

# Bromsgrove Youth & Community Hub



## Business Plan

Geoff Taylor-Smith, Head of Children & Families  
YMCA Worcestershire

07718 707453 [Geoff.Taylor-Smith@YMCAWorcestershire.org.uk](mailto:Geoff.Taylor-Smith@YMCAWorcestershire.org.uk)

Graham Bayley, Minister, NewSong Community Church  
07490 958994 [gra.bayley@yahoo.co.uk](mailto:gra.bayley@yahoo.co.uk)

Mike Knowles, Youth & Community Manager  
YMCA Worcestershire

07787 408523 [Mike.Knowles@YMCAWorcestershire.org.uk](mailto:Mike.Knowles@YMCAWorcestershire.org.uk)

Paul Lewis, Minister, Bromsgrove Baptist Church  
01527 759049 [pl@bromsgrove-baptists.org.uk](mailto:pl@bromsgrove-baptists.org.uk)

Louise Hall, Community Capacity Builder.  
Parenting & Family Support Services  
07508 016541 [louise.hall@bromsgroveandredditch.gov.uk](mailto:louise.hall@bromsgroveandredditch.gov.uk)

## Contents

Executive Summary .....	3
Needs Analysis .....	3
NEET data for Bromsgrove 2017.....	4
Consultation Process .....	4
Consultation 1 .....	4
Q1 - What is there to do in Bromsgrove now? .....	5
Q2 - How do you find out what's going on in Bromsgrove?.....	6
Q3 - What's missing from Bromsgrove?.....	7
Consultation 2 .....	8
Consultation 3 .....	9
Q1 - How do you find out information about what is on and support that is available? .....	10
Q2 – What should we offer? .....	10
Q3 – What times should the centre be open? .....	11
Q4 – What should we call the space? .....	11
Proposal .....	11
Outcomes.....	12
Outputs .....	12
Measures .....	12
Milestones (prior to funding allocation) .....	12
Proposed activities .....	12
Action Plan.....	13
Year 1 – Engagement of Young People .....	13
Year 2 - Participation of Young People.....	13
Year 3 - Further implementation and sustainability planning .....	13
Contribution to Bromsgrove District Council Strategic Purposes.....	13
Help me to live my life independently.....	13
Help me to be financially independent.....	14
Provide Good things for me to see, do and visit.....	14
Building Refurbishment.....	14
Partners.....	14
Risk Management.....	15
Financial Analysis.....	15
Current Supporters .....	16

### **Executive Summary**

There has been discussion with stakeholders about the need to have a youth provision in the centre of Bromsgrove which can offer a wide range of services and activities and also counter some of the negative issues such as anti-social behaviour. The main discussion groups have been Safer Bromsgrove, Balanced Communities and the Town Centre Group. A smaller group has spent time devising a three year business plan which we consider will offer a positive model of engagement and participation and develop young people as assets to their local community.

Bromsgrove district has an ageing population and young people report that there are few places for them to meet and do things that interest them in Bromsgrove town centre. The town centre is dominated by commercial premises most of which are not designed as places for young people to meet and socialise together. The completion of the new Waitrose is evidence to young people that a space suitable for their needs is unlikely to be a priority in the near future. If young people are to feel they are a part of the Bromsgrove community and want to stay, live and work in the town; more has to be done to create the space they say they need. Bromsgrove town centre for example does not have a signposting service for young people and a support advice and guidance service which is readily available.

### **Needs Analysis**

The Bromsgrove Parenting and Family Support Service received 89 referrals concerning young people between just January to May 2017, with 27 of them being aged 13 to 18 years.

The issues identified from the referrals are:

- Relationship difficulties at home and school
- Anti-social behaviour in school or the community
- School attendance
- Risk taking behaviour
- Parenting support
- Parental mental health often linked to domestic violence
- Children’s emotional health and well being

Children’s Services data for Bromsgrove, in April 2017 shows there are a total of 254 children and young people aged 0 – 19 years old who are on a plan for child protection, children in need and looked after by the local authority.

Data presented to the Safer Bromsgrove Partnership identifies that there are young people who are involved in anti-social behaviour and too many young people are not in education, employment or training. The partnership has identified these two issues as those which require additional support especially tackling anti-social behaviour in Bromsgrove town centre.

## Bromsgrove Youth & Community Hub – Young People’s Project

### NEET data for Bromsgrove 2017

Type	Total	Commentary
Year 11 RED Risk of NEET Indicator	Approx. 34	2 currently being supported by Family Support
Years 12-13 NEET	43 (out of 379 across county)	2.2% - the lowest across Worcestershire
Years 12-13 NEET Unknown	18 (out of 122 across county)	0.9% one of the lowest across Worcestershire

Anti-social behaviour in the town centre and its environs has been identified by the Police and the Town Centre Manager as an issue related to children not having enough positive activities to do. Related to this young people report that there is insufficient support for them, on a range of needs, which if tackled early enough would not escalate such that costly interventions are required later.

The numbers of youth ASB interventions in Bromsgrove from April 2016 to March 2017. Please note that the figures include individual young people who have moved up the categories or received more than one letter throughout the year.

Intervention Type	Age	13	14	15	16	17	18	19	Total
Advice (Level 0) Letter		1	10	9	2	4	1	1	28
Level 1 Letter		4	6	1	2	2	1	5	21
Level 2		0	0	0	0	0	2	1	3
Level 2 Reminder		0	0	0	1	0	0	0	1
Level 3 Meeting		0	0	0	0	0	0	0	0
<b>Total</b>		5	16	10	5	6	4	7	

However behind the data are the needs of young people which they say are not being addressed sufficiently well. We have consulted young people at different events and in a variety of ways.

## Consultation Process

### Consultation 1

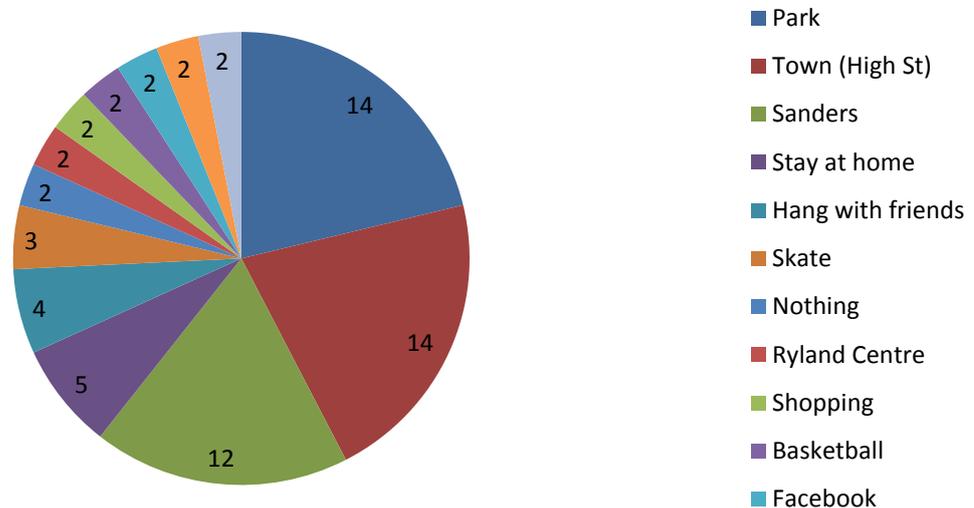
The information below highlights young people’s responses to the three questions asked at Sanders Park firework Display on November 5<sup>th</sup>.

1. What is there for you to do in Bromsgrove?
2. How do you find out what is happening?
3. What is missing?

## Bromsgrove Youth & Community Hub – Young People’s Project

The overall response was very good. The number of responses does not correspond with the number of young people as a number wrote more than one suggestion on their allotted tags. Similarly, with each question there was at least six (6) tags which were either left blank, or could not be deciphered.

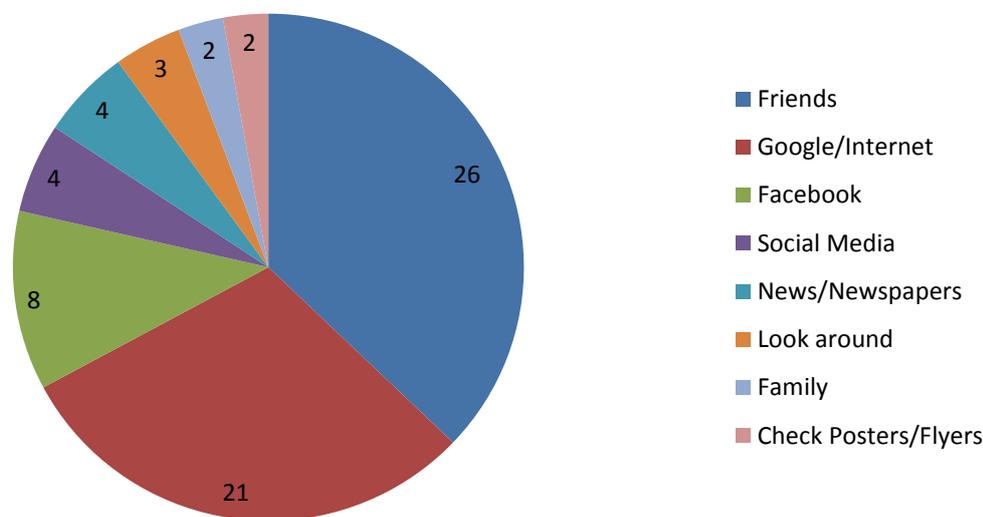
### Q1 - What is there to do in Bromsgrove now?



The above analysis has been identified from the suggestions that the young people identified themselves on their tags. Other responses that only have one vote each are recorded below, for information only. It should be noted that some of the tags said “Park” whilst others said “Sanders” both could be suggesting Sanders Park however as they weren’t explicitly shown we have shown them as separate percentiles. The highest number of tags show, “Park”, “Sanders” and “Town” as the location of choice for the young people.

- |                            |   |
|----------------------------|---|
| The Pub                    | Roller Disco                            |
| On The P**s                | Study at home                           |
| Aston Fields RFC           | KFC                                     |
| Bromsgrove Gymnastics Club | Walk around                             |
| Chill at ASDA              | Text friends                            |
| Cinema                     | Reading                                 |
| Work weekends              | From Birmingham (Dad used to live here) |
| Poundland Roof             | Youth Group (Baptist Church)            |
| Scouts                     | Youth Groups                            |
| Youth Club (YMCA)          |   |

**Q2 - How do you find out what's going on in Bromsgrove?**



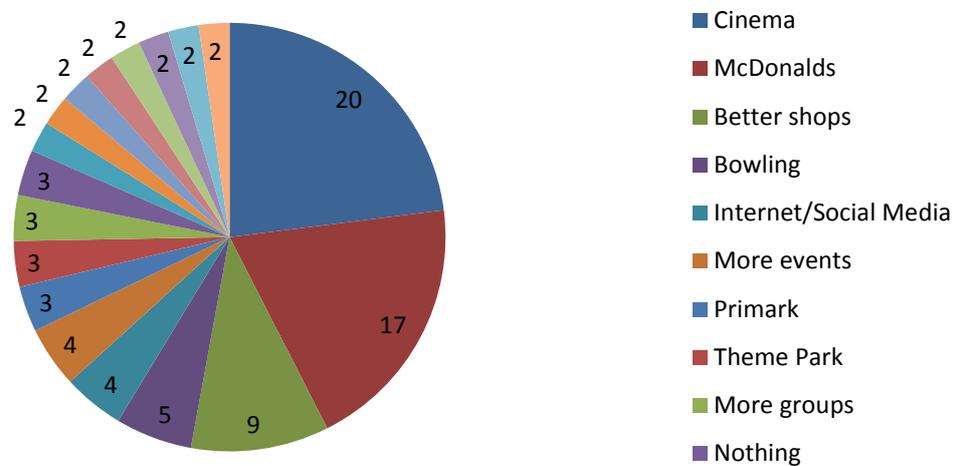
Again, in the same format as the previous question the above analysis has been identified from the suggestions that the young people identified themselves on their tags. Other responses that only had one vote each are recorded below, for information only.

- Dad
- Support worker
- At school
- Spotted Bromsgrove
- Through work
- Look up what there is to do
- At Bromsgrove Baptist church

The majority of young people find out what is going on from:

Internet - 26, Friends - 21, Facebook - 8, and Social media - 4. Again, the headings have been listed as written by the young people on the tags so although a small number specifically mentioned "Google" Those quoting the "internet" could actually be referring to a form of social media – it just wasn't made explicit.

**Q3 - What's missing from Bromsgrove?**



Other activities identified by the respondents, but with only one vote each are as follows:

**Shopping**

- Hollister
- Top shop
- Victoria Secret
- Superdry
- Shopping centre like the Bull Ring
- Games shop
- Hollister

**Restaurants**

- KFC
- Krispy Crème
- Restaurant

**Activities**

- Trampoline park
- Football goals with nets
- Somewhere to play football
- Lacrosse club
- Adventure Playground

**Miscellaneous**

- Stop building houses
- Things for younger lads
- PS4
- More places to drink
- Nothing missing
- Disney
- Places away from old people

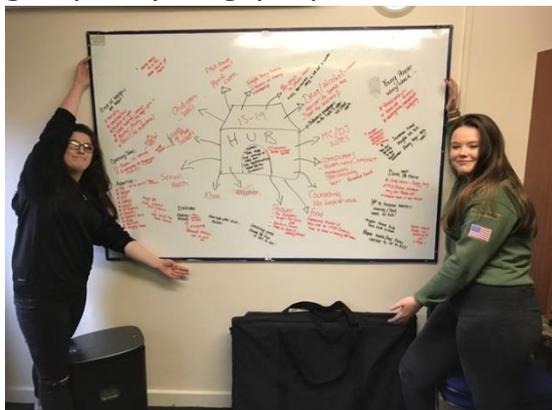
The most significant number of responses identified the lack of a cinema to attend and a McDonalds to eat at. The Artrix does have a cinema and there may be a need for further research to identify why young people are not accessing this facility. A number commented on different shopping outlets, when looked at individually it is not significant however when grouped together it culminates in eleven (11) votes for additional retail outlets.

## Bromsgrove Youth & Community Hub – Young People’s Project

### Consultation 2

Our second consultation event with young people took place on 8<sup>th</sup> March 2017 and included a visit to the Basement at the Baptist Church which is a potential venue for young people to meet.

Two groups of young people aged 14-21 years met in the Basement, with one group of young people who are currently engaging in youth provision and the



other group who were not. Both groups of young people liked the space and suggested possible activities that could be offered from there.

From the consultation we completed with the young people, we presented our idea to the Safer Bromsgrove partners and secured £20,000 towards our project subject to the production of a three year action plan for approval.



### Consultation 3



The third consultation day took place on 11<sup>th</sup> April 2017 at the St Georges Day event in Bromsgrove Town Centre. The youngest person we spoke to was 10 years old and the eldest 23 years old. Most of the young people attending the event were 11 to 16 years old.

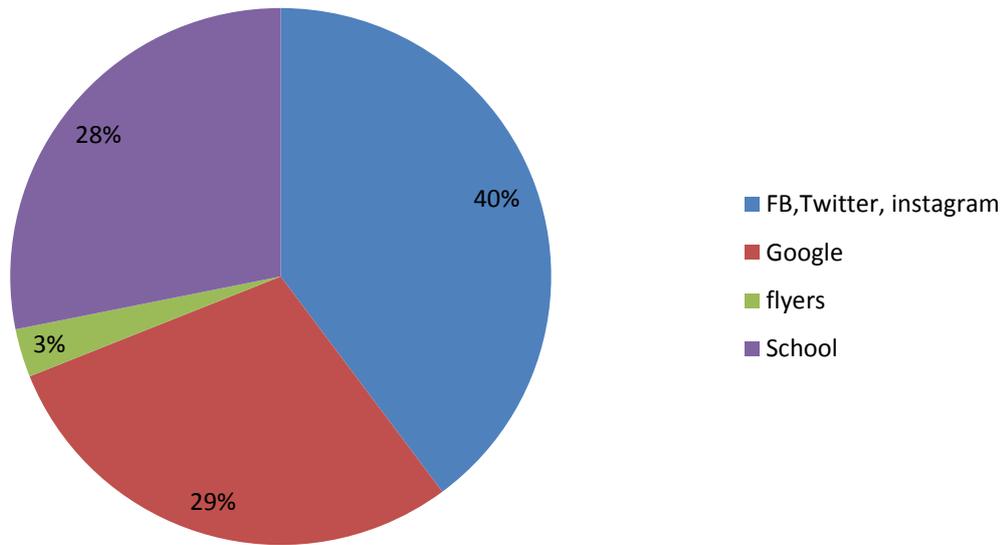
This time the consultation took a different form and before we asked a number of specific questions, some general conversation took place about the needs of young people in Bromsgrove. They said:

- Exam stress was prevalent and it would be good to have someone to talk to.
- No-one was aware of the school nurse texting service.
- Many young people under 15 years old reported suffering with stress-around school work/ homework and exams.
- Quote: “I know loads of young people who need sexual health advice around here.”
- 4 mentioned that they have friends that have recently been told to leave their family home.
- At least 7 said that they had recently or are currently being bullied.
- The majority said Instagram is useful for getting information.

From the learnings identified from Consultation number 1, when we asked the questions at this consultation we limited the number of responses.

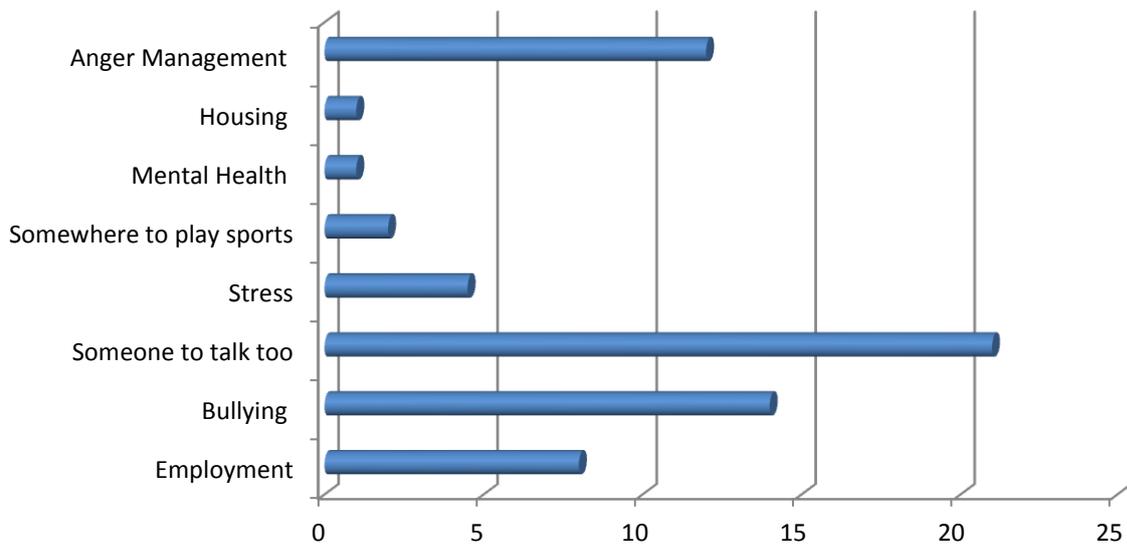
## Bromsgrove Youth & Community Hub – Young People’s Project

**Q1 - How do you find out information about what is on and support that is available?**



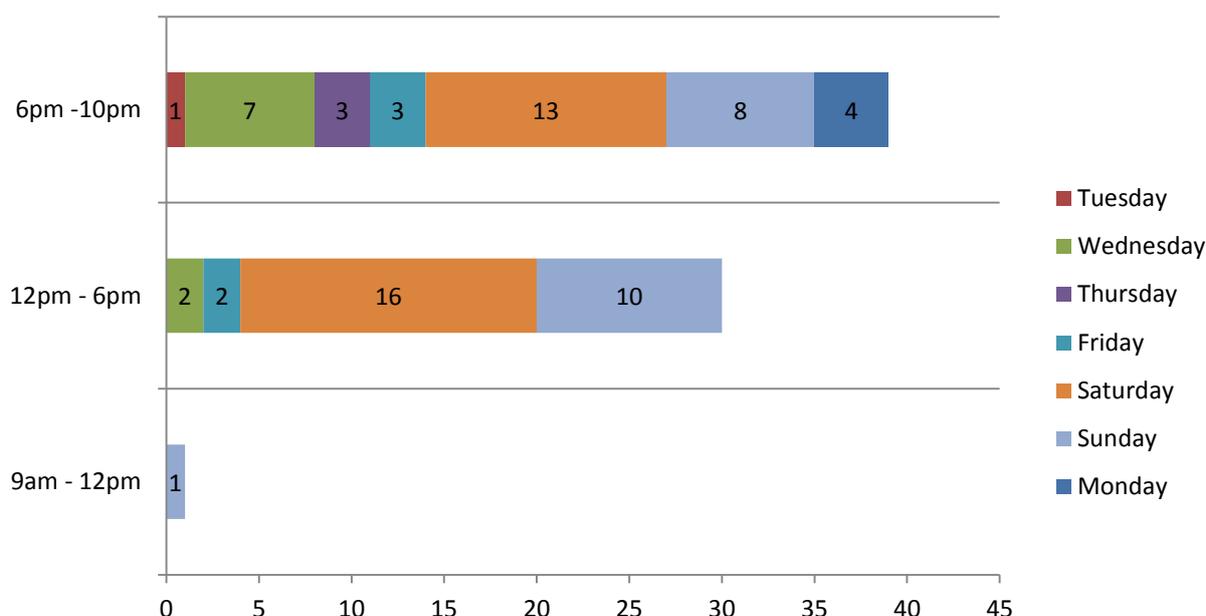
We then asked the young people if there was going to be a Youth & Community Hub in Bromsgrove, what should the centre offer to young people.

**Q2 – What should we offer?**



## Bromsgrove Youth & Community Hub – Young People’s Project

### Q3 – What times should the centre be open?



And finally the respondents were all asked for their view on what the space should be called. Their responses are listed below

### Q4 – What should we call the space?

- |                |                        |                            |
|----------------|------------------------|----------------------------|
| Social Hub     | Teens Hangout space    | Feeling great and safe Hub |
| Teens Hub      | Side Kick awesome      | 21 Dab for Kids            |
| Youth Hub      | Kidz Kool              | School Rock                |
| Kids free zone | Stay cool              | Kids 4 life                |
| Stay Young     | S.U.K                  | Stress Free                |
| Kids Zone      | Uno Dos Tres Kids      | Take a break               |
| Chill out      | Super Social           | KoolKidz x2                |
| Rightly Rad!!  | Chinese symbol for Fun |                            |

## Proposal

Following consultation with young people across Bromsgrove we are proposing the establishment of a Bromsgrove Youth & Community Hub (working title)

Utilising the available data on the needs of children and young people and our own consultation with them we would want to achieve the following outcomes over three years.

## **Bromsgrove Youth & Community Hub – Young People’s Project**

### **Outcomes**

1. Reduced numbers of young people reported to be engaged in anti-social behaviour
2. Young people display improved understanding and resilience in dealing with mental health issues, drug and alcohol use and sexual relationships
3. Young people show improved levels of educational attainment/job skills/life skills
4. Young people have an increased awareness of support and services available to them to prevent those becoming victims of crime.

### **Outputs**

1. Number of young people engaged
2. Number of young people with disabilities included in projects
3. Number of young people involved in ASB
4. Number of ex-offenders engaged for 3 months and 6 months
5. Young people engaged in volunteering
6. Number of young people engaged in physical, mental and spiritual well being activities.

### **Measures**

1. Progression as measured by the outcome star.
  2. Number of young people engaged in volunteering
  3. Number of social action projects undertaken by young people.
  4. ASB reported to and recorded by the police
  5. Case studies
- Targets will be set for the next 3 years.

### **Milestones (prior to funding allocation)**

1. Completion of 3-year business plan
2. Refurbishment of the Basement at Bromsgrove Baptist Church
3. Impact assessments, procedures/policies and risk assessments in place.
4. Additional funding/ match-funding sources identified and approached

### **Proposed activities**

From the Bromsgrove Youth Hub we propose to deliver a range of training and activities. These would include:

1. Online training English and Maths
2. Community based social action projects
3. A youth club and youth activities which appeal to young peoples, physical, mental and spiritual needs.
4. Information advice and guidance including, a sign posting service that young people can access
5. Mental health counselling
6. Employability workshops including curriculum vitae writing.

## **Bromsgrove Youth & Community Hub – Young People’s Project**

We would also offer:

- Support for addictions
- Parenting courses
- Family support
- Volunteering and training opportunities
- Sexual health services
- A welcoming environment
- Life skills such as cooking and budgeting
- Healthy relationship advice.
- Faith based literacy activities for young people.

### **Action Plan**

#### **Year 1 – Engagement of Young People**

Promote, engage and consult with potential service users from a variety of backgrounds. Make assertive links with Schools, PRU’s and Police. As well as this, we aim to build a link with local shop owners to bridge the gap between service users and the town centre. Highlight necessary services that will complement the existing partners that will be delivering from the hub, this will enhance the quality of service we can offer to the service user. Identify service users to become representatives for the project. They will have a voice and help to shape activities at the hub and in the wider community. Recruit a youth worker and train volunteers and begin to deliver activities.

Implement Development Assets (Search Institute) for measuring the progress of young people as a positive model for supporting young people.

#### **Year 2 - Participation of Young People**

Provide a flexible menu of support and activities. Some of our service users will be identified as hard to reach. However, we want to make the Hub available as a universal provision for Bromsgrove young people. Volunteers will be established and will help to facilitate projects. To have established relationships with local businesses, to offer work experience and employment.

#### **Year 3 - Further implementation and sustainability planning**

To establish a youth led board, who take ownership of the project and are involved in the sustainability plan. To identify and apply for further funding. Generate income through external lettings of our space. To have a diverse menu of support available and outreach activities.

### **Contribution to Bromsgrove District Council Strategic Purposes**

#### **Help me to live my life independently.**

Our Youth Hub will provide a range of support activities for children and young people which will build reliance. For example, we will provide drug awareness sessions, accredited life skills, mental health support and advice on how to develop healthy relationships with their peers and adults.

## **Bromsgrove Youth & Community Hub – Young People’s Project**

### **Help me to be financially independent**

The Youth Hub will assist children and young people to develop their budgeting skills to support them in preparing for independence. The project will offer work experience and volunteering opportunities which will help young people with career decisions and increase their sense of belonging to their local community. Our partnership includes housing support services who have committed resources to assist those young people attending the Hub who are at risk of not having somewhere to live.

### **Provide Good things for me to see, do and visit**

From the new Bromsgrove Youth & Community Hub we will deliver a range of things to do and places to go which will be attractive to all young people. These would include:

- Online training English and Maths
- Community based social action and social enterprise projects
- A youth club
- Information advice and guidance including, a sign posting service that young people can access
- Mental health counselling
- Employability workshops including curriculum vitae writing.
- Life skills such as cooking and budgeting

### **Building Refurbishment**

Bromsgrove Baptist Church with partners is bidding for funds to cover the costs of refurbishing the basement and has a bid for grant at the present time (June 2017). The on-going costs for using the basement will be £10,000 per annum which will cover rent and utilities.

YMCA Worcestershire will work with partners to make bids for funding the project

### **Partners**

The current list of partners includes the following although any organisation willing to contribute in kind or with funding is encouraged to support the project.

- YMCA Worcestershire
- Parenting & Family Support Service
- Bromsgrove Baptist Church
- NewSong Community Church



### Risk Management

Below is a list of risks to the project with the level of risk identified and the action needed to mitigate the risk in the form of a table.

Risk	Level of risk	Mitigating action
Attracting funds for the project	Medium	Mix of bids and attracting commissioners to invest long term – 3 years
Young people not attracted to the project	Low	Recruit highly experienced workers who can engage young people
Offer is insufficient to attract a wide range of physical, mental and spiritual activities.	Medium	Engage a wide range of young people with diverse backgrounds to ensure that activities appeal to a wide range of interests and preferences.
Young people attending the service whilst under the influence	Medium	Anyone under the influence will be supported appropriately
Managing the number of young people in the building at any time	Low	Staff ratio 1/8 young people

### Financial Analysis

The below costs show an outline baseline cost for the project over three years. The costs are approximate at this stage and show that the basement repair/refurbishment could be amortised across a three year period. Costs are higher in year 1 due to start-up infrastructure that will be required, however run rate after three years should be around the £18k mark.

Item	Cost
Basement repair / refurbishment & equipping (BDC)	£61,149
Costs of running the Youth & Community hub for the first three years from the refurbished premises (staff, utilities & sundry costs)	£24,135 (Year 1) £18,365 (Year 2) £17,197 (Year 3)
<b>Total</b>	<b>£120,846</b>

## Current Supporters

In addition to the partners listed on page 14 other support for Bromsgrove Youth & Community Hub has come through the Children’s & Young People’s Providers Group. This was set up as a multi-agency group to bring together those already engaged with children’s or youth provision. The following organisation logos identify those who are supportive of the project development.

