 8.10 Community Use agreements are constantly being worked on and drafted with regards to new housing developments across the borough. This is specifically relevant for the schools sporting centres as it ensures that new facilities are open to the public after and before school hours as well as during the school holidays. This is a vital part of the teams work to ensure that we are providing maximum opportunities to residents where possible to participate in sport and physical activity, whether that be on a pay/play basis or through more organised club activity.
 - 8.11 Hatfield Community Sport Fund continues to offer local sports clubs and organisations the opportunity to gain match funding. So far the Board has awarded funds to Hatfield Bowls club, a local youth football club and is currently reviewing two applications around badminton and boxing.

9 Equality and Diversity

- 9.1 An EqIA was not completed because this report does not propose changes to existing service-related policies or the development of new service-related policies.

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