

The National Youth Agency working with young people, Cheshire and Warrington Connexions and the Central and Eastern Cheshire PCT under Section 64 funding

October 2008-August 2009-09-04



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1. Introduction and Overview

The National Youth Agency (NYA) is England's national expert on non-formal education – involved in shaping youth work policy and helping improve a range of practice with young people in England.

The National Youth Agency supports those involved in young people's personal and social development and works to enable all young people to fulfil their potential as individuals through

- Informing, advising and helping those who work with young people.
- Influencing youth policy and improving services for young people.
- Promoting young people's participation, influence and place in society

The NYA have established a strong adolescent health team, and the following extracts help place the Section 64 work in an organisational and strategic context.

Vision

In line with *Every Child Matters*, the *National Service Framework for Children, Young People and Maternity Services* and *Aiming High*, our vision is that all young people are healthy and that they enjoy good physical and mental health and are supported to adopt healthier lifestyles and develop greater emotional resilience.

Aims

The NYA will work toward this by:

1. Promoting young people's influence, voice and place in the determination of their own health needs
2. Improving the practice, programmes and services offered to young people by the non formal education and health sectors (and particularly by youth and young people's services) to support young people to adopt and maintain healthier lifestyles;
3. Promoting the development of health education policy based on an improved understanding of adolescence and health and the contribution of non formal education and youth work approaches to achieving that;
4. Building the capacity of Children's Trusts and their partners to deliver improved health outcomes for young people at local level.

[\[The National Youth Agency Health Strategy 2007-2010\]](#)

Section 64 work with Cheshire and Warrington Connexions and Knutsford Community Healthcare Project (Central and Eastern Cheshire PCT).

The Department of Health approved a bid made to the Section 64 Grant scheme by NYA in 2006 which had the following aims

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- To enable providers of youth work and other non-formal education to improve services so that young people in contact enjoy better physical and mental health
 - To expand the understanding and raise the effectiveness of adolescent health within the non-formal education sector
 - To promote non-formal education approaches to young people's health amongst PCTs and relevant health providers

The NYA invited applications for support under S.64 using its national electronic Health News Bulletin. Cheshire and Warrington Connexions Service (how hold the youth work contract on behalf of the local authorities) applied for support for a project that would :

- improve links between local health services, through the Central and Eastern Cheshire PCT (CECPCT), non-formal (youth work) settings and young people in the town of Knutsford.
- ensure that young people, as one of the communities of users of local GP services, had a voice and were engaged in consultation around the development of a new Health Clinic in Knutsford.
- develop a young people's consultation group that could be an ongoing forum to engage local young people in health issues.

The PCT recognised that the input of the youth engagement elements within Cheshire and Warrington Connexions was essential to provide effective consultation and a genuine "young people's voice" in the development.

The NYA's role was to:

- act as overall advisor, providing a national perspective
- input its experience and expertise in youth participation and health issues,
- deliver training and activities for young people and
- supply relevant materials
- provide a grant of up to £4,000 to support work with young people

2. Scope of the work

The application suitable for NYA support under Section 64 funding as it was directly linked to young people being engaged with health services to improve access and health, and enabling health services and non-formal provision for young people.

An initial scoping meeting was held between the lead officers from Connexions, CECPCT and The NYA which established an initial list of potential outputs as:

- Opportunities for young people to become actively involved in the design of the new health facility.
 - Young people to engage with health staff to reduce barriers and possible negative stereotypes on both sides
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- Develop ways of future engagement of young people in the ongoing promotion and development of health services through active participation in forums and patient panels
 - Joint training for youth work/Connexions/third sector staff with health staff, to raise understanding and effective joint working using NYA expertise in this area.
 - Introduce managers of services that work with young people to national tools and guidance documents, including “Your Welcome” and “Good Practice Guides for Healthy Youth Work”.
 - Capture lessons learned in the process of engagement of young people and workers, through case studies and other materials that can be shared nationally.

It was recognised that not all of these would be achieved within the 6 months of Section 64 funding but that the aim was to lay foundations for a longer term piece of work.

3. Personnel and Resources

Key personnel engaged in the project were:

Jenny Banks, - Development and External Funding Manager, Cheshire and Warrington Connexions. (until November 2008)

Simon Beard - Development Officer (Health), The National Youth Agency)

Sue Noyce - CECPCT- lead on the Knutsford Project

Dr Leslie Bayliss - GP, Toft Road Surgery, Knutsford

Zarah Quraishi - Cheshire & Warrington Connexions Youth Participation Consultant

Catherine Mills - Community and Patient Engagement Co-ordinator CECPCT

Gill Potts - Engagement worker, Connexions

Fran Harding and Angela Murney - Youth Workers, Connexions

Young people from a range of Connexions targeted youth work projects.

4. Project progress

Prior to this project, the PCT had attempted to invite young people to a consultation event for the new health centre but this had a very limited response from young people. It was recognised that the skills and contacts of the Connexions workers were needed to achieve more effective engagement.

In July 2008 there was a workshop for a range of professionals to identify ways forward to consult with young people. A plan was drafted by the PCT with comments and advice from the NYA.

The draft plan was approved following further amendment and comments at a meeting in September 08 with a range of health and Connexions staff.

The plan reflected the NYA's input into this process, and used both the "Good Practice Guidelines for Healthy Youth Work" and the Department of Health's "You're Welcome" as key national documents to guide progress.

As a first step in the process, Connexions youth engagement staff recruited and supported a group of young people to meet the short-listed developers for the new health centre. The developers said that they were impressed by the interest and the level of questions raised by this group.

Unfortunately, there was a loss of momentum due to staff changes both within Connexions and the PCT over the Autumn of 2008. The area underwent a local government re-organisation, with two new authorities being set up, and other staffing and role changes within the PCT meant that progress was held up until the Spring of 2009, when new posts and job responsibilities were clarified. This led to Connexions taking the active lead in pushing forward the engagement of young people.

A revised project plan was drafted in February 09 (**See Appendix B**) and subsequently agreed by the key partners, including The NYA, in March. Connexions engagement workers recruited young people to form the hub of the new consultation/engagement group on health. The group included young people from a wide range of backgrounds, and included some young people in receipt of targeted support.

An introductory session for young people took place at the Attic Centre in Knutsford on 7th July. Although only four young people attended the introductory session, aged 13-16, they were keen to be involved and wanted to help the group to grow and become effective. They were told about the project, and the aim of involving young people in the development of the new health facility, and got to know each other and the staff, including the NYA staff member, in some "icebreaker" activities. The session received a 100% "

In subsequent, longer session a week later, five young people attended and Simon Beard, the NYA Development Officer (Health), worked through a number of activities to help young people to focus on:

- What do we mean by health?
- What makes me healthy/unhealthy?
- What barriers stop young people using health services?



The activities included the young people drawing “ginger-bread men” bodies, and putting words that they associate with health and wellbeing inside the outline, and words associated with poor health outside the bodies:

Another exercise involved them putting words on paper “bricks” to represent the “wall” that hindered access to health services. Words that came up included:

- Worried someone might see me
- Embarrassed
- Nervous, scared
- Doctor or worker might laugh at them
- Paying prescription charges
- Don't want to go alone but scared to ask someone to come with you
- Worried about my age
- Transport problems
- Can't get there in school time
- Embarrassed to go to chemist to get prescription
- Someone might see me and tell other people (like parents)

Staff stressed that the PCT really wanted to hear these (and other) views and needed young people to tell them how the new health centre could be more young person friendly. Participants agreed to be involved in a consultation programme where they could involve other young people.

These sessions were due to be followed up with a two day residential in August, working with a larger group to focus on the skills needed to achieve a voice and influence, and for the young people to start designing a questionnaire to use to consult with other young people about what they wanted from a new health facility in the town. **(Plan for activities at the Residential attached as Appendix D)** Due to a range of factors, however, several of the young people had to drop out and the decision was taken to postpone the residential until 25th/26th September when term had restarted.

Overall, the NYA attended six planning meetings and two sessions totalling six hours with young people. Each trip to Cheshire involved a 250 (4 hrs plus) round trip. On one occasions the NYA consultant stayed overnight in Knutsford. In addition, there was frequent e-mail and phone support, comments on drafts plans and workers were supplied with a range of documents including The NYA's "Good Practice Guidelines for Healthy Youth Work" and the newly published "Health Activities Resource Pack". The funding provided has enabled the project to pay for the residential (£1200), refreshments and travel for the young people attending forum meetings, and additional staff time to devote to recruiting and supporting the young people.



5. Current Position and Moving forward.

Connexions and the PCT remain committed to the involvement of young people and the residential will continue the work with the existing core group and others to draw up the questionnaire, and for young people to become engaged in the development with the architects and others.

The training of health staff in “youth friendliness” has been delayed until the new centre is closer to opening, but remains an important aspect. It is hoped that some of the young people from the core group will be a part of this training.

Due to the delays that have taken place within the project, the NYA is unable to continue support beyond September 2009. However, we are satisfied that the project now has a secure grounding within both the PCT and the Connexions Service to ensure that engagement with young people will grow to become a positive force in the area. It will benefit both the services and young people and could be seen as a model for similar work across the country.

6. Lessons learned from the work

- a) Engaging young people in consultation does require the involvement of local workers, and takes dedicated time and resources to set up and maintain.
 - b) Young people’s time is precious to them and there have to be clear, relatively short-term outcomes for them to see in order to gain their interest and commitment, especially where the eventual outcome - e.g. a new health facility, is going to be many months or even years away.
 - c) Young people are concerned about health issues and yet perceive a wide range of barriers that make it harder for them to use health services. The plans include “young people awareness” training for health staff, and this can be mirrored by health services demonstrating and advertising their “young people friendly status”. A wider roll out of “Your Welcome” standards across the NHS and associated services would be a crucial step in this.
 - d) For a process to be effective, the commitment of a wide range of professionals is needed. The process of agreeing the plans, and indeed recognition that young people should have a say in the development of a new facility, was helped by the energy and enthusiasm of the local GP and senior PCT staff, as well as Connexions/youth work involvement.
 - e) That consultation processes such as this are vulnerable in times of structural or political change, and will only succeed if key personnel keep the issues “on the agenda”.
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7. Appendices attached:

A – Connexions application for S 64 support

B – Revised Projects Plan (Feb 09)

C - Residential plan

Appendix A – Connexions Cheshire and Warrington application for S. 64 support

Section 64 Partnership work with the National Youth Agency

Proposal Summary

Our proposal is based on a working partnership between Connexions Cheshire and Warrington Ltd and Central and Eastern Cheshire PCT (CECPCT). This proposal will be led by Connexions who will appoint their **Participation and Involvement Manager** as the anchor for this work. Jointly we would like to engage the expertise of the Section 64 partnership work with the NYA at a pivotal stage in the development of a new Health Centre offering services (merging of 3 GP surgeries, outpatient services, diagnostics etc) to a diverse community in Cheshire. It would be our intention to work collaboratively to ensure that the development of services for this challenging community has at its core the needs of young people, and bridges the gap between their need and that of the wider community. This is further intensified as the locality has community cohesion issues relating to ‘turf wars’ associated with deprivation set between affluence and a resistance to collaborate between particular housing estates and outreach to the rural community. In contrast to other areas of Cheshire, the population of young people in the Knutsford area is set to rise, whilst the growth in older people is relatively less. This makes Knutsford a prime site for piloting new ways of engaging with young people, and using the lessons learnt to influence developments across the wider PCT area.

Geographical Area ~ Knutsford, Cheshire (see additional paper **Appendix 1**)

Note: The population serviced by the Health Centre includes surrounding towns and villages reaching around 21,000 people.

Timeframe ~ It would be advantageous to link the development of the participation of young people alongside the timetable for the practical development of the Health Centre. It is envisaged that the Developer will be appointed end of October 08 with a 6-month remit to develop the project plan and submit 2-3 design options. This would be the timeframe for this proposal taking into consideration any slippage in dates. *(We would continue to support young people post design stage through the build stage to remain actively involved and participating in monitoring development using our employed Youth Link Worker).*

Vision and Opportunities Provided by the new Health Centre

Central and Eastern Cheshire PCT is responsible for identifying the health needs of the towns and communities that it serves, and ensuring health services and preventative health interventions are commissioned to improve overall health. These services should address inequalities in health that manifest through poorer life expectancy and a higher prevalence of illness in some communities.

In 2006 the former Eastern Cheshire PCT, East Cheshire NHS Trust, and Cheshire and Wirral Partnership Trust consulted widely on a set of proposals to develop primary care and community hospitals in Knutsford and Congleton; increase access to community intermediate tier services, diagnostics and outpatient services, and improve local support to people with long-term conditions and mental ill-health. Central and Eastern Cheshire PCT, newly established in September 2006 endorsed and adopted these proposals in the "Healthcare in a Community Setting" strategy, approved by the Trust Board in May 2007. These are exciting proposals aimed at bringing more care "closer to home" through innovative service re-design and Practice-based commissioning.

Planning for the Community Health Centre facilities in Knutsford has been progressing over the last 18 months, led by the PCT and local GPs who will re-locate into the new facilities. A procurement process is in place to appoint a 3rd Party Development partner by the end of October 2008 (see **Appendix 2** – Knutsford Update).

Meanwhile work is in progress to ensure that the needs of young people are not neglected, and that the opportunity is taken to improve the way general medical services understand and respond to the needs of young people. A recent workshop brought together a range of service providers for young people to assist with the planning. A report of the workshop is attached (**Appendix 3**).

Youth Participation ~ What we want to happen, what we want to achieve

The development of the Health Centre as a 'project' has been ongoing as the related documents illustrate – including the gathering of providers tasked with highlighting the opportunity to engage young people.

The Connexions Participation and Involvement Team have a considerable amount of expertise in consulting with and engaging young people and ensure it is at the forefront of the company business as the attached document illustrates. (see **Appendix 4** – If you say so)

We now require the expertise of the consultancy available to find *innovative* and *inspiring* methods of ensuring young people influence and engage with the project as it proceeds. We would also use this expertise to address the community cohesion issues using young people as a vehicle. This is also a unique opportunity for us to work in a collaborative way in the field of health to ensure that the resulting service meets the diverse needs of the rising young

population and the wider community. This could include health and equality impact assessment of the emerging plans.

Connexions Cheshire and Warrington in 2008 transferred the Youth Service from Cheshire to provide a high quality Integrated Youth Support Service. As a company and in partnership with CEPCT we are well placed to ensure that:

- ***As a provider of youth work we assist young people we are in contact with to enjoy better physical and mental health*** ~ we have recently undertaken a 'pee for a pod' scheme to encourage young people to participate actively in a chlamydia testing scheme.
- ***We play a part in understanding and raising the effectiveness of adolescent health within non-formal education*** ~within the Connexions and IYSS Service we are proactive in addressing young peoples health issues, we also have Phaze and Disc within our Company which are in house well established substance misuse services.
- ***We promote non-formal education approaches to young people's health amongst PCT's and relevant health providers*** ~ we have established and real working relationships with the PCTs that service Cheshire and Warrington.

The strength in the partnership between Connexions Cheshire and Warrington Ltd and CEPCT is our ability to reach the young population and to engage the health professionals. However we would seek to use the expertise on offer to develop internal training mechanisms that put young people at the fore training health professional in engaging with young people. We have a track record of engaging young people with designing and developing buildings, which includes working alongside designers/architects etc. We would like to explore this further with a health theme that could involve art-based activity.

We have well-established networks within Cheshire and would engage a number of other partners in this process, such as the Children's Trust. We would also seek to secure additional funding at a local level to support the development of this process.

Appendix B – Revised Project Plan (Feb 09)

Knutsford Community Healthcare Project: Engagement with Young People, Children and Families

Context/Background

One of the issues raised during the initial stages of the Knutsford Community Healthcare Project has been a lack of services and facilities for young people in the town. There is support from all quarters to include community facilities in the proposed new health centre, and the PCT has been working with a range of partners to consider how to ensure that these are accessible to young people. Work is also needed to ensure that the town's health services

are meeting the needs young people.

Where are we now?

Some work has already taken place with members of the School Parliament at Knutsford High School who attended the Developers Exhibition in October 2008. We hope to continue to work with the High School, whilst recognising that not all young people in Knutsford attend the school. A successful funding application was submitted to the National Youth Agency by the PCT and Connexions and this money will be used to support the plans outlined below.

Plan Objectives

- To ensure that any new facilities and services provided in Knutsford are accessible to, and meet the needs of, young people
- To encourage a sense of ownership of a new building among all sectors of the local community
- To ensure that all young people in the town have access to information about the project and ways to give their views about the proposals
- To ensure that young people who are involved in the project receive recognition for their work and that it acts as a development opportunity for them
- To work with agencies who specialise in working with young people
- To ensure that the PCT meets its statutory requirements in terms of its duty to consult and involve all sections of the community
- Act as a catalyst and potential model for involving young people across Central and Eastern Cheshire PCT area
- Bringing groups of young people that are from across the community
- To develop a youth voice group for Knutsford that can get involved in decision making within the town.

Key Audiences

All young people in Knutsford including those not in the education system and those attending Knutsford High School, some of whom live out of area. Some Knutsford residents also travel to schools outside the town.

Key messages

- We want to improve services for young people in Knutsford and need their support to ensure that we do this in the right way
- Young people have a right to be involved in this kind of project and their views are important to us
- We want young people to get something out of their involvement with the project

Counter messages/risks

-
- Lack of interest from young people
 - Difficulty in attracting a representative sample
 - We must be careful not to over promise as we do not want to raise expectations unrealistically

Methods

We intend to establish a Youth Panel which will work alongside the Project Steering Group and the existing Community Panel.

The role of the Panel members will be to represent the views of young people within the town and act as a “sounding board” for the PCT and the developer. We will aim to attract a diverse range of young people to sit on the Panel including those who are not in education and young parents.

The panel will meet on a regular basis in the centre of Knutsford and travel expenses will be paid as necessary. The panel will have its own work programme and all members will be supported to put together a portfolio to demonstrate their involvement in the project. The Youth Panel will need to establish a relationship with the existing Community Panel and there should be a cross over in membership so both groups can learn from each other.

The various stages that we will need to go through to establish the Panel are set out in the action plan below. We hope to involve young people in designing the publicity and recruitment materials for this group and the first event for the Youth Panel will be a workshop when anyone with an interest can attend and give their views. Panel members will be selected from those who attend the workshop, which will be run by the PCT with input from partner agencies. The Panel will then meet on a regular, ongoing basis. They will be instrumental in designing and delivering a wider programme of engagement work with their peer group.

We also hope to work with local schools to develop art work for the new building.

Timing

We hope to publicise the Youth Panel ahead of the initial workshop on 31 January 2009. Once established, the Panel will run for the lifetime of the Healthcare Project and beyond as an ongoing mechanism for young people to be involved in the development of local health services.

It is likely that the project will need to go out to consult with the public early in 2009 and one of the roles of the Panel will be to devise consultation or engagement activities that are young people friendly and that meet the standards expected of the PCT, such as using a range of methods to gather views and feedback.

Outputs

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1. Young people are trained with the skills they need to participate in decision making forums, and are able to input into the new GP Practice in Knutsford
 2. Youth Voice forum established
 3. The PCT trust receive training on the 'On Your Welcome' package

5 stage plan

Stage 1	The planning group and the young people identified come together for an event looking at what the project means to them and how they can get involved. It will also look at expectation as to what can and can't be changed. The PCT and the NYA will be involved with this day On Your way completed
Stage 2	Young people from The Attic, and Knutsford High Youth Parliament come together to design a questionnaire that seeks to gather <ul style="list-style-type: none"> • opinions form a wider group of young people about health services • access to provision on the area • seek to recruit new young people to the project • identify areas where young people want a say in Knutsford (and surrounding areas) <p>This original group will become the planning group.</p>
Stage 3	The questionnaire is then delivered to <ul style="list-style-type: none"> • all years in Knutsford High via PA • voluntary sector projects via YW team with the support of the I & D Manager • In town centre with via YP planning group & Youth link Workers
Stage 4	A training residential is held where young people will focus on <ul style="list-style-type: none"> • Identifying gaps in their area- through a town map • Group working skills • Looking at questionnaire results & presenting information • Developing skills to become involved in decision making processes <p>Young people will also be signed up to V as an accreditation,</p>
Stage 5	Youth Voice group set up, and heath findings presented. This group will then meet on a monthly basis for a period of two years focusing on a range of issues, but at all times being available to participate in PCT consultation

Appendix D – Activities for the residential with young people

Final Programme 21-22nd August 2009

Time	Activity	Lead	Staff in building
Friday			
10.00	Open up residential centre	Zarah	
10.00	Young People Pick Ups at The Attic, Knutsford	Sarah & Fran	
12.00	Arrival, Ground Rules and welcome to centre	Zarah	ZQ, SB, FH, SG
12.30	Settle into rooms	All	ZQ, SB, FH, SG
13.00	Lunch	Zarah	ZQ, SB, FH, SG
14.00	Young People & Health	Simon & Fran	ZQ, SB, FH, SG
15.00	Break	Zarah	ZQ, SB, FH, SG
15.30	Young People & Health	Simon, Sarah & Fran	ZQ, SB, FH, SG
16.30	Team building	Zarah	ZQ, SB, FH, SG
17.00	Dinner & free time	Zarah & Ang	ZQ, SB, FH, SG AM
18.30	Consultation and the PCT	Zarah & Sue N	ZQ, SB, FH, SG AM & Sue Noyce
19.15	Questionnaire design	Sarah, Zarah & Sue N	ZQ, SB, FH, SG AM & Sue Noyce
20.00	Team building - Making a difference in your community	Fran & Sarah	ZQ, FH, SG AM & Sue Noyce
21.30	Chill time	Ang & Zarah	ZQ, FH, AM
23.30	Hot chocolate & tidy up	All	ZQ, FH, AM
	Sleep		ZQ, FH, AM
Saturday			
9.30	Breakfast	Ang & Zarah	ZQ, FH, AM
10.00	GP Input What services are offered What are the benefits of joining together Where can young people have an input Completion of questionnaires	Fran & Lesley	ZQ, FH, AM & Lesley Bayliss
11.00	Team building Walk to Beeston castle or Candle factory	Ang & Zarah	ZQ, FH, AM & Lesley Bayliss
12.00	Tidy up & Leave	All	ZQ, FH, AM
