

Youth Strategy Delivery Plan

A group of Brent and partner agency leads will be established to help drive, coordinate and ensure successful delivery of this strategy. This Youth Strategy Delivery Group (YSDG) will consist of members with the seniority, influence and expertise required to progress the high-level actions outline below.

The delivery plan recognises there is already a huge breadth of existing and planned activity that supports the goals of this strategy. It therefore includes multiple actions to link with, support and enhance this work, as well as addressing the gaps and issues young people have told us about.

Theme	Actions & Details		Measures	Timeframe	Lead	Delivery Resources
Engagement and voice <i>Create more opportunities and increase participation of young people from all backgrounds to become actively engaged and empowered members of their communities</i>	Develop opportunities for young people to act as leaders and influencers, embedding ways to treat young people as stakeholders with a voice and opportunities to celebrate achievements	<ul style="list-style-type: none"> • Mapping of existing opportunities in and outside of school and college settings • Upscale or create new opportunities, in partnership with local businesses and organisations • Promote opportunity of BYP via schools and social media platforms • Delivery of BCAP leadership development programme • Encourage young people to become engaged with Brent Connects including options for shaping future agendas e.g. the climate and ecological emergency • Align youth voice to the development of local safety programmes and projects 	Opportunities for young people to act as leaders and influencers are in place and work well More visible engagement with young people in local government processes and decision-making resulting in better outcomes More frequent celebration of young people in the borough	March 2022	CYP/BCAP	CYP/BCAP/Community Engagement/Climate and Ecological Strategy Team /Community Safety
	Coordinate and streamline engagement activity	<ul style="list-style-type: none"> • Develop annual Youth Survey with partners • Utilise BYP and SEND Young People Network links into schools, colleges and local areas to connect with communities • Use mapping exercise to identify gaps and opportunities, including targeted outreach • Develop engagement partnership approaches, supported by co-produced themed events during the year 	Shared insights and reduction in engagement fatigue of young people Stronger links between engagement activity and local communities Improved coordination of engagement activity and increased profile of opportunities	Progress review by March 2022	CYP/BCAP	CYP/Community Engagement/BCAP

		(e.g. cultural/arts, employment)				
Activities <i>Develop increasingly sustainable, inclusive, diverse, and engaging recreational opportunities that bring young people together and respond to evolving priorities.</i>	Pursue and secure funding for recreational programmes that best respond to young people's priorities	<ul style="list-style-type: none"> Utilise the CYP thematic partners group (chaired by YBF) to identify and promote funding opportunities Facilitate and coordinate funding bids, including NCiL youth projects and other council grant schemes Through the Brent Community Lottery actively support good causes that deliver recreational activities for young people 	<p>More successful funding bids for youth-focussed projects</p> <p>More recreational activities that meet the priorities of young people</p>	Progress review by March 2022	CYP/ACE/YBF	CYP/Strategy and Partnerships Grants Team
	Coordinate recreational programmes that best respond to young people's priorities and build on the legacy of LBoC	<ul style="list-style-type: none"> Brent LCEP-led research, mapping and quality assurance of cultural and recreational opportunities Coordinate borough-wide programmes of activity, including Family Wellbeing Centres, DFE Holiday Activities and Food (HAF) programmes and Funfit Families 	<p>Visible legacy for young people from Brent's LBoC</p> <p>Greater participation of young people in local youth activities</p>	Progress review by March 2022	CYP/YBF	CYP/YBF
Skills and Opportunities <i>Inspire and enable all young people to grasp opportunities and achieve their ambitions.</i>	Develop approaches for connecting young people with entrepreneurial and self-employment opportunities	<ul style="list-style-type: none"> Introduction to Entrepreneurial Education (BCAP project): delivery of a pilot project focused on commissioning and piloting the approach. <ul style="list-style-type: none"> Formalise sub-group Procurement process Market trading programme (BCAP project): a supported programme that provides training and opportunities for self-employment, including but not limited to young people, through: <ul style="list-style-type: none"> The piloting of a street market in the London Borough of Brent Delivery of a free online and in-person market 	<p>More young people engaged in entrepreneurial activity</p> <p>More young people engaged in self-employment opportunities</p>	March 2022	CYP/BCAP/YBF	CYP/BCAP/YBF

		<p>trading training and support programme</p> <ul style="list-style-type: none"> ○ Pilot will run from Summer 2021 to Spring 2022 ○ Development of the Creative Coordinators Programme across Brent to introduce young people to the concept of Project Management. (YBF) 				
	Develop opportunities for young people to gain life skills	<ul style="list-style-type: none"> • Financial literacy (BCAP project): deliver a series of sessions aimed at ensuring young people are equipped to navigate the world. <ul style="list-style-type: none"> ○ Working with sub-group ○ Review links with corporate Financial Inclusion work 	Opportunities for young people to gain life skills	March 2022	CYP/BCAP	BCAP
	Use the council's social value and procurement policy to increase skills and experience opportunities for young people	<ul style="list-style-type: none"> • Deliver social value outcomes, including work experience, placements and skills opportunities 	Value of commitments by suppliers for relevant 'Every Opportunity to Succeed' measures.	Ongoing	Procurement/ES&E	Procurement/ES&E
	Promote young people focussed Brent Works and commissioned provision, including Kickstart and Moving On Up projects and the apprenticeship scheme.	<ul style="list-style-type: none"> • Delivery of a range of support to enable young people to gain sustainable employment. 	Decrease in young people who are NEET Increase in support for marginalised, excluded or vulnerable groups	Ongoing	CYP/BCAP/ES&E	BCAP/ES&E
	Develop and promote volunteering opportunities that appeal to young people	<ul style="list-style-type: none"> • Explore dedicated young people volunteering opportunities with partner organisations • Exploration of the Volunteers Go Global Programme (YBF) 	<p>YP improve their skills and opportunities through volunteering</p> <p>YP improve intercultural dialogue and understanding through global volunteering projects.</p>	<p>March 2022</p> <p>Progress review by March 2022</p>	CYP/ACE/YBF	<p>CYP/Strategy and Partnerships</p> <p>YBF/CYP/Strategy and Partnerships</p>
<p>Places and facilities</p> <p><i>Support the development of modern and accessible youth-dedicated spaces.</i></p>	Develop modern and accessible youth-dedicated spaces	<ul style="list-style-type: none"> • Develop a post-16 skills resource centre for young people (16-25) with SEND to develop preparation for adulthood skills • Pursue development of an Onside Youth Zone for Brent 	<p>A new space for young people and young adults with SEND</p> <p>A new youth-dedicated space</p>	Progress review by March 2022	CYP	CYP

		<ul style="list-style-type: none"> • Progress Youth Investment Fund (YIF) bid • Co-develop FWC spaces to ensure they are welcoming and inviting for young people, including appropriate: <ul style="list-style-type: none"> ○ murals and art ○ facilities and equipment ○ digital connectivity 	More young people accessing and using FWC spaces			
	Promote and encourage use of youth accessible spaces	<ul style="list-style-type: none"> • Utilise the FWC model and eight localities / catchment areas to: <ul style="list-style-type: none"> ○ map local youth-accessible spaces ○ identify and address unmet need ○ connect young people with local community assets 	Greater understanding of youth-dedicated spaces across the sector	March 2022	CYP	CYP
Wellbeing and mental health <i>Promote and embed wellbeing and mental health priorities, including access to support, within the local youth provision.</i>	Develop the strategic approach for Children's Mental Health and Wellbeing, including connectivity with Integrated Care Systems (led by Brent Children and Young People Wellness group – a sub-group of Children's Trust / Joint Commissioning Group)	<ul style="list-style-type: none"> • Refresh of the JSNA • Detailed mapping and gaps analysis of what is available including via schools and colleges, CAMHS and CVS partners • With young people, co-develop approaches for how information about services can be presented to young people and other stakeholders including professionals, schools and families 	Young people know where to go for help and support	March 2022	CYP/CWB/Partners	CYP/CWB/Partners (inc Health, Thrive)
	Develop approaches to build the skills and capacity of young people, equipping them to support themselves and each other	<ul style="list-style-type: none"> • Deliver the Mental Health and Wellbeing recovery programme - to combine an extended capacity of mental health specialist expertise in Brent schools, building on and extending the Mental Health Support Teams in schools model which launched in Brent in October 2020, with 	More young people with relevant training and skills, including Mental Health First Aid	March 2022	CYP/BCAP	CYP/BCAP

		community based young person peer to peer support through a commissioned community sector provider and extended access of online and digital support packages, such as Kooth.				
	Develop personal resilience skills and create spaces to have difficult conversations, so that young people are enabled and given the ability to prepare for and handle situations.	<ul style="list-style-type: none"> • Work with schools and local organisations to develop opportunities for young people whereby resilience skills will be built • Work with local health providers to promote and raise awareness of the benefits of therapy 	<p>Spaces developed for young people to build resilience and have difficult conversations.</p> <p>Improvements in the wellbeing and mental health of young people.</p>	March 2022	CYP/BCAP	CYP/BCAP
<p>Safety</p> <p><i>Enable positive relationships and healthy behaviours to ensure all young people feel safe in their communities.</i></p>	Develop the Safer Brent Partnership Strategy and action plan, including alignment with the youth strategy activity and the Brent - Violence Reduction Action Plan	<ul style="list-style-type: none"> • Engage with young people in the development of the strategy, including incorporating the insights shared in developing the youth strategy • Jointly-develop actions for improving relationships between young people and police • Incorporate the youth voice into all quarterly service provision reports 	<p>Young people feel safer</p> <p>Young people are able to share ideas to improve their communities</p> <p>Young people know how and feel safe to report crimes and to safeguard each other</p>	March 2022	CYP/Community Safety	CYP/Community Safety
	Support and promote awareness raising, diversionary activity and early intervention programmes	<ul style="list-style-type: none"> • Deliver the Violent Crime and Gang awareness training programme (recovery project) - A training programme aimed at Secondary School children and parents and carers in order to divert from/identify indicators of, gang / knife crime. • Promote and support YBF-led projects (e.g. MyEnds, Global Thinking, Valuing Life and Youth Independent Advisory Group) • Early intervention to support through referral into the Violence and Vulnerability 	<p>Reduced likelihood of young people being involved in or impacted by violence and gangs</p> <p>Development of community and youth-led solutions</p> <p>Increased understanding of local risk, reduce perception of crime and build resilience</p>	Progress review by March 2022	CYP/R&E/YBF	CYP/Community Safety /YBF

		program and Early Help services.				
Access and Awareness <i>Ensure all young people are aware of and are able to access local youth provision.</i>	Develop promotional approaches that meet the needs and preferences of young people	<ul style="list-style-type: none"> LCEP-led review of the current promotional landscape, tools and approaches: <ul style="list-style-type: none"> Network building with partners and assets to coordinate approaches With young people, co-produce and implement a digital and social media strategy Deliver 'Insight Day(s)' – themed events promoting the breadth of provision available to young people 	YP are better aware of the local youth provision and how to access this	Progress review by March 2022	CYP/LCEP/BCAP	CYP/LCEP/BCAP/YBF
	Remove barriers to access and awareness of the local youth provision	<ul style="list-style-type: none"> Digital Packages for Children and Young People recovery project: a device donation and crowdfunding campaign to provide digital packages for children and young people in Brent 	Improved digital access for young people	Progress review by March 2022	CYP/CDS	CYP/Digital Transformation
The environment <i>Harness young people's passion for a green and sustainable environment.</i>	Promote and coordinate opportunities for collaborative environmental action	<ul style="list-style-type: none"> Promote and develop the Brent Environmental Network (BEN) including: <ul style="list-style-type: none"> Targeted callouts for activity aligned to the priorities of young people Development of a schools sub-group and an enhanced role for young people Explore opportunities for young people led campaigns (podcasts, TikTok etc.) and access to small grants for projects that help tackle the climate emergency Develop the Brent Goes Wild Programme (YBF) in all primary schools by 2025 Develop a horticultural facility (as part of the SEND 	<p>More young people actively involved with the green agenda and BEN</p> <p>Young people are better informed of climate and</p>	Progress review by March 2022	CYP/ACE/YBF	Climate and Ecological Strategy Team/CYP/YBF

		skills resource centre), linking into schools, including bio-diversity programmes	environmental issues and impacts, globally and locally.			
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